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Photo Enforcement Safety Program
Annual Report 2011

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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 8th 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.

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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.

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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 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 2011, the Winnipeg Police Service reported the Photo Enforcement Program revenues as \$8,988,117.

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.	Erin St. SB @ Sargent Av.	St. Anne's Rd. NB @ Meadowood Dr.
Marion St. EB @ Dufresne Av.	Leila Av. WB @ Sinclair St.	Dunkirk Dr. NB @ St. Vital Rd.
Talbot Av. EB @ Watt St.	Kenaston Blvd. SB @ Corydon Av.	Regent Av. W EB @ Madeline St.
Hespeler Av. EB @ Beatrice St.	Donald St. SB @ Broadway Av.	Pembina Hwy. NB @ Grant Av.
Henderson Hwy. SB @ Kimberly Av.	Archibald St. SB @ Elizabeth Rd.	Main St. NB @ Logan Av.
Inkster Blvd. WB @ Airlies St.	Regent Av. W WB @ Owen St.	Portage Av. EB @ Dominion St.
Salter St. SB @ Mountain Av.	Pembina Hwy. NB @ Bairdmore Blvd.	Main St. NB @ Inkster Blvd.
Isabel St. NB @ William Av.	Portage Av. EB @ Cavalier Dr.	Henderson Hwy. NB @ Gilmore Av.
Balmoral St. NB @ Sargent Av.	Main St. SB @ Redwood Av.	Bishop Grandin Blvd. WB @ River Rd.
Jubilee Av. WB @ Cockburn St.	McPhillips St. SB @ Redwood Av.	Grant Av. EB @ William R. Clement Pkwy.
Academy Rd. WB @ Oak St.	Notre Dame Av. WB @ Sherbrook St.	York Av. EB @ Fort St.
Moray St. NB @ Lodge Av.	Grant Av. WB @ Wilton St.	Lagimodiere Blvd. SB @ Grassie Blvd.
Ness Av. WB @ Whytewold Rd.	Ellice Av. WB @ St. James St.	Fermor Av. WB @ St. Mary's Rd.
Century St. NB @ Silver Av.	Panet Rd. SB @ Munroe Av.	St. James St. SB @ Ness Av.
Sargent Av. EB @ Clifton St.	Portage Av. WB @ Mount Royal Rd.	McPhillips St. SB @ Jefferson Av.
Keewatin St. NB @ Selkirk Av.	Disraeli Fwy. NB @ Lily St.	Academy Rd. EB @ Stafford St.
	St Mary's Rd. NB @ Warde Av.	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

	2008	2009	2010	2011
▶ Mobile Photo Radar	118,692	66,383	48,043	44,141
▶ Intersection Safety Cameras / Speeding	38,620	34,611	38,779	32,304
▶ Intersection Safety Cameras / Red Light	10,257	9,664	9,772	8,490

Clearance Status

▶ Convictions	158,864	102,649	94,532	84,137
▶ Total Stays - appealed or rectified	11	6	9	9
▶ Total Stays - quash,acquittals,dismissed	977	608	354	435
▶ On Going - no disposition date	7,098	7,255	1,510	255
▶ On Going - previous disposition voided	614	139	101	84

Offence Notices Issued by Conventional Means

	2009	2010	2011
▶ Speeding	21,977	23,095	25,776
▶ Red Light	1,115	895	672
▶ Stop Sign	3,458	3,423	3,010
▶ Disobey Traffic Control Device (other)	9,054	8,663	10,087

(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 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.

	Number of tickets Issued							Percent of total tickets issued						
	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%

RED LIGHT	3,935	11,377	11,400	10,257	9,664	9,772	8,490
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TOTAL TICKET	2003	2006	2007	2008	2009	2010	2011
PR/SOG/RL	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. Information is available in respective reports)

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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.

