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Photo Enforcement Safety Program
Annual Report 2012

JUST SLOWDOWN

JUST SLOW DOWN

Executive Summary

Photo Enforcement Safety Program 2012 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 9th annual report highlighting the operation of this program.

Highlights for 2012

The number of Intersection Safety Camera (ISC) locations remained at 50. A total of 33 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 2012 a total of 8,331 red light offences and 27,558 speeding offences were captured by Intersection Safety Cameras at all locations. Reflected in these totals is a 61.75% reduction in speeding offences compared to 2003. Over 2011 totals a slight decrease of 14.6% 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 10,681,427 vehicles of which 45,735 were in violation. This represents .428% of vehicles in violation.

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 2012 there was one long term large construction zone, 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 2012 the Province of Manitoba introduced amendments to the Image Capturing Enforcement Regulations allowing for the use of digital technology.

November 2012 marked the expiration of the City's current Photo Enforcement contract. As such the City of Winnipeg issued a Request for Proposals for qualifying companies that would see the Photo Enforcement Program move into the age of digital technology.

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On December 31, 2012, following the completion of this process, the City of Winnipeg and ACS Public Sector Solutions Inc. (a Xerox Company) signed a contract for the continuation of the Photo Enforcement program set to expire in May of 2020

The WPS continued its relationship with Picante Advertising, which had developed the educational program known as “Just Slow Down”. For 2012 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 2012 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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In January 2013 the Photo Enforcement Program commenced with the upgrade to digital technology with the introduction of photo laser speed enforcement systems. These units were added to compliment the full digital upgrade of all intersection safety camera and mobile photo radar units.

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Revenues & Expenses

For the year 2012, the Winnipeg Police Service reported the Photo Enforcement Program revenues as \$8,619,966.

For the year 2012, the total expenses for the Photo Enforcement Program were \$5,462,526. representing;

- the salaries and benefits of the Winnipeg Police Service members assigned to work on the Photo Enforcement program on a full time basis (7.89 %)
- the cost of working with outside contractors on enforcement (ACS and operators) (91.62 %)
- miscellaneous expenses, including training, associated with operating the program (.49%)

This represents a surplus of \$3,157,440. 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, 2012

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 @ Whytefold 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

	2009	2010	2011	2012
▶ Mobile Photo Radar	66,383	48,043	44,141	45,735
▶ Intersection Safety Cameras / Speeding	34,611	38,779	32,304	27,558
▶ Intersection Safety Cameras / Red Light	9,664	9,772	8,490	8,331

Clearance Status

▶ Convictions	102,649	94,532	84,137	80,763
▶ Total Stays - appealed or rectified	6	9	9	9
▶ Total Stays - quash,acquittals,dismissed	608	354	435	523
▶ On Going - no disposition date	7,255	1,510	255	243
▶ On Going - previous disposition voided	139	101	84	85

Offence Notices Issued by Conventional Means

	2010	2011	2012
▶ Speeding	23,095	25,776	27,104
▶ Red Light	895	672	700
▶ Stop Sign	3,423	3,010	4,487
▶ Disobey Traffic Control Device (other)	8,663	10,087	11,306

(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 33 cameras presently exist for 2012 however, a reduction of over 61.7% is attained, relative to speeding offences. There was an overall decrease of 52.7% which includes speeding and red light offences.

Speed	Number of tickets issued							Percent of total tickets issued						
	PR 2003	PR 2007	PR 2008	PR 2009	PR 2010	PR 2011	PR 2012	PR 2003	PR 2007	PR 2008	PR 2009	PR 2010	PR 2011	PR 2012
Subtotal 10-14	49,097	36,387	42,898	31,125	25,071	22,327	22,856	47.6%	48.9%	36.1%	46.9%	52.2%	50.6%	50.0%
Subtotal 15-19	42,094	29,719	48,567	26,991	18,645	17,314	18,165	40.8%	39.9%	40.9%	40.7%	38.8%	39.2%	39.7%
Subtotal 20-34	11,526	8,074	26,207	8,060	4,208	4,385	4,558	11.2%	10.8%	22.1%	12.1%	8.8%	9.9%	10.0%
Subtotal >34	376	262	1,020	207	119	115	156	0.4%	0.4%	0.9%	0.3%	0.2%	0.3%	0.3%
TOTAL	103,093	74,442	118,692	66,383	48,043	44,141	45,735	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Speed	ISC							ISC						
	2003	2007	2008	2009	2010	2011	2012	2003	2007	2008	2009	2010	2011	2012
Subtotal 10-14	27,037	23,558	17,305	15,913	17,707	14,505	13,195	37.5%	46.4%	44.8%	46.0%	45.7%	44.9%	47.9%
Subtotal 15-19	35,321	21,958	17,289	15,049	17,008	14,459	11,702	49.0%	43.2%	44.8%	43.5%	43.9%	44.8%	42.5%
Subtotal 20-34	9,335	5,058	3,853	3,486	3,888	3,203	2,491	13.0%	10.0%	10.0%	10.1%	10.0%	9.9%	9.0%
Subtotal >34	355	241	173	163	176	137	170	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%	0.6%
TOTAL	72,048	50,815	38,620	34,611	38,779	32,304	27,558	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RED LIGHT	3,935	11,400	10,257	9,664	9,772	8,490	8,331							
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TOTAL TICKET	2003	2007	2008	2009	2010	2011	2012
PR/SOG/RL	179,076	136,657	167,569	110,658	96,594	84,935	81,624

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	2012
10-14	4.7	3.4	2.4	2.9	2.3	1.6	1.3	1.6	1.2	1.1
15-19	6.1	3.6	2.5	2.8	2.1	1.6	1.2	1.5	1.2	1.0
20-34	1.6	0.9	0.6	0.7	0.5	0.4	0.3	0.3	0.3	0.2
>34	0.1	0.0	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	2.4

Due to limited space, 2004-2006 statistics on issued/percent omitted. Information is available in respective reports)

Photo 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 2012 inclusive. The significant reductions indicate the program is effectively reducing red light and speeding offences.

