

BC Enhanced Traffic Enforcement Program

ANNUAL REPORT 2024

A PARTNERSHIP BETWEEN ROADSAFETYBC, THE INSURANCE CORPORATION OF BRITISH COLUMBIA, "E" DIVISION ROYAL CANADIAN MOUNTED POLICE AND INDEPENDENT MUNICIPAL POLICE.



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Glossary

ACEM	Auto Crime Enforcement Month
ADP	Administrative Driving Prohibition
ALPR	Automated Licence Plate Recognition
ASD	Approved Screening Device
ATTP	Advanced Traffic Training Program
BC	British Columbia
BCHP	British Columbia Highway Patrol
BCACP	British Columbia Association of Chiefs of Police
BCACP TSC	British Columbia Association of Chiefs of Police Traffic Safety Committee
BCAMCP	British Columbia Association of Municipal Chiefs of Police
CC	Criminal Code
DRE	Drug Recognition Expert
EE	Enhanced Enforcement
ERSEI	Enhanced Road Safety Enforcement Initiative
ETEP	Enhanced Traffic Enforcement Program
GC	Governance Council
ICBC	Insurance Corporation of British Columbia
IIDU	Integrated Impaired Driving Unit
IMPACT	Integrated Municipal Provincial Auto Crime Team
IRP	Immediate Roadside Prohibition
IRSU	Integrated Road Safety Unit
JFO	Joint Force Operation
JIBC	Justice Institute of British Columbia
LUTP	Light Up the Province
MOU	Memorandum of Understanding
MVA	Motor Vehicle Act
PSSG	Ministry of Public Safety and Solicitor General
PDET	Prohibited Driver Enforcement Team
PTEI	Provincial Traffic Enforcement Insights Working Group
RCMP	Royal Canadian Mounted Police
RSBC	RoadSafetyBC
RSU	Road Safety Unit
SFST	Standard Field Sobriety Testing
TSMIT	Traffic Safety Information Management Tool
VIPS	Vehicle Impound and Prohibitions System
VT	Violation Ticket

Minister's Message



It is my pleasure to present the 2024 Enhanced Traffic Enforcement Program (ETEP) Annual Report, an overview of enhanced traffic enforcement activities targeting our province's top road safety priorities. This report highlights the efforts and achievements of 2024, the second year of the current three-year agreement between the province, police and the Insurance Corporation of British Columbia. Working together, this unique public safety partnership is helping keep citizens safe on our roads.

Population and vehicle numbers in BC continued to rise in 2024. Throughout extraordinary demands impacting traffic enforcement, including, forest fires, major weather events, and infrastructure challenges, ETEP relied on its

well-trained police members and shared strategic direction to:

- understand driver trends, including distracted driving, excessive speeding, and alcohol and drug impaired driving
- promote a road safety culture,
- enhance skills and knowledge, and
- lead traffic enforcement innovation.

Robust operational strategies target the most common causes of casualty crashes – impaired, distracted and high-risk/speed – and I am encouraged by the progress we are seeing in public and road safety in BC, made possible by programs such as ETEP.

I want to sincerely acknowledge the vital efforts that BC traffic officers, communities and citizens dedicate every day to making British Columbia's roads safer.

In the year ahead, I commit to continue working with law enforcement and our provincial road safety partners to help reach the goal of zero traffic fatalities and serious injuries.

Honourable Nina Kreiger

Minister of Public Safety and Solicitor General

Program Overview

British Columbia's Enhanced Traffic Enforcement Program (ETEP) is a collaborative partnership between the Ministry of Public Safety and Solicitor General, represented by RoadSafetyBC and Policing and Security Branch, the Insurance Corporation of British Columbia, BC Highway Patrol, and the BC Association of Municipal Chiefs of Police. ETEP provides tools, technology, dedicated enforcement officers, and program personnel to target high-risk driving behaviours and other road safety harms. Now in its 21st year of operation, ETEP is the only program of its kind in Canada delivering proactive targeted traffic enforcement, focused on the leading causes of casualty crashes in BC.

Funding

Annual ETEP funding is provided by the Insurance Corporation of British Columbia (ICBC) to the Ministry of Public Safety and Solicitor General (MPSSG) through the *Traffic and Road Safety Law Enforcement Funding Memorandum of Understanding* (MOU). RoadSafetyBC (RSBC) manages the program for the ministry and BC Highway Patrol (BCHP) delivers the integrated police operations. Under the Provincial Police Service Agreement, provincial policing costs are shared, meaning seventy (70) percent of ETEP police operational enforcement costs are provided by the province through the MOU, with an additional thirty (30) percent provided by the federal government.

In the fiscal year 2024/25, ICBC's MOU contribution was \$26.6 million for enhanced targeted enforcement. The federal government contributed an additional \$10.4 million to the operational policing portion of the ETEP budget, resulting in a total of \$37 million invested in enhanced traffic enforcement road safety programming in BC.

Governance

The ETEP [Governance Council](#) (GC) provides executive strategic leadership and monitors program performance under the MOU. It ensures that all criteria of the MOU are met. Members fulfill their Roles and Responsibilities by reviewing and endorsing annual program operating plans, objectives and key results (Appendix 1), budgets, and the program's annual report. Quarterly meetings provide for regular review of program metrics and budget alignment.



Program Support

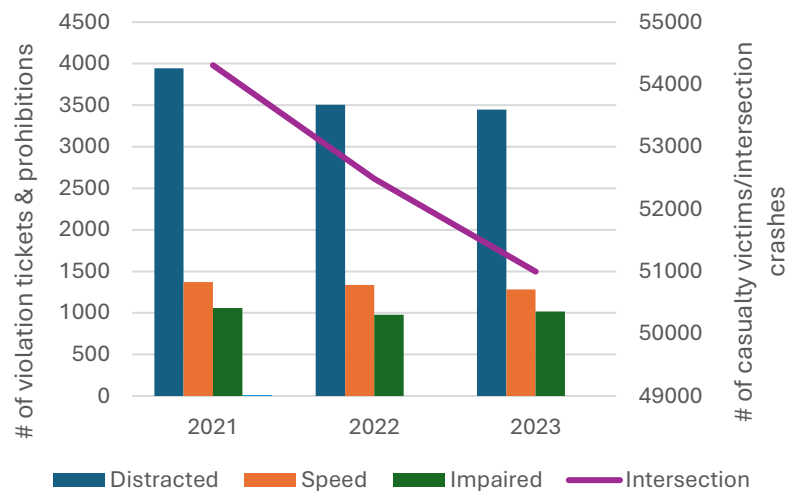
Within the Ministry, ETEP is primarily administered by RSBC through the Road Safety Unit's program personnel and assisted in program delivery by a Sworn RCMP member serving as a Police Liaison Officer to RSBC (Appendix 2). Since 2023, Sgt. Steve Martin, BC Highway Patrol, has been the RSBC Police Liaison Officer. BC's Policing and Security Branch maintains responsibility for financial oversight of the Provincial Police Services Agreement. It maintains responsibility for financial oversight of the ETEP program elements, including supporting Independent/Municipal Police departments, the Justice Institute of British Columbia training courses, and high-risk driving behaviour overtime enforcement initiatives.

BC's Traffic Enforcement Picture

For the past three years, there has been an increase in the number of people residing in British Columbia and the number of vehicles on BC roadways. The estimated population for BC in 2024 was 5.7 million people¹. This is an 8% increase from 2021. There was also over 3.7 million vehicle insurance policies in force across the province in 2024². Between 2021 and 2023, insurance policies in force have increased by 3.4%.

During the same period when road users are increasing, the majority of traffic crashes that result in serious injuries and fatalities have decreased. Casualty crashes with the contributing factors of distracted driving, speeding, and impaired driving have decreased collectively by 23%³. Also, the number of casualties involved in intersection crashes have decreased by 6%⁴ despite a 14% increase in all intersection crashes.

Casualty Crashes by Targeted Contributing Factor (2021-2023)



The dedicated traffic enforcement officers who conduct Enhanced Enforcement are the lead contributors to ETEP's traffic enforcement strategies aimed at reducing the high-risk driving behaviours that result in the most serious injury and fatality collisions. The targeted enforcement strategies, combined with other ETEP initiatives that bring awareness to high-risk driving behaviours and other road safety harms, play a significant role in the reducing the leading causes of casualty crashes in BC.

¹ Data Source: [Population Estimates - Province of British Columbia](#)

² Data Source: [Quick Statistics - Policies in force | Tableau Public](#)

³ Data Source: [TAS - Crashes \(No Municipality\) | Tableau Public](#) filters Distracted Involved, Speed Involved, Impaired Involved

⁴ Data Source: [Quick Statistics - Intersection crashes | Tableau Public](#) filter Injured Victims and Fatal filters combined

Enhanced Traffic Enforcement

Approximately 83.1% of ICBC's ETEP MOU financial contribution and 90.8% of the federal government ETEP contribution supports the dedicated traffic enforcement officers who target the high-risk driving behaviours contributing to the majority of traffic crashes that result in serious injuries and fatalities. The four targeted areas used within ETEP are:

1. **Integrated Road Safety Units (IRSU)** – teams comprised of officers from both RCMP and Independent Municipal Police departments who conduct targeted traffic enforcement above and beyond regular services funded through policing budgets.
2. **IRSU Overtime** – additional targeted traffic enforcement above and beyond normal time funded through regular IRSU budget.
3. **Enhanced Road Safety Enforcement Initiative (ERSEI)** - overtime efforts of RCMP units, including Integrated Road Safety Units, used specifically for targeted traffic enforcement.
4. **CounterAttack Overtime** - Individual funding agreements provide overtime dollars to Independent and Municipal Police⁵ for additional traffic enforcement targeting CounterAttack Campaign is supported annually through augmented EE overtime.

These strategies are collectively referred to as Enhanced Enforcement (EE). Traffic officers delivering EE target speeding, distracted driving, offences at intersections, unrestrained occupants (seatbelt infractions) and impaired driving – all leading contributors to BC's casualty crashes. EE is delivered primarily through the Integrated Road Safety Units (there are 18 IRSUs in BC) and targeted overtime.

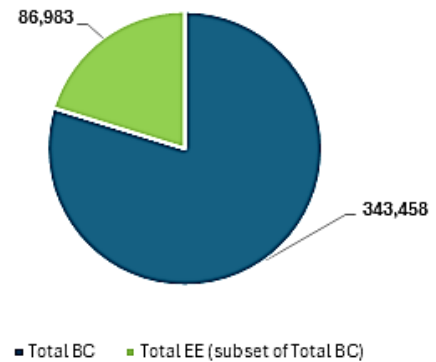
When unspent MOU funds are available, ETEP funds have been redirected to Independent/Municipal Police for targeted Distracted Driving enforcement.

⁵ Abbotsford Police, Central Saanich Police, Delta Police, Nelson Police, New Westminster Police, Oak Bay Police, Port Moody Police, Saanich Police, Surrey Police, Vancouver Police, Victoria/Esquimalt Police, West Vancouver Police, Stl'Atl'Imx Tribal Police, Metro Vancouver Transit Police

Enhanced Enforcement Outputs

Enhanced Enforcement (EE) forms an integral part of provincial traffic enforcement. As a subset of all BC traffic enforcement, when EE is aligned within the overall provincial output of violation tickets and prohibitions issued by all police in the province, EE efforts are significant. In 2024, the total EE output accounted for 24% of the total provincial output, which is consistent with the average of the last 10 years⁶. Overall, 2024 EE outputs were slightly higher than the average (22.5%) total EE outputs from the previous two years (Appendix 3, Figure 3A).

Provincial/Total EE Violation and Prohibitions (2024)

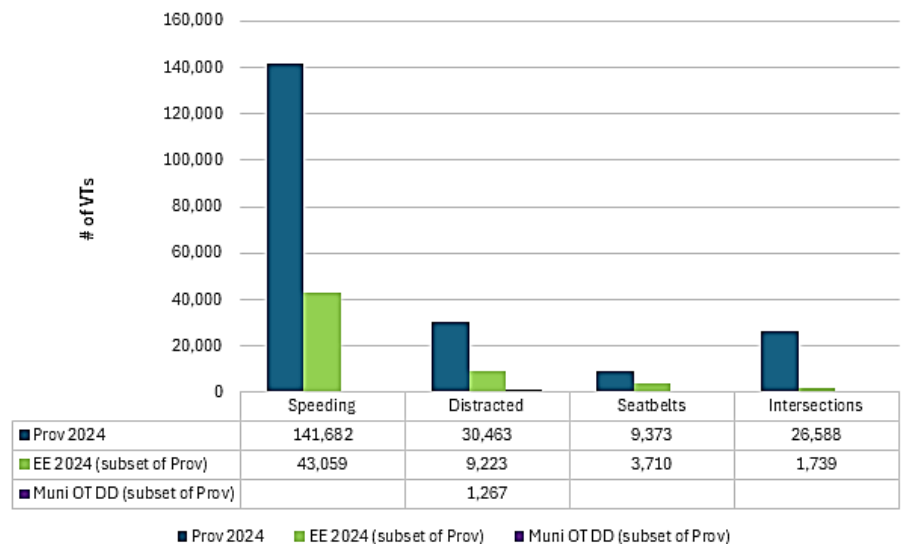


Enhanced Enforcement Outputs by High-Risk Driving Behaviours

Enhanced Enforcement targets the dangerous driving behaviours that most frequently contribute to the majority of traffic crashes resulting in fatalities and serious injuries, also known as casualty crashes. These include speeding, distracted driving, unrestrained occupants, intersections, and impaired driving.

Vehicle operators who use excessive speed, drive distracted, have unrestrained occupants (not wearing a seatbelt), and commit infractions related to intersections are targeted and issued violation tickets.

Provincial/EE VTs by High-Risk Driving Behaviour (2024)



⁶ Data Sources: EE - RCMP Enhanced Enforcement Quarterly Statistics and BC - ICBC Contraventions retrieved Feb 12, 2025.

Speeding - Approximately 30% of the provincial speeding violation ticket output total was achieved by EE in 2024. This is slightly higher than the average (28%) total violation tickets issued for speeding in the province over the previous two years (Appendix 3, Figure 3B).

In 2024, over 1,400 speeding violation tickets issued though EE were for excessive speeding, which is defined in the Motor Vehicle Act as driving at a speed greater than 40 km an hour over the speed limit. The penalty for excessive speeding includes three penalty points, a minimum fine of \$368, and the vehicle is impounded for a minimum of seven days. In total, the length of time all vehicles were removed from the road in 2024 was more than 9,900 days.

Distracted Driving - Approximately 30% of the provincial distracted driving violation ticket output total was achieved by EE in 2024. This was also slightly higher than the average (27.5%) total violation tickets issued for distracted driving in the province over the previous two years (Appendix 3, Figure 3C).

In 2024, EE was augmented by overtime funding to Independent/Municipal Police agencies to support the March Distracted Driving Campaign. The augmented EE efforts contributed approximately 4% more to the provincial distracted violation ticket output total. Independent/Municipal Police agencies did not receive augmented EE funds in the two years prior.

Seatbelts - Approximately 40% of the provincial seatbelt violation ticket output total was achieved by EE in 2024. Once again, this was slightly higher than the average (35%) total violation tickets issued for seatbelts in the province over the previous two years (Appendix 3, Figure 3D).

Intersections - Approximately 7% of the provincial intersection violation ticket output total was achieved by EE in 2024. This is the same as the average total violation tickets issued for intersections in the province over the previous two years (Appendix 3, Figure 3E).

Impaired Driving - Drivers who operate vehicles while impaired by alcohol, drugs, or both, may be issued driving prohibitions. The three main driving penalties issued by police though EE in 2024 were:

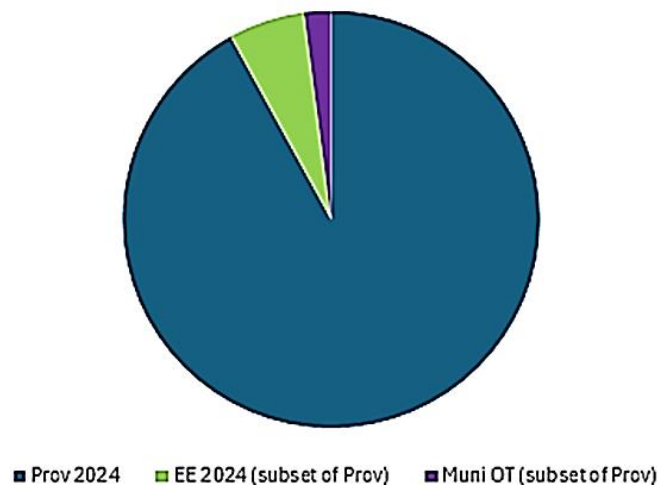
- Immediate Roadside Prohibition (IRP)
- 12 Hour Suspension
- 24 Hour Prohibition

An Immediate Roadside Prohibition (IRP) can remove drivers impaired by alcohol from BC roads for a minimum of 3 days to a maximum of 90 days. Drivers may also be issued a 12-hour driving suspension or 24-hour driving prohibition. Drug-impaired drivers are evaluated by police who are certified as [Drug](#) Recognition Experts and prohibited from driving through an Administrative Driving Prohibitions (ADP). ADPs can also be issued for alcohol-affected drivers and drivers who refuse to provide breath sample or who refuse to comply with a DRE demand.

