
Subject: Automated Speed Enforcement Program

Staff Report No. CPS-024-24

**Department/
Commission:** Corporate Services Commission

Date: October 16, 2024

Recommendation:

- 1) That Council approve the installation of automated speed cameras in the Town of Whitchurch-Stouffville;
- 2) Further, that Council delegate authority to staff to determine the appropriate locations for the cameras using a data-driven approach in determining the locations for the ASE cameras;
- 3) Further that staff communicate the locations to Mayor and Council and the public, via a memorandum as soon as the site locations have been selected; and
- 4) Further, that Staff be authorized and directed to do all things necessary to give effect to this resolution.

Report Highlights

- On March 6, 2024, Council directed staff to proceed with an Automated Speed Enforcement (ASE) Program and to execute agreements with the Town of Newmarket for the administration of the ASE program.
- Staff are recommending ASE cameras for the initial implementation of the ASE program in Stouffville.
- Staff anticipate the ASE program being live in Stouffville by end of Q2.

1. Purpose:

The purpose of this report is to provide Council an update on the Town's Automated Speed Enforcement (ASE) program for the Town of Whitchurch-Stouffville and seek direction on the number of cameras for implementation within the Town of Stouffville.

2. Background:

In July 2022, the Province of Ontario amended the *Highway Traffic Act* to allow automated enforcement programs to become enforceable under Administrative Penalties. This change allows municipalities interested in automated enforcement options to consider developing an in-house program or begin consultation for feasibility to join an existing processing centre (i.e. Town of Newmarket, Regional Municipality of York, City of Toronto, etc.).

On March 6, 2024, Council received staff report CPS-004-24 which introduced the ASE program for the Town of Whitchurch-Stouffville, aimed at improving road safety by reducing speeding. It explained the benefits of ASE, which uses cameras to detect speeding and issue penalties to vehicle owners. The report noted that the Town had entered into a Memorandum of Understanding (MOU) with the Town of Newmarket to collaborate on the administration of the ASE program through a joint processing centre. Legislative changes in Ontario had allowed municipalities to enforce ASE through administrative penalties instead of the court system, simplifying the process. The report outlined steps for the Town to adopt ASE, including required agreements and approvals.

Council adopted the following resolution:

- 1) *That should Council direct staff to proceed with an Automated Speed Enforcement program;*
- 2) *That staff be authorized to submit the required applications, negotiate, enter into, and execute new agreement(s) with His Majesty the King in Right of Ontario, as represented by the Minister of Transportation (the "MTO"), for the access and use of license plate registration information to support the establishment of an Automated Speed Enforcement (ASE) program in the Town on terms and conditions generally set out in this report; and that staff be authorized to submit the required applications, negotiate, enter into, and execute agreements with the Town of Newmarket for the administration of an ASE program; and*
- 3) *That Staff be authorized and directed to do all things necessary to give effect to these recommendations.*

Since then, staff have developed an internal ASE Working Group comprised of staff from the following divisions:

- Engineering & Public Works
- Legal
- Procurement
- Corporate Communications
- Finance
- Municipal Law Enforcement
- Legislative Services

- AMPs

Staff have been working closely with the Town of Newmarket and are now in the final stages of completing all necessary agreements with the Town of Newmarket and the camera vendor, Jenoptik, with support from the Legal and Procurement teams.

At the September 25, 2024, Council meeting, Council approved designated community safety zones where the ASE cameras may be installed. This marks a significant milestone in advancing the program and improving road safety.

Staff are also continuing to finalize agreements with the Ministry of Transportation (MTO) and the Ministry of the Attorney General (MAG). Following Council's guidance, next steps will be taken to continuing the implementation process of the ASE program.

3. Analysis:

This section of the report includes two parts: research and proposed options / implementations.

3.1 Research

The primary goal of implementing ASE is to reduce traffic accidents and fatalities caused by speeding. The program has been shown to lower speeds, improve traffic flow, and reduce both the frequency and severity of collisions. The Town's 2022-2026 Strategic Plan has identified Implementing Traffic Calming Improvements as a priority. Specifically referenced under this plan as part of developing a safe town is the Automated Speed Enforcement program, which is a proven solution to enhance safety. Other municipalities have demonstrated its effectiveness in addressing speeding concerns.

The ASE system captures and records images of vehicles exceeding the posted speed limit. When a vehicle passes, the system takes a photograph that documents the date and time, location and direction of travel, vehicle speed, posted speed limit, and a unique identifier for the speeding vehicle. This data is used to issue penalties and help regulate traffic, especially in sensitive areas such as school zones and community safety zones.

