

Committee of the Whole (1) Report

DATE: Wednesday, June 4, 2025

WARD(S): ALL

TITLE: AUTOMATED SPEED ENFORCEMENT PROGRAM UPDATE

FROM:

Emilie Alderman, Deputy City Manager, Public Works
Gus Michaels, Deputy City Manager, Community Services
Michael Genova, Deputy City Manager, Strategic Initiatives

ACTION: FOR INFORMATION

Purpose

To provide an update on the City's Automated Speed Enforcement program and its impact on speed reduction in Community Safety Zones.

Report Highlights

- With the ultimate goal of keeping all road users safe, 10 Automated Speed Enforcement cameras went live in Vaughan on April 23, 2025 in Community Safety Zones where some of our most vulnerable residents – including children and seniors – live, work and play.
- Extensive notification of the cameras going live was provided, starting with “Municipal Speed Camera Coming Soon” signs being installed on Oct. 30, 2024, 176 days in advance of the cameras becoming active. As well, a robust communications plan was employed to ensure public awareness and transparency.
- Just over 32,000 penalty orders were issued between April 23, 2025 and May 14, 2025, with an average speed reduction of 19.4 per cent observed across all 10 Automated Speed Enforcement locations during the above noted reporting period compared to before the cameras went live.

Report Highlights (continued)

- The City received a spike in calls since people began receiving penalty notices through the Automated Speed Enforcement program and staff have taken several steps to mitigate the calls and reduce on-hold wait times.
- The City's Automated Speed Enforcement program meets or exceeds all regulatory and legislative requirements.
- Enhancements are underway to further strengthen public awareness and transparency, including the use of speed radar message boards and mobile signs.

Recommendations

1. That the report and attachments be received; and
2. That the City Clerk forward a copy of this report to York Region, York Region's local municipalities, York Regional Police, York Region District School Board, York Catholic District School Board, Metrolinx and the Ministry of Transportation.

Background

With the ultimate goal of keeping all road users safe, the City's Automated Speed Enforcement program is designed to work in tandem with other methods and strategies, including road designs, education initiatives and traditional police enforcement, to help reduce speeding in Vaughan.

This program is a key initiative under the MoveSmart Mobility Management Strategy, which focuses on improving the municipal road network and road safety while supporting the development of more cycling and pedestrian infrastructure to create fully connected and integrated communities. MoveSmart was approved by Vaughan Council on March 10, 2021. The implementation of the Automated Speed Enforcement plan was approved on December 12, 2023.

Evidence and research indicate other cities have effectively used Automated Speed Enforcement to reduce speeds on community roads, contributing to a safer road network for all users.

Automated Speed Enforcement operates in designated Community Safety Zones where some of our most vulnerable residents – including children and seniors – live, work and play. These areas are marked with signage indicating when you enter and leave them.

Signage is a critical component of an Automated Speed Enforcement program and is governed by provincial regulation to achieve uniform implementation across all municipalities in Ontario.

All Automated Speed Enforcement locations must be marked with clear signage at least 90 days before the cameras are installed and while they are active, in accordance with the requirements set out in the City's agreement with the Ministry of Transportation and Ontario Regulation 398/19.

The City's agreement with the Ministry of Transportation, Ontario Regulation 393/19 and sections 44, 46, 47 and 52 of Regulation 615 of the Revised Regulations of Ontario, 1990 (Signs) and Ontario Regulation 393/19 govern matters such as the size, dimension, colour, content and location of Automated Speed Enforcement signage. The City is fully compliant with the applicable signage regulations. The City's signage plans were verified by Provincial Offence Officers at the Joint Processing Centre to ensure they met all legislative requirements. The Provincial Offences Officers can refuse to enforce a location if they determine it is not in regulatory compliance. A certificate of accuracy for each Automated Speed Enforcement camera is also available on the City's website, reflecting the City's commitment to transparency and fulfillment of all applicable regulations.

A total of 10 cameras have been positioned within Vaughan's Community Safety Zones on a rotating basis following a review of speeding concerns, overall traffic volumes, collision history and the presence of schools, parks, community centres, libraries, sidewalks and/or cycling facilities.

