



The Best Place on Earth

British Columbia Enhanced Road Safety Enforcement Initiative 2008 Annual Report



**Ministry of Public Safety and Solicitor General
Police Services Division
Road Safety Unit**

Table of Contents

Table of Contents	1
Message from the Assistant Deputy Minister	2
2008 Highlights	3
Enhanced Road Safety Enforcement Program	4
Strategic Objectives.....	4
Road Safety Outcomes.....	5
Enhanced Road Safety Program Provincial Cost/Benefit	11
Enhanced Enforcement Initiatives	12
Integrated Road Safety Unit (IRSU)	12
Integrated Municipal Provincial Auto Crime Team (IMPACT)	14
Intersection Safety Cameras (ISC).....	15
Automated Licence Plate Recognition (ALPR).....	16
Traffic Safety Helicopter Program.....	17
Public Awareness	19
Public Awareness Campaigns	19
Public Attitude Survey 2008.....	20
Media Scan	21
Other	22
Training	22
BC Association of Chiefs of Police Traffic Safety Committee	22
Research.....	22
Changes to the Motor Vehicle Act	23
Motor Vehicle Incident Response Protocol.....	23
In-Car Video Cameras	23
Premier's Award.....	23
Future Directions	24
2009/10 Road Safety Priorities	24
2009/10 Road Safety Strategies.....	24
Appendices	25

Message from the Assistant Deputy Minister



I am pleased to present the Road Safety Unit, Police Services Division *2008 Enhanced Road Safety Enforcement Annual Report*. This report is prepared for the Solicitor General under the terms of the Traffic and Road Safety Law Enforcement Funding Memorandum of Understanding (MOU) between the Insurance Corporation of British Columbia (ICBC) and the Ministry of Public Safety and Solicitor General (MPSSG).

Our goal is to make BC's roads the safest in Canada by reducing serious injuries and fatalities.

The integrated road safety model was introduced into BC in 2003. In the intervening five years, the significant decline in serious injuries and fatalities due to driver behaviour is proof positive that the model is working.

The integrated road safety enforcement model first establishes its priorities then employs data driven, evidence-based strategies to target the most dangerous driving behaviours.

The 2008 provincial enhanced traffic safety priorities include:

- targeting impaired drivers
- reducing incidents of aggressive driving
- raising provincial occupant restraint rates
- improving intersection safety

These priorities are identified through research and analysis, and are supported by the police, road safety partners and the public.

Along with reducing the carnage on BC's roads, there are also continuing reductions in auto theft through our Integrated Municipal Provincial Auto Crime Team and Bait Car initiatives. Other highlights for 2008 include the expansion of the Automated Licence Plate Recognition (ALPR) pilot program as well as the purchase of a second road safety helicopter.

I would like to take this opportunity to thank all the partners for their ongoing commitment and dedication to striving towards important road safety goals and, delivering on BC's vision for safer roads and communities.

Kevin Begg
Assistant Deputy Minister
Ministry of Public Safety & Solicitor General
August 2009

2008 Highlights

Provincial Fatalities and Serious Injuries are down – there was a 15 per cent reduction in all police-reported motor vehicle fatalities in BC and a 12 per cent reduction in serious motor vehicle injuries in 2008 when compared to 2007.¹

Enhanced Enforcement Results

- Enhanced enforcement issued 25% of the total violations issued in BC for 2008 compared to 24% for the previous year.
- Violation tickets issued for impaired driving and intersection infractions increased. Speed violations were the largest enforcement category in 2008 with 42% of all enhanced enforcement violation output.
- Auto theft in BC decreased by 16% from 2007 to 2008.

Intersection Safety Camera Program Upgrade - An upgrade of the Intersection Safety Camera is being carried out in partnership with the Insurance Corporation of BC (ICBC), RCMP, and the Office of the Superintendent of Motor Vehicles (OSMV). A lead vendor was chosen and throughout 2008 work progressed on site selection, operational and administrative procedures and technological requirements. The program will expand from 30 'wet film' cameras to 140 digital cameras located at high-crash intersections throughout BC.

In-Car Video Cameras - The Office of the Superintendent of Motor Vehicles, in consultation with the Road Safety Unit, provided grants totalling \$198,000 to municipal police departments in Abbotsford, Central Saanich, Delta, New Westminster, Port Moody, Nelson, Oak Bay, Saanich, Vancouver, Victoria and West Vancouver. The grants covered purchase and installation of 33 camera units at \$6,000 each.

Air Two - A second traffic safety helicopter was purchased in 2008 with funding from ICBC in partnership with the Ministry of Public Safety and Solicitor General and the RCMP. Air Two will supplement the work of Air One by providing support to lower mainland police ground units. The traffic safety helicopters significantly reduce the need for police pursuits and play a major role in apprehending dangerous drivers and other criminals.

Drug Impairment - on July 2, 2008, new federal legislation was introduced allowing police to test drivers for drug impairment and issue *Criminal Code* charges.

Child Passenger Safety - on July 1, 2008 the provincial government introduced changes to child passenger safety regulations that made booster seats mandatory. Failure to comply with the booster seat requirement carries a \$109 fine and failure to pay the fine is grounds to refuse to issue both a driver's licence and insurance.

Premier's Award - Police Services Divisions' Road Safety Unit won prestigious silver in the Partnership category at the 2008/2009 Premier's Regional Awards for their work establishing and supporting Integrated Road Safety Units.

¹ Motor vehicle casualty statistics are current as of March 31, 2009.

*Unless otherwise footnoted, numbers used in the Annual Report are current as of May 31, 2009.

Enhanced Road Safety Enforcement Program

Strategic Objectives

The enhanced traffic enforcement program was established through the *Traffic and Road Safety Law Enforcement Memorandum of Understanding* (MOU) between the Ministry of Public Safety and Solicitor General and the Insurance Corporation of British Columbia (ICBC).

The Road Safety Unit (RSU), Police Services Division manages the program on behalf of government. The RSU provides policy direction, financial oversight, and data analysis, engages in road safety research, and provides secretariat support to the committees that advise on various aspects of the enhanced enforcement portfolio. The RSU also works to increase public awareness of road safety issues, assesses progress against performance indicators, conducts program evaluations and supports the delivery of advanced traffic training to independent police departments.

The budget for the 2008 calendar year was \$18,244,772 as calculated on one per cent of ICBC basic insurance premiums earned two years prior.

Program Mandate

The Enhanced Traffic Enforcement Program uses data-driven, evidence-led enforcement strategies and dedicated human and financial resources to help reduce crashes that cause serious injury and death, and to prevent auto theft.

Program Goals

The Enhanced Traffic Enforcement Program has four specific program outcomes:

- reduce traffic fatalities
- reduce serious injuries
- reduce auto theft
- increase public awareness of traffic enforcement

Program Priorities

The road safety priorities for the enhanced traffic enforcement program are established through analysis of enforcement data and fatal and serious injury crashes. The current enforcement priorities, aimed at reducing fatalities and serious injury crashes, include:

- impaired driving
- aggressive driving (includes speed)
- seatbelts
- intersections

Road Safety Outcomes

Fatality and Injury Reduction²

The primary goal of the enhanced enforcement program is to reduce the number of motor vehicle fatalities and serious injuries in the Province.

