



INTERNAL CORRESPONDS

To: A/Insp. B. Cryderman **From:** A/S/Sgt. D. Downer
Dept: Field Support Services **Dept:** Traffic Services

Date: June 29, 1995
File Class: H12

RE: HERMAN GOLDSTEIN EXCELLENCE IN PROBLEM-SOLVING AWARD

Sir:

Sergeant William Brooking has been nominated by yourself for the above award for his efforts as Chairman of the "Operation Lookout" Committee. This report is to address the questions which must be answered for the decision-making process for the award by the PERF Committee.

• WHAT WAS THE PROBLEM?

In the mid 1980's, the number of impaired drivers involved in fatal or serious injury collisions in the Region of Peel was approximately 45%. In 1990, that number was reduced to approximately 29%. This was well below the national average of 48%, but Peel Regional Police wanted that level even lower. During the late 1980's and early 1990's these percentages remained constant. Therefore, a new approach was needed to address the problem of drinking and driving.

• FOR WHOM WAS IT A PROBLEM?

Impaired driving was and still is a major problem for the entire community. It causes more deaths, injuries and destruction than all murderers, muggers, rapists and robbers combined. Impaired driving costs Canadians tens of millions of dollars annually in court costs, rehabilitation, lost earnings, health care and social programs. This money continues to come directly out of everyone in the community's pocket in taxes and lost revenue.

The police, ambulance, and fire services personnel were continually servicing incidents involving impaired drivers and were not available for other types of occurrences or pro-active activities. The courts were bogged down due to the number of impaired driving cases. Hospitals and health care departments were and continue to spend millions of dollars on caring for victims of the impaired driver. Most affected by all of this are the victims of the impaired driver and their families.

• *WHO WAS AFFECTED BY THE PROBLEM AND HOW WERE THEY AFFECTED?*

Peel Regional Police Service were greatly affected by this problem because of the amount of personnel hours it would take to deal with impaired driving incidents. An officer who arrests an impaired driver would be off road patrol for four to five hours. This would leave other officers on the road handling the workload. When the matter finally reached court, the officer would again be out of service for four to eight hours. If on a day off, this would also cost the police service because they would have to pay the officer overtime.

Most importantly, the police were seeing the victims of impaired driving affected the most. Approximately 30% of all our fatal and serious personal injury accidents were being caused by the impaired driver in the early 1990's. We wanted this to stop!

Citizen groups such as A.D.D. (Against Drunk Driving) were formed due to a death of one of our officer's children caused by an impaired driver. This group along with many others such as M.A.D.D. (Mothers Against Drunk Driving), O.C.C.I.D. (Ontario Community Council on Impaired Driving), and Countermeasures were also affected and concerned and wanted a decrease in impaired driving incidents.

HOW DID THE DEPARTMENT HANDLE THE PROBLEM IN THE PAST?

In the past our police service handled this problem through general patrol, year-round and festive season R.I.D.E. (Reduce Impaired Driving Everywhere), programs, poster campaigns, lectures, and other types of presentations and displays. Most of the problem was dealt with through reactive policing and not pro-active. Unfortunately, we usually arrested an individual driving impaired or at the scene of an accident. We were not able to deter them from operating a motor vehicle to begin with.

- WHAT INFORMATION WAS COLLECTED ABOUT THE PROBLEM?

Statistics were reviewed relating to impaired driving arrests and what charges were laid or not laid after those arrest from 1985 to present. Sergeant Brooking tracked and continues to do so, the number of calls from citizens reporting impaired drivers. Motor vehicle collisions were analyzed and their causes determined.

Sergeant Brooking took a good look to see what other police services throughout the country were doing to combat impaired driving. He also met with many community groups and businesses to get their ideas on attacking the problem.

Arrested impaired drivers were also asked where they had been drinking prior to their arrest. This was recorded in order to compile statistics and target those drinking establishments and hopefully get them on board with the program.

WERE THERE ANY DIFFICULTIES IN GETTING THE INFORMATION?

There was no difficulty in obtaining most statistics required. Unfortunately, many "Fail to Remain" collisions are not solved or even if solved, there is no way of knowing the condition of the culprit driver at the time of the collision. Many are suspected to being impaired and that is their reason for leaving the collision scene.

Tracking the number of calls from citizens reporting impaired driving is no difficulty, unfortunately we are not able to track how many of those calls result in charges laid and convictions in court. There is no present data base for that at this time.

Most businesses and community groups were very happy to share their ideas and programs. A very small number were not so interested and appeared to fear that we would steal their ideas or programs and not give them credit for it.

• **WHAT WAS THE GOAL OF THE PROBLEM-SOLVING EFFORT?**

The major goal of "Operation Lookout" is to deter and remove impaired motor vehicle operators off the roadways of Peel Region through public awareness, community participation, and zero tolerance towards these drivers.

The program was started with the intent to reduce the number of impaired drivers on our roads, thus reducing traffic accidents and fatalities. Reduction in impaired driving would result in less deaths and injuries. Suffering by victims, families, and friends of those injured or killed by impaired drivers would be reduced.

Reduction in impaired driving would save millions in economic costs for policing, ambulance, fire, health care, legal, and penal services. This program would also improve the relationship between the community and its' police service through community involvement. Its goal was also to promote a strong partnership between the community groups, business sponsors, public, and police service. This would enhance police morale through a team approach and public support in combating this problem.

Having to handle less incidents involving impaired drivers would allow the police and other services to concentrate on more pro-active approaches to many different problems.

Another goal of the program was to heighten the interest on impaired driving to the media. It was a new approach to tackling the problem and therefore translated into free exposure which resulted in more public awareness and education.