The location of the 10 cameras in the first rotation (April 23, 2025 to July 30, 2025) is provided in Table 1. 'Municipal Speed Camera Coming Soon' signs were installed on Oct. 30, 2024, 176 days (approximately six months) in advance of the April 23, 2025 activation date.

Table 1. Location of active Automated Speed Enforcement cameras (first rotation)

Street	Nearest school	Ward
St. Joan of Arc Avenue	Holy Jubilee Catholic Elementary School	1
Melville Avenue	Maple High School	1
Kipling Avenue	Toronto District Christian High School	2
Crofters Road	Our Lady of Fatima Catholic Elementary School	2
Ansley Grove Road	Father Bressani Catholic High School	3
Davos Road	St. Jean de Brebeuf Catholic High School	3
Pleasant Ridge Avenue	Stephen Lewis Secondary School	4
Peter Rupert Avenue	St. Cecilia Catholic Elementary School	4
New Westminster Drive	St. Elizabeth Catholic High School	5
Hilda Avenue	Yorkhill Elementary School	5

Outlined in Table 2, the second active Automated Speed Enforcement camera rotation will commence on Aug. 1, 2025. ‘Municipal Speed Camera Coming Soon’ signs were installed in these locations on March 3, 2025, and will be replaced by ‘Municipal Speed Camera in Use’ signs once the cameras are active. This will provide a 151-day notice period, far exceeding the 90-day requirement for notification.

Table 2. Location of inactive Automated Speed Enforcement cameras (second rotation)

Street	Nearest school	Ward
Julliard Drive	Julliard Public School	1
Ravineview Drive	St. Raphael the Archangel Catholic Elementary School	1
Forest Fountain Drive	St. Andrew Catholic Elementary School	2
Woodbridge Avenue	Toronto District Christian High School	2
Blue Willow Drive	Blue Willow Public School	3
Vellore Woods Boulevard	St. Emily Catholic Elementary School	3
Thornhill Woods Drive	Thornhill Woods Public School	4
Ilan Ramon Boulevard	Anne Frank Public School	4
Westmount Boulevard	Westmount Collegiate Institute	5
Joseph Aaron Boulevard	Charlton Public School	5

The locations of the first rotation of Automated Speed Enforcement cameras (active), second rotation of Automated Speed Enforcement cameras (inactive), and all Community Safety Zones are available on an interactive map on the City’s website.

Communicating the Automated Speed Enforcement program has been a priority, beginning with a media event held in October 2024 when the ‘Municipal Speed Camera Coming Soon’ signs were installed at the 10 selected locations. Since then, extensive efforts continue to be undertaken to raise awareness about the program.

The Communications, Marketing and Engagement department has employed a robust and ongoing communications approach to ensure residents, businesses and key stakeholders remain informed about the City’s Automated Speed Enforcement program.

Communications went live in the following stages to align with the operations of the program:

1. October 2024 – Announced locations where cameras would be coming in the future. This was kicked off with a media event held at the site of a future Automated Speed Enforcement camera.
2. March 2025 – Reminded residents cameras would be going live soon.
3. April 9, 2025 – Communicated two-week notice of cameras going live.
4. April 23, 2025 to today – Communicated cameras are live.

The following lists outline the various tactics the Communications, Marketing and Engagement department has executed to date for each stage. **Tactics are presented in Attachment 1.**

As previously identified, the City officially launched the Automated Speed Enforcement program in October 2024 when a ‘Municipal Speed Camera Coming Soon’ sign was unveiled on Ansley Grove Road, south of Misty Meadow Drive, during a media event.

To communicate this phase, the following communications tactics were executed:

- Media advisories and a news release
- Council communications package
- Onsite announcement photography
- Social recap video
- Vaughan News – an email blast to subscribed media and residents (more than 7,500 subscribers)
- Organic social media – messaging to announce the program, answer frequently asked questions and provide critical updates across the City’s corporate channels on Facebook, X, Instagram and LinkedIn (more than 87,600 followers)
- Council constituent response to help address inquiries
- Vaughan City Hall and community centre TV screens
- Digital signs across Vaughan (approximately 26,000 daily impressions, per location, with 10 locations)
- Feature article in the winter 2025 edition of City Hall Connects (mailed to all homes and businesses)

- Website homepage banner and ongoing webpage updates to vaughan.ca/ASE

The media event resulted in earned media coverage from several media outlets, including YorkRegion.com, 105.9 The Region and the Weekly Voice, garnering a reach of more than 425,000.