Total Number Provincial Fatalities and Injuries (TAS)			
	2007	2008	% change
Fatalities	410	350	-14.6%
Serious Injuries	2,327	2,058	-11.6%
Injuries*	26,029	21,833	-16.1%

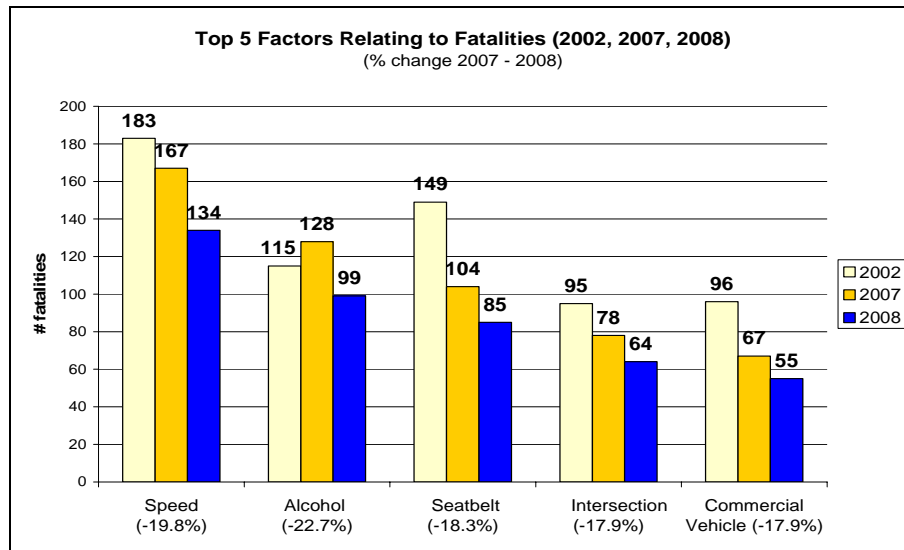
*Injuries' represents all injuries including 'serious injuries'

- In BC, at of the end of 2008 there were 60 fewer fatalities and 4,196 fewer injuries than the end of the previous year.

Pre/Post MOU Fatalities and Injuries (2002-2008)							
	Pre-MOU		Development MOU		Ongoing MOU		
	2002	2003	2004	2005	2006	2007	2008
Fatalities	455	451	440	453	402	410	350
Injuries*	29,381	30,817	29,203	28,762	27,623	26,029	21,833

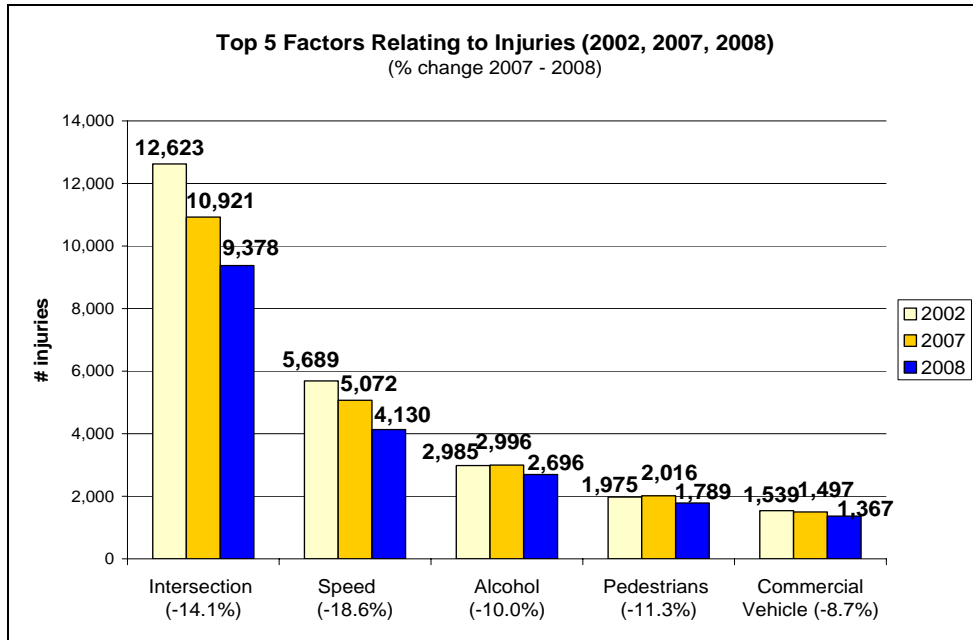
*Injuries' represents all injuries including 'serious injuries'

- Motor vehicle fatalities and injuries have decreased since the development and implementation of the MOU.



- All factors relating to fatalities decreased in 2008.
- See Appendix A for a graphical representation of factors relating to fatalities (Figure 1: Provincial Fatalities).

² Motor vehicle casualty statistics are current as of March 31, 2009 and are subject to change.



- All factors relating to injuries decreased in 2008, with the exception of motorcycles which increased by 4%.
- See Appendix A for a graphical representation of the factors relating to injuries (Figure 2: Provincial Injuries).



“We have made significant investments in traffic policing in this province, and we’re seeing the results of that investment. Despite increases in population and more drivers and cars on our roads, traffic fatalities and injuries from preventable crashes are coming down. We want to have the safest roads in Canada, and enhanced traffic enforcement is playing a significant role in helping BC achieve that goal.”

Assistant Deputy Minister Kevin Begg

Impaired Driving³

Enhanced enforcement of impaired driving violations and charges has increased from 2007 to 2008; at the same time impaired driving related motor vehicle fatalities and serious injuries decreased.

Enhanced Enforcement of Impaired Driving*			
	2007	2008	% change
CC impaired charges	1,023	1,164	+13.8%
24-hour prohibitions	3,494	3,660	+4.8%
ADPs	517	746	+44.3%
Total impaired driving violations	5,034	5,570	+10.6%

* Impaired driving includes alcohol and drugs

Total Enhanced Enforcement of Impaired Driving Related Violations* by Region			
	2007	2008	% change
Lower Mainland	1,904	2,100	+10.3%
North	884	981	+11.0%
South East	1,131	1,154	+2.0%
Vancouver Island	1,115	1,335	+19.7%

* Impaired driving related violations includes Criminal Code charges, 24-hour prohibitions and Administrative Driving Prohibitions for both alcohol and drugs

Impaired Driving* Related Fatalities and Serious Injuries			
	2007	2008	% change
Fatalities	170	113	-33.5%
Serious Injuries	664	531	-20.0%

*Impaired driving includes alcohol and drugs

Impaired driving is traditionally associated with alcohol, but in recent years, drug-impaired driving has emerged as an important road safety enforcement issue.

- On July 2, 2008, Bill C-2 came into effect allowing police officers to conduct roadside tests for drug impairment and issue charges. For 2008, there were 25 *Criminal Code* charges and 561 24-hour suspensions issued for drug impairment by enhanced enforcement officers.

Police Services Division co-sponsored the 2008 Roadside Alcohol and Drug Survey conducted by the Canadian Centre on Substance Abuse. Out of 1,533 vehicles stopped, 8.8% tested positive for alcohol, 10.1% tested positive for drugs and overall 16.5% tested positive for alcohol and/or drugs. Alcohol use among drivers has decreased in recent years, however, drug use is increasing and drugs are now more common among night time drivers.

“The police, ICBC, and the provincial government have been working hard to combat drinking and driving over the years. While we’ve helped reduce the number of fatalities, impaired driving is still the number one criminal cause of death in Canada.”

*Deputy Chief Constable Mike Chadwick, Saanich PD and
Chair of the CRD IRSU Joint Management Team*

³ Impaired driving related statistics settle over time; numbers are current as of March 31, 2009.

Auto Theft

Another important goal of the enhanced enforcement program is reducing the level of auto theft in the province. The Integrated Municipal and Provincial Auto Crime Team (IMPACT), and the Bait Car Program target auto crime in BC.

Auto theft in BC decreased by 16% from 15,900 stolen vehicles in 2007 to 13,400 stolen vehicles in 2008. Over the past five years, auto theft claims have decreased by 47%.

Auto Theft in BC	
	% change (2007-2008)
Lower Mainland	-18%
North and South East	-5%
Vancouver Island	-22%
All BC	-16%

- Auto theft decreased in all regions of BC from 2007 to 2008.

Enhanced Enforcement of Auto Theft			
	2007	2008	% change
IMPACT			
Enforcement Team recoveries	208	238	+14.4%
Enforcement Team arrests	70	60	-14.3%
Bait Car activations*	247	244	-1.2%
Bait Car arrests	60	66	+10.0%

*An activation occurs when there is a break into a vehicle, theft from a vehicle or theft of a vehicle. In some activations, the video evidence requires viewing to determine if a criminal offence has occurred.

- Enforcement Team recoveries increased from 2007 to 2008 while Enforcement Team arrests decreased.
- Bait Car activations decreased slightly from 2007 to 2008 while Bait Car arrests increased.

Violations⁴

An important measure of the enhanced enforcement program is the number of violations issued by officers participating in Integrated Road Safety Units (IRSU) and Enhanced Road Safety Enforcement Initiatives (ERSEI).

