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Photo Enforcement Safety Program  
Annual Report 2010

**JUST SLOWDOWN**

# JUST SLOW DOWN

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## Executive Summary

### Photo Enforcement Safety Program 2010 Annual Report

The City of Winnipeg Photo Enforcement Safety Program was established in 2003 to augment conventional enforcement for the purpose of enhancing traffic safety. This program has shown itself to be operationally efficient and effective. This is the 7<sup>th</sup> annual report highlighting the operation of this program.

#### Highlights for 2010

The number of Intersection Safety Camera (ISC) locations increased by four in conjunction with the Photo Enforcement Program evaluation, bringing the total number to 51 following the decommissioning of Kenaston Blvd. at McGillivray Blvd due to an intersection reconfiguration. A total of 31 cameras were rotated through these locations. The rotation is based on statistical data which identifies locations shown to have consistently recorded a high rate of unsafe driving behaviour. In 2010 a total of 9,772 red light infractions and 38,611 speeding offences were issued for violations captured by Intersection Safety Cameras at all locations. Reflected in these totals is a 46.3% reduction in speeding offences compared to 2003, a slight increase percentage wise over 2009. These figures also reflect a slight increase in speeding and red light offences from 2009 attributed to the installation of four new Intersection Safety Camera locations. Figures are still lower than 2003 at which time there were only 24 Intersection Safety Cameras in use.

Mobile Photo Radar recorded 11,885,446 vehicles of which 48,043 were in violation. This represents .404% of vehicles in violation, the lowest since program inception.

The WPS continued to dedicate resources to the enforcement of construction zones aimed at decreasing the danger to both the motoring public as well as the workers within these zones. In 2010 there were numerous long term large construction zones which were permanently signed for reduced speeds at all times. A reflected decrease in violations within these zones is indicative of the increased public awareness of excessive speed. The Manitoba Heavy Construction Association once again endorsed the efforts of educating the public to the dangers of excessive speed within construction zones through a WPS media release followed by sustained enforcement aimed at promoting safe driving practices to achieve compliance. The WPS continued its enforcement and deterrent efforts within school and playground zones throughout the year.

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2010 also saw the completion of data collection required for the independent evaluation of the photo enforcement program conducted by the Traffic Injury Research Foundation. The resulting report is slated to be released in 2011.

The WPS continued its relationship with Picante Advertising which had developed the educational program known as “Just Slow Down”. For 2010 the campaign featured the release of new television spots, bus backs, electronic bill boards, as well as updates to the dedicated website to inform and educate the public about the dangers and subsequent consequences of excessive speed.

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## Reason For The Report

The 2010 Annual Report on the Photo Enforcement Program is submitted to the Province of Manitoba under the Conditions of Authority agreement between the City of Winnipeg and the Province of Manitoba regarding Image Capturing Enforcement Systems.

This report presents the status and effectiveness of photo enforcement by providing an historical overview of the program in Winnipeg and mandatory statistical data as outlined in the agreement.

## Program Goal

The Photo Enforcement Program goal is to reduce collisions and injuries by reducing red-light running and excessive speeding.

## History Of Photo Enforcement In Winnipeg

On October 19, 2001 the Winnipeg Police Service began a six-month pilot project of photo enforcement technology. A single Intersection Safety Camera was installed at Sherbrook Street and Broadway. This intersection was chosen due to its comparatively high rate of collisions versus the traffic volumes.

The Highway Traffic Amendment and Summary Convictions Amendment Act was passed into Legislation on May 22, 2002, which proposed authority for the use of a Photo Enforcement Program in Manitoba.

On January 6, 2003, a two month warning phase of the Photo Enforcement Program at the city's 12 Intersection Safety Camera locations concluded, with over 15,000 violations noted.

On January 7, 2003, the Winnipeg Police Service began issuing tickets for speeding and red light offences at the 12 Intersection Safety Camera locations that were being tested during the fall of 2002. Mobile photo radar units are deployed in school, playground and construction zones.

Twelve new Intersection Safety Cameras (ISC) were added to the program in August 2003. An additional 12 Intersection Safety Cameras were added in 2004 and again in 2005 bringing the total to 48 locations with 30 cameras being rotated through these sites.

In March 2006, the photo enforcement contract was re-negotiated to bring the total number of mobile photo radar (PR) units from 5 to 10. The number of Intersection Safety Camera locations remained at 48 as the re-negotiation removed the original requirement for installation of an additional twelve locations.

Resulting from the effective success both statistically and by way of public acceptance of this very important road safety initiative, the City of Winnipeg committed to continuing the program for a further 60 months. After a lengthy Request For Proposal and evaluation process in 2007, the new photo enforcement contract was awarded to ACS Public Sector Solutions

In 2009 The City of Winnipeg Police Service contracted with The Traffic Injury Research Foundation to conduct an evaluation of the City of Winnipeg Photo Enforcement Program. In conjunction with this program four additional ISC locations were established. Two locations late in 2009 followed by two in early 2010.

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## Revenues & Expenses

For the year 2010, the Winnipeg Police Service reported the Photo Enforcement Program revenues as \$10,173,643.

For the year 2010, the total expenses for the Photo Enforcement Program were \$5,408,302. representing;

- the salaries and benefits of the Winnipeg Police Service members assigned to work on the Photo Enforcement program on a full time basis (7.09 %)
- the cost of working with outside contractors on enforcement (ACS and Commissionaires) (92.9 %)
- miscellaneous expenses, including training, associated with operating the program (.01%)

This represents a surplus of \$4,765,341. As the Photo Enforcement program is part of the Winnipeg Police Service, any net surplus is incorporated into the overall budget to fund other policing activities.

(statistics and information supplied by WPS Finance Division)

## Program Outputs

### *Designated Intersection Safety Camera locations as of Dec 31, 2010*

Sherbrook St. NB @ Broadway Av.  
Provencher Blvd. EB @ Aulneau St.  
Marion St. EB @ Dufresne Av.  
Talbot Av. EB @ Watt St.  
Hespeler Av. EB @ Beatrice St.  
Henderson Hwy. SB @ Kimberly Av.  
Inkster Blvd. WB @ Airlies St.  
Salter St. SB @ Mountain Av.  
Isabel St. NB @ William Av.  
Balmoral St. NB @ Sargent Av.  
Jubilee Av. WB @ Cockburn St.  
Academy Rd. WB @ Oak St.  
Moray St. NB @ Lodge Av.  
Ness Av. WB @ Whytefold Rd.  
Century St. NB @ Silver Av.  
Sargent Av EB @ Clifton St.  
Keewatin St. NB @ Selkirk Av

Erin St. SB @ Sargent Av.  
Leila Av. WB @ Sinclair St.  
Kenaston Blvd. SB @ Corydon Av.  
Donald St. SB @ Broadway Av.  
Archibald St. SB @ Elizabeth Rd.  
Regent Av. W WB @ Owen St.  
Pembina Hwy. NB @ Bairdmore Blvd.  
Portage Av. EB @ Cavalier Dr.  
Main St. SB @ Redwood Av.  
McPhillips St. SB @ Redwood Av.  
Notre Dame Av. WB @ Sherbrook St.  
Grant Av. WB @ Wilton St.  
Ellice Av. WB @ St. James St.  
Panet Rd. SB @ Munroe Av.  
Portage Av. WB @ Mount Royal Rd.  
Disraeli Fwy. NB @ Lily St.  
St Mary's Rd. NB @ Warde Av.