In March 2025, the City's communications focused on reminding residents that speed cameras would soon become active in 10 Community Safety Zones across Vaughan.

To communicate this phase, the following communications tactics were executed:

- Public service announcement
- Council communications package
- Vaughan News
- Organic social media
- Ongoing webpage updates to vaughan.ca/ASE

The City's public service announcement was picked up by YorkRegion.com, Vaughan's local media outlet, and their online article garnered a reach of more than 170,000.

To further inform residents about the Automated Speed Enforcement program going live on April 23, 2025, an extensive communications campaign was launched on April 9, 2025 exactly two weeks prior to the go-live date.

The messaging focused on the cameras becoming operational on April 23, the locations where cameras were placed, addressed frequently asked questions about the program and prioritized public safety for some of our most vulnerable road users, including children and seniors.

To communicate this phase, the following communications tactics were executed:

- Public service announcements on April 9 and April 17 to promote speed cameras going live on April 23
- Council communications packages
- Vaughan News
- Organic social media
- Paid social media on the City's corporate Facebook, Instagram and X channels from April 9 to April 22
- Council constituent response
- Vaughan City Hall and community centre TV screens
- Digital signs
- Website homepage banner on vaughan.ca

- Digital advertisements through the Maple Network (includes sites like BCC, CBC, TC Media, Corus Media, Global and Rogers Media, York Region, etc.), Bell Media and Google Ads
- Feature article in the spring 2025 edition of City Hall Connects
- On-hold messaging through Service Vaughan, prioritized in the first slot
- Ongoing webpage updates to vaughan.ca/ASE

As a result of the City's extensive communications efforts, several media outlets covered Vaughan's Automate Speed Enforcement program on April 9, including CTV News Toronto, CP24, 680 News and YorkRegion.com, which garnered a combined reach of more than 5.1 million.

An extensive communications campaign was launched on April 23, 2025 to inform residents that the City's Automated Speed Enforcement cameras were officially live in 10 locations across Vaughan.

To communicate this phase, the following communications tactics were executed:

- News release
- Council communications package
- Vaughan News email blast
- Organic social media
- Paid social media from April 23 to May 7 on the City's corporate Facebook, Instagram and X accounts
- Council constituent response
- Mobile signs from April 23 to May 7 at the following locations near cameras:
 - Ward 1 - 350 St Joan of Arc Ave. (Holy Jubilee Catholic Elementary School)
 - Ward 1 - Melville Avenue and Norwood Avenue (Maple High School)
 - Ward 2 - Woodbridge Avenue and Moonstone Place (Toronto District Christian High School)
 - Ward 2 - 241 Crofters Rd. (Crofters Park) (Our Lady of Fatima Catholic Elementary School)
 - Ward 3 - 350 Ansley Grove Rd. (Father Bressani Catholic High School)
 - Ward 3 - Vellore Avenue and Davos Road (St. Jean de Brebeuf Catholic High School)
 - Ward 4 - Autumn Hill Boulevard and Pleasant Ridge Avenue (Stephen Lewis Secondary School)
 - Ward 4 - 201 Peter Rupert Ave. (Pheasant Hollow Park) (St. Cecilia Catholic Elementary School)
 - Ward 5 - Clark Avenue and New Westminster Drive (St. Elizabeth Catholic High School)
 - Ward 5 - Hilda Avenue and York Hill Boulevard (Yorkhill Elementary School)
- Vaughan City Hall and community centre TV screens

- Digital signs
- Website homepage banner on vaughan.ca
- Digital advertisements through the Maple Network (includes sites like BCC, CBC, TC Media, Corus Media, Global and Rogers Media, York Region, etc.) and Bell Media
- On-hold messaging through Service Vaughan, prioritized in the first slot
- Ongoing webpage updates to vaughan.ca/ASE

The Ontario Minister of Finance presented Bill 24 – Plan to Protect Ontario Act (Budget Measures) on May 15, 2025, including proposed amendments to the Highway Traffic Act with respect to Automated Speed Enforcement.

