



# BC Enhanced Traffic Enforcement Program

## ANNUAL REPORT 2023

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
BAC	Blood Alcohol Content
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
BCP	BaitCar Program
CC	Criminal Code
DRE	Drug Recognition Expert
EE	Enhanced Enforcement
ERSEI	Enhanced Road Safety Enforcement Initiative
ETEP	Enhanced Traffic Enforcement Program
GC	Governance Council
IACP	International Association of Chiefs of Police
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
LEO	Law Enforcement Officer
LMD	Lower Mainland
MOU	Memorandum of Understanding
MVA	Motor Vehicle Act
PSSG	Ministry of Public Safety and Solicitor General
PDET	Prohibited Driver Enforcement Team
RCMP	Royal Canadian Mounted Police
RSBC	RoadSafetyBC
RSU	Road Safety Unit
SFST	Standard Field Sobriety Testing
VLM	Value Logic Model
VIPS	Vehicle Impound and Prohibitions System
VT	Violation Ticket

## Minister's Message



It is my pleasure to present the 2023 Enhanced Traffic Enforcement Program Annual Report, an overview of enhanced traffic enforcement activities targeting our province's top road safety priorities. This is the second year of the current three-year agreement between the province and the Insurance Corporation of British Columbia.

In 2023, we started to see a positive turn around of several challenging trends that have been affecting policing in BC and across Canada since the beginning of COVID 19, most notably the pressure on police resourcing. This positive development is enabling police agencies and programs, including the provincial Enhanced Traffic Enforcement Program (ETEP), to begin returning to more robust operational strategies as evident in this year's annual report.

Throughout the extraordinary demands of COVID, forest fires and infrastructure challenges, ETEP has relied upon its robust governance, shared strategic direction and a resilient operational framework to focus on:

- understanding driver trends, including distracted driving, speeding, and alcohol and drug impaired driving promoting a road safety culture
- enhancing skills and knowledge, and
- leading traffic enforcement innovation.

I am encouraged by the improvement 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 enforcement officers, communities and citizens dedicate every day to reducing traffic serious injuries and saving lives. Your work directly advances BC's Road Safety Strategy 2025 of working together to reduce fatalities and serious injuries.

In the year ahead, I commit to continue working with law enforcement and our provincial road safety partners to help make British Columbia's roads safer for all.

Honourable Mike Farnworth  
Minister of Public Safety and Solicitor General

## Program Overview

British Columbia’s Enhanced Traffic Enforcement Program (ETEP) is a collaborative initiative between the Ministry of Public Safety and Solicitor General, specifically RoadSafetyBC and Policing and Security Branch, the Insurance Corporation of British Columbia, BC Highway Patrol, and the BC Association of Municipal Chiefs of Police. It provides tools, technology, dedicated enforcement officers, and program personnel to help target high-risk driving behaviours and other issues related to road safety. Now in its 20<sup>th</sup> year of operation, ETEP is the only program of its kind in Canada.

Annual ETEP funding is provided by the Insurance Corporation of British Columbia (ICBC) to RoadSafetyBC (RSBC) through the *Traffic and Road Safety Law Enforcement Funding Memorandum of Understanding* (MOU). BC Highway Patrol (BCHP) manages the ETEP police budgets and operations. Under the Provincial Police Service Agreement, provincial policing costs are shared. Seventy percent of police operational enforcement costs are provided by the province with an additional thirty percent provided by the federal government.

In the fiscal year 2023/24, ICBC’s MOU contribution was \$25.6 million for enhanced targeted enforcement. The federal government contributed an additional \$10 million to the operational policing portion of the ETEP budget, resulting in a total of \$35.6 million invested in enhanced traffic enforcement road safety programming in BC in 2023/24.

## Governance

The ETEP Governance Council (GC) monitors the program performance under the MOU. It ensures that all criteria of the MOU are met. Members fulfill their Roles & Responsibilities to review and endorse the program budget, annual operating plan, and annual report. ETEP 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

Within the Ministry of Public Safety and Solicitor General, ETEP is primarily administered by RSBC through the Road Safety Unit's program personnel (See Appendix 1). Policing and Security Branch maintains responsibility for financial oversight under the Provincial Police Services Agreement, as well as program elements dealing directly with BC's Independent Municipal Police departments like the Justice Institute and CounterAttack over time.

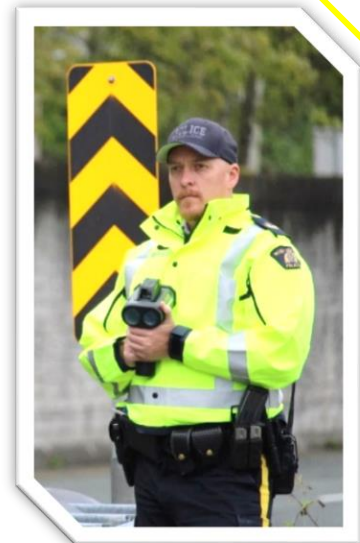
They are assisted in program delivery by a Sworn RCMP member who serves as a Police Liaison Officer to RSBC.

#### **Spotlight**

The Police Liaison Officer to RSBC is Sgt Steve Martin. Sgt Martin is a nationally recognized Subject Matter Expert (SME) in almost all areas of traffic enforcement. He came to RSBC from Fraser Coast IRSU, where he was a top producer of traffic violation tickets and a skilled traffic prosecutor. Steve is also a lead police instructor at the RCMP training facility for the Advanced Emergency Vehicle Operations, Standardized Field Sobriety Test, Intoximeter, and motorcycle training/escort courses.

Sgt Martin supports the Road Safety Unit as a peer-to-peer contact for police and provides them with information about ETEP and the targeted initiatives. He sits on the BC Association of Chiefs of Police Traffic Safety Executive Committee and serves as Co-Chair of the Enforcement Subcommittee and the RSBC police member of the Impaired Driving Advisory Committee (IDAC). Sgt Martin serves as an in-house SME on enhanced traffic enforcement priorities, including impairment, distractions, high risk driving, intersection safety, occupant restraints and commercial vehicles.

In a broader RSBC supporting role, Sgt Martin has functional working relationships with Ministry representatives and road safety professionals. He keeps current on police technology for traffic enforcement, including automated enforcement, and assists with government consultations impacting police on policy development.



## Enhanced Enforcement

Approximately 83.1% of ICBC's ETEP MOU financial contribution and 90.8% of the federal government ETEP contribution supports traffic enforcement strategies that require dedicated traffic officers to target the high-risk driving behaviours that contribute to the majority of traffic collisions that result in serious injuries and fatalities. Three of these strategies are:

1. Enhanced Road Safety Enforcement Initiative (ERSEI) - overtime efforts of RCMP units, including Integrated Road Safety Units, and used specifically for targeted traffic enforcement.
2. Integrated Road Safety Units (IRSU) – teams comprised of officers from both RCMP and Independent Municipal Police departments who target traffic enforcement above and beyond regular services funded through police budgets.
3. IRSU Overtime – additional traffic enforcement above and beyond normal time funded through regular IRSU budget.

These three specific strategies are collectively referred to as **Enhanced Enforcement (EE)**. Traffic officers in EE specifically target speeding, distracted driving, offences at intersections, unrestrained occupants (seatbelt infractions) and impaired driving. EE is delivered primarily through the Integrated Road Safety Units. There are 18 IRSUs in the province.

### Spotlight

The mandate of IRSUs is to reduce harm on BC roadways. This is accomplished by conducting targeted strategic traffic enforcement in high-collision areas to reduce the number of serious injury and fatal collisions on the roads. In addition to focusing on the high-risk driving behaviours, IRSUs also focus on criminal interdiction and commercial vehicle enforcement.

