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FREDERICTON POLICE FORCE

TRAFFIC STRATEGY 2014





TRAFFIC MANDATE

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







TRAFFIC STRATEGY





q1 quartermaink, 4/23/2014



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.





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)





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.



2014 INITIATIVES

Bicycles

Objective: The Traffic Safety Section will implement new programs

and initiatives to increases 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.

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.





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.





2014 INITIATIVES

New Initiatives

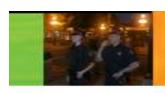
Objective: The Traffic Safety Section will continue to develop and advocate initiatives that will increase public safety.

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









Questions?





