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Photo Enforcement Safety Program
Annual Report 2013

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Executive Summary

Photo Enforcement Safety Program 2013 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 10th annual report highlighting the operation of this program.

Highlights for 2013

January 1st of 2013 the program commenced operations under a new 7 year contract with Xerox Business Solutions Canada Inc. (Formerly ACS Public Sector Solutions Inc.)

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 2013 a total of 10,135 red light offences and 26,076 speeding offences were captured by Intersection Safety Cameras at all locations. Reflected in these totals is a 32.75% reduction in speeding offences compared to 2003. Over 2012 totals, a slight increase of .89% 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 captured 74,897 vehicles in violation. This represents an increase of 63.76% of captured violations in 2012 and is indicative of the introduction of new digital technology which allowed mobile units to deploy within approved zones not previously accessible.

This total remains 27.35% lower than recorded totals from 2003.

The WPS continued its enforcement and deterrent efforts within school and playground zones throughout the year and as previously mentioned, introduced digital technology aimed at phasing out analogue equipment which had been in use since program inception.

The Winnipeg Police Service renewed its contract with Picante Advertising, which had developed the renowned educational program known as “Just Slow Down”. Picante took home a Manitoba “Signature Award” recognizing excellence in advertising for this educational program. In the fall of 2013, Picante followed up with the release of a new commercial titled “Aftermath”.

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Reason For The Report

The 2013 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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History Of Photo Enforcement In Winnipeg

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.

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 through May of 2020.

In January 2013 the Photo Enforcement Program commenced the equipment upgrade to digital technology. This upgrade was completed in the fall of 2013.

In addition to digital mobile and intersection safety camera systems, a new “Laser” based technology for mobile units was introduced.

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Revenues & Expenses

For the year 2013, the Winnipeg Police Service reported the Photo Enforcement Program revenues as \$11,668,486.75.

For the year 2013, the total expenses for the Photo Enforcement Program were \$4,139,961.91.

- the salaries and benefits of the Winnipeg Police Service members assigned to work on the Photo Enforcement program on a full time basis (10.75 %)
- the cost of working with outside contractors on enforcement (ACS and operators) (89.13 %)
- miscellaneous expenses, including training, associated with operating the program (.12%)

This represents a surplus of \$7,528,524.84. 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, 2013

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

	2010	2011	2012	2013
☞ Mobile Photo Radar	48,043	44,141	45,735	74,897
☞ Intersection Safety Cameras / Speeding	38,779	32,304	27,558	26,076
☞ Intersection Safety Cameras / Red Light	9,772	8,490	8,331	10,135

Clearance Status

☞ Convictions	94,532	84,137	80,763	107,882
☞ Total Stays - appealed or rectified	9	9	9	6
☞ Total Stays - quash,acquittals,dismissed	354	435	523	505
☞ On Going - no disposition date	1,510	255	243	2,472
☞ On Going - previous disposition voided	101	84	85	270

Offence Notices Issued by Conventional Means

	2011	2012	2013
☞ Speeding	25,776	27,104	* 12,153
☞ Red Light	672	700	896
☞ Stop Sign	3,010	4,487	4,854
☞ Disobey Traffic Control Device (other)	10,087	11,306	7,339

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

*Reduction in conventional speeding offence notices due to discontinuation of voluntary enforcement days.

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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 2013 however, a reduction of over 32.7% is attained, relative to speeding offences. There was an overall decrease of 52.3% which includes speeding and red light offences.

