

#### **ARCHIVED - Archiving Content**

### **Archived Content**

Information identified as archived is provided for reference, research or recordkeeping purposes. It is not subject to the Government of Canada Web Standards and has not been altered or updated since it was archived. Please contact us to request a format other than those available.

#### ARCHIVÉE - Contenu archivé

### Contenu archivé

L'information dont il est indiqué qu'elle est archivée est fournie à des fins de référence, de recherche ou de tenue de documents. Elle n'est pas assujettie aux normes Web du gouvernement du Canada et elle n'a pas été modifiée ou mise à jour depuis son archivage. Pour obtenir cette information dans un autre format, veuillez communiquer avec nous.

This document is archival in nature and is intended for those who wish to consult archival documents made available from the collection of Public Safety Canada.

Some of these documents are available in only one official language. Translation, to be provided by Public Safety Canada, is available upon request. Le présent document a une valeur archivistique et fait partie des documents d'archives rendus disponibles par Sécurité publique Canada à ceux qui souhaitent consulter ces documents issus de sa collection.

Certains de ces documents ne sont disponibles que dans une langue officielle. Sécurité publique Canada fournira une traduction sur demande.





## **Executive Summary** Photo Enforcement Safety Program 2011 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 8<sup>th</sup> annual report highlighting the operation of this program.

#### Highlights for 2011

The number of Intersection Safety Camera (ISC) locations is amended to 50 following the removal of Sherbrook Street northbound at Broadway due to underground infrastructure issues. 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 2011 a total of 8491 red light offences and 32,304 speeding offences were captured by Intersection Safety Cameras at all locations. Reflected in these totals is a 55.1% reduction in speeding offences compared to 2003. Over 2010 totals a slight decrease of 16.6% in ISC violations was noted. Figures are still lower than 2003 at which time there were only 24 Intersection Safety Cameras in use.

Mobile Photo Radar recorded 11,466,813 vehicles of which 44,141 were in violation. This represents .385% 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 2011 there were two 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.

In 2011 the Traffic Injury Research Foundation released an evaluation of Winnipeg's Photo Enforcement Program.

The WPS continued its relationship with Picante Advertising which had developed the educational program known as "Just Slow Down". For 2011 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 consequences of excessive speed.

### **Reason For The Report**

The 2011 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 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 conjuntion with this program four additional ISC locations were established. Two locations late in 2009 followed by two in early 2010.

### **Revenues & Expenses**

 $\mathbf{F}_{\$8,988,117.}^{\circ}$  or the year 2011, the Winnipeg Police Service reported the Photo Enforcement Program revenues as

For the year 2011, the total expenses for the Photo Enforcement Program were \$5,263,232. representing;

> the salaries and benefits of the Winnipeg Police Service members assigned to work on the Photo Enforcement program on a full time basis (7.57 %)

- the cost of working with outside contractors on enforcement (ACS and Commissionaires) (92.37%)
- miscellaneous expenses, including training, associated with operating the program (.06%)

This represents a surplus of \$3,724,885. 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, 2011

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 @ Whytewold 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

## **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**

Tota	l Number of Offences	2008	2009	2010	2011
* * *	Mobile Photo Radar Intersection Safety Cameras / Speeding Intersection Safety Cameras / Red Light	118,692 38,620 10,257	66,383 34,611 9,664	48,043 38,779 9,772	44,141 32,304 8,490
Clea	rance Status				
* * * * *	Convictions Total Stays - appealed or rectified Total Stays - quash,acquittals,dismissed On Going - no disposition date On Going - previous disposition voided	158,864 11 977 7,098 614	102,649 6 608 7,255 139	94,532 9 354 1,510 101	84,137 9 435 255 84
Offe	nce Notices Issued by Conventional Mean	S	2009	2010	2011
* * *	Speeding Red Light Stop Sign Dischey Traffic Control Device (other)		21,977 1,115 3,458	23,095 895 3,423 8,663	25,776 672 3,010
			2,004	0,005	10,00/

► Disobey Traffic Control Device (other)

( Clearance Status and Conventional Means

statistics provided by Manitoba Justice - Courts)

### **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 50 locations with 31 cameras presently exist for 2011 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.

	Nur	nber of ti	ickets Iss	ued				Perce	nt of tota	l tickets i	ssued			
	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR
Speed	2003	2006	2007	2008	2009	2010	2011	2003	2006	2007	2008	2009	2010	2011
Subtotal 10-14	49,097	33,871	36,387	42,898	31,125	25,071	22,327	47.6%	48.4%	48.9%	36.1%	46.9%	52.2%	50.6%
Subtotal 15-19	42,094	28,210	29,719	48,567	26,991	18,645	17,314	40.8%	40.3%	39.9%	40.9%	40.7%	38.8%	39.2%
Subtotal 20-34	11,526	7,706	8,074	26,207	8,060	4,208	4,385	11.2%	11.0%	10.8%	22.1%	12.1%	8.8%	9.9%
Subtotal >34	376	264	262	1,020	207	119	115	0.4%	0.4%	0.4%	0.9%	0.3%	0.2%	0.3%
TOTAL	103,093	70,051	74,442	118,692	66,383	48,043	44,141	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC
Speed	2003	2006	2007	2008	2009	2010	2011	2003	2006	2007	2008	2009	2010	2010
Subtotal 10-14	27,037	30,957	23,558	17,305	15,913	17,707	14,505	37.5%	44.9%	46.4%	44.8%	46.0%	45.7%	44.9%
Subtotal 15-19	35,321	30,374	21,958	17,289	15,049	17,008	14,459	49.0%	44.1%	43.2%	44.8%	43.5%	43.9%	44.8%
Subtotal 20-34	9,335	7,296	5,058	3,853	3,486	3,888	3,203	13.0%	10.6%	10.0%	10.0%	10.1%	10.0%	9.9%
Subtotal >34	355	317	241	173	163	176	137	0.5%	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%
TOTAL	72,048	68,944	50,815	38,620	34,611	38,779	32,304	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
REDLIGHT	3 935	11 377	11 400	10 257	9 664	9 772	8 490							
	2,500	,011	,400	,201	0,004	0,772	0,100	:						
TOTAL TICKET	2003	2006	2007	2008	2009	2010	2011							
PR/SOG/RI	179.076	150 372	136 657	167 569	110 658	96 594	84 935							

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 2.4 offences captured per camera per day of operation. This represents a constant decrease since 2003.

ISC Speed									
(camera/day)	2003	2004	2005	2006	2007	2008	2009	2010	2011
10-14	4.7	3.4	2.4	2.9	2.3	1.6	1.3	1.6	1.2
15-19	6.1	3.6	2.5	2.8	2.1	1.6	1.2	1.5	1.2
20-34	1.6	0.9	0.6	0.7	0.5	0.4	0.3	0.3	0.3
>34	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	12.4	7.9	5.6	6.4	4.9	3.5	2.9	3.4	2.8

Due to limited space, 2004-2005 statistics on issued/percent omitted. Infomation is available in respective reports)

<sup>2</sup>hoto Enforcement Statistics

This table indicates the change of ticket issuance by percentage at the original 12 and remaining 38 active Intersection Safety Camera locations set up thereafter from 2003 to 2011 inclusive. The significant reductions indicate the program is effectively reducing red light and speeding offences.

