



**EDMONTON
POLICE
SERVICE**

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2011 February 22nd

Valerie Todd, Programs Manager
Canadian Council of Motor Transport Administrators
2323 St. Laurent Blvd.
Ottawa, ON. K1G4J8

RE: 2011 CCMTA – POLICE PARTNERSHIP AWARD

Dear Ms. Todd;

The Edmonton Police Service (EPS) has taken a pro-active approach addressing the impaired driving issue in Edmonton. In 2006 we introduced *Curb the Danger*TM which is a community driven impaired driving initiative that requests the motoring public to call 9-1-1 when they observe a possible impaired driver. With over 37,000 calls to the program and over 3,500 impaired driving charges laid since inception (to 31 Dec 2010), the program is a huge success. This success would not be possible without the community involvement and the partnerships that have been developed with the City of Edmonton Office of Traffic Safety and the Driver Fitness and Monitoring Branch of the Provincial Government.

The Edmonton Police Service respectfully requests that our submission be forwarded for consideration regarding the CCMTA – Police Partnership Award.

If the EPS is successful in winning this award, I will accept the award on behalf of the Edmonton Police Service.

Superintendent Brad Doucette
Operational Support Division, Traffic Section
Edmonton Police Service

Attachments





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CCMTA- POLICE PARTNERSHIP AWARD 2011

CURB THE DANGER™ *A PROCESS FOR CURBING IMPAIRED DRIVING THROUGH COMMUNITY INVOLVEMENT*



Agency/Geographic Location Size:

The Edmonton Police Service (EPS) is a municipal police agency in the City of Edmonton located in the Province of Alberta. Edmonton is the capital city of Alberta and has a population of approximately 730,000. The population swells to approximately one million when the surrounding capital region is factored in. The EPS has over 1,500 sworn members and over 600 non-sworn support staff. There are five policing Divisions within the EPS. The geographical area of Edmonton is 684 km²

CURB THE DANGER™ - A Process for Curbing Impaired Driving Through Community Involvement.

Like many cities in Canada, Edmonton is not immune to the impaired driving issues in every community. The EPS has taken a proactive approach to address the issue. Curb the Danger (CTD) is an impaired driving initiative that was introduced by the EPS as a pilot project in October 2006. After the Curb the Danger program became permanent in early 2007, the EPS partnered with the City of Edmonton Office of Traffic Safety to combat impaired driving in Edmonton

The motoring public is asked to call 9-1-1 when they observe a vehicle being driven in an erratic manner that would lead them to believe that the driver is possibly impaired. When a concerned citizen reports a possible impaired driver through 9-1-1, information relative to license plate number, direction of travel and a detailed driving pattern are recorded. At the outset, if the caller is following a possible impaired driver, the call evaluator handling the call will determine if the caller can safely follow the vehicle without breaking any laws. If the caller follows, the event will be entered as a high priority in progress call. Whether or not the caller is following the suspect vehicle, every effort is made to dispatch a Response Unit to try and intercept the reported vehicle. Since inception and to the end of December 2010, the CTD program has received 37,583 calls and intercepted 11,931 vehicles, which has resulted in 3,584 impaired driving charges and 1,199 twenty four hour operator license suspensions handed out.

CTD statistics October 26 2006 to 31 December 2010.

Year	Total calls	Intercepted	Impaired	24 Hr Susp*	Letters sent
2006	1,303	417	147	13	352
2007	8,425	2,587	827	168	2,406
2008	9,425	2,825	913	332	1,728
2009	9,201	2,710	856	353	1,791
2010	9,229	3,392	841	333	1,192
Total	37,583	11,931	3,584	1,199	7,469

*A 24-Hour license suspension is issued when a driver has consumed sufficient alcohol that their driving may be affected, however their blood alcohol content is not sufficient to warrant an impaired driving arrest.