	Number of tickets Issued							Percent of total tickets issued						
	PR 2003	PR 2008	PR 2009	PR 2010	PR 2011	PR 2012	PR 2013	PR 2003	PR 2008	PR 2009	PR 2010	PR 2011	PR 2012	PR 2013
Speed														
Subtotal 10-14	49,097	42,898	31,125	25,071	22,327	22,856	39,711	47.6%	36.1%	46.9%	52.2%	50.6%	50.0%	53.0%
Subtotal 15-19	42,094	48,567	26,991	18,645	17,314	18,165	27,743	40.8%	40.9%	40.7%	38.8%	39.2%	39.7%	37.0%
Subtotal 20-34	11,526	26,207	8,060	4,208	4,385	4,558	7,197	11.2%	22.1%	12.1%	8.8%	9.9%	10.0%	9.6%
Subtotal >34	376	1,020	207	119	115	156	246	0.4%	0.9%	0.3%	0.2%	0.3%	0.3%	0.3%
TOTAL	103,093	118,692	66,383	48,043	44,141	45,735	74,897	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Speed	ISC 2003	ISC 2008	ISC 2009	ISC 2010	ISC 2011	ISC 2012	ISC 2013	ISC 2003	ISC 2008	ISC 2009	ISC 2010	ISC 2011	ISC 2012	ISC 2013
Subtotal 10-14	27,037	17,305	15,913	17,707	14,505	13,195	13,134	37.5%	44.8%	46.0%	45.7%	44.9%	47.9%	50.4%
Subtotal 15-19	35,321	17,289	15,049	17,008	14,459	11,702	10,486	49.0%	44.8%	43.5%	43.9%	44.8%	42.5%	40.2%
Subtotal 20-34	9,335	3,853	3,486	3,888	3,203	2,491	2,311	13.0%	10.0%	10.1%	10.0%	9.9%	9.0%	8.9%
Subtotal >34	355	173	163	176	137	170	145	0.5%	0.4%	0.5%	0.5%	0.4%	0.6%	0.6%
TOTAL	72,048	38,620	34,611	38,779	32,304	27,558	26,076	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
RED LIGHT	3,935	10,257	9,664	9,772	8,490	8,331	10,135							
TOTAL TICKET	2003	2008	2009	2010	2011	2012	2013							
PR/SOG/RL	179,076	167,569	110,658	96,594	84,935	81,624	111,108							

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 2.2 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	2013
10-14	4.7	3.4	2.4	2.9	2.3	1.6	1.3	1.6	1.2	1.1	1.1
15-19	6.1	3.6	2.5	2.8	2.1	1.6	1.2	1.5	1.2	1.0	0.9
20-34	1.6	0.9	0.6	0.7	0.5	0.4	0.3	0.3	0.3	0.2	0.2
>34	0.1	0.0	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	2.2

Due to limited space, 2004-2007 statistics on issued/percent omitted. Information is available in the respective reports)

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Photo Enforcement Statistics

The tables on pages 8 and 9 indicate 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 2013 inclusive. The significant reductions indicate the program is effectively reducing red light and speeding offences.