	ickets Issued by ISC - ALL			Tickets 1	ssued						% ch	ange Tic	kets issu	ed per day of	enforcement				
Dist Loc	Location Description	2003	2004	2005	2006	2007 2	008 24	109 20	10 201	11 TOT.	AL after 1	1st full % cha	ange 2nd %	change after	% change after	% change after	% change after	% change after	% change after
First 12											Ś		jour jour	and init year	in int	our rai year		ini jean	
1 801 5 803	Sherbrook St. NB @ Broadway	704 A 909	319	169 1 513	112	4 4	1310	0 707	0	0 604 13	308 -47 812 -66	-5 -5 -0%	0.9% 0.1%	-51.4%	-74.8%	n/a 7/1 1%	n/a 81.1%	n/a 81 10/	n/a 85.4%
5 803	Marion Street EB @ Dufresne Ave	3,886	1.544	861	334	211	561	655	425	399 8.1	976 -57.	-1- %9	1.3%	-77.4%	-79.7%	-65.2%	-76.3%	-80.6%	-73.4%
4 804	Talbot Ave. EB @ Watt St.	1,102	490	247	239	22	208	148	118	42 2,	671 -50.	.8% -6	%0".2:	-64.8%	-62.1%	-69.4%	-61.5%	-73.2%	-79.9%
4 805	Hespeler Ave. EB @ Beatrice St.	8,611	2,597	1,597	653	2211	1444	1332	1302	1159 20,	906 -67	.3% -7.	6.2%	-67.2%	-71.5%	-78.5%	-82.1%	-81.4%	-84.1%
4 806 2 805	Henderson Hwy. SB @ Kimberty Ave. Interter Blud M/B @ Airlise St	3,439	1,052	651 1 462	246	158	1/5	580	288 1716	385 6, 1218 16,	9/4 -67 370 56	-1- %1. 0%	3.6%	-72.6%	-68.6%	-77.0%	-76.8%	-81.4%	-83.9%
3 808	Salter St. SB @ Mountain Ave.	1.673	642	317	260	f 4	20	124	113	158 3.	351 -60.	- %L	3.4%	-71.0%	-30.4 %	-30.1%	-79.4%	-36.5%	-87.5%
1 809	Isabel St. NB @ William Ave.	4,987	2,113	1,513	805	745	1326	927	485	598 13,	499 -54.		1.9%	-67.7%	-70.0%	-67.5%	-79.7%	-82.8%	-84.9%
6 810	Jubilee Ave. WB @ Cockburn St.	2,307	627	374	220	0	0	0	0	°,	528 -68.	-1- %8.	5.5%	-71.1%	n/a	n/a	n/a	n/a	n/a
6 811 2 812	Academy Rd. WB @ Oak St. Morav St. NB @ Lodge Ave.	4,475 3.929	1,325 1.808	597 1.290	609 1.524	849 1256	655 739	219 937	227 596	139 9, 433 12.4	095 -64 512 -51.	-1% -7	7.9%	-77.3% -59.8%	-78.2% -68.2%	-79.7% -71.3%	-82.6% -75.9%	-88.4% -71.9%	-85.7% -72.3%
Second 12																			
2 813	Ness Ave. WB @ Whytewold Rd.	411	533	323	129	25	0	0	29	104	554 -56	.4% -6	8.9%	-75.5%	-62.2%	n/a	n/a	-76.8%	-82.5%
2 814	Century St. NB @ Silver Ave.	4,319	795	200	133	128	9 77 9	102	109	34 6,	195 -92	-9- 2- 2-	4.5%	-95.8%	-96.1%	-99.0%	-95.7%	-97.1%	-97.9%
3 816	Sargent Ave. EB @ Olitton St. Keewatin St_NB @ Selkirk Ave	1,124	2,102	1,720	1,303	1016	592	723	620	349 8.	101 -57	-0% -1%	0.1% 5.3%	-01.9%	-05.4%	%4.7C- 26.7%	-01.0%	-74 0%	-076.0%
3 817	Leila Ave. WB @ Sinclair St.	440	737	399	162	184	3 25	211	137	149 2.	513 -33.	-51	0.6%	-57.4%	-52.9%	-66.7%	-51.7%	-72.7%	-68.7%
6 818	Kenaston Blvd. SB @ Corydon Ave.	7,418	10,407	6,490	9,643	5712	4270	2238	3464	3491 53,	133 -44.	.7% -5.	.6.9%	-48.7%	-71.2%	-75.4%	-87.4%	-79.9%	-80.9%
r 819	Donald St. SB @ Broadway	1,626	2,086	1,823	777	1266	1171	1303	828	993 11, 204 7,	873 -52	.7% -5	51.3% 0.0%	-55.8%	-63.4%	-70.1%	-69.5%	-75.4%	-76.8%
5 82U 821	Archibald St. SB @ Elizabeth Kd. Berent Ave W WB @ Owen St	1,/93 2676	3,530	2000	820 2 7 1 8	894	819 1202	5/6 1036	243	234 /, 1184 174	29- 795	-1- -0%	6.0%	-76.3%	-76.4%	-71.3%	-84.7%	-86.1%	-86.1%
5 822	St. Marv's Rd. SB @ Warde Ave.	5,103	5,306	2,943	3.464	1467	760	000	0701	19: 0	28.3 -55		95%	-71.5%	%0.10- %2.67-	-/ 0.2.0 n/a	0/ <del>1</del> /0-	0/.c.no-	-/ 9.9 /o
6 823	Pembina Hwy. NB @ Bairdmore Blvd.	2,813	4,382	2,838	1,109	726	649	1167	295	1486 15,	465 -33.	.7% -5.	5.1%	-59.1%	-64.3%	-71.8%	-73.8%	-70.7%	-72.9%
Z 824 Third 12	Portage Ave. EB @ Cavaller Ur.	2,396	3,220	1,410	466	1358	983	1200	2017	1015 14,	065 -48	1- %1.	3.1%	-73.9%	-71.5%	-82.8%	-71.1%	-64.8%	-82.2%
3 825	Main St. SB @ Redwood Ave.		1,036	697	148	218	341	183	169	198 2,	990 -63.	.2% -7:	5.8%	-86.3%	-82.9%	-84.5%	-83.5%	-81.3%	
3 826	McPhillips St. SB @ Redwood Ave.		1,073	877	483	191	196	140	183	286 3,	429 -53	-0%	5.3%	-78.4%	-77.8%	-73.4%	-75.2%	-64.8%	
120 1	Notre Dame Ave. VVB @ Sherbrook St. Grant Ave. W/B @ Wilton St		243 6 874	077 077	138 0 556	248 6438	3/9 50/7	33U 4211	122	313 Z, 1844 F1,	103 -44 467 -27	-4	9.3% F 1%	-40.7% F2 F0/	-28.1%	-31.2%	-28.4%	-34.1%	
2 829	Ellice Ave. WB @ St. James St.		2,898	3,252	2,147	2222	2083	1622	813	830 15,	867 -43.	-0.	5.0%	-96.7%	-69.3%	-75.3%	-79.6%	-81.1%	
4 830	Panet Rd. SB @ Munroe Ave.		1,368	988	754	286	847	763	490	585 6,	081 -55	-1%	1.8%	-43.9%	-60.2%	-69.7%	-72.4%	-62.9%	
1 832	Politage Ave. WB @ Noulit Royal Ru. Disraeli Ewv. NB @ Lilv St		9.674	1.789	2,143 778	670	1712	1357	941	9/3 14, 247 17,	432 -94		5.9%	-95.3%	~0.020- %0.08-	-96.5%	-27.3%	%C.74-	
5 833	St. Anne's Rd. NB @ Meadowood Dr.		458	944	474	607	711	496	300	210 4,	200 -8.	-9-	4.0%	-35.3%	46.8%	43.5%	46.1%	-57.3%	
5 834	Dunkirk Dr. NB @ St. Vital Rd.		669	694	308	507	476	361	83	151 3,	279 -50.	.2% -6	1.9%	-63.7%	-74.6%	-76.3%	-81.6%	-81.9%	
4 835 6 835	Regent Ave. West EB @ Madeline St. Pembina Hwv. NB @ Grant Ave.		1,423 2.580	2,158 3.030	1,652 2.924	3132 1227	2526 1806	2825 982	832	2218 18, 1127 14.5	262 -36 508 -47.	.4% -3 .9% -5i	8.2% 8.2%	-27.7% -70.2%	-38.7% -68.7%	-28.5% -80.1%	-43.5% -82.0%	-46.2% -79.4%	
Fourth 12	)																		
2 837	Main St. NB @ Logan Ave. Portage Ave. EB @ Dominion St.			4,930 676	13,368 1.236	9,921 302	5,411 - 479	3,569 326	6121 . 275	4067 50, 204 3.4	387 -22 498 -34	.5% -4	9.3%	-62.4% -76.1%	-79.6%	-66.0% -78.0%	-75.6% -74.7%		
3 839	Main St. NB @ Inkster Blvd.			645	1,094	619	505	983	757	549 5,	152 -55.	-77	1.3%	-74.0%	-58.5%	-67.8%	-74.4%		
4 840	Henderson Hwy. NB @ Gilmore Ave.			264	982	504	733	224	0 10	107 2,	814 10.	.7% -2	9.8% 5 = 0;	-31.2%	-56.7%	n/a	-39.2%		
6 842 641	Bisriop Grandin Bivu. w B @ Kiver Ku. Grant Ave. EB @ Charleswood Parkwav			882	01 c.c	4,903 906	02.3 789	0 769	302	2003 10, 0 4,1	452 - 28 540 -51		8.8%	-76 2%	-76.0%	-81.6%	n/a n/a		
6 843	Kenaston Blvd. NB @ McGillivray Blvd			401	286	195	ę	0	0	00	885 -58	-6	1.7%	-92.7%	n/a	n/a	n/a		
1 844	York Ave. EB @ Fort St.			242	2,051	416	127	0	0	0 0	836 -38	2	2.7%	-79.0%	n/a	n/a	n/a		
4 845 5 846	Lagimodiere Blvd. SB @ Grassie Blvd. Fermor Ave. WB @ St. Marv's Rd.			821	2,195 56	1,6/4 41	1,298 47	1,467 57	1650 22	668 9, 17 3,	7/3 -40 294 -40	1.3% -4 .8% -5	1.6%	-60.0% -64.4%	-52.4% -49.1%	-76.9%	-77.4% -76.2%		
2 847	St. James St. SB @ Ness Ave.			141	233	310	176	114	126	194 1,	294 -25.	.0% -2.	5.0%	-30.5%	-37.7%	-24.0%	-38.3%		
3 848 F	McPhillips St. SB @ Jefferson Ave. St Marie Dd. ND @ Words Ave.			341	424	435	722	769 645	290 1046	414 3,	395 -47	.6% -4	7.6% 27%	-50.8%	-37.2%	-72.1%	-34.2%		
1 850	Balmoral St. NB @ Sargent Ave.								1206	830 2,1	036 -32.	- %0	0/ 1.7						
6 851	Pembina Hwy. SB @ Chevrier Blvd.								2203	1301 3,	504 -57	.4%							
2 002 6 853	Erin St. SB @ Sargent Ave. Grant Ave. EB @ William R. Clement Pkwv								134 259	75	209 -4U SQN -22	.4% 7%							
6 854	Academy Rd. EB @ Stafford St.								409	133	542 -51								

Of the 54 illustrated locations above, two denote location code changes through street name/enforcement direction amendments. One location removed due to intersection reconfiguration. Four additional locations installed in 2010 to coincide with T.I.R.F. evaluation.