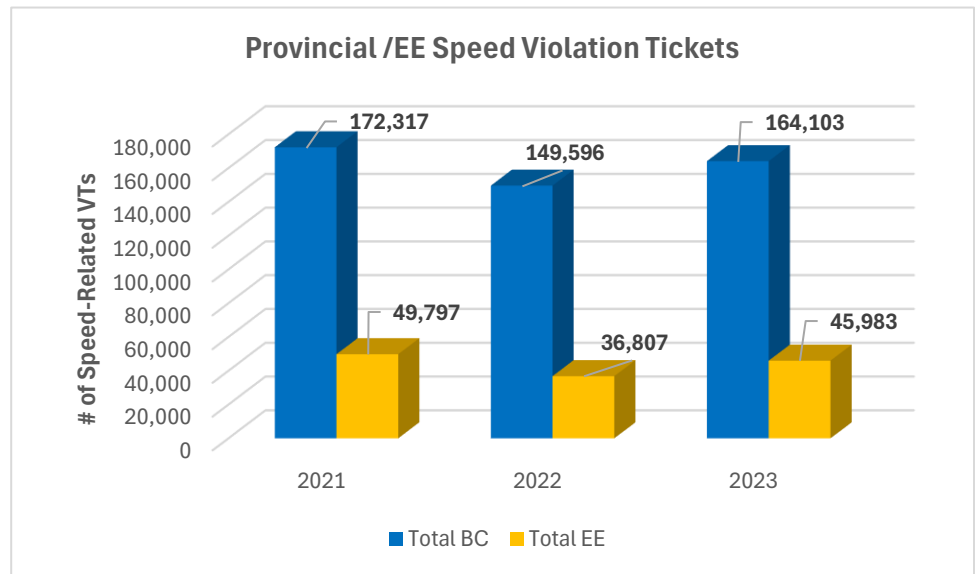


One of the strategies IRSU units use to target high-risk driving behaviour is to examine collision data to determine the cluster the collisions – or high accident zones - in the areas they serve. When these locations are determined, IRSUs conduct High Accident Zone

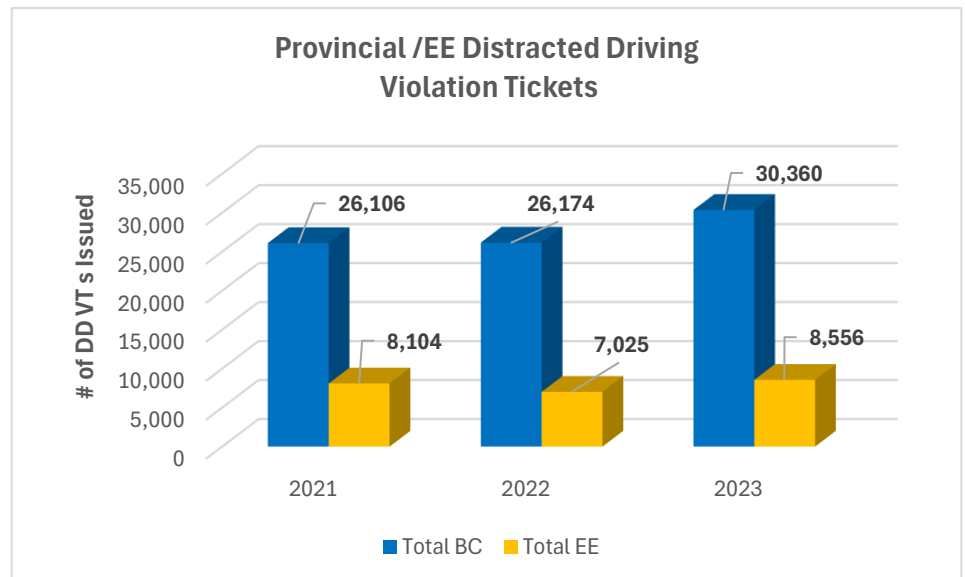
Enforcement (HAZE), spending a considerable amount of time at or near these locations targeting impaired and distracted driving, along with other high-risk driving behaviours. Up-to-date collision data, including locations and the contributing factors, are paramount to the success of the IRSU units and EE in general.

### Contribution by Targeted High-Risk Driving Behaviours

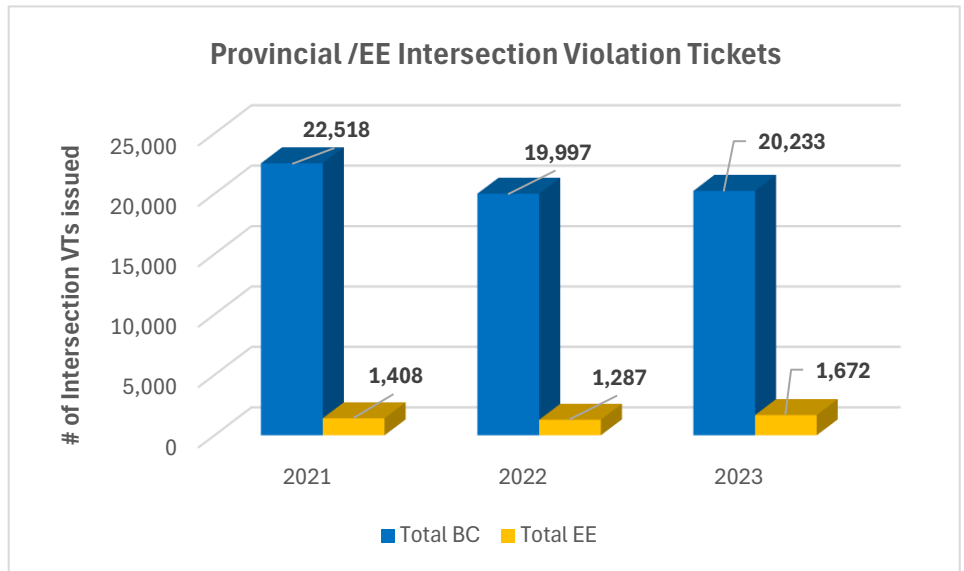
Approximately 28% of the provincial **speed** violation ticket output total was achieved by EE in 2023. On average, from 2021 to 2023, EE contributed 26% to the total violation tickets issued for speeding in the province. The number of speed-related violation tickets, issued by EE increased by 25% in 2023 compared to 2022.



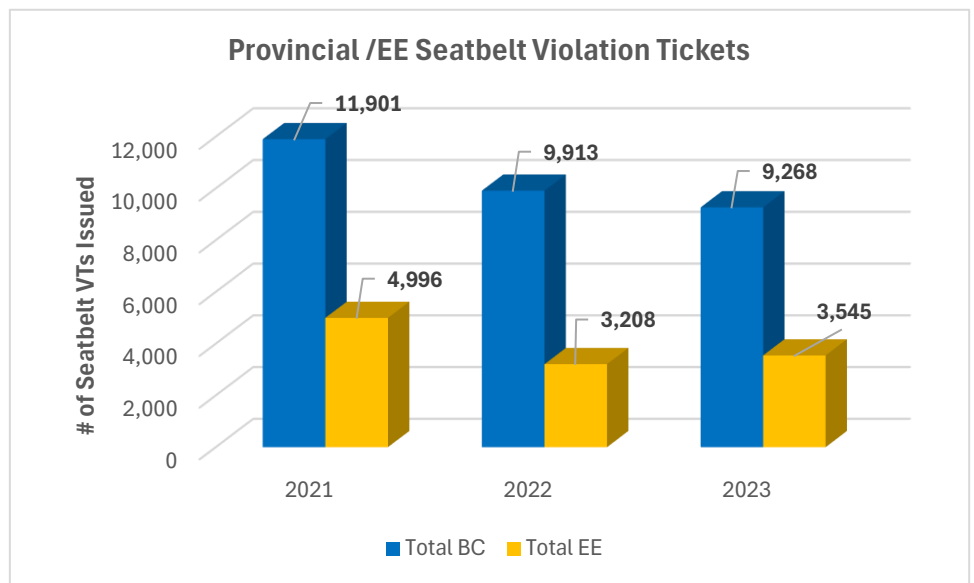
Approximately 28% of the provincial **distracted** violation ticket output total was achieved by EE in 2023. On average, from 2021 to 2023, EE contributed 28% to the total violation tickets issued for distracted driving in the province. The number of distracted driving violation tickets, issued by EE increased by 22% in 2023 compared to 2022.



Approximately 8% of the provincial **intersection** output total was achieved to EE in 2023<sup>1</sup>. On average, from 2021 to 2023, EE contributed 7% to the total violation tickets issued for intersections in the province. The number of intersection violation tickets, issued by EE increased by 30% in 2023 compared to 2022.

