

Automated Speed Enforcement (ASE) Update

Where are we now?

October 5, 2021

Background

Previous Traffic Presentations

- Traffic Calming Options and Methodology (March 16, 2016)
- Speed Cushion Pilot Project (September 20, 2017)
- Photo Radar at School Zones/Community Safety Zones (September 20, 2017)
- Traffic Management Directive Proposal (September 20, 2017)

Council Resolution

At the September 23, 2020 Council Meeting Council made the following resolution:

“That staff be directed to review the logistics, cost and procedures associated with the implementation of automated speed enforcement camera’s in City of Kawartha Lakes school zones and safety community zones”

This presentation addresses the resolution.

Community Area Speed Limit Project

- All urban/semi urban community 50 Zones to become 40 Areas
- Phase One and Two beginning now (October 2021)
 - All but Lindsay, possibly Fenelon Falls and Bobcaygeon
 - Beginning North and working southerly
 - Phase Three (Lindsay and any remaining urban area) will begin spring 2022
- When signs are up, speed zone is legally enforceable
- Staff recommend giving drivers some time with this new reality and determining its effectiveness before implementing any ASE program



Community Area Speed Limit Education Campaign

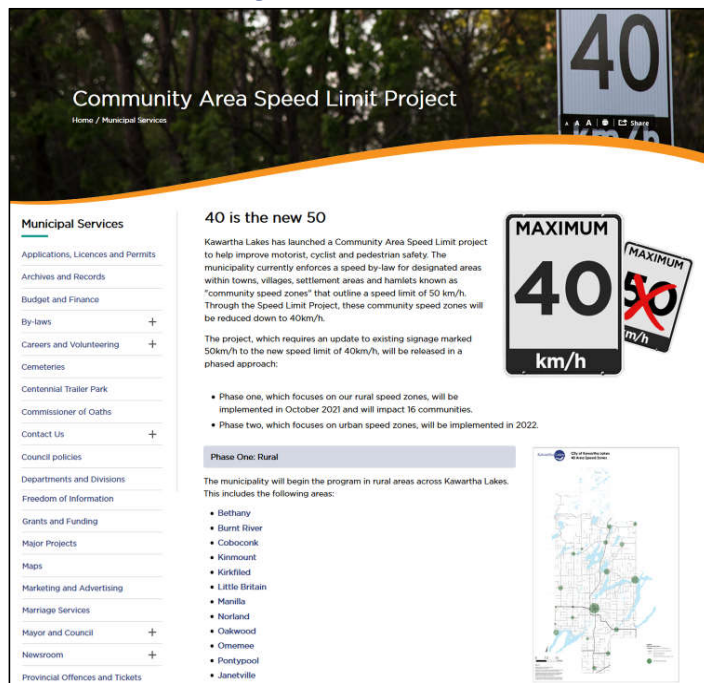


October 2021 – launched “**40 is the new 50**” education campaign, which includes:

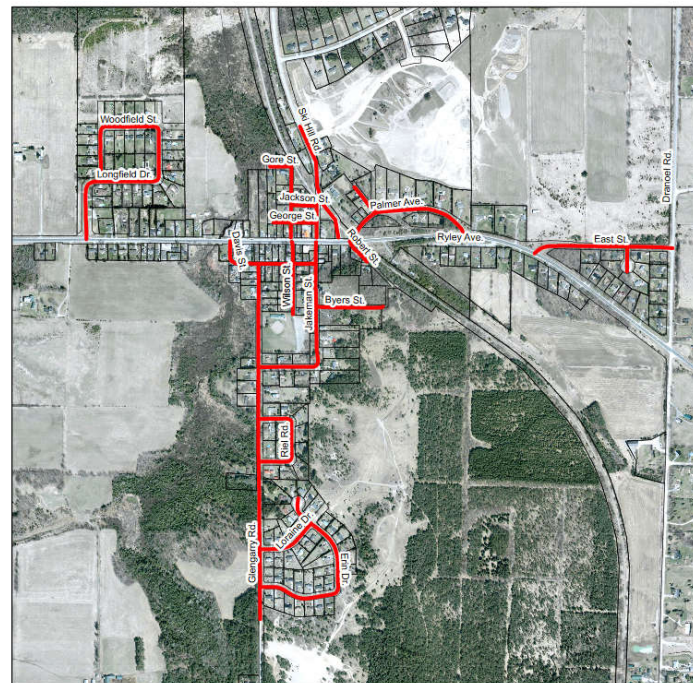
- Dedicated project website
- Individual community maps to outline roads impacted
- Digital and physical advertising across Kawartha Lakes
- Police and OPP feedback in campaign to assist with enforcement
- Opportunity for community involvement through lawn signs

Project Visuals

Project website



Community maps



Advertising campaign

