

Winnipeg Police Service

PHOTO ENFORCEMENT PROGRAM





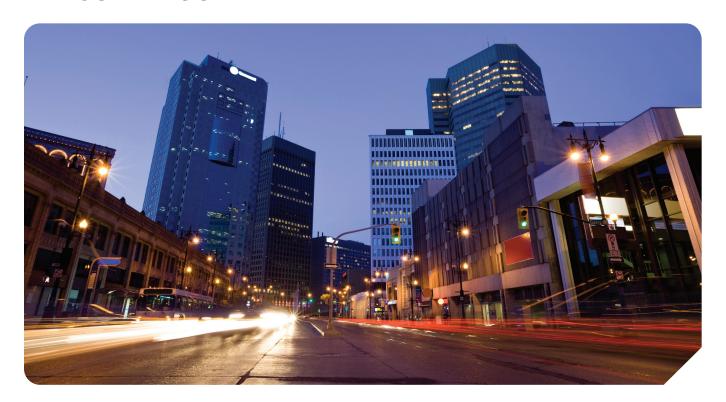




Contents

Executive Summary	3
 Reason for The Report Program Goal Revenues and Expenses 	3 3 4
 Deployment Criteria Mobile Photo Radar Units Intersection Safety Cameras 	4 4 4
Program Outputs Designated intersection safety camera locations 2024	5
 Photo Enforcement Statistics Year to Year Data: 2019 – 2024 	7 7
Mobile Statistics	7
Intersection Camera Statistics	8
 Traffic Collision Statistics 2024 Collision Statistics Summary Analysis Versus Program Start 	11 11 15
Mobile Photo Radar Analysis	17
Public Education Campaign	18

EXECUTIVE SUMMARY



The City of Winnipeg Photo Enforcement Program was established in 2003 to augment conventional enforcement for the purpose of enhancing traffic safety. This program has proven itself to be operationally efficient and effective. This is the 21st annual report highlighting the operation of this program.

1. REASON FOR THE REPORT

The 2024 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 overview of the program in Winnipeg and mandatory statistical data as outlined in the agreement. Historical reports are available on request and last year's report is accessible on the Winnipeg Police Service website.

2. PROGRAM GOAL

The goal of the Photo Enforcement Program is to decrease speed related fatalities, collisions and injuries. Photo Enforcement encourages drivers to reduce their speed and stop red light running.

3. REVENUES AND EXPENSES

All fine revenue from photo enforcement tickets is collected by the Government of Manitoba and a portion of the fine amount is remitted to the Winnipeg Police Service. For the year 2024¹, the Winnipeg Police Service received revenues of \$14,362,797.00.

For the year 2024, the total expenses for the Photo Enforcement Program were \$6,510,335.

- the salaries and benefits of the Winnipeg Police Service members assigned to work on the Photo Enforcement program on a full-time basis (11.2%)
- the cost of working with outside contractors on enforcement (Elovate and operators) (84.3%)
- miscellaneous expenses, including training, associated with operating the program (4.5%)

This represents a surplus of \$7,852,462. This amount is incorporated into the overall Winnipeg Police Service budget and is used for other policing purposes.

4. DEPLOYMENT CRITERIA

Mobile Photo Radar (PR) Units

Mobile Photo Radar (PR) units are deployed between 7:00 am and 11:00 pm, seven days a week throughout the City of Winnipeg. The locations where mobile units can deploy are restricted by *The Highway Traffic Act* and the *Image Capturing Enforcement Regulation*. Authorized locations are as follows:

- School zones
- · Playground zones
- Construction zones

Intersection Safety Cameras (ISC) Units

Intersection Safety Camera (ISC) are deployed throughout the City of Winnipeg and can remain in operation 24 hours a day, seven days a week. The locations where ISC may be established are restricted by *The Highway Traffic Act* and the *Image Capturing Enforcement Regulation* to intersections controlled by traffic control lights and railway crossings. The WPS does not currently have any locations established at railway crossings.