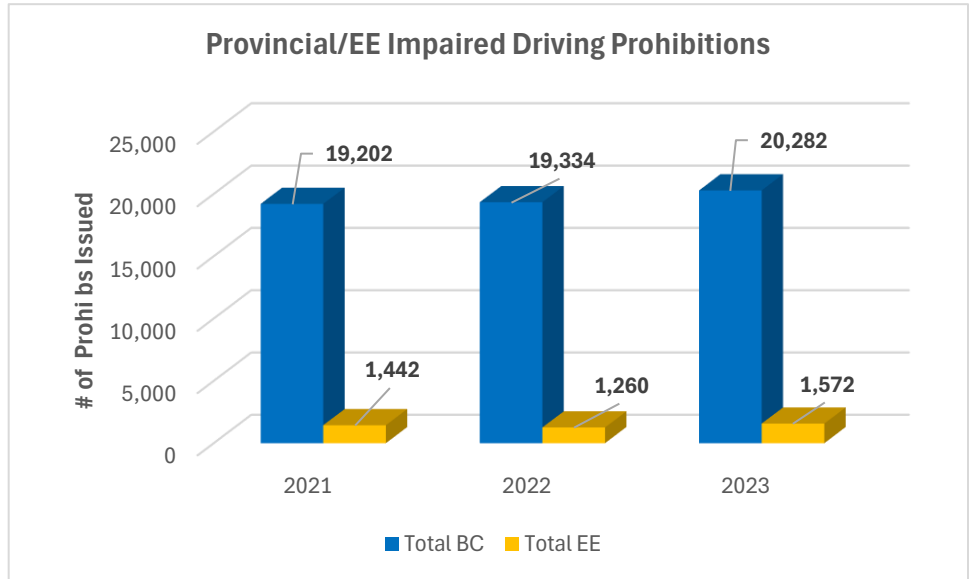


Approximately 38% of **seatbelt** output total in the province was achieved to EE in 2023. On average, from 2021 to 2023, EE contributed 37% to the total violation tickets issued for seatbelts in the province. The number of seatbelt violation tickets, issued by EE increased by 10% in 2023 compared to 2022.



<sup>1</sup> Roadside violation tickets only. Infractions tickets through the Intersection Safety Camera are not included.

Approximately 7% of the provincial **impaired** driving output total was achieved by EE in 2023. On average, from 2021 to 2023, EE contributed 7% to the total prohibitions issued for impaired driving in the province. The number of impaired prohibitions, issued by EE increased by 25% in 2023 compared to 2022.



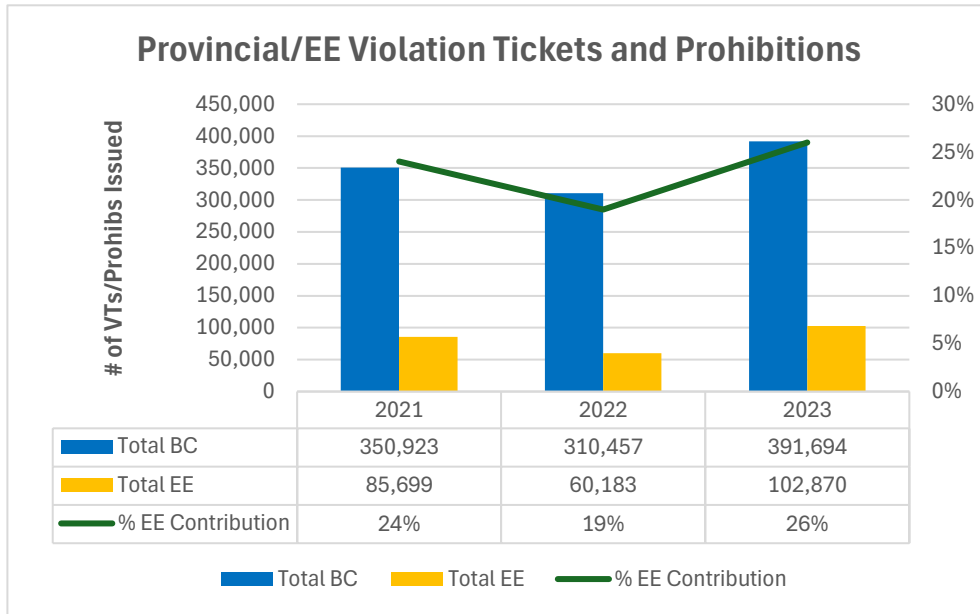
#### Did you know...

Dedicated ETEP overtime funds are available for the Drug Recognition Expert (DRE) Call-Out initiative. When a suspected drug-impaired driver is identified by police, police can request the assistance of a trained DRE to conduct a specialized investigation. Funding for the DRE Call-Out initiative is available to all police agencies in support of enforcement of drug-impaired driving. In 2023, 20% of all Administrative Driving Prohibitions (ADPs) were issued to an operator who was impaired by drug or alcohol/drug combination. 81.5% of those prohibitions were issued by a DRE.

#### Contribution to Total Provincial Violation Ticket and Prohibition Outputs

In total, EE output accounted for 26% of the total 2023 provincial output, consistent with the average of previous years<sup>2</sup>. Overall, 2023 EE outputs increased by 71% over 2022. Following several years of reduced traffic levels due to provincial States of Emergency brought on by COVID and road closures caused by extreme weather, the increase in enforcement outputs in 2023 is attributed to a combination of increased traffic volumes, shifting enforcement priorities, and improvement in police resourcing levels across BC.

<sup>2</sup> Data Sources: EE - RCMP Enhanced Enforcement Quarterly Statistics retrieved Feb 2024; BC - ICBC Contraventions retrieved Feb 2024

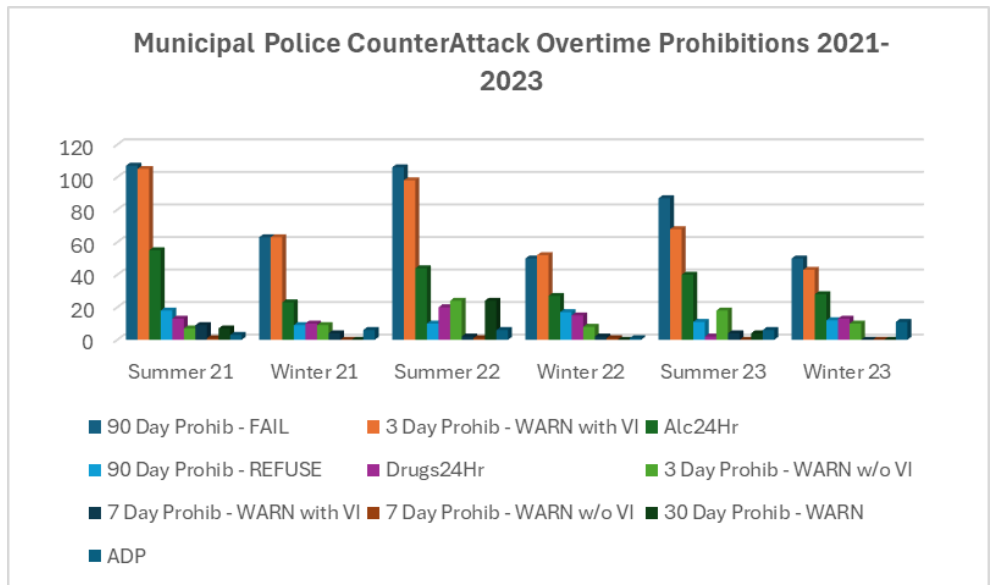


## CounterAttack and Light Up The Province

CounterAttack is the largest ETEP-supported traffic enforcement initiative every year in the province of British Columbia. All independent municipal police agencies and the RCMP participate in this campaign targeting impaired driving twice annually. The July summer campaign and December winter campaign 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. Under the ETEP MOU, overtime funding is made available to the 12 independent municipal police departments with all RCMP detachments and BCHP participating in CounterAttack campaigns with the support of Enhanced Enforcement efforts.



In 2023, a total of \$605,930 was provided to the independent municipal police departments from ETEP. This targeted funding enabled agencies to deliver 4,661 hours of additional impairment-related enforcement above regular services funded through police budgets. The top three prohibitions issued by independent municipal police during CounterAttack campaigns for the years 2021-2023 are 90-day IRP Fail, 3-day IRP with VI, and 24-hour IRP Alcohol. This is consistent with overall provincial outputs.



