



SÛRETÉ DU QUÉBEC



CCMTA – POLICE PARTNERSHIP AWARD

Submission
March 2012



**DIRECTION DES MESURES D'URGENCE
ET DE LA SÉCURITÉ DES RÉSEAUX DE TRANSPORT**

**GRAND QUARTIER GÉNÉRAL
1701, RUE PARTHENAIS, BUREAU 3.43
MONTRÉAL (QUÉBEC) H2K 3S7**



March 2, 2012

Ms. Valerie Todd
Project Manager
Canadian Council of Motor Transport Administrators
2323 Saint-Laurent Boulevard
Ottawa, Ontario K1G 4J8

Re: CCMTA-Police Partnership Award Submission

Dear Ms. Todd,

It is with great pride that we respectfully submit Project EPIC for the CCMTA-Police Partnership Award. Using a four-faceted approach (Education, Prevention, Intervention and Communication), Project EPIC has played a key role in helping the Sûreté du Québec establish partnerships with key stakeholders to develop and implement unique and innovative road safety strategies and programs.

Thank you for your interest in our application.

Sincerely,

Daniel Jacques
Chief Inspector

c.c. Application



DIRECTION DES MESURES D'URGENCE ET DE LA SÉCURITÉ DES RÉSEAUX DE TRANSPORT

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CCMTA – POLICE PARTNERSHIP AWARD SÛRETÉ DU QUÉBEC PROJECT EPIC

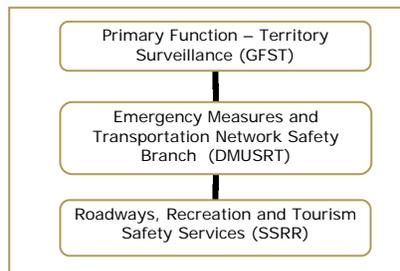


It is with great pride that the Sûreté du Québec (Quebec Provincial Police, hereinafter 'Sûreté') is submitting Project EPIC for consideration for the *CCMTA-Police Partnership Award*. In this submission, we will outline the origins, philosophy and implementation details for Project EPIC, whose core mission is in line with our common goal of making the roads of Canada and Quebec the safest in the world, by forming strategic alliances with a broad range of private sector stakeholders and government agencies. The Sûreté will demonstrate how the Project's activities have produced concrete and significant results in terms of overall road safety improvements, with a specific focus on 16 to 24 year olds, as this was a key component of the initial project objectives.

THE DMUSRT

The *Direction des mesures d'urgence et de la sécurité des réseaux de transport* (Emergency Measures and Transportation Network Safety Branch, hereinafter 'DMUSRT') plays a key part in one of the Sûreté's four primary functions, namely the Territory Surveillance function. The DMUSRT provides a broad range of services to its clientele, partners and stakeholder organisations, in fulfilling its territory protection mandate. In that capacity, it conducts monitoring, follow-up and coordination activities relating to situations occurring in the geographic areas under its jurisdiction, including road networks, trails and water bodies. In doing so, the Branch relies heavily on the *Service de la sécurité routière et récréotouristique* (Roadways, Recreation and Tourism Safety Services, hereinafter 'SSRR') to provide multi-level advice and support services to the primary function district representatives in relation to roadway, recreation and tourism safety issues across the province. The primary purpose of the SSRR is to contribute in a significant manner to reducing the number and severity of collisions on Quebec highways, roadways and tourist routes. This is accomplished through various means, including the establishment of partnerships with key road safety stakeholders in its areas of jurisdiction and elsewhere, in order to achieve unprecedented levels of visibility for its activities.

Organisation Chart



The Sûreté has always been highly committed to road safety, and in 2006, it adopted a road safety strategy aimed first and foremost at increasing its visibility and effectiveness in the area of road safety. To date, the strategy has contributed to a 36.5% reduction in the number of fatal collisions, with yearly numbers falling from 466 in 2006 to 296 in 2011. Similarly, the number of collisions with serious injuries dropped from 1,616 in 2006 to 911 in 2011, which represents a 44% reduction.

PROJECT EPIC

Although very proud of these accomplishments, the Sûreté remains no less concerned with road accident statistics, especially among youth. Although young drivers represent only 10% of all road users, they are nevertheless involved in more than 23% of fatal collisions on Quebec roads. As part of its ongoing public engagement and awareness-raising efforts, the Sûreté was compelled to develop new strategies to build on everything that has been accomplished since 2006. This led to the birth of Project **EPIC**, implemented in April 2011.