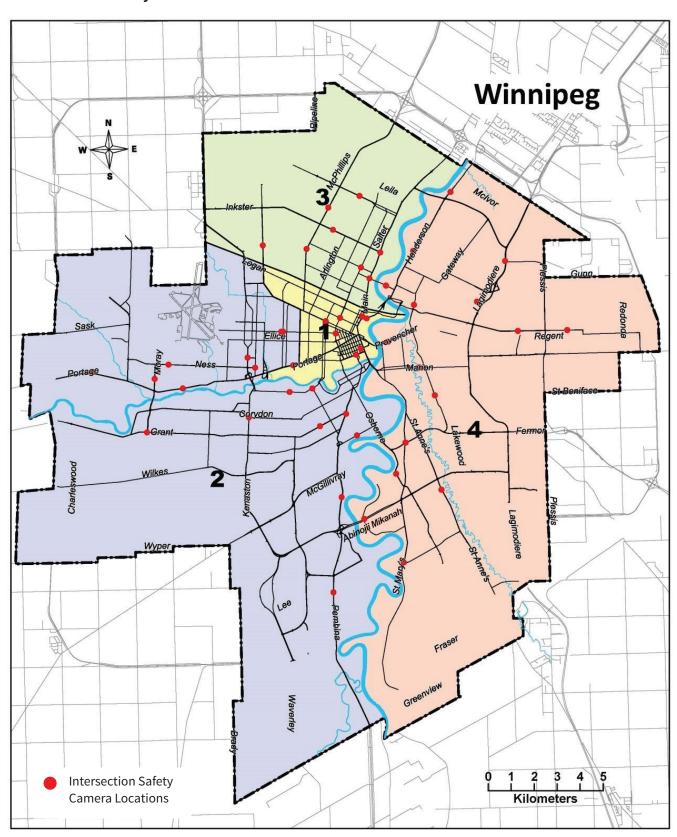
The WPS uses the following information in the decision to deploy ISC at a particular location:

- Collision data
- Speed data
- Public input
- Balanced distribution throughout the City of Winnipeg
- Technical ability to install ISC infrastructure at a particular location

¹ totals provided by Winnipeg Police Finance Division

5. PROGRAM OUTPUTS

Intersection Safety Camera Locations 2024



District 1

Balmoral St. NB @ Sargent Ave.
Disraeli Fwy. NB @ Lily St.
Donald St. SB @ Broadway
Isabel St. NB @ William Ave.
Main St. NB @ Logan Ave.
Notre Dame Ave. WB @ Sherbrook St.
York Ave. EB @ Fort St.

Academy Rd. EB @ Stafford St.

District 2

Academy Rd. WB @ Oak St. Century St. NB @ Silver Ave. Erin St. SB @ Sargent Ave. Grant Ave. EB @ William R. Clement Pkwy Grant Ave. WB @ Wilton St. Jubilee Ave. WB @ Cockburn St. Kenaston Blvd. SB @ Corydon Ave. Moray St. NB @ Lodge Ave. Ness Ave. WB @ Whytewold Rd. Pembina Hwy. NB @ Dalhousie Dr. Pembina Hwy. NB @ Grant Ave. Pembina Hwy. SB @ Chevrier Blvd. Portage Ave. EB @ Cavalier Dr. Portage Ave. EB @ Dominion St. Portage Ave. WB @ Mount Royal Rd. Sargent Ave. EB @ Clifton St. St. James St. SB @ Ness Ave.

District 3

Inkster Blvd. WB @ Airlies St.
Keewatin St. NB @ Selkirk Ave.
Leila Ave. WB @ Sinclair St.
Main St. NB @ Inkster Blvd.
Main St. SB @ Redwood Ave.
McPhillips St. SB @ Jefferson Ave.
McPhillips St. SB @ Redwood Ave.
Salter St. SB @ Mountain Ave.

District 4

Archibald St. SB @ Elizabeth Rd. Abinojii Mikanah WB @ River Rd. Dunkirk Dr. NB @ St. Vital Rd. Fermor Ave. WB @ St. Mary's Rd. Henderson Hwy. NB @ Gilmore Ave. Henderson Hwy. SB @ Kimberly Ave. Hespeler Ave. EB @ Beatrice St. Lagimodiere Blvd. SB @ Grassie Blvd. Marion Street EB @ Dufresne Ave. Panet Rd. SB @ Munroe Ave. Provencher Blvd. EB @ Aulneau St. Regent Ave. W. WB @ Owen St. Regent Ave. West EB @ Madeline St. St. Mary's Rd. NB @ Warde Ave. St. Anne's Rd. NB @ Meadowood Dr. Talbot Ave. EB @ Watt St.



8. PHOTO ENFORCEMENT STATISTICS

Year to year data: 2020 - 2024²

	2020	2021	2022	2023	2024
Total Number of Offences					
Mobile Photo Radar (reduced speed school zone) ³	33,661	45,183	44,736	43,517	37,405
Mobile Photo Radar (all other)	41,937	45,724	28,204	36,907	55,336
Intersection Safety Cameras / Speeding	26,386	27,694	27,321	28,596	25,508
Intersection Safety Cameras / Red Light	7,470	8,615	10,604	9,869	10,179
Total	109,454	127,216	110,865	118,889	128,428