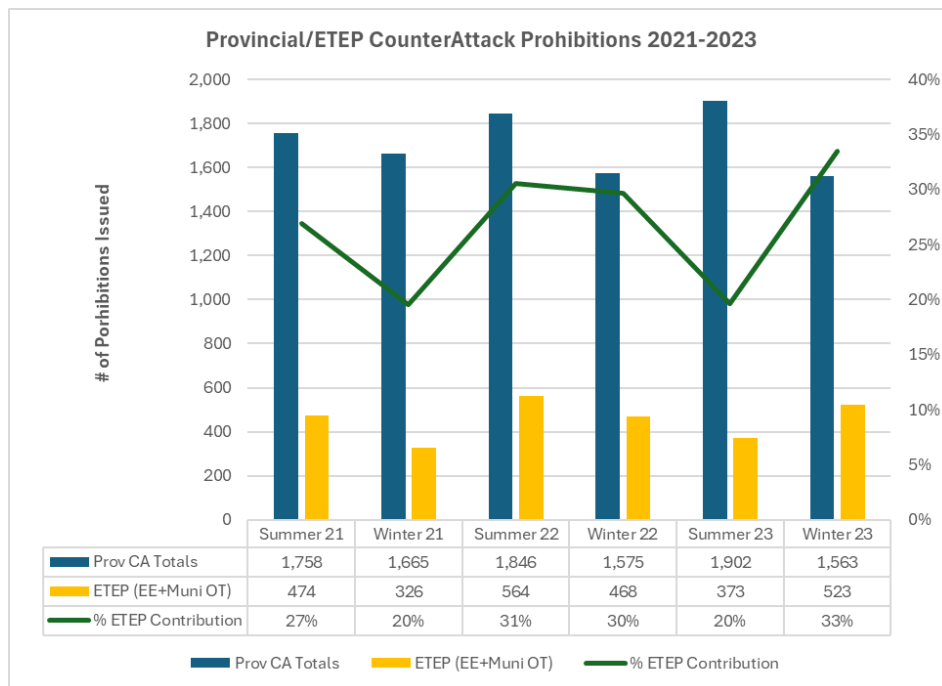
CounterAttack is not only the largest traffic enforcement initiative in BC. It is also arguably the most collaborative series of joint force traffic operations (JFO) in the province. During CounterAttack campaigns, police agencies will work together to increase the impact of impaired driving enforcement activities across communities. BC Highway Patrol, IRSUs and Metro Vancouver Transit Police have multijurisdictional authority and are often asked to partner with local independent municipal and RCMP municipal agencies.



On Saturday, December 2, 2023, all law enforcement agencies across BC came together to “Light Up the Province”. This Impaired Driving initiative was led by BC Highway Patrol and consisted of 228 check stops at highway off ramps across the province. More than 54,986 vehicles were screened at the check and 222 impaired drivers were removed from BC’s highways within the six-hour campaign.

BC RCMP Communications Services (2023-12-07 RCMP News Release)

On average, there was a 30% increase in roadside prohibitions written during the two CounterAttack campaigns than in the other months of the year combined in 2023. IRSUs from across the province contributed an average of 12% of the prohibitions written during the Summer and Winter CounterAttack campaigns. Additionally, from 2021 to 2023, all ETEP-funded enforcement efforts contributed an average of 27% to the total prohibitions issued for impaired driving during Summer and Winter campaigns.



## Integrated Enforcement Initiatives and Tools

### Integrated Impaired Driving Unit (IIDU)

The Integrated Impaired Driving Unit (IIDU) is a specialized Enhanced Enforcement team. It was created in 2018 to 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 impairment evaluators. These evaluators, known as Drug Recognition Experts (DREs), are experienced subject matter experts in impaired driving investigations. The ETEP MOU funds the specialized DRE positions in the Unit and localized DREs across the province.

The IIDU is responsible for:

- All training and development of RCMP police officers in relation to DRE impaired driving enforcement investigations,
- Providing live, real-time, 24/7 operational support throughout BC, in person or by telephone, to police involved in impaired driving investigations, and
- Reviewing all operational DRE evaluations completed by police to ensure they meet International Association of Chiefs of Police (IACP) standards.
- Providing strategic guidance and operational support to police members at large-scale events.

#### Did you know...

An IIDU Corporal was the first Canadian DRE instructor to speak about drug (hallucinogens) impaired driving at the 2023 International Association of Chiefs of Police (IACP) Conference, attended by over 700 public safety professionals.

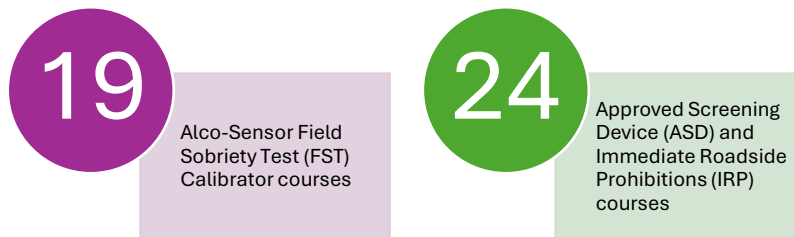


“Over the past two weeks, BC Highway Patrol has been working hard to keep the roads safe while attendees traveled to and from the Shambhala music festival near Salmo. On Monday and Tuesday following the event, police focussed on impaired and fatigued drivers and removed a staggering 57 impaired drivers from the road. BC Highway Patrol brought in Alexa’s Bus and impaired driving specialist investigators from around the province who completed 85 standardized field sobriety tests, 20 drug recognition evaluations, and 11 approved screening device tests.

Insp. Chad Badry, OIC Kootenay Highway Patrol (2023-07-27 RCMP News Release)

In addition to organizing five Joint Force Operations (JFOs), IIDU also provides support to non-operational partner initiatives. The Sergeant in charge of the IIDU is the *de facto* 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.



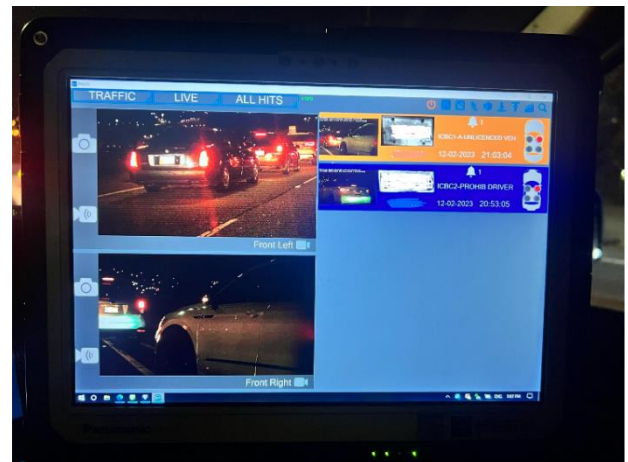
### Automated Licence Plate Recognition (ALPR)

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

go undetected. The initial roll out of the provincial ALPR program, equipment, and support was provided by BCHP under the ETEP MOU. Oversight of the ETEP provincial ALPR program continues through Governance Council. BCHP manages the ALPR program 'hot lists' for all BC police agencies using this traffic technology.

In November 2023, in Olympic Village, a vehicle passed me, and an [ALPR] alert popped up indicating the vehicle was unlicensed. A query of the vehicle determined that the registered owner had terminated the insurance at the beginning of COVID. The two ladies driving were a visiting mother and daughter who had the vehicle loaned to them by a friend. The friend did not own the car; it was lent to the friend by the registered owner. The friend was not in the country at the time and had been lending the vehicle out to people for the last 3 years.

Cst. R. Riddall, Vancouver Police Department Traffic Section



The ALPR system uses infrared colour cameras and special software to read licence plates at a high rate of speed in excess of several thousand plates per hour, much faster than a police officer can manually input licence plates, which is the most common method police use to check for uninsured, unlicensed, and prohibited drivers.

In 2022, ICBC announced licence plate validation decals (decals) would no longer be required on BC vehicles.<sup>3</sup> At the same time, it was making a one-time investment of up to \$1

<sup>3</sup> <https://partners.icbc.com/assets/3Vc1PCfEMHJJeloMfPNTU/bulletin-30-discontinue-licence-plate-decals.pdf>

million to enhance and modernize the ALPR program and purchase new hardware to help law enforcement in BC to detect unlawful, unlicensed and uninsured drivers.