Total Number Violations Issued by Enhanced Enforcement			
	2007	2008	% change
Total Violations	150,205	142,516	-5.1%

- Enhanced enforcement issued violations decreased by 5% from 150,205 in 2007 to 142,516 in 2008, while all police issued violations in BC decreased by 9%.
- Ticket fine revenue has increased by 4% from 2007 to 2008.

Total Enhanced Enforcement Issued Violations by Priority			
	2007	2008	% change
Speed	59,817	59,315	-0.8%
Seatbelts	38,844	30,314	-22.0%
Intersections	9,589	11,118	+15.9%
Impaired*	5,034	5,570	+10.6%

*Impaired includes Criminal Code impaired charges, 24-hour prohibitions, and Administrative Driving Prohibitions (for both alcohol and drugs).

- Intersection and impaired related violations issued by enhanced enforcement increased from 2007 to 2008, while speed and seatbelt related violations decreased.

Enhanced Enforcement (EE) vs Total Provincial Enforcement (BC)			
2008	EE	BC	%EE of BC
Speed	59,315	222,988	26.6%
Seatbelts	30,314	73,730	41.1%
Intersections	11,118	59,835	18.6%
Total Violations	142,516	566,764	25.1%

- Enhanced enforcement issued 25% of the total violations issued in BC for 2008. This is up from 24% of BC's enforcement for the previous year.

Roadways are also a major conduit for the transportation of stolen goods, drugs, other contraband, and persons of interest to police. Enhanced traffic enforcement plays a major role in identifying and apprehending people engaged in other forms of illegal activity. Criminal interdictions increased dramatically from 1,173 violations/charges in 2006 to 1,715 in 2007 and levelled off at 1,511 in 2008.

⁴ Enhanced enforcement statistics are current as of February 2009.

Road Safety Vision 2010

Road Safety Vision 2010 (RSV 2010) is a national initiative to help make Canada's roads the safest in the world by providing road safety targets against which to develop new strategies and measure intervention efforts. The enhanced road safety program has adopted RSV 2010 as a guide for provincial road safety targets and enforcement strategies.

RSV 2010 established the following targets to reach by 2010 which call for decreases in the average number of road users killed or seriously injured during the 2008-2010 period (compared to 1996-2001):

BC's Progress Towards Road Safety Vision 2010 Targets in 2008⁵	
2010 Target	% change (1996-2001 average vs. 2008)
30% decrease in all fatally and seriously injured road users	-31%
40% decrease in unbelted occupant casualties.	-58%
40% decrease in drinking driving related casualties.	-18%
20% decrease in intersection related casualties.	-35%
20% decrease in speed related casualties.	-26%
20% decrease in commercial vehicles related casualties.	-13%
30% decrease in motorcyclists casualties.	+36%
30% decrease in pedestrians casualties.	-19%
20% decrease in young drivers (16-19 years) related casualties.	-55%

As of 2008, BC has already exceeded the RSV 2010 target of reducing all fatal and serious injury victims by 30%. BC has also exceeded the following sub-targets: unbelted occupant casualties, intersection related casualties, speed related casualties, and young drivers.

⁵ RSV 2010 targets are measured using the number of fatal and injured victims. These numbers are current as of March 31, 2009.

Enhanced Road Safety Program Provincial Cost/Benefit

The Road Safety Program is built on the vision of creating the safest roads in Canada. Along with the significant societal benefit of reductions in serious injuries and fatalities, it is also important that the program demonstrates real value for money both to government and the taxpayer.

The cost of the program to the Province in 2008 was \$18,244,772.

The following chart demonstrates the social cost benefit of the Enhanced Road Safety Program.

Estimated Benefit to the Province of Enhanced Enforcement Program (2008) ⁶		
	Estimated Benefit	ROI
Social Cost Savings (includes insurance claims savings) ⁷	\$37,400,000	2.05
Federal Contribution ⁸	\$5,000,000	0.27
Traffic Fine Revenue ⁹	\$15,400,000	0.85
Intersection Safety Camera Ticket Revenue ¹⁰	\$3,200,000	0.18
Auto Crime Cost Savings ¹¹	\$38,700,000	2.13
Total	\$99,700,000	5.48

- In 2008, the total estimated benefit to the Province of the enhanced enforcement program exceeded the cost of delivery by approximately \$81 million.
- For every dollar spent, \$5.48 was returned to the taxpayers

⁶ These calculations represent best estimates with figures available at the time of writing this Report. Improved data collection is underway to better quantify the cost/benefit of the Enhanced Road Safety Program.

⁷ Social Cost Savings were estimated using 2003 Ministry of Transportation and Infrastructure (MoTI) MicroBencost figures. Savings per IRSU member were calculated using the 2007 CRD IRSU Evaluation injury and property damage only (PDO) collision reductions (2000-2004 average to 2006). CRD IRSU injury and PDO reductions were multiplied by the MicroBencost injury and PDO figures. Savings per member was calculated by dividing the CRD social cost saving by the average number of CRD IRSU members in 2006. The savings per member value was then multiplied by the number of IRSU officers in BC for 2008. This social cost saving is a conservative estimate which does not take into account fatality reductions.

⁸ Federal Contribution to the program is 30% of the total cost of the enhanced enforcement program in 2008.

⁹ Traffic Fine Revenue generated by the program was estimated using the total provincial traffic fine revenue and the total number of contraventions issued in BC for 2008 to calculate the average revenue per violation ticket. This average revenue per ticket value was multiplied by the number of violations issued by enhanced enforcement in 2008.

¹⁰ Intersection Safety Camera (ISC) ticket revenue provided by the ISC program.

¹¹ Auto crime cost savings provided by IMPACT's 2008-2013 Strategic Plan which states a 9,000 reduction in vehicles being stolen annually; this represents an annual savings of \$38.7 million. Auto crime savings are estimated for all auto crime efforts including in addition to IMPACT, Bait Car, Independent Municipal Police Departments and RCMP and other crime reduction efforts.

Enhanced Enforcement Initiatives

Integrated Road Safety Unit (IRSU)¹²

The Integrated Road Safety Unit (IRSU) model, comprising both RCMP and Independent Municipal Police Department officers, is designed to encompass centrally-housed, dedicated mobile enforcement units throughout BC. IRSUs are charged with using data-driven enforcement strategies to address the most serious traffic issues in their areas.

IRSU operate in major municipal regions in BC. As a companion initiative in smaller centres, the RCMP oversees its Enhanced Road Safety Enforcement Initiative (ERSEI) by adding members to existing RCMP detachments and funding overtime.

Number of IRSU Authorized Members by Region	
	# Members
Lower Mainland	40
North	20
South East	30
Vancouver Island	20
Total BC	110

Total Number Violations Issued by Enhanced Enforcement			
	2007	2008	% change
IRSU	70,526	77,522	+9.9%
IRSU overtime	16,622	20,070	+20.7%
ERSEI	63,057	44,924	-28.8%
Total Violations	150,205	142,516	-5.1%

- IRSU and IRSU overtime issued violations increased from 2007 to 2008 while ERSEI issued violations decreased.
- Overall total enhanced enforcement issued violations decreased by 5% from 150,205 in 2007 to 142,516 in 2008.

Total Number Enhanced Enforcement Violations Issued by Region			
	2007	2008	% change
Lower Mainland	58,946	62,003	+5.2%
North	25,932	26,912	+3.8%
South East	37,741	30,546	-19.1%
Vancouver Island	27,586	23,054	-16.4%

- Lower Mainland enhanced enforcement units issued the greatest number of violations in 2008, followed by the South East, North, and Vancouver Island enhanced enforcement units.

¹² Enhanced enforcement statistics are current as of February 2009.

Quarterly Enhanced Enforcement Issued Violations (Cumulative)								
	2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Speed	15,042	26,978	45,238	59,817	11,407	30,211	50,958	59,315
Seatbelts	6,779	17,050	29,678	38,844	7,846	16,205	25,954	30,314
Intersections	1,775	3,364	5,945	9,589	3,215	6,062	8,823	11,118
Impaired*	797	1,837	3,049	5,034	830	1,877	3,360	5,570
Total Violations	32,598	64,036	109,132	150,205	32,558	73,050	117,366	142,516

*Impaired includes Criminal Code impaired charges, 24-hour prohibitions, and Administrative Driving Prohibitions (for both alcohol and drugs).