Clearance Status⁴								
Convictions	106,067	121,905	121,905	112,070	112,442			
Total Stays - appealed or rectified	1	4	9	2	21			
Total Stays - quash, acquittals, dismissed	1,890	1,571	1,571	1,307	2106			
Not Guilty	0	0	0	0	0			
On Going - no disposition date	258	3,471	7,588	4,914	13,589			
On Going - previous disposition voided	3.067	475	304	325	463			

Tickets Issued by Conventional Means ⁴					
Speeding	13,735	12,795	7,310	10,425	11,333
Red Light	555	1,408	1,683	1,326	1,148
Stop Sign	4,122	3,873	3629	4,441	3,042
Disobey Traffic Control Device (other)	5,486	5,361	5,044	6,530	7,311

9. MOBILE CAMERA STATISTICS

The table below identifies the number of speeding violations captured by mobile PR in each of the four speed ranges.

	1	Number of T	ickets Issue	d	Per	cent of Tota	l Tickets Issu	ıed
	PR	PR	PR	PR	PR	PR	PR	PR
Speed over limit	2021	2022	2023	2024	2021	2022	2023	2024
Subtotal 10 – 14 kph	36,187	31,295	32,144	34,464	39.81%	42.9%	40.0%	37.2%
Subtotal 15 – 19 kph	38,037	30,731	34,363	38,207	41.84%	42.1%	42.7%	41.2%
Subtotal 20 – 34 kph	16,321	10,682	13,712	19,590	17.95%	14.6%	17.0%	21.1%
Subtotal >34 kph	362	232	205	480	0.40%	0.50%	0.30%	0.5%
TOTAL	75,598	90,907	72,940	92,741				

² Program data provided by contract partner Elovate (formerly known as Conduent Business Services Canada Inc.)

³ Reduced zone enforcement was suspended in spring 2020 when schools were closed for remote learning

⁴ Clearance Status and Tickets Issued by Conventional Means statistics provided by Manitoba Justice - Courts

10. INTERSECTION CAMERA STATISTICS

The table below identifies the number of speeding violations captured at the ISC location in each of the four speed ranges. In addition, the total number of red-light violations is noted, along with the grand totals for each of the indicated years.

		Number of T	ickets Issued	d L	Per	cent of Tota	l Tickets Issu	ıed
	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC
Speed over limit	2021	2022	2023	2024	2021	2022	2023	2024
Subtotal 10 – 14 kph	14,127	14,250	14,776	13,148	51.01%	52.2%	51.7%	51.5%
Subtotal 15 – 19 kph	10,961	10,708	11,193	9,996	39.58%	39.2%	39.1%	39.2%
Subtotal 20 – 34 kph	2,375	2,222	2,453	2,188	8.58%	8.1%	8.6%	8.6%
Subtotal >34 kph	231	141	174	176	0.83%	0.5%	0.6%	0.7%
SPEED TOTAL	27,694	27,321	28,596	25,508				
RED LIGHT TOTAL	8,165	10,604	9,869	10,179				
ISC TOTAL	36,309	37,925	38,465	35,687				

The table below identifies the overall number of tickets issued per camera per day of enforcement at the start of the program compared to recent years.

		Number of Tickets Issued Per Day						
ISC Speed Over Limit (Camera/Day)	Program Implementation 2003	2021	2022	2023	2024			
10 – 14 kph	4.65	1.18	1.19	1.23	1.10			
15 – 19 kph	6.08	0.91	0.89	0.93	0.83			
20 – 34 kph	1.61	0.20	0.19	0.20	0.18			
>34 kph	0.06	0.02	0.01	0.01	0.01			
TOTAL	12.40	2.31	2.28	2.38	2.13			

In 2003, the majority of offences at ISC locations were within the range of 15–19 kph over the posted speed limit. Presently, the majority are in the range 10–14 kph over the posted speed limit. At program implementation, the total number of offences captured per ISC per day was in excess of 12. In 2024, that number has been reduced to 2.13 offences per camera per day of operation. This shows not only a reduction in the overall number of speeding violations, but an overall shift to reduced speeds in these areas.

The table below indicates the number of tickets issued by location for the original 12 and remaining 36 active ISC locations. Of these, two denote location code changes through street names or direction. The significant reductions since the program's beginning indicate the program is effectively reducing red light and speeding offences in these areas.