The proposed changes to the *Highway Traffic Act* give the Minister of Transportation enhanced ability to request information related to an Automated Speed Enforcement program. The proposed changes further provide that, upon receiving and reviewing the information and data, the Minister may direct a municipality to change the operational procedures of the Automated Speed Enforcement program. Further, it is anticipated that a municipality that operates an Automated Speed Enforcement program will be required to share with the public the locations at which those cameras are installed and to display signs to inform drivers that an Automated Speed Enforcement program is active. The Minister of Transportation is also expected to be able to regulate circumstances in which the penalties for violating speed limits will not be pursued.

Additionally, if the proposed changes come into force certain quantity-based penalty order contract provisions and incentivization provisions will not be permitted and the Lieutenant Governor may also have authority to make regulations governing the criteria that municipalities have to consider when determining whether public safety is of special concern on a particular road and if certain areas should be designated as Community Safety Zones.

The City's Automated Speed Enforcement program currently complies with all applicable signage regulations. As detailed under the Analysis and Options section, staff propose to exceed the signage regulations to provide greater public awareness and transparency. In addition, the location of all Automated Speed Enforcement cameras, active and inactive locations, has been shared with the public through a wide variety of communications channels listed previously.

The City's Automated Speed Enforcement-related agreements (including those with the Ministry of Attorney General and the Ministry of Transportation) currently include robust document retention, information gathering and reporting requirements. The City is fully in compliance with these requirements and staff are prepared to adapt to any additional measures required by the Minister of Transportation.

Finally, in alignment with the Automated Speed Enforcement program objective of enhancing road safety, the City's Automated Speed Enforcement contract with its camera vendor does not contain any provisions that deliver payment/compensation based on the number of penalty orders issued, the number of penalty orders imposed, or a percentage of any payment/revenue obtained from the use of Automated Speed Enforcement cameras.

The City is prepared to ensure prompt compliance with any legislative amendments.

Previous Reports/ Authority

MoveSmart Mobility Management Strategy: [Extract from Council Meeting Minutes of March 10, 2021 \(Report No. 10, Item 1 of the Committee of the Whole \(Working Session\)\)](#)

Establishing Speed Limits on City Roadways: [Extract from Council Meeting Minutes of June 22, 2021 \(Report No. 31, Item 1 of the Committee of the Whole \(Working Session\)\)](#)

MoveSmart Mobility Management Strategy Annual Progress Report (2023): [Extract from Council Meeting Minutes of March 21, 2023 \(Report No.13, Item 3 of the Committee of the Whole \(Working Session\)\)](#)

Automated Speed Enforcement Report: [Extract from Council Meeting Minutes of Dec. 12, 2023 \(Report No. 50, Item 1 of Committee of the Whole \(Working Session\)\)](#)

MoveSmart Mobility Management Strategy Annual Progress Report (2024): [Extract from Council Meeting Minutes of March 26, 2024 \(Report No.9, Item 1 of the Committee of the Whole \(Working Session\)\)](#)

Neighbourhood Traffic Calming Plan Report: [Extract from Council Meeting Minutes of Sept. 24, 2024 \(Report No. 29, Item 1 of Committee of the Whole \(Working Session\)\)](#)

MoveSmart Mobility Management Strategy Annual Progress Report (2025): [Extract from Council Meeting Minutes of April 23, 2025 \(Report No. 15, Item 1 of the Committee of the Whole \(Working Session\)\)](#)

Analysis and Options

The City's Automated Speed Enforcement cameras have been in use since April 23, 2025 and have resulted in the issuance of penalty orders when drivers exceed the posted speed limit.

Any driver travelling at or below the posted speed limit is not captured by the Automated Speed Enforcement cameras. After the system captures an image of a vehicle exceeding the speed limit, the image and camera data are reviewed by a Provincial Offences Officer to determine if there is sufficient evidence to confirm a speeding violation occurred. If so, the Provincial Offences Officer will affirm the offence, and a penalty order is mailed to the registered vehicle owner. Under Ontario Regulation 355/22, penalty orders must be mailed within 23 days of the infraction. The penalty order contains a digitized copy of the image captured by the camera and an enlargement of the plate portion.