Number of Enhanced Enforcement Violations Issued by type			
	2007	2008	% change
Speed	59,817	59,315	-0.8%
Seatbelt	38,844	30,314	-22.0%
Intersection	9,589	11,118	+15.9%
Impaired Driving			
♦ Alcohol- CC Impaired	992	1,139	+14.8%
♦ Alcohol- 24 hour	2,972	3,099	+4.3%
♦ Alcohol- ADP	517	746	+44.3%
♦ Drugs- CC Impaired	31	25	-19.4%
♦ Drugs- 24 hour	522	561	+7.5%
Commercial Vehicle	4,501	5,523	+22.7%
Criminal Interdiction	1,715	1,511	-11.9%
Vehicle Defect	1,310	910	-30.5%
Other Violations	29,395	28,255	-3.9%

- The top five violations issued for both 2007 and 2008 were: speed, seatbelts, other violations, intersections, and commercial vehicles.
- See Appendix B for a graphical representation of the number of enhanced enforcement violations by type (Figure 3: Violations) and the percentage of violations types by region (Figure 4: Violations by Region).

An evaluation of the FV IRSU is currently being conducted and is expected to be completed in 2009. The CRD IRSU was evaluated in 2006 with positive results.



“The addition of 110 traffic enforcement officers in Integrated Road Safety Units across the Province in 2004 bolstered all police efforts. We will continue to be strategic in our approach to traffic safety and are confident that we’ll see fewer people dying in crashes in the future.”
 Superintendent Norm Gaumont, RCMP “E” Division Traffic Services

Integrated Municipal Provincial Auto Crime Team (IMPACT)

IMPACT serves all RCMP and Independent Municipal police jurisdictions in British Columbia. However, the majority of the team's work takes place in the Lower Mainland where 70% of all auto theft in BC occurs. IMPACT's 2008 enforcement priorities included targeted enforcement of dangerous and prolific car thieves, Bait Car deployment throughout the province, use of ALPR, and public awareness.

IMPACT is responsible for the provincial Bait Car program and website <http://www.baitcar.com/>. The program has been expanded throughout the province to include the Lower Mainland, Vancouver Island, the Interior, and the North.

IMPACT* statistics			
Bait Car Program	2007	2008	% change
# activations	247	244	-1.2%
# arrests	60	66	+10.0%
Enforcement Team			
# recovered vehicles	208	238	+14.4%
# arrests	70	60	-14.3%

* Data Source: IMPACT 2008 Report and IMPACT 2007 weekly reports

- The number of Bait Car activations decreased by 1% from 2007 to 2008 while arrests increased by 10%.
- IMPACT's Enforcement Team recovered vehicles increased by 14% from 2007 to 2008 while arrests decreased by 14%.

In 2008:

- IMPACT installed 81 Global Positioning Systems (GPS) tracking devices on stolen vehicles, resulting in 20 GPS tracking device activations and 17 arrests.
- IMPACT worked with Air One on the surveillance of 43 stolen vehicles which resulted in 71 arrests.
- Auto Crime Enforcement Month was centered on the "Stolen Lives" Documentary; 383 copies were distributed to various law enforcement agencies and schools.



"The statistics show clearly that car thieves are getting the message: steal a bait car, go to jail. With the flexibility and growth of the bait-car program and other approaches, car thieves should know that it's not a matter of if, but when we're going to catch them."
 Sgt. Gord Elias, Integrated Municipal Provincial Auto Crime Team

Intersection Safety Cameras (ISC)

The ISC is an automated enforcement program dedicated to improving intersection safety by identifying and penalizing aggressive drivers who run red lights.

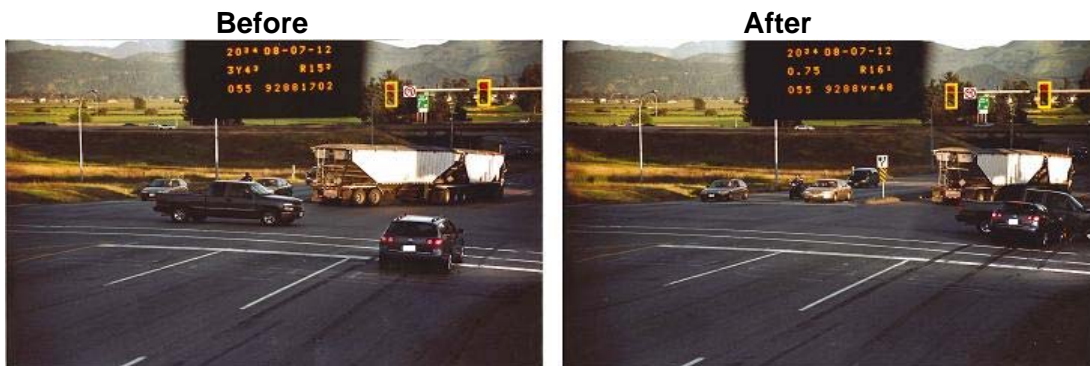
There are currently 120 ISC sites, with 30 operational cameras that are rotated amongst the sites throughout the Province. The original analog camera technology is currently undergoing a digital upgrade and the program will also see an expansion from 120 sites to 140 sites. The new cameras can be turned on remotely at any time and will be deployed during those times when the risk to motorists is greatest. The technology to upgrade the ISC Program in 2009 is currently in 'proof-of-performance' phase.

In 2008, PSD actively participated in:

- The Site Selection Committee alongside partners from ICBC, the RCMP, and Engineering Consultants to collectively develop the criteria and methodology to select sites for the new digital ISC's.
- The Legal and Policy Committee alongside partners from ICBC, the Criminal Justice Branch and the Legal Services Branch which collectively worked on policy, regulatory and legislative requirements within the new ISC legal model and program.

Intersection Safety Camera (ISC) Violations			
	2007	2008	% change
Images received	41,306	41,967	+1.6%
Violations issued	23,107	24,581	+6.4%
Ticket Fine revenue	\$2,856,283	\$3,221,716	+13%

- The current ISC Program generated 24,581 violations tickets in 2008, compared to 23,107 in 2007 (6% increase).
- The 2008 'violation ticket issued' to 'image received' ratio increased by 5% over 2007.



*"Running red lights puts everyone at risk. There are about 270 intersection crashes every day in BC, so everyone needs to use extra caution when approaching intersections."
Nicolas Jimenez, Director, ICBC Road Safety Program*

Automated Licence Plate Recognition (ALPR)

ALPR is a camera and computer database system. Cameras mounted in police cars capture licence plate images of vehicles on public roadways. The ALPR system instantly compares plates against a database in the onboard computer containing daily information associated with stolen vehicles and uninsured, unlicensed and prohibited drivers.

The Automated Licence Plate Recognition (ALPR) project was piloted in the Lower Mainland to help police and the Province identify the best applications for this innovative crime fighting technology. It will remain a pilot project until all federal and provincial privacy assessments have been completed and technical issues associated with remote data transfer are fully addressed. The ALPR pilot will be expanded in 2009.

Quarterly ALPR* Recovered Vehicles (Cumulative)								
	2007 (2 nd half)				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Enforcement Team	n/a	n/a	12	26	18	35	52	65
Surrey Crime Prevention	n/a	n/a	9	20	18	43	73	93
Other Agencies	n/a	n/a	0	0	1	4	4	4
Total	n/a	n/a	21	46	37	82	129	162

* ALPR used by IMPACT (An additional 7 ALPR units are used in IRSU vehicles).

- IMPACT's ALPR vehicles recovered 162 stolen vehicles in 2008, of which 65 vehicles were recovered by IMPACT's enforcement team, 97 were recovered by Surrey Crime Prevention, Vancouver Police Department and other agencies.
- In 2007 and 2008, ALPR was used to read over 2 million licence plates. Over 47,000 of these plates provided hits from the Stolen Plate/Stolen Vehicle database.