Summary of Provincial ALPR Statistics			
Outcome	2021	2022	2023
Number of plates read	5,402,695	4,907,423	5,317,428
Number of hits	144,851	116,291	126,474
Number of hits responded to <sup>4</sup>	19,444	12,922	13,167
Number of charges <sup>5</sup> and enforcement actions <sup>6</sup>	5,912	4,902	6,956

“[Using ALPR is] definitely not a one-man job because when you have one person pulled over at a traffic stop, the unit automatically keeps working and more plates are being continuously scanned. During March, I pulled over a vehicle for distracted driving and 3 other vehicles passing by registered for no insurance. We have definitely seen an increase in ‘no insurance’ hits since the decal was eliminated. Having ALPR has increased my ability to find and stop an assortment of prohibited drivers and stolen vehicles and I can remove them from the road more efficiently without having to wait for other confirmation means.”

Cst. R. Riddall, Vancouver PD Traffic Section



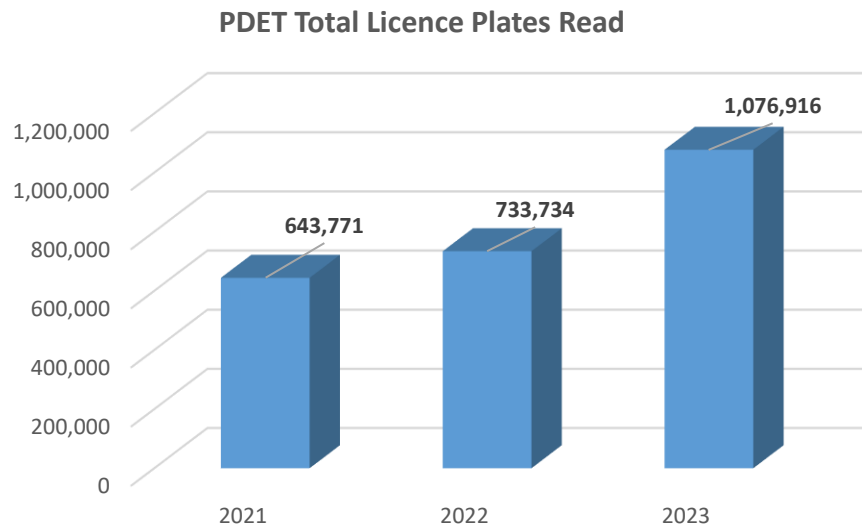
<sup>4</sup> Officer’s ‘response’ includes any activity by a police officer ranging from a vehicle stop for the purpose of a licence check to a possible enforcement action, such as a vehicle impound, or a charge laid pursuant to the CC and/or MVA. Not every response results in an enforcement action or a charge being laid.

<sup>5</sup> A ‘charge’ is laid pursuant to the CC and/or the MVA.

<sup>6</sup> An ‘enforcement action’ is an action other than a charge pursuant to the CC and/or the MVA, such as property recovery/seizure, vehicle impound, IRP or ADP.

**Prohibited Driving Enforcement Team (PDET)**

Prohibited drivers are over-represented in at-fault motor vehicle collisions; ALPR operational data indicates they are also more likely to have multiple negative contacts with police. Research and evidence further indicate that many criminals continue to drive regardless of whether they are suspended or prohibited. The Prohibited Driver Enforcement Team (PDET) is another specialized Enhanced Enforcement team targets these high-risk offending drivers using ALPR technology and removes them from the roadways making BC communities and roads safer.

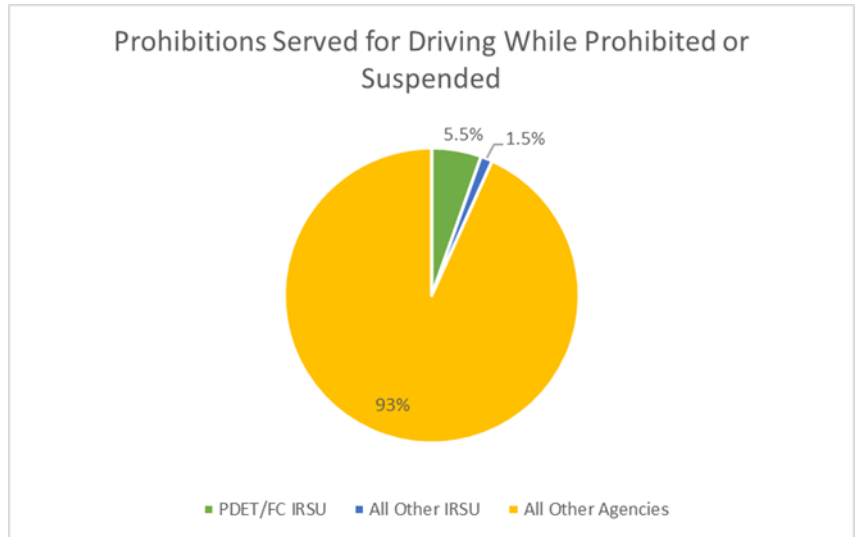


**Did you know...**

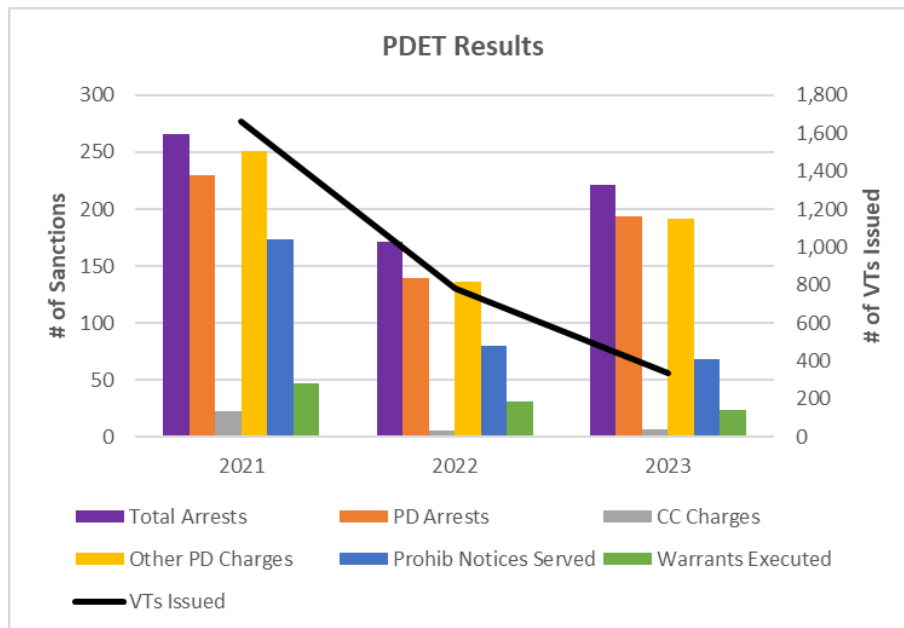
PDET officers are responsible for conducting over 20% of the provincial total of licence plates scanned through ALPR technology?

PDET is a specialty team within Fraser Coast IRSU, and they work in partnership with BC’s Traffic Safety Helicopter, Probation Office, Civil Forfeiture Office, Independent Municipal Police departments, and RCMP detachments. Through intelligence-led policing, these plainclothes officers do their work covertly. They operate in unmarked vehicles and conduct surveillance to locate, and arrest prohibited drivers. The ETEP MOU funds the specialized positions on the team.

In 2023, PDET was responsible for removing over 5% of all drivers from the road who were already prohibited from driving. Their efforts totaled 81% of all drivers removed for the same reason done by all IRSUs in the province.



PDET was also responsible for nearly 1000 other enforcement actions, which further enhances public safety along BC's transportation corridors.



## BC Association of Chiefs of Police (BCACP)

The BC Association of Chiefs of Police (BCACP) is a collection of leaders from RCMP detachments, Independent Municipal Police departments, and key partner agencies in British Columbia that have a tie to policing in the province<sup>7</sup>. Association members address key issues, solutions, and strategies to make effective and positive changes.

## Traffic Safety Committee (TSC)

The BCACP Traffic Safety Committee (TSC) is one of over 20 Standing and Special Purpose Committees under the BCACP. 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. Under the ETEP MOU, RSBC’s RSU acts as the Secretariat for the Traffic Safety Committee. RSU supports all aspects of the Traffic Safety Committee, including the delivery of the Annual General Meeting and Leadership Conference, and the provincial Traffic Safety Awards Luncheon. BCACP TSC is the biggest and most complicated partner engagement delivered by RSBC every year. The AGM and Leadership Conference is the single central opportunity for 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



<sup>7</sup> <https://www.bcacp.ca/>

and developments specific to BC, and reflect on the impact of high-risk driving behaviours on officers and the community.

