

COMMITTEE OF THE WHOLE AUGUST 18, 2003

“SAVE-A-LIFE” PROGRAM

Recommendation

On behalf of the Safe City Committee, Chairman Councillor Bernie DiVona recommends:

1. That the City of Vaughan receive and endorse the York Regional Police “Save-a-Life” program; and
2. That the City of Vaughan Engineering and Public Works Departments provide assistance with York Regional Police; and
3. That the City of Vaughan Corporate Communications Department works directly with York Regional Police for the release of information with the results of the statistics gathered.

Purpose

To support the York Regional Police “Save-a-Life” program.

Background - Analysis and Options

It has been recognized by York Regional Police, in consultation with all municipalities and residents throughout York Region, a need and commitment to improve the quality of life of the citizens of York Region by being the benchmark of excellence in road safety.

The cornerstone of the “Save-a-Life” program is the forging of strong partnerships. By addressing the complaints from the community while using the municipal Transportation and Works Departments to conduct pre and post enforcement studies, York Regional Police can deal with the identified areas with the greatest risk.

York Regional Police, working with the municipal Transportation and Works Departments, identified “hot spots” with the greatest collision rates throughout York Region and these are the target areas.

The City of Vaughan is serviced by York Regional Police District 2 and District 4. The target area locations identified by York Regional Police in their report (see Attachment # 2) are those identified by the City of Vaughan Engineering Department.

Attachments


1. “Save-a-Life” Presentation Report
2. York Regional Police Project Neighbour Saver Report
3. 2003 Save-a-Life Enforcement/Media Events

Report prepared by:

Bernie DiVona, Councillor Ward 3

Respectfully submitted,

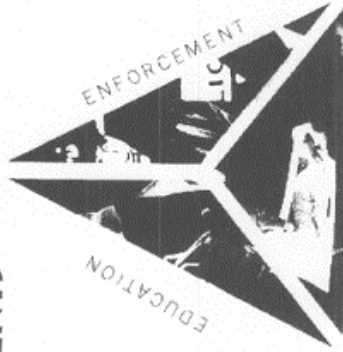
Bernie DiVona
Councillor Ward 3

<p>Save a Life</p>	<p>one vision... one goal</p>
<p>OUR GOAL</p> <p>To Save a Life on the roadways in York Region and to improve the quality of life of the citizens of York Region by being the Benchmark of Excellence in Road Safety.</p> <p>York Region</p> <p>Working together for our safety...</p> 	

Save
a Life

one vision...
one goal

KEY COMPONENTS



ENGINEERING

York Region

Working
together
for our safety...



Save
a Life

one vision...
one goal

YEAR 2002 SUCCESSES

- Increases in speed compliance rates on both Highways 7& 9 along with a reduction in serious collisions on those roads.
- During the Save-A-Life campaigns, 16,177 Provincial Offence Notices issued by the Traffic Enforcement Unit and District COR Officers in 2002, compared to approximately 11,735 in 2001.
- A significant increase in R.I.D.E. related charges were laid compared to 2001.
- 2500 Deputy Seatbelt badges were distributed in various forums during the final three months of 2002
- Despite a minor increase in overall collisions (1.89%), there has been a 3.8% decrease in collision rates per 100,000 persons for 2002 as compared to 2001. Meaning that in 2002, we experienced 2231 collisions for every 100,000 persons as opposed to 2320 collisions per 100,000 persons in 2001.

York Region

Working

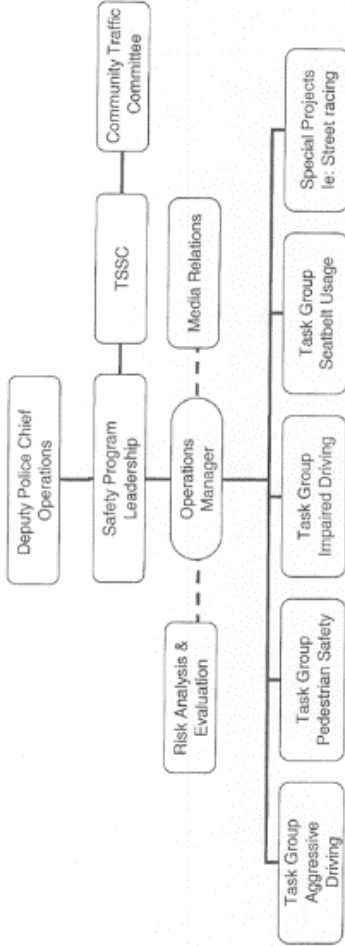
together
for our safety...