Using a four-pronged approach (Education, Prevention, Intervention and Communication), Project **EPIC** has the following objectives:

- *To continue improving the road safety record and the feeling of safety for all users of the road network;*
- *To mobilize Sûreté resources and to involve all Regional Public Safety Committee Members (elected officials) in improving road safety, taking into account the ever evolving nature of road safety issues;*
- *To increase the visibility and effectiveness province-wide road safety campaigns, especially during key times for road safety (long holiday weekends);*
- *To keep focusing on the prevention aspect of the road safety mandate, paying special attention to young drivers.*

As a result, it is with great pride that the Sûreté is submitting Project **EPIC** in its entirety for consideration for the *CCMTA-Police Partnership Award*. The submission will focus on the promotional video produced in partnership with the Quebec Major Junior Hockey League and on Operation Catalyst, both of which were implemented as part of Project EPIC, as both items in our view perfectly embody the objectives of the *CCMTA-Police Partnership Award*.

SHORT VIDEO PRODUCED WITH THE QUEBEC MAJOR JUNIOR HOCKEY LEAGUE

As a follow-up to an initiative developed at one of its police stations, the Sûreté joined forces with the Foreurs de Val-d'Or, a Quebec Major Junior Hockey League (QMJHL) team in 2011 to produce a safe driving video. Focusing primarily on prevention, the video had the following objectives:

- *To create a connection between safe driving and keeping away from factors that negatively impact driving ability, including alcohol consumption and the use of mobile devices;*
- *To define community standards as to what is acceptable behaviour at the wheel;*
- *To reach a broad demographic base, with a specific focus on 16 to 24 year olds;*
- *To establish a local and regional connection and a sense of community by making the video with well-known players from the Foreurs, the local QMJHL team;*
- *To associate this positive message to the Sûreté's mission, by including images of related police activities.*



PARTNERSHIP

Officially launched during a December 2011 media briefing in Val-d'Or with members of the hockey team, Sûreté representatives and local media in attendance, the video is now shown on the main scoreboard screen at the Air Creebec Centre during each Foreurs de Val-d'Or game. This 60-second video was originally to be shown only at Foreurs de Val-d'Or home games. However, it has been so successful and has generated so much interest that it is now shown in QMJHL hockey arenas across Quebec, in association with the League and the majority of its teams. The Sûreté has thus established partnerships with the majority of the Quebec-based QMJHL teams. The video is now seen by hockey fans across Quebec, including cities such as Chicoutimi, Drummondville, Victoriaville, Val-d'Or, Gatineau and Quebec City, and is also broadcast across social media and the websites of stakeholder organisations.

In addition, the public, project partners and interested organisations can view the video on the Sûreté Website via the following link: <http://www.sq.gouv.qc.ca/actualites/2012/video-diffusion-arenas-du-quebec.jsp>.

POSITIVE IMPACTS

This province-wide collaboration with private sector organizations has given the video extraordinary visibility, as it is now seen by large numbers of young hockey fans, and their parents, at the same time. Specifically, in choosing these partners, the Sûreté has been able to reach its target group of drivers through their idols, the hockey stars of tomorrow. Also, the video is readily available in the social media and can be viewed on the websites of stakeholder organisations.

In order to consolidate the message put across by the video and to strengthen its influence, the Sûreté will conduct police operations in the vicinity before and after hockey games where the video is shown. Working with local police forces whenever possible, Sûreté officers will be positioned on the main travel routes to the hockey arenas, looking for offenders. As stated by Prof. Étienne Blais, a well-known Université de Montréal researcher, when people see special police operations, they have a greater tendency to consider the infractions in question as serious issues. In summary, increased police presence and the issuance of tickets are very powerful awareness-building and dissuasive tools for drivers. This tried and true principle is the driving force behind Operation Catalyst, a special operation conducted as part of Project EPIC.

OPERATION CATALYST

Operation Catalyst, a special police operation conducted as part of Project EPIC, is the project's prime road network strategic surveillance instrument. The central philosophy of Project EPIC is to encourage synergy among its four main components. In that sense, it is important to demonstrate the strong link between the Prevention and Intervention components.