ALPR identifies the following violations and charges:

- ◆ no drivers licence
- ◆ no insurance
- ◆ driving while prohibited–MVA
- ◆ driving while prohibited–CCC
- ◆ notice of driving prohibition
- ◆ 24-hour prohibition issued
- ◆ driving while impaired
- ◆ possession of drugs
- ◆ O/S warrant executed
- ◆ breach of conditions/probation
- ◆ recovered stolen vehicle
- ◆ possession of stolen property
- ◆ other MVA offences
- ◆ other *Criminal Code* offence

Traffic Safety Helicopter Program

The Traffic Safety Helicopter 'Air One', supports traffic units and operations targeting many enhanced enforcement priorities including: traffic patrol, impaired driving, aggressive driving, stolen vehicles, vehicle pursuits, street racing, and hit and runs. Air One also provides aerial back up and enforcement support for ground units responding to other types of public safety emergencies and motor vehicle incidents. A second traffic safety helicopter 'Air Two' is expected to be launched in 2009.

- In 2008, Air One spent a total of 72,165 minutes in the air (1,203 hours), up 105% from 35,136 minutes (586 hours) the previous year.
- In 2008, Air One was involved in approximately 500 traffic related incidents; 42% of traffic related incidents were dispatched, 41% resulted from monitoring the radio, and 17% were self generated.

Number of Air One Incidents by Type			
	2007	2008	% change
Pursuits controlled by Air One	26	24	-7.7%
Possible street racing incidents attended	8	9	+12.5%
Aggressive driving reports investigated	94	38	-59.6%
Impaired driving reports detected/ investigated	59	78	+32.2%
Stolen Vehicle incidents investigated	227	160	-29.5%
Dangerous driving incidents investigated	18	25	+38.9%
Motor Vehicle Incidents investigated	87	76	-12.6%
Other MOV (traffic, speed, intersection) incidents investigated	20	34	+70.0%
Traffic safety projects	30	4	-86.7%

- The top ten road safety calls for Air One in 2008 were: patrol, suspected person/vehicle, auto theft, impaired driving, hit and run, failure to stop, other moving operation of vehicle (MOV) violations (traffic, speed, intersection), aggressive driving, motor vehicle incident, and pursuit.

Number Arrests Where Air One was Instrumental			
	2007	2008	% change
Pursuits	31	25	-19.4%
Street racing	0	4	0.0%
Aggressive driving	3	2	-33.3%
Impaired driving	13	32	+146.2%
Stolen Vehicle	137	90	-34.3%
Dangerous driving/ without due care	14	13	-7.1%
Motor Vehicle Incidents	21	20	-4.8%
Other MOV (traffic, speed, intersection)	1	4	+300.0%

- Impaired driving and other MOV (traffic, speed, intersection) arrests increased from 2007 to 2008 while other types of arrests decreased.



*According to an RCMP news release, Air 1, the Lower Mainland's traffic safety helicopter is playing an important role in reducing the number of serious injury and fatal crashes on British Columbia Highways. "If you are a high risk driver or demonstrate aggressive behaviors, beware. We will be targeting you, using the Traffic Safety Helicopter and ground officers."
Cst. Dave Babineau, RCMP "E" Division Traffic Services*

Public Awareness

To increase public awareness about road safety and traffic enforcement, the Road Safety Unit is involved in two strategic initiatives: ICBC Public Education/Advertising campaigns and Provincial Government Public Awareness activity.

Public Awareness Campaigns

Under the MOU, ICBC directs \$600,000 of its total annual contribution towards media initiatives that address enhanced enforcement campaigns. These annual enforcement campaigns are reinforced with specialized media strategies focussing on the identified seasonal enforcement themes.

The Road Safety Unit promotes the activities of the enhanced enforcement program through pro-active or earned media strategies, public events and media releases.

Provincial Monthly Media and Enforcement Campaigns* (2008)	
Month	Media/Enforcement Campaign
January	
February	
March	
April	Auto Crime
May	Aggressive Driving and Motorcycles
June	Impaired Driving
July	Impaired Driving
August	
September	Occupant Restraint and Intersections
October	
November	Speed Relative to Conditions
December	Impaired Driving

*Other regional and seasonal-specific media and enforcement campaigns are carried out throughout the year in BC.

Public Attitude Survey 2008

In 2008, the Police Services Division commissioned its third annual public opinion survey measuring driver attitudes about road safety in the Province of British Columbia. The survey probed citizen opinions regarding road safety, perceptions of traffic enforcement, support for new enforcement technology, causes of collisions, factors affecting driving behaviour and self-reported behaviours.

The 2008 survey continued to show positive results, with increased support for police traffic enforcement, impaired driving road checks, Intersection Safety Camera and Traffic Safety Helicopter programs. See Appendix C for the full results of the 2008, 2007, and 2006 Public Attitude Surveys.

Risk factors

- Driving under the influence of alcohol is perceived to be the most serious risk factor in crashes (91% believe it is a risk factor), followed by aggressive driving (87%) and failing to stop at a red light or stop sign (87%).
- Driving while talking in a hands-free cell phone (34% believe it is a risk factor) and while using a car stereo or other electronic (37%) are perceived to be the least serious risk factors.

Likelihood of being caught

- Drivers believe they are most likely to be caught for driving under the influence of alcohol or drugs than any other driving behaviour (42% and 36% respectively believe it is likely).
- Drivers believe they are least likely to be caught for aggressive driving (17% believe it is likely).

Road safety strategies

- Road checks for impaired drivers are perceived to be the most effective strategy in encouraging safe driving (80% believe it encourages safe driving), followed by targeted traffic enforcement (71%) and intersection safety cameras (63%).
- Advertising and educational campaigns were perceived to be the least effective (33% believe it encourages safety driving).

Motorcycle safety

- Graduated licenses for new riders is perceived by drivers as the most effective initiative in improving motorcycle safety (71% believe it would improve motorcycle safety), followed by power restrictions for new riders (65%) and increased visibility (61%).
- Educational campaigns for car drivers were perceived to be the least effective (50% believe it would improve motorcycle safety).

Police traffic enforcement

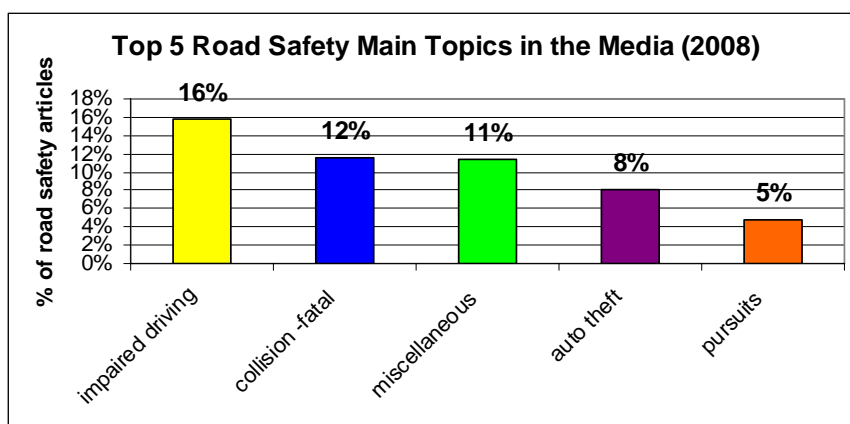
- More than half the drivers believed the police are committed to road safety enforcement (54%)
- The majority of drivers believed police traffic enforcement had remained the same over the past three months (76%).

Media Scan

The provincial government conducts a daily media scan of major BC media to identify stories associated with government programs, activities, or issues, including policing and road safety. From these summaries, road safety stories were identified and tracked.

Data from media articles have been collected since April 2007. Data collection and coding methods evolved between late 2007 and 2008; as a result, there are some differences between the media scan prior to November 2007 and the current methods.

In 2008 there were a total of 6770 articles in the PSSG media scan. Of these articles, 4359 were related to policing (64%), and 977 were related to road safety (14%). There were a total of 842 articles which discussed both policing and road safety together.