Save
a life

one vision...
one goal

SAVE-A-LIFE STRUCTURE



York Region

Working
together
for our safety...



Save
a Life

one vision...
one goal

2003 YEAR TO DATE

- Arterial Roads Enforcement January to March 2003
- Operation Impact/ Province wide Seatbelt Blitz
- Operation Life Saver Railway Crossing Enforcement
- Commercial Motor Vehicle Enforcement
- Expanded Aerial Enforcement Keele St, Highway 27
- Radars in every marked patrol car
- Save-A-Life Web site – May 2, 2003
- Launch Deputy Seatbelt Program at Parkland P.S. in Markham
- Launch Project e.R.A.S.E. (Street Racing)

York Region

Working

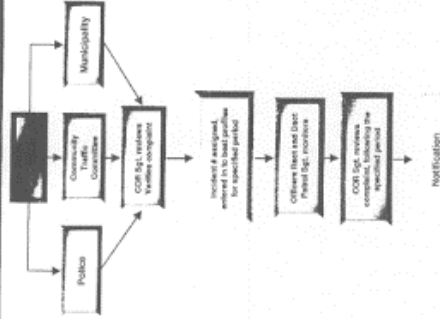
together
for our safety...



Save
a Life

one vision...
one goal

**RESIDENTIAL TRAFFIC COMPLAINT
MODEL**



York Region

Working
together
for our safety...



Save
a Life

one vision...
one goal

SHORT TERM PLANS

- September School Buses and School Zones
- Fall Seatbelt Campaign
- September and November Pedestrian Safety Campaign focusing on Children and Seniors
- Collision Reporting Centres
- December R.I.D.E. Program

York Region

Working

together
for our safety...



Save
a Life

one vision...
one goal

LONG TERM PLANS

- Reduce serious road collisions
- Don't get caught in the Penalty box program
- Reduce impaired driving- D.R.E. (Drug Recognition Experts)
- Increase seatbelt usage
- Closer alignment with Provincial and National road safety Programs.

York Region

Working

together
for our safety...



Save
a Life


one vision...
one goal

Save
a Life
one vision... one goal.

Drive responsibly

Working
together
for our safety...

York Region



PROJECT NEIGHBOUR SAVER



Residential Traffic Complaint Enforcement
COR Traffic/Traffic Enforcement Unit

Prepared By: Sgt. Orlovski #542
& R. Andrews #5397

Save
a Life
one vision... one goal.

RESOURCES:

- 1) COR Units
- 2) Traffic Enforcement Unit
- 3) Traffic Analyst
- 4) Mixture of marked/unmarked and motorcycle patrol vehicles
- 5) Hand-held and laser radar

Target Areas:

See below locations as provided by District COR Sergeants.

District 1

#	LOCATION
1	Park Ave South Holland Landing
2	Murray Drive Aurora
3	Park Ave/Oriole Drive
4	Elgin St/Jefferson
5	Bristol Rd
6	Henderson Ave, Aurora
7	Kennedy st West, Aurora

District 2

#	LOCATION
1	Farmstead Rd.
2	Brookside rd. btw. Yonge and Shaftsbury Ave.
3	Canyon Hill btw. Yonge and Shaftsbury Ave.
4	Shaftsbury and Larratt Lane
5	Atkinson Ave South of Centre St

District 3

#	LOCATION
1	Wexford/Natanya Blvd. (Stop Sign)

District 4

#	LOCATION
1	Ansley Grove at Father Bressani H.S.
2	Ansley Grove North of Hwy #7, by town houses
3	Clark Ave, btw, New Westminster and Bathurst

District 5

#	LOCATION
1	Carlton rd, btw, McCowan and Kennedy
2	Fincham Ave.
3	Church Street
4	Lee Ave.
5	Denison st.
6	Millard st.

Save
a Life
one vision... one goal

Action Plan:

- 1) COR Sergeants to provide targeted locations.
- 2) Traffic Platoons will work with COR Unit Traffic Officers.
- 3) Tracking sheets and envelopes to be issued for each targeted location for submission of computer copy of POT's to Traffic Analyst. (See appendix A)
- 4) Enforcement to take place as indicated in complaint, or at times where greatest likelihood of success would occur.
- 5) Traffic Analyst to process results and submit to COR Sergeants for complainant follow-up.
- 6) Press release to be issued based on blitz results

Statistical Information:

As noted in appendix B and appendix C.