St. Anne's Rd. NB @ Meadowood Dr.  
Dunkirk Dr. NB @ St. Vital Rd.  
Regent Av. W EB @ Madeline St.  
Pembina Hwy. NB @ Grant Av.  
Main St. NB @ Logan Av.  
Portage Av. EB @ Dominion St.  
Main St. NB @ Inkster Blvd.  
Henderson Hwy. NB @ Gilmore Av.  
Bishop Grandin Blvd. WB @ River Rd.  
Grant Av. EB @ William R. Clement Pkwy.  
York Av. EB @ Fort St.  
Lagimodiere Blvd. SB @ Grassie Blvd.  
Fermor Av. WB @ St. Mary's Rd.  
St. James St. SB @ Ness Av.  
McPhillips St. SB @ Jefferson Av.  
Academy Rd. EB @ Stafford St.  
Pembina Hwy. SB @ Chevrier Blvd.

## Deployment Criteria

**Mobile Photo Radar Units**  
(restricted by Provincial Legislation)

- School zones
- Playground zones
- Construction zones

**Intersection Safety Cameras**  
(criteria established by Winnipeg Police Service)

- Collision data
- Speed data
- Public input
- Technical ability to install at particular location
- Distribution throughout Winnipeg

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## General Statistics

### Hours of Operation

#### Mobile Photo Radar Units

- ▶ Between 0700 hours and 2100 hours, seven days a week
- ▶ Time deployed at each location varies daily

#### Intersection Safety Cameras

- ▶ 24 hours a day, seven days a week

### Photo Enforcement Statistics

#### Total Number of Offences

	2007	2008	2009	2010
▶ Mobile Photo Radar	74,442	118,692	66,383	48,043
▶ Intersection Safety Cameras / Speeding	50,815	38,620	34,611	38,779
▶ Intersection Safety Cameras / Red Light	11,400	10,257	9,664	9,772

#### Clearance Status

▶ Convictions	128,548	158,864	102,649	94,532
▶ Total Stays - appealed or rectified	3	11	6	9
▶ Total Stays - quash,acquittals,dismissed	493	977	608	354
▶ On Going - no disposition date	7,360	7098	7,255	1,510
▶ On Going - previous disposition voided	453	614	139	101

#### Offence Notices Issued by Conventional Means

	2008	2009	2010
▶ Speeding	11,441	21,977	23,095
▶ Red Light	832	1,115	895
▶ Stop Sign	1,631	3,458	3,423
▶ Disobey Traffic Control Device (other)	4,069	9,054	8,663

( Clearance Status and Conventional Means  
statistics provided by Manitoba Justice - Courts)

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## Intersection Safety Cameras

This table represents the total number of offence notices issued at Intersection Safety Camera locations. What is significant is the fact that in 2003 there were only 24 intersections monitored by this equipment. A total of 51 locations with 31 cameras presently exist for 2010 however, a reduction of over 51.9% is attained, relative to speeding offences with an overall decrease of 41.7% which includes speeding and red light offences.

Speed	Number of tickets issued						Percent of total tickets issued									
	PR 2003	PR 2004	PR 2005	PR 2006	PR 2007	PR 2008	PR 2009	PR 2,010	PR 2003	PR 2004	PR 2005	PR 2006	PR 2007	PR 2008	PR 2009	PR 2010
Subtotal 10-14	49,097	27,424	23,208	33,871	36,387	42,898	31,125	25,071	47.6%	48.9%	48.2%	48.4%	48.9%	36.1%	46.9%	52.2%
Subtotal 15-19	42,094	22,628	19,261	28,210	29,719	48,567	26,991	18,645	40.8%	40.4%	40.0%	40.3%	39.9%	40.9%	40.7%	38.8%
Subtotal 20-34	11,526	5,756	5,526	7,706	8,074	26,207	8,060	4,208	11.2%	10.3%	11.5%	11.0%	10.8%	22.1%	12.1%	8.8%
Subtotal >34	376	224	199	264	262	1,020	207	119	0.4%	0.4%	0.4%	0.4%	0.4%	0.9%	0.3%	0.2%
<b>TOTAL</b>	<b>103,093</b>	<b>56,032</b>	<b>48,194</b>	<b>70,051</b>	<b>74,442</b>	<b>118,692</b>	<b>66,383</b>	<b>48,043</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Speed	Number of tickets issued								Percent of total tickets issued							
	ISC 2003	ISC 2004	ISC 2005	ISC 2006	ISC 2007	ISC 2008	ISC 2009	ISC 2010	ISC 2003	ISC 2004	ISC 2005	ISC 2006	ISC 2007	ISC 2008	ISC 2009	ISC 2010
Subtotal 10-14	27,037	32,243	25,939	30,957	23,558	17,305	15,913	17,707	37.5%	42.9%	43.0%	44.9%	46.4%	44.8%	46.0%	45.7%
Subtotal 15-19	35,321	33,996	27,208	30,374	21,958	17,289	15,049	17,008	49.0%	45.3%	45.1%	44.1%	43.2%	44.8%	43.5%	43.9%
Subtotal 20-34	9,335	8,475	6,859	7,296	5,058	3,853	3,486	3,888	13.0%	11.3%	11.4%	10.6%	10.0%	10.0%	10.1%	10.0%
Subtotal >34	355	405	321	317	241	173	163	176	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%	0.5%	0.5%
<b>TOTAL</b>	<b>72,048</b>	<b>75,119</b>	<b>60,327</b>	<b>68,944</b>	<b>50,815</b>	<b>38,620</b>	<b>34,611</b>	<b>38,779</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

RED LIGHT      3,935    6,812    8,541    11,377    11,400    10,257    9,664    9,772

TOTAL TICKET      2003    2004    2005    2006    2007    2008    2009    2010  
 PR/SOG/RL      179,076    137,963    117,062    150,372    136,657    167,569    110,658    96,594

ISC Speed (camera/day)	2003	2004	2005	2006	2007	2008	2009	2010
10-14	4.7	3.4	2.4	2.9	2.3	1.6	1.3	1.6
15-19	6.1	3.6	2.5	2.8	2.1	1.6	1.2	1.5
20-34	1.6	0.9	0.6	0.7	0.5	0.4	0.3	0.3
>34	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TOTAL</b>	<b>12.4</b>	<b>7.9</b>	<b>5.6</b>	<b>6.4</b>	<b>4.9</b>	<b>3.5</b>	<b>2.9</b>	<b>3.4</b>

The majority of offences at Intersection Safety Camera locations at the beginning of the program was in the 15-19 kph area. Presently, the majority is in the 10-19 kph area, with a total of 3.5 offences captured per camera per day of operation. This represents a constant decrease since 2003.







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## Photo Enforcement Statistics - 2002 vs. 2009

Pages 10 through 12 will document collision statistics obtained from by the City of Winnipeg Public Works Traffic Collision Database. These totals are representative of collisions reported to police as required by the Provincial Highway Traffic Act.

