

2024 FESTIVE R.I.D.E. CAMPAIGN LAUNCH

Durham Regional Police Service (DRPS) officially kicked off our 2024 Festive R.I.D.E. (Reduce Impaired Driving Everywhere) campaign today at the DRPS Operations Training Centre in Whitby.

Over the next six weeks, our R.I.D.E. team will be out across Durham Region ensuring our roadways are safe. Last year's R.I.D.E. campaign saw a total of 12,682 vehicles stopped, with 87 drivers charged with drinking and driving offences – an increase in the number of impaired drivers from 2023 where 9,907 vehicles were stopped and 77 charged.

Chief Peter Moreira helped kick-off this year's campaign and had a message for motorists. "Impaired driving will not be tolerated on our roadways. Sadly, people are still not getting the message. The consequences of impaired driving are devastating, leading to tragedies that

affect countless lives," he said. "Already this year, we have surpassed the total number of impaired motor vehicle collisions in all of 2023 and we are only in November. Right now, we are trending at a nearly 30 per cent increase – with 165 impaired collisions in 2024. In all of 2023, there were 128. This is unacceptable."

DRPS' R.I.D.E. team lead Sgt. Greg Carroll added, "This holiday season you will see our team deployed using a strategic, data driven approach. Keeping our roadways safe is not something that can be accomplished by DRPS alone. We are making a plea to the community - if you see something, say something. We ask that everyone take personal responsibility when it comes to driving. Plan ahead—whether it's arranging a designated driver, using Durham Transit, or calling a cab or rideshare service, there are always safer



options. If you suspect an impaired driver please note the vehicle colour, make and model, licence plate, direction of travel and call 9-1-1. MADD also launched its annual "Project Red Ribbon" campaign to promote sober driving during the holiday season and remind Canadians about the importance of planning ahead for a sober ride

home. The holiday season remains a busy time on our roadways and a time of high risk for impaired driving. MADD Durham Region is urging people to take a few minutes to plan ahead. If you're going to

be consuming alcohol or drugs, arrange a sober ride. For more information on MADD Durham Region's Project Red Ribbon campaign visit, MADD Chapters.ca/Durham or follow them on social media

@MADDDurham If you see a driver you suspect is impaired, please call 9-1-1 to report it to police; the call you make could save a life. DRPS wishes everyone a safe and happy holiday season!

Commercial Motor Vehicle Enforcement Initiative

As part of an ongoing commitment to commercial vehicle safety, DRPS partnered with the Ontario Ministry of Transportation (MTO) and the Ontario Provincial Police (OPP) for a commercial vehicle safety initiative across Durham Region.

The team inspected 172 trucks and took 22 of those out of service for safety violations, including improper brakes and insecure loads. Officers laid 100 charges for various mechanical and document related infractions.

The three-day safety initiative began on Tuesday, November 19, 2024 and involved enforcement across the region.

DRPS would like to thank MTO and OPP for their assistance in conducting this safety initiative, and will continue these initiatives throughout the year to ensure unsafe commercial vehicles are removed from our roads.

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