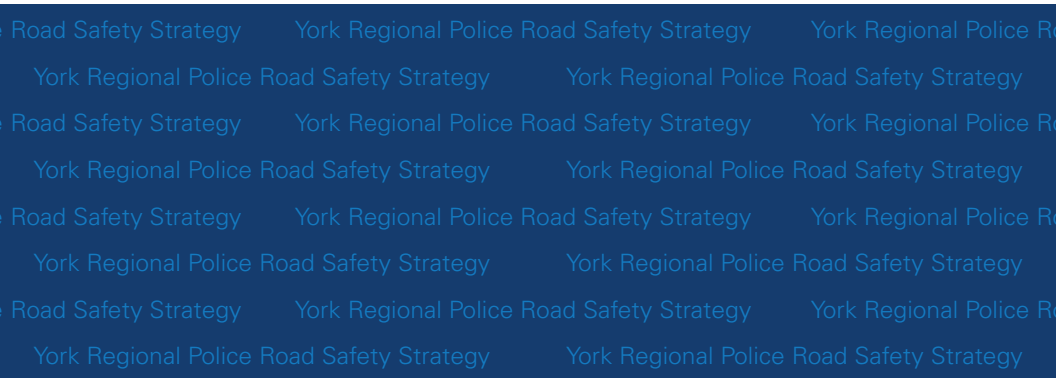


# **2018 to 2023**

# **York Regional Police**

# **Road Safety Strategy**





## OUR VISION

To make a difference in our community.

## MISSION STATEMENT

We will ensure our citizens feel safe and secure through excellence in policing.

## SHARED VALUES

OUR PEOPLE  
*community*  
INTEGRITY  
*leadership*  
ACCOUNTABILITY  
*competence*  
TEAMWORK

### Introduction

York Region is home to nearly 1.2 million people in nine municipalities that span from Steeles Avenue in the south to Lake Simcoe in the north. The region continues to experience rapid population growth, which is expected to reach nearly 1.8 million people by 2041.

Our existing regional road network consists of more than 4,100 kilometres of urban and rural roads that help residents get to where they live, work and play. York Region roadways support 2.4 million vehicle trips daily.

Along with our partners, York Regional Police is committed to ensuring that all road users, including drivers, cyclists and pedestrians, get to their destinations safely.

According to the Ministry of Transportation, there were 35,972 fatal and personal injury collisions across the province in 2016.

Here in York Region, we have seen a 13 per cent decrease in the total number of collisions between 2013 and 2015. During the same period, fatal and personal injury collisions decreased by eight per cent. Despite the improvements, there is still much collaborative work to be done. Along with our partners, York Regional Police has adopted the Vision Zero approach to road safety, which originated in Sweden with its goal to eliminate fatalities and injuries on roadways.

We believe that no loss of life is acceptable.

### Our Goal

Our goal is to reduce fatal, injury and property damage collisions on York Region roadways, while ensuring our roads are among the safest in Canada.

### Our Strategy

We will continue to ensure road safety across York Region through strategic traffic enforcement, education and community engagement. Our efforts will be focused on five strategic priorities: Distracted Driving, Impaired Driving, Speeding, Seatbelt Compliance and Vulnerable Road Users, like cyclists and pedestrians.

These strategic priorities will guide all York Regional Police road safety initiatives.



### Impaired Driving

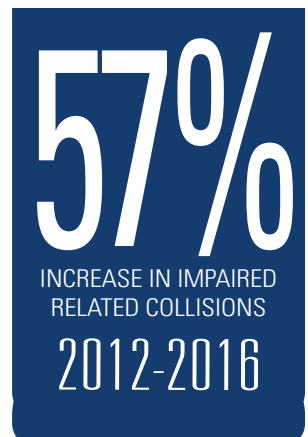
Despite numerous tragedies on York Region roadways, the number of people charged with Impaired Operation of a Motor Vehicle has been on the rise annually since 2012. In 2016 alone, 1,635 people were charged with impaired-related offences.

Further, impaired drivers were involved in 296 collisions that resulted in 102 injuries in 2016. That means 34 per cent of people who are involved in an impaired-related collision will sustain an injury or die as a result.

York Regional Police is committed to eliminating impaired driving. Our message is clear: **If you drink or do drugs, don't drive.**

The Safe Roads...It's Your Call and Festive R.I.D.E. programs encourage citizens to stand up and call 9-1-1 if they see a suspected impaired driver. That call may save a life or prevent a serious injury. Impaired driving is a crime in progress and our officers will respond immediately to these calls.

Our efforts to combat impaired driving will focus on raising public awareness, enhancing collaboration with stakeholders, enhancing legislation and enforcement efforts and utilizing new technology to make York Region roads the safest in Canada. We're not giving up.







### Distracted Driving

Inattentive driving has quickly become one of the leading causes of motor vehicle collisions on our roadways.

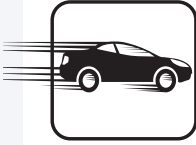
The most common source of inattentiveness for drivers is being distracted by the use of a hand-held device, like a cellphone. Rather than paying attention to the road, hand-held devices can divert a driver's cognitive, manual and visual focus. In 2016, 2,764 motor vehicle collisions were attributed to inattentive driving, up 12 per cent from the previous year.