When comparing 2002 to 2009 there has been a decrease of 16% (723 vs 607) in the number of collisions at the 48 ISC locations. More important is the decrease in the number of right angle collisions by 65% (123 vs 43). Right angle collisions are directly related to red light offences, and these typically cause the most serious injuries. The positive safety perspective of this program can be highlighted by the corresponding 60.0 % decrease of injuries associated to right angle collisions. There has been a noted increase in rear end collisions by 7.9% at these intersections however, a decrease in injuries by 18.8% has been recorded. It is important to note that these types of collisions are not associated to red light offences but rather, poor driving practices related to unsafe following distance.

Approach	Cross Street	# of lanes	Dir	Speed	2002						2009					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury	MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Sherbrook St.	Broadway	2	North	50	3	31	16	3	6	0	3	15	3	0	1	0
Boul Provencher	Rue Aulneau	2	East	50	5	13	4	1	4	3	0	3	3	0	0	0
Marion St	Dufresne Ave	2	East	60	1	7	5	1	0	0	2	7	4	0	0	0
Talbot Ave	Watt St	2	East	50	2	17	2	1	2	0	2	14	5	1	1	0
Hespler Ave	Beatrice St	2	East	50	2	7	3	1	2	1	2	7	5	0	0	0
Henderson Hwy	Kimberly Ave	3	South	60	2	15	10	2	2	0	3	11	2	1	1	0
Inkster Blvd	Airlies St	2	West	50	2	8	3	0	2	0	1	5	5	0	0	0
Salter St	Mountain Ave	2	South	50	7	19	7	4	5	1	1	14	6	3	1	1
Isabel St	William Ave	2	North	50	9	30	6	2	13	4	3	14	6	0	1	0
Jubilee Ave	Cockburn St S.	2	West	50	2	6	3	2	0	0	0	2	2	0	0	0
Academy Rd	Oak St	2	West	50	0	4	2	0	0	0	1	2	1	1	0	0
Moray St	Lodge Ave	2	North	50	0	4	2	0	1	0	0	3	1	0	2	1
Ness Ave	Whytewold Rd	2	West	60	8	19	5	2	1	1	1	8	2	0	1	0
Century St	Silver Ave	3	North	70	2	4	1	0	2	1	1	11	6	1	0	0
Sargent Ave	Clifton St	2	East	50	0	4	1	0	3	0	0	0	0	0	0	0
Keewatin St	Selkirk Ave	2	North	60	5	11	7	2	1	0	2	17	14	1	1	1
Leila Ave	Sinclair St	2	West	60	2	7	3	1	2	0	2	8	6	1	1	1
Kenaston Blvd	Corydon Ave	2	South	50	7	25	14	5	5	0	1	23	17	1	0	0
Donald St	Broadway Ave	2	South	50	4	21	9	1	3	1	3	18	7	1	2	1
Archibald St	Elizabeth Rd	2	South	60	1	19	11	0	0	0	2	6	2	2	0	0
Regent Ave W	Owen St	3	West	60	2	11	2	0	2	2	1	14	8	1	1	0
St Marys Rd	Warde Ave	2	North	60	1	4	3	1	0	0	0	9	0	0	0	0
Pembina Hwy	Bairdmore Blvd	3	North	60	5	14	8	2	2	1	1	5	6	1	1	0
Portage Ave	Cavalier Dr	3	West	60	1	21	6	0	2	0	3	18	11	0	0	0
Main St	Redwood Ave	3	South	60	1	41	16	7	5	2	9	29	14	3	2	0
McPhillips St	Redwood Ave	3	South	60	1	6	3	0	3	1	0	11	7	0	0	0
Notre Dame Ave	Sherbrook St	3	West	60	5	17	5	2	8	2	2	12	5	1	1	0
Grant Ave	Wilton St	2	West	50	1	6	2	1	1	0	0	3	3	0	0	0
Ellice Ave	St James St	2	West	50	11	33	13	5	4	1	8	25	16	4	2	0
Panet Rd	Munroe Ave	2	South	50	2	6	3	1	1	0	0	5	3	0	0	0
Portage Ave	Mount Royal Rd	3	West	60	2	9	4	0	0	0	1	5	2	1	2	0
Disraeli Fwy	Lily St	3	North	60	1	7	4	2	2	0	6	9	6	4	1	1
St Annes Rd	Meadowood Dr	2	North	60	0	1	0	0	0	0	1	3	0	0	0	0
Dunkirk Dr	St Vital Rd	2	North	60	0	0	0	0	0	0	1	4	3	1	0	0
Regent Ave W	Madeline St	2	East	50	4	8	4	2	2	1	0	0	0	0	0	0
Pembina Hwy	Grant Ave	3	North	60	6	33	12	2	3	0	4	19	12	2	3	1
Main St	Logan Ave	3	North	50	4	18	7	1	8	1	1	13	9	1	0	0
Portage Ave	Dominion St	3	East	60	1	11	9	1	2	0	4	15	10	3	1	0
Main Street	Inkster Blvd	2	North	60	3	13	6	2	1	0	4	11	8	1	0	0
Henderson Hwy	Gilmore Ave	2	North	60	2	8	3	1	2	0	2	3	3	2	0	0
Bishop Grandin Blvd	River Ave	2	West	80	8	36	28	7	1	0	9	36	27	5	3	2
Grant Ave	W. Clement Pkwy	2	East	60	0	0	0	0	0	0	2	3	3	2	0	0
Kenaston Blvd	McGillivray Blvd	2	North	80	7	37	23	4	2	1	6	51	28	5	4	0
York Ave	Fort St	2	East	50	3	13	0	0	11	3	3	10	0	0	9	3
Lagimodiere Blvd	Grassie Rd	2	South	80	10	36	25	6	1	0	10	36	30	7	0	0
Fermor Ave	St Marys Rd	2	West	70	6	22	10	1	3	2	4	30	24	3	0	0
St James St	Ness Ave	2	South	60	3	19	8	1	0	0	4	21	11	3	1	0
McPhillips St	Jefferson Ave	3	South	60	6	22	12	3	3	1	3	19	10	2	0	0
					160	723	330	80	123	30	119	607	356	65	43	12

Source, City of Winnipeg Public Works Traffic Collision Database  
2010 data unavailable

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## Photo Enforcement Statistics - 2002 vs. 2009