- The percent of road safety articles which did not have a main topic related to road safety but still discussed road safety issues within the articles was 21%. This is due to the fact that a large portion of articles which discussed road safety issues were actually focusing on another issue outside of road safety.
- Impaired driving, fatal crashes, miscellaneous, auto theft, and pursuits were the most common main topics of road safety articles.
- See Appendix D for a graphical representation of the percent of road safety main topics in the media for 2007 and 2008 (Figure 5).

Every month, police focus their enforcement on a certain type of road safety issue. This enforcement is also the focus of that month's media campaign notifying drivers that police will be out in force targeting this type of driving behaviour.

- During the April auto theft campaign, articles focusing on auto theft increased to 16% of the road safety articles. During the June, July and December impaired driving campaigns, articles focusing on impaired driving increased to 18%, 8%, and 39% of the road safety articles respectively. Other road safety campaigns did not increase the number of articles focusing on the enforcement issue.

Other

Training

Enhanced traffic training for independent municipal police officers falls under the responsibility of the Road Safety Unit. Police Services Division supports three strategies to ensure that police officers are well-trained and that police have a forum for identifying improvement in traffic enforcement – Justice Institute Police Academy Advanced Training, the BC Association of Chiefs of Police Traffic Safety Committee, and road safety partnerships and advocacy. The number of independent municipal police officers taking courses at the Justice Institute in enhanced traffic enforcement increased to 129 in 2008 from 105 in 2007.

BC Association of Chiefs of Police Traffic Safety Committee

The purpose of the BCACP Traffic Safety Committee is “to promote public safety by identifying, prioritizing, and addressing common road safety issues to the police community and their partners, to promote legislative reform in support of increased road safety.” The BCACP Traffic Safety Executive Committee meets three times a year and the General Membership meets twice a year to discuss emerging issues, policy and legislative reforms, enhanced traffic safety enforcement technologies, review pilot projects and share information/updates from its enforcement and road safety partners. The Road Safety Unit acts as the Secretariat to the BCACP TSC, and coordinates the business and carries out the financial management of biannual General Membership meetings and Executive meetings.

- Motions passed in 2008 included the recommendation that government be petitioned to explore alternate violation ticket processes which includes, as a prerequisite, a mandatory or optional mediation hearing as a prerequisite to the formal court hearing.

Research

Research and evaluation are central elements of the Road Safety Unit’s mandate. PSD increased its capacity in research, policy and analysis of key traffic safety issues and enhanced enforcement tactics in 2008 by:

- improving sharing and analysis of traffic safety data (particularly information on traffic deaths) through participation on the inter-agency Data and Management Committee
- standardizing data sources, definitions and categories, and increasing efficiency in data entry to improve the timeliness and accuracy of data capture for program areas
- developing a series of standardized fact sheets on enforcement-related road safety topics and activities
- producing quarterly reports of Enhanced Road Safety Enforcement activities
- developing evaluation measures for the in-car video program
- participating in research to support the ISC upgrade business case and enforcement issues associated with proposed operational models, including policy and legal consideration, public safety benefits, mailed service of ISC tickets and site selection
- developing a framework and initiating an evaluation of the Fraser Valley IRSU

Changes to the Motor Vehicle Act

On July 1, 2008, the *Motor Vehicle Act (MVA) Section 67* requirement to report to police after a motor vehicle accident was repealed. It was replaced with *MVA 249* in order to remove the ‘compelled statement’ argument and address charter issues of ‘self-incrimination’ at the scene of an accident. *MVA 249* now requires police to complete an accident form (the MV6020) in the manner prescribed by ICBC. The old legislation (*MVA 67*) required drivers to provide information to police.

Motor Vehicle Incident Response Protocol

The Road Safety Unit assisted in the creation of a multi-agency Motor Vehicle Incident Response (MVIR) Protocol to address road closures caused by traffic incidents. Participants included RCMP, BCAMCP, Police Services Division, Ministry of Transportation and Infrastructure, Provincial Emergency Preparedness, Office of the Fire Commissioner, Volunteer Road Rescue, PEP, BC Ambulance Service, Maintenance Contractors, Coroners Service, and Ministry of Environment. The MVIR Protocol recognizes the unique role of each party at an emergency scene and aims to coordinate emergency responders, improve emergency response times, and mitigate lengthy closures.

- **Sea to Sky Pilot Project** – A working committee of emergency first responders developed policies and procedures to expedite resources and traffic management for incidents on Highway 99.

In-Car Video Cameras

In April 2008, the provincial government announced \$198,000 in grants for Independent Municipal Police Departments to purchase additional patrol car video cameras to combat dangerous and impaired drivers. The Road Safety Unit assisted the Office of the Superintendent of Motor Vehicles (OSMV) in providing grants to municipal police departments in Abbotsford, Central Saanich, Delta, New Westminster, Port Moody, Nelson, Oak Bay, Saanich, Vancouver, Victoria and West Vancouver. The grants will pay for the purchase of 33 camera units at \$6,000 each. These cameras will supplement the more than 100 in-car video cameras currently in use by RCMP and IRSUs. Further provincial funding for in-car cameras is anticipated in 2009.

Premier’s Award

Police Services Divisions’ Road Safety Unit won silver in the Partnership category at the 2008/2009 Premier’s Regional Awards for their work with Integrated Road Safety Units. The Road Safety Unit was recognized for its partnership between MPSSG, ICBC, RCMP “E” Division Traffic Services and Independent Municipal Police Departments.



Premier’s Award Recipients
2008/09

Future Directions

2009/10 Road Safety Priorities

Provincial enhanced road safety priorities for 2009 will be expanded to include:

- targeting impaired drivers including impairment by drugs
- reducing incidents of aggressive driving
- raising provincial occupant restraint rates
- improving intersection safety
- improving commercial vehicle enforcement
- deploying Automated Licence Plate Recognition (ALPR) technology

2009/10 Road Safety Strategies

In support of provincial enhanced road safety priorities, the program will continue with current strategies and consider the deployment of complementary strategies subject to budget considerations:

- increased enforcement through enhancing the capabilities of the IRSUs
- support the implementation of the ISC program upgrade
- dedicate Counter Attack funding to Independent Municipal Police Departments
- implement a second traffic safety helicopter "Air Two" as part of the traffic safety helicopter program
- expansion of the ALPR pilot program
- support the development of a provincial road safety information systems business case for e-ticketing and e-collision reporting
- required capital expenditures for evergreen mobile work stations in IRSU vehicles and update alcohol testing devices for deployment in IRSU units
- support the roll out and provincial training of IRSU officers on the Traffic Services Management Information Tool (TSMIT)
- explore the use of civil forfeiture legislation in cases where the dangerous use of a vehicle is likely to cause serious injury or death
- conduct an evaluation the Fraser Valley IRSU to improve practices in traffic law enforcement and measure enhanced enforcement program results

These strategic additions to the enhanced provincial road safety program will result in higher visibility of traffic enforcement efforts and are expected to bring about:

- increases in the apprehension of impaired and other dangerous drivers
- further reductions in traffic fatalities and serious injuries in BC
- increased violation ticket revenue for further public safety investment by municipalities (IRSU officers engaged in pro-active, targeted enforcement write more violation tickets than regular traffic officers)

Police Services Division Road Safety Unit will continue work with enforcement partners to manage the implementation and monitor the effectiveness of identified traffic safety initiatives and prepare an annual report of program activities.

Appendices

A. Traffic Accident System - Factors Relating to Motor Vehicle Incidents

British Columbia's Traffic Accident System compiles and maintains information on all traffic collisions in the province reported to the police. Traffic collision information is used to determine collision trends over time and to identify problem factors (e.g., driver, vehicle, environmental). The information supports road safety programs and enforcement campaigns.

Data extracted from the system are used in planning and research by the Insurance Corporation of British Columbia (ICBC), provincial government ministries and by the federal government. The Ministry of Transportation & Infrastructure and municipal engineering departments across the province rely on traffic collision data to assist in the planning, design and improvement of roads and highways. The Royal Canadian Mounted Police (RCMP) and municipal police forces also use the data to assist in determining law enforcement priorities and locations to target traffic enforcement.