Tickets Issued by ISC - ALL			Tickets Issued												TOTAL
Dist	Loc	Location Description	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013		
First 12															
1	801	Sherbrook St. NB @ Broadway	704	319	169	112	4	0	0	0	0	0	0	1,308	
5	802	Provencher Blvd. EB @ Aulneau St.	4,909	2,012	1,513	1,423	433	1310	797	721	694	411	7	14,223	
5	803	Marion Street EB @ Dufresne Ave	3,886	1,544	861	334	211	561	655	425	399	1082	1000	10,958	
4	804	Talbot Ave. EB @ Watt St.	1,102	490	247	239	77	208	148	118	42	23	138	2,832	
4	805	Hespeler Ave. EB @ Beatrice St.	8,611	2,597	1,597	653	2211	1444	1332	1302	1159	836	962	22,704	
4	806	Henderson Hwy. SB @ Kimberly Ave.	3,439	1,052	651	246	158	175	580	288	385	638	557	8,169	
3	807	Inkster Blvd. WB @ Airies St.	4,101	1,340	1,462	2,384	1745	1297	1707	1716	1218	801	1042	18,813	
3	808	Salter St. SB @ Mountain Ave.	1,673	642	317	260	44	20	124	113	158	137	131	3,619	
1	809	Isabel St. NB @ William Ave.	4,987	2,113	1,513	805	745	1326	927	485	598	545	194	14,238	
6	810	Jubilee Ave. WB @ Cockburn St.	2,307	627	374	220	0	0	0	0	0	1	0	3,529	
6	811	Academy Rd. WB @ Oak St.	4,475	1,325	597	609	849	655	219	227	139	210	934	10,239	
2	812	Moray St. NB @ Lodge Ave.	3,929	1,808	1,290	1,524	1256	739	937	596	433	641	483	13,636	
Second 12															
2	813	Ness Ave. WB @ Whytewold Rd.	411	533	323	129	25	0	0	29	104	124	208	1,886	
2	814	Century St. NB @ Silver Ave.	4,319	795	569	133	128	6	102	109	34	27	122	6,344	
1	815	Sargent Ave. EB @ Clifton St.	1,724	2,102	1,728	1,303	1328	1442	1636	1735	1404	1036	1070	16,508	
3	816	Keewatin St. WB @ Selkirk Ave.	1,242	1,329	1,082	1,148	1016	592	723	620	349	544	509	9,154	
3	817	Leila Ave. WB @ Sinclair St.	440	737	399	162	184	94	211	137	149	130	27	2,670	
6	818	Kenaston Blvd. SB @ Corydon Ave.	7,418	10,407	6,490	9,643	5712	4270	2238	3464	3491	2807	2342	58,282	
1	819	Donald St. SB @ Broadway	1,626	2,086	1,823	777	1266	1171	1303	828	993	630	569	13,072	
5	820	Archibald St. SB @ Elizabeth Rd.	1,793	1,675	908	820	894	819	576	243	234	357	595	8,914	
4	821	Regent Ave. W. WB @ Owen St.	2,575	3,530	2,009	2,718	2233	1392	1036	1020	1184	1062	1455	20,214	
5	822	St. Mary's Rd. SB @ Warde Ave.	5,103	5,306	2,943	3,464	1467	0	0	0	0	0	0	18,283	
6	823	Pembina Hwy. NB @ Bairdmore Blvd.	2,813	4,382	2,838	1,109	726	649	1167	295	1486	1640	1734	18,839	
2	824	Portage Ave. EB @ Cavalier Dr.	2,396	3,220	1,410	466	1358	983	1200	2017	1015	1002	974	16,041	
Third 12															
3	825	Main St. SB @ Redwood Ave.		1,036	697	148	218	341	183	169	198	206	156	3,352	