Automated Speed Enforcement penalty amounts are determined by Ontario Regulation 355/22, under the Ontario *Highway Traffic Act*. Penalty amounts correspond with the amount over the speed limit the vehicle is travelling when the image is taken. As required by provincial regulations and agreements, the total penalty amount indicated on a penalty order includes the penalty amount, a victim fine surcharge and the licence plate search fee:

- **Penalty amount:** determined by Ontario Regulation 355/22, under the *Highway Traffic Act*, based on the amount over the speed limit the vehicle is travelling.
- **Victim fine surcharge:** determined by Ontario Regulation 355/22, under the *Highway Traffic Act*, based on the penalty amount. This is a mandatory provincial surcharge applied to support victims of crime.
- **Licence plate search fee:** reflects the cost incurred by the City to access the provincial vehicle registration database to determine the name and most recent address of the person who is subject to the penalty order.

A summary of total penalty amounts set by the Province is provided in Attachment 2.

Between April 23 2025 and May 14, 2025, 32,006 penalty orders were issued and an average speed reduction of 19.4 per cent has been observed across all 10 Automated Speed Enforcement locations compared to before enforcement.

In total, 12,733 penalty orders were generated during the first week the cameras were in use, 11,769 during the second week and 7,504 during the third week. During the reporting period, penalty orders have been mailed out within seven days on average.

Approximately 95 per cent of penalty orders have been generated from speeding infractions in the vicinity of the following six locations: New Westminster Drive (9,877 penalty orders), Kipling Avenue (6,004 penalty orders), Ansley Grove Road (5,116 penalty orders), Melville Avenue (4,772 penalty orders), Peter Rupert Avenue (2,564 penalty orders) and Hilda Avenue (2,122 penalty orders). A summary of speed enforcement data is provided below in Table 3.

Detailed location-based penalty order data is outlined in Attachment 3.

Table 3. Summary of Automated Speed Enforcement data obtained between April 23, 2025 and May 14, 2025

Location (speed limit is 40 km/h)	Number of penalty orders	Volume of vehicles	Average speed in orders (km/h)	Maximum detected speed (km/h)
New Westminster Drive	9,877	138,958	56	97
Kipling Avenue	6,004	118,350	55	88
Ansley Grove Road	5,116	71,947	56	98
Melville Avenue*	4,772	99,348	56	90
Peter Rupert Avenue**	2,564	43,879	56	145
Hilda Avenue**	2,122	98,936	54	82
Davos Road	868	65,949	54	78
Pleasant Ridge Avenue	411	45,245	54	74
St. Joan of Arc Avenue	208	28,292	53	63
Crofters Road	64	11,958	54	71

* Vehicle volumes are underrepresented due to data collection disruptions as a result of power issues

** Vehicle volumes are underrepresented due to data collection disruptions as a result of vandalism

Of the 32,006 penalty orders issued during the reporting period:

- 12,252 (38.3 per cent) have been paid
- 1,417 (4.4 per cent) will be actioned through the appeal process at the vehicle owner's request
- 18,337 (57.3 per cent) are still within the 30-day window for the vehicle owner to either make the required payment or appeal the penalty order

Appeal rates for other offences, such as parking, are typically 16 per cent, however, reasonable comparisons are difficult to establish so early in the Automated Speed Enforcement program as the majority of the penalty orders are still within the 30-day window in which the vehicle owner has the option to either pay the total penalty or appeal the penalty order.

Automated Speed Enforcement is an effective tool in raising awareness of posted speed limits and ensuring compliance.

Since April 23, 2025, speed reductions have been observed across all Automated Speed Enforcement camera locations:

Location (speed limit is 40 km/h)	Average speed pre April 23 (km/h)	Average speed post April 23 (km/h)	Average speed reduction (km/h)
New Westminster Drive	57	43	14
Kipling Avenue	48	42	6
Ansley Grove Road	46	42	4
Melville Avenue	64	41	23
Peter Rupert Avenue	51	41	10
Hilda Avenue	42	38	4
Davos Road	47	36	11
Pleasant Ridge Avenue	44	36	8
St. Joan of Arc Avenue	40	36	4
Crofters Road	41	31	10

The City has received a spike in phone calls since people began receiving penalty orders through the Automated Speed Enforcement program.