œ

### **Photo Enforcement Statistics**

The table below shows a comparison of the actual number of tickets issued by location for the original and second 12 Intersection Safety Cameras from 2003 to 2011 inclusive. Only the original 24 intersections are analyzed as they have complete data due to the fact hey have been operational since program inception. The table also provides the number of tickets issued at each location by day of enforcement. A day of enforcement is a day in which the camera was operating at the location. The day of enforcement comparison provides a more accurate assessment of the change in the number of tickets as the cameras began rotating through locations starting in 2005 to present.

	-	Tickets Issued by ISC - ALL					1	Fickets Is	sued							Ticke	ts issued	per day o	of enforce	ment		
District	Location	Location Description	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL	Date ISC went live	2003	2004	2005	2006	2007	2008	2009	2010	2011
1	801	Sherbrook St. NB @ Broadway Ave.	704	319	169	112	4	0	0	0	0	1,308	1/7/2003	2.3	1.2	1.1	1.1	0.6	n/a	n/a	n/a	n/a
5	802	Provencher Blvd. EB @ Aulneau St.	4,909	2,012	1,513	1,423	433	1310	797	721	694	13,812	1/7/2003	14.0	6.2	5.6	5.4	2.5	3.6	2.6	2.6	2.0
5	803	Marion Street EB @ Dufresne Ave	3,886	1,544	861	334	211	561	655	425	399	8,876	1/7/2003	11.0	4.7	3.2	2.5	2.2	3.8	2.6	2.1	2.9
4	804	Talbot Ave. EB @ Watt St.	1,102	490	247	239	77	208	148	118	42	2,671	1/7/2003	3.1	1.5	1.0	1.1	1.2	1.0	1.2	0.8	0.6
4	805	Hespeler Ave, EB @ Beatrice St.	8.611	2.597	1.597	653	2211	1444	1332	1302	1159	20.906	1/7/2003	24.1	7.9	5.7	7.9	6.9	5.2	4.3	4.5	3.8
4	806	Henderson Hwy, SB @ Kimberly Ave.	3,439	1.052	651	246	158	175	580	288	385	6.974	1/7/2003	9.5	3.1	2.5	2.6	3.0	2.2	2.2	1.8	1.5
3	807	Inkster Blvd WB @ Airlies St	4 101	1 340	1 462	2 384	1745	1297	1707	1716	1218	16,970	1/7/2003	11.8	5.1	54	6.8	49	5.0	4.8	49	3.5
3	808	Salter St SB @ Mountain Ave	1,101	642	317	260	44	20	124	113	158	3 351	1/7/2003	4.8	1.9	13	1.4	0.0	0.6	1.0	0.6	0.6
1	809	Isabel St. NB @ William Ave	4 987	2 113	1 513	805	745	1326	927	485	598	13 499	1/7/2003	13.9	6.3	5.3	4.5	4.2	4.5	2.8	2.4	2.1
6	810	Jubilee Ave. WB @ Cockburn St	2 307	627	374	220	0	020	021	0	000	3 528	1/7/2003	6.6	2.0	1.6	1.0	n/a	n/a	n/a	n/a	n/a
6	811	Academy Rd, WB @ Oak St	4 475	1 325	597	609	849	655	210	227	130	9,025	1/7/2003	12.3	4.4	2.7	2.8	2.7	2.5	2.1	1.4	1.8
2	812	Moray St NB @ Lodgo Avo	3 0 2 0	1,020	1 200	1 524	1256	730	037	506	/33	12 512	1/7/2003	10.9	5.3	4.6	4.4	3.5	3.1	2.1	3.1	3.0
2	012	Noray St. ND @ Louge Ave.	3,323	1,000	1,230	1,024	1200	133	337	200	400	1 2,512	1/7/2003	2.7	1.6	4.0	0.0	1.4	0.1	2.0	0.1	0.0
2	013	Contury St NB @ Silver Ave	4 2 1 0	705	520	123	100	6	102	100	24	6 105	9/16/2002	22.2	2.4	1.1	1.4	1.4	0.2	1.4	1.0	0.0
- 4	014	Century St. NB @ Silver Ave.	4,319	2 102	1 709	1 202	120	1442	1626	1725	1404	0,195	8/16/2003	33.Z	6.0	1.0	1.4	1.3	0.3	1.4	5.0	0.7
	010	Sargent Ave. EB @ Ciliton St.	1,724	2,102	1,728	1,303	1328	1442	1030	1735	1404	14,402	8/16/2003	12.0	0.2	5.5	4.8	4.4	0.4	4.9	5.2	4.1
3	010	Keewalin St. NB @ Seikirk Ave.	1,242	1,329	1,082	1,148	1016	592	123	020	349	8,101	8/15/2003	0.9	3.0	4.0	3.3	2.9	Z.1	2.5	2.3	2.1
3	017	Lella Ave. WB @ Sinciair St.	440	131	399	162	104	94	211	137	149	2,513	8/15/2003	3.3	Z.Z	1.0	1.4	1.5	1.1	1.0	0.9	1.0
6	818	Kenaston Blvd. SB @ Corydon Ave.	7,418	10,407	6,490	9,643	5/12	4270	2238	3464	3491	53,133	8/17/2003	55.4	30.6	23.9	28.4	16.0	13.6	7.0	11.1	10.6
1	819	Donald St. SB @ Broadway Ave.	1,626	2,086	1,823	///	1266	11/1	1303	828	993	11,873	8/16/2003	12.2	5.8	6.0	5.4	4.5	3.7	3.7	3.0	2.8
5	820	Archibald St. SB @ Elizabeth Rd.	1,793	1,675	908	820	894	819	576	243	234	7,962	8/17/2003	13.1	5.0	3.1	3.1	3.1	3.0	2.0	1.8	1.8
4	821	Regent Ave. W. WB @ Owen St.	2,575	3,530	2,009	2,718	2233	1392	1036	1020	1184	17,697	8/15/2003	19.5	10.2	7.4	7.9	6.4	4.3	3.4	3.8	3.9
5	822	St. Mary's Rd. SB @ Warde Ave.	5,103	5,306	2,943	3,464	1467	0	0	0	0	18,283	8/17/2003	37.2	16.6	11.4	10.6	7.6	n/a	n/a	n/a	n/a
6	823	Pembina Hwy. NB @ Bairdmore Blvd.	2,813	4,382	2,838	1,109	726	649	1167	295	1486	15,465	8/17/2003	20.5	13.6	9.2	8.4	7.3	5.8	5.4	6.0	5.6
2	824	Portage Ave. EB @ Cavalier Dr.	2,396	3,220	1,410	466	1358	983	1200	2017	1015	14,065	8/16/2003	17.6	9.0	4.7	4.6	5.0	3.0	5.1	6.2	3.1
3	825	Main St. SB @ Redwood Ave.		1,036	697	148	218	341	183	169	198	2,990	7/16/2004		6.2	2.3	1.5	0.9	1.1	1.0	1.0	1.2
3	826	McPhillips St. SB @ Redwood Ave.		1,073	877	483	191	196	140	183	286	3,429	7/16/2004		6.3	3.0	2.2	1.4	1.4	1.7	1.6	2.2
1	827	Notre Dame Ave. WB @ Sherbrook St.		243	225	138	248	379	330	227	313	2,103	7/16/2004		1.6	0.9	0.8	0.9	1.1	1.0	1.1	1.0
6	828	Grant Ave. WB @ Wilton St.		6,874	8,924	9,556	6438	5947	4311	4573	4844	51,467	7/16/2004		41.2	29.8	26.7	19.6	16.9	14.0	13.8	13.6
2	829	Ellice Ave. WB @ St. James St.		2,898	3,252	2,147	2222	2083	1622	813	830	15,867	7/16/2004		18.6	10.5	6.5	6.2	5.7	4.6	3.8	3.5
4	830	Panet Rd. SB @ Munroe Ave.		1,368	988	754	286	847	763	490	585	6,081	7/16/2004		8.1	3.6	3.9	4.5	3.2	2.5	2.2	3.0
2	831	Portage Ave. WB @ Mount Royal Rd.		1,633	2,780	2,145	1829	1587	1364	2657	975	14,970	8/20/2004		12.5	9.6	6.1	6.0	4.7	4.3	9.1	6.5
1	832	Disraeli Fwy. NB @ Lily St.		9,674	1,789	778	934	1712	1357	941	247	17,432	8/20/2004		124.0	6.6	5.1	5.8	4.9	4.4	3.3	2.5
5	833	St. Anne's Rd. NB @ Meadowood Dr.		458	944	474	607	711	496	300	210	4,200	8/20/2004		3.8	3.5	2.5	2.4	2.0	2.1	2.0	1.6
5	834	Dunkirk Dr. NB @ St. Vital Rd.		699	694	308	507	476	361	83	151	3,279	8/20/2004		5.3	2.6	2.0	1.9	1.3	1.2	1.0	0.9
4	835	Regent Ave. W EB @ Madeline St.		1,423	2,158	1,652	3132	2526	2825	2328	2218	18,262	8/20/2004		12.2	7.7	7.8	8.8	7.5	8.7	6.9	6.5
6	836	Pembina Hwy. NB @ Grant Ave.		2,580	3,030	2,924	1227	1806	982	832	1127	14,508	8/20/2004		19.4	10.1	8.1	5.8	6.1	3.9	3.5	4.0
1	837	Main St. NB @ Logan Ave.			4,930	13,368	9921	5411	6569	6121	4067	50,387	8/15/2005			49.3	38.2	29.4	18.5	19.3	16.8	12.0
2	838	Portage Ave. EB @ Dominion St.			676	1,236	302	479	326	275	204	3,498	8/15/2005			7.7	5.0	2.4	1.8	1.6	1.7	1.9
3	839	Main St. NB @ Inkster Blvd.			645	1.094	619	505	983	757	549	5,152	8/15/2005			6.9	3.1	2.0	1.8	2.8	2.2	1.8
4	840	Henderson Hwy, NB @ Gilmore Ave			264	982	504	733	224	0	107	2.814	8/15/2005			3.4	3.7	2.4	2.3	1.5	n/a	n/a
5	841	Bishop Grandin Blvd, WB @ River Rd				5.316	4983	823	0	2767	2563	16.452	8/15/2005				21.2	15.2	8.6	n/a	9.5	8.3
6	842	Grant Ave. EB @ Charleswood Parkway			882	892	906	789	769	302	0000	4,540	8/15/2005			9.4	4.5	2.9	2.2	2.2	17	n/a
6	843	Kenaston Blvd NB @ McGillivrav Blvd			401	286	195	3	0	002	0	885	9/1/2005			51	2.1	2.0	0.4	n/a	n/a	n/a
1	844	Vork Ave. EB @ Fort St			242	2 051	416	127	0	0	0	2,836	10/27/2005			0.1	5.7	2.5	2.0	n/a	n/a	n/a
4	845	Lagimodiere Blvd. SB @ Grassie Blvd			821	2,001	1674	1298	1467	1650	668	9 773	8/30/2005			10.1	6.0	5.4	<u>2.0</u> <u>4</u> 1	4.8	53	23
5	846	Earmor Avo WR @ St Man/s Pd			54	2,100	10/4	1230	F7	1000	47	204	8/31/2005			0.7	0.0	0.4	0.2	0.2	0.0	2.0
2	847	St. James St. SR @ Noss Ave			1/1	232	310	47	114	100	104	1 204	0/3/2005			1.0	1.4	1.4	1.2	1.0	1.4	1.2
1	047	St. James St. SD (W NeSS AVE.			244	233	310	700	700	120	194	1,294	9/2/2005			1.9	1.4	1.4	1.3	1.2	1.4	1.2
1	040	NICETHINDS St. SB @ Jetterson Ave.			341	424	435	122	/ 09	290	414	3,395	9/2/2005	L	L	4.4	2.3	2.3	2.1	2.1	1.2	2.9
	049	St. Warde Ave.							045	1946	1589	4,160	11/5/2009							12.4	5.8 0.0	4.6
	850	Baimorai St. NB @ Sargent Ave.								1206	830	2,036	1/1/2010								3.6	2.5
6	851	Pembina HWy. SB @ Chevrier Bivd.								2203	1301	3,504	1/3/2010								9.0	3.8
<u><u></u></u>	852	Erin St. SB @ Sargent Ave.								134	/5	209	1/6/2010								1.2	U.7
6	853	Grant Ave. EB @ William R. Clement Pkwy								259	431	690	1/6/2010								1.8	1.4
6	854	Academy Rd. EB @ Stafford St.								409	133	542	1/9/2010								4.0	1.9

