

**Canadian Council of Motor Transport Administrators (CCMTA) –
Police Partnership Award**

Nomination of the partnership consisting of:

Toronto Police Service – Traffic Safety Programs Unit / Media
Relations – Sergeant Brett Moore and Constable Clinton Stibbe

The Ontario Ministry of Transportation (MTO)

The Toronto Area Safety Coalition (TASC) and 680 News – All News Radio.

If selected, Sergeant Brett Moore will accept the award on behalf of the
Toronto Police Service - Traffic Services Safety Programs Unit / Media
Relations

Campaign: 2016-2017 Toronto Police – Traffic Services, Safe Winter
Driving Campaign

Nominated by:

A/Staff Sergeant Jacqueline Baus # 7526
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Traffic Services – Traffic Support
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This nomination is supported and endorsed by
Superintendent Gord Jones – Toronto Police Service - Traffic Services Unit
Commander.

A vision statement is used to define an organizations purpose, goals and direction. This statement can also provide motivation to members of that organization. The Toronto Police Service's vision statement reads as follows:

- Our Service is committed to being a world leader in policing through excellence, innovation, continuous learning, quality leadership and management.
- We are committed to delivering police services which are sensitive to the needs of the community, involving collaborative partnerships and teamwork to overcome all challenges.
- We take pride in what we do and measure our success by the satisfaction of our members and our communities.

The purpose of this letter is to bring recognition to two officers in the Toronto Police Service who demonstrates, on a daily basis, the essence of this vision statement.

Sergeant Brett Moore and Constable Clint Stibbe are members of the Traffic Safety Programs Unit and Media Relations at Traffic Services. Both officers understand that to be successful, it is not enough to be motivated and engaged personally, and that true success is only achieved if like-minded partnerships are created and leveraged towards a common goal.

There are many examples of Brett and Clint creating and nurturing partnerships, but one stood out in 2016 that I feel is deserving of recognition of the Canadian Council of Motor Transport Administrators Police Partnership Award.

The idea for the 2016-2017 Toronto Police – Traffic Services, Safe Winter Driving Campaign started with an announcement, in October 2016, when The Ministry of Transportation, as part of its Road Safety Community Partnership Program (the "RSCPP"), would provide financial assistance to community organizations for programs, projects, presentations, initiatives or campaigns, that positively influence the behaviour of all road users, thereby, promoting road safety across Ontario.

"The RSCPP encourages community organizations to work with government and private business to assist with the development and implementation of projects."

Brett approached Clint and they developed this campaign with a focus of doing something that was new and innovative while capturing a large audience. They are both well known in Toronto's road safety community and have worked at developing excellent partnerships in all of 2016 with the local media, business, along with Municipal and Provincial agencies. They decided to leverage the reach and professional resources of this network.

First, the Toronto Area Safety Coalition (TASC) was approached. TASC is a collaborative network of diverse public service organizations that works to reduce injury and injury-related deaths through networking, education, evaluation and advocacy. Traffic Services is a member of this coalition and the group meets monthly to discuss road safety issues.

The next group to be approached was the 680 News – All News Radio.

The backbone of the 2016-2017 Toronto Police – Traffic Services, Safe Winter Driving Campaign was designed around an eight (8) week radio advertising campaign that needed to communicate with as many of the motorists of Toronto as possible.

The goal was to connect with road users well before the snow started to fly, and not just when weather events were forecast or were actively occurring. They wanted to prepare drivers and make them aware of winter driving hazards before they find themselves in a storm event and to remind drivers of actions that they should take, in advance, to minimize the risks to themselves and other road users around them.

Brett and Clint chose a target group for this campaign that included drivers of all ages, as well as drivers who engage in unsafe driving practices. The challenge was how to effectively reach an audience of this size with a meaningful, memorable and measureable message that was not subject to editing and filtering.

Brett and Clint worked with 680 News, in order to develop six (6) ads and set an advertising schedule that optimized the impact and delivery of the campaign.

Included in this submission are several supporting documents (attachments), please review the 6 audio recordings, the 680 partnership letter and the News Release created by Brett and Clint, to appreciate the quality, focus and scope of the advertising.

The 680 radio coverage and the news release, promoted the winter driving campaign quickly, this gained the attention of media outlets throughout Toronto. Many other GTA television and radio stations contacted Brett and Clint about winter driving, safety messaging, a result of this many interviews were given, allowing Brett and Clint to deliver the content and messages of the campaign to an even greater audience.

To further the reach of the campaign, the members of the TASC group were aware of the ads and asked to share the content through their networks and organizations.

Brett and Clint tracked the additional attention. Over the eight (8) week campaign, they responded to 72 different media requests for interviews and comment from television, radio, social and print media about winter driving safety and collision tips.

Those 72 different requests were played and redistributed to untold thousands of viewers across the GTA.

This type of campaign was not to compare collision data year over year, or to show a reduction in collisions, but rather to deliver a consistent and specific message over a specific period of time to a very wide audience using partnerships.