In 2024, ETEP provided \$625,560 in overtime funding to Independent/Municipal Police agencies to augment EE efforts against impaired driving in designated summer and winter months. This enabled those agencies to deliver 4,812 hours of additional impairment-related enforcement above regular services funded through their individual policing budgets. All RCMP, BCHP, and IRSU officers participating in the seasonal impaired driving campaigns used ERESI funds.

When including the Independent/Municipal Police contributions to impaired driving enforcement through the seasonal impaired driving campaigns, approximately 9% of the provincial impaired driving output total was achieved by ETEP in 2024⁷. Of that, approximately 6% of the provincial impaired driving output total was achieved specifically through ERSEI-funded time. This is slightly lower than the average (7.5%) total prohibitions issued for impaired driving in the province over the past two years (Appendix 3, Figure 3F).

Provincial/EE Impaired Prohibitions 2024

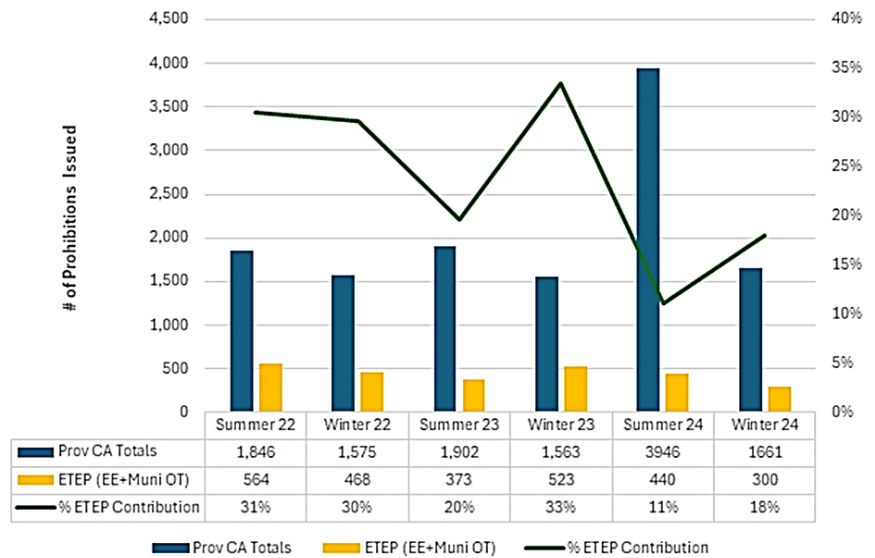


A summary of the Independent/Municipal Police contributions can be found in Appendix 3, Figure 3G.

⁷ Data Source: Municipal Police CounterAttack Overtime Prohibitions: CounterAttack Road Check Reports (dated Jan 31, 2025)

All enforcement efforts against impaired driving during the designated summer and winter months is collectively referred to as [CounterAttack](#). In 2024, the summer CounterAttack Campaign was increased from 5 to 10 weeks in duration to account for police operational pressures and aligning with the summer crash picture. Budgets were not increased, instead the funds were used over a longer period. The winter CounterAttack Campaign continued to be five weeks, consistent with previous years. The increased length of the summer CounterAttack campaign resulted in a spike in the overall provincial campaign-related prohibitions issued. EE and augmented EE outputs remained proportional to average total outputs over the previous two years of summer campaign outputs⁸.

Provincial/ETEP Impaired Driving Prohibitions (2022-2024)



Winter CounterAttack occurs from December 1-31. December 7, 2024, was National Impaired Driving Enforcement Day and the second annual Light Up the Province (LUTP) Impaired Driving campaign. LUTP is organized and coordinated by BC Highway Patrol (BCHP). During this one-night targeted enforcement operation, BCHP reported⁹ more than 400 officers came together from across the province, including IRSU, RCMP, Independent/ Municipal Police, and other enforcement agencies to conduct this BC-wide joint forces operation. Together, they conducted over 122 check-stops across and issued over 220 roadside prohibitions that immediately removed drivers from the road – 157 of them being issued IRPs. This one targeted enforcement initiative contributed 11% to entire December campaign total of IRPs issued¹⁰.

⁸ Data Sources: Provincial Impaired Driving Prohibitions: Vehicle Impound and Prohibitions System (VIPS) retrieved Jul 2, 2025

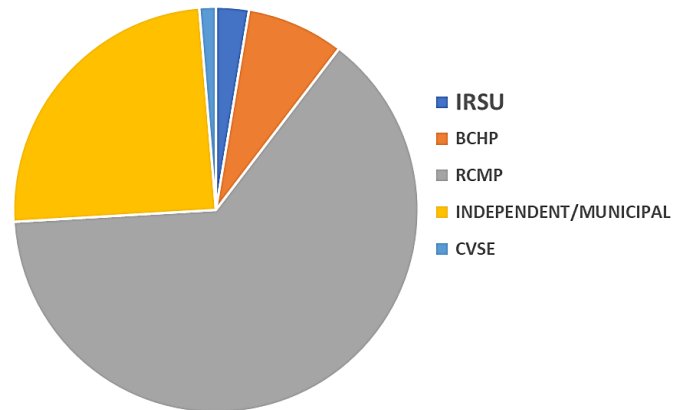
⁹ Source: [B.C. RCMP - Light Up the Province takes over 200 impaired drivers off the road in one weekend](#)

¹⁰ Data Source: RSBC Vehicle Impounds and Prohibitions System

Integrated Road Safety Unit (IRSU)

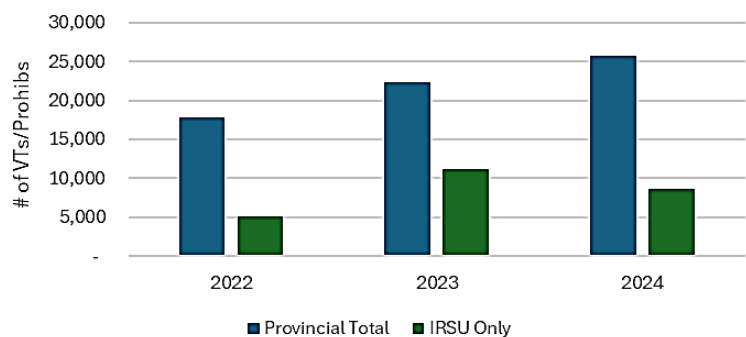
An [Integrated Road Safety Unit \(IRSU\)](#) is an Enhanced Enforcement Outputs team which conducts dedicated high-risk driving behaviour enforcement. The primary focus of an IRSU team is reducing the high-risk driving behaviours that most frequently contribute to casualty crashes. IRSU teams do not take calls for service or investigate crashes, and they are not re-directed to other municipal or provincial traffic priorities. Instead, their mandate is solely on evidence-led, proactive, preventive enforcement. IRSU members are expected to be the lead contributors to EE violation ticket and prohibitions outputs and are considered authorities in high-risk driving enforcement. As a testament to IRSU subject matter expertise, only 3% of all [files requiring assistance](#) from RSU's Traffic Partner Relations Analyst were from IRSU in 2024.

Enforcement Officer Requests for Assistance 2024



In 2024, IRSU units across the province contributed approximately 76% to the total EE violation and prohibition outputs. They also contributed 19% to the total provincial violation and prohibition outputs. This is slightly lower than the previous two-year average contribution of enforcement outputs by IRSU to EE (82%) yet consistent with the average (18%) contribution to the provincial violation and prohibitions outputs (Appendix 4, Figure 4A).

IRSU Contributions to Provincial Enforcement Campaigns (2022-2024)



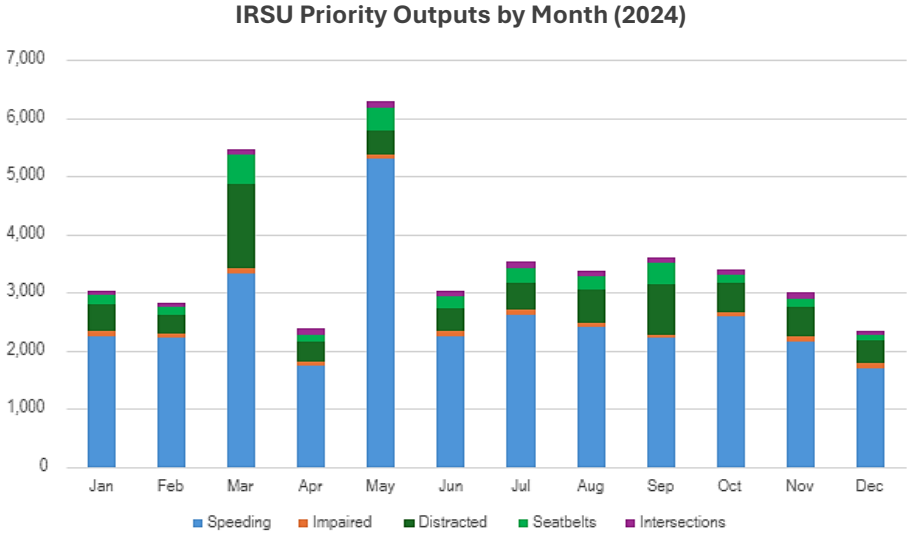
When developing strategies for high-risk driving enforcement, IRSUs use the pre-campaign data analytics package developed by Road Safety Unit analysts and

available through RSBC's [Provincial Traffic Enforcement Campaigns Analysis](#). The PTEI Working Group reviews all enforcement outputs of the provincial traffic enforcement campaigns and compares it against historical casualty crash data for

each high-risk driving behaviour. IRSU teams are expected to be the lead contributors to campaign outputs. In 2024, IRSU units across the province contributed 33% to the overall combined total of all provincial campaign outputs. This is a slight decrease from the previous two-year average (39%) of enforcement outputs.

IRSU also conduct targeted enforcement in their local and regional high crash locations. By examining municipal and provincial crash data, casualty crash clusters – or high accident zones – are identified in the multi-jurisdictional areas they serve. IRSUs then conduct regular High Accident Zone Enforcement (HAZE). This involves spending extended periods of time in, at, or near these HAZE locations specifically targeting the high-risk driving behaviours that contribute to the majority of traffic crashes that result in serious injuries and fatalities. The publicly available ICBC Interactive Tool – Crash maps by region¹¹ is typically used in determining high accident zones.

In 2024, IRSU teams across the province issued the most violation tickets for speeding and distracted driving, which have been the top contributing casual factors for fatal crashes for the past ten years¹². This is consistent with the violation ticket distribution pattern as



seen in the past two years (Appendix 4, Figure 4B). IRSU teams also focus on intersection infractions because crashes at converging roadways leads to a greater likelihood of multiple road users (pedestrians, bicycles, and other vehicles) being involved. Unrestrained occupant (seatbelt) violations are also targeted by IRSU teams, often with distracted driving enforcement. Although use of restraints is not a driving behaviour, crashes that involve a driver or passenger who is *not* using a

¹¹ Data Source: [Statistics](#)

¹² Data Source; [Quick Statistics - Contributing factors | Tableau Public](#)

seatbelt leads to a greater likelihood of that person sustaining a severe injury (Appendix 4, Figure 4C).

Prohibited Driver Enforcement Team (PDET)

The Prohibited Driver Enforcement Team (PDET) is a specialty Enhanced Enforcement team within the Fraser Coast Integrated Road Safety Unit (IRSU). This team is comprised of plainclothes officers who use intelligence-led policing to work covertly. They operate in unmarked, non-typical police fleet vehicles, conduct surveillance, and locate and arrest prohibited drivers. PDET often works in partnership with other police agencies to find the most prolific prohibited drivers.

In 2024, PDET arrested 139 prohibited drivers and served 60 driving prohibitions. Their prohibited driver vehicle impoundments contributed approximately 37% to all prohibited driver vehicle impoundments by Fraser Coast IRSU and 4% of all prohibited driver vehicle impoundments by police in BC.

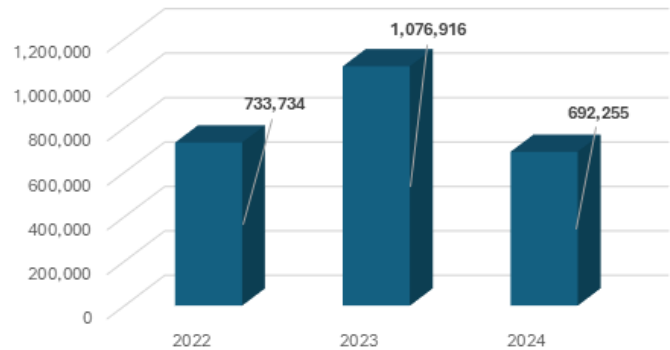
PDET makes highly effective use of [Automated Licence Plate Recognition \(ALPR\) technology](#) in their work. The Automated Licence Plate Recognition (ALPR) device quickly identifies licence plates associated to prohibited and suspended drivers, unlicensed drivers, uninsured vehicles, and more. The initial roll out of the provincial ALPR program, equipment, and support was provided by BCHP under the ETEP MOU. In 2022, ICBC announced it was making a one-time investment of up to \$1 million to enhance and modernize the ALPR program and purchase new devices to help law enforcement in BC to detect unlawful, unlicensed and uninsured drivers. Outputs from these new devices are not part of ETEP monitoring, but the oversight of the original 123 ETEP-funded provincial ALPR units continues through BCHP and reported to the ETEP Governance Council.

Summary of ETEP-Funded Provincial ALPR Statistics			
Outcome	2022	2023	2024
Number of plates read	4,907,423	5,317,428	6,098,845
Number of hits	116,291	126,474	345,464
Number of hits resulting in police response	12,922	13,167	15,739
Number of charges and enforcement actions	4,902	6,956	8,794

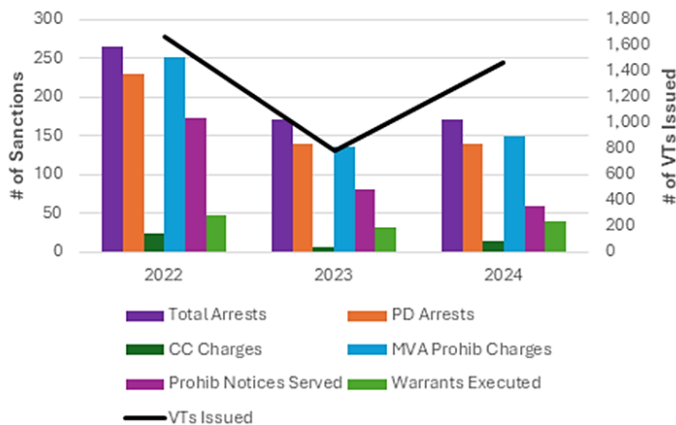
In 2024, PDET was responsible for scanning 11% of all licence plates read through all ETEP-funded ALPR devices. While this is slightly lower than the average (17.5%) total plates scanned by PDET over the previous two years, the results were

significant. PDET operates 1% of the ETEP units, yet the PDET ALPR device hits resulted in 26% of all charges and enforcement actions generated by hits from the ETEP ALPR devices across the province. Nearly half (46%) of all MVA Drive While Prohibited/Suspended charges in BC which were generated by hits from the ETEP ALPR devices were from PDET.

PDET Total Licence Plates Read



PDET Results



Through the nature of their work, PDET also contributes to the enforcement of other auto-related and non-auto related crimes. The ALPR device identifies stolen vehicles and vehicles linked to persons subject to a Criminal Code of Canada arrest warrants. In 2024, over 700 of all PDET charges and enforcement actions were for other auto-related and non-auto related crimes.