3	826	McPhillips St. SB @ Redwood Ave.		1,073	877	483	191	196	140	183	286	452	0	3,881	
1	827	Notre Dame Ave. WB @ Sherbrook St.		243	225	138	248	379	330	227	313	374	310	2,787	
6	828	Grant Ave. WB @ Wilton St.		6,874	8,924	9,556	6,438	5,947	4,311	4,573	4,844	2,231	1,510	55,208	
2	829	Ellice Ave. WB @ St. James St.		2,898	3,252	2,147	2,222	2,083	1,622	813	830	1,230	568	17,665	
4	830	Panet Rd. SB @ Munroe Ave.		1,368	988	754	286	847	763	490	585	1,022	744	7,847	
2	831	Portage Ave. WB @ Mount Royal Rd.		1,633	2,780	2,145	1,829	1,587	1,364	2,657	975	986	1,792	17,748	
1	832	Disraeli Fwy. NB @ Lily St.		9,674	1,789	778	934	1,712	1,357	941	247	0	0	17,432	
5	833	St. Anne's Rd. NB @ Meadowood Dr.		458	944	474	607	711	496	300	210	261	496	4,957	
5	834	Dunkirk Dr. NB @ St. Vital Rd.		699	694	308	507	476	361	83	151	115	95	3,489	
4	835	Regent Ave. West EB @ Madeline St.		1,423	2,158	1,652	3,132	2,526	2,825	2,328	2,218	1,989	1,689	21,940	
6	836	Pembina Hwy. NB @ Grant Ave.		2,580	3,030	2,924	1,227	1,806	982	832	1,127	800	1,101	16,409	
Fourth 12															
1	837	Main St. NB @ Logan Ave.			4,930	13,368	9,921	5,411	6,569	6,121	4,067	3,684	3,893	57,964	
2	838	Portage Ave. EB @ Dominion St.			676	1,236	302	479	326	275	204	167	105	3,770	
3	839	Main St. NB @ Inkster Blvd.			645	1,094	619	505	983	757	549	399	287	5,838	
4	840	Henderson Hwy. NB @ Gilmore Ave.			264	982	504	733	224	0	107	538	462	3,814	
5	841	Bishop Grandin Blvd. WB @ River Rd.				5,316	4,983	823	0	2,767	2,563	2,416	3,665	22,533	
6	842	Grant Ave. EB @ Charleswood Parkway			882	892	906	789	769	302	0	0	0	4,540	
6	843	Kenaston Blvd. NB @ McGillivray Blvd			401	286	195	3	0	0	0	0	0	885	
1	844	York Ave. EB @ Fort St.			242	2,051	416	127	0	0	0	64	6	2,906	
4	845	Lagimodiere Blvd. SB @ Grassie Blvd.			821	2,195	1,674	1,298	1,467	1,650	688	36	627	10,436	
5	846	Femor Ave. WB @ St. Mary's Rd.			54	56	41	47	57	22	17	19	32	345	
2	847	St. James St. SB @ Ness Ave.			141	233	310	176	114	126	194	164	153	1,611	
3	848	McPhillips St. SB @ Jefferson Ave.			341	424	435	722	769	290	414	746	618	4,759	
5	849	St Marys Rd. NB @ Warde Ave.							645	1,946	1,589	894	901	5,975	
1	850	Balmoral St. NB @ Sargent Ave.								1,206	830	628	510	3,174	
6	851	Pembina Hwy. SB @ Chevier Blvd.								2,203	1,301	809	301	4,614	
2	852	Erin St. SB @ Sargent Ave.								134	75	82	24	315	
6	853	Grant Ave. EB @ William R. Clement Pkwy								259	431	442	447	1,579	
6	854	Academy Rd. EB @ Stafford St.								409	133	451	666	1,659	