District	Location Description	2021	2022	2023	2024	TOTA
DISTRICT	Location Description	2021	2022	2023	2024	(sinc
First 12						motattation
1	Sherbrook St NB @ Broadway [1]	0	0	0	0	
4	Provencher Blvd EB @ Aulneau St	0	0	0	0	14,23
4	Marion Street EB @ Dufresne Ave	473	2	0	0	16,77
4	Talbot Ave EB @ Watt St	269	207	0	0	3,72
4	Hespeler Ave EB @ Beatrice St	1597	1250	886	1293	39,37
4	Henderson Hwy SB @ Kimberly Ave	0	0	0	0	11,61
3	Inkster Blvd WB @ Airlies St	743	117	0	0	23,84
3	Salter St SB @ Mountain Ave	0	0	0	0	4,28
1	Isabel St NB @ William Ave	0	0	64	969	15,32
2	Jubilee Ave WB @ Cockburn St	0	0	0	0	3,52
2	Academy Rd WB @ Oak St	813	739	904	875	19,59
2	Moray St NB @ Lodge Ave	625	767	649	714	19,30
Second 12	2	=	=	=		
2	Ness Ave WB @ Whytewold Rd	403	4	4	0	4,44
2	Century St NB @ Silver Ave	562	564	593	431	9,68
1	Sargent Ave EB @ Clifton St	319	292	420	337	22,46
3	Keewatin St NB @ Selkirk Ave	0	413	788	781	13,67
3	Leila Ave WB @ Sinclair St	0	0	0	0	4,10
2	Kenaston Blvd SB @ Corydon Ave	3058	2619	2540	2160	87,58
1	Donald St SB @ Broadway	93	725	892	696	19,36
4	Archibald St SB @ Elizabeth Rd	0	0	0	0	9,94
4	Regent Ave W. WB @ Owen St	1537	2661	2660	2240	43,91
4	St. Mary's Rd SB @ Warde Ave [2]	0	0	0	0	18,28
2	Pembina Hwy NB @ Dalhousie Blvd [3]	0	0	0	0	19,92
2	Portage Ave EB @ Cavalier Dr	1120	601	614	56	27,17
Third 12		=	=	=		
3	Main St SB @ Redwood Ave	701	556	437	375	7,84
3	McPhillips St SB @ Redwood Ave	548	566	601	576	9,21
1	Notre Dame Ave WB @ Sherbrook St	0	0	0	0	5,00
2	Grant Ave WB @ Wilton St	2019	1125	745	2022	74,13
2	Ellice Ave WB @ St James St ^[4]	0	0	0	0	18,08
4	Panet Rd SB @ Munroe Ave	1140	1040	825	918	17,71
2	Portage Ave WB @ Mount Royal Rd	0	0	0	0	23,66
1	Disraeli Fwy NB @ Lily St	1200	1232	1435	972	31,68
4	St. Anne's Rd NB @ Meadowood Dr	279	343	390	548	9,13

Tickets Issu	ed by ISC - ALL					
District	Location Description	2021	2022	2023	2024	TOTAI
						installation
4	Dunkirk Dr NB @ St Vital Rd	171	185	468	498	7,230
4	Regent Ave West EB @ Madeline St	1098	809	828	961	35,053
2	Pembina Hwy NB @ Grant Ave	1667	1619	1524	1451	29,890
Additional	Locations	=	=	=		
1	Main St NB @ Logan Ave	4276	3069	2793	2436	99,536
2	Portage Ave EB @ Dominion St	944	1031	882	509	11,999
3	Main St NB @ Inkster Blvd	698	571	590	608	12,168
4	Henderson Hwy NB @ Gilmore Ave	426	337	338	320	7,84
4	Abinojii Mikanah [8] WB @ River Rd	1354	1432	1571	377	49,259
2	Grant Ave EB @ Charleswood Pkwy [5]	0	0	0	0	4,540
2	Kenaston Blvd NB @ McGillivray Blvd	0	0	0	0	88!
1	York Ave EB @ Fort St	1264	802	1231	1033	16,09
4	Lagimodiere Blvd SB @ Grassie Blvd	569	762	656	471	19,058
2	Fermor Ave WB @ St Mary's Rd	12	8	0	0	46
2	St James St SB @ Ness Ave	238	260	255	159	2,949
3	McPhillips St SB @ Jefferson Ave	501	437	443	479	8,79
2	St Mary's Rd NB @ Warde Ave [2]	957	875	592	619	16,536
1	Balmoral St NB @ Sargent Ave	874	824	767	788	10,679
2	Pembina Hwy SB @ Chevrier Blvd	1505	647	1719	1498	17,583
2	Erin St SB @ Sargent Ave	0	0	0	0	448
2	Grant Ave EB @ William R Clement Pkwy [5]	421	507	427	480	6,62
2	Academy Rd EB @ Stafford St	0	0	0	0	4,198
2	Pembina Hwy NB @ Bairdmore Blvd [3]	1835	1694	1516	1440	22,854
5	Marion Street EB @ Dufresne Ave [7]		6224	6294	4739	17,25
5	Fermor Ave WB @ St Mary's Rd [6]		9	124	57	189