Tickets Issued by ISC - ALL			Tickets Issued											Tickets issued per day of enforcement								
Dist	Loc	Location Description	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	TOTAL	% change after 1st full year	% change 2nd full year	% change after 3rd full year	% change after 4th full year	% change after 5th full year	% change after 6th full year	% change after 7th full year	% change after 8th full year	% change after 9th full year
First 12																						
1	801	Sherbrook St. NB @ Broadway	704	319	169	112	4	0	0	0	0	0	1,308	-47.8%	-50.9%	-51.4%	-74.8%	n/a	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	411	14,223	-56.0%	-60.1%	-61.4%	-82.4%	-74.1%	-81.4%	-81.1%	-85.4%	-58.3%
5	803	Marion Street EB @ Dufresne Ave	3,886	1,544	861	334	211	561	655	425	399	1082	9,958	-57.6%	-71.3%	-77.4%	-79.7%	-65.2%	-76.3%	-80.6%	-73.4%	-21.9%
4	804	Talbot Ave. EB @ Watt St.	1,102	490	247	239	77	208	148	118	42	23	2,694	-50.8%	-67.0%	-64.8%	-62.1%	-69.4%	-61.5%	-73.2%	-79.9%	-51.7%
4	805	Hespeler Ave. EB @ Beatrice St.	8,611	2,597	1,597	653	2211	1444	1332	1302	1159	836	21,742	-67.3%	-76.2%	-67.2%	-71.5%	-78.5%	-82.1%	-81.4%	-84.1%	-68.9%
4	806	Henderson Hwy. SB @ Kimberly Ave.	3,439	1,052	651	246	158	175	580	288	385	638	7,612	-67.7%	-73.6%	-72.6%	-68.6%	-77.0%	-76.8%	-81.4%	-83.9%	-39.2%
3	807	Inkster Blvd. WB @ Airlires St.	4,101	1,340	1,462	2,384	1745	1297	1707	1716	1218	801	17,771	-56.9%	-54.5%	-42.5%	-58.4%	-58.1%	-59.4%	-58.3%	-70.0%	-36.6%
3	808	Salter St. SB @ Mountain Ave.	1,673	642	317	260	44	20	124	113	158	137	3,488	-60.7%	-73.4%	-71.0%	-82.1%	-88.1%	-79.4%	-86.5%	-87.5%	-65.9%
1	809	Isabel St. NB @ William Ave.	4,987	2,113	1,513	805	745	1326	927	485	598	545	14,044	-54.7%	-61.9%	-67.7%	-70.0%	-67.5%	-79.7%	-82.8%	-84.9%	-73.0%
6	810	Jubilee Ave. WB @ Cockburn St.	2,307	627	374	220	0	0	0	0	0	1	3,529	-68.8%	-75.5%	-71.1%	n/a	n/a	n/a	n/a	n/a	-83.7%
6	811	Academy Rd. WB @ Oak St.	4,475	1,325	597	609	849	655	219	227	139	210	9,305	-64.4%	-77.9%	-77.3%	-78.2%	-79.7%	-82.6%	-88.4%	-85.7%	-37.8%
2	812	Moray St. NB @ Lodge Ave.	3,929	1,808	1,290	1,524	1256	739	937	596	433	641	13,153	-51.1%	-57.9%	-59.8%	-68.2%	-71.3%	-75.9%	-71.9%	-72.3%	-45.0%
Second 12																						
2	813	Ness Ave. WB @ Whytewold Rd.	411	533	323	129	25	0	0	29	104	124	1,678	-56.4%	-68.9%	-75.5%	-62.2%	n/a	n/a	-76.8%	-82.5%	-49.0%
2	814	Century St. NB @ Silver Ave.	4,319	795	569	133	128	6	102	109	34	27	6,222	-92.8%	-94.5%	-95.8%	-96.1%	-99.0%	-95.7%	-97.1%	-97.9%	-79.0%
1	815	Sargente Ave. EB @ Clifton St.	1,724	2,102	1,728	1,303	1328	1442	1636	1735	1404	1036	15,438	-50.6%	-56.2%	-61.9%	-65.4%	-57.4%	-61.0%	-58.8%	-67.4%	-51.4%
3	816	Keewatin St. NB @ Selkirk Ave.	1,242	1,329	1,082	1,148	1016	592	723	620	349	544	8,645	-57.1%	-55.3%	-63.1%	-67.8%	-76.7%	-72.5%	-74.0%	-76.0%	-40.3%
3	817	Leila Ave. WB @ Sinclair St.	440	737	399	162	184	94	211	137	149	130	2,643	-33.8%	-50.6%	-57.4%	-52.9%	-66.7%	-51.7%	-72.7%	-68.7%	-33.6%
6	818	Kenaston Blvd. SB @ Corydon Ave.	7,418	10,407	6,490	9,643	5712	4270	2238	3464	3491	2807	55,940	-44.7%	-56.9%	-48.7%	-71.2%	-75.4%	-87.4%	-79.9%	-80.9%	-69.7%
1	819	Donald St. SB @ Broadway	1,626	2,086	1,823	777	1266	1171	1303	828	993	630	12,503	-62.7%	-51.3%	-55.8%	-63.4%	-70.1%	-69.5%	-75.4%	-76.8%	-54.4%
5	820	Archibald St. SB @ Elizabeth Rd.	1,793	1,675	908	820	894	819	576	243	234	357	8,319	-62.0%	-76.0%	-76.3%	-76.4%	-77.3%	-84.7%	-86.1%	-86.1%	-65.5%
4	821	Regent Ave. W. WB @ Owen St.	2,575	3,530	2,009	2,718	2233	1392	1036	1020	1184	1062	18,759	-47.7%	-62.1%	-59.5%	-78.2%	-82.4%	-80.3%	-79.9%	-79.9%	-66.1%
5	822	St. Mary's Rd. SB @ Warde Ave.	5,103	5,306	2,943	3,464	1467	0	0	0	0	0	18,283	-55.5%	-69.5%	-71.5%	-79.5%	n/a	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	1640	17,105	-33.7%	-55.1%	-59.1%	-64.3%	-71.8%	-73.8%	-70.7%	-72.9%	-61.9%