FIGURE 1: PROVINCIAL FATALITIES

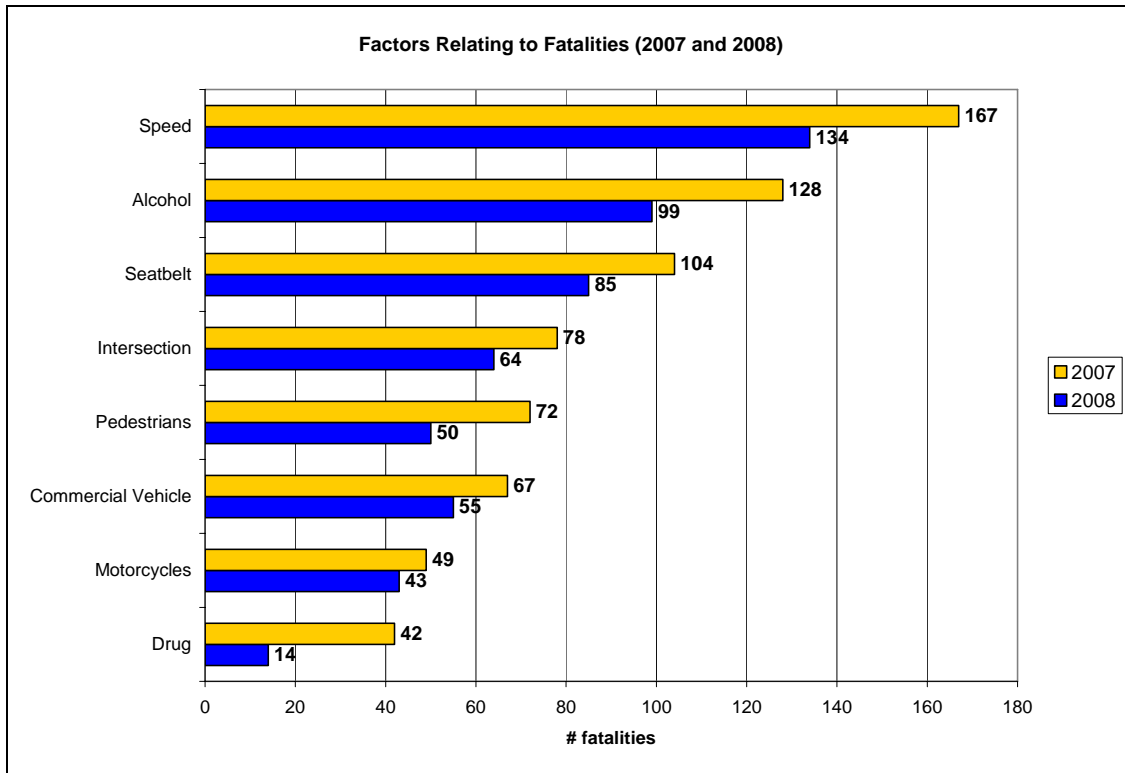
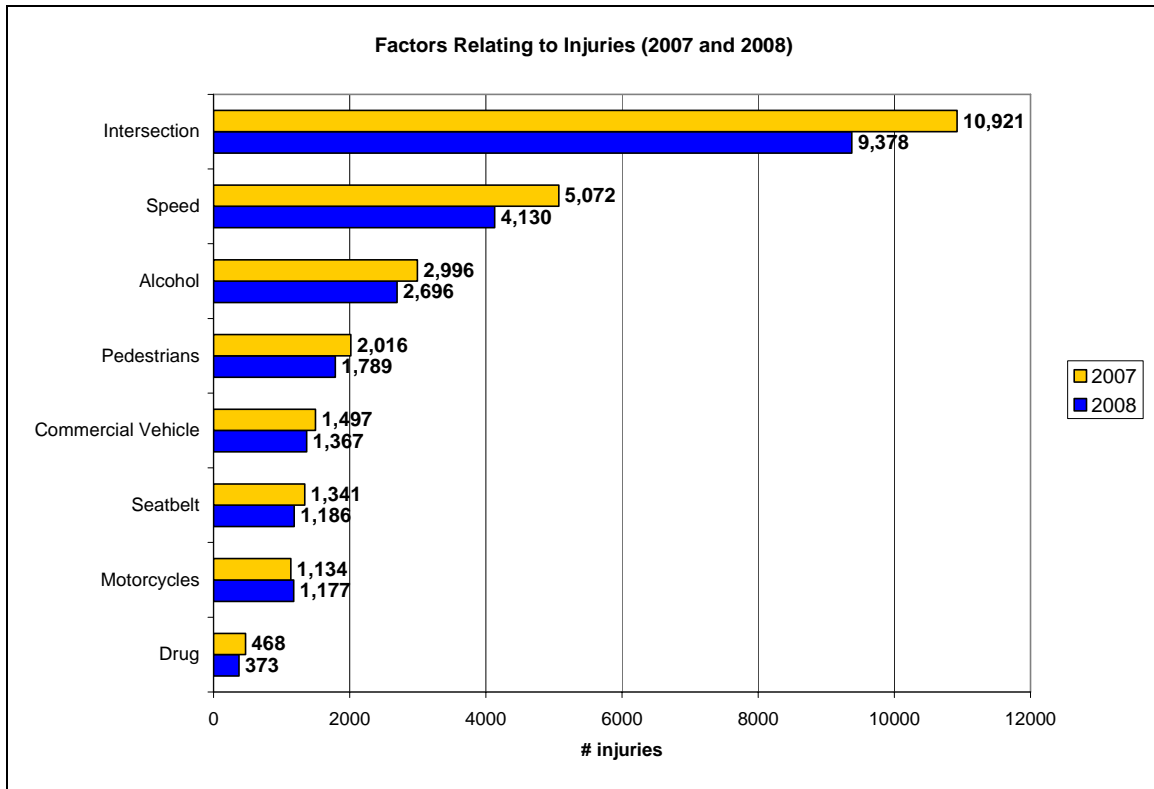