### Collision Statistics Numeric Value Change

Approach	Cross Street	# of lanes	Dir	Speed	2002 VS 2009					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Sherbrook St.	Broadway	2	North	50	0	-16	-13	-3	-5	0
Boul Provencher	Rue Aulneau	2	East	50	-5	-10	-1	-1	-4	-3
Marion St	Dufresne Ave	2	East	60	1	0	-1	-1	0	0
Talbot Ave	Watt St	2	East	50	0	-3	3	0	-1	0
Hespler Ave	Beatrice St	2	East	50	0	0	2	-1	-2	-1
Henderson Hwy	Kimberly Ave	3	South	60	1	-4	-8	-1	-1	0
Inkster Blvd	Airlies St	2	West	50	-1	-3	2	0	-2	0
Salter St	Mountain Ave	2	South	50	-6	-5	-1	-1	-4	0
Isabel St	William Ave	2	North	50	-6	-16	0	-2	-12	-4
Jubilee Ave	Cockburn St S.	2	West	50	-2	-4	-1	-2	0	0
Academy Rd	Oak St	2	West	50	1	-2	-1	1	0	0
Moray St	Lodge Ave	2	North	50	0	-1	-1	0	1	1
Ness Ave	Whytefold Rd	2	West	60	-7	-11	-3	-2	0	-1
Century St	Silver Ave	3	North	70	-1	7	5	1	-2	-1
Sargent Ave	Clifton St	2	East	50	0	-4	-1	0	-3	0
Keewatin St	Selkirk Ave	2	North	60	-3	6	7	-1	0	1
Leila Ave	Sinclair St	2	West	60	0	1	3	0	-1	1
Kenaston Blvd	Corydon Ave	2	South	50	-6	-2	3	-4	-5	0
Donald St	Broadway Ave	2	South	50	-1	-3	-2	0	-1	0
Archibald St	Elizabeth Rd	2	South	60	1	-13	-9	2	0	0
Regent Ave W	Owen St	3	West	60	-1	3	6	1	-1	-2
St Marys Rd	Warde Ave	2	North	60	-1	5	-3	-1	0	0
Pembina Hwy	Bairdmore Blvd	3	North	60	-4	-9	-2	-1	-1	-1
Portage Ave	Cavalier Dr	3	West	60	2	-3	5	0	-2	0
Main St	Redwood Ave	3	South	60	8	-12	-2	-4	-3	-2
McPhillips St	Redwood Ave	3	South	60	-1	5	4	0	-3	-1
Notre Dame Ave	Sherbrook St	3	West	60	-3	-5	0	-1	-7	-2
Grant Ave	Wilton St	2	West	50	-1	-3	1	-1	-1	0
Ellice Ave	St James St	2	West	50	-3	-8	3	-1	-2	-1
Panet Rd	Munroe Ave	2	South	50	-2	-1	0	-1	-1	0
Portage Ave	Mount Royal Rd	3	West	60	-1	-4	-2	1	2	0
Disraeli Fwy	Lily St	3	North	60	5	2	2	2	-1	1
St Annes Rd	Meadowood Dr	2	North	60	1	2	0	0	0	0
Dunkirk Dr	St Vital Rd	2	North	60	1	4	3	1	0	0
Regent Ave W	Madeline St	2	East	50	-4	-8	-4	-2	-2	-1
Pembina Hwy	Grant Ave	3	North	60	-2	-14	0	0	0	1
Main St	Logan Ave	3	North	50	-3	-5	2	0	-8	-1
Portage Ave	Dominion St	3	East	60	3	4	1	2	-1	0
Main Street	Inkster Blvd	2	North	60	1	-2	2	-1	-1	0
Henderson Hwy	Gilmore Ave	2	North	60	0	-5	0	1	-2	0
Bishop Grandin Blvd	River Ave	2	West	80	1	0	-1	-2	2	2
Grant Ave	W. Clement Pkwy	2	East	60	2	3	3	2	0	0
Kenaston Blvd	McGillivray Blvd	2	North	80	-1	14	5	1	2	-1
York Ave	Fort St	2	East	50	0	-3	0	0	-2	0
Lagimodiere Blvd	Grassie Rd	2	South	80	0	0	5	1	-1	0
Fermor Ave	St Marys Rd	2	West	70	-2	8	14	2	-3	-2
St James St	Ness Ave	2	South	60	1	2	3	2	1	0
McPhillips St	Jefferson Ave	3	South	60	-3	-3	-2	-1	-3	-1
					-41	-116	26	-15	-80	-18

# JUST SLOW DOWN

## Photo Enforcement Statistics - 2002 vs. 2009

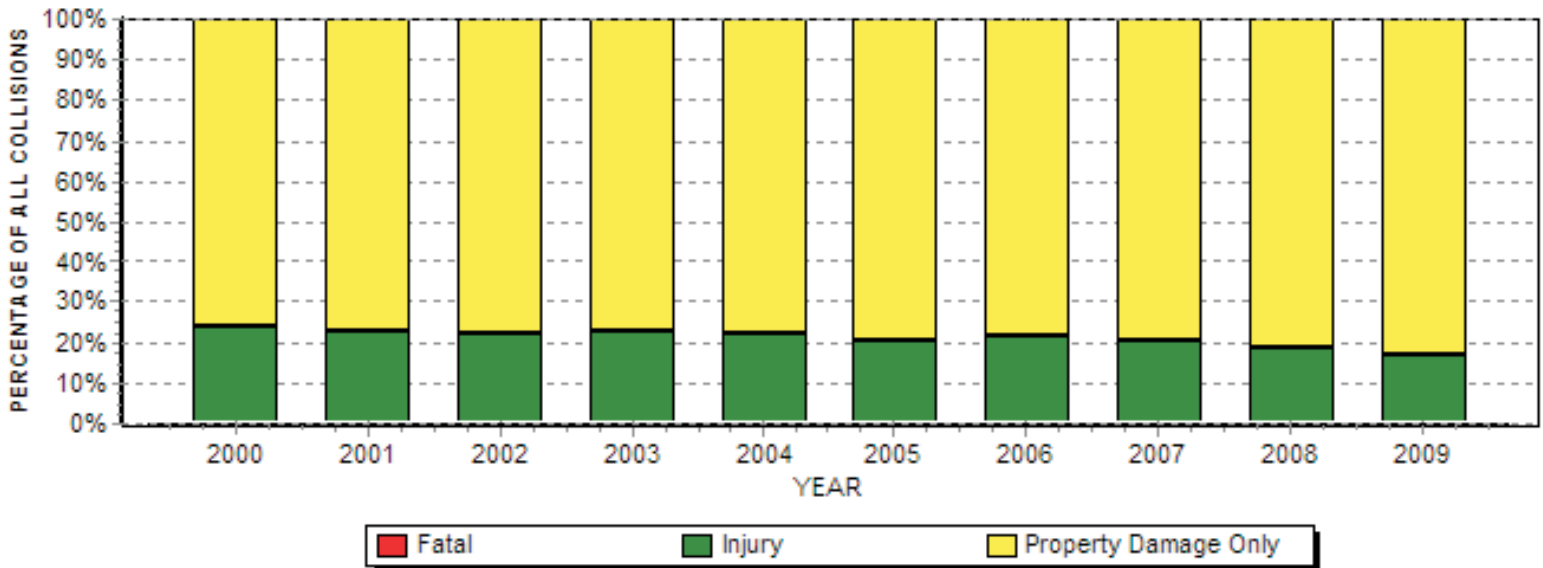
### Collision Statistics Percentage Value Change