2	824	Portage Ave. EB @ Cavalier Dr.	2,396	3,220	1,410	466	1358	983	1200	2017	1015	1002	15,067	-48.7%	-73.1%	-73.9%	-71.5%	-82.8%	-71.1%	-64.8%	-82.2%	-68.6%
Third 12																						
3	825	Main St. SB @ Redwood Ave.		1,036	697	148	218	341	183	169	198	206	3,196	-63.2%	-75.8%	-86.3%	-82.9%	-84.5%	-83.5%	-81.3%	-39.5%	
3	826	McPhillips St. SB @ Redwood Ave.		1,073	877	483	191	196	140	183	286	452	3,881	-53.0%	-65.3%	-78.4%	-77.8%	-73.4%	-75.2%	-64.8%	-35.5%	
1	827	Notre Dame Ave. WB @ Sherbrook St.		243	225	138	248	379	330	227	313	374	2,477	-44.9%	-49.3%	-40.7%	-28.7%	-37.2%	-28.4%	-34.1%	22.7%	
6	828	Grant Ave. WB @ Wilton St.		6,874	8,924	9,556	6438	5947	4311	4573	4844	2231	53,698	-27.5%	-35.1%	-52.5%	-59.0%	-66.1%	-66.5%	-66.9%	-77.9%	
2	829	Ellice Ave. WB @ St. James St.		2,898	3,252	2,147	2222	2083	1622	813	830	1230	17,097	-43.7%	-65.0%	-66.7%	-69.3%	-75.3%	-79.6%	-81.1%	-64.1%	
4	830	Panet Rd. SB @ Munroe Ave.		1,368	988	754	286	847	763	490	585	1022	7,103	-55.1%	-51.8%	-43.9%	-60.2%	-69.7%	-72.4%	-62.9%	-19.1%	
2	831	Portage Ave. WB @ Mount Royal Rd.		1,633	2,780	2,145	1829	1587	1364	2657	975	986	15,956	-23.4%	-51.1%	-51.9%	-62.0%	-65.3%	-62.0%	-47.5%	-37.8%	
1	832	Disraeli Fwy. NB @ Lily St.		9,674	1,789	778	934	1712	1357	941	247	0	17,432	-94.7%	-95.9%	-95.3%	-96.0%	-96.5%	-97.3%	-98.0%	n/a	
5	833	St. Anne's Rd. NB @ Meadowood Dr.		458	944	474	607	711	496	300	210	261	4,461	-8.3%	-34.0%	-35.3%	-46.8%	-43.5%	-46.1%	-57.3%	-51.8%	
5	834	Dunkirk Dr. NB @ Vital Rd.		699	694	308	507	476	361	83	151	115	3,394	-50.2%	-61.9%	-63.7%	-74.6%	-76.3%	-81.6%	-81.9%	-68.2%	
4	835	Regent Ave. West EB @ Madeline St.		1,423	2,158	1,652	3132	2526	2825	2328	2218	1989	20,251	-36.4%	-35.9%	-27.7%	-38.7%	-28.5%	-43.5%	-46.2%	-27.4%	
6	836	Pembina Hwy. NB @ Grant Ave.		2,580	3,030	2,924	1227	1806	982	832	1127	800	15,308	-47.9%	-58.2%	-70.2%	-68.7%	-80.1%	-82.0%	-79.4%	-69.2%	
Fourth 12																						
1	837	Main St. NB @ Logan Ave.			4,930	13,368	9,921	5,411	6,569	6121	4067	3684	54,071	-22.5%	-40.3%	-62.4%	-60.8%	-66.0%	-75.6%	-70.0%		
2	838	Portage Ave. EB @ Dominion St.			676	1,236	302	479	326	275	204	167	3,665	-34.6%	-69.3%	-76.1%	-79.6%	-78.0%	-74.7%	-72.1%		
3	839	Main St. NB @ Inkster Blvd.			645	1,094	619	505	983	757	549	399	5,551	-55.3%	-71.3%	-74.0%	-58.5%	-67.8%	-74.4%	-45.7%		
4	840	Henderson Hwy. NB @ Gilmore Ave.			264	982	504	733	224	0	107	538	3,352	10.7%	-29.8%	-31.2%	-56.7%	n/a	-39.2%	-47.8%		
5	841	Bishop Grandin Blvd. WB @ River Rd.			5,316		4,983	823	0	2767	2563	2416	18,868	-28.3%	-59.5%	n/a	n/a	n/a	n/a	n/a	-62.8%	
6	842	Grant Ave. EB @ Charleswood Parkway			882	892	906	789	769	302	0	0	4,540	-51.7%	-68.8%	-76.2%	-76.0%	-81.6%	n/a	n/a		
6	843	Kenaston Blvd. NB @ McGillivray Blvd			401	286	195	3	0	0	0	0	885	-58.8%	-61.7%	-92.7%	n/a	n/a	n/a	n/a		
1	844	York Ave. EB @ Fort St.			242	2,051	416	127	0	0	0	0	64	-38.6%	-72.7%	-79.0%	n/a	n/a	n/a	n/a	-56.9%	
4	845	Lagimodiere Blvd. SB @ Grassie Blvd.			821	2,195	1,674	1,298	1,467	1650	668	36	9,809	-40.3%	-46.6%	-60.0%	-60.0%	-52.4%	-47.3%	-77.4%	-81.4%	
5	846	Fermor Ave. WB @ St. Mary's Rd.			54	56	41	47	57	22	17	19	313	-40.8%	-51.6%	-64.4%	-49.1%	-76.9%	-76.2%	-44.6%		
2	847	St. James St. SB @ Ness Ave.			141	233	310	176	114	126	194	164	1,458	-25.0%	-25.0%	-30.5%	-37.7%	-24.0%	-38.3%	-8.2%		
3	848	McPhillips St. SB @ Jefferson Ave.			341	424	435	722	769	290	414	746	4,141	-47.6%	-47.6%	-50.8%	-37.2%	-72.1%	-34.2%			
5	849	St Marys Rd. NB @ Warde Ave.							645	1946	1589	894	5,074	-53.2%	-62.7%	-37.7%						
1	850	Balmoral St. NB @ Sargent Ave.								1206	830	628	2,664	-32.0%	-28.6%							
6	851	Pembina Hwy. SB @ Chevrier Blvd.								2203	1301	809	4,313	-57.4%	0.1%							
2	852	Erin St. SB @ Sargent Ave.								134	75	82	291	-40.4%	-18.9%							
6	853	Grant Ave. EB @ William R. Clement Pkwy								259	431	442	1,132	-22.7%	-12.0%							
6	854	Academy Rd. EB @ Stafford St.								409	133	451	993	-51.5%	57.0%							

