



Memorandum - Note de service

To Canadian Council of Motor Safety Administrators

From Inspector Stephen Grant
De Operations Officer
"K" Division Traffic Services
RCMP

Security Classification - Classification de sécurité Nonsensitive
Our File - Notre référence
Your File - Votre référence
Date 2015-03-31

Subject RE: Canadian Council of Motor Safety Administrators Police Partnership Award

I respectfully submitted the attached project for consideration of this prestigious award and submit Ms. Joyce McBEAN as our representative to receive this award should she be chosen.

BACKGROUND:

The Queen Elizabeth Highway (QE 2) has the most traffic volume of any auto route in the Province of Alberta. Situated between the cities of Calgary and Edmonton, it has at any given moment over 80,000 vehicles along it's course. Unfortunately it is also the highway with the most fatal and serious collisions accounting for roughly 100 deaths each year.

The RCMP's Social Media engagement lagged behind both large municipal services in the province and even other RCMP Divisions in Canada. Traffic Services recognized that an effective means of communicating with the public was being neglected. More so, partnering with the Government of Alberta's "511" emergency information service in providing the public with timely information on collisions and other significant events on the QE 2 was seen as a means of potentially reducing fatal and serious injury collisions on the highway as well.

Ms. McBEAN and a small selected and trained group of members, established the first "Twitter" project in "K" Division RCMP. RCMP members and Alberta Sheriffs would attend, photograph and report on collisions and other incidents impeding traffic flow on the QE 2 Highway. The QE 2 Twitter quickly became the most trusted source of information by both the Provincial Government's "511" service but also media in both large urban centers and rural communities.

Twitter in the course of it's first year of operation, has 8500 followers, and can at a given moment communicate information to some 30,000 persons through it's associated links. It also became the model for the Division's own Twitter account which now shares

information with the public throughout the province.

K Division Traffic Services is about to launch another Twitter project along a northern stretch of highway up to Fort McMurray, which has an undeserved but highly publicized reputation for serious collisions. In time, it is expected that K Division Traffic Services will have Twitter Services across all the major routes in the Province of Alberta.

Ms. McBEAN is a deserving candidate for this award. She has worked tirelessly to launch both these projects. She dedicates many hours of her own time to be "on call" to provide direction to members at the scene on what needs to be sent out to the public and has established guidelines for our communications processes. She is personally responsible for sending out the majority of the messages on Twitter which she does often off duty and for no remuneration. She has shown genuine leadership in promoting this program, whose success is largely due to her dedication, vision and enthusiasm. While Ms. McBEAN is not a member of the RCMP, she is the coordinator for this program which works through both RCMP members and the Alberta Sheriffs Service.

Submitted by:

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Supported by:

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