Integrated Impaired Driving Unit (IIDU)

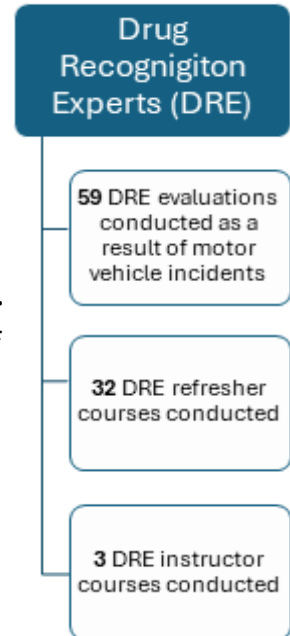
The [Integrated Impaired Driving Unit](#) (IIDU) is a specialized Enhanced Enforcement team that supports impaired driving enforcement and investigations across BC.

The IIDU is responsible for:

- RCMP training and development in DRE impaired driving enforcement investigations,
- live, real-time, 24/7 operational support to BC police involved in impaired driving investigations,

- providing quality assurance to all DRE evaluations to meet International Association of Chiefs of Police (IACP) standards, and
- strategic guidance and operational support to police at large-scale events.

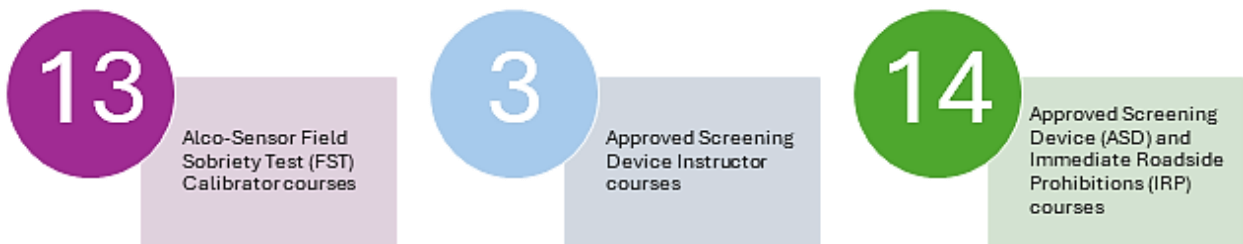
These IIDU-trained skilled evaluators are recognized as a Drug Recognition Expert (DRE). DREs are critical for provincial and criminal impaired driving investigations. Dedicated ETEP overtime funds are available for the DRE Call-Out initiative. When a suspected drug-impaired driver is identified, they can request the assistance of the trained DRE to conduct a specialized investigation. DRE Call-Out funding is available to all police agencies in support of the enhanced enforcement of drug-impaired driving.



In 2024, the IIDU trained 148 certified officers to become DREs. Through this, BC maintained its ranking as the national leader in the retention of highly specialized Drug Recognition Experts. Additionally, 180 Drug Recognition Expert evaluations were completed¹³. 34% of all Administrative Driving Prohibitions (ADPs) were issued to a driver who was impaired by drug, and additional 4% were served to a driver who was impaired by alcohol and drug combination¹⁴.

Other key accomplishments in 2024 include:

- Reviewing and updating the BC Impaired Driving Guide
- Conducting five Joint Force Operations (JFO) and large venue event operational guidance to non-unit members
- Teaching five Standardized Field Sobriety Test (SFST) police officer courses and one SFST instructor course five impaired driving related courses
- Teaching 30 other impaired driving related courses:



¹³ Data Source: RSBC Administrative Alcohol and Drug Related Prohibitions | Police Department Statistics

¹⁴ Data Source: Alcohol and Drug – Driving Prohibitions Served and Reviewed | Prohibitions Served

Integrated Municipal Provincial Auto Crime Team (IMPACT)

The [Integrated Municipal Provincial Auto Crime Team](#) (IMPACT) is a team of specialized auto theft police investigators from five police agencies in the Greater Vancouver Area, with the purpose of reducing auto crime in BC. The ETEP MOU supports these specialized investigation and enforcement team members.

IMPACT is best known for the **Bait Car Program**, an initiative that deploys vehicles and property fitted with monitoring devices in areas that have been identified through intelligence-led policing across the province. The ETEP MOU supports the technology, property, vehicles, and administrative staff for this program.

In 2024, IMPACT reported there was a 6.8% decrease in automobile thefts, marking a three-year low (Appendix 5, Figure 5A). It also reported a 21.7% decrease in thefts from automobiles (Appendix 5, Figure 5B), which is also a three-year low. IMPACT also recovered 3% of all vehicles reported stolen in the province¹⁵. This is slightly higher than the average (1.8%) total of all reported stolen vehicle recoveries over the previous two years.

Summary of IMPACT Arrests and Stolen Vehicle Recovery			
Outcome	2021	2022	2024
IMPACT and Bait Car Arrests	81	84	30
Stolen Vehicle Recovery	106	136	173

Other 2024 highlights include:

- The successful arrest of a high-tech, stolen auto group. To date, IMPACT has recovered 33 of 35 stolen vehicles believed to be associated to the group. The total value of the vehicles recovered is approximately \$2.5 million dollars.
- IMPACT enforcement team visited and provided support across the province to jurisdiction municipalities that were experiencing high rates of auto theft, namely Penticton, Kelowna, Kamloops and Whistler.
- IMPACT assisted CBSA with a three-month probe into recovered stolen vehicles with a BC nexus at the Ports of Vancouver and Delta.
- Hiring a new media/communications member to manage IMPACT's social media accounts and public event coordination which resulted in an immediate increase in social media engagement. There are now nearly 1000 followers on X and new content garnered over 200 impressions per post.

¹⁵ Data Source: [Quick Statistics - Auto Crime | Tableau Public](#)

IMPACT is also the provincial enforcement champion of **Auto Crime Enforcement Month (ACEM)**. In 2024, the theme of April's Auto Crime Enforcement Month (ACEM) was "Don't Give Thieves A Chance", reminding drivers to stay ahead of thieves by protecting themselves and their vehicles. This message was



supported by BC RCMP channels on the social media platform X. ICBC also supported the campaign and participated in the campaign launch media event.

Provincial Traffic Enforcement

Province-wide targeted traffic enforcement conducted by all police officers is supported and endorsed by the [BC Association of Chiefs of Police \(BCACP\)](#). It is meant to unite all RCMP and Independent/Municipal Police agency enforcement efforts against high-risk driving behaviours within a specific time frame. The [Provincial Traffic Enforcement Campaigns](#) is an annual enforcement schedule that outlines the months in which all police agencies across the province should target specific high-risk driving behaviour. The calendar is planned using recommendations by the BCACP Traffic Safety Committee and based on casualty crash data.

Provincial Traffic Enforcement Campaigns Analysis

The RoadSafetyBC Provincial Traffic Enforcement Insights Working Group¹⁶ (PTEI) examines the outputs of the BC provincial traffic enforcement campaigns using pre- and post-campaign data analytics packages. The Road Safety Unit prepares the packages using enforcement information derived from RSBC's provincial eTicketing¹⁷ database and Vehicle Impoundment and Prohibitions System. Enforcement locations are examined along with other time and date information and compared against historical provincial police-reported casualty crash data available through ICBC¹⁸. The relationships between enforcement outputs and casualty crash data are explored to:

- identify changes in high-risk driving behaviour when targeted,
- review the most impactful factors that influence targeted enhanced traffic enforcement, and
- help inform strategic police enforcement decisions and plans.

In 2024, the PTEI met five times and reviewed ten packages for three high-risk driving behaviours and one vulnerable road user group. There is an approximate 24-month time delay in publicly available casualty crash data based on contributing causal factors due to data settling, so the campaign presentations are

¹⁶ A small RSU-led interdisciplinary group with representatives from BC Highway Patrol (BCHP) District Commanders, BCHP Program leadership, Independent Municipal Police Traffic Team managers, ICBC Road Safety program managers, BCHP and RSBC data analysts, RSBC and ICBC communication/media specialists.

¹⁷ Current overall rate of eTicketing adoption by all police in BC is approximately 80%.

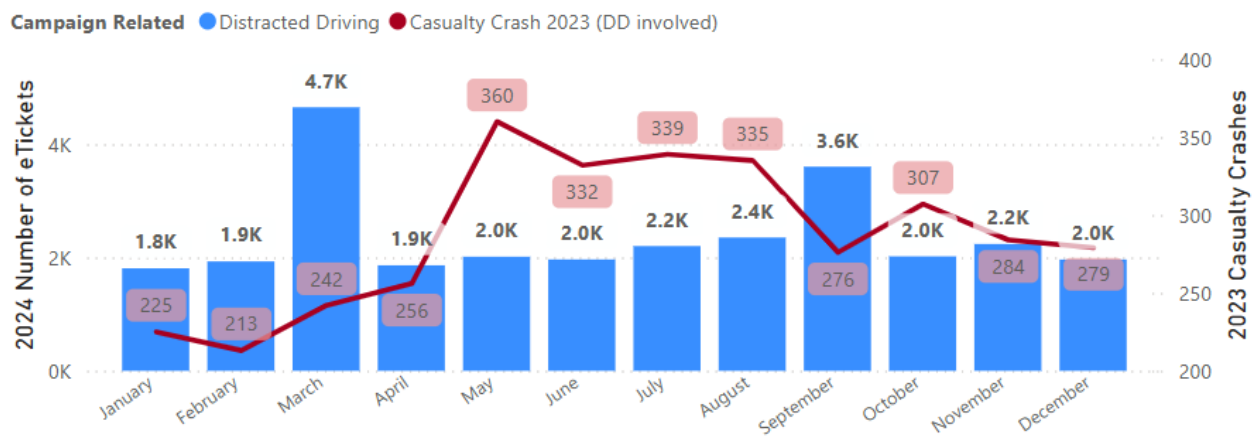
¹⁸ Data Source: [Police-Reported Crashes - Intro Page | Tableau Public](#)

built using historical casualty crash data to evaluate campaign alignment. Increased enforcement during the campaign periods should result in driver behaviour that either:

- maintains or decreases the casualty crash rate during the campaign month, or
- maintains or decreases the casualty crash rate immediately following the campaign month.

Distracted Driving Campaigns – Tickets Issued and Casualty Crashes

Number of eTickets by Month (2024) & Casualty Crashes with Distraction involved (2023)¹⁹



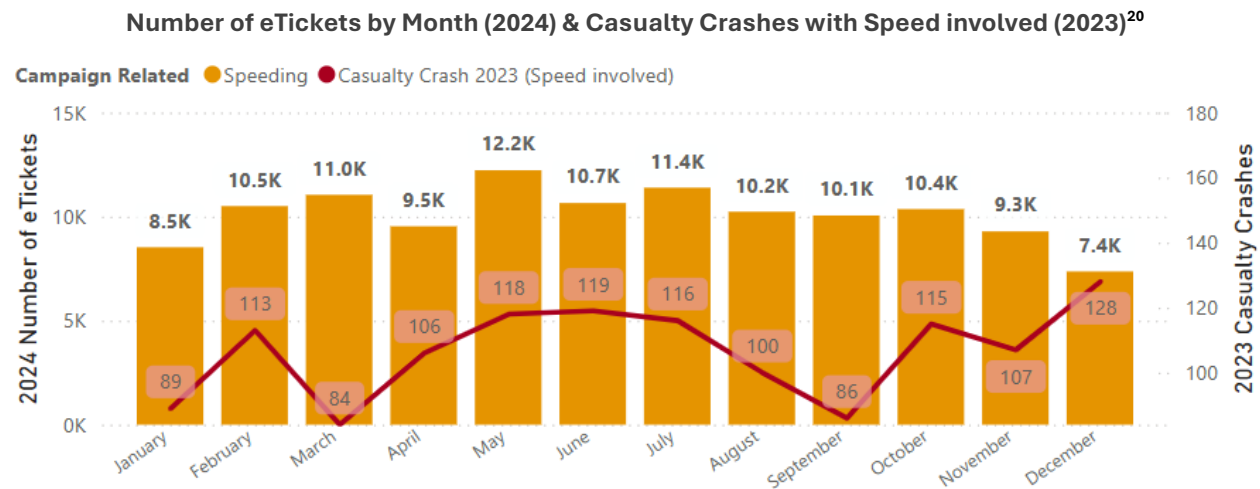
Distracted driving related eTickets were issued most frequently during March and September in 2024, which are the BCACP Distracted Driving Campaign months. This is consistent with previous years (Appendix 6, Figure 6A). Campaign month enforcement contributed to 28.85% of the total distracted driving enforcement for the year.

When comparing the historical (2021-2023) distracted driving casualty crash data (Appendix 6, Figure 6B) to the campaign period, a correlation can be seen between higher distracted driving enforcement efforts and the rate of casualty distracted driving crashes. After the March campaign, distracted driving casualty crashes did not increase significantly in April, and either decreased during the September campaign or did not increase significantly in October. This supports a continued

¹⁹ Data Source: [ICBC Police-Reported Crash](#) was updated in December 2024 and has data available until 2023. Filter used: Crash involved one or more entities with the following contributing factors: use of communication/video equipment, driver inattentive, driver internal/external distraction.

strategy of increased enforcement in March and September and will be monitored for future progress.

High-Risk Driving Campaign – Tickets Issued and Casualty Crashes



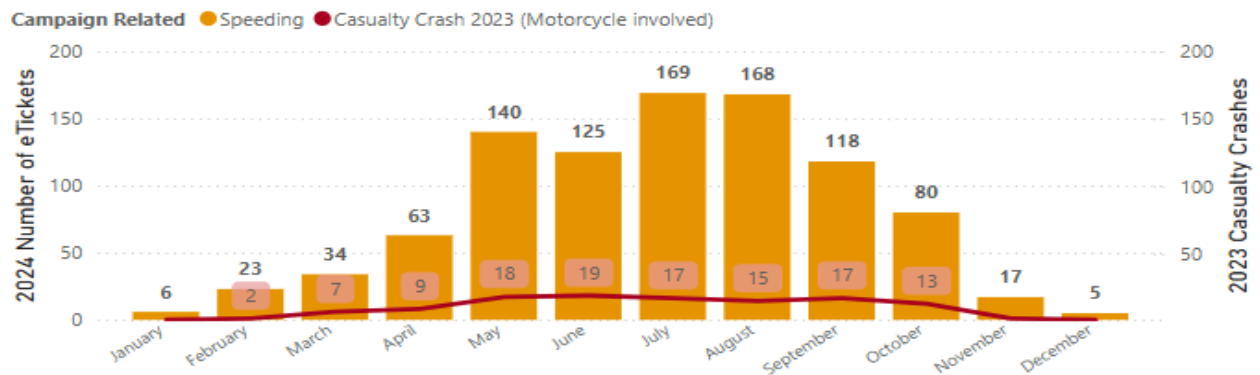
The BCACP High-Risk Driving Campaign occurs in May. Although the enforcement strategy is to target all high-risk driving behaviours in May, there is an increased emphasis on enforcement of speeding infractions during this campaign because this is typically when the seasonal increase of speeding casualty crashes begins. Campaign month enforcement contributed to 10.1% of the total speed enforcement for the year, and the seasonal (May, June, July, August) enforcement contributed to 36.7% of the total speed enforcement for the year. The high seasonal violation ticket issuance is consistent with previous years (Appendix 6, Figure 6C).

When comparing the historical (2021-2023) speeding casualty crash data (Appendix 6 Figure 6D) to the campaign period, an increase in speeding-related crashes is evident from April to May. From May to August, when speeding enforcement efforts are at the highest, seasonal speeding casualty crashes either decreased or did not increase significantly. This indicates a relationship between increased enforcement and decreased crashes, and supports a continued speed enforcement strategy in May, which will be monitored for future progress.

²⁰Data Source: [ICBC Police-Reported Crash](#) was updated in December 2024 and has data available until 2023. Filter used: Crash involved one or more entities with the following contributing factors: exceeding speed limit, excessive speed over 40km/h, driving too fast for conditions.

Motorcycle Safety Campaign – Tickets Issued and Casualty Crashes

Number of eTickets by Month (2024) & Casualty Crashes with Speed and Motorcycle involved (2023)²¹



2024 was the first-year police actively targeted the behaviour of motorcyclists. The BCACP Motorcycle Safety Campaign was aligned to the month of May, which is also High-Risk Driving Enforcement Month. To mirror the High-Risk Driving Enforcement Campaign, there was an emphasis on speeding enforcement during this campaign. The Motorcycle Safety Campaign also aligns with the start of a May-September motorcycle season, as defined by ICBC²², when all casualty crashes involving motorcyclists are highest (Appendix 6, Figure 6E).