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Photo Enforcement Statistics

Of the 54 illustrated locations in the noted statistics on pages 8 and 9, two denote location code changes through street name/enforcement direction amendments. Two locations decommissioned due to intersection reconfiguration. Four additional locations installed in 2010 to coincide with T.I.R.F. evaluation.

% change after 1st full year	Tickets issued per day of enforcement								
	% 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	% change after 10th full year
-47.8%	-50.9%	-51.4%	-74.8%	n/a	n/a	n/a	n/a	n/a	n/a
-56.0%	-60.1%	-61.4%	-82.4%	-74.1%	-81.4%	-81.1%	-85.4%	-81.6%	-95.0%
-57.6%	-71.3%	-77.4%	-79.7%	-65.2%	-76.3%	-80.6%	-73.4%	-66.9%	-69.4%
-50.8%	-67.0%	-64.8%	-62.1%	-69.4%	-61.5%	-73.2%	-79.9%	-76.2%	-74.3%
-67.3%	-76.2%	-67.2%	-71.5%	-78.5%	-82.1%	-81.4%	-84.1%	-89.8%	-88.3%
-67.7%	-73.6%	-72.6%	-68.6%	-77.0%	-76.8%	-81.4%	-83.9%	-80.4%	-82.8%
-56.9%	-54.5%	-42.5%	-58.4%	-58.1%	-59.4%	-58.3%	-70.0%	-72.7%	-72.9%
-60.7%	-73.4%	-71.0%	-82.1%	-88.1%	-79.4%	-86.5%	-87.5%	-86.6%	-83.9%
-54.7%	-61.9%	-67.7%	-70.0%	-67.5%	-79.7%	-82.8%	-84.9%	-87.8%	-88.5%
-68.8%	-75.5%	-71.1%	n/a	n/a	n/a	n/a	n/a	-94.9%	n/a
-64.4%	-77.9%	-77.3%	-78.2%	-79.7%	-82.6%	-88.4%	-85.7%	-77.9%	-70.5%
-51.1%	-57.9%	-59.8%	-68.2%	-71.3%	-75.9%	-71.9%	-72.3%	-73.1%	-78.2%
-56.4%	-68.9%	-75.5%	-62.2%	n/a	n/a	-76.8%	-82.5%	-77.8%	-77.1%
-92.8%	-94.5%	-95.8%	-96.1%	-99.0%	-95.7%	-97.1%	-97.9%	-98.5%	-96.8%
-50.6%	-56.1%	-61.9%	-65.4%	-57.4%	-61.0%	-58.8%	-67.4%	-76.0%	-69.4%
-57.1%	-55.3%	-63.1%	-67.8%	-76.7%	-72.5%	-74.0%	-76.0%	-74.4%	-83.6%
-33.8%	-50.6%	-57.4%	-52.9%	-66.7%	-51.7%	-72.7%	-68.7%	-56.0%	-77.2%
-44.7%	-56.9%	-48.7%	-71.2%	-75.4%	-87.4%	-79.9%	-80.9%	-83.3%	-85.2%
-52.7%	-51.3%	-55.8%	-63.4%	-70.1%	-69.5%	-75.4%	-76.8%	-78.4%	-76.4%
-62.0%	-76.0%	-76.3%	-76.4%	-77.3%	-84.7%	-86.1%	-86.1%	-86.9%	-86.0%
-47.7%	-62.1%	-59.5%	-67.0%	-78.2%	-82.4%	-80.3%	-79.9%	-82.3%	-77.7%
-55.5%	-69.5%	-71.5%	-79.5%	n/a	n/a	n/a	n/a	n/a	n/a
-33.7%	-55.1%	-59.1%	-64.3%	-71.8%	-73.8%	-70.7%	-72.9%	-74.7%	-73.8%
-48.7%	-73.1%	-73.9%	-71.5%	-82.8%	-71.1%	-64.8%	-82.2%	-83.9%	-82.4%
-63.2%	-75.8%	-86.3%	-82.9%	-84.5%	-83.5%	-81.3%	-77.7%	-80.9%	
-53.0%	-65.3%	-78.4%	-77.8%	-73.4%	-75.2%	-64.8%	-69.7%	n/a	
-44.9%	-49.3%	-40.7%	-28.7%	-37.2%	-28.4%	-34.1%	-32.5%	-26.4%	
-27.5%	-35.1%	-52.5%	-59.0%	-66.1%	-66.5%	-66.9%	-84.0%	-86.4%	
-43.7%	-65.0%	-66.7%	-69.3%	-75.3%	-79.6%	-81.1%	-79.8%	-80.9%	
-55.1%	-51.8%	-43.9%	-60.2%	-69.7%	-72.4%	-62.9%	-63.7%	-62.0%	
-23.4%	-51.1%	-51.9%	-62.0%	-65.3%	-27.0%	-47.5%	-52.4%	-54.7%	
-94.7%	-95.9%	-95.3%	-96.0%	-96.5%	-97.3%	-98.0%	n/a	n/a	
-8.3%	-34.0%	-35.3%	-46.8%	-43.5%	-46.1%	-57.3%	-55.8%	-41.5%	
-50.2%	-61.9%	-63.7%	-74.6%	-76.3%	-81.6%	-81.9%	-84.1%	-83.9%	
-36.4%	-35.9%	-27.7%	-38.7%	-28.5%	-43.5%	-46.2%	-53.8%	-60.7%	
-47.9%	-58.2%	-70.2%	-68.7%	-80.1%	-82.0%	-79.4%	-84.0%	-81.1%	
-22.5%	-40.3%	-62.4%	-60.8%	-66.0%	-75.6%	-76.7%	-75.8%		
-34.6%	-69.3%	-76.1%	-79.6%	-78.0%	-74.7%	-81.7%	-82.2%		
-55.3%	-71.3%	-74.0%	-58.5%	-67.8%	-74.4%	-75.8%	-81.5%		
10.7%	-29.8%	-31.2%	-56.7%	n/a	-39.2%	-42.2%	-60.0%		
-28.3%	-59.5%	n/a	n/a	n/a	n/a	n/a	n/a		
-51.7%	-68.8%	-76.2%	-76.0%	-81.6%	n/a	n/a	n/a		
-58.8%	-61.7%	-92.7%	n/a	n/a	n/a	n/a	n/a		
-38.6%	-72.7%	-79.0%	n/a	n/a	n/a	-73.6%	-94.6%		
-40.3%	-46.6%	-60.0%	-52.4%	-47.3%	-77.4%	-88.9%	-34.9%		
-40.8%	-51.6%	-64.4%	-49.1%	-76.9%	-76.2%	-67.2%	-71.9%		
-25.0%	-25.0%	-30.5%	-37.7%	-24.0%	-38.3%	-31.1%	-53.9%		
-47.6%	-47.6%	-50.8%	-37.2%	-72.1%	-34.2%	-44.6%	-52.2%		
-53.2%	-62.7%	-70.8%	-71.4%						
-32.0%	-51.4%	-59.4%							
-57.4%	-57.3%	-46.2%							
-40.4%	-51.7%	-60.0%							
-22.7%	-32.0%	-19.3%							
-51.5%	-23.8%	-34.7%							