JUST SLOW DOWN

Photo Enforcement Statistics - 2002 vs. 2011

In previous annual reports, Pages 10 through 12 documented collision statistics obtained from the City of Winnipeg Public Works Traffic Collision Database. These totals were representative of collisions reported to police as required by the Provincial Highway Traffic Act. Collision data for the 2012 report is current to September 30, 2011. In October, 2011, amendments to the Highway Traffic Act resulted in Manitoba Public Insurance assuming sole responsibility for Traffic Collision Reporting. As reported in the MPI 2011 Traffic Collision Statistics Report "The change in the use of two data sources (City of Winnipeg, MPI) resulted in an increase in collision counts, specifically for collisions resulting in minor or minimal injuries, or property damage only."

With data compiled from two separate sources with differing reporting criteria, the 2012 Photo Enforcement Annual Report will be unable to depict a meaningful statistical comparison to previous years.

Successive reports will utilize specific collision data as provided by Manitoba Public Insurance for comparison.

Approach	Cross Street	# of lanes	Dir	Speed	2002						2011					
					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	3	3	0	0	0
Marion St	Dufresne Ave	2	East	60	1	7	5	1	0	0	0	8	8	1	0	0
Talbot Ave	Watt St	2	East	50	2	17	2	1	2	0	1	10	3	0	0	0
Hespler Ave	Beatrice St	2	East	50	2	7	3	1	2	1	0	7	5	0	0	0
Henderson Hwy	Kimberly Ave	3	South	60	2	15	10	2	2	0	1	6	1	0	0	0
Inkster Blvd	Airlies St	2	West	50	2	8	3	0	2	0	0	2	1	0	1	0
Salter St	Mountain Ave	2	South	50	7	19	7	4	5	1	0	10	3	0	1	0
Isabel St	William Ave	2	North	50	9	30	6	2	13	4	0	6	2	0	1	0
Jubilee Ave	Cockburn St S.	2	West	50	2	6	3	2	0	0	1	6	3	1	0	0
Academy Rd	Oak St	2	West	50	0	4	2	0	0	0	0	1	0	0	1	0
Moray St	Lodge Ave	2	North	50	0	4	2	0	1	0	0	3	3	0	0	0
Ness Ave	Whytewold Rd	2	West	60	8	19	5	2	1	1	2	9	0	0	2	0
Century St	Silver Ave	3	North	70	2	4	1	0	2	1	1	3	2	1	0	0
Sargent Ave	Clifton St	2	East	50	0	4	1	0	3	0	1	3	0	0	3	1
Keewatin St	Selkirk Ave	2	North	60	5	11	7	2	1	0	0	7	5	0	1	0
Leila Ave	Sinclair St	2	West	60	2	7	3	1	2	0	1	10	5	0	2	1
Kenaston Blvd	Corydon Ave	2	South	50	7	25	14	5	5	0	0	18	9	0	1	0
Donald St	Broadway Ave	2	South	50	4	21	9	1	3	1	1	16	4	1	4	0
Archibald St	Elizabeth Rd	2	South	60	1	19	11	0	0	0	0	8	5	0	0	0
Regent Ave W	Owen St	3	West	60	2	11	2	0	2	2	1	13	4	1	1	0
St Marys Rd	Warde Ave	2	North	60	1	4	3	1	0	0	0	1	1	0	0	0
Pembina Hwy	Bairdmore Blvd	3	North	60	5	14	8	2	2	1	5	21	3	0	3	1
Portage Ave	Cavalier Dr	3	West	60	1	21	6	0	2	0	2	11	4	1	0	0
Main St	Redwood Ave	3	South	60	1	41	16	7	5	2	3	35	17	0	3	1
McPhillips St	Redwood Ave	3	South	60	1	6	3	0	3	1	0	3	0	0	0	0
Notre Dame Ave	Sherbrook St	3	West	60	5	17	5	2	8	2	1	7	3	1	2	0
Grant Ave	Wilton St	2	West	50	1	6	2	1	1	0	1	7	2	1	0	0
Ellice Ave	St James St	2	West	50	11	33	13	5	4	1	4	25	7	2	3	0
Panet Rd	Munroe Ave	2	South	50	2	6	3	1	1	0	1	3	1	0	1	0
Portage Ave	Mount Royal Rd	3	West	60	2	9	4	0	0	0	1	7	5	1	0	0
Disraeli Fwy	Lily St	3	North	60	1	7	4	2	2	0	0	3	2	0	0	0
St Annes Rd	Meadowood Dr	2	North	60	0	1	0	0	0	0	1	4	3	0	0	0
Dunkirk Dr	St Vital Rd	2	North	60	0	0	0	0	0	0	0	6	2	0	1	0
Regent Ave W	Madeline St	2	East	50	4	8	4	2	2	1	0	0	0	0	0	0
Pembina Hwy	Grant Ave	3	North	60	6	33	12	2	3	0	1	8	5	1	0	0
Main St	Logan Ave	3	North	50	4	18	7	1	8	1	3	14	4	0	4	1
Portage Ave	Dominion St	3	East	60	1	11	9	1	2	0	3	12	8	1	2	0
Main Street	Inkster Blvd	2	North	60	3	13	6	2	1	0	3	12	2	0	1	1
Henderson Hwy	Gilmore Ave	2	North	60	2	8	3	1	2	0	0	9	7	0	0	0
Bishop Grandin Blvd	River Ave	2	West	80	8	36	28	7	1	0	2	20	14	1	0	0
Grant Ave	W. Clement Pkwy	2	East	60	0	0	0	0	0	0	0	6	4	0	0	0
York Ave	Fort St	2	East	50	3	13	0	0	11	3	0	6	0	0	5	0
Lagimodiere Blvd	Grassie Rd	2	South	80	10	36	25	6	1	0	0	33	28	4	0	0
Fermor Ave	St Marys Rd	2	West	70	6	22	10	1	3	2	4	26	19	4	2	0
St James St	Ness Ave	2	South	60	3	19	8	1	0	0	1	6	2	1	1	0
McPhillips St	Jefferson Ave	3	South	60	6	22	12	3	3	1	2	12	4	0	0	0
					150	655	291	73	115	29	48	446	213	23	46	6

Source, City of Winnipeg Public Works Traffic Collision Database current to September 30, 2011.