In addition to reinforcing the prevention message by way of an increased presence on the roadside, Operation Catalyst activities underline the fact that road safety does not begin and end on the roadway. It is a societal issue that needs each of us to play an active role. That being said, the main goal of Operation Catalyst remains to improve the road safety record.

In 2011, the Sûreté developed a series of intervention strategies and tools aimed at mobilizing its members and partners to improve the road safety record. These strategies involved joint and simultaneous operations across Quebec's ten administrative regions and in partnership with other Canadian provinces and American authorities.



Operation Catalyst targets the high-risk behaviours that are most likely to cause collisions. These include:

- *Speeding;*
- *Not wearing a seat-belt;*
- *Driving while impaired by alcohol, illicit drugs or both;*
- *Reckless and irresponsible new behaviours exhibited by 16 to 24 year old drivers, including the use of mobile devices at the wheel, other distractions, inexperience).*

Operation Catalyst activities are designed to focus on any combinations of these behaviours, based on a broad range of factors, including the intervention setting, context, time of year, local and regional issues.

In border regions with adjoining roadway networks, interprovincial and international partnerships are established where operations will be mutually beneficial to police services on both sides of the border. Operation Catalyst activities may target long weekends and special events causing increased traffic on the road network. Finally, certain activities target issues specific to major highways, while others will focus on secondary highways.



As part of its partnership development activities and for the first time ever, two members of the Sûreté attended the *Traffic Safety Conference*, held in Syracuse (NY) in April 2011. At this conference, representatives from police forces across New York State met to discuss law enforcement issues relating to road safety. The Sûreté members discussed the details of Operation Catalyst with their American counterparts, along with issues relating to road-related crime and distractions at the wheel.

OPERATION CATALYST – SAFETY WITHOUT BORDERS

In April 2011, at the Sûreté's request, a joint international operation named *Safety without borders* was organized by the DMUSRT in Quebec border regions sharing a roadway connection with another province or the US.

These operations were held during the Easter long weekend, April 22-25, 2011, a period that usually sees a heavy increase in road traffic between Canada and the US. This joint operation served to strengthen the bonds between the Sûreté, OPP and the New York, Vermont, Maine and New Hampshire state police forces. This was a true and sustained team effort: police forces on both sides of the border worked in tandem to raise awareness on the rules of the road in each jurisdiction. Intervention activities focused on speeding, alcohol- or drug-impaired driving, seatbelt use and the use of mobile devices at the wheel. During this operation, a total of 984 tickets were issued.



OPERATION CATALYST – FRIENDSHIP WEEKEND

The Sûreté called on its American and interprovincial partners once again for another Operation Catalyst event during the Canada Day / Independence Day long weekend, July 1-4, 2011. Held under the name *Friendship Weekend* and coordinated jointly by the Sûreté and New York State Troopers (NYST), this event was held in response to increased cross-border and interprovincial road traffic related to major festivities occurring in Montréal and in Ottawa.

On July 1, the NYST stepped up its patrol activities on the US northbound section of Highway 15, while the Sûreté did the same on the Canadian section of Highway 15, southbound. On July 4, both police forces did the same, but in the opposite direction.

It should be noted that during this international operation, the Sûreté made use of its strategic alliances with the Quebec Transportation Department (MTQ) and the Jacques Cartier and Champlain Bridges Incorporated to send a common message, in English and in French, on the highway message boards throughout the Canadian area covered by this operation. The five police forces involved in Operation *Friendship Weekend* issued a total of 372 traffic tickets, including 286 for speeding, 82 for various code violations and 4 for possession and use of a radar detector.

OPERATION CATALYST – CONSTRUCTION HOLIDAYS

Again in keeping with its primary goal of improving the overall road safety record, the Sûreté organised an unprecedented offensive against dangerous driving, with a focus on speeding, during the 2011 construction holidays (July 23 to August 7), a time where a great number of Quebec residents take their summer holidays. In an effort to ensure proper coordination and cooperation across the province, in smaller municipalities and large urban centres alike, the Sûreté enlisted the help of the Quebec Union of Municipalities (*Union des municipalités du Québec*) and the Quebec Federation of Municipalities (*Fédération québécoise des municipalités*). These two agencies, in attendance at the media event marking the launch of Operation Catalyst – Construction Holidays, played a key role in helping the Sûreté maximize its efforts and impact on road safety issues in many communities across Quebec, which greatly improved the effectiveness of this road safety offensive. As part of Operation Catalyst – Construction Holidays, elected officials across the province were invited to participate in roadside operations in their community.