Approach	Cross Street	# of lanes	Dir	Speed	2002 VS 2009					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Sherbrook St.	Broadway	2	North	50	0.0%	-51.6%	-81.3%	-100.0%	-83.3%	
Boul Provencher	Rue Aulneau	2	East	50	-100.0%	-76.9%	-25.0%	-100.0%	-100.0%	-100.0%
Marion St	Dufresne Ave	2	East	60	100.0%	0.0%	-20.0%	-100.0%		
Talbot Ave	Watt St	2	East	50	0.0%	-17.6%	150.0%	0.0%	-50.0%	
Hespler Ave	Beatrice St	2	East	50	0.0%	0.0%	66.7%	-100.0%	-100.0%	-100.0%
Henderson Hwy	Kimberly Ave	3	South	60	50.0%	-26.7%	-80.0%	-50.0%	-50.0%	
Inkster Blvd	Airlies St	2	West	50	-50.0%	-37.5%	66.7%		-100.0%	
Salter St	Mountain Ave	2	South	50	-85.7%	-26.3%	-14.3%	-25.0%	-80.0%	0.0%
Isabel St	William Ave	2	North	50	-66.7%	-53.3%	0.0%	-100.0%	-92.3%	-100.0%
Jubilee Ave	Cockburn St S.	2	West	50	-100.0%	-66.7%	-33.3%	-100.0%		
Academy Rd	Oak St	2	West	50		-50.0%	-50.0%			
Moray St	Lodge Ave	2	North	50		-25.0%	-50.0%		100.0%	
Ness Ave	Whytefold Rd	2	West	60	-87.5%	-57.9%	-60.0%	-100.0%	0.0%	-100.0%
Century St	Silver Ave	3	North	70	-50.0%	175.0%	500.0%		-100.0%	-100.0%
Sargent Ave	Clifton St	2	East	50		-100.0%	-100.0%		-100.0%	
Keewatin St	Selkirk Ave	2	North	60	-60.0%	54.5%	100.0%	-50.0%	0.0%	
Leila Ave	Sinclair St	2	West	60	0.0%	14.3%	100.0%	0.0%	-50.0%	
Kenaston Blvd	Corydon Ave	2	South	50	-85.7%	-8.0%	21.4%	-80.0%	-100.0%	
Donald St	Broadway Ave	2	South	50	-25.0%	-14.3%	-22.2%	0.0%	-33.3%	0.0%
Archibald St	Elizabeth Rd	2	South	60	100.0%	-68.4%	-81.8%			
Regent Ave W	Owen St	3	West	60	-50.0%	27.3%	300.0%		-50.0%	-100.0%
St Marys Rd	Warde Ave	2	North	60	-100.0%	125.0%	-100.0%	-100.0%		
Pembina Hwy	Bairdmore Blvd	3	North	60	-80.0%	-64.3%	-25.0%	-50.0%	-50.0%	-100.0%
Portage Ave	Cavalier Dr	3	West	60	200.0%	-14.3%	83.3%		-100.0%	
Main St	Redwood Ave	3	South	60	800.0%	-29.3%	-12.5%	-57.1%	-60.0%	-100.0%
McPhillips St	Redwood Ave	3	South	60	-100.0%	83.3%	133.3%		-100.0%	-100.0%
Notre Dame Ave	Sherbrook St	3	West	60	-60.0%	-29.4%	0.0%	-50.0%	-87.5%	-100.0%
Grant Ave	Wilton St	2	West	50	-100.0%	-50.0%	50.0%	-100.0%	-100.0%	
Ellice Ave	St James St	2	West	50	-27.3%	-24.2%	23.1%	-20.0%	-50.0%	-100.0%
Panet Rd	Munroe Ave	2	South	50	-100.0%	-16.7%	0.0%	-100.0%	-100.0%	
Portage Ave	Mount Royal Rd	3	West	60	-50.0%	-44.4%	-50.0%			
Disraeli Fwy	Lily St	3	North	60	500.0%	28.6%	50.0%	100.0%	-50.0%	
St Annes Rd	Meadowood Dr	2	North	60		200.0%				
Dunkirk Dr	St Vital Rd	2	North	60						
Regent Ave W	Madeline St	2	East	50	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
Pembina Hwy	Grant Ave	3	North	60	-33.3%	-42.4%	0.0%	0.0%	0.0%	
Main St	Logan Ave	3	North	50	-75.0%	-27.8%	28.6%	0.0%	-100.0%	-100.0%
Portage Ave	Dominion St	3	East	60	300.0%	36.4%	11.1%	200.0%	-50.0%	
Main Street	Inkster Blvd	2	North	60	33.3%	-15.4%	33.3%	-50.0%	-100.0%	
Henderson Hwy	Gilmore Ave	2	North	60	0.0%	-62.5%	0.0%	100.0%	-100.0%	
Bishop Grandin Blvd	River Ave	2	West	80	12.5%	0.0%	-3.6%	-28.6%	200.0%	
Grant Ave	W. Clement Pkwy	2	East	60						
Kenaston Blvd	McGillivray Blvd	2	North	80	-14.3%	37.8%	21.7%	25.0%	100.0%	-100.0%
York Ave	Fort St	2	East	50	0.0%	-23.1%			-18.2%	0.0%
Lagimodiere Blvd	Grassie Rd	2	South	80	0.0%	0.0%	20.0%	16.7%	-100.0%	
Fermor Ave	St Marys Rd	2	West	70	-33.3%	36.4%	140.0%	200.0%	-100.0%	-100.0%
St James St	Ness Ave	2	South	60	33.3%	10.5%	37.5%	200.0%		
McPhillips St	Jefferson Ave	3	South	60	-50.0%	-13.6%	-16.7%	-33.3%	-100.0%	-100.0%
					<b>-25.6%</b>	<b>-16.0%</b>	<b>7.9%</b>	<b>-18.8%</b>	<b>-65.0%</b>	<b>-60.0%</b>

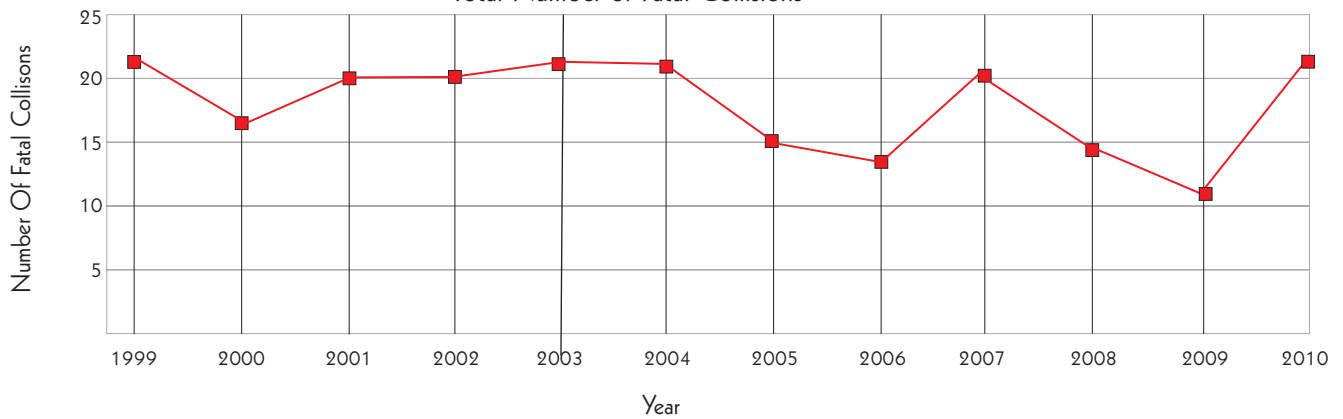
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The following charts depict the trend of decreasing injuries and fatalities associated to collisions.