JUST SLOW DOWN

Photo Enforcement Statistics - 2002 vs. 2011

Collision Statistics Numeric Value Change

Approach	Cross Street	# of lanes	Dir	Speed	2002 vs 2011					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Boul Provencher	Rue Aulneau	2	East	50	-5	-10	-1	-1	-4	-3
Marion St	Dufresne Ave	2	East	60	-1	1	3	0	0	0
Talbot Ave	Watt St	2	East	50	-1	-7	1	-1	-2	0
Hespler Ave	Beatrice St	2	East	50	-2	0	2	-1	-2	-1
Henderson Hwy	Kimberly Ave	3	South	60	-1	-9	-9	-2	-2	0
Inkster Blvd	Airlies St	2	West	50	-2	-6	-2	0	-1	0
Salter St	Mountain Ave	2	South	50	-7	-9	-4	-4	-4	-1
Isabel St	William Ave	2	North	50	-9	-24	-4	-2	-12	-4
Jubilee Ave	Cockburn St S.	2	West	50	-1	0	0	-1	0	0
Academy Rd	Oak St	2	West	50	0	-3	-2	0	1	0
Moray St	Lodge Ave	2	North	50	0	-1	1	0	-1	0
Ness Ave	Whytefold Rd	2	West	60	-6	-10	-5	-2	1	-1
Century St	Silver Ave	3	North	70	-1	-1	1	1	-2	-1
Sargent Ave	Clifton St	2	East	50	1	-1	-1	0	0	1
Keewatin St	Selkirk Ave	2	North	60	-5	-4	-2	-2	0	0
Leila Ave	Sinclair St	2	West	60	-1	3	2	-1	0	1
Kenaston Blvd	Corydon Ave	2	South	50	-7	-7	-5	-5	-4	0
Donald St	Broadway Ave	2	South	50	-3	-5	-5	0	1	-1
Archibald St	Elizabeth Rd	2	South	60	-1	-11	-6	0	0	0
Regent Ave W	Owen St	3	West	60	-1	2	2	1	-1	-2
St Marys Rd	Warde Ave	2	North	60	-1	-3	-2	-1	0	0
Pembina Hwy	Bairdmore Blvd	3	North	60	0	7	-5	-2	1	0
Portage Ave	Cavalier Dr	3	West	60	1	-10	-2	1	-2	0
Main St	Redwood Ave	3	South	60	2	-6	1	-7	-2	-1
McPhillips St	Redwood Ave	3	South	60	-1	-3	-3	0	-3	-1
Notre Dame Ave	Sherbrook St	3	West	60	-4	-10	-2	-1	-6	-2
Grant Ave	Wilton St	2	West	50	0	1	0	0	-1	0
Ellice Ave	St James St	2	West	50	-7	-8	-6	-3	-1	-1
Panet Rd	Munroe Ave	2	South	50	-1	-3	-2	-1	0	0
Portage Ave	Mount Royal Rd	3	West	60	-1	-2	1	1	0	0
Disraeli Fwy	Lily St	3	North	60	-1	-4	-2	-2	-2	0
St Annes Rd	Meadowood Dr	2	North	60	1	3	3	0	0	0
Dunkirk Dr	St Vital Rd	2	North	60	0	6	2	0	1	0
Regent Ave W	Madeline St	2	East	50	-4	-8	-4	-2	-2	-1
Pembina Hwy	Grant Ave	3	North	60	-5	-25	-7	-1	-3	0
Main St	Logan Ave	3	North	50	-1	-4	-3	-1	-4	0
Portage Ave	Dominion St	3	East	60	2	1	-1	0	0	0
Main Street	Inkster Blvd	2	North	60	0	-1	-4	-2	0	1
Henderson Hwy	Gilmore Ave	2	North	60	-2	1	4	-1	-2	0
Bishop Grandin Blvd	River Ave	2	West	80	-6	-16	-14	-6	-1	0
Grant Ave	W. Clement Pkwy	2	East	60	0	6	4	0	0	0
York Ave	Fort St	2	East	50	-3	-7	0	0	-6	-3
Lagimodiere Blvd	Grassie Rd	2	South	80	-10	-3	3	-2	-1	0
Fermor Ave	St Marys Rd	2	West	70	-2	4	9	3	-1	-2
St James St	Ness Ave	2	South	60	-2	-13	-6	0	1	0
McPhillips St	Jefferson Ave	3	South	60	-4	-10	-8	-3	-3	-1
					-102	-209	-78	-50	-69	-23

Source, City of Winnipeg Public Works Traffic Collision Database
current to September 30, 2011.