Campaign month enforcement, which primarily targeted motorcycle speeding infractions, contributed to 14.8% of the total motorcycle speeding enforcement for the year. The seasonal enforcement (May-September) contributed to 63.5% of the total motorcycle speeding enforcement for the year. This follows a similar seasonal violation ticket pattern as previous years (Appendix 6, Figure 6F).

When using the 2023 casualty crash data to assess the strategy of a standalone motorcycle speeding campaign in May,

- the increase in motorcycle speeding related casualty crashes occurred between May and September
- the most frequent casualty crashes involving speeding motorcycles occurred in May and June
- the highest number of eTickets related to this driving behaviour were in July and August in 2024.

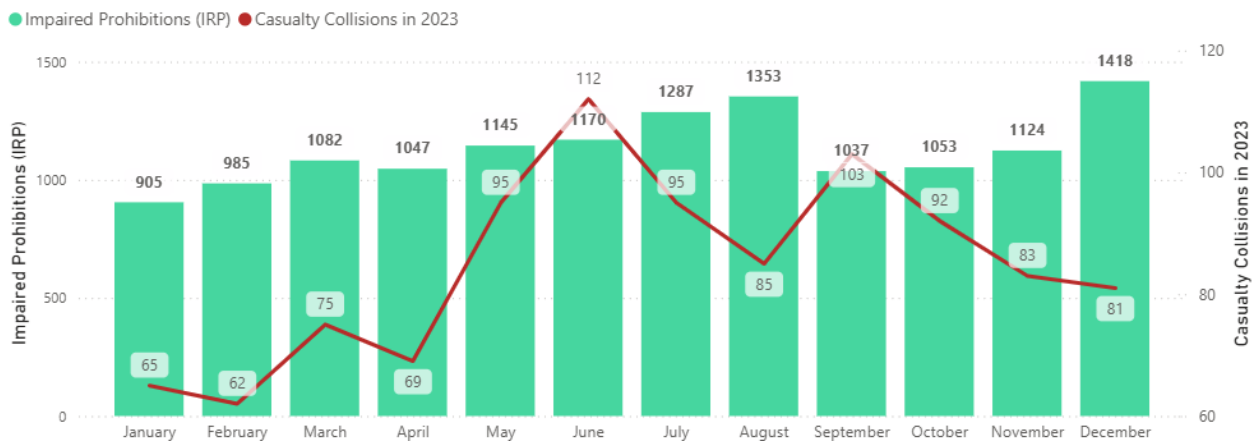
²¹ Data Source: [ICBC Police-Reported Crash](#) was updated in December 2024 and has data available until 2023. Filters used: Crash involved one or more entities with the following contributing factors: exceeding speed limit, excessive speed over 40km/h, driving too fast for conditions. Motorcycle involved.

²² Data Source: [Motorcycle season is here: share our roads to keep riders safe, urges ICBC](#)

This is *inconsistent* with other provincial enforcement campaigns. However, the July and August volume of eTickets issued, does align with the historical peak when casualty crashes involving motorcyclists is highest. As this is a new campaign, 2024 will be used as benchmark information and monitored for future progress and alignment.

Impaired Driving Campaigns – Prohibitions Issued and Casualty Crashes

Immediate Driving Prohibition (IRP) Issuance by Month (2024) & Casualty Crashes with Impaired Driving as a Factor (2023)

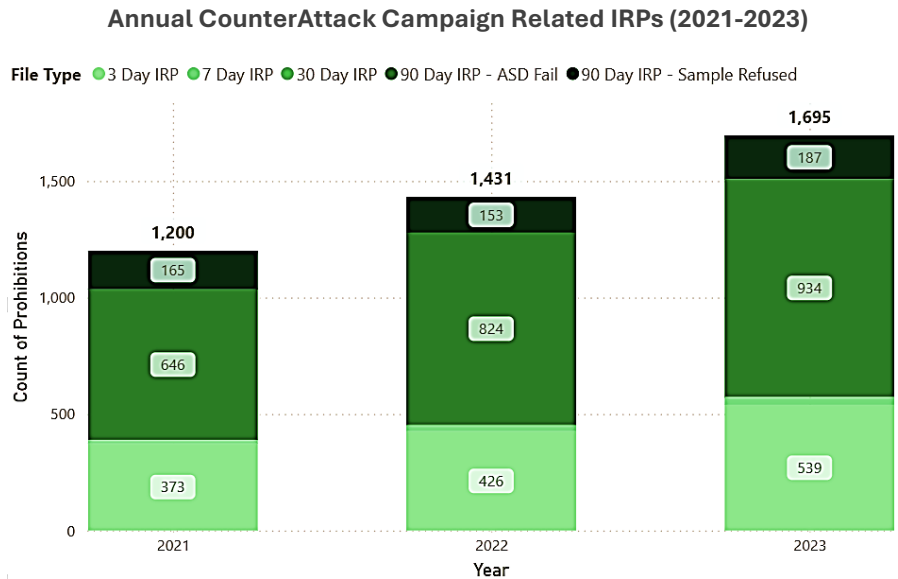


Historically, the BCACP Impaired Driving Campaigns (referred to as [CounterAttack](#)) were held in summer (July) and winter (December). In 2024, the summer campaign was extended to include the latter half of June (June 15-June 30) and the entire month of August. This change was implemented, in part, to better align with the historical impaired driving casualty crash patterns (Appendix 6, Figure 6G), which show over the past three years, the majority of casualty crashes caused by impaired driving occur between June and September. This also corresponds to times of year when holidays commonly associated with increased socialization occur, such as Canada Day, British Columbia Day, Labour Day, and New Year’s Eve are found.

In BC, impaired drivers are most commonly issued roadside suspensions and prohibitions, not violation tickets. The majority of drivers who are charged with impaired driving infractions are issued Immediate Roadside Prohibitions (for alcohol impairment). In 2024, Immediate Roadside Prohibitions (IRPs) were issued most frequently during the CounterAttack campaign periods, peaking in August,

and enforcement during the combined campaign months contributed to 34.7% of the impaired driving enforcement for the year.

Criminal Code of Canada charges may also be laid against impaired drivers. From 2021 to 2023, an average of 432 Criminal Code impaired driving charges were laid annually.²³ In the same time period, an average of 13,680 provincial IRPs were also issued across the province.²⁴ This means over 14,100 drivers were removed annually from BC's roads between 2021 and 2023 for impaired driving. More than 10% of those drivers were removed during the summer and winter CounterAttack campaigns.



When comparing the 2023 casualty crash data to the new summer campaign strategy, the campaign launch in June 2024 was aligned to the annual peak of impaired driving casualty crashes in June 2023. During the 2023 singular summer campaign month (July), a correlation could be noted between increased enforcement efforts against impaired driving and the decrease in impaired driving casualty crashes during and directly after the campaign month. The historical impaired driving crash data (Appendix 6, Figure 6H) also supports an association between increased impaired driving targeted enforcement during July and decreased crashes in August. As such, the impaired driving enforcement strategy of increased enforcement starting in June, the peak of crashes, and continuing to August, which is the end of the peak season, is reasonable. A review of this approach to extend and better align the campaign period will be available in 2026.

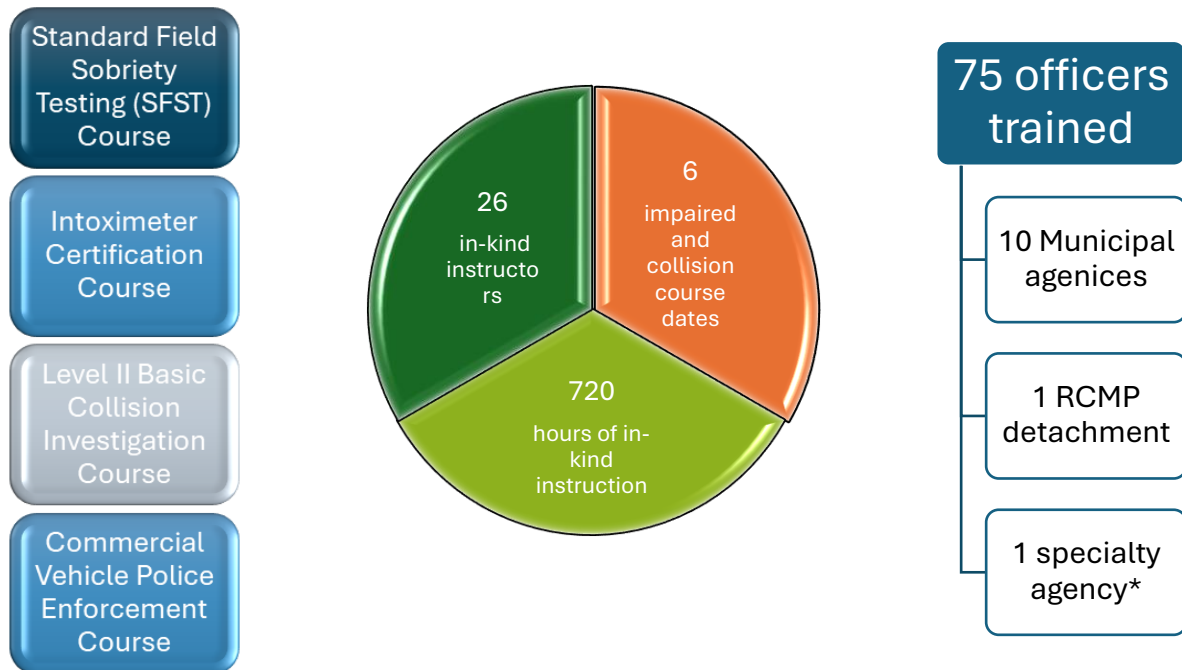
²³ Data Source: [Contraventions Intro Page | Tableau Public](#), filtered by Impaired by Alcohol/Drugs, Act Criminal Code Canada

²⁴ Data Source: [Contraventions Intro Page | Tableau Public](#), filtered by Impaired by Alcohol/Drugs, Act MVA, Sections 3 AY IRP, 7 DAY IRP, 30 DAY IRP, 90 DAY FAIL IRP, and 90 DAY REFUSE IRP

Traffic Enforcement Training

ETEP provides funding to the Justice Institute of British Columbia (JIBC) to deliver the Advanced Traffic Training Program (ATTP). This program is primarily for Independent and Municipal Police officers who are participating on IRSU teams to receive specialized traffic-related training courses at the JIBC facility in the Lower Mainland. The funding can also be used by Independent and Municipal Police with small or no traffic-specific units, regular patrol members interested in traffic enforcement, and other specialty law enforcement agencies who may have responsibilities that include traffic enforcement duties. The ETEP funding also covers half of the Annual Service costs and upkeep for the Intoximeter devices used in the program for training purposes. The BC RCMP's Pacific Region Training Centre (PRTC) covers the other half of the costs for the devices used in training programs there.

The four courses available to members are taught by the ATTP staff. Police subject matter experts also act as instructors and are often used to assist with ATTP training courses.



Since 2018 and the introduction of new national cannabis legislation, the federal government provided funding to the program through a Drug Impaired Driving (DID) initiative. Alongside ETEP funding, it helped support the delivery of the SFST courses taught at the JIBC in the Advanced Traffic Training Program.

BC Association of Chiefs of Police (BCACP)

The BC Association of Chiefs of Police (BCACP) is the leading voice for policing in British Columbia. Representing senior police leadership from both municipal departments and the RCMP, the BCACP provides a unified perspective on public safety, justice, and community well-being. Through collaboration, advocacy, and strategic leadership, the Association drives legislative and policy change, advances innovative policing practices, and strengthens partnerships across government and community.

Guided by a commitment to accountability, professionalism, and service, the BCACP ensures that the priorities of policing are heard at the highest levels and that the needs of communities across the province are addressed. The **Traffic Safety Committee**²⁵ (TSC) is one of more than 20 Standing and Special Purpose Committees under the BCACP. The ETEP MOU provides dedicated funding for RSBC's Road Safety Unit to act as Secretariat for the Traffic Safety Committee and is responsible for delivering its work.



Traffic Leadership Conference

The Traffic Safety Committee Annual General Meeting (AGM) is part of the annual Traffic Safety Conference and is the central opportunity for police and road safety partners from across the province to come together in person to discuss traffic enforcement and road user safety, share information about current issues and developments specific to traffic safety in BC, and reflect on the impact of high-risk driving behaviours on officers and the community. The Leadership Conference is the single largest and most complicated partner engagement delivered by RSBC each year. The three-day, in-person event includes four Subcommittee meetings, Annual General Meeting business with formal motions, operational and legal case studies, pilot project showcases, and emerging issue forums.

²⁵ The TSC identifies, prioritizes, and addresses common and emerging road safety issues identified by the police community and its partners. Together, the committee promotes policy, program, regulatory and legislative reform in support of increased road safety



Traffic Safety Awards

The Traffic Safety Leadership Conference concludes with the BCACP Traffic Safety Awards Luncheon. Five separate Traffic Safety Awards are presented annually for exceptional traffic enforcement performances in the province. In 2024, 96 attendees were registered to attend the event. There were 22 jurisdictional agencies from across the province that submitted nominations. Fifteen officers were nominated for individual awards and ten teams, for a total of 86 people nominated.



Traffic Safety Education: Constable Owen Hazlewood, Lake Country RCMP Traffic

Traffic Law Enforcement: Constable William Levesques, Agassiz RCMP General Duty

Criminal Interdiction/Civil Forfeiture: Constable Jason Linde, BC Highway Patrol – Williams Lake

Crash or Collision Investigation: Surrey RCMP Criminal Collision Investigation Team (CCIT)

Outstanding Traffic Team Effort: Joint Forces Traffic Operation (BC Highway Patrol - Traffic Safety Unit – Police Dog Services, BC Highway Patrol – Smithers, BC Highway Patrol -

Integrated Impaired Driving Unit, BC Highway Patrol - Williams Lake, Golden Integrated Road Safety Unit, Williams Lake RCMP, and BC Highway Patrol – Nelson)

Traffic Enforcement Campaigns

One of the key deliverables of the Traffic Safety Committee is to review the high-risk driving behaviours to be targeted throughout the year. The BCACP Annual Provincial Traffic Enforcement Campaign Calendar is planned using recommendations by the TSC Enforcement Subcommittee and is based on casualty crash data. The RSBC Police Liaison Officer is the standing Chair of the Enforcement Subcommittee. Because of the assignment with RSBC and participation with the [Provincial Traffic Enforcement Insights \(PTEI\) Working Group](#), this position is considered a subject matter expert in high-risk driving enforcement and an authority regarding provincial casualty crash patterns.

Changes are recommended to the TSC membership during the Annual General Meeting business at the Traffic Leadership Conference. In 2024, there were two changes to the campaign calendar: the addition of Motorcycle Safety in May; and increasing the length of the Summer Impaired Driving Campaign from July 1-31 (five weeks) to June 15 – August 31 (ten weeks) to better align with historical crash patterns.

The campaign calendar is implemented by all [Provincial Traffic Enforcement](#) ETEP supports increased RCMP enforcement efforts for all the provincial campaigns through Enhanced Enforcement ERSEI funding.

Independent/Municipal Police agency enforcement efforts are increased through CounterAttack overtime funding for impaired driving campaigns only. On occasion, unspent ETEP funds have been provided to Independent/Municipal Police for other high-risk driving behaviours to augment EE.

2024	Provincial Traffic Enforcement Campaigns
March 1 - 31	Distracted Drivers Campaign Occupant Restraint Campaign
May 1 - 31	High-Risk Driving Campaign Motorcycle Safety Campaign
June 15 -August 31	Summer Impaired Driving Campaign (Alcohol/Drugs)
September 1 - 30	Distracted Drivers Campaign Occupant Restraint Campaign
October 1 - 31	Drive Relative to Conditions Campaign (Speed/Pedestrian)
December 1 - 31	Winter Impaired Driving Campaign (Alcohol/Drugs)

Traffic Enforcement Campaign Awareness

Each Provincial Traffic Enforcement Campaign period is accompanied by a public awareness strategy to help signal the dangers of high-risk driving behaviours. The objective of the paid advertising was to increase driver awareness that police focus on high-risk driving behaviours at various times of the year and to encourage drivers to adopt safe driving practices. Provincial radio, audio streaming, social media, geotargeted messaging, and in-community images were used in 2024 to help publicize the campaigns. Under the ETEP MOU, RSU creates and manages the paid advertising audio and visual creative on behalf of the BC Association of Chiefs of Police. RSU collaborates with ICBC to determine the best channels and platforms for the advertising, and ICBC is responsible for ensuring the advertising is implemented as planned and in market during the campaign period.

