

Traffic Safety & Enforcement

Includes:

- Traffic Safety & Enforcement – Automatic
- Traffic Safety & Enforcement - Officer

Service Overview

DESCRIPTION

To modify driver behaviour through public awareness and enforcement initiatives in order to ensure safer streets and highways for all citizens.

KEY GOALS

1. Enhance traffic safety through a strategic approach that includes traffic data analysis and targeted enforcement.
2. Enhance traffic safety through increased public awareness and education.
3. Increase effectiveness of the photo enforcement program.

SERVICE LEVEL STATISTICS

Winnipeg Police Service Complement – Traffic Enforcement and Investigation

Description	2004	2005	2006	4 Year Average
Total Sworn Member Complement	1,186	1,207	1,301	1,231
Total Sworn Traffic Member Complement ¹	71	70	62	67.7
% of Total Complement	5%	5%	4.8%	4.9%
# Residents per Sworn Traffic Enforcement Member	9121	9287	10,461	9,623
General Traffic Enforcement				
Highway Traffic Act Provincial Offence Notices Issued	n/a	37,373	34,048	35,711
Photo Enforcement				
Red Light and Speeding Offences (Intersection Safety Cameras)	81,934	68,868	80,321	74,595
Speeding Offences (Mobile Photo Enforcement Units)	56,032	48,196	70,051	59,124
Impaired Driving				
Persons Charged with Impaired Driving	411	565	483	528
Persons Charged with Fail/Refuse to Provide a Breath/Blood Sample	131	187	172	180
Traffic Collision Investigations by Traffic Collision Analysts				
Collision Fatalities	22	15	20	18
Serious Non-Fatal Collisions	14	21	25	23
Non-Traffic related Occurrences	1	1	1	1
Other Traffic Services				
Vehicle Inspection Unit Inspections	1203	1152	1171	1,162
Parades, Escorts, Funerals	99	111	126	119

¹ Complement numbers are given in FTE equivalents, as some members were assigned to traffic enforcement or investigation, for only part of the calendar year.

Strategic Direction

LINK TO *PLAN WINNIPEG*

1A-03 Promote a Safe Downtown
1B-02 Promote Neighborhood Safety
3C-03 Commit to Traffic Operations Improvements
4A-01 Engage Communities in Building Safe Neighborhoods
4A-02 Support Concept of Community Policing
4A-06 Provide Emergency Responses
4B-03 Promote Safety on Streets and Sidewalk

SYNOPSIS OF COUNCIL POLICY

The WPS Traffic Unit is committed to working with the community to promote public awareness of traffic safety to modify driver/pedestrian behaviour as it applies to safety and the law.

KEY FACTORS INFLUENCING SERVICE DELIVERY

Service Demand and Staffing Limitations

The Winnipeg Police Service employs a balanced approach to staffing requirements for traffic safety, criminal investigations, law enforcement, and crime prevention. The needs in each of the identified areas influence the deployment of resources. The WPS recently transitioned from a decentralized traffic model to a hybrid model that has centralized and decentralized components. The Central Traffic Unit handles specialized traffic investigations and operations, as well as the administration of photo enforcement; uniform operations in the six geographical districts are responsible for a portion of traffic enforcement. Staffing and training remain a challenge as high priority calls for service combined with staff requirements under the collective agreement limits the resources that can be dedicated to traffic safety and enforcement.

Traffic Analyst Role

The Commission on Accreditation for Law Enforcement Agencies (CALEA) standards require collection and analysis of traffic data as part of a strategic approach to addressing traffic safety concerns within the City of Winnipeg. The Winnipeg Police Service is developing a process to ensure CALEA compliance. There is currently no dedicated staff to perform this function.

Parades and Escort By-Law

The City of Winnipeg Traffic By-Law (1573-77) authorizes the Chief of Police to authorize parade

and escort permits. Permits are issued with the expectation of reasonable traffic safety controls usually in the form of police escorts. The current hybrid traffic model does not provide adequate resources for the Central Traffic Unit to take on this workload. The majority of parade and escort duty is assigned to uniform patrol operations. This has resulted in staffing challenges and additional strains for understaffed uniform operation divisions.

Legislative Restrictions on Mobile Photo and Speed Enforcement

Mobile photo enforcement units are responsible for issuing approximately thirty-nine percent of all Highway Traffic Act offence notices. Currently, legislation restricts these units to enforcement in construction, school, and playground zones. Other problem traffic areas could benefit from the strategic deployment of mobile units if legislative restrictions were amended.

Courts

In general, approximately two percent of all offence notices are contested in court. The implementation of the photo enforcement initiative has significantly increased the amount of court time needed to deal with traffic offence notice prosecutions. Currently, many traffic related court appearance dates are being scheduled into 2009. This delayed process could jeopardize successful prosecution. The courts are attempting to respond to this situation by scheduling more traffic courtrooms.

