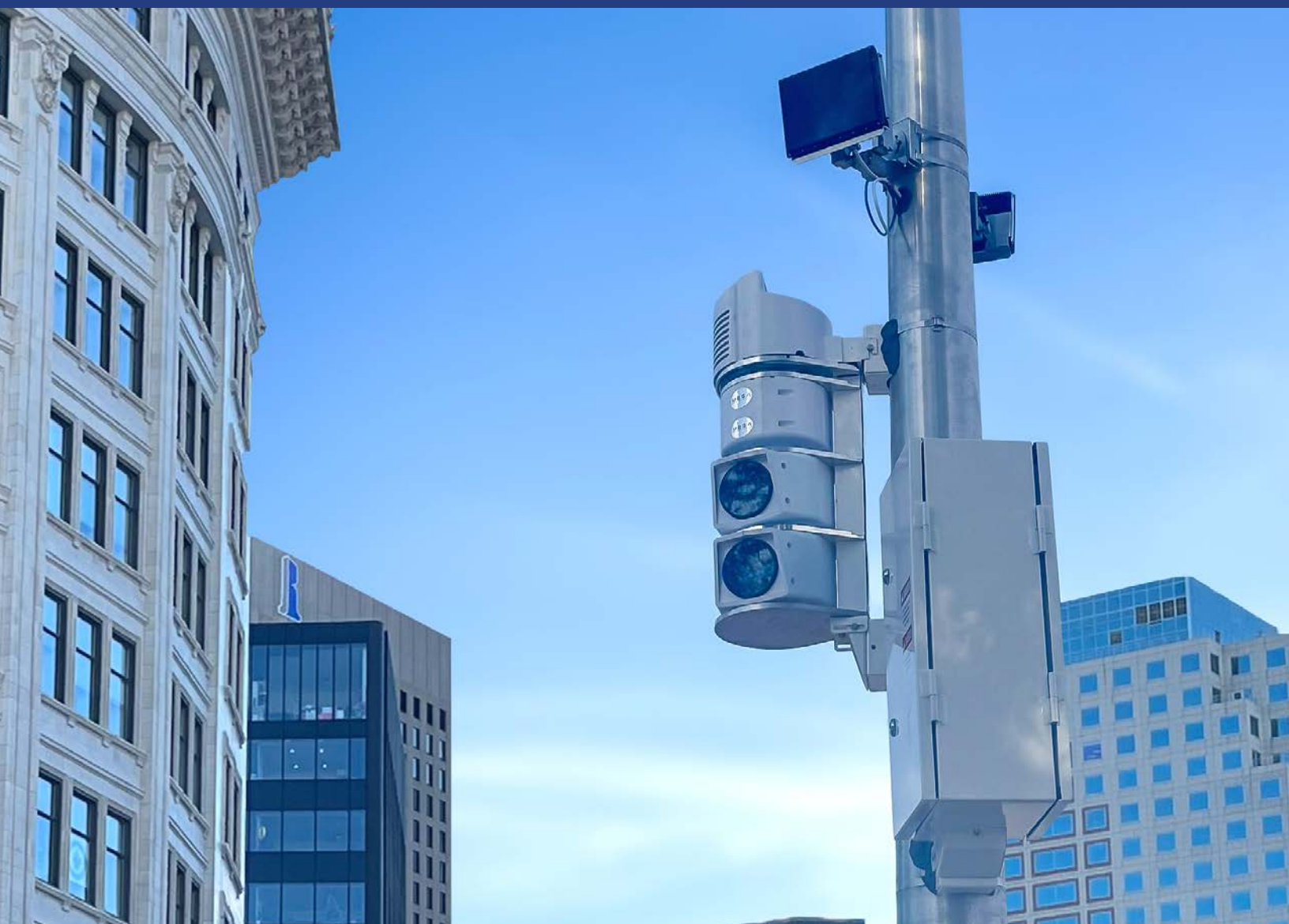




Winnipeg Police Service

Photo Enforcement Program



2025 Annual Report



Contents

Executive Summary	3
Reason for the Report	3
Program Goal	3
Revenues and Expenses	4
Deployment Criteria	
• Mobile Photo Radar Units	4
• Intersection Safety Cameras	4
Program Outputs	4
• Designated Intersection Safety Camera Locations 2025	4
Photo Enforcement Statistics	5
• Year to Year Data: 2021 – 2025.....	5
Mobile Statistics	7
Intersection Camera Statistics.....	9
Traffic Collision Statistics	9
• 2025 Collision Statistics Summary	4
• Analysis Versus Program Start	16
Mobile Photo Radar Analysis	18
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 22nd annual report highlighting the operation of this program.

1. Reason for the Report

The 2025 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 2025¹, the Winnipeg Police Service received revenues of \$12,726,797.

For the year 2025, the total expenses for the Photo Enforcement Program were \$5,215,367.

- The salaries and benefits of the Winnipeg Police Service members assigned to work on the Photo Enforcement Program on a full-time basis (11.8%)
- The cost of working with outside contractors on enforcement (Elovate and operators) (82.8%)
- Miscellaneous expenses, including training, associated with operating the program (5.4%)

This represents a surplus of \$7,511,430. 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 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)

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.