Approach	Cross Street	# of lanes	Dir	Speed	2002						2010					
					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
Boul Provencher	Rue Aulneau	2	East	50	5	13	4	1	4	3	0	5	3	0	0	0
Marion St	Dufresne Ave	2	East	60	1	7	5	1	0	0	3	8	6	3	0	0
Talbot Ave	Watt St	2	East	50	2	17	2	1	2	0	4	18	4	0	4	1
Hespler Ave	Beatrice St	2	East	50	2	7	3	1	2	1	1	8	4	1	0	0
Henderson Hwy	Kimberly Ave	3	South	60	2	15	10	2	2	0	1	12	9	0	0	0
Inkster Blvd	Airlies St	2	West	50	2	8	3	0	2	0	0	5	3	0	1	0
Salter St	Mountain Ave	2	South	50	7	19	7	4	5	1	2	11	3	0	2	0
Isabel St	William Ave	2	North	50	9	30	6	2	13	4	1	15	6	0	4	0
Jubilee Ave	Cockburn St S.	2	West	50	2	6	3	2	0	0	1	4	3	0	0	0
Academy Rd	Oak St	2	West	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	70	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

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Photo Enforcement Statistics - 2002 vs. 2010

Collision Statistics Numeric Value Change

Approach	Cross Street	# of lanes	Dir	Speed	2002 vs 2010					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
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
Talbot 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

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Photo Enforcement Statistics - 2002 vs. 2010

Collision Statistics Percentage Value Change

Approach	Cross Street	# of lanes	Dir	Speed	2002 vs 2010					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Boul Provencher	Rue Aulneau	2	East	50	-100.0%	-61.5%	-25.0%	-100.0%	-100.0%	-100.0%
Marion St	Dufresne Ave	2	East	60	200.0%	14.3%	20.0%	200.0%		
Talbot Ave	Watt St	2	East	50	100.0%	5.9%	100.0%	-100.0%	100.0%	
Hespler Ave	Beatrice St	2	East	50	-50.0%	14.3%	33.3%	0.0%	-100.0%	-100.0%
Henderson Hwy	Kimberly Ave	3	South	60	-50.0%	-20.0%	-10.0%	-100.0%	-100.0%	
Inkster Blvd	Airlies St	2	West	50	-100.0%	-37.5%	0.0%		-50.0%	
Salter St	Mountain Ave	2	South	50	-71.4%	-42.1%	-57.1%	-100.0%	-60.0%	-100.0%
Isabel St	William Ave	2	North	50	-88.9%	-50.0%	0.0%	-100.0%	-69.2%	-100.0%
Jubilee Ave	Cockburn St S.	2	West	50	-50.0%	-33.3%	0.0%	-100.0%		
Academy Rd	Oak St	2	West	50		100.0%	200.0%			
Moray St	Lodge Ave	2	North	50		-50.0%	0.0%		-100.0%	
Ness Ave	Whytefold Rd	2	West	60	-75.0%	-42.1%	0.0%	-50.0%	0.0%	-100.0%
Century St	Silver Ave	3	North	70	-50.0%	25.0%	300.0%		-50.0%	-100.0%
Sargent Ave	Clifton St	2	East	50		75.0%	-100.0%		133.3%	
Keewatin St	Selkirk Ave	2	North	60	-60.0%	-36.4%	-28.6%	0.0%	-100.0%	
Leila Ave	Sinclair St	2	West	60	0.0%	128.6%	266.7%	100.0%	0.0%	
Kenaston Blvd	Corydon Ave	2	South	50	-71.4%	0.0%	42.9%	-80.0%	-80.0%	
Donald St	Broadway Ave	2	South	50	-50.0%	-9.5%	22.2%	-100.0%	0.0%	0.0%
Archibald St	Elizabeth Rd	2	South	60	0.0%	-73.7%	-81.8%			
Regent Ave W	Owen St	3	West	60	0.0%	36.4%	100.0%		-100.0%	-100.0%
St Marys Rd	Warde Ave	2	North	60	0.0%	25.0%	-33.3%	0.0%		
Pembina Hwy	Bairdmore Blvd	3	North	60	-20.0%	0.0%	12.5%	0.0%	-100.0%	-100.0%
Portage Ave	Cavalier Dr	3	West	60	400.0%	-19.0%	16.7%		100.0%	
Main St	Redwood Ave	3	South	60	700.0%	-24.4%	31.3%	-28.6%	-80.0%	-100.0%
McPhillips St	Redwood Ave	3	South	60	-100.0%	-66.7%	-66.7%		-66.7%	-100.0%
Notre Dame Ave	Sherbrook St	3	West	60	-80.0%	0.0%	80.0%	-100.0%	-75.0%	-100.0%
Grant Ave	Wilton St	2	West	50	100.0%	83.3%	150.0%	0.0%	100.0%	
Ellice Ave	St James St	2	West	50	-63.6%	-12.1%	-46.2%	-80.0%	-100.0%	-100.0%
Panet Rd	Munroe Ave	2	South	50	0.0%	33.3%	33.3%	0.0%	-100.0%	
Portage Ave	Mount Royal Rd	3	West	60	0.0%	-66.7%	-50.0%			
Disraeli Fwy	Lily St	3	North	60	-100.0%	-14.3%	0.0%	-100.0%	-100.0%	
St Annes Rd	Meadowood Dr	2	North	60		1300.0%				
Dunkirk Dr	St Vital Rd	2	North	60						
Regent Ave W	Madeline St	2	East	50	-25.0%	0.0%	-25.0%	-50.0%	50.0%	100.0%
Pembina Hwy	Grant Ave	3	North	60	-66.7%	-60.6%	-41.7%	-100.0%	-33.3%	
Main St	Logan Ave	3	North	50	-100.0%	-38.9%	14.3%	-100.0%	-100.0%	-100.0%
Portage Ave	Dominion St	3	East	60	400.0%	0.0%	-55.6%	100.0%	-50.0%	
Main Street	Inkster Blvd	2	North	60	0.0%	38.5%	83.3%	0.0%	-100.0%	
Henderson Hwy	Gilmore Ave	2	North	60	-100.0%	-12.5%	33.3%	-100.0%	-50.0%	
Bishop Grandin Blvd	River Ave	2	West	80	-50.0%	-38.9%	-32.1%	-42.9%	-100.0%	
Grant Ave	W. Clement Pkwy	2	East	60						
York Ave	Fort St	2	East	50	-33.3%	-7.7%			-27.3%	-33.3%
Lagimodiere Blvd	Grassie Rd	2	South	80	-40.0%	13.9%	40.0%	0.0%	0.0%	
Fermor Ave	St Marys Rd	2	West	70	-33.3%	27.3%	110.0%	200.0%	-66.7%	-100.0%
St James St	Ness Ave	2	South	60	66.7%	21.1%	62.5%	200.0%		
McPhillips St	Jefferson Ave	3	South	60	-16.7%	9.1%	8.3%	33.3%	-100.0%	-100.0%
					-32.0%	-10.7%	14.1%	-27.4%	-52.2%	-55.2%