FIGURE 2: PROVINCIAL INJURIES



B. Enhanced Enforcement Violations Issued

FIGURE 3: VIOLATIONS

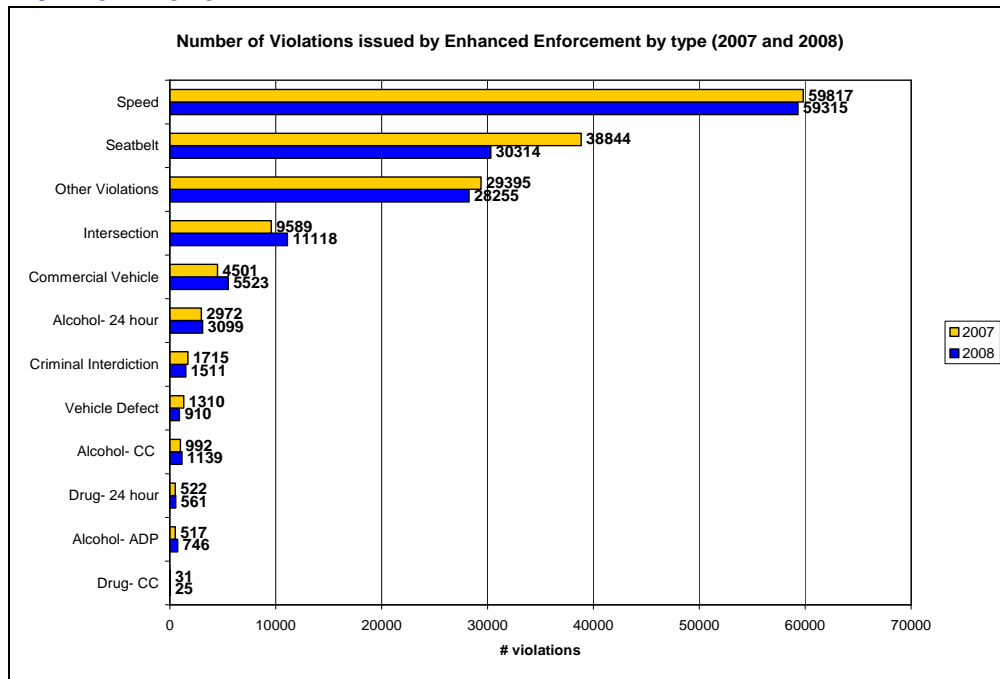
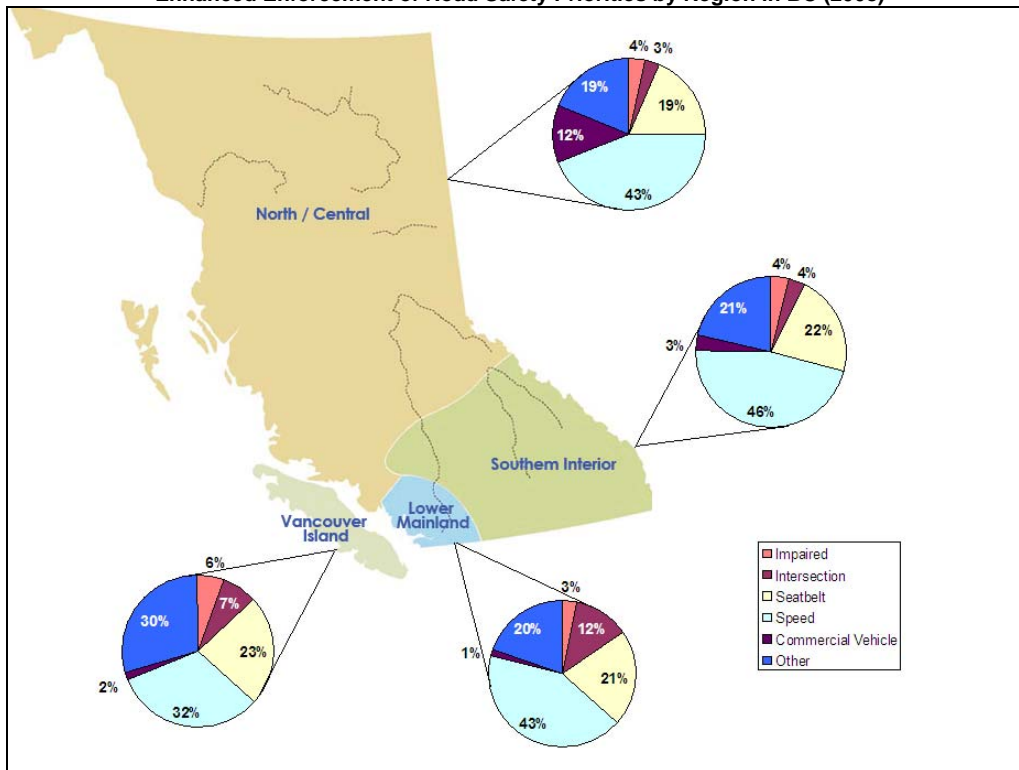


FIGURE 4: VIOLATIONS BY REGION

Enhanced Enforcement of Road Safety Priorities by Region in BC (2008)



C. 2008 Public Attitude Survey

Percentage of drivers who believe driving behaviours are a risk factor in crashes		
	is a risk factor	is not a factor
Driving under the influence of alcohol	91%	2%
Aggressive Driving	87%	2%
Failing to stop at a red light or stop sign	87%	4%
Driving under the influence of drugs	82%	5%
Speeding (over 20km)	74%	8%
Driving while distracted:		
driving while tired, sleepy, or fatigued	75%	5%
talking on a hand-held cell phone	69%	8%
taking over-the-counter or prescription medications causing drowsiness	55%	12%
using car stereo or other electronics	37%	25%
talking on a hands-free cell phone	34%	34%

Percentage of drivers who believe it is likely to be caught for driving behaviours		
	is likely to be caught	is not likely to be caught
Driving under the influence of alcohol	42%	24%
Driving under the influence of drugs	36%	41%
Speeding (over 20km)	35%	30%
Failing to stop at a red light	32%	37%
Failing to wear a seatbelt	27%	45%
Failing to stop at a stop sign	22%	50%
Aggressive Driving	17%	56%

Percentage of drivers who believe the strategy encourages safe driving		
	does encourage safe driving	does not encourage safe driving
Road checks for impaired drivers	80%	4%
Targeted traffic enforcement	71%	7%
Intersection Safety Cameras	63%	12%
Increasing fines and penalties	57%	19%
Traffic Safety Helicopter	35%	31%
Advertisement and educational campaigns	33%	32%

Percentage of drivers who believe the initiative would improve motorcycle safety		
	would improve motorcycle safety	would have little impact on motorcycle safety
Graduated licenses for new riders	71%	10%
Power restrictions for new riders	65%	10%
Increased visibility	61%	11%
Helmet laws	58%	21%
Educational campaigns for car drivers	50%	20%

Drivers perception of police traffic enforcement		
	police are committed	police are not committed
Police commitment to road safety enforcement	54%	13%
	has increased	has decreased
Police traffic enforcement	17%	6%

Percentage of drivers who reported committing driving behaviours		
	did commit	did not commit
Speeding (over 20km)	12%	72%
Failing to wear a seatbelt	4%	92%
Failing to stop at red light or stop sign	2%	94%
Driving under the influence of alcohol	1%	98%
Driving under the influence of drugs	1%	98%

2006-2008 Public Attitude Surveys

Drivers who believe driving behaviours are serious risk factors in crashes¹³			
	2006	2007	2008¹³
Impaired (alcohol)	96%	96%	91%
Failure to stop (red light & stop sign)	90%	91%	87%
Aggressive driving	86%	91%	87%
Distracted (fatigued)	77%	76%	75%
Speeding ¹⁴	71%	72%	74%
Distracted (cell phone) ¹⁵	68%	69%	69%

Perception of Police traffic enforcement			
	2006	2007	2008¹³
Drivers who believe police are committed to road safety enforcement	59%	57%	54%
Drivers who believe police traffic enforcement has increased ¹⁶	16%	17%	17%

Drivers who believe it is likely to be caught for various driving behaviours			
	2006	2007	2008¹³
Speeding ¹⁵	40%	37%	35%
Impaired (alcohol)	38%	36%	42%
Failure to stop (red light)	33%	29%	32%
Aggressive Driving ¹⁷	25%	20%	17%
Failure to wear seatbelt	24%	19%	27%
Failure to stop (stop sign)	23%	19%	22%

Drivers who believe road safety strategies encourages safe driving¹⁸			
	2006	2007	2008¹³
Police traffic enforcement ¹⁹	35%	33%	71%
Advertisement and educational campaigns	30%	26%	33%
Intersection safety cameras	29%	30%	63%
Impaired driving road checks	38%	36%	80%
Traffic safety helicopter	16%	14%	35%

¹³ In 2006 and 2007 respondents were asked how serious they thought the various driving behaviours were on a scale from not at all serious to extremely serious, while in 2008 respondents were asked how much they thought the various driving behaviours were a risk factor in causing serious crashes on a scale from not a very big factor to a very big factor.

¹⁴ In 2006 and 2007 speeding was defined as driving over the speed limit however in 2008 it was defined as driving more than 20 km over the speed limit.

¹⁵ In 2006 and 2007 cell phone was not defined but in 2008 it was defined and divided into 2 categories: hand-held and hands-free. This table examines distracted driving with a hand-held cell phone for 2008.

¹⁶ In 2006 and 2007 respondents were asked whether the amount of police traffic enforcement had changed in the past year, while in 2008 respondents were asked whether they felt that police traffic enforcement had changed in the past three months.

¹⁷ In 2006 and 2007 aggressive driving was divided into 2 categories, continual aggressive lane changes and tailgating, for the question likelihood of being caught,; only the continual aggressive lane changes was used for 2006 and 2007 for this question while in 2008 aggressive driving was defined as unsafe passing, lane changes or tailgating.

¹⁸ In 2006 and 2007 respondents were asked how much the way they drove was affected by various road safety strategies on a scale from does not influence at all to has a very big influence, while in 2008 respondents were asked how much the various road safety strategies encouraged safe driving on a scale from does not encourage safe driving at all to does encourage safe driving a great deal.

¹⁹ In 2006 and 2007 police traffic enforcement was defined as general traffic enforcement by police while in 2008 it was defined as targeted traffic enforcement by police.

D. Media Scan Articles

FIGURE 5: MAIN TOPICS