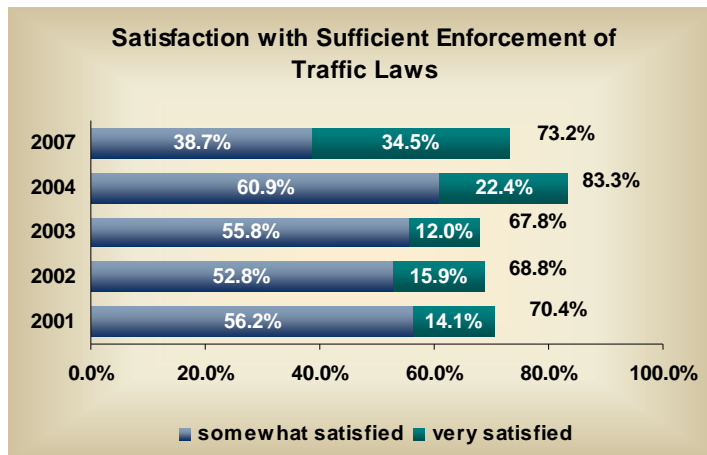
SUMMARY OF GOALS AND STRATEGIES

- 1. Enhance traffic safety through a strategic approach that includes traffic data analysis and targeted enforcement.**
 - Effectively use the traffic data collected to guide targeted enforcement activities.
 - Compile and distribute traffic safety information in a timely fashion to the Central Traffic Unit and uniform operation divisions.
 - Coordinate targeted enforcement initiatives in response to identified traffic safety concerns
- 2. Enhance traffic safety through increased public awareness and education.**
 - Use news media and Police Service Website to publish traffic and boating safety information.
 - Utilize media campaigns / advertising to promote public awareness and education.

- Continue partnerships with stakeholders in traffic safety programs and initiatives.
 - Strategically deploy intersection cameras based on traffic safety analysis.
 - Strategically deploy mobile photo enforcement units based on traffic safety analysis.
- 3. Increase effectiveness of the photo enforcement program.**
- Monitor the effectiveness of the photo enforcement service provider.

Performance Information

CITIZEN SATISFACTION



Citizen satisfaction for sufficient enforcement of traffic laws by the Winnipeg Police Service decreased from 83% in 2004 to 73% in 2007.

The Public Opinion Survey was not conducted in 2005 or 2006. The City of Winnipeg conducts a public survey annually. The data collected reflects public opinion in the current year. Source: City of Winnipeg Public Opinion Surveys

Satisfaction Rating for Level of Traffic Law Enforcement by the WPS - Should the police be more strict, less strict or the same as in the past?

(combines "MORE STRICT" & "SAME" ratings)



The WPS conducts a public survey in even-numbered years. The data collected reflects public opinion in the previous year. Source: WPS General Surveys

EFFECTIVENESS MEASURES

Performance measures are being developed and will be reported in the 2009-2011 Service Plans. 2008 performance will form a baseline. Proposed indicators include:

- Number of traffic collisions at targeted enforcement locations.
- Number of police traffic stops.
- Number of offence notices issued in targeted enforcement locations.
- Number of photo enforcement traffic offence notices issued in each targeted location.

EFFICIENCY MEASURES

Photo Enforcement Program Costs

Year	Estimated # of Tickets	Estimated Revenue	Estimated Expenses	Estimated Net Revenue
2008	148,500	\$11,200,950	\$5,168,564	\$6,032,386
2009	145,750	\$10,993,525	\$5,263,345	\$5,730,180
2010	144,100	\$10,869,070	\$5,363,130	\$5,505,940
2011	143,000	\$10,786,100	\$5,466,719	\$5,319,381
2012	141,900	\$10,703,130	\$5,572,306	\$5,130,824
Total	723,250	\$54,552,775	\$26,834,064	\$27,718,711

Projected expenses and revenues overall for the photo enforcement program under the new 2007 contract.

Year	Estimated # of Tickets	Estimated Revenue	Estimated Expenses	Estimated Net Revenue	Cost/ticket
2003	179,498	\$10,256,197	7,199,317	\$3,056,880	\$40.11
2004	137,978	\$8,450,657	7,616,391	\$834,266	\$55.20
2005	117,390	\$7,257,567	7,644,734	(\$387,167)	\$65.12
2006	150,372	\$11,707,622	7,246,234	\$4,461,388	\$48.19
Estimate 2007	136,930	\$11,334,236	7,208,315	\$4,125,921	\$52.64
Total	722,168	\$49,006,279	\$36,914,991	\$12,091,288	\$51.12

Projected expenses and revenues overall for the photo enforcement program under the old contract, projected being that we are still estimating 2007.

Other performance measures are being developed and will be reported in the 2009-2011 Service Plans. Proposed indicators include:

- Average cost of targeted enforcement patrols.
- Cost per unit of photo enforcement tickets.
- Cost for general traffic enforcement.