But you don't have to have a phone in your hand to be an inattentive driver. Eating, reading, applying makeup or tinkering with your vehicle's info-tainment system could also lead to a ticket, charges of Careless Driving or worse, a collision.

In 2016, 4,606 charges of Distracted Driving were laid against drivers on York Region roads. That's an average of 400 charges every month across the region.

York Regional Police is committed to reversing this trend. Our efforts will focus on proactive enforcement, such as the We're on Board bus initiative and Operation Stay Focused, along with legislative lobbying for increased fines and community involvement.





### Aggressive Driving

York Regional Police considers aggressive driving to be a significant issue on our roads and highways. In fact, incidents of aggressive driving continue to increase despite co-ordinated enforcement efforts across the Greater Toronto Area with partnering police agencies.

Over the past year, widespread media coverage of aggressive drivers and a number of fatal collisions has once again brought this issue to the forefront of many road safety strategies.

Aggressive driving investigations are broken into two categories:

- Highway Traffic Act Offences: Speeding, following too closely, disobeying traffic controls, stunt driving
- Criminal Code of Canada charges: Dangerous Operation of a Motor Vehicle

In 2016, 41,537 Highway Traffic Act charges and 365 Criminal Code charges were laid in York Region. This is up from 2015 by five and 10 per cent respectively.

Utilizing information from regional speed studies and community complaints, we proactively conduct enforcement initiatives to reduce speed on our roadways.

Enhanced intelligence-sharing of information between police jurisdictions will assist in identifying how best to utilize police resources to safeguard our roads against drivers who continue to pose a risk to public safety.





### Seatbelts

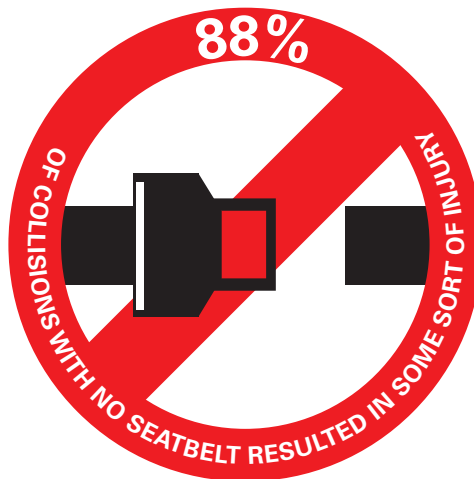
Using a seatbelt is the single most effective way to reduce the chance of injury or death in a motor vehicle collision. All Ontario drivers and passengers must wear a properly adjusted and fastened seatbelt. Furthermore, drivers are responsible for ensuring anyone under the age of 16 is properly secured.

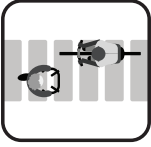
York Regional Police conducts a variety of enforcement blitzes throughout the year to ensure compliance with the Ontario Highway Traffic Act.

In 2016, 1,383 people were charged with seatbelt-related offences. This is down from 1,746 in 2015 as a result of enforcement strategies, including a proactive bus initiative which placed officers onto buses to catch distracted drivers and seatbelt violators.

Despite the decline in violations, there were 555 collisions in 2016 in which motorists and passengers failed to properly use seatbelts.

York Regional Police offers the Secure Your Future and Operation Impact programs throughout the year to promote seatbelt use across the region.





### Vulnerable Road Users

Vulnerable road users are most at risk for serious injury or death when they are involved in a motor vehicle collision. This includes pedestrians, motorcyclists and cyclists.

In 2016, there were 741 motor vehicle collisions involving vulnerable road users, 11 of which resulted in fatalities. We believe such tragedies can be prevented through additional education and enforcement.

Along with our community partners, York Regional Police participates in annual educational and enforcement initiatives. These include Operation ABC (Always Be Careful), Cross Smart and Seniors Safe Driving, which run throughout the year. Cycle Smart and Motorcycle Safety and Awareness programs are emphasized in the spring and summer months.





# Performance Indicators

### Enforcement Strategies

1. Co-ordinated enforcement following the Regional Road Safety Calendar.
2. Co-ordination of all district and regional initiatives.
3. Initiatives tied to national and provincial strategies such as Operation Impact and National Road Safety Week.
4. Central tracking of all road safety initiatives through the Road Safety Bureau, including collision data and Provincial Offences Notices.
5. Utilize and increase the dedicated team of highly-trained Standardized Field Sobriety Test Officers, Breath Technicians and Drug Recognition Experts to combat impaired driving by both drug and alcohol
6. New road safety dashboard – Business Intelligence tool.
  - a. Creation of road safety priority patrol zones.
  - b. Identify top collision locations within each district.
7. R.I.D.E. (Reduce Impaired Driving Everywhere) deployment.
  - a. Daily tracking of the Festive R.I.D.E. campaign and special event deployments.