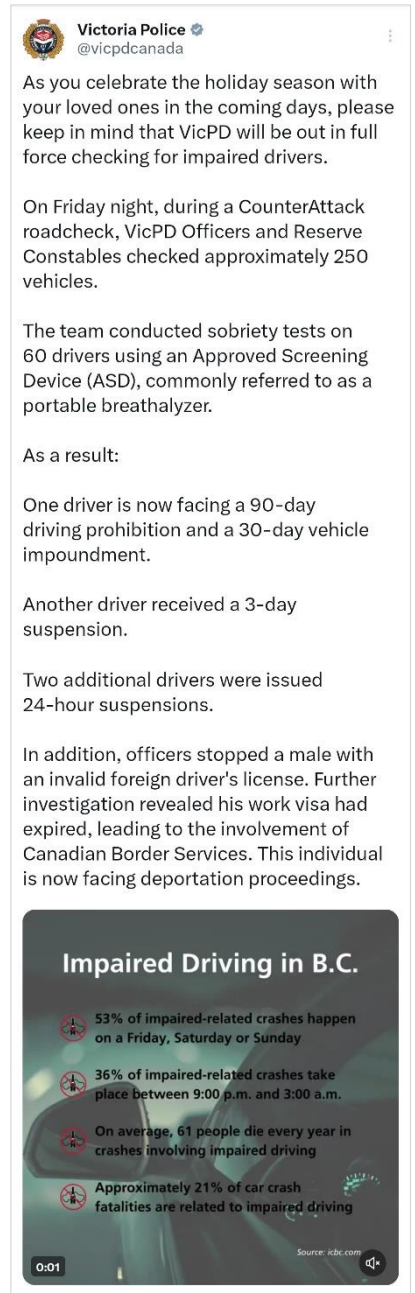
In 2024, a new agency became responsible for the BCACP advertising and together the partners collaborated on new strategies focused on two main deliverables: first, to reach as broad an audience as possible through traditional media, such as print and broadcast (radio, television) media; and second, to target audience segments through new media platforms, such as digital audio, the internet and social media. Seven specific channels were used: radio, digital audio (Spotify and Soundcloud), television (Global), location specific Out of Home print and digital, social media (Meta), mobile apps (Pelmorex Display, doing business as the Weather Network), and mobile device banners²⁶. The success of the new strategy was measured by:

- Digital Audio Listen Through Rates – the ratio between the number of ads listened through to the end, and the total number of impressions recorded for a campaign.
- Radio Gross Rating Points – the percentage of a target audience exposed to ad and multiplied by the number of times the audience is exposed to the ad.
- Online Reach - total number of unique users who see the ad.
- Online Impressions - total number of times the ad has been viewed.

A summary of campaign results can be found in Appendix 7.

²⁶ Mobile banners are a form of digital advertising that appear on mobile devices typically at the top or bottom of a mobile app or website.

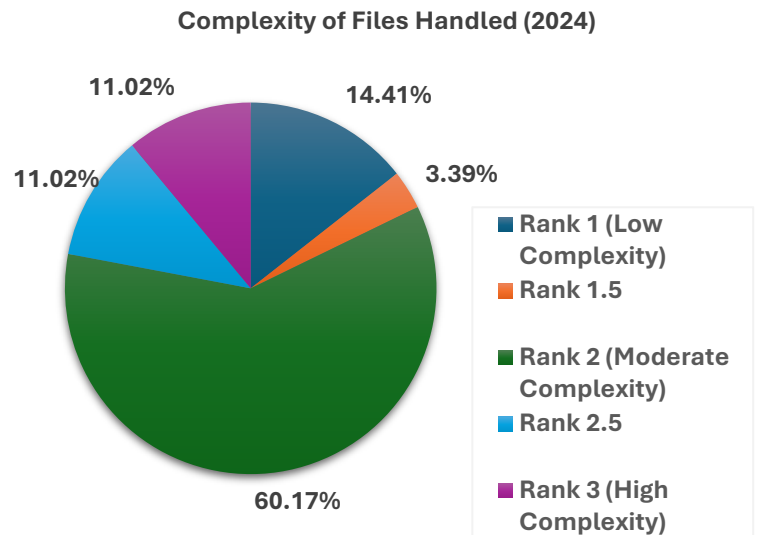
ETEP champions the Provincial Traffic Enforcement Campaigns to all police agencies and encourages public awareness through campaign-focussed earned social media messaging. Social media hashtags are aligned to each campaign to track users, reach, and engagement. Police publicize their own enforcement initiatives on social media, organize driving and road safety activations in the community, and conduct road safety presentations for community groups. ICBC's Road Safety Community Coordinators work with police and volunteers to also increase visible enforcement efforts, amplify police messaging on social media, attend community events with road safety messaging, and conduct driving and road safety presentations for students and newcomers. RoadSafetyBC's media strategy accompanies each campaign and RSU amplifies efforts by attending and reporting on roadside campaign activity through social media.



Other Traffic Enforcement Support Initiatives

Traffic Officer Assistance

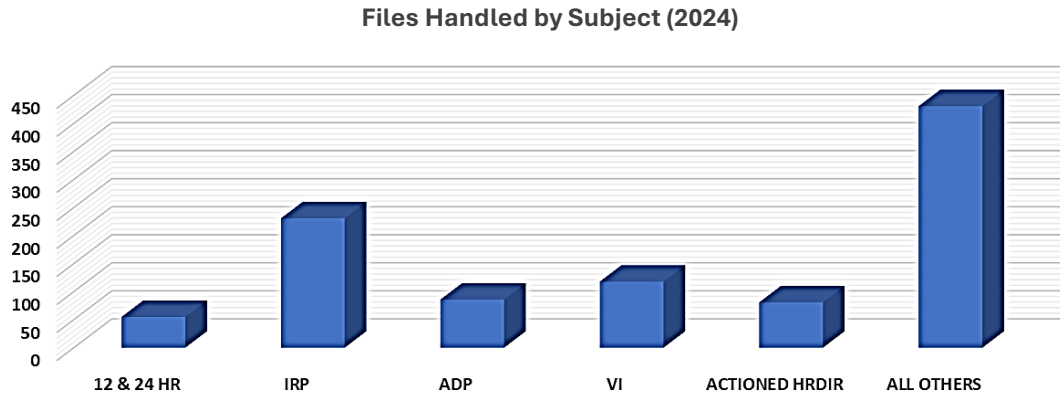
Since 2023 and the renewal of the current MOU, RSU's Traffic Partner Relations Analyst has acted as the main point of contact for traffic enforcement officers across the province on roadside prohibition matters. They provide access to resources, troubleshoot police/RSBC administrative challenges and complex files²⁷, coordinate educational opportunities for traffic officers on RoadSafetyBC programs, and assist traffic officers with access to meetings organized by RSU.



A primary role of the Traffic Partner Relations Analyst is liaising with traffic enforcement officers over the phone and via email. The designated RSBC Police Liaison phone number and email serve as the single point of contact for traffic enforcement officers to engage about RSBC's programs and tools that restrict driving privileges in BC. This includes impaired driving prohibitions, vehicle impoundments for high-risk driving behaviour (for example, excessive speeding, prohibited driving, street racing, or unlicensed drivers), and driver improvement programs (singular high-risk driving events, suspected medical concerns, counselling programs). Subjects and issues discussed with traffic members are assessed to detect current, emerging, or contentious issues related to the programs and tools. Trending enforcement issues are noted and communicated with RSBC program teams, and/or the RSBC Police Liaison Officer.

²⁷ Complexity ranges from Rank 1 (Low urgency, flexible timeline, few parties involved, little to no subject matter knowledge required) to Rank 3 (High urgency, requires immediate attention, multiples parties involved, dense subject matter knowledge required)

In 2024, approximately 60% of files were related to RSBC’s programs. This includes all impaired driving prohibitions (37%), vehicle impoundments (12%)²⁸, and successful High-Risk Driving Incident Prohibitions (8%).



Traffic Enforcement Community of Practice (TECOP)

The new Traffic Enforcement Community of Practice (TECOP) was approved in September 2024. TECoP is a branch-wide platform for all RSBC program areas, whose primary business is related to traffic law enforcement products, tools, services, and legislation, to come together with traffic enforcement officers from across the province to:

- exchange information and ideas,
- problem-solve,
- introduce and get feedback on new developments,
- build shared resources, and
- maintain the collective knowledge used during day-to-day work.



TECoP is open to teams in various other Ministries to participate. The Chair is the RSU Program Manager, and the Second Chair is the RSBC Police Liaison Officer. They are supported by RSU’s Traffic Partner Relations Analyst. Recruitment for both RSBC and police members began in November seeking representation from the 14 Independent/Municipal police agencies, six BC

²⁸ May include impoundments for impaired driving prohibitions and unlicensed drivers

Highway Patrol districts, 13 RCMP municipal detachments in the Lower Mainland, and the three RCMP municipal detachments.

TECoP will meet quarterly to focus on the intersection between traffic enforcement and RSBC programs with opportunities for targeted learning sessions on specific aspects of road safety programs.

Motorcycle Skills Challenge

In June 2024, the Road Safety Unit represented RoadSafetyBC at a Motorcycle Skills Challenge Day event hosted by BCHP Chilliwack. Other road safety partners included BC EHS, Chilliwack Fire Department, the Blue Knights, the Association for Injured Motorcyclist (AIM), and V-Twin Riding School. The RSU exhibit highlighted the month of May as Motorcycle Safety Month and created an interactive display with ICBC casualty crash data related to motorcyclists, information about violation tickets issued to motorcyclists, and safety tips for motorcyclists. They also promoted and answered questions about other RSBC programs, namely the Intersection Safety Cameras. RSU engaged with approximately 50 participants, distributing branded RSBC bags with BC’s Road Safety Strategy 2025 booklets and RSBC branded merchandise.

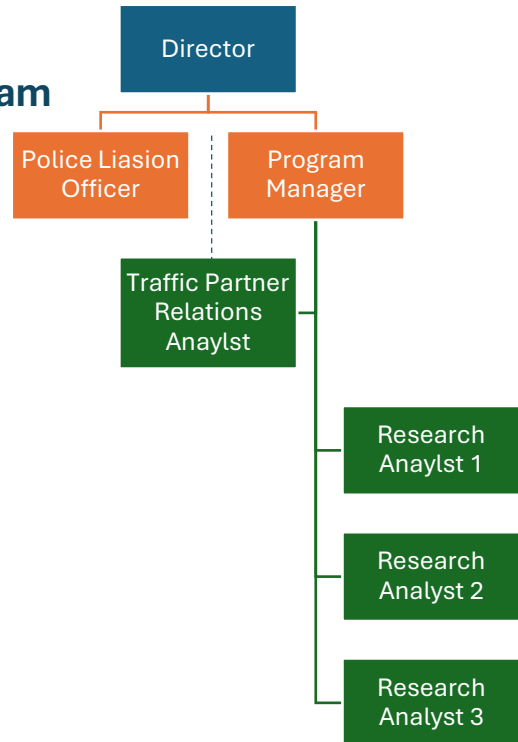


APPENDIX 1 – ETEP Objectives and Key Results

Objective	Key Results	Completion Rate
Understanding Driver Trends	• Rebrand VLM to Provincial Traffic Enforcement Monitoring & Insights platform	100%
	• Regular Working Group pre-campaign engagements, incl. dashboards & comms planning	100%
	• Incorporate RIDE (RSBC Integrated Digital Ecosystem) into campaign dashboards	100%
	• Explore PDET deliverables and targeting efforts – resourcing challenge impacting ops plan pivot: ALPR efficiency/effectiveness assessed	70%
	• Refresh the IMPACT & Bait Car Strategic Plan	100%
Promoting a road safety culture	• Promote 2024/25 BCACP Provincial Traffic Enforcement Calendar	100%
	• Provide CounterAttack overtime funds to all Independent/Municipal BC police agencies, incl St’atl’imx Tribal Police	100%
	• Manage in-market paid messaging plans focussed on the BCACP targeted campaigns	100%
	• Support Lil’wat First Nation community road safety capacity through regular engagement and partner coordination with MoTT, ICBC, and BC Highway Patrol	70%
	• Deliver IMPACT’s Auto Crime Awareness Month (ACEM) and support Auto Crime public messaging	100%
Enhancing Skills and Knowledge	• Provide opportunities for Independent Municipal Police and RCMP members to take specialized courses at the JIBC	100%
	• Monitor and support implementation of the recommendations of the Integrated Impaired Driving Unit (IIDU) review through Governance Council	100%
	• Provide dedicated funding to the Justice Institute of BC Municipal police enhanced traffic enforcement training	100%
	• Assist with DRE, SFST, and Oral Fluid Device training and resources, <u>as necessary</u>	75%
	• Provide strategic support to BCs Drug Recognition Evaluator cohort	75%
	• Engage with and facilitate information exchange with IDAC Subcommittee – pivot to accomplish through RSBC Police Liaison	85%
	• Support enhanced traffic enforcement with St’atl’imx Tribal Police (STP) <u>as requested</u> , including: <ul style="list-style-type: none"> ○ Encourage Police Liaison engagements with STP on traffic training needs and other RSBC-related support ○ Assist Fraser Coast IRSU to provide training to STP ○ Facilitate the delivery of targeted resources 	Not requested

Objective	Key Results	Completion Rate
Leading traffic enforcement innovation	<ul style="list-style-type: none"> Schedule, conduct, and action business from ETEP Gov Council quarterly meeting 	100%
	<ul style="list-style-type: none"> Use MOU compliance matrix to monitor ETEP Program Health/Reporting Requirements 	100%
	<ul style="list-style-type: none"> Address recommendations of ICBC internal audit with BCHP and flag strategic and structural changes for next MOU cycle 	100%
	<ul style="list-style-type: none"> Real Property Working Group develops DRAFT Project plan and provides regular updates to Governance Council 	90%
	<ul style="list-style-type: none"> Organize and manage BCACP Traffic Safety Committee business 	100%
	<ul style="list-style-type: none"> Police Liaison Officer collaborates with unit leadership to enhance local targeted enforcement of IRSU HAZE zones 	100%
	<ul style="list-style-type: none"> Monitor implementation of federal policy on Body Worn Cameras initiative within IRSUs/BCHP 	100%
	<ul style="list-style-type: none"> Monitor ongoing upgrade of IRSU ALPR units 	100%
	<ul style="list-style-type: none"> Participate in discussions about specialized tools and approaches being implemented for Distracted Driving enforcement (cameras, non-traditional vehicles, technology, and software) 	85%
	<ul style="list-style-type: none"> Draft ETEP Annual Report to Governance Council 	100%
	<ul style="list-style-type: none"> Final approved ETEP 2024 Annual Report to Minister's Office (September 30, 2025) 	100%

APPENDIX 2 - ETEP Program Support Team



Sgt Steve Martin currently serves as the RSBC Police Liaison Officer. Sgt Martin is a nationally recognized Subject Matter Expert (SME) in almost all areas of traffic enforcement. Before arriving at RSBC, Sgt Martin led the Fraser Coast IRSU, as a top producer of traffic violation tickets and skilled traffic prosecutor. He is also recognized as a lead police instructor at the RCMP training facility in Advanced Emergency Vehicle Operations, Standardized Field Sobriety Test, Intoximeter, and motorcycle /escort training.

Sgt Martin supports the Road Safety Unit as a peer-to-peer contact for police, providing information about the Enhanced Traffic Enforcement Program, targeted initiatives and provincial road safety programs. As a member of the BC Association of Chiefs of Police Traffic Safety Executive Committee, he serves as Co-Chair of the Enforcement Subcommittee and participates in the Impaired Driving Advisory Committee (IDAC) Subcommittee. Sgt Martin is also the Second Chair for RSBC's Traffic Enforcement Community of Practice (TECoP), participates in the Provincial Traffic Enforcement Insights (PTEI) Working Group and serves as an in-house SME on enhanced traffic enforcement priorities, including impairment, distractions, high risk driving, intersection safety, occupant restraints and commercial vehicles.

The PLO serves as a unique link between government partners and operational traffic enforcement, by providing context, policy support, and insights into roadside enforcement processes to RSBC teams with services and tools that assist roadside enforcement. Sgt Martin also keeps current in traffic enforcement technology, including automated enforcement, emerging tools and tech, and assists with government engagements impacting police.