#### What people said...

“As a first time participant, it exceeded my expectations. I was glad to see so many people passionate about their careers.”

(AGM attendee)

“I enjoyed the AGM, and will be bringing at least one of my unit's team leaders next year (if permitted), because I think it would be helpful for succession planning and overall unit knowledge/learning.”

(AGM attendee)

“Great to see new people participating along with more senior, experienced members. Also better diversity from the regions gives TSC more opportunity for meaningful networking, skills and knowledge transfer. Closing with the Traffic Safety Awards is a nice touch.”

(AGM attendee)

The AGM and Leadership Conference is concluded with the Traffic Safety Awards Luncheon. Five separate Traffic Safety Awards are presented annually for remarkable traffic enforcement performances in the province. In 2023 there were 18 officers nominated for individual awards and eight teams nominated, for a total of 72 people nominated.



**Traffic Safety Education:** Acting Corporal Frank Tarape, Richmond RCMP Road Safety Unit (RSU) Supervisor

**Traffic Law Enforcement:** Constable Chris Faris, New Westminster Police Department

**Criminal Interdiction/Civil Forfeiture:** Constable Eric Thompson and Police Service Dog Jace, BCHP - Special Traffic Operations: Traffic Safety Unit - Police Dog Service

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

**Outstanding Traffic Team Effort:** BC Highway Patrol - Falkland

### Annual Provincial Traffic Enforcement Campaigns

The Traffic Safety Committee determines 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 Traffic Safety Committee based on crash data patterns. It is reviewed, renewed, and endorsed annually by the membership. The campaign calendar is implemented by all BC police agencies; ETEP partners champion awareness and public messaging to further engage BC drivers in understanding high-risk behaviours and their roles in keeping BC roads safe.

2023	Provincial Traffic Enforcement Campaigns
March 1 - 31	Distracted Drivers Campaign Occupant Restraint Campaign
May 1 - 31	High-Risk Driving Campaign
July 1 - 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)

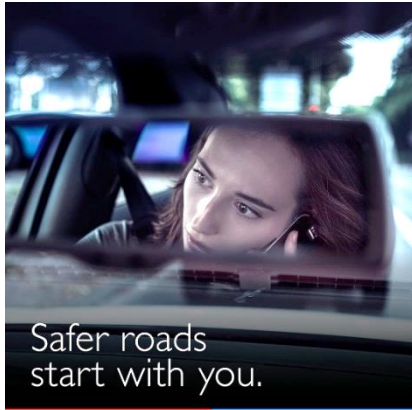
### Public Awareness

Provincial radio, audio streaming ads, and social media messaging accompany the month-long Provincial Traffic Enforcement Campaigns to help raise public awareness that police are targeting high-risk driving behaviours. RSU has the designated responsibility to manage these ads on behalf of the BC Association of Chiefs of Police. ICBC Marketing and Communications Specialists work with outside contractors to build the annual marketing plan and produce the desired ad creative, then present the options to RSU for consideration. In 2023, a new creative direction was implemented for the BCACP campaign advertisements. The advertising agency research showed most people believed they were safe drivers. However, a majority of Canadians admitted to driving dangerously.

After engagement and discussion with Traffic Safety Committee leadership and Subcommittee members, the group selected the slogan “Safer roads start with you.” This new creative platform aims to empower drivers to partner with police to make roads safer by being safer drivers themselves. The ads scripts use the reasons drivers use with themselves before they engage in a risky behaviour. The tag line, ***“When it comes to dangerous driving, we can be our own worst enemy. Police are here to protect the public, but you can help keep our roads safe by being a responsible driver. Because***

***safer roads, start with you.***” In addition to English, ads are broadcasted in Punjabi, Cantonese, and Mandarin languages as well as BC’s Indigenous radio station CFNR.

**Distracted Driving:**



**Seatbelts:**



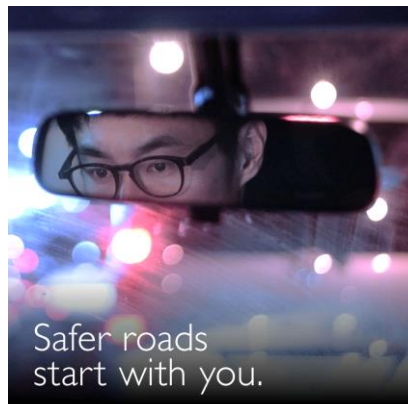
**Drive Relative to Conditions:**



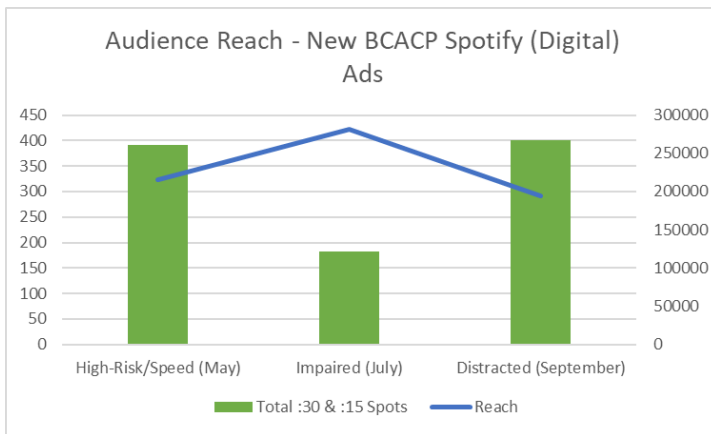
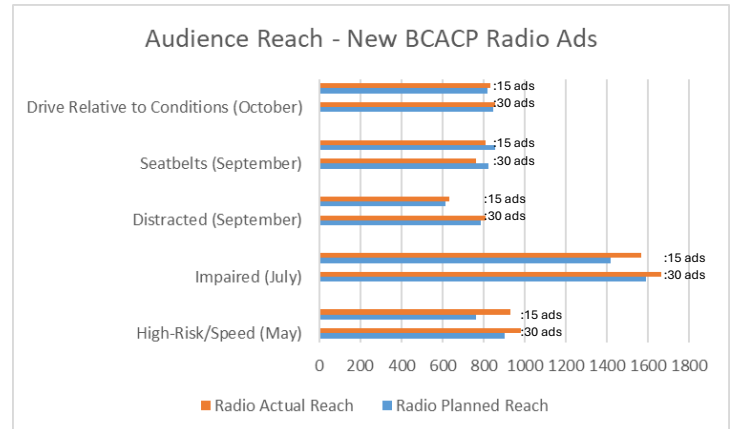
**Speeding:**



**Impaired:**



Radio ads<sup>8</sup> were concentrated in high population markets (Vancouver, Victoria, Kamloops, Kelowna, Prince George, Nanaimo, and In-Language Stations) and skewed high to the BC driver demographic (News, Talk, Traffic, In-Language & Decade Hits<sup>9</sup>).



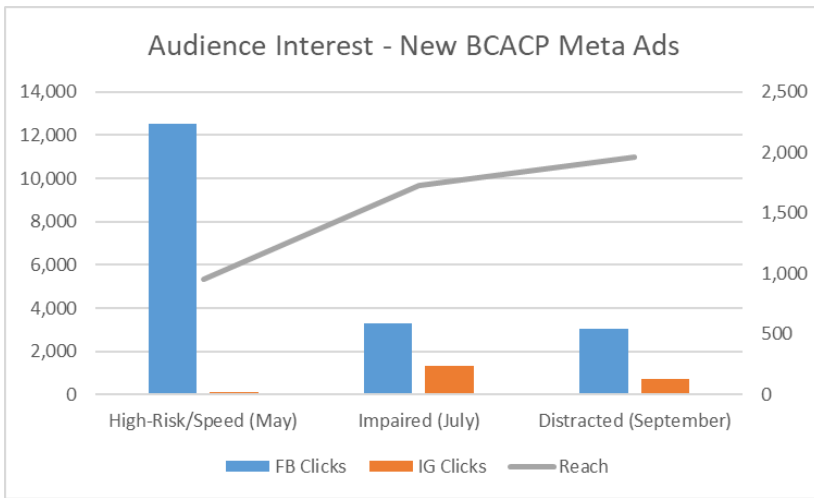
Spotify remains the top Digital Audio platform in Canada. It reaches:

- one in four Canadians over 35, and
- one in three under 35.

