Enforcement Alone is not the Answer
Road traffic injuries: the facts

1.24 million
1.24 million road traffic deaths occur every year.

#1
#1 cause of death among those aged 15-29 years

Although middle-income countries have only half of the world's vehicles, they have 80% of the world's road traffic deaths.

Middle-income countries have the highest road traffic death rates.

52%
52% VEHICLES

80%
80% DEATHS

20.1
20.1 High-income countries

18.3
18.3 Middle-income countries

8.7
8.7 Low-income countries

Road traffic fatalities per 100,000 population

The chance of dying in a road traffic crash depends on where you live

10.3
Europe

18.5
South East Asia

18.5
Western Pacific

16.1
Americas

2.1
Eastern Mediterranean

23%
50% of all road traffic deaths are among pedestrians, cyclists and motorcyclists.

22%

5%

23%

Source: Global status report on road safety 2013
www.who.int/violence_injury_prevention/road_safety_status
Drinking alcohol and driving increases the risk of a road traffic crash.

Above a blood-alcohol concentration (BAC) of 0.05 g/dl, the risk of road traffic crash increases dramatically.

Enforcement of drink-driving laws has been shown to be more effective when it includes random breath tests for all drivers.

135 of the world’s countries use random breath testing to enforce their drink-driving laws.

89 countries now have a drink-driving law based on a BAC of ≤0.05 g/dl.

Strictly enforcing a drink-driving law can reduce the number of road deaths by 20%.

Only 21% of countries report enforcement of their drink-driving laws as good.

Source: Global status report on road safety 2013
www.who.int/violence_injury_prevention/road_safety_status
Think of Me Campaign

Please don’t drink and drive!

Greta

Grade: 6
Crash renews median call

Two Surrey teens killed in five-car collision this week on dangerous stretch of Highway 10

DAVE WILLIS / DELTA OPTIMIST
OCTOBER 17, 2014 12:00 AM

A head-on collision on Highway 10 Monday claimed the lives of two 17-year-olds. Photograph By Curtis Kreklau
Safety improvements coming to Highway 10 in Delta

Work is set to begin to improve safety on Highway 10 with the installation of new concrete median barriers, as part of B.C. on the Move, the Province’s 10-year transportation plan.

The Highway 10 upgrade includes widening to install 600 metres of median barrier between Scott Road and Highway 91 in Delta, which will significantly improve safety by preventing head-on collisions and other crossover incidents.

Imperial Paving Limited of Surrey is undertaking work on this $2.15-million project. Construction will begin at the end of July and is targeted for completion in fall 2015.

During construction, drivers are advised to expect delays and are encouraged to check
COSTLY COMMUTE

Anacasis Island Congestion
Frustrated Annacis Island workers stuck in traffic for hours thanks to queue-jumping drivers

KELLY SINOSKI
More from Kelly Sinoski

Published on: August 12, 2016 | Last Updated: August 12, 2016 4:27 PM PDT

Neil Johnston, health and safety compliance manager at DanFoss Couriers and Freight, said traffic is making it tough to do business on Annacis Island. The company is planning to leave the island when its lease runs out next year.

Metro Vancouver — Neil Johnston’s commute between his job on Annacis Island and his home in New Westminster should take 15 minutes — but there are times when it takes him up to four hours to get there.
Enforcement Activity

• *Total Tickets written since inception*: 3,437
• Violation: 842
• Bylaw: 1,997
• Warning: 598
• Red Light VT’s & Warnings:
  October - 22
  November - 21
Costs

- Overtime funding for Police & Bylaw
- Council Approved $130K
- Total Spending $167K
B.C. promises solution to Annacis Island traffic short cut

Working group will include local business owners and politicians

By Chad Pawson, CBC News  Posted: Aug 06, 2016 6:00 AM PT  |  Last Updated: Aug 06, 2016 6:00 AM PT

Traffic cheats using Annacis Island as short cut around congestion on the Alex Fraser Bridge beware: the provincial government was struck a working group to find a way to put an end to the practice. It has created a congestion nightmare for business operations for the largest industrial park in the Lower Mainland.

In a release Friday, Transportation Minister Todd Stone said it is, "unacceptable for people to divert onto Annacis Island as a short cut." Therefore, the ministry is taking action by forming a working group with the Corporation of Delta and local stakeholders to find traffic management solutions that will reduce congestions."