### Photo Enforcement Statistics - 2002 vs. 2010

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 2010 there has been a decrease of 10.7% (655 vs 585) in the number of collisions at the 46 ISC locations. More important is the decrease in the number of right angle collisions by 52.2% (115 vs 55). 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 55.2% decrease of injuries associated to right angle collisions. There has been a noted increase in rear end collisions by 14.1% at these intersections however, a decrease in injuries by 27.4% 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. An increase in rear end collisions may be attributed to the harsh winter conditions experienced in 2010 when compared to 2009.

2002 2010																
Approach	Cross Street	# of lanes	Dir	Speed	MVC Injury	MVC	Rear End	R End Inury	Rt Angle	Rt Angle Injury	MVC Injury	MVC	Rear End	R End Inury	Rt Angle	Rt Angle Injury
Boul Provencher		2	Fact	50	5	13	4	1	4	3	0	5	2	0	0	0
Marian St	Dufroene Ave	2	East	- 50 - 60	3	7	4	1	4	3	2	0	5	2	0	0
	Mott St	2	East	50 50	2	47	5	4	0	0	3	40	0	3	0	0
	VVall St Restrice St	2	East	50	2	7	2	1	2	0	4	10	4	0	4	1
	Kimborly Avo	2	South	50 60	2	15	3	2	2	0	1	0	4	0	0	0
Internetson Rived	Airling St	3	West	50 50	2	15	10	2	2	0	- 1	12	9	0	0	0
	Airlies St	2	vvest	50	2	8	3 -	0	2	0	0	5	3	0	1	0
Salter St	Mountain Ave	2	South	50	1	19	(	4	5	1	2	11	3	0	2	0
Isabel St	VVIIIIam Ave	2	North	50	9	30	6	2	13	4	1	15	6	0	4	0
Jubliee Ave	Cockburn St S.	2	vvest	50	2	6	3	2	0	0	1	4	3	0	0	0
Academy Rd	Oak St	2	vvest	50	0	4	2	0	0	0	0	8	6	0	0	0
Moray St	Lodge Ave	2	North	50	0	4	2	0	1	0	1	2	2	1	0	0
Ness Ave	Whytewold Rd	2	West	60	8	19	5	2	1	1	2	11	5	1	1	0
Century St	Silver Ave	3	North	/0	2	4	1	0	2	1	1	5	4	1	1	0
Sargent Ave	Clifton St	2	East	50	0	4	1	0	3	0	3	7	0	0	7	3
Keewatin St	Selkirk Ave	2	North	60	5	11	7	2	1	0	2	7	5	2	0	0
Leila Ave	Sinclair St	2	West	60	2	7	3	1	2	0	2	16	11	2	2	0
Kenaston Blvd	Corydon Ave	2	South	50	7	25	14	5	5	0	2	25	20	1	1	0
Donald St	Broadway Ave	2	South	50	4	21	9	1	3	1	2	19	11	0	3	1
Archibald St	Elizabeth Rd	2	South	60	1	19	11	0	0	0	1	5	2	1	0	0
Regent Ave W	Owen St	3	West	60	2	11	2	0	2	2	2	15	4	1	0	0
St Marys Rd	Warde Ave	2	North	60	1	4	3	1	0	0	1	5	2	1	0	0
Pembina Hwy	Bairdmore Blvd	3	North	60	5	14	8	2	2	1	4	14	9	2	0	0
Portage Ave	Cavalier Dr	3	West	60	1	21	6	0	2	0	5	17	7	2	4	2
Main St	Redwood Ave	3	South	60	1	41	16	7	5	2	8	31	21	5	1	0
McPhillips St	Redwood Ave	3	South	60	1	6	3	0	3	1	0	2	1	0	1	0
Notre Dame Ave	Sherbrook St	3	West	60	5	17	5	2	8	2	1	17	9	0	2	0
Grant Ave	Wilton St	2	West	50	1	6	2	1	1	0	2	11	5	1	2	0
Ellice Ave	St James St	2	West	50	11	33	13	5	4	1	4	29	7	1	0	0
Panet Rd	Munroe Ave	2	South	50	2	6	3	1	1	0	2	8	4	1	0	0
Portage Ave	Mount Royal Rd	3	West	60	2	9	4	0	0	0	2	3	2	1	0	0
Disraeli Fwy	Lily St	3	North	60	1	7	4	2	2	0	0	6	4	0	0	0
St Annes Rd	Meadowood Dr	2	North	60	0	1	0	0	0	0	3	14	6	0	1	0
Dunkirk Dr	St Vital Rd	2	North	60	0	0	0	0	0	0	0	0	2	0	0	0
Regent Ave W	Madeline St	2	East	50	4	8	4	2	2	1	3	8	3	1	3	2
Pembina Hwy	Grant Ave	3	North	60	6	33	12	2	3	0	2	13	7	0	2	1
Main St	Logan Ave	3	North	50	4	18	7	1	8	1	0	11	8	0	0	0
Portage Ave	Dominion St	3	East	60	1	11	9	1	2	0	5	11	4	2	1	1
Main Street	Inkster Blvd	2	North	60	3	13	6	2	1	0	3	18	11	2	0	0
Henderson Hwy	Gilmore Ave	2	North	60	2	8	3	1	2	0	0	7	4	0	1	0
Bishop Grandin Blvd	River Ave	2	West	80	8	36	28	7	1	0	4	22	19	4	0	0
Grant Ave	W. Clement Pkwy	2	East	60	0	0	0	0	0	0	0	4	4	0	0	0
York Ave	Fort St	2	East	50	3	13	0	0	11	3	2	12	0	0	8	2
Lagimodiere Blvd	Grassie Rd	2	South	80	10	36	25	6	1	0	6	41	35	6	1	0
Fermor Ave	St Marys Rd	2	West	70	6	22	10	1	3	2	4	28	21	3	1	0
St James St	Ness Ave	2	South	60	3	19	8	1	0	0	5	23	13	3	1	0
McPhillips St	Jefferson Ave	3	South	60	6	22	12	3	3	1	5	24	13	4	0	0
·	•				150	655	291	73	115	29	102	585	332	53	55	13