Conclusion:

Residential Traffic complaints will not be resolved with this blitz. They will continue so long as there are cars and drivers. York Regional Police have a responsibility to the public to ensure that we are optimizing resources to address their concerns.

This approach will move us further down the road of having quality statistics with which to address specific residential complaints. Numbers vary, but in the main, similar studies have found that the majority of drivers charged are indigenous to the area. This process fits with the proposed Traffic Complaint Model.

As part of our on-going commitment to achieving the Benchmark of Excellence in road safety for our citizens, such an approach is necessary.

Press Release:

To be distributed post-analysis.

Save
a Life
one vision... one goal.

Key Messages:

- York Regional Police and the Save-A-Life program are committed to being the Benchmark of Excellence in Road Safety.
- The cornerstone of the Save-a-Life program is the forging of strong partnerships. By addressing the complaints of the community members, while using the municipal Transportation and Works departments to conduct pre and post enforcement studies, we are able to deal with some of the larger compliant areas. These partnerships allow us to measure the success of the program and to enhance our ability to target aggressive drivers while educating the public.
- Excessive speed has been the greatest consistent contributing factor in many Fatal Collisions that have occurred on regional Roads in the last five years.
- Most violators are living within your own neighborhood.
- As schools close down for the summer, there will be many more younger pedestrians on the roads, speeding and failing to come to a complete stop at a stop sign can place these persons in danger.
- It is evident from previous residential enforcement blitzes that too many drivers are choosing to disobey the traffic laws endangering the lives of their neighbour's children and those living around them.

Catch Phrase

A direct relationship exists between speed and severity of injury, the public needs to understand this and slow down!

June 27/03
R.A. #5397

Save
a Life
one vision... one goal.



Appendix A



RESIDENTIAL ENFORCEMENT TRACKING SHEET

DATE:		TIME START:		TIME FINISHED:	
BEAT:		LOCATION:			
OFFICER 1 BADGE #:		OFFICER 2 BADGE #:			
TOTAL # OF TICKETS:		TOTAL # OF WARNINGS:			
REMARKS:					
PLEASE COMPLETE THE SHADED SECTIONS ABOVE.					
PLEASE FILL IN THE POSTAL CODE SECTION ON TICKETS AND WARNINGS FOR ADDRESS SEARCH PURPOSES.					
PLEASE PLACE THE "COMPUTER INPUT" SECTION OF ALL TICKETS AND WARNINGS ISSUED IN ENVELOPE AND GIVE THE ENVELOPE TO THE DISTRICT COR SERGEANT.					

R.A. #5397

Appendix B

MINISTRIAL EMPLOYEES THROUGH SHEET MAY 2003

#	LOCATION	OFFICER	TIME START	TIME FINISHED	TICKETS	WARNINGS	# WITHIN 2AM	% OF DRIVERS
1	West Ave South Industrial Entry	41	10:40	1:20	10	2	0	70%
2	Major Drive Access	119	18:27	1:50	2	0	2	100%
3	East Access Drive	395	14:50	1:40	0	2	3	70%
4	Industrial Blvd	811	0:46	0:48	0	0	2	100%
5	Woodway at West Ave	811	0:46	0:48	0	0	0	0%
TOTALS					12	4	7	67%

#	LOCATION	OFFICER	TIME START	TIME FINISHED	TICKETS	WARNINGS	# WITHIN 2AM	% OF DRIVERS
1	West 181 Ave Blvd	27	1:48	1:50	2	0	4	100%
2	West Ave Warehouse	801	1:50	1:50	0	0	0	0%
3	West Ave Warehouse	15:31	2:30	4:00	17	0	7	41%
4	West St at West Ave	202	1:50	1:50	3	0	1	33%
5	Aluminum Ave north of Corns St	202	1:50	1:50	3	0	8	80%
TOTALS					25	0	13	52%