What really makes Curb the Danger unique is the extensive follow-up component. All the Computer Aided Dispatch (CAD) events pertaining to Curb the Danger calls are perused on a daily basis. The information from those events is entered on a database kept for internal use only within the Traffic Section. If an interception was not possible and if there is sufficient information provided i.e. license plate and detailed driving pattern, a letter is sent to the registered owner of the vehicle advising that their vehicle was reported to the program. This letter contains event details and is sent for information only. Should the registered owner require further information they are invited to contact the program coordinator. Telephone calls from registered owners have included concerned citizens whose children have been reported and calls from individuals who have sold their vehicle but left the license plate attached. When a license plate is reported to the program on more than three occasions, the events are reviewed to determine if a higher level of follow-up is required. If so, the matter will be directed to police members for special attention or sent to one of our partner agencies i.e. the Provincial Government Driver Fitness and Monitoring authorities for their review of the circumstances. As a side benefit of our impaired driving program, thanks to Curb the Danger, several individuals with prohibitive medical conditions or patterns of reckless driving behaviour have had their operator's licenses suspended.

A running total of 37,583 calls to the program, with 32% of the intercepted vehicles resulting in an impaired driving charge, clearly indicate an impaired driving problem in Edmonton. However it also shows that the community is very committed to addressing the issue by reporting these dangerous drivers. The success of the Curb the Danger program is due to the community's buy in to report possible impaired drivers, Communications Section call evaluators, front line response members including members from Flight Operations Unit utilizing police helicopters who are able to intercept reported drivers. It is also the sustained partnership with the City of Edmonton Office of Traffic Safety and the Driver and Fitness Monitoring branch of the Provincial Government working closely to make Edmonton's roadways safer.

Sustained Partnerships

- **City of Edmonton Office of Traffic Safety (OTS)** When the CTD became a permanent program, the EPS partnered with the OTS who arranged for and erected a total of 51 road signs that advised the motoring public to report an impaired driver through 9-1-1. These signs were strategically placed along major arterial roads and highways leading into Edmonton. *A map of the locations is included on the last page of this report.* The OTS also arranged for promotional merchandise that promotes the CTD program. The strategic placement of high visibility road signs throughout Edmonton has no doubt contributed to the sustained involvement of the community support by reporting possible impaired drivers. Since inception of the program in 2006, CTD has averaged over seven hundred calls/month

The OTS also arranged for two accomplished researchers to conduct a study on the Curb the Danger program. The study had two key objectives. First, a description of CTD, including its genesis, history, objectives and summary of activities was studied. Second the effectiveness of CTD in terms of activities and organizational processes was evaluated. The evaluation considered multiple sources of data including police call data, CTD program data and results of a citizens survey conducted regarding the communities response to the program. The findings have resulted in a number of implications for police resource deployment. Future research will examine the link between traffic enforcement and crime reduction.

- **Alberta Government Driver Fitness and Monitoring Branch (partner in follow-up component).** Curb the Danger has been very successful in addressing the impaired driving issue in Edmonton through involvement of the community in reporting erratic drivers through 9-1-1. Other benefits of the program include identifying medically at risk and other drivers who for one reason or other should not possess an operator's license. These subjects come to our attention through repeated calls of a license plate number to the program, or simply through an initial interception whereby it is evident that the reported driver does not possess the ability to safely operate a motor vehicle. Through ongoing EPS interaction with the Provincial Government's Driver Fitness and Monitoring Branch, several individuals have had their Operator's license reviewed and in some cases suspended.
- **Citizens of Edmonton (ancillary partnership)** It is the citizens of Edmonton who have partnered with the EPS from the outset of the CTD program by reporting over 37,000 possible impaired drivers which has resulted in over 3500 impaired drivers being charged. Since inception of the program total calls have averaged over 700 per month. Also since inception, 32% of the vehicles intercepted result in an impaired charge.

There is no doubt that this community driven impaired driving initiative and the close working relationship with our road safety partners has contributed to Canada's commitment to having the safest roads in the world.

Curb the Danger Road Signs:




Curb The Danger Sign Locations and Call Density

Number of Large Sign Location: 22

Number of Small Sign Location: 29

 Curb The Danger Sign (4' x 8')

 Curb The Danger Sign (6' x 14')