^[1] Inactive (Removed)

^[2] Direction change from S/B to N/B November 2009

^[3] Cross street name changed from Dalhousie Blvd. to Bairdmore Blvd. June 2015

^[4] Inactive (Removed)

^[5] Street name changed from Charleswood Parkway to William R. Clement Parkway June 2010

^[6] Speed reduced from 70 km/hr to 60 km/hr – August 29, 2022

^[7] Speed reduced from 60 km/hr to 50 km/hr – February 10, 2022

^[8] Street name changed from Bishop Grandin Blvd. to Abinojii Mikanah June 2024

11. TRAFFIC COLLISION STATISTICS

2024 Collision Statistics Summary

This report summarizes 2024 collision statistics for the intersections that have Intersection Safety Cameras (ISCs).

In October 2011, amendments to *The Highway Traffic Act* created two sources for Traffic Accident Reports (TARs); TARs completed by law enforcement agencies and TARs completed when a collision claim is reported to Manitoba Public Insurance. This change has helped correct the underreporting of collisions that resulted in minimal injury or property damage that occurred prior to the amendments. In this report, TAR information has been merged with collision claims information to match collision counts and collision configuration with intersection data. This information is aggregated to the incident level.

This report includes all intersections that have, or have had, an ISC. Due to the potential for revisions to collision claims information and the nature of sourcing data from a live database, the 2022 collision totals are subject to change over time.

Definitions:

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

MVC PDO: Is a traffic collision where there is physical damage to property/vehicles, but with no people killed or injured.

MVC Total: Injury and PDO collisions are combined in an overall collision summary.

Rear End: Is any traffic collision where one vehicle collides with the rear section of another vehicle that is travelling in the same direction.

Rear End Injury: Is a traffic collision where one vehicle collides with the rear section of another vehicle that is travelling in the same direction and results in at least one injury or fatality.

Rt Angle: Is any 90-degree traffic collision at an intersection where one vehicle collides with the side of another vehicle. 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.

Rt Angle Injury: Is a 90-degree traffic collision at an intersection where one vehicle collides with the side of another vehicle and results in at least one injury or fatality.

L/Rt Turn: Is any traffic collision at an intersection where one vehicle collides with another vehicle while conducting either a left or right turn. This collision could be with vehicles across from each other, travelling in opposing directions, or travelling in the same direction. The left and right turn collisions exclude right angle (Rt Angle) collisions.

L/Rt Turn Injury: Is a traffic collision at an intersection where one vehicle collides with another vehicle while conducting either a left or right turn and results in at least one injury or fatality. This collision could be with vehicles across from each other, travelling in opposing directions, or travelling in the same direction. The left and right turn injury collisions exclude right angle (Rt Angle) injury collisions.

Traffic Collision Statistics 2024⁵

The following table outlines the 2024 collision statistics summary for Winnipeg intersections that have Intersection Safety Cameras (ISCs).

- The 2024 collision counts at ISC intersections are preliminary and subject to change.
- Injury collisions are included in the total collision counts.
- Injury collisions include fatal and injury crashes.
- PDO collisions exclude all injury collisions as defined.
- Non-applicable categories are not shown.

Street 1	Street 2	MVC Injury	MVC	MVC Total	Rear End	Rear End Injury	Rt Angle	Rt Angle Injury	L/Rt Turn	L/Rt Turn Injury
Academy Rd	Oak St	1	1	2	0	0	0	0	0	0
Academy Rd	Stafford St	14	28	42	34	12	2	1	0	0
Airlies St	Inkster Blvd	4	4	8	4	2	1	1	1	1
Archibald St	Elizabeth Rd	7	10	17	7	5	1	0	4	1
Aulneau St	Provencher Blvd	1	7	8	3	1	1	0	0	0
Balmoral St	Sargent Ave	5	14	19	4	1	3	0	2	1
Beatrice St	Hespeler Ave	1	4	5	2	0	1	0	1	0
Abinojii Mikanah ⁶	River Rd	9	31	40	21	6	4	2	3	1
Broadway	Donald St	12	33	45	13	2	14	6	5	0
Broadway	Sherbrook St	5	22	27	10	3	3	2	1	0
Cavalier Dr	Portage Ave	9	43	52	10	2	4	2	2	0
Century St	Silver Ave	5	10	15	8	1	5	3	0	0
Chevrier Blvd	Pembina Hwy	2	22	24	9	1	2	1	1	0
Clifton St	Sargent Ave	0	1	1	0	0	1	0	0	0
Cockburn St S	Jubilee Ave	1	3	4	2	1	1	0	0	0
Corydon Ave	Kenaston Blvd	19	31	50	31	16	2	0	3	2
Dalhousie Dr	Pembina Hwy	11	42	53	24	6	5	3	3	1
Disraeli Fwy	Lily St	3	4	7	2	1	2	1	0	0
Dominion St	Portage Ave	2	9	11	3	1	0	0	1	1
Dufresne Ave	Marion St	2	10	12	5	0	0	0	1	1
Dunkirk Dr	St Vital Rd	2	4	6	5	1	0	0	1	1
Ellice Ave	St James St	11	35	46	9	5	5	1	2	0