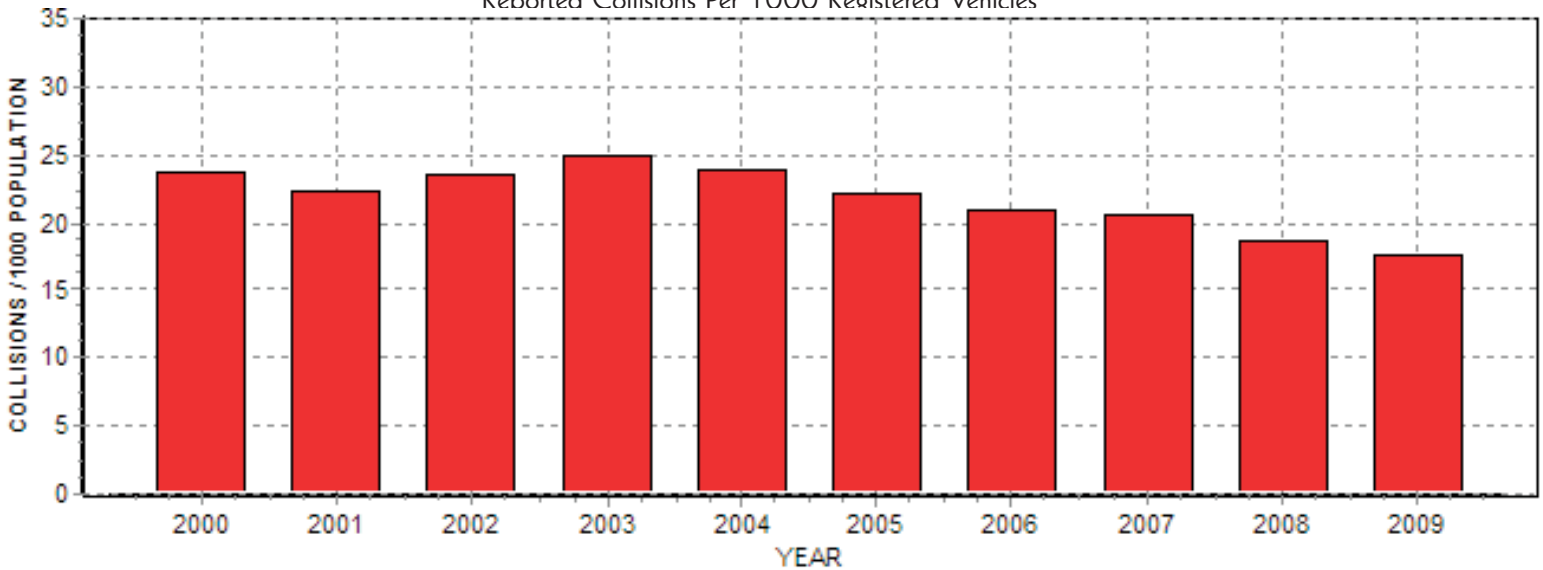
Reported Collisions by Severity



Total Number of Fatal Collisions



Reported Collisions Per 1000 Registered Vehicles



Collision statistics City of Winnipeg Public Works, and refer to reported collisions only. ( Parking lots and back lanes excluded)  
2010 data unavailable.

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## Program Outcomes **Mobile Photo Radar analysis:**

The City of Winnipeg began the Photo Enforcement Program with a 'warning' phase in November 2002. A component of the program was the deployment of mobile photo radar units to school and playground zones. The speed of each vehicle that passed by a deployed unit was captured electronically and stored on digital memory. This data collection feature provided insights into traffic flows in the areas monitored.

The reported number of speeding violations issued by the photo radar units in 2003 was 103,093. For 2005 the issued violations were 48,194 for an overall decrease of 53% in comparison to 2003.

For 2007, although the program doubled its enforcement capabilities in June of 2006, the number of violations issued (74,442) represented an overall decrease of 27.8% when compared to 2003.

In 2010, significantly large construction projects continued within the city however, mobile photo radar unit deployment captured 48,043 violations which represents a decrease of 27.6 % compared to 2009, and a decrease of 53.4% compared to 2003. There was a slight drop in the number of vehicles monitored by photo radar units to 11,885,446 which again was nearly double to what was monitored in 2003.

The following table represents the total number of tickets issued by speed range for 2003 through 2010 at mobile photo radar (PR) locations. Over 91% of offenders were 10-19 kph over the threshold speed.

Speed	Number of tickets Issued						Percent of total tickets issued									
	PR 2003	PR 2004	PR 2005	PR 2006	PR 2007	PR 2008	PR 2009	PR 2,010	PR 2003	PR 2004	PR 2005	PR 2006	PR 2007	PR 2008	PR 2009	PR 2010
Subtotal 10-14	49,097	27,424	23,208	33,871	36,387	42,898	31,125	25,071	47.6%	48.9%	48.2%	48.4%	48.9%	36.1%	46.9%	52.2%
Subtotal 15-19	42,094	22,628	19,261	28,210	29,719	48,567	26,991	18,645	40.8%	40.4%	40.0%	40.3%	39.9%	40.9%	40.7%	38.8%
Subtotal 20-34	11,526	5,756	5,526	7,706	8,074	26,207	8,060	4,208	11.2%	10.3%	11.5%	11.0%	10.8%	22.1%	12.1%	8.8%
Subtotal >34	376	224	199	264	262	1,020	207	119	0.4%	0.4%	0.4%	0.4%	0.4%	0.9%	0.3%	0.2%
<b>TOTAL</b>	<b>103,093</b>	<b>56,032</b>	<b>48,194</b>	<b>70,051</b>	<b>74,442</b>	<b>118,692</b>	<b>66,383</b>	<b>48,043</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

The table below reveals there has been a 75.26% reduction in the percentage of vehicles that were traveling over the threshold speed (2003 v. 2010)  $[(.404 - 1.633) / 1.633 = 75.26]$

Following the trend set after 2003 the percentage of vehicles in violation continues to drop for 2010 to reflect 0.404% of total vehicles monitored.

	2003	2006	2007	2008	2009	2010
*Number of vehicles monitored by mobile photo enforcement units:	6,311,414	7,696,045	10,087,187	12,269,238	12,387,062	11,885,446
Violations issued:	103,093	70,051	77,442	118,692	66,383	48,043
Percentage of vehicles in violation:	1.633%	.910%	.738%	.967%	.536%	.404%

\*2004-2005 counts omitted due to space restrictions. Figures available in 2004-2005 annual reports.

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## Explanation of the 85th Percentile

The impact of enforcement at each individual location monitored by the mobile units can be examined. A typical tool for such an analysis is the 85th percentile speed on a particular roadway.

Speed limits are typically set based on roadway design - for example, whether it is a narrow road or a modern controlled access highway and whether the surrounding area is urban, rural or suburban.

It has been argued that measuring the speed distribution of a roadway and then setting the speed limit so that 85 percent of motorists would be in compliance reduces the need for enforcement and, at the same time reduces crash risk by narrowing variation among vehicle speeds. However, numerous studies of travel speeds on open highways have shown that 85th percentile speeds increased when speeds were raised to 110 kph, (or 65 mph in the United States) then continued increasing.

The 85th percentile is not a stationary point. It is rather a moving target that increases when speed limits are raised. If speed limits are raised to meet a new and current 85th percentile speed, a higher 85th percentile speed will soon result.