On Day 1 of this operation, Sûreté senior management requested that all on-duty officers assigned to overall Territory Surveillance functions join their highway patrol colleagues on the roadside on July 22, in order to provide an unprecedented level of police presence and visibility on Quebec roads as the Construction Holidays were starting. As a result of Operation Catalyst – Construction Holidays patrol activities, a total of 321 drivers were apprehended for driving while impaired by alcohol or illicit drugs, thus preventing a number of potential collisions. In fact, the number of collisions with serious injuries occurring during this period was at an all-time low in 2011, with only 63 such collisions, compared to 117 in 2006. Operation Catalyst – Construction Holidays involved close to 18,000 person-hours of interventions, during which a total of 22,083 tickets were issued.

POSITIVE IMPACTS

The positive impacts of these three Operation Catalyst events were significant in terms of media coverage (see Appendix) and in terms of road safety record improvements. Indeed, the joint operations with Ontario and US police forces yielded impressive results and generated improved coverage of higher risk areas, such as main highways leading to and from major urban areas and provincial highways connecting with border crossings. In addition, the joint involvement of several police forces significantly increased the strategic visibility of the police presence on the road network.

EFFECTIVE AND ON-GOING INVOLVEMENT

Since the launch of Project EPIC, the Sûreté has demonstrated its strong commitment to road safety and active involvement through six major Operation Catalyst interventions.

Although Operation Catalyst activities do not always involve interprovincial or international partnership initiatives, these situation-specific interventions are of primary importance in demonstrating the Sûreté's unrelenting and effective commitment to road safety. These frequent Operation Catalyst activities play a key role in maintaining media coverage of road safety issues, keeping these issues visible to the public year-round. Also, the Sûreté's various divisions and administrative units are involved in collaborative and targeted road safety operations on an on-

going basis, continually refining their planning and deployment methods with each new Operation Catalyst activity. These activities also encourage teamwork and bring the police force closer to the communities they serve.

With Operation Catalyst, a key part of the 'Intervention' component of Project **EPIC**, the Sûreté has been able to establish and maintain a broad range of strategic partnerships on a year-round basis.

CONCLUSION

In conclusion, following the various operations undertaken within the framework of Project **EPIC**, the Sûreté can state without reservation that the road safety record has improved in the territory under its jurisdiction. In 2011, there were 325 lives lost to traffic accidents in Quebec, compared to 336 in 2010, which amounts to 11 lives saved. In addition, there were 1,155 serious injuries sustained in 2011, compared to 1,317 in 2010. And although 16 to 24 year-olds are typically over-represented in traffic fatalities statistic, there was a 22.3% improvement in this area in 2011. A total of 73 16 to 24 year-olds perished in Quebec traffic accidents in 2011, down from 94 fatalities in 2010.

On the strength of these results, the Sûreté is planning to continue with the Operation Catalyst program in cooperation with its many partners, and is looking to establish new strategic alliances in its continuing efforts to improve the effectiveness, collaborative nature and innovative aspects of its road safety intervention practices. Road safety knows no boundaries and Project Catalyst has played a key role in bringing together stakeholders at the local, provincial and international levels to develop and implement state-of-the-art best practices in the field of road safety intervention.

It is with great pride that the Sûreté respectfully reiterates its interest in submitting Project **EPIC** for consideration for the *CCMTA-Police Partnership Award*, with a particular focus on the public service video produced in cooperation with the QMJHL and on the intervention activities of Project Catalyst, both of which, as demonstrated in this submission, embody the objectives of this award. Project Epic illustrates the Sûreté's commitment to improving the overall road safety record, and also its commitment to community involvement through its collaborations with other police forces, private sector stakeholders and government agencies. By forming these strategic alliances, we all become stronger, more effective and better equipped to achieve our common objective of making the roads of Canada and Quebec the safest in the world and reaching our ultimate goal, saving lives.

Sponsor: Mr. Daniel Jacques, Chief Inspector
Emergency Measures and transportation Network Safety Branch