• **WHAT STRATEGIES WERE DEVELOPED TO REACH THAT GOAL?**

After researching the problem and meeting with community groups and businesses, it was decided that a program providing a designated telephone number for citizens to call if they observed an impaired driver would be implemented. This program would be called "Operation Lookout". In Peel, this number would be 453-3311, which would allow police officers to be immediately notified of the impaired driver through our Communications Bureau. This program was launched on November 30, 1992.

It was determined that to achieve the objective, the message must be given to the citizens on how they can help reduce impaired driving by contacting the police when they observe an impaired driver and making it public knowledge on how easy it is to contact the police in this situation. In order to do this, posters and pamphlets were designed and produced to advertise the program and advise the public of the telephone number to call, what to provide the police when calling, and how to spot an impaired driver. These posters and pamphlets were designed, paid for, and distributed by the "Operation Lookout" Committee. This committee is a

community based committee which consist of Peel Regional Police, A.D.D. Against Drunk Driving - a non-profit community organization), Goodyear Canada, and St. Lawrence Cement.

These posters and pamphlets were distributed to local businesses to be displayed. Many were distributed to donut shops, convenience stores, gasoline stations, and drinking establishments. These were locations where many employees in the past had experienced impaired drivers drive in and then drive off. These employees now knew what to do if this occurred again.

"Operation Lookout" is also emphasized and takes a major part in all R.I.D.E. programs run by this police service.

During the R.I.D.E. programs small pocket calendars and stickers were handed out to advertise the program and again make the public aware of the telephone number to call. These stickers were to be placed on cellular phones for those drivers with them.

The initial aspects of the program were very successful and it was decided that a video would be produced to further advertise it. The video would focus on youths as new drivers and the consequences of drinking and driving. This video was released on May 14, 1993 and is available at no cost for showing to the public, community groups, schools, businesses, and television stations.

After its first year of operation, a new element was added. Each year, an Appreciation Award will now be presented to a citizen who calls in to report an impaired driver. The award recipient is chosen as representative of all those who have called in to report impaired drivers. This award is presented at a media conference and once again creates new interest in the fight against drinking and driving.

On May 16, 1994, "Operation Lookout" expanded to the waterways in the Region of Peel. A media conference was held and posters aimed at boaters were distributed and displayed at marinas, yacht clubs, and other marine outlets. This now emphasized that impaired boaters will not be tolerated in Peel Region.

On May 8, 1995, "Operation Lookout" expanded further, The motorcycle community was now on board. A member of the Brampton Motorcycle Association was now part of the "Operation Lookout" Committee. The motorcyclists felt they were very vulnerable sharing the road with impaired drivers and encouraged zero tolerance at the media conference on May 8, 1995.

Many other communities and police services throughout Ontario, Canada, and the United States are now involved or beginning this program in their area. Sergeant Brooking continues to assist these agencies in any way he can to promote the fight against drinking and driving.

• **WHAT AGENCIES HELPED THE POLICE DEPARTMENT IN ACHIEVING THE GOAL?**

Listed below is the long list of agencies which were all part of helping Peel Regional Police achieve their goal:

A.D.D. (Against Drunk Driving)
Goodyear Canada
St. Lawrence Cement

Canadian Power and Sail Squadrons
 Canadian Coast Guard
 Brampton Motorcycle Association
 Ontario Community Council on Impaired Driving
 Countermeasures (Ministry of the Attorney General)
 Peel Memorial Hospital
 Ontario Riders Safety Council
 Ontario Trucking Association
 Burger King
 Rogers Cantel
 Bell Cellular
 Coca-Cola
 Residents of Peel Region for their support of the program.

. WAS THE GOAL ACCOMPLISHED?

The original goal of lowering the number of impaired drivers on our roadways and involved in fatalities has definitely been reached. Since the beginning of "Operation Lookout", fatality statistics involving impaired drivers in our policing area of Peel has been consistently lower than the national average of 48%. In 1993 17% of our fatalities involved impaired drivers, 1994 - 24%, and presently for 1995 it is 9%.

The number of drinking and driving related arrests have also gone down significantly. In 1991 there were 1,737 drinking and driving arrests, 1992 -1,712, 1993 - 1,555, 1994 -1,412, and projected at the present rate as of May 1995 there should be approximately 989 for 1995. Since the beginning of "Operation Lookout" there has been a 36% decrease in impaired driving incidents. Therefore, police, ambulance, fire, health care, legal and penal services have all saved thousands of hours spent handling these incidents and the costs involved. Personnel and resources from these services have been able to be used for other societal problems. There have been many less victims, which means much less suffering for all.

Region of Peel citizens have responded positively since the introduction of the program and calls reporting impaired drivers has increased by over 70% prior to the program. There are now approximately 3,900 calls per year reporting impaired drivers.

This program has helped to reduce impaired driving through citizen involvement and police support. The public is now aware that all citizens are watching out for impaired drivers and not just the police. This has made the drinking driver more wary of his habits and stopped him from getting behind the steering wheel of his vehicle.

The program has been well accepted and is now in effect in most communities within the greater Toronto area and numerous communities throughout Ontario and Canada. It should be noted that this program is expanding to the United States and has been adopted by Napa Valley, California.

Attached are three supporting documents which demonstrate the success of the program.

Upon your approval, please forward this report through the chain of command in order that it may be submitted to the Police Executive Research Forum (PERF) for consideration for the Herman Goldstein Excellence in Problem-Solving Award.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "D. Downer". The signature is fluid and cursive, with a long horizontal stroke at the end.

D. Downer
Acting Staff Sergeant
Traffic Services

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