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

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The following charts depict injuries and fatalities associated to collisions.

Figure 1.8 Reported collisions by severity

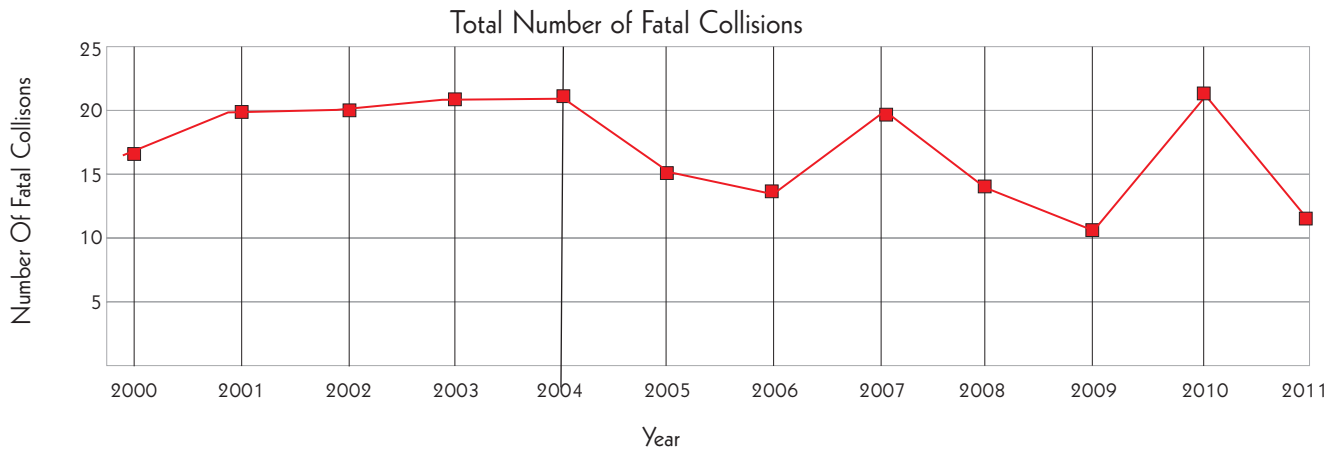
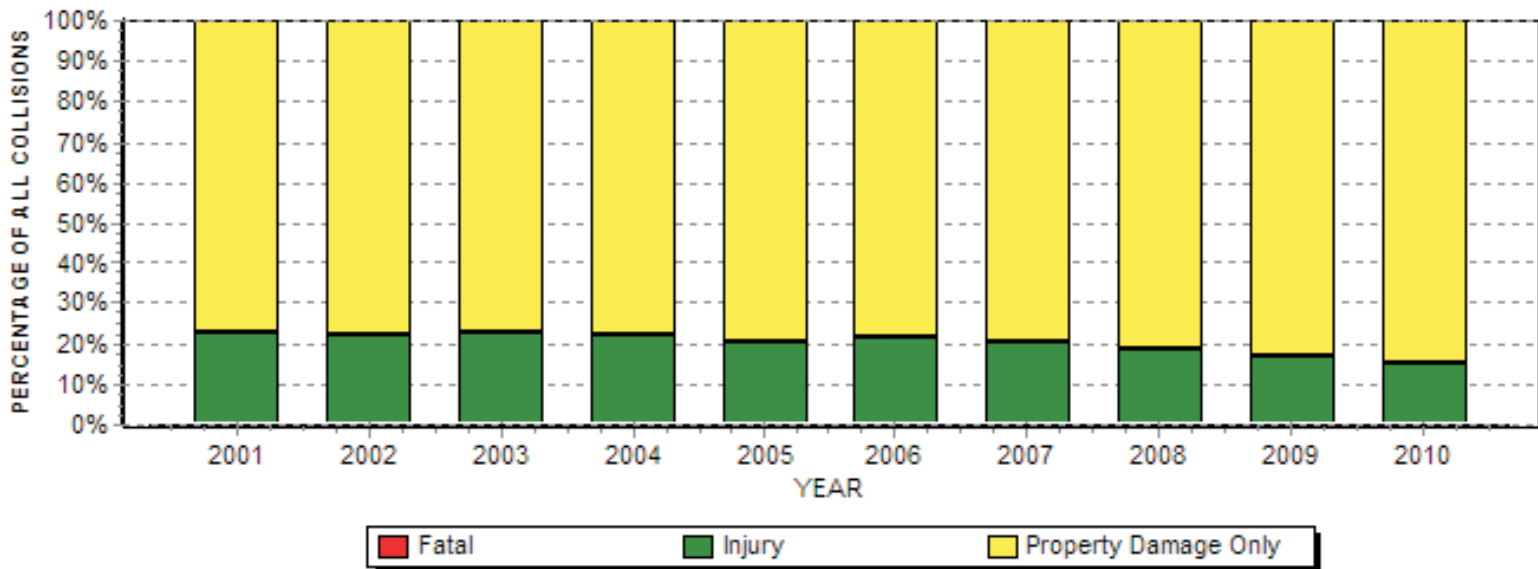
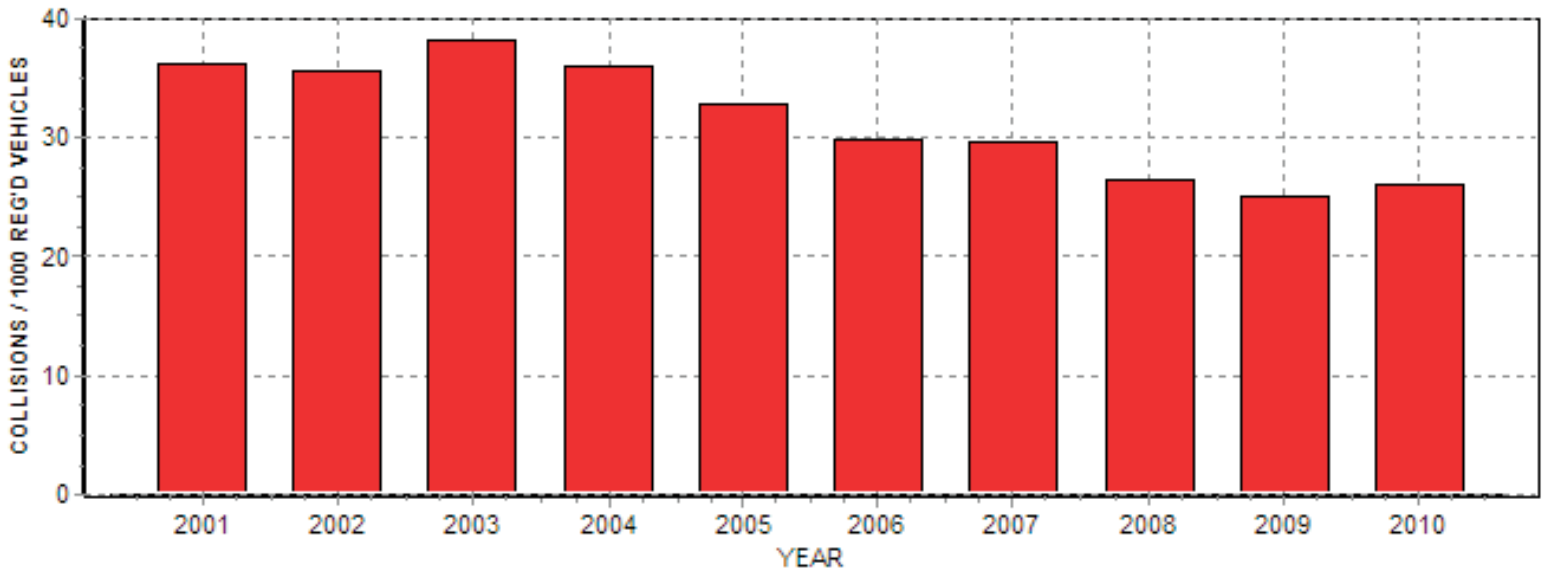