#	LOCATION	OFFICER	TIME START	TIME FINISHED	TICKETS	WARNINGS	# WITHIN 2AM	% OF DRIVERS
1	Industrial Blvd	1119	0:15	0:15	4	0	1	25%
TOTALS					4	0	1	25%

#	LOCATION	OFFICER	TIME START	TIME FINISHED	TICKETS	WARNINGS	# WITHIN 2AM	% OF DRIVERS
1	Army Drive at Farrow Industrial	580	1:05	1:05	3	0	2	67%
2	Army Drive North of Hwy F7, O'Donnell	580	1:00	1:00	2	0	2	100%
3	Chert Ave, New West Warehouse and Industrial	505, 1014, 515	7:57	8:38	2	0	2	100%
4	Industrial Blvd	832	7:57	1:00	9	0	5	56%
5	Industrial Blvd	832	1:50	1:50	11	0	5	45%
6	Aluminum Ave north of Corns St	202, 1014, 802	1:50	1:50	11	0	5	45%
7	Aluminum Ave north of Corns St	832	1:50	1:50	11	0	5	45%
TOTALS					49	0	26	53%

#	LOCATION	OFFICER	TIME START	TIME FINISHED	TICKETS	WARNINGS	# WITHIN 2AM	% OF DRIVERS
1	Industrial Blvd	1119	0:15	1:00	22	0	10	45%
2	Chert Ave, New West Warehouse and Industrial	505	7:57	1:00	7	0	4	57%
3	Chert Ave, New West Warehouse and Industrial	1150	1:45	1:45	2	0	2	100%
4	Industrial Blvd	1024	1:15	1:45	12	0	50	83%
5	Industrial Blvd	832	1:15	1:15	11	0	5	29%
6	Industrial Blvd	804	0:01	1:15	11	1	42	100%
TOTALS					75	1	124	82%

#	LOCATION	OFFICER	TIME START	TIME FINISHED	TICKETS	WARNINGS	# WITHIN 2AM	% OF DRIVERS
1	Industrial Blvd	1119	0:15	1:00	14	0	7	50%
2	Chert Ave, New West Warehouse and Industrial	1150	1:45	1:45	0	0	0	0%
3	Chert Ave, New West Warehouse and Industrial	1024	1:15	1:45	2	0	20	51%
4	Industrial Blvd	832	1:15	1:15	4	0	30	88%
5	Industrial Blvd	804	0:01	1:15	1	0	1	100%
TOTALS					21	0	58	74%

A total of 215 tickets were issued during 15 within 2AM. A number of initial warning tickets were issued to drivers whose actions were not noted to have been added to the overall totals. In 5 tickets, a driver was issued a 12 month suspension over being charged 100 points.

Appendix C

RESIDENTIAL EMPLOYMENT TRACKING SHEET (AWR 2000)

OFFICE	LOCATION	DATE STARTED	DATE FINISHED	TICKETS	MARKINGS	# WITHIN 50m	% OF DRIVING
1	1015 Ave South (Hwy 101)						
2	1015 Ave South (Hwy 101)						
3	1015 Ave South (Hwy 101)						
4	1015 Ave South (Hwy 101)						
5	1015 Ave South (Hwy 101)						
6	1015 Ave South (Hwy 101)						
7	1015 Ave South (Hwy 101)						

OFFICE	LOCATION	DATE STARTED	DATE FINISHED	TICKETS	MARKINGS	# WITHIN 50m	% OF DRIVING
1	1015 Ave South (Hwy 101)						
2	1015 Ave South (Hwy 101)						
3	1015 Ave South (Hwy 101)						
4	1015 Ave South (Hwy 101)						
5	1015 Ave South (Hwy 101)						
6	1015 Ave South (Hwy 101)						
7	1015 Ave South (Hwy 101)						