⁵ Collision Statistics provided by MPI

⁶ Street name changed from Bishop Grandin Blvd. to Abinojii Mikanah June 2024

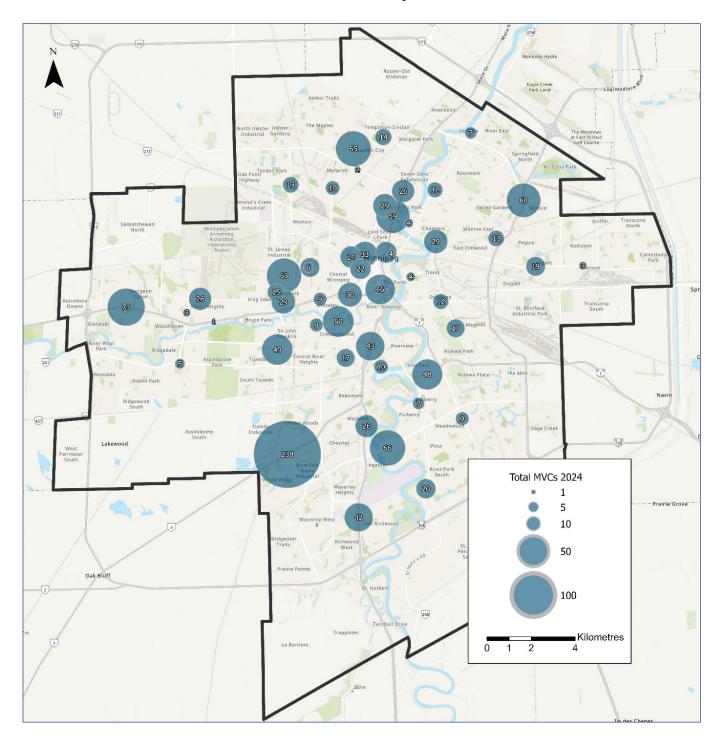
Street 1	Street 2	MVC Injury	MVC	MVC Total	Rear End	Rear End Injury	Rt Angle	Rt Angle Injury	L/Rt Turn	L/Rt Turn Injury
Erin St	Sargent Ave	4	18	22	2	0	4	1	1	0
Fermor Ave	St Mary's Rd	15	34	49	27	9	4	3	2	0
Fort St	York Ave	5	7	12	3	2	5	3	0	0
Gilmore Ave	Henderson Hwy	1	4	5	3	1	1	0	0	0
Grant Ave	Pembina Hwy	6	34	40	6	3	2	1	3	0
Grant Ave	William R. Clement Pkwy	0	0	0	0	0	0	0	0	0
Grant Ave	Wilton St	3	8	11	3	2	1	0	1	0
Grassie Blvd	Lagimodiere Blvd	18	56	74	48	14	2	0	5	2
Henderson Hwy	Kimberly Ave	7	20	27	10	4	2	0	1	1
Inkster Blvd	Main St	9	26	35	11	6	3	2	1	0
Isabel St	William Ave	6	17	23	3	0	5	4	3	0
Jefferson Ave	McPhillips St	16	56	72	21	9	8	2	6	2
Keewatin St	Selkirk Ave	5	7	12	10	4	1	1	0	0
Kenaston Blvd	McGillivray Blvd	21	94	115	53	16	6	2	0	0
Leila Ave	Sinclair St	4	12	16	6	3	2	1	0	0
Lodge Ave	Moray St	0	1	1	0	0	0	0	0	0
Logan Ave	Main St	12	19	31	15	3	2	0	3	2
Madeline St	Regent Ave W	0	1	1	0	0	1	0	0	0
Main St	Redwood Ave	10	39	49	25	5	4	2	2	1
McPhillips St	Redwood Ave	0	10	10	2	0	3	0	1	0
Meadowood Dr	St Anne's Rd	3	6	9	3	1	1	1	0	0
Mount Royal Rd	Portage Ave	0	2	2	0	0	0	0	0	0
Mountain Ave	Salter St	4	12	16	1	0	5	2	1	1
Munroe Ave	Panet Rd	4	4	8	6	3	1	1	0	0
Ness Ave	St James St	11	24	35	14	4	4	2	5	4
Ness Ave	Whytewold Rd	5	16	21	8	1	5	3	2	0
Notre Dame Ave	Sherbrook St	3	15	18	4	2	1	0	1	0
Owen St	Regent Ave W	3	9	12	3	1	0	0	1	0
St Mary's Rd	Warde Ave	0	10	10	2	0	0	0	1	0
Talbot Ave	Watt St	7	17	24	7	1	6	3	4	1
Total		308	946	1254	502	161	136	57	75	24