### Programs and Partnerships

1. Specific programs such as Primary Traveller, Operation ABC (Always Be Careful), We're On Board, Safe Roads...It's Your Call, Not One More
2. Partnerships
  - a. Ministry of Transportation, York Region Transportation and Public Health
  - b. Greater Toronto Area police services
  - c. Ontario Association of Chiefs of Police and Canadian Association of Chiefs of Police
  - d. York Region school boards

### Commercial Motor Vehicle Investigations

1. Coordinate monthly inspection blitzes with partnering police agencies and other stakeholders, including the Ministry of Transportation and the Ministry of Environment
2. Weekly enforcement campaigns in conjunction with district resources

### How Do We Achieve Vision Zero?



Yearlong

Reduce Impaired Driving Everywhere – R.I.D.E.  
Aerial Speed Enforcement  
We're On Board – Distracted Driving Bus Campaign



Winter

Winter Driving Safety Campaign  
Snowmobile Enforcement  
Festive R.I.D.E.



Spring

Cross Smart & Cycle Smart - pedestrian and bicycle safety  
Two Wheels, One Life, Ride Safe – motorcycle safety  
Canadian Road Safety Week



Summer

Eliminate Racing Activity on Streets Everywhere - Project E.R.A.S.E.  
Sobriety and Safety for Water Craft  
Long weekend enforcement



Autumn

Operation ABC – Always Be Careful  
Primary Traveller  
Pedestrian Safety

# What Can You Do?

Road safety is everyone's responsibility. We need our citizens to take an active role in order to achieve Vision Zero.

Being a responsible road user, whether by car, bike or foot, contributes to overall safety for everyone who travels our roadways.

We can all do our part to stay safe and reduce the number of collisions in York Region.

## **Impaired Driving**

- Never drive while impaired, either by drugs or alcohol
- Don't let others drive impaired
- Call 9-1-1 if you suspect an impaired driver

## **Distracted Driving**

- Do not use any type of device while driving
- Pre-program music stations, driving routes and contacts
- Keep your eyes on the road and stay alert

## **Aggressive Driving**

- Watch your speed and obey the speed limit
- Report aggressive drivers through the online Road Watch program
- Model safe driving behaviours

## **Seatbelts**

- Always wear your seatbelt as it was designed
- Ensure children and other passengers are properly restrained

## **Vulnerable Users**

- Keep your head up while riding, walking or cycling
- Follow all the rules of road - they apply to everyone
- Wear appropriate safety gear and reflective clothing



# BIG 5 DANGERS



Distracted Driving



Impaired Driving



Speeding



Seat Belt Compliance



Vulnerable Road Users

York Regional Police is committed to reducing fatal and catastrophic collisions on our roadways. Through ongoing enforcement and educational campaigns, our goal is to influence driver behaviour for a safer community.

## IMPAIRED DRIVING

We are not giving up in our fight against impaired driving.

- Strategic enforcement for alcohol and drug-related impairment, including year-round RIDE initiatives, takes place every day of the year
- The Safe Roads...Your Call program encourages citizens to call 9-1-1 if they spot an impaired driver
- YRP's #ImTHATPerson social media campaign wants you to be THAT person who speaks up against impaired driving
- Impairment laws include all motorized vehicles: cars, trucks, water vessels, ATVs, scooters
- Prosecution affects your entire life. Penalties can affect your job, driver's licence and insurance and legal costs



## DISTRACTED DRIVING

Distracted driving can kill you or someone else.

- Three types of distraction include:
  - o Visual – taking your eyes off the road
  - o Manual – taking your hands off the wheel
  - o Cognitive – taking your focus off driving
- Driver distraction is estimated to be a contributing factor in eight out of 10 collisions reported to police
- One person is injured in a distracted-driving collision every half hour
- A driver using a phone is four times more likely to crash than a driver focusing on the road
- A fine of \$490 and three demerit points is the cost of a distracted driving ticket





## SEATBELT COMPLIANCE

Using a seatbelt is the single most effective way to reduce the chance of injury or death in a motor vehicle collision. Wearing a seatbelt helps you:

- Remain safely in a position that is the most effective for any airbag deployment
- Stay in the vehicle and not be ejected by the force of impact during a collision
- Avoid injury by striking the steering wheel, windshield or door
- Avoid being charged with an offence. The fine for non-compliance is between \$200 to \$1,000 and two demerit points against your driving record upon conviction



## AGGRESSIVE DRIVING

Speeding is often a contributing factor in serious and fatal collisions.

- Speed limits are engineered to make our roads safer for all users and they are based on ideal conditions. Adjust your speed for weather and road conditions
- The human body cannot survive a high-speed collision without injury or potentially death
- 50 km over the speed limit/stunt driving penalties include 7 day licence suspension and vehicle impoundment



## VULNERABLE ROAD USERS

Vulnerable road users are most at risk for serious injury or death when they are involved in a motor vehicle collision. This includes pedestrians, motorcyclists and cyclists.

- Make sure drivers can see you. Wear bright colours or reflective clothing and make eye contact when possible to ensure you are seen
- Follow all the rules of the road when it comes to road signs and signals, passing another vehicle or crossing the road
- For driver, make sure you are checking blindspots for vulnerable road users, especially at night, when you are turning or changing lanes
- Do not use a handheld device while walking