APPENDIX 3 - EE Three-Year Output Comparisons

Figure 3A - Provincial/Total EE Violation and Prohibitions (2022-2024)

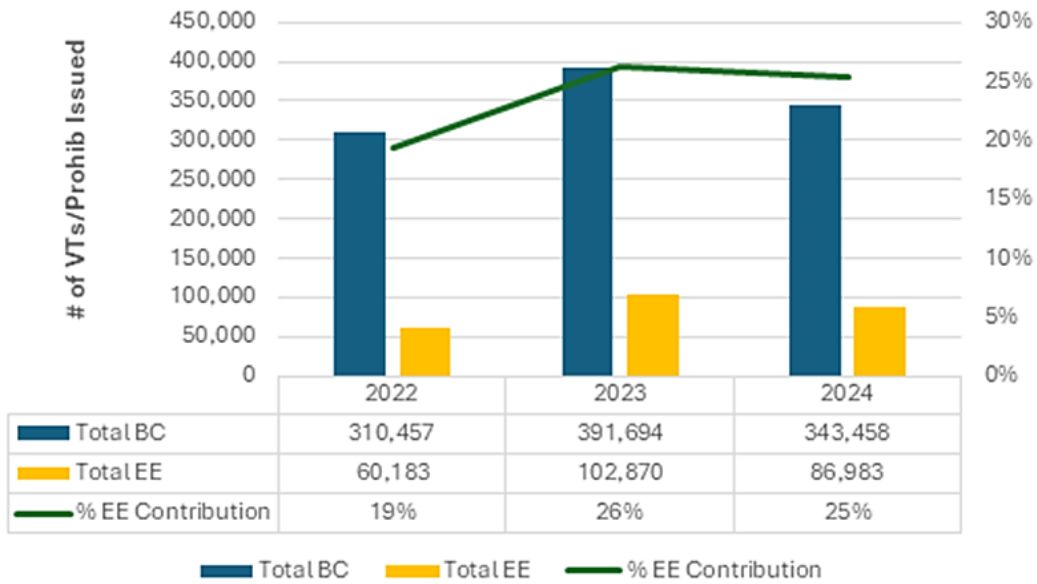


Figure 3B - Provincial/EE Speed Violation Tickets (2022-2024)

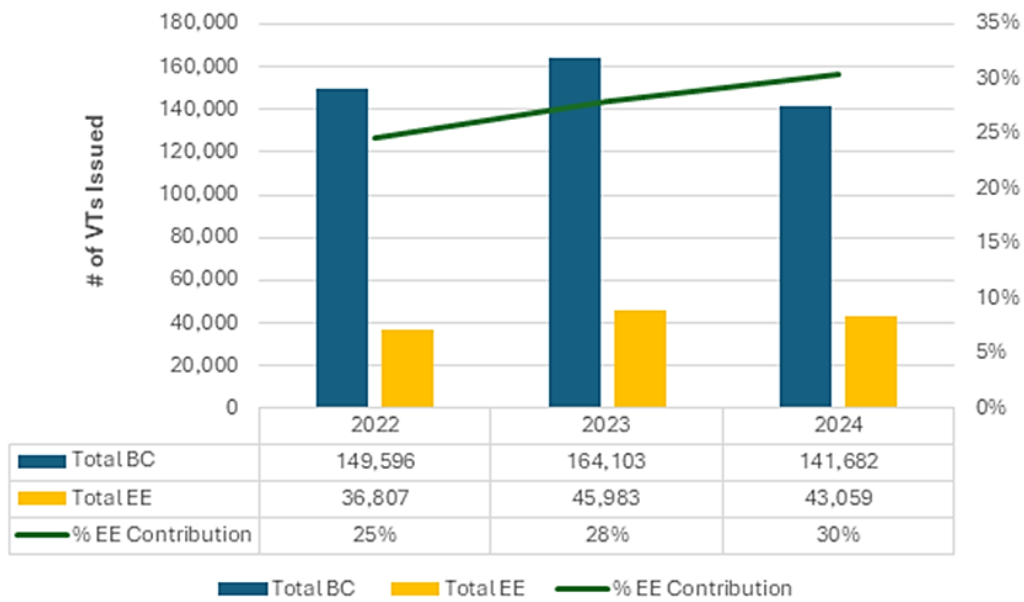


Figure 3C - Provincial/EE Distracted Driving Violation Tickets (2022-2024)

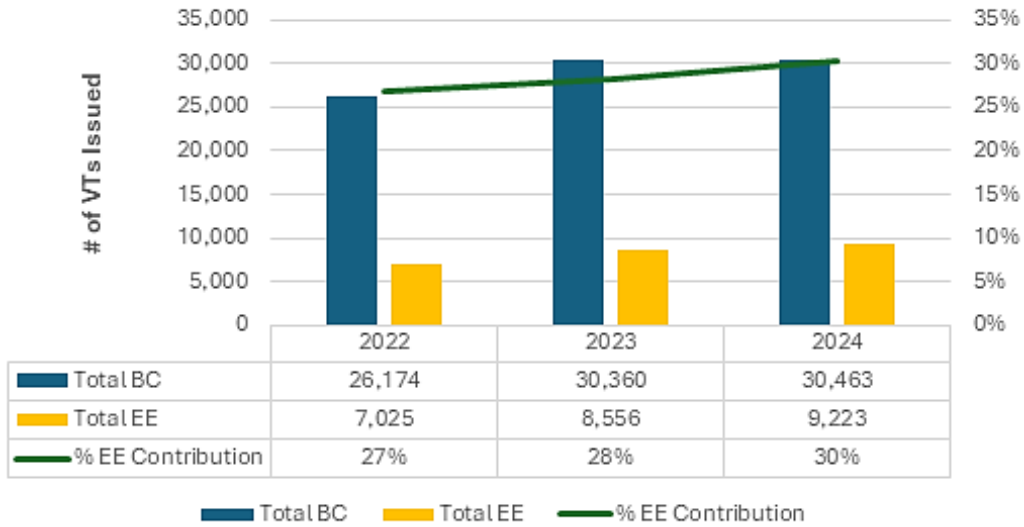


Figure 3D - Provincial/EE Seatbelt Violation Tickets (2022-2024)

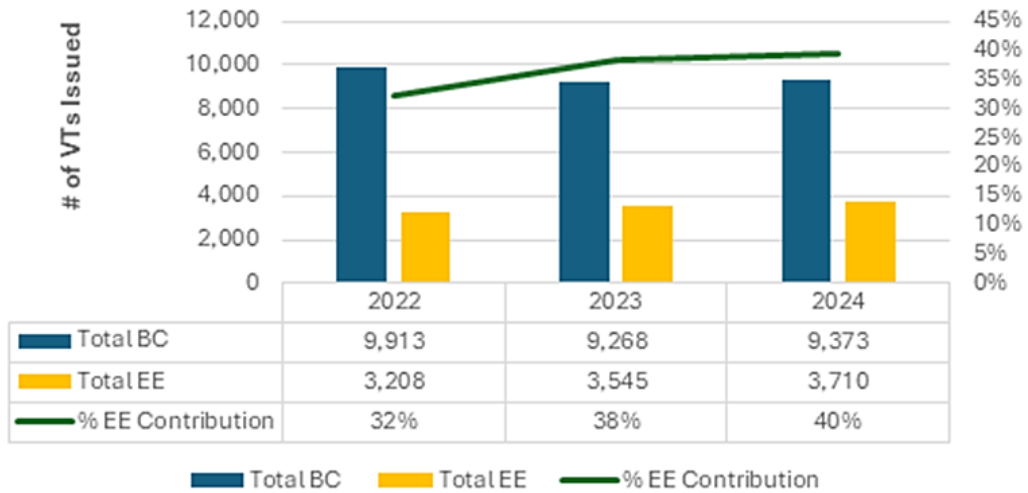


Figure 3E - Provincial/EE Intersection Violation Tickets (2022-2024)

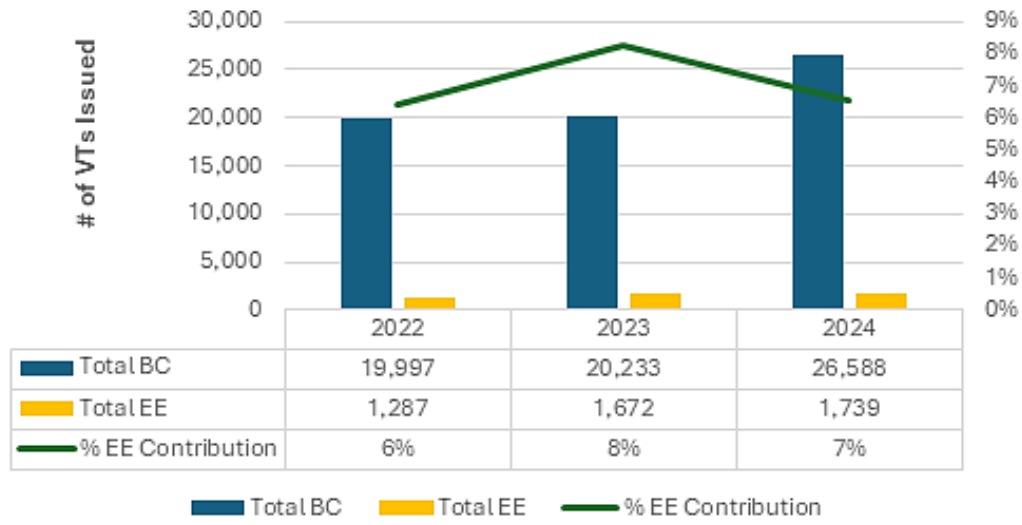


Figure 3F - Provincial/EE Impaired Driving Prohibitions (2022-2024)

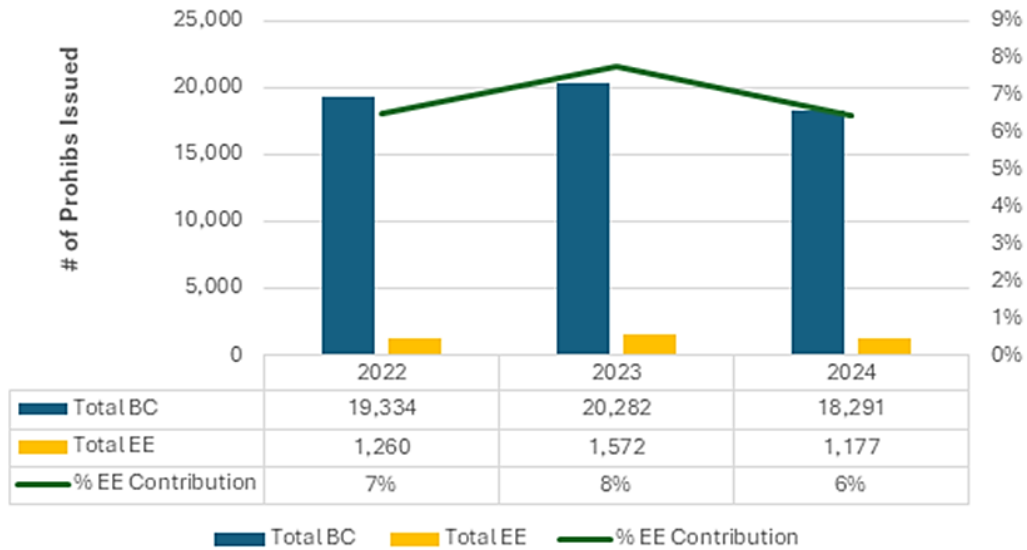
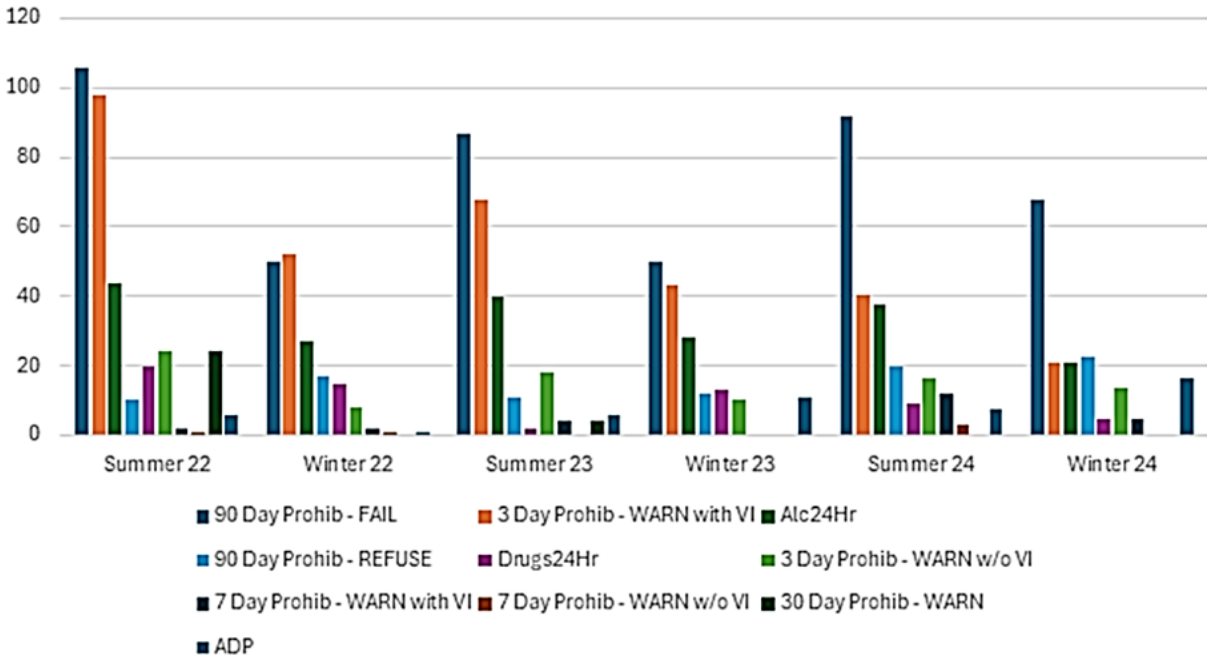


Figure 3G - Municipal Police CounterAttack Overtime Prohibitions (2022-2024)



APPENDIX 4 - IRSU Three Year Outputs Comparison

Figure 4A - IRSU Contributions to Provincial VTs/Prohibitions (2022-2024)

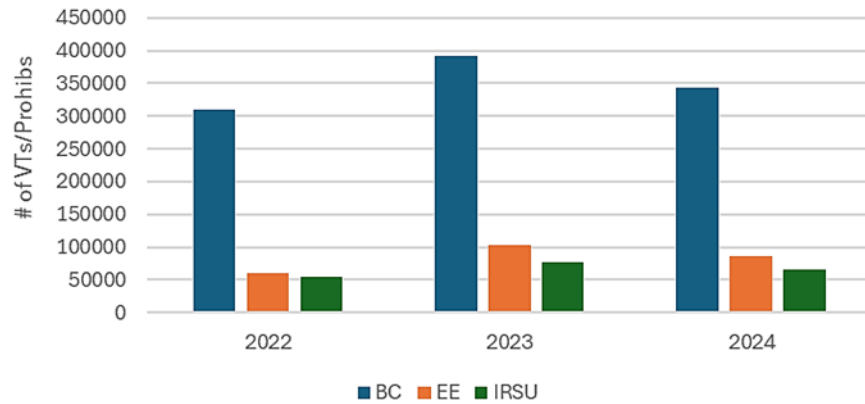


Figure 4B - IRSU Priority Outputs (2022-2024)