JUST SLOW DOWN

Photo Enforcement Statistics - 2002 vs. 2011

Collision Statistics Percentage Value Change

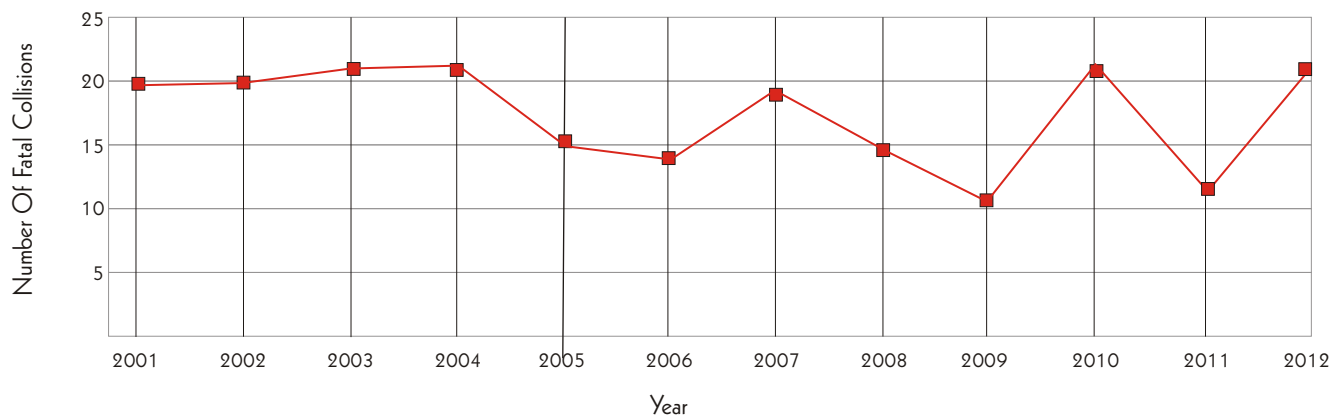
Approach	Cross Street	# of lanes	Dir	Speed	2002 vs 2011					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Boul Provencher	Rue Aulneau	2	East	50	-100.0%	-76.9%	-25.0%	-100.0%	-100.0%	-100.0%
Marion St	Dufresne Ave	2	East	60	-100.0%	14.3%	60.0%	0.0%		
Talbot Ave	Watt St	2	East	50	-50.0%	-41.2%	50.0%	-100.0%	-100.0%	
Hespler Ave	Beatrice St	2	East	50	-100.0%	0.0%	66.7%	-100.0%	-100.0%	-100.0%
Henderson Hwy	Kimberly Ave	3	South	60	-50.0%	-60.0%	-90.0%	-100.0%	-100.0%	
Inkster Blvd	Airlies St	2	West	50	-100.0%	-75.0%	-66.7%		-50.0%	
Salter St	Mountain Ave	2	South	50	-100.0%	-47.4%	-57.1%	-100.0%	-80.0%	-100.0%
Isabel St	William Ave	2	North	50	-100.0%	-80.0%	-66.7%	-100.0%	-92.3%	-100.0%
Jubilee Ave	Cockburn St S.	2	West	50	-50.0%	0.0%	0.0%	-50.0%		
Academy Rd	Oak St	2	West	50		-75.0%	-100.0%			
Moray St	Lodge Ave	2	North	50		-25.0%	50.0%		-100.0%	
Ness Ave	Whytefold Rd	2	West	60	-75.0%	-52.6%	-100.0%	-100.0%	100.0%	-100.0%
Century St	Silver Ave	3	North	70	-50.0%	-25.0%	100.0%		-100.0%	-100.0%
Sargent Ave	Clifton St	2	East	50		-25.0%	-100.0%		0.0%	
Keewatin St	Selkirk Ave	2	North	60	-100.0%	-36.4%	-28.6%	-100.0%	0.0%	
Leila Ave	Sinclair St	2	West	60	-50.0%	42.9%	66.7%	-100.0%	0.0%	
Kenaston Blvd	Corydon Ave	2	South	50	-100.0%	-28.0%	-35.7%	-100.0%	-80.0%	
Donald St	Broadway Ave	2	South	50	-75.0%	-23.8%	-55.6%	0.0%	33.3%	-100.0%
Archibald St	Elizabeth Rd	2	South	60	-100.0%	-57.9%	-54.5%			
Regent Ave W	Owen St	3	West	60	-50.0%	18.2%	100.0%		-50.0%	-100.0%
St Marys Rd	Warde Ave	2	North	60	-100.0%	-75.0%	-66.7%	-100.0%		
Pembina Hwy	Bairdmore Blvd	3	North	60	0.0%	50.0%	-62.5%	-100.0%	50.0%	0.0%
Portage Ave	Cavalier Dr	3	West	60	100.0%	-47.6%	-33.3%		-100.0%	
Main St	Redwood Ave	3	South	60	200.0%	-14.6%	6.3%	-100.0%	-40.0%	-50.0%
McPhillips St	Redwood Ave	3	South	60	-100.0%	-50.0%	-100.0%		-100.0%	-100.0%
Notre Dame Ave	Sherbrook St	3	West	60	-80.0%	-58.8%	-40.0%	-50.0%	-75.0%	-100.0%
Grant Ave	Wilton St	2	West	50	0.0%	16.7%	0.0%	0.0%	-100.0%	
Ellice Ave	St James St	2	West	50	-63.6%	-24.2%	-46.2%	-60.0%	-25.0%	-100.0%
Panet Rd	Munroe Ave	2	South	50	-50.0%	-50.0%	-66.7%	-100.0%	0.0%	
Portage Ave	Mount Royal Rd	3	West	60	-50.0%	-22.2%	25.0%			
Disraeli Fwy	Lily St	3	North	60	-100.0%	-57.1%	-50.0%	-100.0%	-100.0%	
St Annes Rd	Meadowood Dr	2	North	60		300.0%				
Dunkirk Dr	St Vital Rd	2	North	60						
Regent Ave W	Madeline St	2	East	50	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
Pembina Hwy	Grant Ave	3	North	60	-83.3%	-75.8%	-58.3%	-50.0%	-100.0%	
Main St	Logan Ave	3	North	50	-25.0%	-22.2%	-42.9%	-100.0%	-50.0%	0.0%
Portage Ave	Dominion St	3	East	60	200.0%	9.1%	-11.1%	0.0%	0.0%	
Main Street	Inkster Blvd	2	North	60	0.0%	-7.7%	-66.7%	-100.0%	0.0%	
Henderson Hwy	Gilmore Ave	2	North	60	-100.0%	12.5%	133.3%	-100.0%	-100.0%	
Bishop Grandin Blvd	River Ave	2	West	80	-75.0%	-44.4%	-50.0%	-85.7%	-100.0%	
Grant Ave	W. Clement Pkwy	2	East	60						
York Ave	Fort St	2	East	50	-100.0%	-53.8%			-54.5%	-100.0%
Lagimodiere Blvd	Grassie Rd	2	South	80	-100.0%	-8.3%	12.0%	-33.3%	-100.0%	
Fermor Ave	St Marys Rd	2	West	70	-33.3%	18.2%	90.0%	300.0%	-33.3%	-100.0%
St James St	Ness Ave	2	South	60	-66.7%	-68.4%	-75.0%	0.0%		
McPhillips St	Jefferson Ave	3	South	60	-66.7%	-45.5%	-66.7%	-100.0%	-100.0%	-100.0%
					-68.0%	-31.9%	-26.8%	-68.5%	-60.0%	-79.3%

Source, City of Winnipeg Public Works Traffic Collision Database
Current tot September 30, 2011.

JUST SLOW DOWN

The following chart depicts the number of fatal collisions in the City of Winnipeg. It is important to note that right angle collisions are synonymous with a minimum of one of two vehicles entering an intersection when it is either unsafe to do so, or in direct contravention of a red traffic signal. There have been no recorded fatalities at any of the intersections monitored by intersection safety camera systems.

Total Number of Fatal Collisions (City of Winnipeg)



JUST SLOW DOWN

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 2012 there was only one on going large construction project within the city, however, mobile photo radar unit deployment captured 45,735 violations which represents a slight increase of 3.61 % compared to 2011, and a decrease of 55.6% compared to 2003. There was a slight drop in the number of vehicles monitored by photo radar units to 10,681,427 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 2012 at mobile photo radar (PR) locations. Over 89.7% of offenders were 10-19 kph over the threshold speed.