Spotify is leading the audio streaming space with 25% of Canadians, 18+, using Spotify monthly.

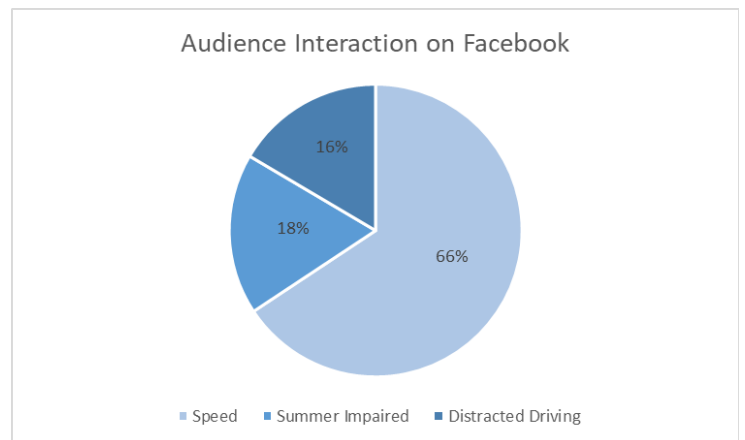
<sup>8</sup> 70% of Canadians listening to radio while in their car allowing the messages to reach them at pivotal times throughout their day.

<sup>9</sup> Radio time spent and reach is much higher in A50+ audiences.



Instagram users showed less interest in the BCACP ads than Facebook users. There was more interest during the July Impaired Campaign than the May High-Risk/Speed Campaign and September Distracted Campaign. The spike in interest on Facebook for the High-Risk/Speed Campaign may reflect the BCACP Executive Director’s interaction with the public during the campaign.

May was the launch of the new BCACP ad creative and the first time using social media as a platform. The BCACP Executive Director responded to a significantly higher number of comments made on the High-Risk/Speed Campaign ad on Facebook, than the other campaigns.



### Public Sentiment Analysis

The VLM Working Group also reviewed insights about road safety messaging and supporting the general deterrence effect of social media communication on targeted traffic enforcement. General deterrence indicators included (i) how successfully road safety

messages were amplified by various police and partners and (ii) how the messages were received by the public on the social platform X.<sup>10</sup>

ETEP champions the Provincial Traffic Enforcement campaigns to all police agencies and encourages awareness through social media messaging related to all campaigns. The RCMP and Independent Municipal Police agencies publicize their own enforcement initiatives on social media. ICBC’s Road Safety Community Coordinators amplify these messages, and post original content of the enforcement efforts they attend with police and volunteers. Corporate ICBC and RSBC also produce their own media strategies for each campaign, which they carry out on their respective corporate social media accounts. By examining public sentiment across each campaign, it was determined the responses to posts on X were highest in ‘positive’ and ‘trust’, with ‘safe’, ‘police’, and ‘volunteers’ appearing most often. Negative and fear sentiment was regularly linked to ‘crash’, ‘risk’, and ‘enforcement’, thus indicating a strong alignment to safety and safety messaging by the X users interacting with these content producers.



### Campaign Outputs Analysis

The program uses a Value Logic Model (VLM) to analyze the outputs and effectiveness of each campaign. Various graphical representations (dashboards) of traffic enforcement activities are created by RSU program personnel. Enforcement location information is compared and contrasted against provincial collisions to (i) help inform strategic police enforcement decisions and (ii) understand the most impactful factors influencing the effect of data-driven, targeted enhanced traffic enforcement on collisions rates in the province.

The VLM Working Group is a small interdisciplinary group who review pre- and post-campaign enforcement data analytics and make recommendations based on their observations. The Working Group is led by the Road Safety Unit and consists of representatives from BC Highway Patrol (BCHP) District Commanders, BCHP Program leadership, Independent Municipal Police Traffic Team managers, ICBC Road Safety

<sup>10</sup> X, formerly known as Twitter, is the social media platform used by all ETEP collaborators.

representatives, BCHP and RSBC data analysts, along with RSBC, BCHP, and ICBC communication/media specialists.



In 2023, the VLM working group reviewed police-reported crash data along with historical campaign enforcement outputs for five campaigns. The working group also participated in a guided review about the content presented in the pre- and post-campaign analytic packages. The key data-related outcomes from this exercise were (a) the packages were valuable for providing insights to help optimize enforcement efforts with crash times, and (b) the packages reinforced good decision making for enforcement placement when dealing with complaints from the public about police presence in the community/high-risk driving areas.

Police also requested some data-related improvements, including:

- overlay a collision map with enforcement efforts,
- categorize collision data by causal factor,
- present collision data based on the high-risk driving behaviour being targeted,
- provide information on repeat offenders, and
- include a collision map in the post-campaign packages.

Collision data is collected from police by ICBC and organized in its Traffic Accident System (TAS). Once it is organized, RSBC has access to the TAS data. Currently RSU is unable to access specific traffic collision locations (latitude/longitude) from the TAS data, so it uses the ICBC collisions by municipality data which is available to the public on its Tableau platform. As a result, RSU developed and presented several different mapping options to the working group using municipality collisions data overlaid with traffic violation tickets and/or driving prohibitions issued by law enforcement agency.

### **Integrated Municipal Provincial Auto Crime Team (IMPACT)**

The Integrated Municipal Provincial Auto Crime Team (IMPACT) consists of specialized police auto theft investigators from five police agencies in the Greater Vancouver Area.<sup>11</sup> IMPACT is mandated to develop and deploy strategies to reduce auto crime throughout the province. The ETEP MOU supports the specialized investigation and enforcement team members. 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.

In December 2023, IMPACT investigated a series of seven, high-tech Range Rovers vehicle thefts. Investigators observed two suspects stealing Range Rovers and loading them into a shipping container. The suspects, both from Quebec, were arrested and the cars recovered. The remaining, outstanding stolen vehicles are believed to have been shipped out of the country before IMPACT could intercept them. This type of high-tech theft has received national attention due to the proliferation of stolen vehicles being shipped overseas in eastern provinces. BC continues to have low numbers of high-tech auto theft.

IMPACT is best known for the Bait Car Program, which they operate and manage for the Greater Vancouver area, Vancouver Island, the BC Interior, and the North. The unit has the largest Bait Car fleet in North America<sup>12</sup>. The purpose of the Bait Car 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. The ETEP MOU supports the technology, property, vehicles, and administrative staff for this program.

<b>Summary of IMPACT Arrests and Stolen Vehicle Recovery</b>			
<b>Outcome</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
IMPACT and Bait Car Arrests	85	81	84
Stolen Vehicle Recovery	172	106	136

<sup>11</sup> <https://www.baitcar.com/about-impact-the-bait-car-program/>

<sup>12</sup> 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.

Summary of IMPACT Vehicle and Charge Statistics	2023*
# of Vehicles Recovered	157
# of Persons Charged <sup>13</sup>	39
# of Charges Laid <sup>14</sup>	144

\*Preliminary data; subject to revision

The impact of IMPACT in 2023

- ✓ BC had its lowest number of auto theft incidents across the province since 2018.
- ✓ Auto theft incidents in the Lower Mainland region were at their lowest number since 2019.
- ✓ BC had a 10% decrease in auto theft incidents from 2022 to 2023.
- ✓ IMPACT members delivered presentations on auto theft and the Bait Car Program at the International Association of Auto Theft Investigators Conference and ICBC’s Annual General Meeting.
- ✓ IMPACT members attended training courses in Ottawa and Calgary and provided GPS training courses to RCMP members.

Auto Theft Incidents by BC RCMP Districts <sup>15</sup>						
	2019	2020	2021	2022	2023*	% Change
<i>Lower Mainland</i>	6,172	4,759	4,426	4,402	4,022	-8.6%
<i>Southeast District</i>	2,012	1,734	2,080	2,135	1,772	-17.0%
<i>North District</i>	1,040	818	831	919	910	-1.0%
<i>Island District</i>	1,086	901	881	938	834	-11.1%
<b>BC</b>	10,310	8,212	8,218	8,394	7,538	-10.2%

\*Preliminary data; subject to revision. Data Source: Police Records Information Management Environment (PRIME-BC)

<sup>13</sup> Includes Persons with "Charged" or "Charges Recommended" role codes.