Source, City of Winnipeg Public Works Traffic Collision Database 2011 data unavailable

### Photo Enforcement Statistics - 2002 vs. 2010

#### **Collision Statistics Numeric Value Change**

							2002 v	s 2010		
Approach	Cross Street	# of lanes	Dir	Speed	MVC Injury	MVC	Rear End	R End Inury	Rt Angle	Rt Angle Injury
		-		50						-
Boul Provencher	Rue Aulneau	2	East	50	-5	-8	-1	-1	-4	-3
Marion St	Dufresne Ave	2	East	60	2	1	1	2	0	0
l albot Ave	Watt St	2	East	50	2	1	2	-1	2	1
Hespler Ave	Beatrice St	2	East	50	-1	1	1	0	-2	-1
Henderson Hwy	Kimberly Ave	3	South	60	-1	-3	-1	-2	-2	0
Inkster Blvd	Airlies St	2	West	50	-2	-3	0	0	-1	0
Salter St	Mountain Ave	2	South	50	-5	-8	-4	-4	-3	-1
Isabel St	William Ave	2	North	50	-8	-15	0	-2	-9	-4
Jubilee Ave	Cockburn St S.	2	West	50	-1	-2	0	-2	0	0
Academy Rd	Oak St	2	West	50	0	4	4	0	0	0
Moray St	Lodge Ave	2	North	50	1	-2	0	1	-1	0
Ness Ave	Whytewold Rd	2	West	60	-6	-8	0	-1	0	-1
Century St	Silver Ave	3	North	70	-1	1	3	1	-1	-1
Sargent Ave	Clifton St	2	East	50	3	3	-1	0	4	3
Keewatin St	Selkirk Ave	2	North	60	-3	-4	-2	0	-1	0
Leila Ave	Sinclair St	2	West	60	0	9	8	1	0	0
Kenaston Blvd	Corydon Ave	2	South	50	-5	0	6	-4	-4	0
Donald St	Broadway Ave	2	South	50	-2	-2	2	-1	0	0
Archibald St	Elizabeth Rd	2	South	60	0	-14	-9	1	0	0
Regent Ave W	Owen St	3	West	60	0	4	2	1	-2	-2
St Marys Rd	Warde Ave	2	North	60	0	1	-1	0	0	0
Pembina Hwy	Bairdmore Blvd	3	North	60	-1	0	1	0	-2	-1
Portage Ave	Cavalier Dr	3	West	60	4	-4	1	2	2	2
Main St	Redwood Ave	3	South	60	7	-10	5	-2	-4	-2
McPhillips St	Redwood Ave	3	South	60	-1	-4	-2	0	-2	-1
Notre Dame Ave	Sherbrook St	3	West	60	-4	0	4	-2	-6	-2
Grant Ave	Wilton St	2	West	50	1	5	3	0	1	0
Ellice Ave	St James St	2	West	50	-7	-4	-6	-4	-4	-1
Panet Rd	Munroe Ave	2	South	50	0	2	1	0	-1	0
Portage Ave	Mount Royal Rd	3	West	60	0	-6	-2	1	0	0
Disraeli Fwy	Lily St	3	North	60	-1	-1	0	-2	-2	0
St Annes Rd	Meadowood Dr	2	North	60	3	13	6	0	1	0
Dunkirk Dr	St Vital Rd	2	North	60	0	0	2	0	0	0
Regent Ave W	Madeline St	2	East	50	-1	0	-1	-1	1	1
Pembina Hwy	Grant Ave	3	North	60	-4	-20	-5	-2	-1	1
Main St	Logan Ave	3	North	50	-4	-7	1	-1	-8	-1
Portage Ave	Dominion St	3	East	60	4	0	-5	1	-1	1
Main Street	Inkster Blvd	2	North	60	0	5	5	0	-1	0
Henderson Hwy	Gilmore Ave	2	North	60	-2	-1	1	-1	-1	0
Bishop Grandin Blvd	River Ave	2	West	80	-4	-14	-9	-3	-1	0
Grant Ave	W. Clement Pkwy	2	East	60	0	4	4	0	0	0
York Ave	Fort St	2	East	50	-1	-1	0	0	-3	-1
Lagimodiere Blvd	Grassie Rd	2	South	80	-4	5	10	0	0	0
Fermor Ave	St Marys Rd	2	West	70	-2	6	11	2	-2	-2
St James St	Ness Ave	2	South	60	2	4	5	2	1	0
McPhillips St	Jefferson Ave	3	South	60	-1	2	1	1	-3	-1
				•	-48	-70	41	-20	-60	-16

Source, City of Winnipeg Public Works Traffic Collision Database 2011 data unavailable

