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# FREDERICTON POLICE FORCE

## TRAFFIC STRATEGY

# 2014



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## TRAFFIC MANDATE

**The Fredericton Police Traffic Safety Section is responsible for the reduction of traffic related incidents through education, enforcement, and strategic partnerships**





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# TRAFFIC STRATEGY



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quartermaink, 4/23/2014



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## 2014 INITIATIVES

### Traffic Safety Section

**Objective:** The Traffic Safety Section will continue to look at new ways to enhance the service they provide to the community.

#### Traffic Strategy Initiatives:

- Continue to design work schedule to maximize enforcement while maintaining work/live balance.
- Increase usage of police motorcycles during May to October 2014.
- Incorporate the use of the Traffic Counter to assist in addressing identified issues.
- Utilize NAT Volunteers to assist in monitoring traffic complaints.
- Provide presentations periodically to briefings informing members of quarterly traffic initiatives.





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## 2014 INITIATIVES

### Traffic Analysis

**Objective:** The Crime Analyst will assist the Traffic Safety Section with traffic analysis and traffic safety initiatives.

#### Traffic Strategy Initiatives:

- The Traffic Safety Section will work with the Crime Analyst to analyze the contributing factors involved with accidents and compare progress against a three year base line.
- The Crime Analyst will assist in many of the Traffic Safety initiatives throughout the year. (i.e. prohibited/suspended drivers)



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## 2014 INITIATIVES

### Targeted Operations/Enforcement

**Objective:** The Traffic Safety Section will target illegal practices while participating in national and local traffic safety initiatives.

#### Traffic Strategy Initiatives:

- Conduct initiatives on:
  - ✓ Distracted Driving
  - ✓ Impaired Driving
  - ✓ Intersection Infractions/Red lights
- Continue participation in National Traffic Strategies:
  - ✓ Canada Road Safety Week
  - ✓ Operation Impact
  - ✓ National Driving Safety Week
- Continue regular enforcement such as unsafe vehicles, seat belts, speeding.
- Investigate and execute where possible the potential for Collaborative Initiatives with other agencies including RCMP/Woodstock/Rothesay/Saint John/ CVE.
- Undercover initiatives utilizing plain clothes officers at high risk intersections based on statistical analysis from the Crime Analyst.





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## 2014 INITIATIVES

### Bicycles

**Objective:** The Traffic Safety Section will implement new programs and initiatives to increase cycling safety and awareness.

#### Traffic Strategy Initiatives:

- Participate in the City of Fredericton Traffic and Safety Committee to provide advice for City initiatives i.e. Bike lanes, etc.
  - Support the NAT Team Downtown Beat and the summer Park Patrol program which enforces bicycle laws.
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### Pedestrian Safety

**Objective:** The Traffic Safety Section will increase public awareness of pedestrian safety.

#### Traffic Strategy Initiatives:

- Conduct a Pedestrian Safety campaign providing clear direction, pedestrian versus vehicles from both perspectives: driver inattention and jaywalking.



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## 2014 INITIATIVES

### Media Campaign/Education

**Objective:** The Traffic Safety Section will increase public awareness of pedestrian safety.

#### Traffic Strategy Initiatives:

- Research and conduct a Report a Drunk Driving campaign.
- Investigate the potential for the production of TV Commercials:
  - ✓ Partnering with the Provincial Department of Public Safety.
  - ✓ Partnering with other police agencies.
  - ✓ Potential contest with post secondary institutes such as the Centre for Arts and Technology.
- Explore the use of social media in terms of YouTube informational videos with the assistance of the Communications and Public Affairs Coordinator.
- Continue with general public education campaigns directed towards traffic safety, using a variety of communications media.



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## 2014 INITIATIVES

### New Initiatives

**Objective:** The Traffic Safety Section will continue to develop and advocate initiatives that will increase public safety.

#### Traffic Strategy Initiatives:

- Research and created a Traffic Complaint form for the internet similar to the Report a Drug House.
- Design a Suspended Driver Enforcement Strategy targeting prolific driving offenders.
- Continue to advocate for changes to the Provincial Motor Vehicle Act.
  - Red Light Cameras
  - Photo Radar
  - Vehicle Seizure

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# Questions ?