Figure 1.4 Reported collisions per 1000 registered vehicles



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

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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 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.

	Number of tickets Issued						Percent of total tickets issued					
	PR 2003	PR 2007	PR 2008	PR 2009	PR 2010	PR 2011	PR 2003	PR 2007	PR 2008	PR 2009	PR 2010	PR 2011
Speed												
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.

	2003	2007	2008	2009	2010	2011
*Number of vehicles monitored, 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.

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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 2011 respectively.

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85th Percentile, Selected School/Playground Zones

Photo Enforcement Annual Report 2011

Description	2002		2003		2004		2008		2009		2010		2011		2002 v. 2011	
	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	n/a	50	55	50	50	50	60	1	1.7%
WB Grant Ave. West of Renfrew St.	50	60	50	58	50	55	50	55	50	54	50	53	50	52	-8	-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%
WB Corydon Ave. West of Montrose St.	50	60	50	57	50	55	50	55	50	54	50	53	50	53	-7	-11.7%
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%
WB Corydon Ave. West of Queenston St.	50	58	50	56	50	54	50	53	50	52	50	52	50	52	-6	-10.3%
WB Logan Ave. West 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%
WB St. Matthews Ave. West of Burnell St.	50	55	50	54	50	52	50	52	50	51	50	51	50	51	-4	-7.3%
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%
WB Corydon Ave. West of Rockwood St.	50	60	50	57	50	55	50	55	50	54	50	54	50	55	-5	-8.3%
SB Pembina Hwy. South of Chevrier Blvd.	60	63	60	63	60	61	60	60	60	60	60	59	60	58	-5	-7.9%
WB Nairn Ave. West of Foster	60	60	60	59	60	59	60	59	60	58	60	58	60	59	-1	-1.7%
WB Inkster Blvd. West of McKenzie	50	56	50	55	50	53	50	53	50	53	50	52	50	51	-5	-8.9%
SB Sinclair Ave. South of Jefferson	50	55	50	56	50	54	50	52	50	50	50	51	50	52	-3	-5.5%
NB Arlington St. North of Machray	50	55	50	54	50	55	50	53	50	53	50	52	50	52	-3	-5.5%
WB Talbot Ave. West of Foster St.	50	53	50	55	50	53	50	54	50	52	50	52	50	51	-2	-3.8%
EB William East of Gertie St.	50	55	50	55	50	54	50	54	50	53	50	54	50	52	-3	-5.5%
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	49	50	49	50	46	50	46	-2	-4.2%
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%
WB Burrows 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	63	60	62	60	60	60	60	60	60	60	59	-4	-6.3%
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%
EB Corydon Ave. East of Campbell St.	50	55	50	55	50	53	50	53	50	53	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%
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
EB Killarney St. East of Caledon Rd.	50	56	50	55	50	55	50	52	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%
EB Munroe Ave. East of Brazier St.	50	56	50	54	50	53	50	53	50	52	50	52	50	52	-4	-7.1%
EB Talbot Ave. East of Watt St.	50	56	50	56	50	54	50	54	50	54	50	54	50	54	-2	-3.6%
SB Archibald St. South of Guilbault Ave	60	64	60	63	60	61	60	58	60	59	60	58	60	58	-6	-9.4%
NB Buchanan North of Livinia St.	50	50	50	55	50	55	50	52	50	51	50	52	50	51	1	2.0%
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%
WB Mountain Ave. West of Mckenzie St.	50	55	50	56	50	54	50	53	50	53	50	53	50	52	-3	-5.5%