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Traffic Collision Statistics -2013

In October of 2011, amendments to the Manitoba Highway Traffic Act created two sources for obtaining information compiled from Traffic Collision Database;

1. City of Winnipeg for the reports made to Winnipeg Police Service
2. Manitoba Public Insurance

Since program inception the Winnipeg Police Service (City of Winnipeg) has been unable to utilize data from Manitoba Public Insurance claims, as that data did not include information on accident configuration or direction of vehicle travel in a format usable for evaluation purposes. Both of these factors were considered to be of importance by the Winnipeg Police Service when evaluating the photo enforcement program.

During the course of the following year Manitoba Public Insurance and the City of Winnipeg worked cooperatively to improve the consistency of data collected through claims reports.

Effective for the 2013 annual report, traffic accident report information has been merged with collision claims data to match collision counts as well as configuration and intersection data.

Subsequent reports will provide yearly comparison data against the data provided in the 2013 annual report.

Definitions:

MVC Injury: Is a traffic collision where there has been a fatality or injury. Due to the small number of fatal collisions, fatal and injury collisions have been combined and denoted as injury.

MVC TOTAL: Injury and property damage collisions are combined in overall collision summary.

REAR END: Any traffic collision where one vehicle collides with the rear section of the lead vehicle where both are traveling in the same direction.

REAR END INJURY: Fatality or injury as a result of a rear end collision.

RIGHT ANGLE COLLISION: Any collision at an intersection where vehicles are traveling at 90 degrees to each other. These types of collisions are common in distracted driving or disobey traffic control device situations.