OFFICE	LOCATION	DATE STARTED	DATE FINISHED	TICKETS	MARKINGS	# WITHIN 50m	% OF DRIVING
1	1015 Ave South (Hwy 101)						
2	1015 Ave South (Hwy 101)						
3	1015 Ave South (Hwy 101)						
4	1015 Ave South (Hwy 101)						
5	1015 Ave South (Hwy 101)						
6	1015 Ave South (Hwy 101)						
7	1015 Ave South (Hwy 101)						

OFFICE	LOCATION	DATE STARTED	DATE FINISHED	TICKETS	MARKINGS	# WITHIN 50m	% OF DRIVING
1	1015 Ave South (Hwy 101)						
2	1015 Ave South (Hwy 101)						
3	1015 Ave South (Hwy 101)						
4	1015 Ave South (Hwy 101)						
5	1015 Ave South (Hwy 101)						
6	1015 Ave South (Hwy 101)						
7	1015 Ave South (Hwy 101)						

OFFICE	LOCATION	DATE STARTED	DATE FINISHED	TICKETS	MARKINGS	# WITHIN 50m	% OF DRIVING
1	1015 Ave South (Hwy 101)						
2	1015 Ave South (Hwy 101)						
3	1015 Ave South (Hwy 101)						
4	1015 Ave South (Hwy 101)						
5	1015 Ave South (Hwy 101)						
6	1015 Ave South (Hwy 101)						
7	1015 Ave South (Hwy 101)						

OFFICE	LOCATION	DATE STARTED	DATE FINISHED	TICKETS	MARKINGS	# WITHIN 50m	% OF DRIVING
1	1015 Ave South (Hwy 101)						
2	1015 Ave South (Hwy 101)						
3	1015 Ave South (Hwy 101)						
4	1015 Ave South (Hwy 101)						
5	1015 Ave South (Hwy 101)						
6	1015 Ave South (Hwy 101)						
7	1015 Ave South (Hwy 101)						

A total of _____ tickets were issued along with _____ within _____ hours of the _____ incident. _____ have been added to the overall total to ensure _____ drivers were issued more than one KKK.