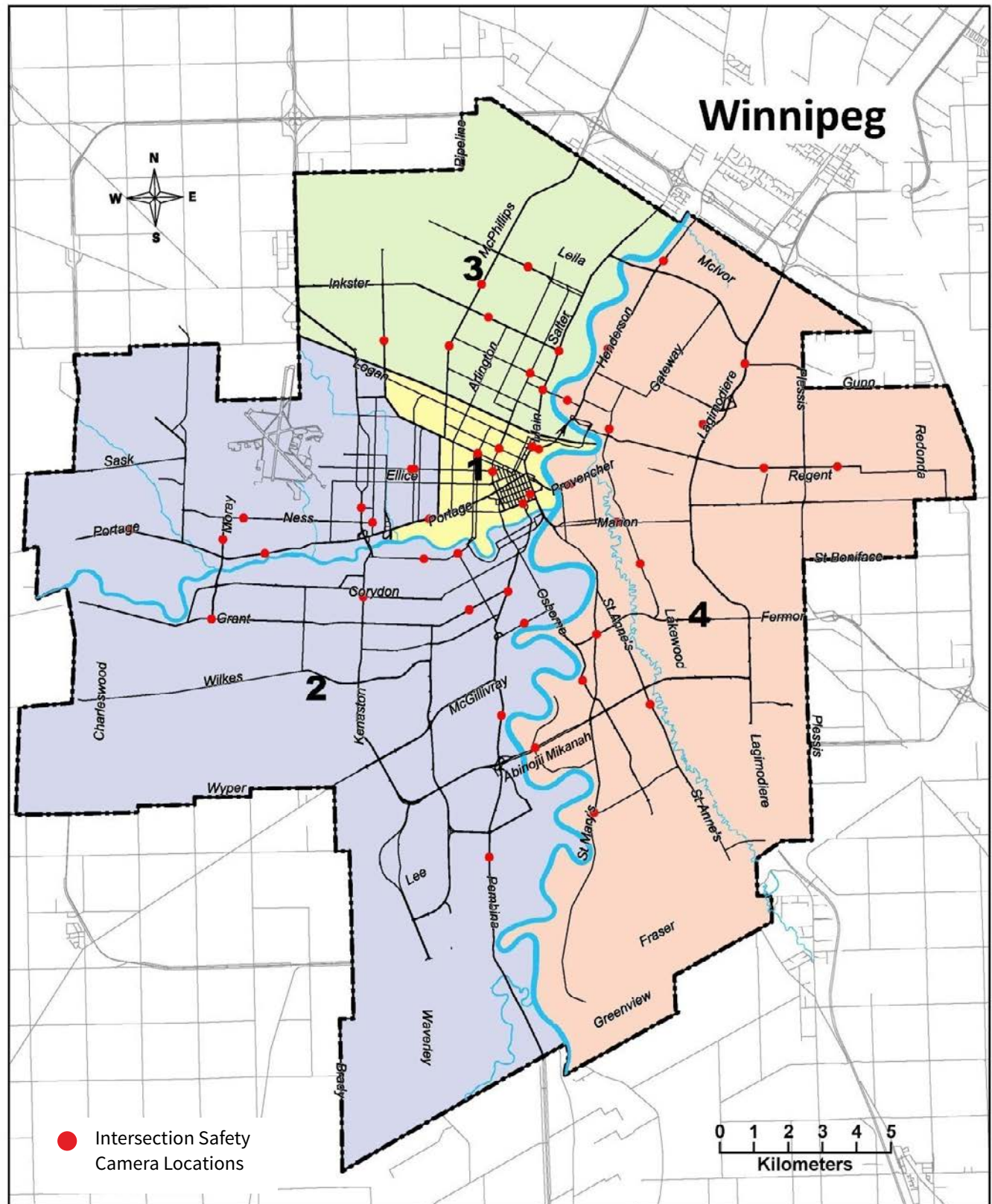
The WPS uses the following information in the decision to deploy ISC at a particular location:

- 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 2025



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.

District 2

Academy Rd. EB @ Stafford St.
 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.

**Winnipeg
 Police
 Service**



6. Photo Enforcement Statistics

Year to year data: 2021 – 2025¹

	2021	2022	2023	2024	2025
Total Number of Offences					
Mobile Photo Radar (reduced speed school zone)	45,183	44,736	43,517	37,405	38,845
Mobile Photo Radar (all other)	45,724	28,204	36,907	55,336	35,475
Intersection Safety Cameras / Speeding	27,694	27,321	28,596	25,508	19,969
Intersection Safety Cameras / Red Light	8,615	10,604	9,869	10,179	10,135
Total	127,216	110,865	118,889	128,428	104,424

Clearance Status²					
Convictions	121,905	121,905	112,070	112,442	91,463
Total Stays - appealed or rectified	4	9	2	21	8
Total Stays - quash, acquittals, dismissed	1,571	1,571	1,307	2106	2,375
Not Guilty	0	0	0	0	0
On Going - no disposition date	3,471	7,588	4,914	13,589	10,560
On Going - previous disposition voided	475	304	325	463	293