Please note:

- Pembina at Dalhousie and Pembina at Bairdmore are combined as a single intersection.
- Mount Royal Rd at Portage Avenue and Mount Royal Crescent at Portage Avenue are combined as a single intersection.
- The 2024 collision counts at ISC intersections are preliminary and subject to change.

The following map highlights the total number of motor vehicle collisions at each ISC location with a graphical representation of the number of collisions which resulted in injury.

2024 ISC Locations: Motor Vehicle Collision Totals by Location



ANALYSIS VERSUS PROGRAM START⁷

On January 7, 2003, the Winnipeg Police Service began issuing tickets for speeding and red-light offences at the 12 ISC locations that were being tested in the fall of 2002. Current year comparative analysis was conducted for the original 12 ISC locations, and normalized to account for population and registered motor vehicle growth in the Winnipeg region.

Motor Vehicle Collisions

Compared to 2002, there was a 10% increase in total motor vehicle collisions (MVCs) in the 12 original ISC locations (161 vs. 177), and when normalized to account for vehicle growth there has been a 21% decrease (46.6 MVC per 100,000 vehicles vs. 36.7 MVC per 100,000 vehicles). Three-year averages between the two study periods also show a 15% decrease per capita in MVCs.

Active Major Use 1 Vehicles as at March 1 of Each Year (data as of April 16, 2025)							
Year	Vehicle Count						
2003	351,498						
2004	357,594						
2017	439,805						
2018	446,685						
2019	451,345						
2020	455,499						
2021	457,701						
2022	463,652						
2023	469,438						
2024	482,262						

Original 12 ISC Locations

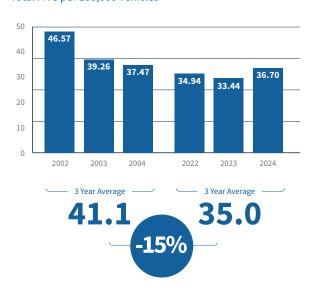
Total Motor Vehicle Collisions (MVC) vs. Program Start 2024 vs. 2002: +10%

Total MVC



Motor Vehicle Collisions (MVC) Normalized for Regional Motor Vehicle Growth: 2024 vs. 2002: -21%

Total MVC per 100,000 Vehicles*



^{*}Active Major Use 1 Vehicles as of March 1 of each year: Territory 1 and commuter vehicles from Territory 2 (represents registered vehicles and commuters for Winnipeg MPI territory) - data source MPI, data as of April 16, 2025

⁷ Data analysis provided by the WPS Organizational Development & Support Division

Right Angle Collisions

Compared to 2002, there was a 22% decrease in total right-angle collisions in the 12 original ISC locations (37 vs. 29), and when normalized to account for vehicle growth there has been a decrease of 44% (10.7 RACs per 100,000 vehicles vs. 6.0 RAC per 100,000 vehicles). Three-year averages between the two study periods show a 7% per capita decrease in right angle collisions. The initial rollout year of 2003 had the largest decrease in right angle collisions (-22, -168%).

Original 12 ISC Locations

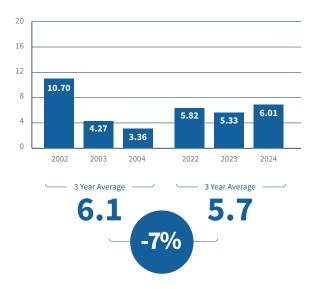
Total Right Angle Collisions vs. Program Start **2024 vs. 2002: -22**%

Total Right Angle Collisions



Right Angle Collisions Normalized for Regional Motor Vehicle Growth: **2024 vs. 2002: -44**%

Total Right Angle Collisions per 100,000 vehicles*



*Active Major Use 1 Vehicles as of March 1 of each year: Territory 1 and commuter vehicles from Territory 2 (represents registered vehicles and commuters for Winnipeg MPI territory) - data source MPI, data as of April 21, 2025

Rear End Collisions (RECs)

Compared to 2002, there was a 22% decrease in total rear end collisions in the 12 original ISC locations (63 vs. 49). When normalized to account for vehicle growth there has been a decrease of 44% (18.2 RECs per 100,000 vehicles vs. 10.2 RECs per 100,000 vehicles). The current three-year average is 46% lower in per capita collisions than the rollout period.