Interactions with the City related to Automated Speed Enforcement typically start with the Service Vaughan contact centre which can answer most questions related to the program and triage others as required. For instance, if someone receives a penalty, they have two options: pay the penalty amount according to the instructions outlined on the penalty order or request to attend a screening to appeal the penalty order. Requests to dispute a penalty are transferred by Service Vaughan to the By-law and Compliance, Licensing and Permit Services team to co-ordinate the appeal logistics. Callers can also connect directly with the By-law team.

The Service Vaughan and By-law teams have received training on the program to ensure they are well versed on the subject. Since people have begun receiving penalties, there has been an influx in calls with many directed to By-law to co-ordinate appeals. This has resulted in some higher than usual on-hold wait times with steps being taken by staff to address the situation.

Trends in inquiries related to the Automated Speed Enforcement program and penalties have been assessed since the cameras went live on April 23 through to May 14.

Trends are outlined in Attachment 4.

During that period, the number of calls received ranged from zero on April 23 and 24 to a peak of 84 to Service Vaughan on May 12. Of the 84, 44 were transferred to By-law based on the nature of the inquiry; By-law also directly received 22 calls on Automated Speed Enforcement. On that day, the average wait time for Service Vaughan was just under six minutes; the average wait time for By-law was 47 minutes. Notably, that day had the highest number of people requesting to dispute their penalty.

Staff have taken several steps to mitigate the calls and reduce on-hold wait times – this will continue to be a priority as trends related to penalties are assessed and actioned on.

Due to the increased call, in-person and email volumes related to Automated Speed Enforcement, both Service Vaughan and By-law staff have taken immediate steps to bring on additional “surge” staff to assist residents (one in Service Vaughan and two in By-law). As well, to respond to higher than usual on-hold wait times in By-law based on the significant number of requests to appeal penalties, scheduling adjustments were made to ensure staff were responding later into the evening and on weekends.

The Communications, Marketing and Engagement department has focused communications on options for paying penalties with a push to pay them online which saves people a call to the City. Enhancements have been made to the website to make this information even easier to find. On-hold messaging for both the Service Vaughan and By-law lines were also updated to drive people to online options. These efforts will continue, as will sharing general information about the program as the cameras move to new locations.

Data related to Automated Speed Enforcement interactions will continue to be monitored by staff and action taken as necessary to address any spikes.

Enhancements are underway to further increase public awareness of the location of Automated Speed Enforcement cameras and the speed at which drivers are travelling when entering Community Safety Zones equipped with Automated Speed Enforcement cameras.

The City’s Automated Speed Enforcement Program meets or exceeds all regulatory instruments. To further promote public awareness, radar message boards will be installed close to the ‘Municipal Speed Camera in Use’ signage by June 13, so drivers are given advance notice of their speed when in a Community Safety Zone equipped with Automated Speed Enforcement cameras. Radar message boards will show the speed that drivers are travelling, and, if a driver is travelling above the posted speed limit, the radar message boards will flash the speed the driver is travelling at.

As an additional program enhancement, 'NEW' signs will be installed above the 'Municipal Speed Camera in Use' signs as they are transitioned from the initial 'Municipal Speed Camera Coming Soon' signs. Staff have also explored the use of temporary Curbex mobile and CubePod signs to further enhance public awareness should there be locations where 'NEW' signs cannot be installed. These signs would be designed to include bright colours and would be placed as close to 'Municipal Speed Camera in Use' signage as possible for the first month of each rotation to provide distinct visual notice once Automated Speed Enforcement cameras are in use. The proximity of these signs to the 'Municipal Speed Camera in Use' signs would depend on sightlines, land ownership and space.

Flashing beacons on 'Municipal Speed Camera in Use' signs could potentially supplement the Automated Speed Enforcement program and serve as an additional measure of awareness for drivers to reduce their speeds. The Ministry of Transportation has historically not permitted the use of beacons on 'Municipal Speed Camera in Use' signage. Staff will engage the Ministry of Transportation to advocate for the use of beacons on 'Municipal Speed Camera in Use' signage, and, if permitted, staff will implement a pilot program to assess residents' response to this measure.