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%
WB Mountain Ave. West of Charles St.	50	55	50	57	50	55	50	54	50	53	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	50	-3	-5.7%
WB Sargent Ave. West of Sherburn St.	50	58	50	54	50	52	50	51	50	51	50	51	50	51	-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%
WB Hespeler Ave. West of Beatrice St.	50	57	50	55	50	53	50	53	50	53	50	53	50	52	-5	-8.8%
NB Henderson Hwy North of Chelsea	60	58	60	59	60	56	60	58	60	58	60	58	60	55	-3	-5.2%
EB Corydon Ave. East of Guelph St.	50	51	50	53	50	51	50	51	50	51	50	51	50	51	0	0.0%
WB Burrows Ave. West of Shaughnessy	50	60	50	58	50	56	50	53	50	53	50	53	50	52	-8	-13.3%
NB Moray St. North of Lodge Ave	50	56	50	55	50	55	50	53	50	54	50	52	50	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%
SB Berry St. South of St. Matthews	50	53	50	56	50	55	50	53	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	53	50	53	-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%
WB William Ave West of Kate St.	50	53	50	55	50	53	50	53	50	54	50	53	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	49	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	54	50	53	-5	-8.6%
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%
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 McDermott Ave.	60	54	50	55	50	53	50	52	50	50	50	51	50	51	-3	-5.6%
EB Notre Dame Ave. East of Toronto St.	50	59	60	59	60	57	60	57	60	56	60	57	60	56	-3	-5.1%
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 Cameo Cres	60	66	60	63	60	61	60	60	60	59	60	60	60	59	-7	-10.6%
WB Bettsworth Ave. West of Hunterspoint Rd	50	46	50	55	50	55	50	53	50	49	50	50	50	55	9	19.6%
WB Burrows Ave. West 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	53	50	53	50	52	50	52	-4	-7.1%
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
SB Beaumont St. South of Mars Bay	50	52	50	53	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	79	80	82	80	0	n/a	n/a
EB Logan Ave. East of Kewatin St.	50	59	50	57	50	54	50	53	50	52	50	52	50	51	-8	-13.6%
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	54	50	54	50	53	50	51	50	51	50	52	50	50	-4	-7.4%
EB Logan Ave. East of Gwendoline St.	50	55	50	56	50	54	50	54	50	48	50	55	50	53	-2	-3.6%
NB 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 St. South of Notre Dame Ave.	50	54	50	56	50	54	50	53	50	53	50	52	50	51	-3	-5.6%
SB Buchanan Blvd. South of Ness Ave.	50	52	50	55	50	54	50	53	50	52	50	53	50	52	0	0.0%
SB Berry St. South of Silver Ave.	50	58	50	56	50	54	50	52	50	51	50	52	50	51	-7	-12.1%
WB Lodge Ave. East of Davidson St.	50	50	50	52	50	46	50	48	50	50	50	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%
WB McLeod Ave. West of Rothesay St.	50	54	50	53	50	51	50	51	50	51	50	51	50	51	-3	-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.

JUST SLOWDOWN

85th Percentile, Speed reduced construction zones

	85th % speed between 0700 and 1600, Monday to Friday		
Location	July	August	Sept
SB Lagimodiere Blvd. South of Bishop Grandin Blvd.	59	59	58
	85th % speed between 1600 and 2100, Monday to Friday		
Location	July	August	Sept
SB Lagimodiere Blvd. South of Bishop Grandin Blvd.	58	57	57
	85th % speed on Saturdays and Sundays		
Location	July	August	Sept
SB Lagimodiere Blvd. South of Bishop Grandin Blvd.	62	61	60

JUST SLOW DOWN

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 www.justslowdown.ca. 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

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