



Date: March 6, 2009

Event: Launch of Intersection Traffic Safety Camera Program
Expansion and Upgrading, Vancouver

Check Against Delivery

- Thank you, Richard (*Lee*) – and thank you all for joining us today.
- To begin, I'd like to ask each of you to cast your eyes over to the street corner.
- It's a busy one, particularly at peak times of the day...
- And like many, it is the scene of far too many serious crashes.
- The fact is, we see 270 crashes at intersections every day across our province, and they tend to be concentrated at certain corners.
- Put another way, since 2003, more than one million drivers have been involved in an intersection crash.
- More troubling, these crashes often involve vehicles travelling in different directions, including motorcycles and bicycles...
- And intersections put pedestrians into the mix as well.
- So it's no surprise that intersection crashes are among the deadliest and cause some of the most serious injuries.
- But it's also true that the vast majority of this carnage has nothing to do with the intersections themselves.
- Rather, it has to do with drivers who make dangerous decisions – particularly those who run red lights.
- Unfortunately, traditional enforcement approaches that work for speeding and seatbelt checks aren't the safest option for police at busy intersections.
- That's why, in 1999, we started deploying red-light cameras at some of the corners with the worst crash records.

- We've had 30 cameras moving among 120 sites, so bad drivers never know when they're going to get snapped and fined.
- The result: falling crash rates at our targeted sites:
- Six-point-four per cent fewer crashes involving death or serious injury...
- Six per cent fewer crashes overall...
- Clearly demonstrating that we're saving lives and preventing serious injuries.
- Today, I'm pleased to announce that we will be building on this success, with major expansion and upgrading of our red-light camera program.
- We'll target more high-crash intersections – 140 in all, each with a dedicated camera.
- In keeping with intelligence-led policing, we'll use these cameras at times of the day and week when most offences occur.
- And by moving from film cameras to state-of-the-art digital technology...
- We'll dramatically cut down on the time it takes to process a ticket, which is currently three to five weeks.
- We believe this timeliness will again improve the deterrent effect of the program.
- Red-light runners need to be held accountable for their dangerous and deliberate actions, and this program will ensure that more of them are, at the worst of the worst intersections.
- The first of the new cameras will be in place later this summer.
- In the meantime, the program partners will work together to finalize the 140 locations.
- It's been a decade since the original camera sites were chosen.
- Today, we have much better crash information than we did then, so we want to make sure the cameras go where they'll do the most good.
- The new technology is currently being tested at intersections in Burnaby, Port Moody, Surrey and Vancouver.
- It's impressive, as you'll see shortly...
- And it's one more tool that will help to ensure you get from A to B without a trip to the hospital, or worse.

- On that note, I want to thank ICBC, police and other road-safety partners for working together with us to curb dangerous driving.
- In just the past few months, we've launched an expanded, mandatory ignition interlock program to force drinking drivers to blow alcohol-free before they go.
- We've seen a report detailing the many successes of our Integrated Road Safety Units...
- Including reducing traffic injuries by 11 per cent and laying 22 per cent more impaired driving charges in 2007.
- And last week, we doubled the capacity of Lower Mainland police to end highway pursuits safely from the sky, with the introduction of a second traffic safety helicopter, Air Two.
- Together, our efforts and investments are paying off:
- B.C.'s road-death toll is at its lowest point in six years.
- Adding more red-light cameras and holding more bad drivers to account more quickly will build on that success.
- Thank you for being part of the solution.

-30-