Original 12 ISC Locations

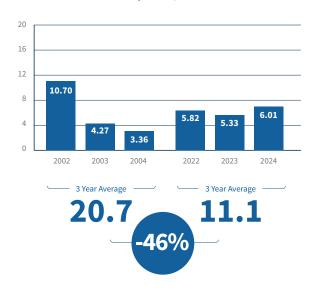
Total Rear End Collisions vs. Program Start **2024 vs. 2002: -22%**

Total Rear End Collisions



Rear End Collisions Normalized for Regional Motor Vehicle Growth: **2024 vs. 2002: -44**%

Total Rear End Collisions per 100,000 vehicles



^{*}Active Major Use 1 Vehicles as of March 1 of each year: Territory 1 and commuter vehicles from Territory 2 (represents registered vehicles and commuters for Winnipeg MPI territory) - data source MPI, data as of April 21, 2025

12. 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 PR 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 mobile PR 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 2024, mobile PR unit deployments captured 92,741 violations which represent an increase of 15.3% compared to 2023. Compared to 2003, 2024 saw a decrease in violations of 10% despite an increase in enforcement capability and the implementation of Reduced Speed School Zones in late 2014. This decrease can be attributed to the effectiveness of the photo enforcement program.

The following table represents the total number of tickets issued by speed range for 2018 through 2024 at mobile PR locations. Information from 2003 provided as a baseline.

Number of tickets Issued									
	PR	PR	PR	PR	PR	PR	PR		
Speed over limit	*2003	2019	2020	2021	2022	2023	2024		
Subtotal 10 – 14 kph	49,097	37,145	31,536	36,187	31,295	32,144	34,464		
Subtotal 15 – 19 kph	42,094	38,019	31,097	38,037	30,731	34,363	38,307		
Subtotal 20 – 34 kph	11,526	15,568	12,692	16,321	10,682	13,712	19,590		
Subtotal >34 kph	376	292	273	362	232	205	480		
Total	103,093	91,024	75,598	90,907	72,940	80,424	92,741		
Violations per 100,000 vehicles	29,330	20,167	16,597	19,862	15,732	17,132	19,230		

The number of violations per 100,000 registered vehicles increased from 17,132 in 2023 to 19,230 in 2024, which is an increase of 12.2%.

Percent of total tickets issued							
	PR	PR	PR	PR	PR	PR	PR
Speed over limit	*2003	2019	2020	2021	2022	2023	2024
Subtotal 10 – 14 kph	47.60%	40.81%	41.72%	39.81%	42.9%	40.0%	37.2%
Subtotal 15 – 19 kph	40.83%	41.77%	41.13%	41.84%	42.1%	42.7%	41.2%
Subtotal 20 – 34 kph	11.18%	17.10%	16.79%	17.95%	14.6%	17.0%	21.1%
Subtotal >34 kph	0.36%	0.32%	0.36%	0.40%	0.30%	0.30%	0.50%

13. PUBLIC EDUCATION CAMPAIGN

Just Slow Down

The Winnipeg Police Service has been dedicated to supporting a public safety message specifically related to speed reduction. The campaign is titled "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 injuries
- 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 and to move mobile photo radar units to areas where they will be most effective
- To proactively promote safe Winnipeg streets



This year, the messaging also focused on reminding drivers to slow down to help reduce the number of motor vehicle collisions involving pedestrians.

Insights

- The "Just Slow Down" fall campaign, aimed at encouraging drivers in Winnipeg to reduce their speed, ran from September 23 to October 20, 2024. Leveraging a diverse mix of channels—YouTube, TikTok, Reddit, In-Game Display, and Out-of-Home (OOH) advertising—the campaign primarily targeted high-risk drivers, focusing on males aged 16-24. Most ads directed traffic to justslowdown.ca with clear calls to action encouraging users to learn more.
- The campaign effectively reached the 16-24 demographic, with YouTube, TikTok, and Reddit delivering a particularly high volume of impressions. Through OOH advertising, we extended reach to include all drivers in Winnipeg, ensuring broad visibility across the city.
- Overall, the campaign achieved over 20 million impressions with a competitive cost-perimpression that outperformed platform benchmarks, optimizing budget efficiency.
- Engagement rates on most platforms were significantly above industry benchmarks, reflecting strong audience interaction with the campaign's creative. These results demonstrate that our media selection was highly effective in reaching and resonating with the target audience.

In 2019, following a Request for Proposals, marketing consultant Argyle was selected and tasked with the development and release of a media strategy in line with the goals and objectives of the campaign.



Winnipeg Police Service

P.O. Box 1680 Winnipeg, Manitoba R3C 2Z7

winnipeg.ca/police