The following page references the 85th percentile dating back to 2002 and up to 2010 respectively.



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## 85th Percentile, Selected School/Playground Zones

Description	2002		2003		2004		2007		2008		2009		2010		2002 v. 2010	
	Limit	85%	Limit	85%	Limit	85%	Limit	85%	Limit	85%	Limit	85%	Limit	85%	km/h	%
WB Grant Ave. West of Queenston St.	50	59	50	58	50	55	50	45	50	n/a	50	55	50	50	-9	-15.3%
WB Grant Ave. West of Renfrew St.	50	60	50	58	50	55	50	55	50	55	50	54	50	53	-7	-11.7%
EB Grant Ave. East of Beaverbrook St.	50	59	50	56	50	54	50	53	50	53	50	53	50	52	-7	-11.9%
WB Corydon Ave. West of Montrose St.	50	60	50	57	50	55	50	54	50	55	50	54	50	53	-7	-11.7%
EB Corydon Ave. East of Thurso St.	50	60	50	58	50	55	50	55	50	55	50	54	50	55	-5	-8.3%
NB Pembina Hwy. South of Riviera Ave.	60	65	60	65	60	64	60	62	60	61	60	60	60	61	-4	-6.2%
WB Corydon Ave. West of Queenston St.	50	58	50	56	50	54	50	54	50	53	50	52	50	52	-6	-10.3%
WB Logan Ave. West of Vine St.	50	55	50	54	50	51	50	51	50	55	50	52	50	52	-3	-5.5%
EB Logan Ave. East of Quelch St.	50	56	50	55	50	52	50	54	50	55	50	54	50	53	-3	-5.4%
WB St. Matthews Ave. West of Burnell St.	50	55	50	54	50	52	50	52	50	52	50	51	50	51	-4	-7.3%
EB St. Matthews Ave. East of Lipton St.	50	55	50	54	50	53	50	52	50	51	50	51	50	51	-4	-7.3%
WB Corydon Ave. West of Rockwood St.	50	60	50	57	50	55	50	55	50	55	50	54	50	54	-6	-10.0%
SB Pembina Hwy. South of Chevrier Blvd.	60	63	60	63	60	61	60	60	60	60	60	60	60	59	-4	-6.3%
WB Nairn Ave. West of Foster	60	60	60	59	60	59	60	57	60	59	60	58	60	58	-2	-3.3%
WB Inkster Blvd. West of McKenzie	50	56	50	55	50	53	50	53	50	53	50	53	50	52	-4	-7.1%
SB Sinclair Ave. South of Jefferson	50	55	50	56	50	54	50	52	50	52	50	50	50	51	-4	-7.3%
NB Arlington St. North of Machray	50	55	50	54	50	55	50	54	50	53	50	53	50	52	-3	-5.5%
WB Talbot Ave. West of Foster St.	50	53	50	55	50	53	50	54	50	54	50	52	50	52	-1	-1.9%
EB William East of Gertie St.	50	55	50	55	50	54	50	54	50	54	50	53	50	54	-1	-1.8%
EB William East of Lydia St.	50	55	50	55	50	53	50	52	50	52	50	52	50	52	-3	-5.5%
WB Ellice Ave. West of Agnes St.	50	48	50	51	50	48	50	47	50	49	50	49	50	46	-2	-4.2%
SB King Edward St. South of Burrows Ave.	50	52	50	57	50	55	50	53	50	53	50	52	50	53	1	1.9%
WB Burrows Ave. West of Dexter St.	50	57	50	57	50	54	50	54	50	53	50	53	50	53	-4	-7.0%
NB St. Mary's Rd. North of Regal Ave.	60	63	60	63	60	62	60	61	60	60	60	60	60	60	-3	-4.8%
SB St. Annes Rd. South of Worthington Ave.	60	60	60	60	60	59	60	58	60	58	60	58	60	58	-2	-3.3%
EB Corydon Ave. East of Campbell St.	50	55	50	55	50	53	50	54	50	53	50	53	50	53	-2	-3.6%
WB William Ave. West of Ellen St.	50	55	50	58	50	54	50	55	50	55	50	53	50	55	0	0.0%
WB Roblin Blvd West of Laxdal St.	50	58	50	57	50	55	50	54	50	55	50	54	50	53	-5	-8.6%
EB Killarney St. East of Caledon Rd.	50	56	50	55	50	55	50	52	50	52	50	53	50	51	-5	-8.9%
EB Killarney St. East of Greyfriars	50	55	50	57	50	60	50	54	50	53	50	51	50	53	-2	-3.6%
EB Munroe Ave. East of Brazier St.	50	56	50	54	50	53	50	53	50	53	50	52	50	52	-4	-7.1%
EB Talbot Ave. East of Watt St.	50	56	50	56	50	54	50	55	50	54	50	54	50	54	-2	-3.6%
SB Archibald St. South of Guilbault Ave.	60	64	60	63	60	61	60	59	60	58	60	59	60	58	-6	-9.4%
NB Buchanan North of Livinia St.	50	50	50	55	50	55	50	53	50	52	50	51	50	52	2	4.0%
EB Hamilton Ave. West of Parkdale	50	56	50	53	50	50	50	52	50	51	50	51	50	51	-5	-8.9%
SB McGregor St. South of Machray Ave.	50	57	50	57	50	55	50	55	50	54	50	54	50	53	-4	-7.0%
WB Mountain Ave. West of McKenzie St.	50	55	50	56	50	54	50	54	50	53	50	53	50	53	-2	-3.6%
EB Mountain Ave. East of Parr St.	50	56	50	56	50	54	50	55	50	53	50	54	50	53	-3	-5.4%
EB Mountain Ave. East of Aikins St.	50	57	50	56	50	55	50	55	50	54	50	53	50	53	-4	-7.0%
WB Mountain Ave. West of Charles St.	50	55	50	57	50	55	50	54	50	54	50	53	50	53	-2	-3.6%
WB Sargent Ave. West of Clifton St. N	50	53	50	51	50	51	50	49	50	49	50	49	50	49	-4	-7.5%
WB Sargent Ave. West of Sherburn St.	50	58	50	54	50	52	50	52	50	51	50	51	50	51	-7	-12.1%
SB Henderson Hwy South of Roosevelt Pl.	60	64	60	63	60	62	60	62	60	61	60	60	60	60	-4	-6.3%
WB Hespier Ave. West of Beatrice St.	50	57	50	55	50	53	50	54	50	53	50	53	50	53	-4	-7.0%
NB Henderson Hwy North of Chelsea	60	58	60	59	60	56	60	56	60	58	60	58	60	58	0	0.0%
EB Corydon Ave. East of Guelph St.	50	51	50	53	50	51	50	52	50	51	50	51	50	51	0	0.0%
WB Burrows Ave. West of Shaughnessy	50	60	50	58	50	56	50	54	50	53	50	53	50	53	-7	-11.7%
NB Moray St. North of Lodge Ave	50	56	50	55	50	55	50	54	50	53	50	54	50	52	-4	-7.1%
SB Archibald St. South of Cote	60	62	60	61	60	59	60	54	60	56	60	57	60	55	-7	-11.3%
SB Berry St. South of St. Matthews	50	53	50	56	50	55	50	54	50	53	50	53	50	53	0	0.0%
WB River Ave West of Lewis St.	50	57	50	56	50	55	50	54	50	54	50	54	50	53	-4	-7.0%
SB Moray St. South of Bruce Ave.	50	56	50	55	50	54	50	54	50	54	50	53	50	53	-3	-5.4%
WB William Ave West of Kate St.	50	53	50	55	50	53	50	54	50	53	50	54	50	53	0	0.0%
NB Osborne St North of Arnold Ave	50	52	50	54	50	53	50	53	50	53	50	53	50	53	1	1.9%
WB Ellice Ave West of Burnell St.	50	50	50	53	50	49	50	50	50	50	50	49	50	49	-1	-2.0%
EB Corydon Ave East of Oak St.	50	58	50	57	50	54	50	53	50	53	50	53	50	54	-4	-6.9%
SB Henderson Hwy South of Fraser's Grove	60	60	60	59	60	58	60	59	60	58	60	59	60	58	-2	-3.3%
EB Selkirk Ave. East of Sinclair St.	50	56	50	53	50	52	50	52	50	52	50	50	50	51	-5	-8.9%
NB Arlington St. North of McDermott Ave.	50	54	50	55	50	53	50	52	50	52	50	50	50	51	-3	-5.6%
EB Notre Dame Ave. East of Toronto St.	60	59	60	59	60	57	60	56	60	57	60	56	60	57	-2	-3.4%
SB Raleigh St. South of Edison Ave.	60	66	60	64	60	63	60	61	60	61	60	61	60	56	-10	-15.2%
SB Raleigh St. South of Cameo Cres	60	66	60	63	60	61	60	60	60	60	60	59	60	60	-6	-9.1%
WB Bettsworth Ave. West of Hunterspoint Rd	50	46	50	55	50	55	50	54	50	53	50	49	50	50	4	8.7%
WB Burrows Ave. West of McGregor Ave.	50	53	50	52	50	54	50	51	50	51	50	51	50	51	-2	-3.8%
WB Meadowood Dr. West of St. Annes Rd.	50	56	50	57	50	56	50	54	50	53	50	53	50	52	-4	-7.1%
NB St.Mary's Rd. North Of Fraser Rd.	80	83	80	83	80	80	80	79	80	80	80	82	80	0	n/a	n/a
SB Beaumont St. South of Mars Bay	50	52	50	53	50	51	50	50	50	50	50	49	50	48	-4	-7.7%
SB St. Mary's Rd South of Jean Louis Rd.	80	82	80	82	80	80	80	81	80	80	80	79	80	82	0	0.0%
EB Logan Ave. East of Keewatin St.	50	59	50	57	50	54	50	52	50	53	50	52	50	52	-7	-11.9%
WB Logan Ave. West of Milton St.	50	58	50	55	50	53	50	52	50	52	50	52	50	51	-7	-12.1%
EB Logan Ave East of Fountain St.	50	54	50	54	50	53	50	52	50	51	50	51	50	52	-2	-3.7%
EB Logan Ave. East of Gwendoline St.	50	55	50	56	50	54	50	55	50	54	50	48	50	55	0	0.0%
NB Henderson Hwy North of Chalmers Ave.	60	59	60	59	60	59	60	59	60	58	60	58	60	60	1	1.7%
SB Arlington South of Notre Dame Ave.	50	54	50	56	50	54	50	53	50	53	50	53	50	52	-2	-3.7%
SB Buchanan Blvd. South of Ness Ave.	50	52	50	55	50	54	50	53	50	53	50	52	50	53	1	1.9%
SB Berry St. South of Silver Ave.	50	58	50	56	50	54	50	52	50	52	50	51	50	52	-6	-10.3%
WB Lodge Ave. East of Davidson St.	50	50	50	52	50	46	50	49	50	48	50	50	50	46	-4	-8.0%
WB Talbot Ave. West of Elmwood Rd.	50	55	50	55	50	53	50	54	50	53	50	54	50	53	-2	-3.6%
WB McLeod Ave. West of Rothesay St.	50	54	50	53	50	51	50	52	50	51	50	51	50	51	-3	-5.6%