The promise of an eight to 10 person working group comes after several local businesses have complained since January about the way some commuters — often stuck in traffic on Highway 91 — take the Annacis Island off ramp, make a left turn into a parking lot and then rejoins the southbound traffic while skipping the backlog of traffic.

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Related Stories

- Groom rescues Nova Scotia wedding guests stuck in winter storm
- Trucking industry warns against highway tolls, hiking diesel tax
- Driving your kids to school puts other children at risk, new

CBC News Vancouver at 6

How drivers take illegal shortcuts through Annacis Island
New traffic signal cuts congestion off Annacis Island

by LASIA KRETZEL
Posted Oct 11, 2016 12:01 pm PDT

SUMMARY

Investigators say the light is having a positive impact on traffic tie-ups in the area

Police have issued 14 tickets to those who are making illegal right turns

DELTA (NEWS 1130) – It's been a little over a week since the Ministry of Transportation and Infrastructure installed a 'no right on a red' light at Highway 91 and Cliveden Avenue, and police say it's already having a

RELATED STORIES

Traffic signal aims to cut Annacis Island 'queue-jumpers'
New Annacis Island traffic battle begins
Changes to the Alex Fraser Bridge
Enforcement Alone is not the Answer
Enforcement Works If

- The problem has been analyzed accurately
- Resources are dedicated to the issue
- Provides evidence for other strategies
- Combined with education, engineering and legislation strategies
SIMPLE ≠ EASY
Road traffic injuries: the facts

1.24 million
road traffic deaths occur every year.

3 out of 4
road deaths are among men.

#1 cause of death among those aged 15-29 years.

Although middle-income countries have only half of the world's vehicles, they have 80% of the world's road traffic deaths.

Middle-income countries have the highest road traffic death rates:

- High-income countries: 20.1 per 100,000 population
- Middle-income countries: 18.3 per 100,000 population
- Low-income countries: 8.7 per 100,000 population

The chance of dying in a road traffic crash depends on where you live:

- Europe: 10.3 per 100,000 population
- Eastern Mediterranean: 18.5 per 100,000 population
- South East Asia: 16.1 per 100,000 population
- Western Pacific: 18.5 per 100,000 population
- Americas: 9.3 per 100,000 population
- Africa: 1.1 per 100,000 population

50% of all road traffic deaths are among pedestrians, cyclists and motorcyclists.

Source: Global status report on road safety 2013
www.who.int/violence_injury_prevention/road_safety_status
Annacis Enforcement

- February 15-29
- March bylaws began on 16th
- April
- May
- June
- July
- August
- September
- October
- November

Legend:
- Violation
- Bylaw
- Warning
Approach to Traffic Safety

• Education
  • Ongoing partnership with ICBC
  • Campaign of the month
  • Counterattack funding
  • Think of Me

• Analysis
  • Low number of fatal collisions with no relevant pattern
  • Spatial Analysis - indicated specific high-frequency locations for collisions
  • Temporal Analysis - collisions occurred during rush hour

• Enforcement
  • Focused resources through adjusted shifts
  • Used a “drug strategy” for enforcement
  • Team-oriented, project-based enforcement
The final stats since the beginning of the project:

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<tr>
<th>Description</th>
<th>Date/Count</th>
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<tr>
<td>Start of project</td>
<td>February 15th, 2016</td>
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<td>End of project</td>
<td>November 18th, 2016</td>
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<td>Shifts available</td>
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<td>Shifts filled</td>
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<td>Bylaw Officers withdrawn</td>
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<td>Files generated</td>
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<td>Red Light installed</td>
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<td>October</td>
<td>22</td>
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<td>November</td>
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Media Awareness

Make us bored!

High collision locations targeted for enforcement to promote safe driving behaviour
Think of Me Campaign

Please don’t drink and drive!

Greta
Grade: 6
Operation Horseshoe – Focused Enforcement

• **Objective:**
  • To reduce accidents by 10%
  • To increase violator contacts in high collision areas
  • To enforce MVA and Criminal Code Violations

• **Focused Enforcement:**
  • 72\textsuperscript{nd} from HWY 91 to 120\textsuperscript{th}
  • 120\textsuperscript{th} from 72\textsuperscript{nd} to Nordel Way
  • Nordel Way from 120\textsuperscript{th} to HWY 91

• **Results:**
  • 11.2% drop in motor vehicle collisions
2013 – after Project Horseshoe
Fatal Collisions

2011 – 3
2012 – 4
2013 – 4

**no alcohol related fatalities in 2013**
Annacis Island