### Photo Enforcement Statistics - 2002 vs. 2010

#### Collision Statistics Percentage Value Change

							2002 v	s 2010		
Approach	Cross Street	# of lanes	Dir	Speed	MVC Injury	MVC	Rear End	R End Inury	Rt Angle	Rt Angle Injury
David Dravanahan		2	Fast	50						
Boul Provencher		2	East	50	-100.0%	-61.5%	-25.0%	-100.0%	-100.0%	-100.0%
	Mott St	2	East	60 50	200.0%	14.3%	20.0%	200.0%	400.00/	
	VVall St	2	East	50	100.0%	5.9%	100.0%	-100.0%	100.0%	100.00/
	Beatrice St	2	East	50	-50.0%	14.3%	33.3%	0.0%	-100.0%	-100.0%
Henderson Hwy	Airline Ct	3	South	60 50	-50.0%	-20.0%	-10.0%	-100.0%	-100.0%	
	Alfiles St Mountain Ava	2	VVest	50	-100.0%	-37.5%	0.0%	100.00/	-50.0%	100.00/
Saller St		2	South	50	-/1.4%	-42.1%	-57.1%	-100.0%	-60.0%	-100.0%
	Cookburn St S	2	North West	50	-88.9%	-50.0%	0.0%	-100.0%	-69.2%	-100.0%
	Cockburn St S.	2	West	50	-50.0%	-33.3%	0.0%	-100.0%		
Academy Ru		2	North	50		100.0%	200.0%		400.00/	
Nonay St	Louge Ave	2	NOITI NOITI	50	75.00/	-50.0%	0.0%	50.00/	-100.0%	400.00/
		2	VVest	70	-75.0%	-42.1%	0.0%	-50.0%	0.0%	-100.0%
Century St	Clifton St	3 2	Foot	70	-50.0%	25.0%	300.0%		-50.0%	-100.0%
Sargent Ave	Ciliton St Solkisk Avo	2	East	50		75.0%	-100.0%	0.00/	133.3%	
	Seikirk Ave	2	NOrtri Woot	60	-60.0%	-36.4%	-28.6%	0.0%	-100.0%	
Lelia Ave		2	South	50	0.0%	128.6%	266.7%	100.0%	0.0%	
Denold St	Droodwoy Ave	2	South	50	-/1.4%	0.0%	42.9%	-80.0%	-80.0%	0.001
Donald St	Dioauway Ave	2	South	50	-50.0%	-9.5%	22.2%	-100.0%	0.0%	0.0%
Archibald St		2	South	60	0.0%	-73.7%	-81.8%		400.00/	100.00/
Ct Maria Dd	Owen St	<u> </u>	VVest	60	0.0%	36.4%	100.0%	0.00/	-100.0%	-100.0%
St Marys Ru	Vvarue Ave	2	NOTUT	00	0.0%	25.0%	-33.3%	0.0%		
Pembina Hwy	Bairamore Biva	3	NORT	60	-20.0%	0.0%	12.5%	0.0%	-100.0%	-100.0%
Portage Ave	Cavaller Dr	3	VVest	60	400.0%	-19.0%	16.7%	00.00/	100.0%	100.00/
MaDhilling St	Redwood Ave	3	South	60	700.0%	-24.4%	31.3%	-28.6%	-80.0%	-100.0%
Netro Domo Avo	Redwood Ave	3	South	60	-100.0%	-66.7%	-66.7%	100.00/	-66.7%	-100.0%
Creat Ave	Sherbrook St	<u> </u>	West	60 50	-80.0%	0.0%	80.0%	-100.0%	-75.0%	-100.0%
		2	West	50	100.0%	83.3%	150.0%	0.0%	100.0%	
Ellice Ave	St James St	2	Vvest	50	-63.6%	-12.1%	-46.2%	-80.0%	-100.0%	-100.0%
Panet Ro	Mawat David Da	2	South	50	0.0%	33.3%	33.3%	0.0%	-100.0%	
Portage Ave	Wount Royal Ro	3	VVest	60	0.0%	-66.7%	-50.0%			
Disraeli Fwy	LIIY St	3	North	60	-100.0%	-14.3%	0.0%	-100.0%	-100.0%	
St Allies Ru	St Vital Dd	2	North	60		1300.0%				
	St Vital Ru	2		60 50						
Regent Ave w		2	East	00	-25.0%	0.0%	-25.0%	-50.0%	50.0%	100.0%
Main St		<u>ు</u>	North	60 50	-66.7%	-60.6%	-41.7%	-100.0%	-33.3%	100.00/
IVIAIII St	Logan Ave	<u>১</u>	Foot	50	-100.0%	-38.9%	14.3%	-100.0%	-100.0%	-100.0%
Portage Ave	Dominion St Inketer Dive	<u> </u>	East	60	400.0%	0.0%	-55.6%	100.0%	-50.0%	
		2	NOTUT	00	0.0%	38.5%	83.3%	0.0%	-100.0%	
Dishan Crandin Divid	Gilmore Ave	2	NORT	60	-100.0%	-12.5%	33.3%	-100.0%	-50.0%	
	River Ave	2	Vest	08	-50.0%	-38.9%	-32.1%	-42.9%	-100.0%	
Grant Ave	VV. Clement PKWy	2	East	60 50		7 70/			07.00/	00.00/
		2	EdSI South	00	-33.3%	-7.7%	40.00/	0.001	-27.3%	-33.3%
		2	South	70	-40.0%	13.9%	40.0%	0.0%	0.0%	400.00/
		2	VVest	70	-33.3%	27.3%	110.0%	200.0%	-66.7%	-100.0%
	INESS AVE	2	South	00	66.7%	21.1%	62.5%	200.0%	400.00/	400.00/
	Jelleison Ave	3	Souul	00	-10.7%	9.1%	8.3%	33.3%	-100.0%	-100.0%

Source, City of Winnipeg Public Works Traffic Collision Database 2011 data unavailable

## <u>JUSTSLOWDOWN</u>

The following charts depict injuries and fatalities associated to collisions. Figure 1.8 Reported collisions by severity



Figure 1.4 Reported collisions per 1000 registered vehicles



reported collisions only.( Parking lots and back lanes excluded) 2011 data unavailable.

#### 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 2011 there were only two on going large construction projects within the city, however, mobile photo radar unit deployment captured 44,141 violations which represents a decrease of 8.1 % compared to 2010, and a decrease of 57.1% compared to 2003. There was a slight drop in the number of vehicles monitored by photo radar units to 11,466,813 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 2011 at mobile photo radar (PR) locations. Over 91% of offenders were 10-19 kph over the threshold speed.

		Nu	mber of t	tickets Is	sued			Perc	ent of tot	al tickets	issued	
	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR
Speed	2003	2007	2008	2009	2010	2011	2003	2007	2008	2009	2010	2011
Subtotal 10-14	49,097	36,387	42,898	31,125	25,071	22,327	47.6%	48.9%	36.1%	46.9%	52.2%	50.6%
Subtotal 15-19	42,094	29,719	48,567	26,991	18,645	17,314	40.8%	39.9%	40.9%	40.7%	38.8%	39.2%
Subtotal 20-34	11,526	8,074	26,207	8,060	4,208	4,385	11.2%	10.8%	22.1%	12.1%	8.8%	9.9%
Subtotal >34	376	262	1,020	207	119	115	0.4%	0.4%	0.9%	0.3%	0.2%	0.3%
TOTAL	103,093	74,442	118,692	66,383	48,043	44,141	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The table below reveals there has been a 76.42% reduction in the percentage of vehicles that were traveling over the threshold speed (2003 v. 2011) [(.385 - 1.633)/1.633=76.42]

Following the trend set after 2003 the percentage of vehicles in violation continues to drop for 2011 to reflect 0.385% of total vehicles monitored.

*Number of vehicles monitored.	2003	2007	2008	2009	2010	2011
mobile photo enforcement units:	6,311,414	10,087,187	12,269,238	12,387,062	11,885,446	11,466,813
Violations issued:	103,093	77,442	118,692	66,383	48,043	44,141
Percentage of vehicles in violation:	1.633%	.738%	.967%	.536%	.404%	.385%

\*2004-2006 counts omitted due to space restrictions. Figures available in the respective annual reports.

### 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.

he following page references the 85th percentile dating back to 2002 and up to 2011 respectively.