Since 2002, there has been an average overall decrease in the 85th of 5.6 % at the above monitored locations. This translates to an average of 3.256 km/h reduction in speeds at these locations.

Due to space restrictions, 2005-2006 statistics omitted and are available in corresponding years annual reports.

# JUST SLOW DOWN

## 85th Percentile, Speed reduced construction zones

	85th % speed between 0700 and 1600, Monday to Friday					
Location	May	June	July	August	Sept	Oct
WB Inkster Blvd West of Plymouth St			56	55	57	59
WB Bishop Grandin Blvd West of Lagimodiere Blvd	55	54	57			
EB Inkster East of Roy Roche Drive			55	55	59	
	85th % speed between 1600 and 2100, Monday to Friday					
Location	May	June	July	August	Sept	Oct
WB Inkster Blvd West of Plymouth St			59	60	59	62
WB Bishop Grandin Blvd West of Lagimodiere Blvd	56	57	58			
EB Inkster East of Roy Roche Drive			59	58	59	60
	85th % speed on Saturdays and Sundays					
Location	May	June	July	August	Sept	Oct
WB Inkster Blvd West of Plymouth St						
WB Bishop Grandin Blvd West of Lagimodiere Blvd			60	61	61	65
EB Inkster East of Roy Roche Drive	58	60	58			
EB Dugald Rd East of Terracon Place			61	59	63	

# JUST SLOW DOWN

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## Public Education Campaign

### Winnipeg Police Service – Just Slow Down

Just Slow Down is a public service campaign designed to raise awareness of the relationship between higher speeds and the occurrence of fatality and serious injury in a vehicle collision. We want to continue to engage the public in a discussion about these dangers and about the risk they take when they make bad choices.

March 1, 2010 saw the launch of Phase Two of Just Slow Down. We created public service messages showing a horrific collision from two different perspectives;

- one from a car full of teenagers after a fun afternoon shooting hoops at the school gym
- the other from a businessman on his way home to his birthday party.

Events that unfold portray the decision to drive too fast to properly react to an emerging situation, the results of which becomes life changing for all involved in this incident.

### Objectives:

- To encourage Winnipeg drivers to reduce speed
- To build awareness and understanding of the relationship between speed and collisions/fatalities
- To build general support for photo enforcement technologies as an effective tool to reduce driver speed on Winnipeg streets
- To build support for increased traffic unit flexibility to move mobile photo radar units to areas where they will be most effective
- To proactively promote safe Winnipeg streets

### Target Audience:

- All Winnipeggers who currently possess a driver's license.  
i.e. Ages 16 - up
- A particular focus on younger and new drivers  
i.e. Ages 15 - 25

# JUST SLOW DOWN

Just Slow Down public service announcements air on Winnipeg television stations and on our dedicated website [www.justslowdown.ca](http://www.justslowdown.ca). The announcements aired in March and in October.

The fall 2010 campaign was endorsed by Doctors Manitoba.

We continue to encourage the public to become engaged in the campaign through the “Tell us your Thoughts” area on the website.

An additional tool on the Just Slow Down website is a map of the city, identifying all intersection safety camera and current construction zone camera locations.

Window decals continued to be distributed through 7 Eleven Stores across Winnipeg.