



HALTON REGIONAL POLICE SERVICE
"Progress Through Participation"

*Trust &
Respect*

**Nomination of Traffic Strategy
For the
Canadian Council of Motor Transport Administrators
"Police Partnership Award"**

Integrity

The Oakville Safe Roads Strategy has been created and implemented by:
The Commander #2 District, Oakville
Superintendent Bob Percy
The Team includes:
Inspector Jackie Gordon
Sergeant Steve MacDonald

Accountability

Nomination is prepared by Sergeant Steve MacDonald
Sergeant, Oakville District Response Unit
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Award Recipient: Superintendent Bob Percy

Excellence

The nomination is supported and endorsed by Chief of Police, Gary Crowell

Introduction: Inception of Safe Roads Strategy for Oakville

Teamwork

In response to community concerns, the Halton Regional Police Service makes traffic safety, education and enforcement a leading priority, including emphasizing it throughout the Service's themes and goals in the 2008-2010 Corporate Business Plan. Also as part of this strong commitment to traffic safety, an innovative strategy was developed and implemented in 2007.

Justice

In concert with the commitment to Canada's Road Safety Vision 2010, the Service developed a strategy to enhance traffic safety throughout Halton Region, including Oakville, Burlington, Milton and Halton Hills. The strategy was implemented in three stages with education, enforcement and engineering as its main components.

At the start of 2007, the Halton Regional Police Service had a contingent of 582 sworn officers policing a population base of 453,700 over four municipalities. Historically, the Service utilized a Headquarters - Regional Traffic Bureau that provided a hybrid response involving a team dedicated to traffic collision re-construction and a second team focused on enforcement. The enforcement team consisted of six officers who conducted radar and other traffic enforcement initiatives throughout the region. Oakville, with a population base of 169,800 and 102 officers had no resources consistently assigned to traffic, opting to use frontline personnel on a daily basis to undertake enforcement initiatives.

Development, Design and Implementation

Phase 1: Redeployment of Staff: addressing needs of communities

Preliminary findings on the Service's response to traffic issues in 2006 showed officers were not actively involved with the needs of the community relating to traffic issues due to competing priorities. Recognizing that there was a way to increase the efficiency and effectiveness of our traffic-related response, in April 2007, the Service redeployed its staff. This saw the former regional traffic enforcement team working out of Headquarters split up and redeployed locally to each district. These officers were augmented by four uniform personnel per district, resulting in three dedicated enforcement teams of six members, each of which was assigned one supervisor to oversee their activities. They were known as the District Response Unit. (D.R.U.) One of the Service's goals for 2007 was to increase community safety. Oakville was aligned with this goal with a primary focus being the enhancement of safety for citizens using the roadways. This was accomplished via traffic enforcement, education and project initiatives, while partnering with our community stakeholders.

To further enhance our commitment and ensure that all officers were engaged in contributing to community safety, patrol officer assignments were also reorganized which saw all officers addressing traffic issues in their respective team area.

Phase 2: Identification of Traffic Priorities

A number of venues were researched to prioritize traffic initiatives. Existing partnerships with Community Consultation Committees (C.C.C.) were enhanced to solicit their input. The Committees, comprised of volunteers from the public who address community concerns throughout Oakville, reported on traffic issues in their respective areas with a "neighbourhood / quality of life" concern.

These were addressed by the patrol officers assigned to traffic duties on a daily basis. The Town of Oakville Traffic Technologists' partnered with the Service. Information was provided regarding speed surveys and high complaint locations. Police concerns were shared with the Town and included in their engineering traffic calming initiatives. Police also partnered with the Town and volunteer members of the community on the Traffic Advisory Committee. This volunteer board meets at a minimum quarterly and addresses concerns brought forward by members of the public, with a mandate to provide consideration to quality of life issues as they pertain to traffic matters where necessary. Concerns are brought to the attention of the District by the police committee representative for enforcement.

Citizen traffic complaints received by the police are recorded and assessed by the D.R.U. supervisor. As part of the validation process, areas of community concern are passed on to the Communities On Phone Patrol (COPP) coordinator who conducts a radar survey. These community volunteers provide an extra set of eyes for police in identified problem areas, as well

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as volunteer for traffic initiatives and an array of community events. The volunteers are equipped with handheld radar equipment for speeding concerns and they also conduct stop sign surveys in complaint areas. The information is gathered and recorded, before being utilized as a tool in deploying police resources. In order to assist with an educational aspect, the COPP volunteers also make use of a radar message board that displays the vehicle speed thereby creating an immediate awareness and an opportunity to modify their driving behaviour. The use of this board generally relates to the “minor” neighbourhood speeding concerns.