Tickets Issued by Conventional Means					
Speeding	12,795	7,310	10,425	11,333	12,197
Red Light	1,408	1,683	1,326	1,148	969
Stop Sign	3,873	3629	4,441	3,042	2,443
Disobey Traffic Control Device (other)	5,361	5,044	6,530	7,311	6,499

7. Mobile Camera Statistics

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

	Number of Tickets Issued				Percent of Total Tickets Issued			
	PR	PR	PR	PR	PR	PR	PR	PR
Speed over limit	2022	2023	2024	2025	2022	2023	2024	2025
Subtotal 10 – 14 kph	31,295	32,144	34,464	30,022	42.9%	40.0%	37.2%	40.4%
Subtotal 15 – 19 kph	30,731	34,363	38,207	31,106	42.1%	42.7%	41.2%	41.9%
Subtotal 20 – 34 kph	10,682	13,712	19,590	12,919	14.6%	17.0%	21.1%	17.4%
Subtotal >34 kph	232	205	480	273	0.50%	0.30%	0.5%	0.4%
TOTAL	90,907	72,940	92,741	74,320				

¹ Program data provided by contract partner Elovate (formerly known as Conduent Business Services Canada Inc.)

² Clearance Status and Tickets Issued by Conventional Means statistics provided by Manitoba Justice - Courts

8. 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 tickets Issued				Percent of total tickets issued			
	ISC	ISC	ISC	ISC	ISC	ISC	ISC	ISC
SPEED over limit	2022	2023	2024	2025	2022	2023	2024	2025
Subtotal 10 – 14 kph	14,250	14,776	13,148	10,096	52.2%	51.7%	51.5%	50.6%
Subtotal 15 – 19 kph	10,708	11,193	9,996	7,858	39.2%	39.1%	39.2%	39.4%
Subtotal 20 – 34 kph	2,222	2,453	2,188	1,841	8.1%	8.6%	8.6%	9.2%
Subtotal >34 kph	141	174	176	174	0.5%	0.6%	0.7%	0.9%
SPEED TOTAL	27,694	27,321	28,596	19,969				
RED LIGHT TOTAL	8,165	10,604	9,869	10,135				
ISC TOTAL	36,309	37,925	38,465	30,104				

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.

ISC Speed over limit (camera/day)	Program Implementation 2003	Number of Tickets Issued Per Day			
		2022	2023	2024	2025
10 – 14 kph	4.65	1.19	1.23	1.10	0.84
15 – 19 kph	6.08	0.89	0.93	0.83	0.65
20 – 34 kph	1.61	0.19	0.20	0.18	0.15
>34 kph	0.06	0.01	0.01	0.01	0.01
TOTAL	12.40	2.28	2.38	2.13	1.66

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 2025, that number has been reduced to 1.66 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 tables below indicate the number of tickets issued by location at each of the 36 active ISC locations. Of these, three 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.

Tickets Issued by ISC - ALL						
District	Location Description	2022	2023	2024	2025	TOTAL (since installation)
First 12						
1	Sherbrook St. NB @ Broadway ^[1]	0	0	0	0	0
4	Provencher Blvd. EB @ Aulneau St.	0	0	0	0	14,231
4	Marion St. EB @ Dufresne Ave	2	0	0	0	16,771
4	Talbot Ave. EB @ Watt St.	207	0	0	0	3,729
4	Hespeler Ave. EB @ Beatrice St.	1250	886	1293	509	39,882
4	Henderson Hwy. SB @ Kimberly Ave.	0	0	0	63	11,673
3	Inkster Blvd. WB @ Airlies St.	117	0	0	0	23,843
3	Salter St. SB @ Mountain Ave.	0	0	0	0	4,284
1	Isabel St. NB @ William Ave.	0	64	969	1240	16,564
2	Jubilee Ave. WB @ Cockburn St	0	0	0	0	3,529
2	Academy Rd. WB @ Oak St.	739	904	875	867	20,460
2	Moray St. NB @ Lodge Ave.	767	649	714	288	19,592
Second 12						
2	Ness Ave. WB @ Whytewold Rd.	4	4	0	0	4,443
2	Century St. NB @ Silver Ave.	564	593	431	421	10,106
1	Sargent Ave. EB @ Clifton St.	292	420	337	21	22,489
3	Keewatin St. NB @ Selkirk Ave.	413	788	781	724	14,402
3	Leila Ave. WB @ Sinclair St.	0	0	0	0	4,102
2	Kenaston Blvd. SB @ Corydon Ave.	2619	2540	2160	1573	89,153
1	Donald St. SB @ Broadway	725	892	696	497	19,861
4	Archibald St. SB @ Elizabeth Rd.	0	0	0	0	9,948
4	Regent Ave. W. WB @ Owen St.	2661	2660	2240	2253	46,164
4	St. Mary's Rd. SB @ Warde Ave. ^[2]	0	0	0	0	18,283
2	Pembina Hwy. NB @ Dalhousie Blvd. ^[3]	0	0	0	0	19,924
2	Portage Ave. EB @ Cavalier Dr.	601	614	56	0	27,179
Third 12						
3	Main St. SB @ Redwood Ave.	556	437	375	263	8,106
3	McPhillips St. SB @ Redwood Ave.	566	601	576	673	9,891
1	Notre Dame Ave. WB @ Sherbrook St.	0	0	0	0	5,000
2	Grant Ave. WB @ Wilton St.	1125	745	2022	2261	76,391
2	Ellice Ave. WB @ St. James St. ^[4]	0	0	0	0	18,080
4	Panet Rd. SB @ Munroe Ave.	1040	825	918	906	18,620
2	Portage Ave. WB @ Mount Royal Rd.	0	0	0	0	23,664
1	Disraeli Fwy. NB @ Lily St.	1232	1435	972	723	32,412
4	St. Anne's Rd. NB @ Meadowood Dr.	343	390	548	522	9,654