Staff are finalizing agreements with Newmarket and Jenoptik. As part of this process, staff are seeking Council's direction on the scope of Stouffville's initial ASE program launch. A review of Newmarket's implementation has helped inform the considerations and options proposed below.

3.2 Proposed Options/Implementations

As part of the implementation with Jenoptik and the agreements to be signed, Stouffville will lease the cameras from the vendor, with Jenoptik retaining ownership. This arrangement benefits the Town as Jenoptik will be responsible for all required

maintenance and software upgrades. Additionally, if a new technology becomes available, the cameras may be upgraded at no increased cost to the Town.

Once the required number of cameras is determined, deployment from the vendor is expected to take a minimum of 8 to 10 weeks. However, it is important to note that work to prepare the installation of the cameras including locates, hydro hook-ups, etc. could delay this timeframe. After the cameras arrive, they will be installed at designated sites and connected to power.

Legislation requires that signage be posted at least ninety (90) days in advance of ASE cameras going live, informing the public that a camera installation is "coming soon." In order for the Town to have our ASE program live in early 2025, it is important that the number of cameras and location be determined to continue with the implementation process.

3.3 Community Safety Zones

ASE Cameras can only be installed within Community Safety Zones. A total of seventeen (17) Community Safety Zones now exist within the Town of Stouffville. The locations are as follows:

Highway	Side	From/To
Felcher Blvd.	North & South	Iroquois Drive to Tamarac Drive
Forsyth Farm Drive	East & West	Greenwood Road to Penndutch Circle
Gar Lehman Ave	East & West	Elmer Daniels Court to Joseph Todd
Joseph Todd Ave	North & South	Reeves Way Blvd. to Gar Lehman Ave
Glad Park Ave	North & South	John Davis Gate to Elm Road
Greenwood Road	North & South	Forsyth Farm Drive to Millard Street
Hoover Park Drive	East & West	Highway 48 to Durham 30
Main Street	East & West	Park Dr to Durham 30
Mantle Ave	East & West	Durham 30 to Byers Pond Way
Meridian Drive	East & West	Ninth Line to Suttontrail Way
Millard Street	East & West	Highway 48 to Main Street
Mostar Street	North & South	Hoover Park Drive to Main Street
Mostar Street	North & South	Hoover Park Drive to Clamerton Road/Goudie Crescent

Reeves Way Boulevard	North & South	Hoover Park Drive to Ninth Line
Stouffer Street	North & South	Main Street to Lori Ave
Sunset Boulevard	East & West	Ninth Line to Albert Street
Yakefarm Boulevard	North & South	Hoover Park Drive to Mantle Ave

The cameras will be mounted to existing infrastructure located in the Community Safety Zones.

3.4 Next Steps

Staff will work to finalize all the agreement with Newmarket, Jenoptik, MAG, MTO, and any other requirements.

Once the locations have been determined, staff will work with Jenoptik to advise of the locations and get the coming soon signs installed.

Staff are working with the Communications team to develop a Communication Plan for the ASE launch, ensuring the public is well-informed about the upcoming changes.

Staff are working on the various by-laws which will be brought forward for Council’s consideration in the coming month. The various policies, communications, and staffing resources required to support this program are being developed. Staff are anticipating a go live date for the ASE program by the end of Q2 2025.

A closed session report will be presented to Council next month with additional information on the program.

4. Options:

4.1 Option A (Recommended)

That Council approve the installation of automated speed cameras in the Town of Whitchurch-Stouffville and that Council delegate authority to staff to determine the appropriate locations for the cameras using a data-driven approach in determining the locations for the ASE cameras. Further that staff communicate the locations to Mayor and Council and the public, via a memorandum as soon as the site locations have been selected.

This is the preferred option as it will ensure that staff have the flexibility to select locations for the ASE program based on data and implement the program in stages.

4.2 Option B

That Council advise staff of the number and locations for the automated speed enforcement cameras to be installed, noting that cameras can only be installed in community safety zones.

5. Financial Implications:

The cost related to the ASE program will be captured in the 2025 Operating Budget, including the staffing resources that will be required to support the program.

6. Alignment with Strategic Plan:

1. A Town that Grows
A Town that grows in support of complete communities
2. A Town that Moves
Improve the condition and efficiency of the local road network while addressing connectivity and advancing active transportation facilities
3. A Safe Town
Make our community safer
4. Organizational Effectiveness
To Elevate our Organizational Effectiveness

7. Attachments:

None

8. Related Reports:

April 5, 2023 - CAO Report 2023-006-23, Administrative Monetary Penalties for By-law Violations

March 6, 2024 - CPS-004-2024 - Introduction to an Automated Speed Enforcement Program

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