RoadWatch is a program where members of the public can report on driving behaviour of others by filling out a hard copy form, filing one on the internet or via the Police Communications Bureau. The registered owner information is obtained and a letter is sent to the owner, advising them of the reported driving activity. This is intended to create awareness and solicit voluntary modification of driving behaviour. There are no fines or penalties associated to the RoadWatch program. The program was enhanced in 2007 with a volunteer from one of the vibrant C.C.C.’s operating the program.

Police statistics showing high traffic collision areas are also utilized in determining priorities for deploying police resources.

Phase 3: Implementing District and Provincial Traffic Projects and Initiatives including traffic enforcement

Organizationally the Service is committed to partnerships with provincial, regional and local road safety initiatives.

Provincial Projects include the spring and fall Seatbelt Campaigns, E.R.A.S.E. (Eliminating Racing on Streets Everywhere), Project Impact and R.I.D.E. (Reduce Impaired Driving Everywhere). These programs provided excellent venues to enhance partnerships with other Services, the media and volunteer groups.

The spring and fall seatbelt campaigns were assisted with media partners delivering newspaper articles and the COPP program providing compliance audit statistics.

Project E.R.A.S.E. operated on a number dates throughout the year. Involved partners included officers from the Ministry of Transportation, Ministry of the Environment and neighbouring Peel Regional Police. This combined approach focused in conducting enforcement in identified areas of racing and speeding. Partnering with area media including television and newspaper, the coverage and enforcement proved to be successful. The local television outlet “The Source” from Cogeco cable, covered the kick-off for several weeks disseminating the message of the project.

Service members participated in Project Impact which operated in the Fall for a three day period identifying aggressive and impaired drivers.

RIDE partnerships continued to have success throughout the year partnering with the MTO garnering financial aid to combat drinking and driving offences. COPP volunteers partnered with officers after developing educational material regarding the RoadWatch and COPP program. A joint educational partnership between the police and local high schools saw a RIDE 101 program that educated youth about the perils of drinking and driving through practical, hands on experience and participation in a community RIDE program.

Halton Regional Police Service generated initiatives include: Bears in the Woods, Project Playsafe and Project Safe Start, which were adopted and built upon internal partnerships.

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The Bears in the Woods radar project was adopted from neighbouring District #3, Burlington and implemented in Oakville during the spring on rural roads after being identified as requiring attention due to historic high rates of injury accidents. The project operated for a three week period with media attention. D.R.U. officers teamed together with internal partners assigned from uniform patrol.

Project Safe Start was a back to school education and enforcement project that focused attention on school zones and re-emphasized the increased need for vigilance while driving as there would be an increase in children traveling to and from school.

Oakville District Response Unit officers along with community partners developed and implemented a number of proactive projects and initiatives in Oakville with the safety of our traffic users in mind including Project Playsafe, Wreck Check and Traffic Safety Day.

Project Playsafe was developed by the D.R.U. officers. Community partners identified playgrounds and school play areas in Community Safety Zones as concerns at the beginning of the summer vacations for schools. Enforcement efforts for a period of three weeks were proactively initiated with the end result of no motor vehicle collisions in these areas over the vacation months. Media partners provided coverage outlining the successes of the project.

Project Wreck Check occurred in the south end of the Region and saw D.R.U. officers partner with The Ministry of Transportation and The Ministry of the Environment. The month-long initiative dedicated efforts in removing unsafe commercial and passenger motor vehicles from the roads in Burlington and Oakville.

The D.R.U. officers added value to an Oakville bar enforcement project by partnering with other units to provide a holistic response. While plain clothes and uniform officers dealt with liquor enforcement issues, the D.R.U. officers staffed a series of RIDE locations in the area to show police presence, check for impaired drivers and monitor community safety.

The D.R.U. organized and presented Traffic Safety Day, designed as an educational tool with a mission statement of: *Through education, and with the assistance of community partners, promote safety for driving, cycling, pedestrians and new modes of personal transportation vehicles.*

Community Service Officers dedicated their efforts to build this initiative through commitment and perseverance. By making inroads with community partners these officers provided an educational and entertaining presentation for the residents of Oakville focussing on road safety. The event was promoted through a number of venues in the Oakville area including: Cogeco's "The Source" television promotional interview, media boards, posters developed and funded by corporate sponsors and placed in Oakville-area McDonald's restaurants, pamphlets distributed to Oakville area schools and information brochures distributed to attendees. The Road Safety partnerships Traffic Safety Day included the following displays and presentations:

- **CN Police** – rail road crossing safety with tailored vehicle involved in collision with a train. CN Police officer attended with safety tips and handouts
- **Bike Rodeo** – demonstrated bicycle safety awareness and proper use of safety equipment
- **Laidlaw Bus Company** – promoted bus safety
- **MTO** – officer provided hand outs on street racing and a display that targets street racers
- **Oakville Fire Department** – fire equipment / personnel provided along with assistance for "car seat" clinic