Tickets Issued by ISC - ALL						
District	Location Description	2022	2023	2024	2025	TOTAL (since installation)
4	Dunkirk Dr. NB @ St. Vital Rd.	185	468	498	589	7,819
4	Regent Ave. West EB @ Madeline St.	809	828	961	1055	36,108
2	Pembina Hwy. NB @ Grant Ave.	1619	1524	1451	1554	31,444
Additional Locations						
1	Main St. NB @ Logan Ave.	3069	2793	2436	3071	102,607
2	Portage Ave. EB @ Dominion St.	1031	882	509	277	12,276
3	Main St. NB @ Inkster Blvd.	571	590	608	656	12,824
4	Henderson Hwy. NB @ Gilmore Ave.	337	338	320	380	8,221
2	Kenaston Blvd. NB @ McGillivray Blvd	0	0	0	0	885
1	York Ave. EB @ Fort St.	802	1231	1033	1000	17,091
4	Lagimodiere Blvd. SB @ Grassie Blvd.	762	656	471	550	19,608
2	Fermor Ave. WB @ St. Mary's Rd.	8	0	0	0	461
2	St. James St. SB @ Ness Ave.	260	255	159	209	3,158
3	McPhillips St. SB @ Jefferson Ave.	437	443	479	462	9,258
2	St Mary's Rd. NB @ Warde Ave. ^[2]	875	592	619	592	17,128
1	Balmoral St. NB @ Sargent Ave.	824	767	788	817	11,496
2	Pembina Hwy. SB @ Chevrier Blvd.	647	1719	1498	1477	19,060
2	Erin St. SB @ Sargent Ave.	0	0	0	0	448
2	Grant Ave. EB @ William R. Clement Pkwy ^[5]	507	427	480	576	7,197
2	Academy Rd. EB @ Stafford St.	0	0	0	0	4,198
2	Pembina Hwy. NB @ Bairdmore Blvd ^[3]	1694	1516	1440	1724	24,578
5	Marion Street EB @ Dufresne Ave ^[7]	6224	6294	4739	12	17,269
5	Fermor Ave. WB @ St. Mary's Rd. ^[6]	9	124	56	282	471
5	Abinojii Mikanah WB @ River Rd. ^[8]	0	0	802	1017	1,819

[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, 2024

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

9. Traffic Collision Statistics

2025 Collision Statistics Summary

This report summarizes 2025 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 2025 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 2025³

The following table outlines the 2025 collision statistics summary for Winnipeg intersections that have Intersection Safety Cameras (ISCs).

- The 2025 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 PDO	MVC Total	Rear End	Rear End Injury	Rt Angle	Rt Angle Injury	L/Rt Turn	L/Rt Turn Injury
Abinojii Mikanah	River Rd	17	35	52	33	13	6	3	2	0
Academy Rd	Oak St	1	8	9	4	0	0	0	0	0
Academy Rd	Stafford St	15	43	58	50	14	4	1	1	0
Airlies St	Inkster Blvd	4	4	8	2	2	2	1	0	0
Archibald St	Elizabeth Rd	5	13	18	8	2	0	0	1	0
Aulneau St	Provencher Blvd	2	4	6	4	1	0	0	1	1
Balmoral St	Sargent Ave	4	14	18	4	1	1	0	1	0
Beatrice St	Hespeler Ave	4	5	9	4	2	2	1	2	0
Broadway	Donald St	21	51	72	24	5	14	4	14	7
Broadway	Sherbrook St	8	27	35	15	5	2	1	2	0
Cavalier Dr	Portage Ave	15	48	63	17	8	6	4	1	0
Century St	Silver Ave	7	15	22	10	4	5	1	2	1
Chevrier Blvd	Pembina Hwy	5	17	22	9	2	3	0	1	1
Clifton St	Sargent Ave	0	2	2	0	0	0	0	0	0
Cockburn St S	Jubilee Ave	3	5	8	7	2	0	0	0	0
Corydon Ave	Kenaston Blvd	6	29	35	21	4	4	2	1	0
Dalhousie Dr	Pembina Hwy	17	50	67	30	7	7	4	3	0
Disraeli Fwy	Lily St	3	10	13	6	1	0	0	2	1
Dominion St	Portage Ave	6	17	23	6	2	1	1	1	1
Dufresne Ave	Marion St	1	8	9	2	1	0	0	2	0
Dunkirk Dr	St Vital Rd	4	7	11	7	1	0	0	1	1
Ellice Ave	St James St	10	31	41	15	6	4	0	4	3