2003 Save-A-Life Enforcement/ Media Events (January to December)

Event	Time	Date (s)	Location	Participants	Media Event	Key Message	Press Release Y/N
Arterial Roads Enf.	N/A	Jan-March	Region Wide	TEU, COR, district officers	See Aircraft Enforcement on Jan 28 th .	We are out there	N
Aircraft/Aerial Enf.	1000hrs	Jan. 28/03	Zandor Sod Farms	Traffic, A12, all COR	1000hrs, Deputy Chief and Sgt. Orlovski speaking to press regarding Aerial roads and aerial Enf. Media, offered ride in A12 to experience how Air Enf. is conducted	A12 is an effective tool for Traffic Enforcement	Y
RIDE (Snowmobile)	1300hrs	MM/1/03	Bornie Beats Lato Simcoe	Traffic, 3 Day off N COR, snowmobile patrol unit, OPP, MADD Can. Volunteers from Traf. Hqtrs Association	Media invited to see safety and RIDE inspections conducted on snowmobile roads coming off lake during fishing derby.	Police will ensure that operators are licensed, sober and machines are safe.	Y
Seatbelt Blitz	1000hrs	April 5/03	Region Wide	Organization wide, public health	Media invited to a staff meeting at 1:00 where the chief will be briefing our officers on a zero tolerance enforcement campaign for seatbelts lasting the month of April	York Region is below the Provincial Seatbelt compliance average so what's holding you back York Region Police respond to municipal traffic complaints	Y
Residential Traffic Complaints	TBA	TBA	TBA	TEU all COR units and Beat officers	NO MEDIA (FYI ONLY)	Strong partnerships forged, truck safety is operators responsibility	N
Truck Blitz	07-1500hrs	April 23/03	Silver City	TEU North COR, working with MTO, Scablon Truck Plaza	1000hrs, Deputy Chief and Scablon Truck Plaza	Drive with care	Y
Monthly Push hour BIZ	0830-0832/03	April-June 2003	500 Main	TEU	Press release sent to HO, Tues April 8/03	A12 is an effective tool for Traffic Enforcement	Y
Chief for a Day (Aerial Speed Enf)	14-1500hrs	April 24/03	Richmond Hill	Air Support, TEU, 2 COR	Deputy Chief and Chief for a day Maggie McInerney will direct traffic enforcement from the A12	Anytime's Train Think Drivers and passengers must be aware	Y
Railway Crossing (Operation Life Street)	05-0500hrs	April 30 & May 1/03	48 South of 10 th Ave	TEU, CN and CP Police	Open invitation during enforcement phase	Education and Enforcement increase street compliance	Y
Seatbelt Wrap Up	N/A	May 1/03	N/A	TEU & Health	Results of Month long program released to media (What's holding you back York Region)	For more info about SAL, visit our web site	Y
Launch of SAL	N/A	May 2/03	HO	All members of TSSC	In addition to the bottom of all press releases telling the media about the site	Increasing Enforcement options to handle growing demand for service	N
Announcement of all cars with radars	1000	May 2/03	Sturgeon	Organizational wide	Deputy Chief will attend Support Services with staff	Education of young people will help reduce fatal collisions involving improper or lack of seatbelt use	Y
Seatbelt Safety (Deputy Seatbelt)	1500-1430hrs	June 10, 2003	Parkland Elementary School	TEU, S COR, Health, York Region District School Board	A Seatbelt Safety media advisory and demonstration	Traffic violations in residential areas are your neighbours	Y
Residential Traffic Blitz	0600-1500hrs	May 20/03	Region Wide	TEU, all COR	This will be a one day blitz of residential areas, vehicles will be invited to confirm key message	More flexible traffic enforcement options	TBA
Motorcyclist Moving Paper	TBA	TBA	Support Services	TEU	TBA (this event will be confirmed when the new media advisory is released)	Strong partnerships fight against the criminal act	TBA
Street Racing	1000	June 5 th Fall (6 dates in summer)	GTA	OPP, TPS, PRP, TEU & all COR units	Media Kick off June 5 th at 4 District (GTA Traffic managers meeting) 6:00 at 1:00 support services to confirm program TPS to issue press releases after each event date.	Traffic violations in residential areas are your neighbours	N
Residential Enf.	0600-1800	June 28-July 15 th	Region Wide	TEU and COR	N/A		

Event	Time	Date(s)	Location	Participants	Media Event	Key Message	Press Release Y/N
Artical Enl.	0600-1000	July 18	Region Wide	TEU, COR, T&W	N/A	We are out there	TBA
Traffic Car DL inspire	TBA	TBA	Support Services	TEU	TBA (program will be announced once technical results are reviewed)	Increased Enforcement efficiency through technology	TBA
School Buses and School Zones	TBA	Aug. 28th	TBA	TEU, all COR, Health and T&W, both school boards and Board of Transportation Services	Press release to be issued prior to the event and will involve a brochure education campaign along with an enforcement blitz, results to be released to the press during the event	Increase driver and Pedestrian awareness for back to school period	TBA
Grand Opening of Collision reporting Centres	TBA	October 1st	TBA	TEU, ECT	TBA	A more efficient way to report minor crashes for the citizens of York Region	TBA
Fall Seatbelt Campaign	TBA	October	TBA	TEU, all COR, Health and T&W	Press release to be issued prior to the launch with the results from a fall observational study. (Provincial Seatbelt Campaign, involves seatbelt count followed by enforcement blitz)	Education and Enforcement to increase seatbelt compliance	TBA
Pedestrian Safety	TBA	Nov. 6-12	TBA	TEU, all COR, Health and T&W	Results of campaign with one observational campaign to be issued prior to the start of the campaign Press release to be issued at the start of the campaign Educational campaign to coincide with National Service's Safety Week)	Increase Senior's awareness of pedestrian safety	TBA
RDE	TBA	Late Nov - New Years	Region Wide	Organization Wide	Press release to be issued as a provincial initiative along with local York Region emphasis. TBA (Varley Village) Results of the campaign to be posted in early January 2004.	Reduce impaired driving	TBA
Don't Get Caught in Penalty Box	TBA	TBA	TBA	TBA	Press release to be issued prior to the beginning of the campaign. This has been approved by council, awaiting the decision of Senior Regional Justice to approve the flag)	Reduce serious intersection collisions	TBA