These above noted efforts are expected to be enhanced visual indicators, beyond those currently required by legislation and applicable agreements to ensure upmost operational transparency and public awareness.

Staff have considered the use of pavement markings to increase public awareness when entering locations where Automated Speed Enforcement cameras are in use. Given that the Automated Speed Enforcement cameras are positioned on a temporary rotating basis (90 days per location), coupled with seasonal limitations on the installation and removal of pavement markings during the winter season, the option will not be pursued. If Automated Speed Enforcement camera locations become permanent, the use of pavement markings will be revisited at that time.

Staff have also explored whether it would be possible to provide enhanced notification of Automated Speed Enforcement infractions (e.g. through email notification). The City receives information, such as vehicle ownership information (called "Licensed Information"), from the Ministry of Transportation to enforce Automated Speed Enforcement infractions. Licensed Information is strictly controlled by the Ministry through its agreement with the City. The Ministry does not currently provide email address information, nor would the City be permitted to use any Licensed Information for the purpose of providing email notifications.

The camera technology can implement a ticket filtering process that could place a cap on the number of tickets a vehicle owner can receive within a pre-defined period. Although not considered an operational best practice from a road safety perspective,

this may lessen the financial burden on those who receive Automated Speed Enforcement penalty orders for travelling above the posted speed limit.

Financial Impact

No financial impact is expected as a result of receiving this report for information. The cost to install radar message boards, 'NEW' signs and/or mobile signs will be funded by Automated Speed Enforcement revenue.

The Automated Speed Enforcement program is intended to be a financially cost-neutral program. It is anticipated that all operational costs will be recovered through the collection of penalties imposed. All revenues generated from this program will be invested back into road safety initiatives across the City. The goal of the program is to reduce speed and improve compliance with speed limits. As a result, it is anticipated that revenues generated through the Automated Speed Enforcement program will decrease as road safety improves across the City.

Operational Impact

This report was prepared in consultation with Transportation and Fleet Management Services; By-law and Compliance, Licensing and Permit Services; Communications, Marketing and Engagement; Office of the City Solicitor; and the Office of the City Clerk.

Broader Regional Impacts/Considerations

Road safety and speed compliance are region-wide safety priorities.

The following Automated Speed Enforcement camera locations in the City are under regional purview and are not part of the City's Automated Speed Enforcement program:

- Major Mackenzie Drive West, west of Lawford Road (active)
- Rutherford Road, east of Islington Avenue (active)
- Weston Road, north of Ashberry Boulevard (active)
- Yonge Street, south of Arnold Avenue (active)
- Bathurst Street, north of New Westminster Drive/Atkinson Avenue (coming soon)
- Keele Street, north of Dina Road (coming soon)

For more information about York Region's Automated Speed Enforcement program, please visit www.york.ca/transportation/traffic/automated-speed-enforcement.

The Ontario Minister of Finance presented Bill 24 – *Plan to Protect Ontario Act (Budget Measures)* on May 15, 2025, including proposed amendments to the *Highway Traffic*

Act with respect to Automated Speed Enforcement. The City is prepared to ensure prompt compliance with any legislated amendments.

Conclusion

Automated Speed Enforcement is a powerful road safety tool, and data presented in this report has shown a reduction of speeds in all 10 of the Community Safety Zones equipped with Automated Speed Enforcement cameras. The use of Automated Speed Enforcement cameras has proven to be an effective countermeasure to improve road safety across many municipalities by reducing vehicle speeds and collisions in targeted areas such as School Zones and Community Safety Zones.

Signage is a critical component of an Automated Speed Enforcement program and is governed by provincial regulations to achieve uniform implementation across all municipalities in Ontario. Various public awareness enhancements have been explored and are planned for implementation, including the use of radar message boards, 'NEW' signs and/or mobile signs, and advocacy for flashing beacons. Staff will continue to monitor the Automated Speed Enforcement program, collect data, and ensure public awareness and transparency.

For more information, please contact: Steven Fantin, Director, Transportation and Fleet Management Services, ext. 6141

Attachments

1. Automated Speed Enforcement communication tactics
2. Summary of total penalty amounts based on the rate of travel above the speed limit
3. Automated Speed Enforcement penalty order data
4. Call volumes and wait times related to Automated Speed Enforcement

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