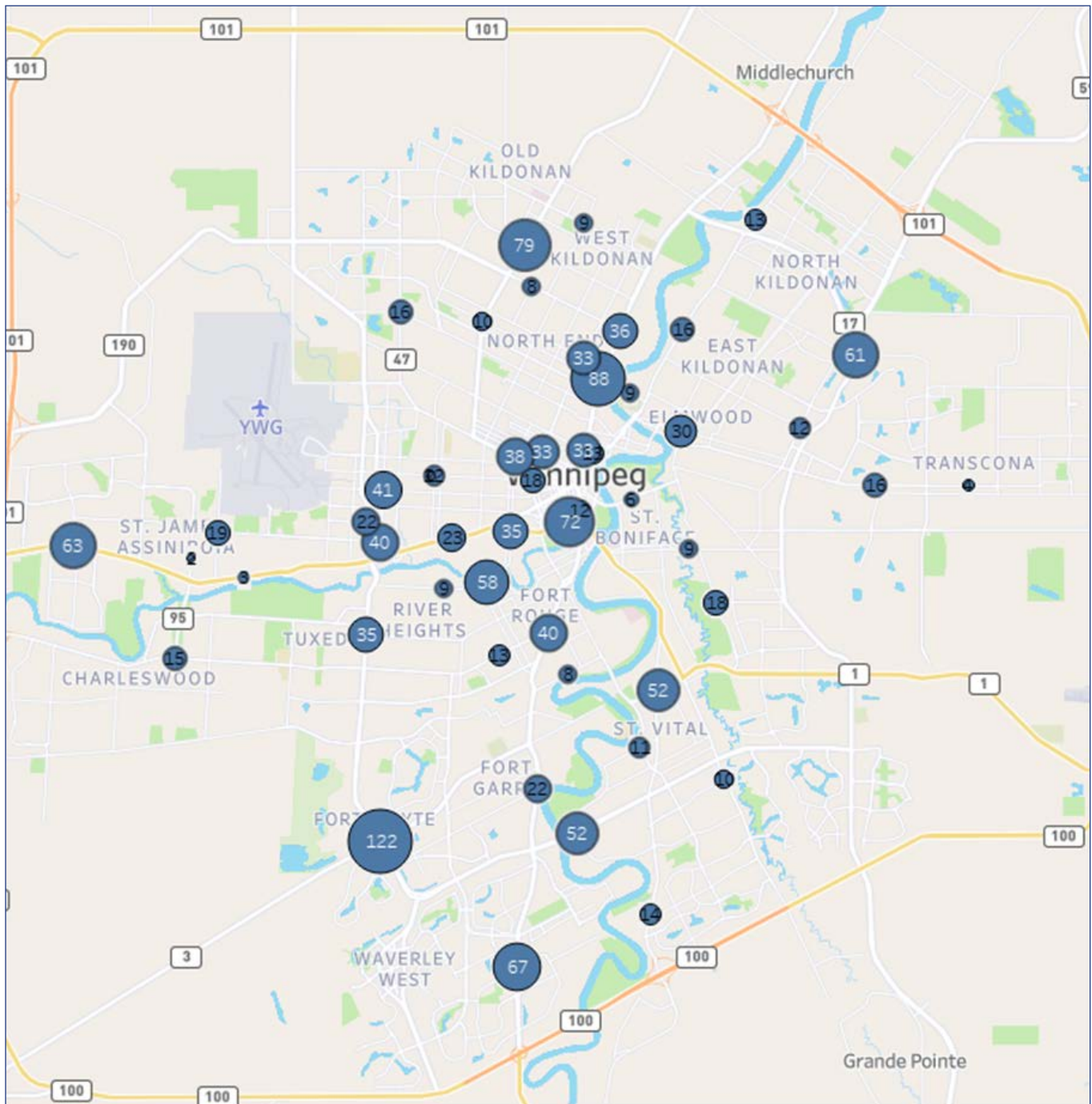
3 Collision Statistics provided by MPI

Street 1	Street 2	MVC Injury	MVC PDO	MVC Total	Rear End	Rear End Injury	Rt Angle	Rt Angle Injury	L/Rt Turn	L/Rt Turn Injury
Erin St	Sargent Ave	3	9	12	3	1	6	2	1	0
Fermor Ave	St Mary's Rd	14	38	52	30	7	1	1	2	2
Fort St	York Ave	3	9	12	2	0	4	3	0	0
Gilmore Ave	Henderson Hwy	2	11	13	6	0	1	0	0	0
Grant Ave	Pembina Hwy	6	34	40	15	2	0	0	0	0
Grant Ave	William R. Clement Pkwy	6	9	15	8	4	1	0	2	2
Grant Ave	Wilton St	4	9	13	2	0	4	3	3	1
Grassie Blvd	Lagimodiere Blvd	25	36	61	42	23	1	1	1	0
Henderson Hwy	Kimberly Ave	8	8	16	7	3	3	1	1	1
Inkster Blvd	Main St	6	30	36	16	5	4	0	2	1
Isabel St	William Ave	9	24	33	7	1	5	1	5	3
Jefferson Ave	McPhillips St	25	54	79	28	14	6	4	6	3
Keewatin St	Selkirk Ave	5	11	16	6	2	1	0	0	0
Kenaston Blvd	McGillivray Blvd	19	103	122	62	13	4	3	2	0
Leila Ave	Sinclair St	2	7	9	3	1	2	0	0	0
Lodge Ave	Moray St	0	2	2	0	0	0	0	0	0
Logan Ave	Main St	7	26	33	14	3	2	0	0	0
Madeline St	Regent Ave W	1	3	4	0	0	0	0	0	0
Main St	Redwood Ave	26	62	88	44	9	8	5	8	2
McPhillips St	Redwood Ave	6	4	10	5	2	0	0	1	1
Meadowood Dr	St Anne's Rd	1	9	10	5	1	2	0	0	0
Mount Royal Rd	Portage Ave	0	3	3	0	0	0	0	0	0
Mountain Ave	Salter St	9	24	33	11	3	8	4	3	1
Munroe Ave	Panet Rd	3	9	12	6	1	1	1	0	0
Ness Ave	St James St	11	29	40	20	3	2	0	3	1
Ness Ave	Wytewold Rd	8	11	19	5	3	5	2	3	1
Notre Dame Ave	Sherbrook St	5	33	38	10	3	3	1	2	0