Speed	Number of tickets issued						Percent of total tickets issued					
	PR 2003	PR 2008	PR 2009	PR 2010	PR 2011	PR 2012	PR 2003	PR 2008	PR 2009	PR 2010	PR 2011	PR 2012
Subtotal 10-14	49,097	42,898	31,125	25,071	22,327	22,856	47.6%	36.1%	46.9%	52.2%	50.6%	50.0%
Subtotal 15-19	42,094	48,567	26,991	18,645	17,314	18,165	40.8%	40.9%	40.7%	38.8%	39.2%	39.7%
Subtotal 20-34	11,526	26,207	8,060	4,208	4,385	4,558	11.2%	22.1%	12.1%	8.8%	9.9%	10.0%
Subtotal >34	376	1,020	207	119	115	156	0.4%	0.9%	0.3%	0.2%	0.3%	0.3%
TOTAL	103,093	118,692	66,383	48,043	44,141	45,735	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The table below reveals there has been a 73.7% reduction in the percentage of vehicles that were traveling over the threshold speed (2003 v. 2012) $[(.428 - 1.633) / 1.633 = 73.7]$

Following the trend set after 2003 at 1.633%, the percentage of vehicles in violation for 2012 was at 0.428%, which is slightly higher than the results from 2011.

	2003	2008	2009	2010	2011	2012
*Number of vehicles monitored, mobile photo enforcement units:	6,311,414	12,269,238	12,387,062	11,885,446	11,466,813	10,681,427
Violations issued:	103,093	118,692	66,383	48,043	44,141	45,735
Percentage of vehicles in violation:	1.633%	.967%	.536%	.404%	.385%	.428%

*2004-2007 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 2012

Description	2002		2003		2004		2009		2010		2011		2012		2002 v. 2012	
	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	55	50	50	50	60	50	0	n/a	n/a
WB Grant Ave. West of Renfrew St.	50	60	50	58	50	55	50	54	50	53	50	52	50	0	n/a	n/a
EB Grant Ave. East of Beaverbrook St.	50	59	50	56	50	54	50	53	50	52	50	51	50	52	-7	-11.9%
WB Corydon Ave. West of Montrose St.	50	60	50	57	50	55	50	54	50	53	50	53	50	53	-7	-11.7%
EB Corydon Ave. East of Thurso St.	50	60	50	58	50	55	50	54	50	55	50	54	50	54	-6	-10.0%
NB Pembina Hwy. South of Riviera Ave	60	65	60	65	60	64	60	60	60	61	60	60	60	60	-5	-7.7%
WB Corydon Ave. West of Queenston St.	50	58	50	56	50	54	50	52	50	52	50	52	50	51	-7	-12.1%
WB Logan Ave. West of Vine St.	50	55	50	54	50	51	50	52	50	52	50	53	50	53	-2	-3.6%
EB Logan Ave. East of Quelch St.	50	56	50	55	50	52	50	54	50	53	50	56	50	55	-1	-1.8%
WB St. Matthews Ave. West of Burnell St.	50	55	50	54	50	52	50	51	50	51	50	51	50	50	-5	-9.1%
EB St. Matthews Ave. East of Lipton St.	50	55	50	54	50	53	50	51	50	51	50	51	50	50	-5	-9.1%
WB Corydon Ave. West of Rockwood St.	50	60	50	57	50	55	50	54	50	54	50	55	50	53	-7	-11.7%
SB Pembina Hwy. South of Chevrier Blvd.	60	63	60	63	60	61	60	60	60	59	60	58	60	63	0	0.0%
WB Naim Ave. West of Foster	60	60	60	59	60	59	60	58	60	58	60	59	60	61	1	1.7%
WB Inkster Blvd. West of McKenzie	50	56	50	55	50	53	50	53	50	52	50	51	50	52	-4	-7.1%
SB Sinclair Ave. South of Jefferson	50	55	50	56	50	54	50	50	50	51	50	52	50	50	-5	-9.1%
NB Arlington St. North of Machray	50	55	50	54	50	55	50	53	50	52	50	52	50	50	-5	-9.1%
WB Talbot Ave. West of Foster St.	50	53	50	55	50	53	50	52	50	52	50	51	50	51	-2	-3.8%
EB William East of Gerlie St.	50	55	50	55	50	54	50	53	50	54	50	52	50	54	-1	-1.8%
EB William East of Lydia St.	50	55	50	55	50	53	50	52	50	52	50	52	50	53	-2	-3.6%
WB Ellice Ave. West of Agnes St.	50	48	50	51	50	48	50	49	50	46	50	46	50	45	-3	-6.3%
SB King Edward St. South of Burrows Ave.	50	52	50	57	50	55	50	52	50	53	50	52	50	52	0	0.0%
WB Burrows Ave. West of Dexter St.	50	57	50	57	50	54	50	53	50	53	50	52	50	53	-4	-7.0%
NB St. Mary's Rd. North of Regal Ave.	60	63	60	63	60	62	60	60	60	60	60	59	60	59	-4	-6.3%
SB St. Annes Rd. South of Worthington Ave.	60	60	60	60	60	59	60	58	60	58	60	56	60	57	-3	-5.0%
EB Corydon Ave. East of Campbell St.	50	55	50	55	50	53	50	53	50	53	50	52	50	52	-3	-5.5%
WB William Ave. West of Ellen St.	50	55	50	58	50	54	50	53	50	55	50	55	50	55	0	0.0%
WB Roblin Blvd West of Laxdal St.	50	58	50	57	50	55	50	54	50	53	50	0	50	0	n/a	n/a
EB Killamey St. East of Caledon Rd.	50	56	50	55	50	55	50	53	50	51	50	52	50	51	-5	-8.9%
EB Killamey St. East of Grayfriars	50	55	50	57	50	60	50	51	50	53	50	52	50	54	-1	-1.8%
EB Munroe Ave. East of Brazier St.	50	56	50	54	50	53	50	52	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	53	-3	-5.4%
SB Archibald St. South of Guilbault Ave	60	64	60	63	60	61	60	59	60	58	60	58	60	60	-4	-6.3%
NB Buchanan North of Livinia St.	50	50	50	55	50	55	50	51	50	52	50	51	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	53	50	53	50	54	-3	-5.3%
WB Mountain Ave. West of McKenzie St.	50	55	50	56	50	54	50	53	50	53	50	52	50	53	-2	-3.6%
EB Mountain Ave. East of Parr St.	50	56	50	56	50	54	50	54	50	53	50	53	50	53	-3	-5.4%
EB Mountain Ave. East of Aikins St.	50	57	50	56	50	55	50	53	50	53	50	53	50	52	-5	-8.8%
WB Mountain Ave. West of Charles St.	50	55	50	57	50	55	50	53	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	50	50	51	-2	-3.8%
WB Sargent Ave. West of Sberburn St.	50	58	50	54	50	52	50	51	50	51	50	51	50	52	-6	-10.3%
SB Henderson Hwy South of Roosevelt Pl.	60	64	60	63	60	62	60	60	60	60	60	60	60	61	-3	-4.7%
WB Hespier Ave. West of Beatrice St.	50	57	50	55	50	53	50	53	50	53	50	52	50	52	-5	-8.8%
NB Henderson Hwy North of Chelsea	60	58	60	59	60	56	60	58	60	58	60	55	60	60	2	3.4%
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	52	50	53	-7	-11.7%
NB Moray St. North of Lodge Ave	50	56	50	55	50	55	50	54	50	52	50	52	50	52	-4	-7.1%
SB Archibald St. South of Cote	60	62	60	61	60	59	60	57	60	55	60	57	60	58	-4	-6.5%
SB Berry St. South of St. Matthews	50	53	50	56	50	55	50	53	50	53	50	53	50	52	-1	-1.9%
WB River Ave West of Lewis St.	50	57	50	56	50	55	50	54	50	53	50	53	50	53	-4	-7.0%
SB Moray St. South of Bruce Ave.	50	56	50	55	50	54	50	53	50	53	50	53	50	53	-3	-5.4%
WB William Ave West of Kate St.	50	53	50	55	50	53	50	54	50	53	50	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	49	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	54	50	53	50	53	-5	-8.6%
SB Henderson Hwy South of Fraser's Grove	60	60	60	59	60	58	60	59	60	58	60	60	60	60	0	0.0%
EB Selkirk Ave. East of Sinclair St.	50	56	50	53	50	52	50	50	50	51	50	50	50	50	-6	-10.7%
NB Arlington St. North of McDermot St.	50	54	50	55	50	53	50	50	50	51	50	51	50	53	-1	-1.9%
EB Notre Dame Ave. East of Toronto St.	60	59	60	59	60	57	60	56	60	57	60	56	60	55	-4	-6.8%
SB Raleigh St. South of Edison Ave.	60	66	60	64	60	63	60	61	60	56	60	61	60	61	-5	-7.6%
SB Raleigh St. South of Cameo Cres	60	66	60	63	60	61	60	59	60	60	60	59	60	60	-6	-9.1%
WB Bettsworth Ave. West of Hunterspoint Rd	50	46	50	55	50	55	50	49	50	50	50	55	50	51	5	10.9%
WB Burrows Ave. West of McGregor Ave.	50	53	50	52	50	54	50	51	50	51	50	49	50	52	-1	-1.9%
WB Meadowood Dr. West of St. Annes Rd.	50	56	50	57	50	56	50	53	50	52	50	52	50	52	-4	-7.1%
NB St. Mary's Rd. North Of Fraser Rd.	80	83	80	83	80	80	80	82	80	0	80	41	80	0	n/a	n/a
SB Beaumont St. South of Mars Bay	50	52	50	53	50	51	50	49	50	48	50	49	50	50	-2	-3.8%
SB St. Mary's Rd South of Jean Louis Rd.	80	82	80	82	80	80	80	79	80	82	80	0	80	0	n/a	n/a
EB Logan Ave. East of Keewatin St.	50	59	50	57	50	54	50	52	50	52	50	51	50	52	-7	-11.9%
WB Logan Ave. West of Milton St.	50	58	50	55	50	53	50	52	50	51	50	51	50	51	-7	-12.1%
EB Logan Ave East of Fountain St.	50	54	50	54	50	53	50	51	50	52	50	50	50	52	-2	-3.7%
EB Logan Ave. East of Gwendoline St.	50	55	50	56	50	54	50	48	50	55	50	53	50	54	-1	-1.8%
NB Henderson Hwy North of Chalmers Ave.	60	59	60	59	60	59	60	58	60	60	60	60	60	60	1	1.7%
SB Arlington South of Notre Dame Ave.	50	54	50	56	50	54	50	53	50	52	50	51	50	52	-2	-3.7%
SB Buchanan Blvd. South of Ness Ave.	50	52	50	55	50	54	50	52	50	53	50	52	50	52	0	0.0%
SB Berry St. South of Silver Ave.	50	58	50	56	50	54	50	51	50	52	50	51	50	50	-8	-13.8%
WB Lodge Ave. East of Davidson St.	50	50	50	52	50	46	50	50	50	46	50	45	50	47	-3	-6.0%
WB Talbot Ave. West of Elmwood Rd.	50	55	50	55	50	53	50	54	50	53	50	52	50	53	-2	-3.6%
WB McLeod Ave. West of Rotheray 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 5.2 % at the above monitored locations. This translates to an average of 3.014 km/h reduction in speeds at these locations.

