



**Ontario Association of Chiefs of Police**  
*presents the*  
**“Traffic Safety Initiative of the Year” Award**

*Sponsored by the*  
**Ontario Ministry of Transportation**



*“Traffic crimes cost society more, devastate more Ontario families and inflict more physical insult than all other crimes combined.”*

Every year in Ontario, concerned and motivated police officers implement numerous traffic safety initiatives on behalf of their respective agencies designed with the intent of reducing the incidence of death and serious injury attributed to motor vehicle collisions on the province’s highways. Many of these programs prove to be extremely effective, show great creativity and involve innovative solutions. They also prove to our communities the level of commitment that Ontario’s police services have towards traffic safety concerns.

Awarded annually by the Ontario Association of Chiefs of Police and sponsored by the Ontario Minister of Transportation, the “Traffic Safety Initiative of the Year” awards will be presented to the police organizations creating, developing, and implementing Ontario’s most successful traffic safety programs. One award will be presented to an organization with over 500 officers. Another will be presented to an organization with less than 500 officers. Up to two “certificates of merit” will also be awarded in each category, recognizing initiatives that although not successful in winning the award, were deemed to be highly deserving.

These awards will be presented at the OACP Annual Meeting on **Tuesday, June 12, 2018** at the Deerhurst Resort. Award recipients will be invited to attend an appropriate venue at the convention for the presentation. The two organizations chosen as winners of these awards will each receive an engraved plaque to commemorate their achievement. The names of the award winning initiatives will each be added to the “Traffic Safety Initiative of the Year” trophy, permanently displayed with pride at the Ontario Police College.

Note: Award information also posted on OACP web site [www.oacp.ca](http://www.oacp.ca)

***Appendix A: How to Submit an Initiative***  
***Appendix B: Judging and Selection Criteria***  
***Appendix C: Rules***

## **Appendix A: How to Submit an Initiative**

All nominations for the “Traffic Safety Initiative of the Year” Award must be submitted in an electronic format suitable for distribution by email. Hard copy submissions will not be accepted.

Nominations may be submitted either:

- a) Via email to: [mmascarin@oacp.ca](mailto:mmascarin@oacp.ca)
- b) By sending a CD via standard post to:  
“Traffic Safety Initiative of the Year” Award  
c/o The Ontario Association of Chiefs of Police  
40 College Street, Suite 605  
Toronto, Ont. M5J 2G3

Submissions must be received no later than **Tuesday, March 6, 2018**.

All submissions for the “Traffic Safety Initiative of the Year” Award must include:

- a title page
- a nomination report (document not to exceed 5 pages)

**The Title Page** *must* include the following information:

- The nominated initiative’s name, the name of the originating police agency, the agency’s full address, and main phone number;
- The names, ranks, and positions of the officers who were the driving force behind the initiative;
- The name, rank, email address and phone number of the individual preparing the nomination; and
- The statement “This nomination is supported and endorsed by *(name of the originating agency’s Chief of Police/Commissioner or designate).*”

**The Nomination Report:**

This report should detail the initiative from its inception, through its development, design and implementation stages, and conclude by documenting its’ impact on community safety. Statistical data that supports the necessity for such an initiative as well as data that clearly prove a measurable success should be reported. The nomination should also address whether the project is a one-time initiative or is a sustainable, ongoing program that may enjoy success for years to come. Many successful traffic safety initiatives combine traffic enforcement activities with a public information and education component. How these activities were combined should also be discussed in the nomination report. Awards received and other types of official recognition directed to the initiative should be discussed. In addition to text, the nomination report document may include photographs, media accounts or other relevant information (provided these are submitted as part of the five-page document and are in a format suitable for electronic distribution). Authors of nomination reports should refer to the “*Judging and Selection Criteria*” (appendix “B”). The nomination report document must not exceed five pages.

## **Appendix B:** **Judging and Selection Criteria**

Submissions for the “Traffic Safety Initiative of the Year” Award will be reviewed by the OACP Traffic Committee and the final selection will be made by the OACP’s Awards and Honours Committee.

The following criteria will be used to assess the submissions:

1. Identification/Analysis of a Traffic Safety Concern

How did this issue first come to the forefront? What techniques were used to determine the scope of the problem? Has this been a persistent concern or has it developed just recently? Submissions will be judged on the insight shown by the involved officer(s) in identifying a specific traffic safety issue as well as the method in which the officer(s) has sought to alleviate the public’s concern.

2. Innovative Approach

What activities were considered to address the concern? Is this initiative a common enforcement/education tool? Has this project developed a new solution to a common problem? Submissions should address all aspects of the initiative which were unique either to the traffic safety concern being addressed or to the community or agency involved.

3. Impact Upon Community Safety and Satisfaction

Has there been a measurable or perceived improvement in the situation as a result of the initiative? Has the community embraced and supported the initiative? What is the extent of the impact of this initiative on highway safety? Can the impact of this initiative be sustained over time? Submissions should clearly detail a significant impact on the community’s traffic safety concerns resulting from the implementation of this initiative. The judges will carefully consider the impact upon the nominating agency’s particular community when assessing the initiative’s impact.

4. Effectiveness in Combining Various Activities

Does the initiative effectively combine different activities commonly associated with successful traffic safety programs such as enforcement, awareness and education? Submissions will be judged on the methods used in the initiative to address each of these fundamental areas.

5. Overall Quality of the Submission

The submission should be clear, concise, and follow a logical path outlining the initiative in its entirety. Consideration will also be given to the impression left with the reviewing panel regarding the initiative’s successes.

## Appendix C: Rules

1. All applications must be endorsed by the submitting organization's Commissioner, Chief of Police or designate.
2. Only one nomination per organization will be accepted.
3. All nominations must be received on or before **Tuesday, March 6, 2018**.
4. Nominations must be submitted in an electronic format suitable for transmission via email.
5. All materials and information submitted as part of the nomination become the property of the Ontario Association of Chiefs of Police and will not be returned.
6. One winning entry will be selected in each sub category. Up to two other entries will be selected in each category to receive "certificates of merit".
7. Only members of municipal police services, First Nations police services, and the Ontario Provincial Police may be considered for this award.
8. Although somewhat flexible, the bulk of the activities associated with the initiative should have occurred during the year prior to the submission deadline date. It is realized that some initiatives take longer than one year to create, implement and deliver a measurable impact. Nomination reports should discuss the timing of the initiative, and why it has been submitted for consideration at this time.
9. Initiatives submitted in past years may be re-submitted for consideration if they have not yet been successful in winning the award. Winning initiatives from previous years are not eligible for consideration.
10. The Ontario Association of Chiefs of Police reserves the right to utilize any portion of any award submission for purposes of publication.