Owen St	Regent Ave W	3	13	16	4	1	2	1	4	1
St Mary's Rd	Warde Ave	5	9	14	5	2	0	0	2	1
Talbot Ave	Watt St	6	24	30	4	0	6	1	8	2
Total		386	1096	1482	648	190	143	57	101	39

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 2025 collision counts at ISC Intersections are preliminary and subject to change.

2025 ISC Locations: Motor Vehicle Collision Totals by Location



Analysis Versus Program Start⁴

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 23% increase in total motor vehicle collisions (MVCs) in the 12 original ISC locations (161 vs. 198), and when normalized to account for vehicle growth there has been a 14% decrease (46.6 MVC per 100,000 vehicles vs. 40.01 MVC per 100,000 vehicles). Three-year averages between the two study periods also show a 11% decrease per capita in MVCs.

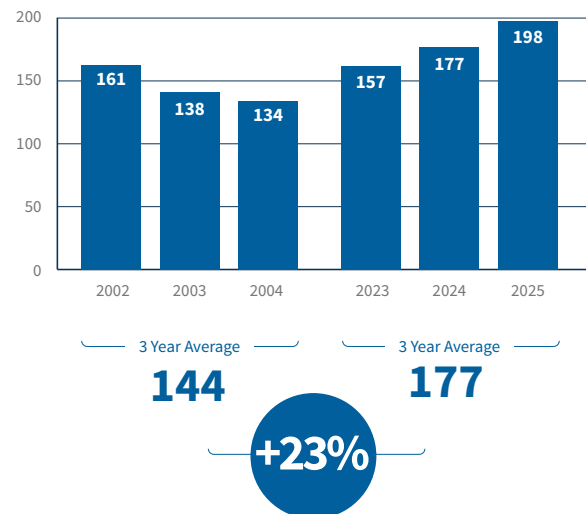
Active Major Use 1 Vehicles as at March 1 of Each Year (data as of Mar 19 2026)

Year	Vehicle Count
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
2025	494,833

Original 12 ISC Locations

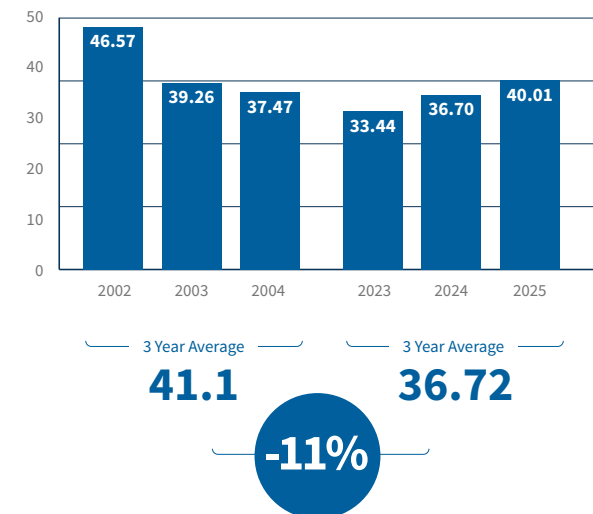
Total Motor Vehicle Collisions (MVC) vs. Program Start **2025 vs. 2002: +23%**

Total MVC



Motor Vehicle Collisions (MVC) Normalized for Regional Motor Vehicle Growth: **2025 vs. 2002: -14%**

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 March 19, 2026

⁴ Data analysis provided by the WPS Organizational Development & Support Division