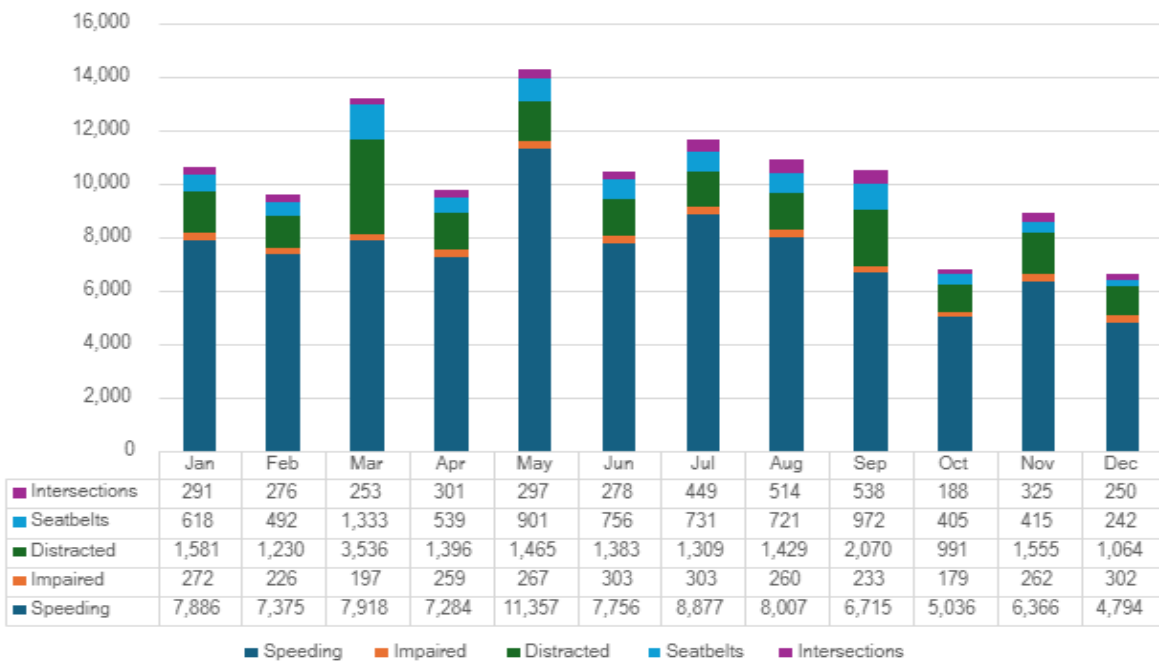
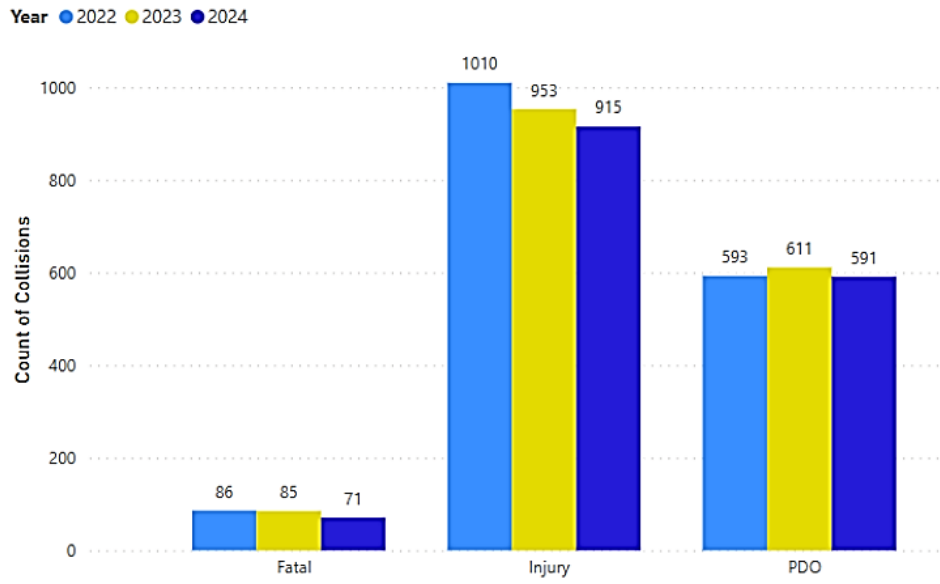


Figure 4C - Occupant Restraint Related Collisions by Accident Type



APPENDIX 5 - IMPACT Five-Year Auto Crime Comparison

Figure 5A - Automobile Thefts reported to Police

Auto Thefts in 2024 ↓ - 6.8% 6,954 incidents in BC		2020	2021	2022	2023	2024*	2023 vs 2024
	Lower Mainland	4,759	4,426	4,402	4,004	3,632	-9.3%
Outside Lower Mainland	3,453	3,792	3,992	3,459	3,322	-4.0%	
BC	8,212	8,218	8,394	7,463	6,954	-6.8%	
North	818	831	919	892	753	-15.6%	
South East	1,734	2,080	2,135	1,743	1,845	5.9%	
Island	901	881	938	824	724	-12.1%	

*Completed and Founded Theft of Auto incidents reported to police; included all types of vehicles

Figure 5B - Thefts From Automobiles

Theft From Auto in 2024 ↓ - 21.7% 27,076 incidents in BC		2020	2021	2022	2023	2024*	2023 vs 2024
	Lower Mainland	30,819	26,674	26,955	23,424	18,110	-22.7%
Outside Lower Mainland	11,457	14,281	14,306	11,173	8,966	-19.8%	
BC	42,276	40,955	41,261	34,597	27,076	-21.7%	
North	2,308	2,118	2,323	2,092	1,499	-28.3%	
South East	7,236	7,065	6,773	5,188	4,508	-13.1%	
Island	6,913	5,098	5,210	3,893	2,959	-24.0%	

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²⁹ Data in Figures 4A and 4B are current as of Jan 21, 2025.

APPENDIX 6 - Provincial Traffic Enforcement Three-Year Output Comparisons

Figure 6A - Distracted Driving Related eTickets by Month per Year

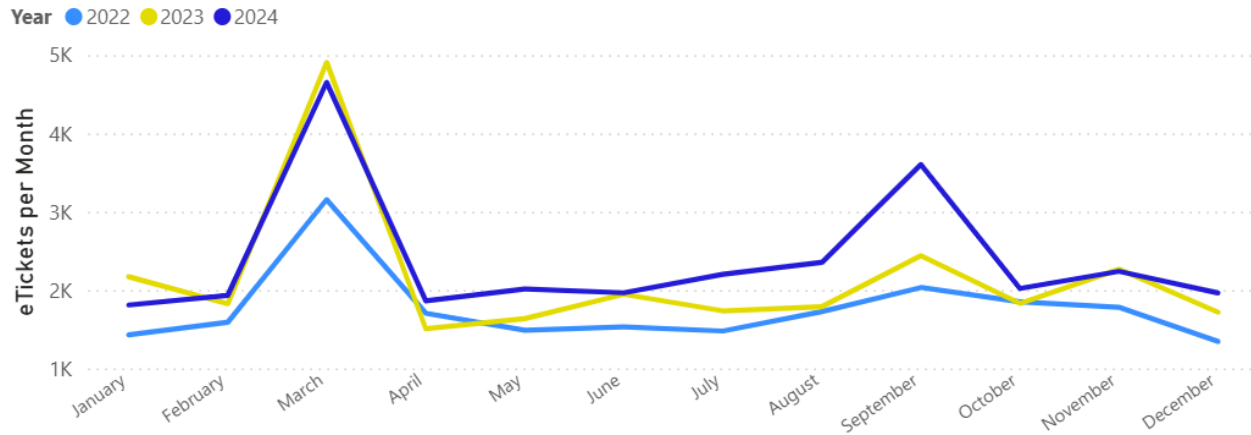


Figure 6B - Casualty Crashes with Distraction Involved by Month per Year

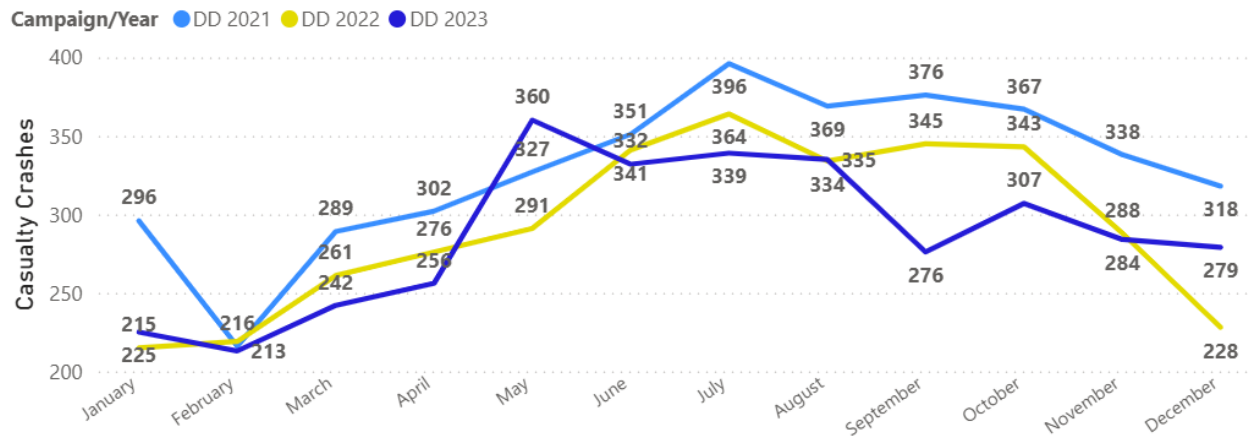


Figure 6C - Speed Related eTickets by Month per Year

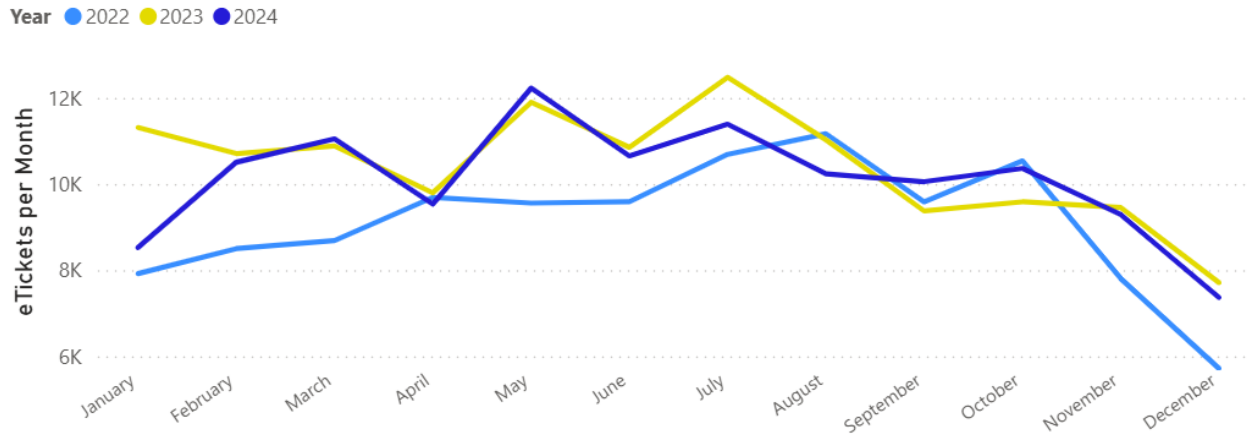


Figure 6D - Casualty Crashes with Speed Involved by Month per Year

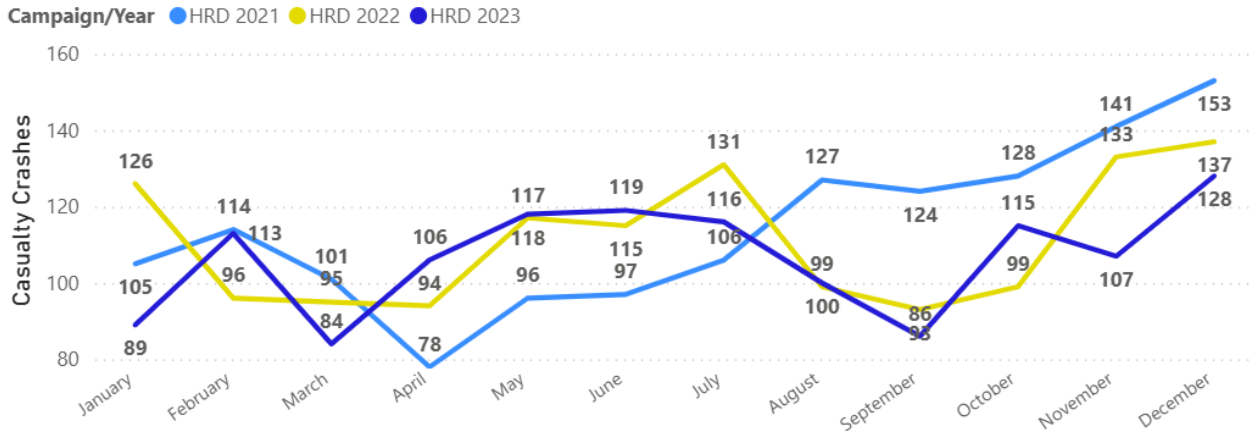


Figure 6E - Percentage of Casualty Crashes Across the Province by Month (2021-2023) (Motorcycles)

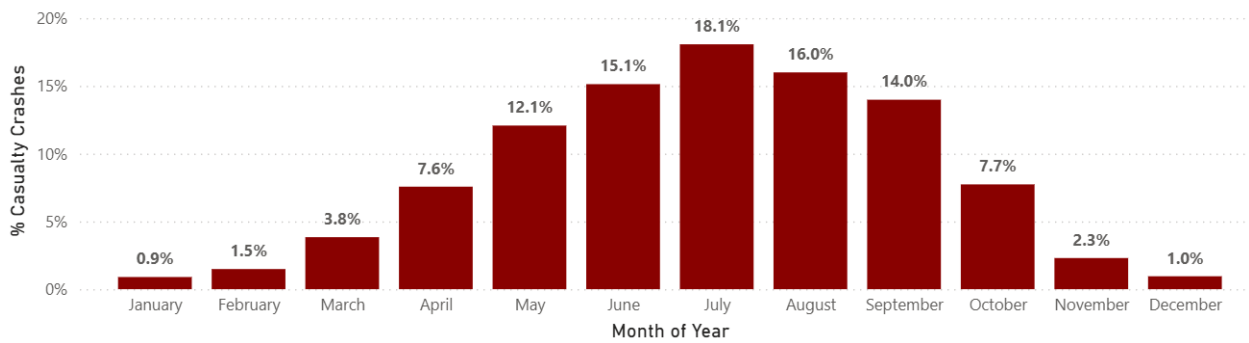


Figure 6F - Speed Related eTickets by Month per Year (Motorcycles)

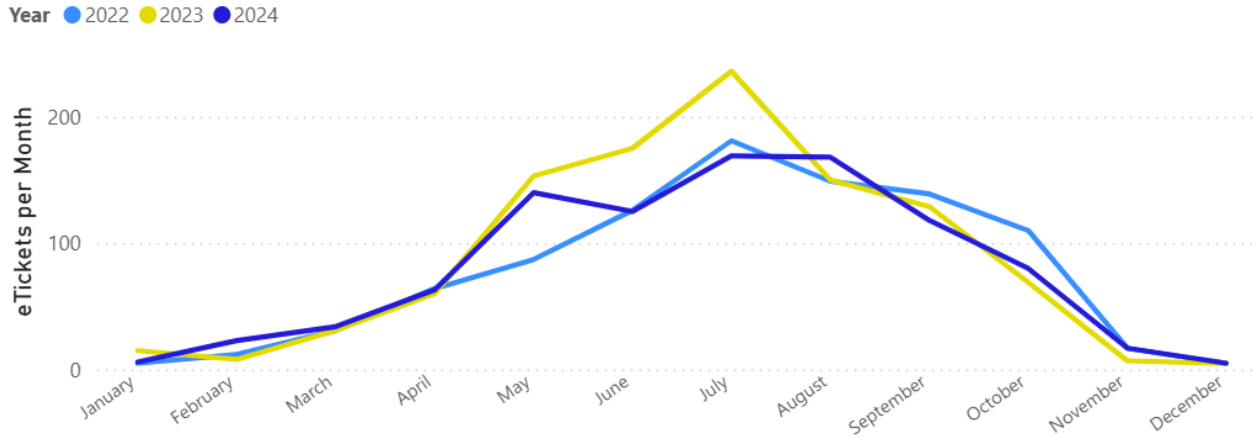


Figure 6G - Percentage of Impaired Driving Casualty Crashes Across the Province by Month (2021-2023)