<sup>14</sup> Includes Criminal Code, CDSA and Motor Vehicle Act charges laid.

<sup>15</sup> Completed and Founded Theft of Auto incidents reported to police; includes all types of vehicles.

### **Auto Crime Enforcement Month**

IMPACT is also the provincial enforcement champion of Auto Crime Enforcement Month (ACEM). April is designated annually as ACEM and 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.

In 2023, the theme of April’s Auto Crime Enforcement Month was Lock Before You Walk, reminding owners to lock their vehicles before leaving them. This message was supported by BC RCMP channels on the social media platform X. In December, IMPACT continued with Auto Crime Awareness using a Car Safety Advent campaign. Between December 1-24, IMPACT posted daily auto crime prevention and safe driving tips with a seasonal theme.



### **Traffic Enforcement Training**

The Justice Institute of British Columbia (JIBC) is Canada’s leading public safety educator<sup>16</sup>. It describes itself as a public post-secondary institution that has earned a worldwide reputation for exceptional applied education, training, and research.

ETEP primarily provides funding to the JIBC for Independent Municipal Police officers (Municipal officers) to receive specialized traffic-related training courses at its facility in the Lower Mainland. The funding is also used for IRSU officer training.

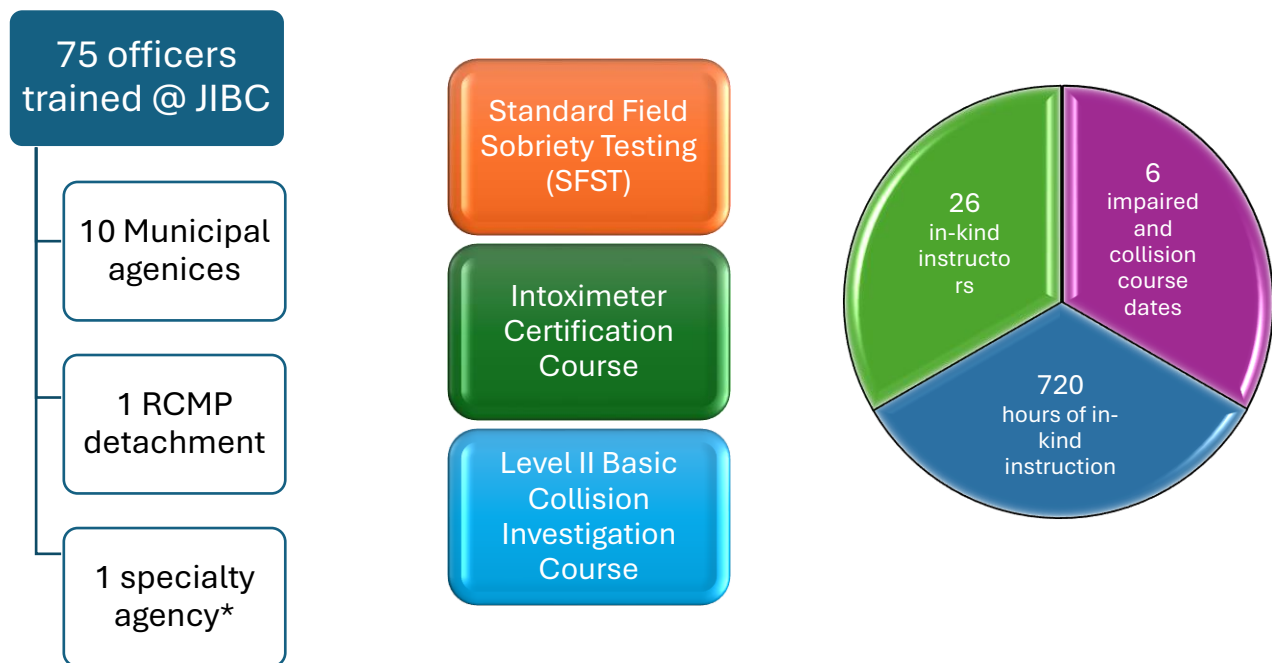
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<sup>16</sup> <https://www.jibc.ca/about-us>

"The advanced traffic training courses taught at the JIBC focus specifically on making our roads safer. Without these courses, officers wouldn't be able to detect, investigate, collect evidence and where possible, prosecute poor drivers. All of this training is focused to prevent harm to other road users. The courses taught under the JIBC Police Advanced Traffic Training portfolio are completely reliant on ETEP. Without the support of ETEP, it is highly unlikely that Municipal police officers would receive these road safety training courses."

M. Birkas, Advanced Traffic Training Coordinator, JIBC.

IRSU members are from both independent municipal police agencies and the RCMP, so the JIBC works collaboratively with the RCMP's Pacific Region Training Centre (PRTC) to coordinate course offerings. This helps to maximize the traffic training offered and allows for more timely access to enhanced traffic training. This collaborative approach also leads to RCMP IRSU officers accessing JIBC courses, and Municipal officers attending courses at the PRTC facility, giving IRSU officers more opportunities to learn traffic proficiencies designed to help them recognize and enforce the high-risk driving behaviours that most often lead to serious injury and fatality collisions. ETEP funding also covers half of the Annual Service costs and upkeep for the Intoximeter devices used for training purposes. PRTC covers the other half of the costs.



\*Department of National Defence/Military Police

## Special Initiatives

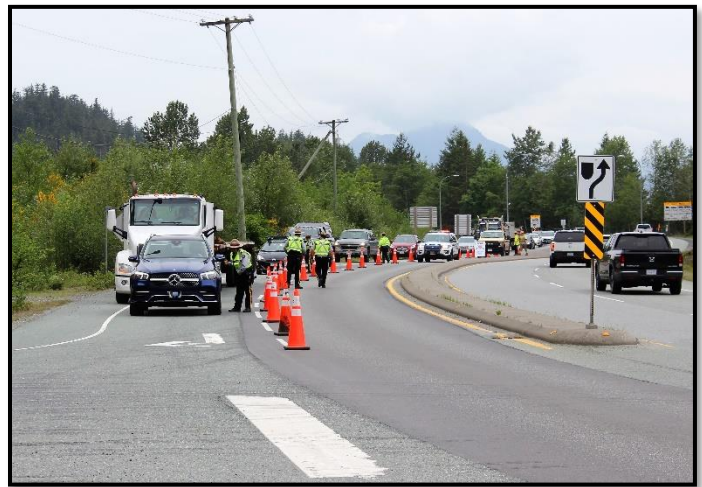
### High-Risk Driving Month Launch Event

On rainy May 5th, 2023, Minister of Public Safety and Solicitor General Mike Farnworth and other dignitaries spoke to media and road safety partners about the dangers of speeding to launch High-Risk Driving Enforcement Month. The event took place at the Justice Institute of BC (JIBC) track in Pitt Meadows, and attendees were invited to experience how increased speed impacts a driver's ability to react to sudden or unforeseen circumstances. On the wet track, with no visual distractions, attendees were given three opportunities to test their driving skills: first, by driving straight at 50km/h; second, increasing their speed and driving straight at 70km/h; and third, driving 70km/h then having to swerve suddenly with no advanced warning. All of the volunteer test drivers crashed into empty cardboard boxes on their third attempts when having to make a sudden driving maneuver at an increased speed, showing that speed impacts all drivers' reaction times, which frequently leads to serious and even deadly outcomes.



### BC Highway Patrol 150<sup>th</sup> Anniversary

BC Highway Patrol celebrated the 150th Anniversary of the Royal Canadian Mounted Police on Tuesday, May 23. Fraser Coast Integrated Road Safety Unit (FC IRSU), RCMP 'E' Division, RCMP 911 call-takers, ICBC and RSU participated in one of ten Road Safety Check events on highways throughout BC. At the event in Squamish, Fraser Coast IRSU officers funnelled drivers into a roadside check to ensure drivers were operating their vehicles legally. After the roadside check, drivers were encouraged to visit the event site to "Spin to Win" for BCHP swag such as sunglasses, reflective zipper pulls, key light whistle key chains, and more. Visitors could get a photo with a Mountie in Red Serge or on their own with BCHP backdrops.



## Appendix 1 - Road Safety Unit: Enhanced Traffic Enforcement Program Personnel