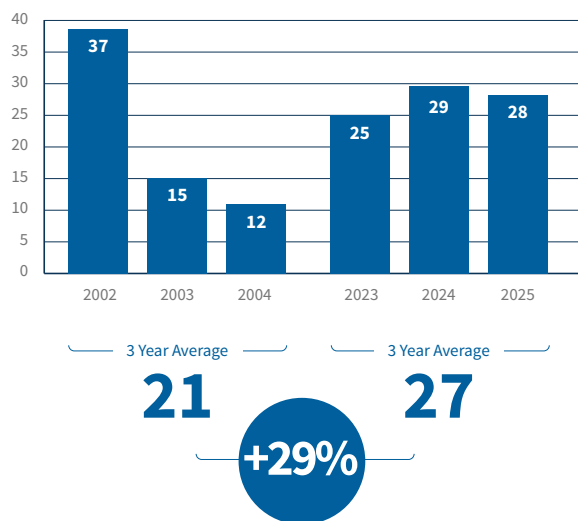
Right Angle Collisions (RACs)

Compared to 2002, there was a 24% decrease in total right-angle collisions in the 12 original ISC locations (37 vs. 28), and when normalized to account for vehicle growth there has been a decrease of 47% (10.7 RACs per 100,000 vehicles vs. 5.7 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

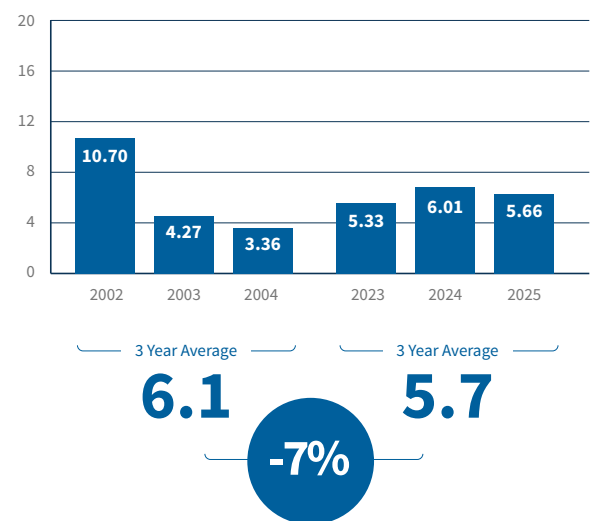
Total Right Angle Collisions vs. Program Start
2025 vs. 2002: -24%

Total Right Angle Collisions



Right Angle Collisions Normalized for Regional
Motor Vehicle Growth: **2025 vs. 2002: -47%**

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 March 19, 2026

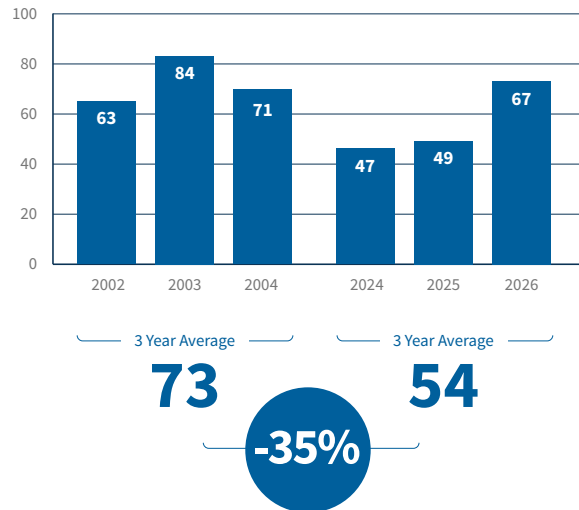
Rear End Collisions (RECs)

Compared to 2002, there was a 6% increase in total rear end collisions in the 12 original ISC locations (63 vs. 67). When normalized to account for vehicle growth there has been a decrease of 26% (18.2 RECs per 100,000 vehicles vs. 13.5 RECs per 100,000 vehicles). The current 3-year average is 46% lower in per capita collisions than the rollout period.

Original 12 ISC Locations

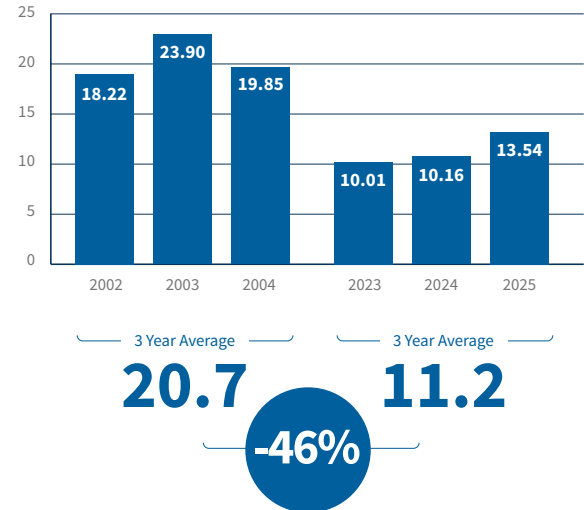
Total Rear End Collisions vs. Program Start
2025 vs. 2002: +6%

Total Rear End Collisions



Rear End Collisions Normalized for Regional Motor Vehicle Growth: **2025 vs. 2002: -26%**

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 March 19, 2026

10. 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 2025, mobile PR unit deployments captured 74,320 violations which represent a decrease of 22% compared to 2024. Compared to 2003, 2025 saw a decrease in violations of 32.4% 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 2020 through 2025 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	2020	2021	2022	2023	2024	2025
Subtotal 10 – 14 kph	49,097	31,536	36,187	31,295	32,144	34,464	30,022
Subtotal 15 – 19 kph	42,094	31,097	38,037	30,731	34,363	38,307	31,106
Subtotal 20 – 34 kph	11,526	12,692	16,321	10,682	13,712	19,590	12,919
Subtotal >34 kph	376	273	362	232	205	480	273
Total	103,093	75,598	90,907	72,940	80,424	92,741	74,320
Violations per 100,000 vehicles	29,330	20,167	16,597	19,862	15,732	17,132	15,019

The number of violations per 100,000 registered vehicles decreased from 17,132 in 2024 to 15,019 in 2025, which is a decrease of 13.1%.