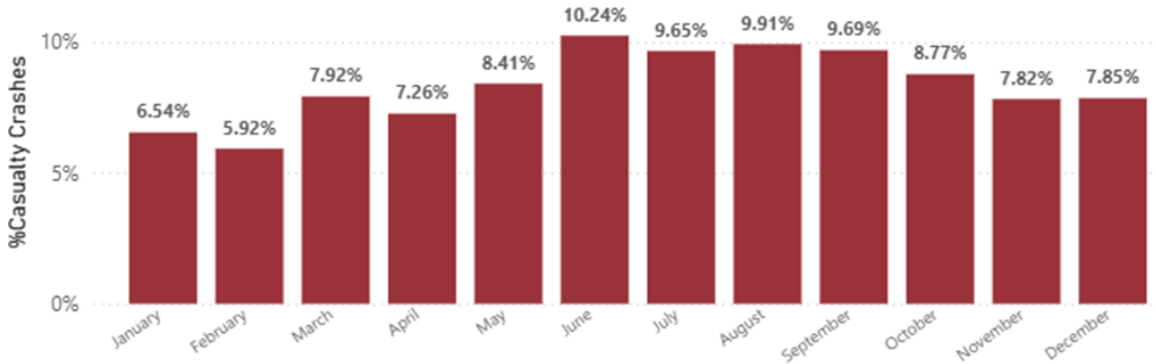
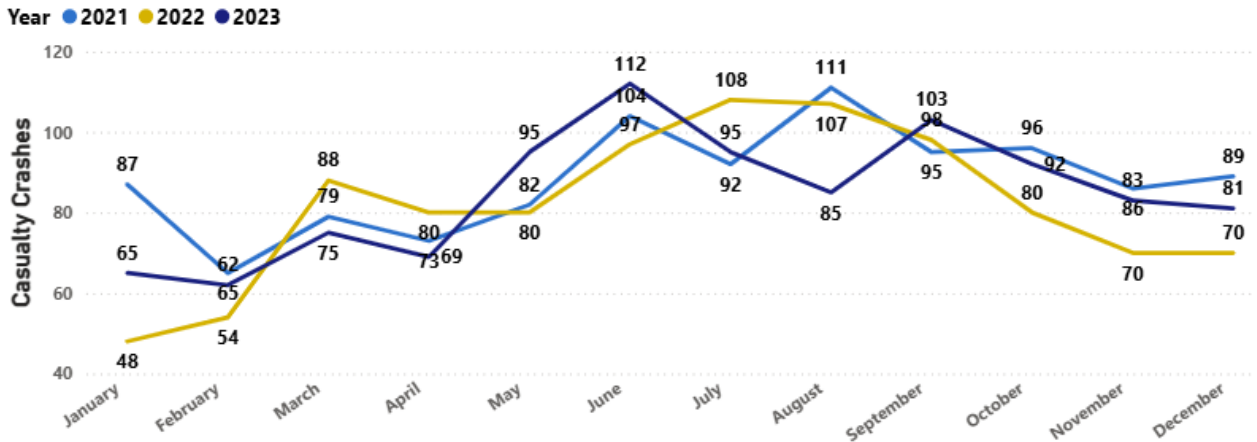


Figure 6H - Casualty Crashes with Impaired Factors by Month per Year



APPENDIX 7 - Traffic Campaign Advertising

The BC Chiefs of Police 2024 Provincial Traffic Enforcement Campaign used seven unique channels to promote its safe driving messages: radio, digital audio (Spotify, Soundcloud, streaming services and podcasts), television (Global BCTV), location specific Out of Home print and digital, social media (Meta), mobile apps (Pelmorex Display doing business as the Weather Network), and mobile device banners. The success rate of each approach was measured by:

- Listen Through Rates – the ratio between the number of ads listened through to the end, and the total number of impressions recorded for a campaign.
- Gross Rating Points – the number of times the ad is heard by the targeted audience.
- Reach - total number of unique users who see or hear the ad.
- Impressions - total number of times the ad has been viewed or heard.

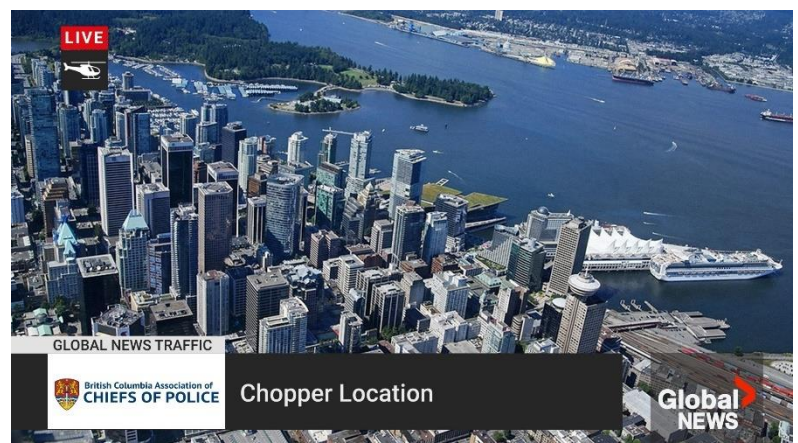
Engagement is also a measurement used to indicate how many users interact with social media and mobile app advertising. Engagement is not a measurement specially tracked for these campaigns; however, it does indicate how an audience relates to the message.

Distracted Driving – March and September

The objective of this advertising was to be present during moments where distracted driving is most likely to occur. In March, the advertising was placed on radio³⁰, television (Global), and social media (Meta).

March was the first campaign a new advertising agency delivered for the program, using the strategy developed with an earlier agency.

Radio advertising covered a total of 11 markets across BC to reach both the lower mainland and smaller



³⁰ Concentrated in high population markets (Vancouver, Victoria, Kamloops, Kelowna, Prince George, Nanaimo) and In-Language Stations (Punjabi, Cantonese, Mandarin, BC's Indigenous radio station CFNR.)

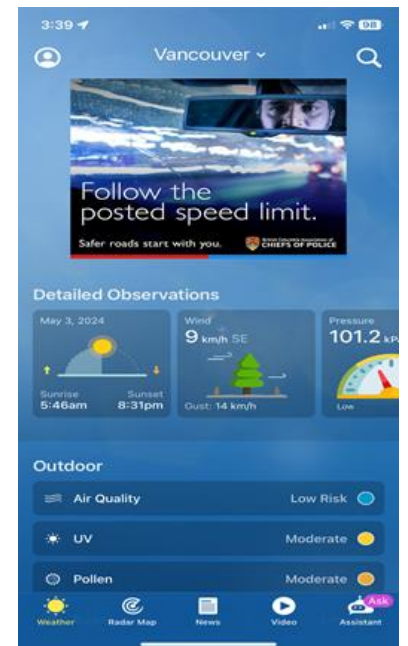
communities. 1,416 spots were delivered across all markets, including in-language stations. In 2023, an average of 2.1% of all households in BC with televisions watched **BC Global News** programming³¹. The campaign advertising focused on banners with a :10s tag during the traffic news update and aired 30 times across three weeks. Lastly, March 2024 was the first time distracted driving awareness advertising was used on **Meta** (Facebook and Instagram). Because the high-risk behaviour audience skews young, online media was used to reach the 18-34 age demographic. As a result, over 1.3 million total viewers were reached on Meta.

In September 2024, BC government was in an interregnum period in advance of the October provincial election. All public communication from RSBC and ICBC was paused. BCACP communication, however, was not paused. This reduced opportunity in September resulted in the awareness campaign being in the radio market only for two weeks. Due to the short duration, the platform underdelivered by 20%.

High Risk Driving/Speeding – May

The objective of this advertising was to curb the need for speed by sharing topical reminders when it matters most. Advertising was placed on radio, digital audio (streaming audio, SoundCloud, and programmatic podcast), and Pelmorex Display (the Weather Network mobile app).

Radio GRPs and impressions exceeded the planned GRP and impression delivery by 4.4% and 10% respectively. **Digital audio** delivered 9% higher impressions and 3% higher LTR respectively compared to the benchmark, with the actual LTR at 97%. This was the first time speeding awareness advertising was used on **Pelmorex**. The objective to using this platform was to reach drivers in daily planning moments and remind drivers when weather (rain) and speeding combined may exacerbate collisions. Two styles of images were used. A rectangular banner was seen on mobile and desktop sites, and a half screen square on the mobile app. The Pelmorex strategy met the estimated targets and achieved over 880,000 impressions across four weeks.

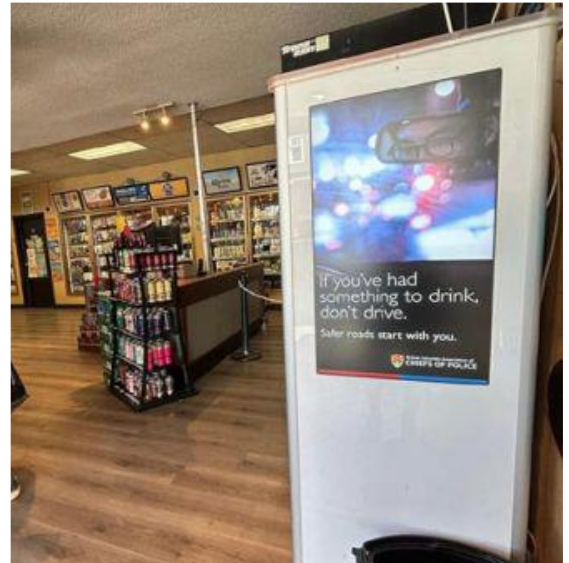


³¹ [CTV News Shows Signs of Advancing on Global, by Harvey Oberfeld - Puget Sound Radio](#)

Impaired Driving – Summer

The objective of this advertising was to intercept unplanned urges to drive impaired by sharing occasion-based reminders when it matters most. Advertising was placed on radio, digital audio, television (Global), social media (Meta), Pelmorex Display, and through location specific Out of Home images.

Radio exceeded the planned GRPs by nearly 30% and generated over 7 million impressions. **Digital audio** (Streaming audio and SoundCloud) also exceeded the benchmarks by 2% with an LTRs of 96%. **BC Global News** tags were aired for the planned 95 times, and an additional 88 bonus spots were aired primarily in July (34 spots) and August (37 spots) and adjacent to the Labour Day long weekend (15 spots). **Meta** (Facebook and Instagram) achieved nearly 12 million impressions, surpassing nearly twice the planned impressions. **Pelmorex** exceeded the planned impressions by over a million impressions during the campaign duration. Audience segment geotargeting revealed the "Off-road and Motorcyclist Enthusiast" was the most engaged, while "Electric Vehicle Prospects" received the highest number of impressions.



This was the first time impaired driving awareness advertising from the BCACP was used in the Out of Home category. Digital posters were placed on **private liquor stores** security panel screens across the Lower Mainland, Vancouver Island, and Thompson Okanagan regions. This strategy achieved the planned impressions.

Drive Relative to Conditions - October

Due to limited budget availability and based on crash data, this advertising was delivered only in the north and southeast areas of province, with the objective of maintaining top-of-mind awareness about the heightened risks that come with winter driving. Advertising was placed on social media (Meta), Pelmorex Display

(the Weather Network), and through the tech company Native Touch (banners on mobile devices).

Meta was the top performer with over 1.5 million impressions, which exceeded the planned impression by nearly 100%. Facebook Reels generated the highest impressions. Male audiences aged 35-44 interacted the most impressions with this campaign, signifying the messaging resonated with this demographic. **Pelmorex** audience segment geotargeting resulted in the most engagement with “Electric Charging Stations” and “Other Gasoline Stations”, indicating relevance of location-based targeting. “Auto Enthusiasts” reported the next highest engagement due to high online presence. The top impressions were audience in the Lifestyle category (“Grocery Shoppers” and “Outdoor Activity Enthusiasts) and “Auto - Used Car Dealer”.

This was the first time digital advertising was used. **Native Touch** used mobile device banner ads for this campaign. These banners appear on mobile devices, such as smartphones and tablets. They are typically displayed at the top or bottom of a mobile app or website and are designed to capture the attention of users while they engage with content on their devices. They can be in a variety of formats, including static images, animated GIFs, and interactive concepts. Using this strategy was effective to geo-target users in specific winter-related placements (tire shops/car repair shops). This campaign exceeded planned impressions by 9%.



Enhanced Traffic Enforcement Program Elements

Automated Licence Plate Recognition (ALPR) technology

Police agencies use Automated Licence Plate Recognition (ALPR) technology to support auto crime reduction and remove unlawful drivers from the road. Special cameras mounted in police vehicles can scan licence plates of parked or moving vehicles. This tool helps police to identify Motor Vehicle Act infractions, such as unlicensed and/or uninsured drivers, drivers who are prohibited or suspended, and other criminal activity on our roads that may otherwise go undetected.

The ALPR system uses infrared colour cameras and special software to read licence plates at a high rate of speed. It can scan several thousand plates per hour, much faster than the more common method of manual inputting licence plates by police to check for uninsured, unlicensed, and prohibited drivers.

When an ALPR device gets a hit, meaning a license plate in the database has been flagged, depending on the information and safety of the driving environment, the officer may act. Responses range from a vehicle stop for the purpose of a licence check to a possible enforcement action, such as a vehicle impound, or a charge laid pursuant to the *CC* and/or *MVA*. Not every response will result in an enforcement action (such as property recovery/seizure and vehicle impound) or a charge (pursuant to legislation, such as the *CC* and *MVA*) being laid depending on the driver of the registered vehicle at the time.

ALPR is also an important tool for improving officer efficiency and officer safety.

CounterAttack

CounterAttack is the largest ETEP-supported traffic enforcement initiative every year in the province of British Columbia. Twice annually, all independent municipal police agencies and the RCMP participate in this campaign targeting impaired driving. The summer and winter campaigns are aligned to those times of year when impaired-related crashes happen at a high rate, and when social activities involving alcohol are most common.

CounterAttack is not only the largest traffic enforcement initiative in BC. It is also the most collaborative joint traffic force operations (JTFO) in the province. During

CounterAttack campaigns, police agencies work together to increase the awareness and impact of impaired driving enforcement activities in communities. BC Highway Patrol, IRSUs and Metro Vancouver Transit Police have multijurisdictional authority and often partner with local independent municipal and RCMP municipal agencies throughout the campaign periods to extend their reach and impact.

Governance Council

The Enhanced Traffic Enforcement Program governance and accountability processes are transparent, reflect the responsibilities of the key partners, ensure that partner obligations are upheld, and key results are monitored against program objectives.

Membership on the Governance Council is comprised of five executive leaders or delegates representing:

- Executive Director, Business Integration and Enhanced Enforcement Program, RSBC - Chair
- Director of Road Safety, ICBC
- Chief Superintendent and OiC, BCHP
- Deputy Chief Constable, BC Association of Municipal Chiefs of Police (BCAMCP)
- Executive Director, Finance and Administration Division, Policing and Security Branch

Integrated Municipal Provincial Auto Crime Team (IMPACT)

The Integrated Municipal Provincial Auto Crime Team (IMPACT) is mandated to develop and deploy strategies to reduce auto crime throughout the province. The IMPACT Policy Board provides strategic direction to the program and is comprised of senior representatives from "E" Division Major Crimes, BCAMCP, ICBC, BC Prosecution Services, and Policing and Security Branch (PSB). A PSB representative also sits on the ETEP Governance Council and reports back on IMPACT activities and initiatives.

The Bait Car Program is operated and managed for the Greater Vancouver area, Vancouver Island, the BC Interior, and the North. The unit has the largest Bait Car

fleet in North America³². The purpose of the program is to catch auto thieves in action across the province. Bait vehicles and bait property are provided to various police agencies across BC to deploy in “hot spots” (areas with a high concentration of criminal activity), which have been identified through intelligence-led policing.

April is designated annually as Auto Crime Enforcement Month (ACEM). IMPACT’s focus during this time is to create media awareness and public attention towards prevention of all vehicle crimes. This includes mischief to, theft from, and theft of automobiles (stolen vehicles). IMPACT also endorses the “9PM Routine”, a program developed by the Pasco Sheriff’s Department in Florida. This program encourages individuals to check the locks on their vehicles and homes to make sure everything is secure at the same time each night. BC RCMP, ICBC, BC Government, and various volunteer groups also support IMPACT’s anti-auto crime efforts. A concerted effort is made to promote awareness of auto crime in an effort to prevent vehicle owners from becoming victims.

Integrated Impaired Driving Unit (IIDU)

The Integrated Impaired Driving Unit (IIDU) is a specialized Enhanced Enforcement team. Created in 2018, its members oversee impaired driving enforcement in BC. IIDU has positions for police officers from both the RCMP and Independent/Municipal Police agencies who are certified and accredited by the International Association of Chiefs of Police as Drug Recognition Experts (DREs).

IIDU also provides support to non-operational partner initiatives. The Sergeant in charge of the IIDU is the perpetual Chair of the Impaired Driving Advisory Committee, a Subcommittee of the BC Association of Chiefs of Police Traffic Safety Committee. IIDU also supports the RoadSafetyBC Administration Justice Program. They:

- conduct police training related to prohibitions issued under the Motor Vehicle Act,
- review all incomplete Immediate Roadside Prohibitions IRPs returned by RoadSafetyBC to RCMP, for training purposes, and
- provides approval for all prohibition cancellations initiated by RCMP members.

³² The Vancouver Police Department operate their own bait car program for the City of Vancouver, but IMPACT provides bait cars for the surrounding 16 municipalities.