



**SAINT JOHN
POLICE FORCE**

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*Service De Police De Saint John
C.P. 1971
Saint John Nouveau-Brunswick
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*"We Serve and Protect – with
Respect"
"Nous Servons et Protégeons –
Avec Respect"*

WILLIAM G. REID
Chief of Police / Chef de Police

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SAINT JOHN

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Explorez notre passé
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Découvrez votre avenir*

February 26, 2010

Canadian Council of Motor Transport Administrators
NOMINATION SUBMISSION
2323 St. Laurent Blvd.
Ottawa, ON
K1G 4J8

Dear Sir/Madam:

Subject: Nomination Submission to Canadian Council of Motor Transport Administrators (CCMTA) - 2010 Police Partnership Award

As Chief of Police I am pleased to submit the attached Nomination Submission and letter of support to nominate Sergeant Jeff LaFrance of the Saint John Police Force for the CCMTA - 2010 Police Partnership Award.

I feel Sergeant LaFrance has distinguished himself through his leadership in spearheading a project, of his own initiative, to obtain financial sponsorship from our community to purchase a motor vehicle that would be used to increase public awareness on the dangers of drinking and driving. As well, it would serve as a dedicated vehicle in our Traffic Unit.

After obtaining approval and support from Mothers Against Drunk Drivers (MADD) to promote their national 911 campaign through signage on the vehicle, Sgt. LaFrance pursued sponsorship from the provincial government and local businesses. In total, he raised \$28,000 to purchase a 2009 KIA Soul that became operational in August 2009. The vehicle is known as the MADD vehicle and is a common site driving throughout the city and is often on display at various community functions.

Through the project our partnership with the local MADD Chapter strengthened and extended to the national level. Our support and promotion of the MADD 911 campaign is receiving highly visible attention by the general public, on a daily basis, and is a constant reminder to report drivers suspected of drinking and driving. Our MADD vehicle has gained national attention through the MADD organization and has inspired other police agencies to follow our lead.

I trust this nomination meets the award criteria and I would like to thank you for your consideration to this submission.

Yours truly,

William G. Reid
Chief of Police

Attachments



The MADD Project



Developing Partnerships with Community, Business and MADD

The Goal:

The goal of this project is to increase awareness of the dangers of drinking and driving. A partnership was also developed with MADD, and prominently displayed through signage, in conjunction with the MADD 911 campaign.

Local area businesses were afforded an opportunity to become involved through sponsorship in the development of this 2009 project, and to partner with the Saint John Police Force and our local MADD and TADD chapters.

Development:

The concept of the project was to develop a MADD vehicle that would be used daily as the Traffic Supervisor's vehicle. The purpose was to have continuous visibility for increased awareness, as the vehicle is clearly marked with the MADD logo. The rear of the vehicle is decaled to match the MADD 911 campaign signs, which allows this message to be seen throughout the city.



The goal regarding visibility of the vehicle was to draw the attention of youth, as well as adults, when displayed at special events. A driving simulation was developed that requires the user to first drive the vehicle through a computerized city. Once the operator feels comfortable with this, the impairment goggles are produced. The participant is then instructed to drive the vehicle again, however must avoid collisions with other traffic, as well as follow be able to follow traffic control devices. This of course proves to be increasingly difficult as the

goggles' strength is increased; this allows us to demonstrate the concerns and dangers of driving while impaired.

To date, the vehicle has been used at school functions and special events ...with very positive feedback.

A secondary goal for this project is to be a model for other police departments to develop a similar vehicle and program of their own. In a short period of time, the Oakville Ontario MADD chapter and the local KIA dealership have partnered and developed a vehicle matching ours; however it is not an operational police vehicle.



Partnerships:

Partnerships created with private businesses include: Tom Wilbur KIA, Coast Tire, Huestis & Huestis Insurance, All State Insurance, Signs Plus, Clarion, Ultimate Doors and Windows, Kustom Autographics, and the New Brunswick Liquor Corporation, Lenron Trucking, Knights of Columbus, United Commercial Travelers. This is a program with broad community support. .



- Saint John Police Force - the MADD Project -



MADD Saint John & Area Chapter

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Mr. Peter Cuthbert
Executive Director
CACP Traffic Committee

Re: CCMTA-Police Partnership Award

Dear Mr. Cuthbert,

We at MADD Saint John & Area Chapter are proud to be associated with Sgt. Jeff LaFrance. Jeff approached our chapter over 2 years ago with an idea, an idea to promote the Road Safety Vision 2010 through the prominent displaying of the messages, to “Call 911” and ultimately prevent impaired driving, to “Buckle up” and to “Slow down”. With a lot of thought, the concept was worked out and with a lot of hard work, sponsors were gotten and a vehicle was picked. The “MADD Mobile” was born! A vehicle that would be in the public eye each and everyday, one that reminded people to make a choice to drive safely, to drive sober!

Sgt. LaFrance is also actively promoting that message to the young adults of our chapter area. The vehicle is equipped with a large LCD screen, PlayStation 3, driving game and Fatal Vision goggles to show the difference in impairment levels. It also has a great sound system that attracts the young people to the vehicle.

Sgt. LaFrance is active within our chapter as well as acting as liaison with the police department. With 2 police departments in our chapter area, Jeff not only sets up our Roadside Sobriety Tests, but buckles up and participates in the neighbouring community checks as well. In particular, wherever there are kids, Jeff is there to promote road safety!

We are very appreciative of Jeff’s efforts and feel he is an excellent candidate for this award.

Should you have any questions, please do not hesitate to contact us at maddstj@nb.aibn.com or call at 506-672-6188.

Sincerely,

Rick McNulty
President
Saint John & Area Chapter