Due to limited space, 2005-2008 statistics omitted. Information is available in respective reports)

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85th Percentile, Speed reduced construction zones

	85th % speed between 0700 and 1600, Monday to Friday					
Location	May	June	July	August	Sept	Oct
NB Kenaston Blvd. West of Waverley St.	0	0	0	0	0	0
SB Kenaston Blvd. South of Scurfield Blvd.	0	60	59	60	0	0
EB Bishop Grandin Blvd. East of Kenaston Blvd.	0	64	66	0	0	0
	85th % speed between 1600 and 2100, Monday to Friday					
Location	May	June	July	August	Sept	Oct
NB Kenaston Blvd. West of Waverley St.	0	61	0	0	0	0
SB Kenaston Blvd. South of Scurfield Blvd.	0	61	60	59	0	0
EB Bishop Grandin Blvd. East of Kenaston Blvd.	0	63	64	0	0	0
	85th % speed on Saturdays and Sundays					
Location	May	June	July	August	Sept	Oct
NB Kenaston Blvd. West of Waverley St.	0	63	0	0	0	0
SB Kenaston Blvd. South of Scurfield Blvd.	0	61	62	61	0	0
EB Bishop Grandin Blvd. East of Kenaston Blvd.	0	65	65	0	0	0

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 2011, The Phase Three commercials, which depicted the tragic death of a small child outside her school, were successful in winning three Signature Awards, which recognize creative excellence in the province of Manitoba. To date it has received over 300,000 YouTube views. 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

The 2012 Phase Four creative, intentionally focused on an area of significant concern, the right-angle collisions that take place at intersections. These particular types of collisions are most often responsible for severe injury and death.

In this case, the guilty party is a man who has had a frustrating day at work. He complains to his wife, who is riding as a passenger in the vehicle. His frustration leads him to increase his speed in spite of protest from his wife.

Ultimately he speeds through a red light at an intersection, colliding with a young couple who have the right of way. This catastrophic collision results in the death of the young woman when the car she is a passenger in is crushed against a street lamp.

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.

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