Percent of total tickets issued							
	PR	PR	PR	PR	PR	PR	PR
Speed over limit	*2003	2020	2021	2022	2023	2024	2025
Subtotal 10 – 14 kph	47.60%	41.72%	39.81%	42.9%	40.0%	37.2%	40.4%
Subtotal 15 – 19 kph	40.83%	41.13%	41.84%	42.1%	42.7%	41.2%	41.9%
Subtotal 20 – 34 kph	11.18%	16.79%	17.95%	14.6%	17.0%	21.1%	17.4%
Subtotal >34 kph	0.36%	0.36%	0.40%	0.30%	0.30%	0.50%	0.40%

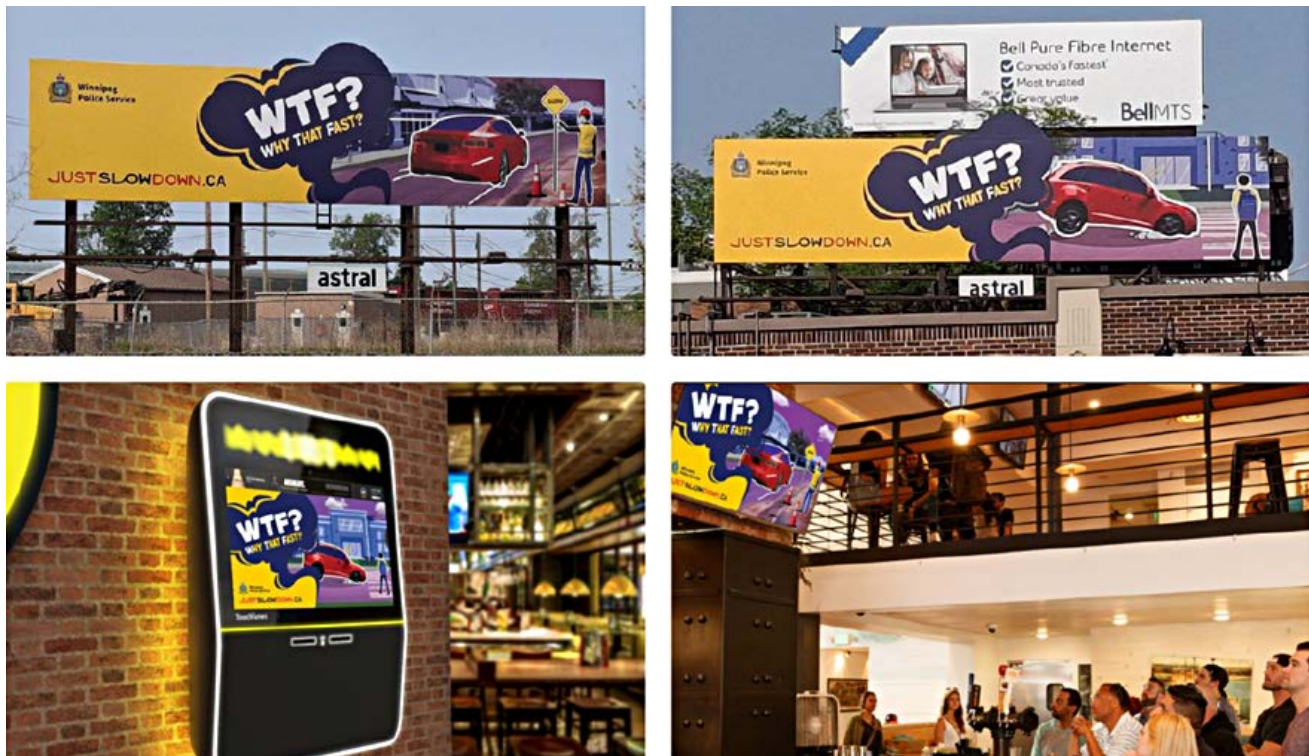
11. Public Education Campaign

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 Just Slow Down campaign also addressed male high risk drivers, between the ages of 16-24. The campaign also targeted school zones.

Insights

- The “Just Slow Down” fall campaign, aimed at encouraging drivers in Winnipeg to reduce their speed, ran from October 20, 2025, to December 7, 2025. Leveraging a diverse mix of channels—Twitch, TikTok, Reddit, 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. The Twitch creative “Construction Day” received the best results, while TikTok, and Reddit delivered 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 22 million impressions.
- The campaign successfully engaged target audiences, delivered impactful results, and exceeded key performance objectives.

In 2025, following a Request for Proposals, marketing consultant ChangeMakers (formerly Argyle) was selected and tasked with the development and release of a media strategy in line with the goals and objectives of the campaign.



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