## 85th Percentile, Selected School/Playground Zones

#### Photo Enforcement Annual Report 2011

	2002	2003	2004	2008	2009	2010	2011	2002 V. <b>2011</b>
Description	Limit 85%	Limit 85%	Limit 85%	Limit 85%	Limit 85%	Limit 85%	Limit 85%	km/h %
Becomption	Enne 0070	Ennie 0070	Enne 0070	Enne 0070	Ennt 0070	Einit 0070	Enne 0070	1011/11 70
WB Grant Ave. West of Queenston St.	50 59	50 58	50 55	50 n/a	50 55	50 50	50 60	1 1.7%
W/B Cropt Ave. West of Bapfrow St	<u> </u>	E0 E9	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	0 12 20/
WB Grant Ave. West of Renirew St.	50 60	50 56	50 55	50 55	50 54	50 53	50 52	-0 -13.3%
EB Grant Ave. East of Beaverbrook St	50 59	50 56	50 54	50 53	50 53	50 52	50 51	-8 -13.6%
LD Orant Ave. Last of Deaverbrook Ot.	50 55	50 50	30 34	50 55	30 33	30 32	30 31	-0 -13.070
WB Corvdon Ave. West of Montrose St.	50 60	50 57	50 55	50 55	50 54	50 53	50 53	-7 -11.7%
	50 00	50 50	50 55	50 55	50 54	50 55	50 54	0 40.00/
EB Corydon Ave. East of Thurso St.	50 60	50 58	50 55	50 55	50 54	50 55	50 54	-6 -10.0%
NB Pembina Hwy South of Riviera Ave	60 65	60 65	60 64	60 61	60 60	60 61	60 60	-5 -7.7%
ND Fembria nwy. South of Nivera Ave	00 00	00 00	00 04	00 01	00 00	00 01	00 00	-5 -1.170
WB Corvdon Ave. West of Queenston St.	50 58	50 56	50 54	50 53	50 52	50 52	50 52	-6 -10.3%
	50 55	50 54	50 54	50 55	50 50	50 50	50 50	0 0.00/
VVB Logan Ave.vvest of Vine St.	50 55	50 54	50 51	50 55	50 52	50 52	50 53	-2 -3.6%
EB Logan Ave. East of Quelch St	50 56	50 55	50 52	50 55	50 54	50 53	50 56	0 0.0%
LD LOYAN AVE. LASI OF QUEICH SI.	30 30	30 33	JU J2	30 33	30 34	30 33	30 30	0 0.078
WR St Matthews Ave West of Burnell St	50 55	50 54	50 52	50 52	50 51	50 51	50 51	-4 -7 3%
WE of Mathews West of Barrier of	00 00	00 04	00 02	00 02	00 01	00 01	00 01	4 1.070
EB St. Matthews Ave. East of Lipton St.	50 55	50 54	50 53	50 51	50 51	50 51	50 51	-4 -7.3%
W/B Conviden Ave. West of Beskwood St	E0 60	E0 E7	<u> </u>	<u> </u>	<u> 50 54</u>	50 54	<u> </u>	E 0.20/
WB COTYDOIT AVE. WEST OF ROCKWOOD St.	50 60	50 57	50 55	50 55	50 54	30 34	30 55	-3 -0.3%
SB Pembina Hwy South of Chevrier Blvd	60 63	60 63	60 61	60 60	60 60	60 59	60 58	-5 -7.9%
	00 00	00 00	00 01	00 00	00 00	00 00	00 00	0 11070
WB Nairn Ave. West of Foster	60 60	60 59	60 59	60 59	60 58	60 58	60 59	-1 -1.7%
WR Inkator Rivel West of Mel/anzie	E0 E6	<u> </u>	E0 E2	50 52	<u> </u>	50 52	<u> </u>	E 9.09/
WD INKSTEL DIVU. WEST OF WICKENZIE	30 30	30 33	50 55	50 55	50 55	JU J2	30 31	-3 -0.978
SB Sinclair Ave. South of Jefferson	50 55	50 56	50 54	50 52	50 50	50 51	50 52	-3 -5.5%
	50 55	50 50	50 51	50 52	50 50	50 51	50 52	0 0.070
NB Arlington St. North of Machray	50 55	50 54	50 55	50 53	50 53	50 52	50 52	-3 -5.5%
W/B Talbot Ave, West of Foster St	50 53	50 55	50 53	50 54	50 52	50 52	50 51	-2 -3.8%
WD Tabbel Ave. West of Loster of.	50 55	30 33	50 55	50 54	50 52	30 32	30 31	-2 -3.070
EB William East of Gertie St.	50 55	50 55	50 54	50 54	50 53	50 54	50 52	-3 -5.5%
	50 55	50 55	50 50	50 50	50 50	50 50	50 50	0 5 50/
EB William East of Lydia St.	50 55	50 55	50 53	50 52	50 52	50 52	50 52	-3 -5.5%
WR Ellice Ave. West of Agnes St	50 48	50 51	50 48	50 49	50 49	50 46	50 46	-2 -1.2%
		55 51	-0					- <del>-</del>
SB King Edward ST. South of Burrows Ave	50 52	50 57	50 55	50 53	50 52	50 53	50 52	0 0.0%
W/D Durren Aug Wast of D. 1 Of	50 57	50 57	50 51	50 50	50 50	50 50	50 50	E 0.001
WB BUITOWS AVE. West of Dexter St.	50 57	50 57	50 54	50 53	50 53	50 53	50 52	-5 -8.8%
NB St Mary's Rd North of Regal Ave	60 63	60 62	60 62	60 60	60 60	60 60	60 50	-4 -6 20/
The or, mary a ru, north or regar Ave.	00 03	00 03	00 02	00 00	00 00	00 00	00 39	
SB St. Annes Rd. South of Worthington Ave.	60 60	60 60	60 59	60 58	60 58	60 58	60 56	-4 -6.7%
EP Conviden Ave. East of Compton 24	50 55	50 55	50 50	F0 50	50 50	50 50	50 50	2 5 70
ED Corydon Ave. East of Campbell St.	50 55	<u> </u>	50 53	50 53	<u> </u>	50 53	50 52	-3 -5.5%
WB William Ave. West of Ellen St	50 55	50 58	50 54	50 55	50 53	50 55	50 55	0 0.0%
THE THIRD AVE. WEST OF LITER ST.	50 55	50 50	30 34	50 55	30 33	30 33	50 55	0.0%
WB Roblin Blvd West of Laxdal St.	50 58	50 57	50 55	50 55	50 54	50 53	50 0	n/a n/a
ER Killerney St. East of Caladan Dd	50 50	50 55	50 55	50 50	50 50	50 54	50 50	4 7 40/
ED Millamey St. East of Caledon Rd.	50 56	<u> </u>	50 55	<u> </u>	50 53	50 51	50 52	-4 -7.1%
EB Killarney St. East of Greyfriars	50 55	50 57	50 60	50 53	50 51	50 53	50 52	-3 -5.5%
LD Rillamey of. Last of Oreymans	50 55	30 37	30 00	50 55	50 51	30 33	30 32	-5 -0.070
EB Munroe Ave. East of Brazier St.	50 56	50 54	50 53	50 53	50 52	50 52	50 52	-4 -7.1%
	50 50	50 50	50 54	50 54	50 54	50 54	50 54	0 0.00/
EB Taibot Ave. East of watt St.	50 56	50 56	50 54	50 54	50 54	50 54	50 54	-2 -3.6%
SP Archibald St. South of Guilboult Avo	60 64	60 63	60 61	60 59	60 50	60 59	60 59	6 0.4%
SB Archibald St. South of Guilbault Ave	00 04	00 03	00 01	00 30	00 59	00 30	00 38	=0 =9.4 /8
INB Buchanan North of Livinia St.	50 50	50 55	50 55	50 52	50 51	50 52	50 51	1 2.0%
ED Llevellee Ave. Weet of Devidele	E0 EC	50 52	50 50	E0 E1	E0 E4	50 54	E0 E4	E 0.00/
EB Hamilton Ave. West of Parkdale	50 56	50 53	50 50	50 51	50 51	50 51	50 51	-5 -8.9%
SB McGregor St. South of Machray Ave	50 57	50 57	50 55	50 54	50 54	50 53	50 53	-4 -7.0%
OD MCOregor of. Obuin of Machinay Ave.	30 37	50 57	30 33	50 54	50 54	30 33	30 33	-4 -7.070
WB Mountain Ave. West of Mckenzie St.	50 55	50 56	50 54	50 53	50 53	50 53	50 52	-3 -5.5%
ED Mauntain Aug. East of Dam Ct	<u> </u>	50 50	E0 E4	50 52	E0 E4	50 52	50 50	2 5 40/
EB Mountain Ave. East of Parr St.	50 56	50 56	50 54	50 53	50 54	50 53	50 53	-3 -5.4%
EB Mountain Ave. East of Aikins St	50 57	50 56	50 55	50 54	50 53	50 53	50 53	-4 -7.0%
ED Wountain Ave. Last of Aikins ot.	30 37	30 30	30 33	50 54	50 55	30 33	30 33	-4 -1.070
WB Mountain Ave. West of Charles St.	50 55	50 57	50 55	50 54	50 53	50 53	50 53	-2 -3.6%
	00 00	00 01	00 00	00 01	00 00	00 00	00 00	2 0.070
WB Sargent Ave. West of Clifton St. N	50 53	50 51	50 51	50 49	50 49	50 49	50 50	-3 -5.7%
M/B Corgont Ave. Meat of Charburn St	E0 E9	E0 E4	E0 E2	50 51	E0 E1	50 51	E0 E1	7 10.10/
WE Sargent Ave. West of Sherburn St.	50 56	30 34	30 32	50 51	50 51	30 31	30 31	-7 -12.1%
SB Henderson Hwy South of Roosevelt Pl	60 64	60 63	60 62	60 61	60 60	60 60	60 60	-4 -6.3%
	50 57	50 55	50 52	50 50	50 50	50 50	50 50	
WB Hespler Ave. West of Beatrice St.	50 57	50 55	50 53	50 53	50 53	50 53	50 52	-5 -8.8%
NR Handorson Hwy North of Cholson	60 59	60 50	60 56	60 59	60 59	60 59	60 55	2 5.2%
IND TIERUEISON HWY NORTH OF CHEISER	00 38	00 39	00 30	00 30	00 38	00 30	00 55	=3 =3.2 /0
EB Corvdon Ave East of Guelph St	50 51	50 53	50 51	50 51	50 51	50 51	50 51	0 0.0%
	50 01	50 50	50 51	50 51	50 51	50 51	50 50	0 0.070
WB Burrows Ave. West of Shaughnessy	50 60	50 58	50 56	50 53	50 53	50 53	50 52	-8 -13.3%
NR Moray St. North of Lodgo Avo	50 56	50 55	50 55	50 53	50 54	50 52	50 52	4 7 1%
IND MOTAY SI. NOTITI OF LOUGE AVE	50 56	50 55	50 55	50 55	50 54	50 52	30 52	-4 -7.1%
SB Archibald St. South of Cote	60 62	60 61	60 59	60 56	60 57	60 55	60 57	-5 -8.1%
	50 52	50 51	50 55	50 50	50 51	50 50	50 50	0 0.170
SB Berry St. South of St. Matthews	50 53	50 56	50 55	50 53	50 53	50 53	50 53	0 0.0%
W/R River Ave West of Lowis St	50 57	50 56	50 55	50 54	50 54	50 53	50 53	4 7.0%
TYD I WEI AVE WEILUI LEWIS OL.	50 57	50 50	50 55	50 54	50 54	50 55	50 55	-4 -7.0%
SB Moray St. South of Bruce Ave.	50 56	50 55	50 54	50 54	50 53	50 53	50 53	-3 -5.4%
W/D William Are West of Kata Of	50 50	50 55	50 50	50 50	50 57	50 50	50 50	0 0.00
WD WIIIIam Ave West of Kate St.	50 53	50 55	50 53	50 53	50 54	50 53	50 53	0 0.0%
NB Oshorne St North of Arnold Ave	50 52	50 54	50 52	50 52	50 52	50 52	50 52	1 1 00/
	50 52		50 55	55 55	50 55			1.570
WB Ellice Ave West of Burnell St.	50 50	50 53	50 49	50 50	50 49	50 49	50 49	-1 -2.0%
EB Conviden Avia East of Ook St	50 50	50 57	50 54	50 50	50 50	50 54	50 50	5 9.00/
LD OUI YUUII AVE LASI UI UAK SI.	30 38	50 57	50 54		30 33	30 34	30 33	-3 -0.0%
SB Henderson Hwy South of Fraser's Grove	60 60	60 59	60 58	60 58	60 59	60 58	60 60	0 0.0%
ED Callina Aug. East of Claring Of	50 50	50 50	50 50	50 50	50 50	50 51	50 50	0 10 70
EB Selkirk Ave. East of Sinclair St.	50 56	50 53	50 52	50 52	50 50	50 51	50 50	-6 -10.7%
NB Arlington St. North of McDormot Avo	50 E4	50 55	50 52	50 50	50 50	50 51	50 51	-3 5 6 9/
IND ANINGTON ST. NORTH OF WICDERHOLAVE.	50 54	30 55	30 53	30 32	50 50	50 51	30 31	-3 -5.0%
EB Notre Dame Ave, East of Toronto St.	60 59	60 59	60 57	60 57	60 56	60 57	60 56	-3 -5.1%
	00 00	00 04	00 00	00 01	00 00	00 50	00 00	5 7.0%
SB Raleigh St. South of Edison Ave.	60 66	60 64	60 63	60 61	60 61	60 56	60 61	-5 -7.6%
SB Raleigh St. South of Camoo Cros	60 66	60 62	60 61	60 60	60 50	60 60	60 50	-7 10.6%
OD Malelyn St. South of Callieo Cles	00 00	00 03	00 01	00 00	00 39	00 00	00 39	-7 -10.0%
WB Bettsworth Ave, West of Hunterspoint Rd	50 46	50 55	50 55	50 53	50 49	50 50	50 55	9 19.6%
W/D Durren Ave. West of McCospec A	50 50	50 50	50 54	50 54	50 54	50 51	50 40	4 7.50/
VVB BUITOWS AVE. VVEST OF MCGregor Ave.	50 53	50 52	50 54	50 51	50 51	50 51	50 49	-4 -7.5%
WB Meadowood Dr. West of St. Annes Rd	50 56	50 57	50 56	50 52	50 52	50 52	50 52	_4 _7 10/
THE MERCENER OF THE MERCENER AND MERCENER	30 30	50 57	50 50		30 33	30 32	- JU - JZ	
NB St.Mary's Rd. North Of Fraser Rd.	80 83	80 83	80 80	80 80	80 82	80 0	80 41	n/a n/a
CD Begument St. Couth of Mars Day	50 50	50 50	50 51	50 50	50 40	50 40	50 40	2 5.00/
SD DEAUMONT ST. SOUTH OF MARS BAY	50 52	<u> </u>	50 51	50 50	50 49	50 48	50 49	-3 -5.8%
SB St Mary's Rd South of Jean Louis Rd	80 82	80 82	80 80	80 80	80 70	80 82	80 0	n/a n/a
SE St. Mary 3 Nu South Of Jean Louis Nu.	00 02	00 02	00 00	00 00	00 /9	00 02	00 0	1/a 1/a
EB Logan Ave. East of Keewatin St.	50 59	50 57	50 54	50 53	50 52	50 52	50 51	-8 -13.6%
WP Logan Ava Wast of Miller Ct	50 50	50 55	50 50	<u> </u>	50 50	50 51	50 51	7 40 40/
WB Logan Ave. West of Milton St.	50 58	50 55	50 53	50 52	50 52	50 51	50 51	-7 -12.1%
EB Logan Ave East of Fountain St	50 E4	50 EA	50 52	50 51	50 51	50 50	50 50	_1 7 /0/
LD Logan Ave Last of Foundant St.	50 54	50 54	30 33	50 51	30 31	30 32	30 30	
EB Logan Ave, East of Gwendoline St.	50 55	50 56	50 54	50 54	50 48	50 55	50 53	-2 -3.6%
	00 50	60 50	60 50		00 50		00 00	4 4 70/
IND HENDERSON HWY NORTH OF Chalmers Ave.	60 59	60 59	60 59	60 58	60 58	60 60	60 60	1 1.7%
SB Arlington, South of Notro Damo Avo	50 E4	50 50	50 54	50 E2	50 52	50 52	50 51	-3 5 60/
OD Annigion South of Note Dame Ave.	50 54	50 50	50 54		30 33	30 32	30 31	-3 -3.0%
SB Buchanan Blvd . South of Ness Ave	50 52	50 55	50 54	50 53	50 52	50 53	50 52	0 0.0%
	50 52	50 55	50 57		50 52	50 55	50 52	7 10.070
SB Berry St. South of Silver Ave.	50 58	50 56	50 54	50 52	50 51	50 52	50 51	-/ -12.1%
WR Lodgo Avo East of Devideon St	50 50	50 50	50 40	50 40	50 50	50 40	50 45	5 10.00/
WE LOUVE AVE. EAST OF DAVIDSON St.	50 50	50 52	50 46	50 48	50 50	30 46	50 45	-5 -10.0%
WB Talbot Ave. West of Elmwood Rd	50 55	50 55	50 53	50 53	50 54	50 53	50 52	-3 -5 5%
	20 20	22 22	20 23		50 54	20 23	22 32	-5.570
INVENTION AVE WEST OF ROTHESAV ST	50 54	1 501 53	501 51	LI 50 51	501 51	1 501 51	1 501 51	-31 -5.6%