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- **EMS** – paramedic vehicle / personnel provided education on safety
- **Halton Regional Police Service specialty unit vehicles** - D.A.R.E, accident reconstruction, traffic enforcement, commercial motor vehicle enforcement, motorcycle, marine unit.
- **Canadian Tire Display** – safe operation of powered scooter handouts
- **Crime Stoppers** – promoted anonymous reporting of crime
- **CHAT** (Crisis Hospitals against Trauma) – medical professionals provided information and health and safety
- **CAA Rollover Simulator** – display promoted use of seatbelt use and consequences
- **MADD Halton** – provided display, educational pamphlets and personnel to promote traffic safety as well as bringing the “impaired goggles” demonstrating how drinking and driving would effect their co-ordination and balance
- **C.O.P.P. (Communities on Phone Patrol) volunteers** – provided various functions for youngsters including the assistance of setup, the use of “McGruff” the safety dog, handing out of promotional balloons, assisted with the Barbeque,
- **S.A.L.T. (Seniors and Law Enforcement Together)** - took photographs of youngsters on the police motorcycle
- **Car Seat Clinic** –several trained personnel, including police Auxiliary officers, provided the community a car seat inspection
- **Region of Health** - provided proper helmet inspection and proper fitting
- **Skid Control School** - hand outs and an interactive DVD on safe driving techniques

As a further educational component, two guest speakers, personally affected by traffic injury trauma resulting in severe life challenges, provided inspiring traffic safety awareness messages.

These partnerships with community stakeholders delivered a variety of road safety messages that have enhanced road safety in Oakville. This event was attended by approximately 2,000 area residents from all age groups. A number of marketing strategies were utilized including the media, message boards and the distribution of information pamphlets. The corporate sponsor of the event (McDonald’s –Oakville) provided refreshments and food. The corporate sponsor also assisted in the development and posting of advertising posters placed throughout the community.

The COPP volunteer program in conjunction with the Service also operated the No Need To Speed program in neighbourhood complaint areas with perceived speeding issues. Neighbours collaborated together to post signs showing No Need To Speed slogans sending the message home to drivers to slow down.

Statistical Data - Oakville
Motor Vehicle Collision (MVC)

Type	2006	2007
951 - MVC – PD	2346	2080
952 - MVC – PI	376	333
953 - MVC - HIT & RUN	192	404
954 - MVC - FATALITY	1	2

Traffic Enforcement Tickets

Year	Number of Provincial Offences Notices
2006	7,236
2007	14,449

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Future of Road Safety Strategy: 2007 and beyond

The partnerships initiated and enhanced in the year long campaign to improve road safety have been dedicated and inspirational. Teaming up with other public sector and volunteer groups has proved invaluable. The Ministries of Transportation and Environment have set dates for the 2008 calendar year to partner with the Halton Regional Police Service on various initiatives to continue to move forward on our shared goal of enhancing road safety.

The relationship with our local newspapers has been beneficial, as they have provided in-depth coverage and articles throughout the year regarding traffic safety initiatives and promoting the safe roads message. They have proactively attended events and have participated in project ride-a-longs. The third annual Traffic Safety Day has enjoyed a foundation of committed partners that continues to grow annually, with an increase in community awareness and attendance.

The RoadWatch program / partnerships have been enhanced coming together with other Emergency Services utilizing the program to improve road safety. The COPP program has been an example of teamwork and commitment in goals of improving road safety. With 325 hours of volunteer service including commitment at Traffic Safety Day, Project Safe Start, seat belt campaigns, radar message boards, No Need to Speed programs, and the RIDE program, the COPP program in Oakville has set the benchmark and is the envy for other volunteer units.

The end result of the year-long Safe Roads Strategy has seen creation of a formalized plan for 2008 that was prepared to carry on the commitment of enforcement, education, engineering and partnerships with volunteer and professional road safety partners.

In conclusion, the Region of Halton will continue to experience increased traffic volume as the population continues to expand. Within Oakville, the 2006 – 2007 traffic statistics show a decrease in the overall motor vehicle collisions that can be directly correlated to the efforts of the Safe Roads Strategy and the commitment of our professional and volunteer partners. The commitment and efforts of the officers throughout Halton is a reflection of the teamwork atmosphere that the sustained partnerships have fostered. Additional examples have demonstrated additional contributions within the Town of Oakville.

The contributions of Halton Regional Police Service members coupled with our volunteers and partnerships have made a positive impact towards Canada's Road Safety Vision 2010 goal of having the safest roads in the world.

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