In 1000 words, I hope that I have been able to convince you that amongst the other great work being done across the Country, this group is deserving of the CCMTA Police Partnership Award.

Without the partnerships of the Ontario Ministry of Transportation, TASC, 680 News, and experience of Brett and Clint, this type of work would not happen. I am not exaggerating when I say that if any one of the partners were removed, the 2016-2017 Toronto Police – Traffic Services, Safe Winter Driving Campaign would not have happened.

If the grant opportunity and funding from the MTO, the multi-agency reach of TASC, the ability to gather an audience of tens of thousands of people of 680 News and the forward thinking of Brett and Clint to put this public / private sector group together, none of this road safety work would have happened.

Thank-you.

I have attached some of the links to articles that have been written by various Toronto and GTA media outlets that speak to the different messages of the campaign.

<http://globalnews.ca/news/3069855/toronto-police-urging-motorists-to-be-prepared-for-winter-driving/>

<http://www.torontosun.com/2016/12/11/prepare-for-the-perils-of-winter-driving-cops>

<http://www.insidetoronto.com/news-story/6969236-caa-and-toronto-police-urge-motorists-to-prepare-for-winter-driving/>

<http://www.insidetoronto.com/news-story/7058344-toronto-police-urge-drivers-to-slow-down-during-first-snowfall-of-2017/>



Toronto Police Service Traffic Services Media Relations
Constable Brett Moore / Constable Clinton Stibbe
Toronto Area Safety Coalition (TASC)
Joanne Banfield

December 14, 2016

This letter is to outline the Extreme Weather Media Partnership and terms between the Toronto Police Traffic Services, TASC, and 680NEWS.

½ PACKAGE EXTREME WEATHER CENTRE SCHEDULE TIMING: December 21 – February 19

PAID COMMERCIALS = 200 X 30second = \$40 400 + hst

BONUS COMMERCIALS = IN KIND = \$40 380 + hst

75 X 30second PSA = 75 X \$225 = \$16875 VALUE
(must run over a 3 week period during the 8 weeks – pending availability)

45 X 10second Weather = 45 X \$158 = \$7110 VALUE
(can run anytime over 8 weeks – pending availability)

112 X 5second Sponsorship Brought to you by billboards = 112 X \$90 = \$10 080
(14 brought to you by name mentions a week X 8 weeks)

11 X 30second commercials = 11 X \$225 = \$2475
(can run anytime over 8 weeks – pending availability)

Value based on minimum 2 Major Weather activations and 4 sponsors: = \$3 840 VALUE
(2 hour storm = 12 name activations for client - \$160 Value for per Storm Centre Activation)

Storm Centre Activations: During Storms we activate our storm centre - every 10 minutes during a major weather event. This includes snow storms, freezing rain and ice storms. (Storms accumulating under 3 inches of snow during a 24 hour period may activate the Extreme Weather Centre every half hour). * If the EXTREME WEATHER CENTRE has not been activated a minimum of 2 times during your investment period you will receive an additional 24 x ten-second Regional Weather sponsorships to run between February 20 – March 26, 2017...making up this added value

Makegood Value: 24 X 10second Weather = 24 X \$158 = \$3792 VALUE

Sincerely,

Alex Smith
680NEWS Radio Sales
416 566-4117

Toronto Police Service News release



40 College Street • Toronto, ON • M5G 2J3

www.torontopolice.on.ca

2016-2017 Toronto Police Service Winter Driving Campaign Collision Reporting Centre information and Winter driving tips

Broadcast time:

Friday, December 16, 2016

Traffic Services

416-808-1900

“Traffic Safety” continues to be identified as a Service priority, the Toronto Police Service would like to remind drivers of the impending change of road conditions as a result of the winter storm moving into the city. The service would like to offer drivers some helpful winter driving tips to make your commute safer.

“Winter is approaching whether we like it or not. Road conditions can deteriorate rapidly, you need to plan ahead, adjust your speed and be prepared for a sudden change in traffic flows or road conditions. These simple changes to your driving behaviour could prevent a tragedy from occurring and get you home safely to your family.” said Superintendent Gord Jones of Toronto Police - Traffic Services

The Toronto Police Service would like to remind drivers of the two collision reporting centres in the City of Toronto.