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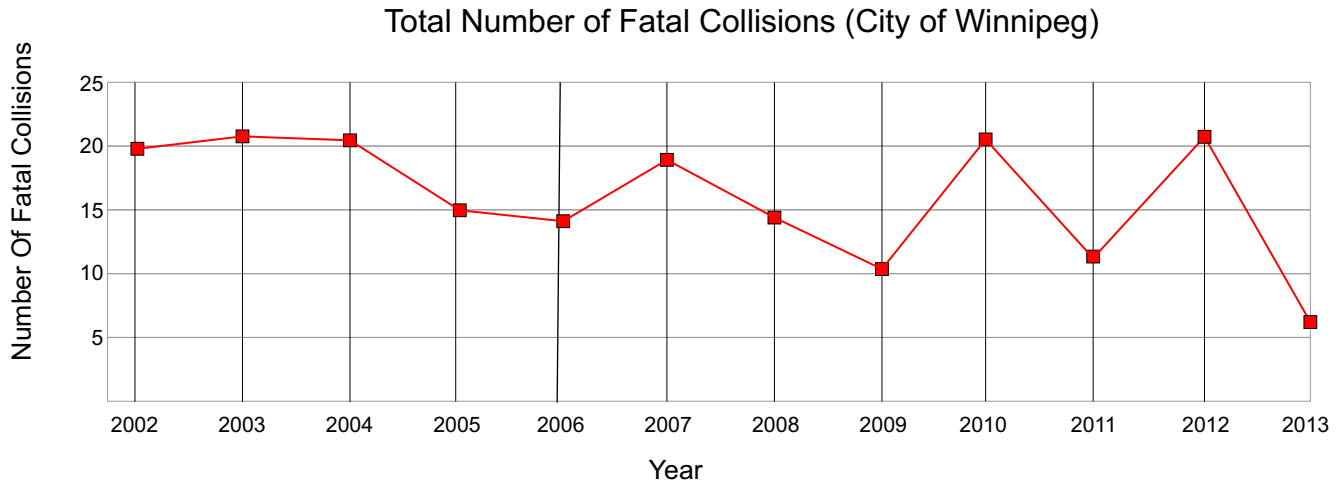
Traffic Collision Statistics -2013

Approach	Cross Street	# of lanes	Dir	Speed	2013					
					MVC Injury	MVC	Rear End	R End Injury	Rt Angle	Rt Angle Injury
Boul Provencher	Rue Aulneau	2	East	50	2	7	6	1	0	0
Marion St	Dufresne Ave	2	East	60	7	17	15	6	0	0
Talbot Ave	Watt St	2	East	50	16	35	11	7	4	0
Hespler Ave	Beatrice St	2	East	50	0	4	1	0	0	0
Henderson Hwy	Kimberly Ave	3	South	60	5	11	4	4	0	0
Inkster Blvd	Airlies St	2	West	50	9	31	9	4	5	1
Salter St	Mountain Ave	2	South	50	6	27	8	1	6	4
Isabel St	William Ave	2	North	50	1	13	4	0	2	0
Jubilee Ave	Cockburn St S.	2	West	50	6	13	7	4	1	0
Academy Rd	Oak St	2	West	50	0	1	0	0	1	0
Moray St	Lodge Ave	2	North	50	1	2	2	1	0	0
Ness Ave	Whytefold Rd	2	West	60	2	9	0	0	2	0
Century St	Silver Ave	3	North	70	14	30	8	4	8	6
Sargent Ave	Clifton St	2	East	50	2	6	3	1	2	1
Keewatin St	Selkirk Ave	2	North	60	7	28	6	3	4	1
Leila Ave	Sinclair St	2	West	60	7	18	9	4	2	1
Kenaston Blvd	Corydon Ave	2	South	50	16	40	30	14	1	0
Donald St	Broadway Ave	2	South	50	12	38	13	5	3	1
Archibald St	Elizabeth Rd	2	South	60	6	11	5	2	1	0
Regent Ave W	Owen St	3	West	60	10	35	9	4	10	1
St Marys Rd	Warde Ave	2	North	60	6	20	8	3	2	0
Pembina Hwy	Bairdmore Blvd	3	North	60	22	84	40	13	8	1
Portage Ave	Cavalier Dr	3	West	60	12	42	11	6	5	4
Main St	Redwood Ave	3	South	60	3	35	17	0	3	1
McPhillips St	Redwood Ave	3	South	60	23	69	31	17	6	2
Notre Dame Ave	Sherbrook St	3	West	60	9	33	16	7	2	0
Grant Ave	Wilton St	2	West	50	5	17	4	1	3	0
Ellice Ave	St James St	2	West	50	23	76	26	10	15	4
Panet Rd	Munroe Ave	2	South	50	4	18	12	4	2	0
Portage Ave	Mount Royal Rd	3	West	60	2	12	6	2	3	0
Disraeli Fwy	Lily St	3	North	60	3	4	1	1	2	2
St Annes Rd	Meadowood Dr	2	North	60	6	14	7	3	1	0
Dunkirk Dr	St Vital Rd	2	North	60	3	16	8	1	2	0
Regent Ave W	Madeline St	2	East	50	2	4	3	1	1	1
Pembina Hwy	Grant Ave	3	North	60	9	36	13	6	3	3
Main St	Logan Ave	3	North	50	11	29	17	6	3	2
Portage Ave	Dominion St	3	East	60	2	21	13	2	2	0
Main Street	Inkster Blvd	2	North	60	9	31	9	4	5	1
Henderson Hwy	Gilmore Ave	2	North	60	1	6	2	1	0	0
Bishop Grandin Blvd	River Ave	2	West	80	15	49	26	11	5	1
Grant Ave	W. Clement Pkwy	2	East	60	1	6	2	1	2	0
York Ave	Fort St	2	East	50	5	8	2	1	4	2
Lagimodiere Blvd	Grassie Rd	2	South	80	32	91	71	28	3	1
Fermor Ave	St Marys Rd	2	West	70	22	60	36	14	2	2
St James St	Ness Ave	2	South	60	12	33	17	9	7	1
McPhillips St	Jefferson Ave	3	South	60	13	46	21	8	0	0
					384	1236	569	225	143	44