Since 2002, there has been an average overall decrease in the 85th of 5.7 % at the above monitored locations. This translates to an average of 3.342 km/h reduction in speeds at these locations.

Due to space restrictions, 2005-2007 statistics are omitted and available in their respective annual reports.

## 85th Percentile, Speed reduced construction zones

	85th % spe I	ed between 070 Monday to Frida	0 and 1600, y			
Location	July	August	Sept			
SB Lagimodiere Blvd. South of Bishop Grandin Blvd.	59	59	58			
	85th % spe I	ed between 160 Monday to Frida	0 and 2100, y			
Location	July August Sept					
SB Lagimodiere Blvd. South of Bishop Grandin Blvd.	58	57	57			
	85th % spee	d on Saturdays	and Sundays			
Location	July	August	Sept			
SB Lagimodiere Blvd. South of Bishop Grandin Blvd.	62	61	60			

### **Public Education Campaign**

#### Winnipeg Police Service, in partnership with Picante Advertising

#### **Just Slow Down**

In 2009, the Winnipeg Police Service launched Just Slow Down, 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. In each year since the original campaign launch, the Just Slow Down message has been reinforced through a television campaign.

For the 2011 Phase Three of Just Slow Down, Picante Advertising created a scenario which began with two office workers discussing a photo radar ticket. One of the men suggests he knows how to "beat the system". He knows where the red light cameras are and he slows down for them, but drives the way he wants the rest of the time. Ultimately he learns his lesson the hard way as his own daughter is run over in a school zone by a teenage driver exceeding the speed limit.

Additionally, two 30 second television commercials, as well as a 2 minute mini-movie (webisode) were produced. The two minute version, which has received over 100,000 views on You Tube, tells a more elaborate, complete story. The number of views serves as confirmation that there remains an interest amongst the public for the sharing of these all too important safety messages.

Also for 2011 a video has been produced featuring two young survivors of a horrendous crash which took place on Bishop Grandin Boulevard in January 2010. They suffered serious injuries in that same collision that claimed the lives of two close friends. The video is powerful and impactful as it features a true life story of how lives can be changed in an instant as a result of someone driving at excessive speeds. This video thus far has been shared over 10,000 times on YouTube.

Just Slow Down public service announcements air on Winnipeg television stations and on our dedicated website <u>www.justslowdown.ca</u>. These announcements aired in February, June and in October.

The Just Slow Down team developed a transit bus tail campaign to raise awareness of rear end collisions which was a recommendation in the 2011 Traffic Injury Research Foundation Report on Winnipeg's Photo Enforcement Program. The goal of this campaign, to encourage drivers to be more alert when behind the wheel. The rear end collision campaign began in June and ran through the summer months.

#### Just Slow Down Campaign Objectives:

- To encourage Winnipeg drivers to reduce speed
- To build awareness and understanding of the relationship between speed and collisions/fatalities/serious injury
- 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