There are two Toronto Centres to serve you:

NORTH COLLISION REPORTING CENTRE

113 Toryork Drive, North York
(416) 808-2222
Open 7 days a week all year, 6:00 a.m. to Midnight.

EAST COLLISION REPORTING CENTRE

39 Howden Road, Scarborough
(416) 808-2222
Open 7 days a week all year, 6:00 a.m. to Midnight.

Distribution:

- Copies by E-Mail to "News Release" and "Duty Desk HQ" (call 8-7000 for address information)
- Fax copies to Public Information 8-7102 and Duty Desk HQ 8-7002
- Distribution to media via Public Information / Duty Desk, per established practice



If you are involved in a collision, Steer It Clear It

When to "Steer It Clear It":

- If there is only minor damage and the vehicle is driveable;
- There are no injuries;
- There is not significant debris on the roadway

Why "Steer It Clear It":

- Reduces the likelihood of a secondary collision and potential for injury by 20%;
- Reduces the length of time that a collision remains on the road by up to 65%;
- Reduces congestion, fuel consumption and the impact on the environment

What you should do:

- Remove vehicle from the travel lanes;
- Get name, phone number, driver licence the and insurance information, make, model and year of vehicle;
- Go to one of the of the two Collision Reporting Centres in Toronto within 24 hours

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Create a drivers' - emergency kit – your kit should include: pair of winter gloves, booster cables, shovel, container of windshield washer, first-aid kit, flashlight, snow brush, candles, safety vest, water bottles and granola bars or non-perishable high energy foods. Put the kit in the trunk of your car.

Check weather and road conditions often

Choosing the route ahead of time will help you be prepared and will ensure you know what to expect before you head out on the road.

Keep a safe distance behind snow plows

If you find yourself behind a snow plow, remember, the plows are there to help clear the snow and improve road conditions for you. By maintaining a safe distance, you ensure there is enough time for you to react to any change in traffic flows. Snow clearing operations can create clouds of snow that can substantially reduce your visibility.

Slow down and give yourself extra travel time

Drive according to the road and weather conditions. Posted speed limits are for a clear and dry day, not a snowy day.

Clear snow and ice from your vehicle

Make sure you clean all windows, mirrors, lights and the roof of your vehicle. Wait for any fogged windows to clear so your visibility isn't reduced and you are able to operate your vehicle safely.

Wear comfortable clothes

It's a good idea to layer up in the winter time, but having too many layers can restrict your movement and make it difficult to check your blind spot or operate your motor vehicle safely. Oversized boots could cause your feet to become stuck by the accelerator or brake pedals.

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Toronto Police Service

News release



40 College Street • Toronto, ON • M5G 2J3

www.torontopolice.on.ca

Keep a full gas tank

Quite often drivers are commuting to and from Toronto with minimal amounts of fuel in their vehicles. Drivers who run their vehicles out of gas cause further traffic delays and also place themselves in danger when the vehicle has come to a stop in live lanes of traffic.

Keep emergency numbers handy and travel with a fully-charged cellphone

The non-emergency number for the Toronto Police Service is 416-808-2222. For provincial highway conditions, go to www.ontario.ca/511 or call 511.

Avoid using cruise control on slippery roads

It's easy to lose control of your vehicle in bad weather if you use cruise control. The cruise control system is incapable

Figure out the best way to recover from a skid for your vehicle

How your vehicle responds to a skid depends on whether it has rear wheel, front wheel or four wheel drive. If your vehicle has an anti-lock braking system (ABS), learn how to use it correctly.

The technology in your vehicle is advanced

Driver behaviour in some cases can exceed the capability of your vehicles' safety systems and road conditions, in this situation you are out of control. Slow down and give yourself extra space and time to react in case something occurs.

Traffic Services is dedicated to ensuring the safe and orderly movement of traffic within the City of Toronto. Stay informed with what's happening at: [Twitter](#), [Facebook Group](#) and on [Blog](#)

Constable Clint Stibbe, Traffic Services

Distribution:

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The following are just a few of the Tweets being sent out via Twitter.



Clint Stibbe @TrafficServices · 3h

Long slow drive 2day,give urself xtra
time/b patient/look 2x b4 making turn
[@680NEWSTraffic](#) [@TPSOperations](#)





Clint Stibbe @TrafficServices · 5h

Side streets/elevated areas of rd collecting snow faster than others, will b worse than others REDUCE UR SPEED @680NEWSTraffic @TPSOperations

← ↻ 1 ❤️ ⋮



Clint Stibbe @TrafficServices · 6h

Snow starting to accumulate, drivers reduce ur speed, pedestrians take 2nd look before crossing streets. It's getting slippery @680NEWSTraffic

← 1 ↻ 1 ❤️ 2 ⋮



Clint Stibbe @TrafficServices · 15h

#SnowinTO 2morrow, drvrs slowdown/lights on/full tank&peds take 2nd look when xing, bcareful it'll b slippery! @TPSOperations @680NEWSTraffic

← ↻ 3 ❤️ 3 ⋮



Clint Stibbe @TrafficServices · 16h

#SnowinTO 2morrow, leave early, b xtra cautious, all rd user focus on a safe commute. Drivers clear snow off car! @680NEWSTraffic @TPSOperations



Giancarlo Marrelli

@YourTrafficCop

Follow



Great show @cirvradio talking Winter Driving safety along with Sgt Moore! Thanks for the calls see you next month! @TPSuptJones @ONtransport



RETWEETS

4

LIKES

32