Source, Manitoba Public Insurance Collision database.

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Fatal Collisions



The above 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 or 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.

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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 2013, mobile photo radar/laser unit deployments captured 74,897 violations which represents an increase of 63.7 % compared to 2012. Overall a decrease of 27.3% compared to 2003 exists.

The increase is attributed twofold; the introduction of mobile laser technology and digital images provide better image quality which results in fewer rejected violations.

The following table represents the total number of tickets issued by speed range for 2003 through 2013 at mobile photo radar (PR) locations. A recorded 90% of offenders were 10-19 kph over the threshold speed.

	Number of tickets issued						Percent of total tickets issued					
	PR 2003	PR 2009	PR 2010	PR 2011	PR 2012	PR 2013	PR 2003	PR 2009	PR 2010	PR 2011	PR 2012	PR 2013
Speed												
Subtotal 10-14	49,097	31,125	25,071	22,327	22,856	39,711	47.6%	46.9%	52.2%	50.6%	50.0%	53.0%
Subtotal 15-19	42,094	26,991	18,645	17,314	18,165	27,743	40.8%	40.7%	38.8%	39.2%	39.7%	37.0%
Subtotal 20-34	11,526	8,060	4,208	4,385	4,558	7,197	11.2%	12.1%	8.8%	9.9%	10.0%	9.6%
Subtotal >34	376	207	119	115	156	246	0.4%	0.3%	0.2%	0.3%	0.3%	0.3%
TOTAL	103,093	66,383	48,043	44,141	45,735	74,897	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*2004-2008 counts omitted due to space restrictions. Figures available in the respective annual reports.

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.

In the fall of 2013 the Winnipeg Police Service launched a new commercial created by Picante titled “Aftermath” which was filmed from the point of view of a young driver.

Following a collision with a parked vehicle the driver awakens from a concussion to see that his passenger has been badly injured. We observe through the drivers eyes as emergency personnel arrive and initiate first aid. When he next awakens he finds himself in hospital with his mother at his side. It is then that he learns that his friend Andrew is deceased.

The commercial puts the viewer in the position of the driver, who as a result of his own choices, must now deal with the consequences of his poor driving decisions. His friend deceased and he now disabled. This powerful piece invites the viewer to imagine the terrible feelings of regret following this collision.

Just Slow Down sends a powerful message to drivers and remains an important campaign for the Winnipeg Police Service. It has won numerous “Signature Awards” which recognizes creative excellence in Manitoba advertising.

.Just Slow Down public service announcements aired on Winnipeg television stations during the Sochi Olympic broadcasts and are promoted online on the Winnipeg Free Press and other websites including our dedicated website www.justslowdown.ca.

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