



Automated Speed Enforcement

A 'how-to' guide for Ontario Municipalities



Our Ontario Team



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Backed and supported by a worldwide team of
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ABOUT REDFLEX

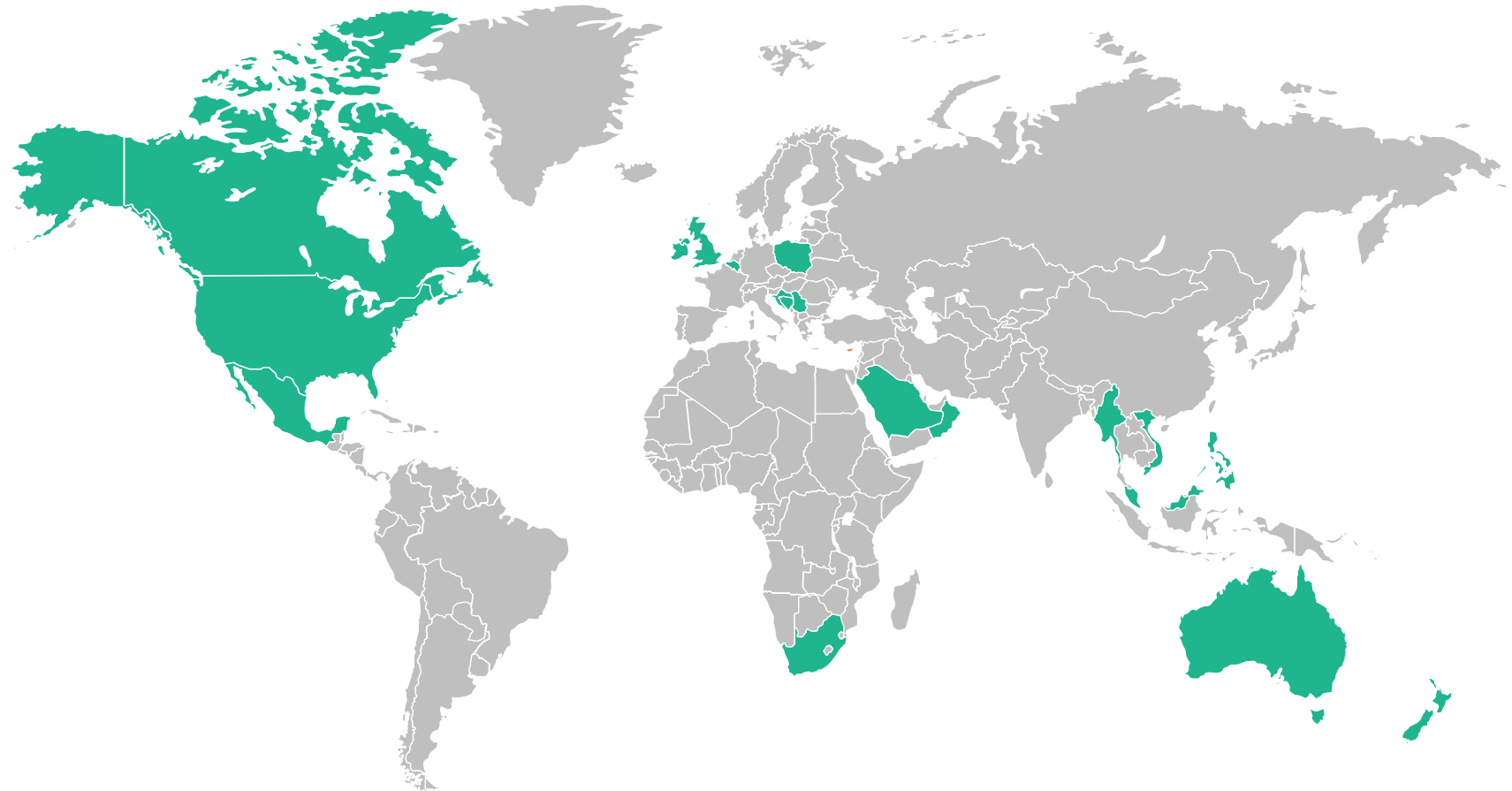


Redflex has helped to reduce crashes and save lives for more than 25 years.

Headquartered in Glendale, Arizona, Vaughan, Ontario and Melbourne, Australia with over 500 employees

Redflex supports 3500 cameras in 15 countries globally

Redflex supports Canadian programs in Ontario, British Columbia, Saskatchewan and Alberta, and more than 100 jurisdictions in North America



- Canada
- United States
- Mexico
- United Kingdom
- Ireland
- Belgium
- Bosnia

- Poland
- Serbia
- Cyprus
- Saudi Arabia
- Kuwait
- Qatar
- United Arab Emirates

- Oman
- South Africa
- Myanmar
- Cambodia
- Singapore
- Malaysia
- Vietnam

- Hong Kong
- Taiwan
- Philippines
- Australia
- Fiji
- New Zealand



What is Automated Speed Enforcement?

Automated Speed Enforcement (ASE) uses technology to detect and record images and data which are used to issue tickets to the owner of the offending vehicle.

Why use ASE?

Vehicle speeds continue to be a top of mind concern of residents in communities across Ontario. ASE provides a cost-effective and accurate enforcement tool.

Who is involved with ASE?

The ASE programs in Ontario are a collaborative partnership between a participating municipality, their Provincial Offences Act (POA) Courts, the Joint Processing Centre in Toronto, the Ministry of Transportation, and Redflex Traffic Systems.

Where can it be deployed?

Bill 65 permits the use of Automated Speed Enforcement in School Zones and Community Safety Zones where the speed limit is less than 80 km/hour.

Does It **W**ork?

Initial results have shown reductions in average speeds of approximately 30%.



Site Code: 70002 Location: Midland Ave Between Marcos Blvd and Tara Ave/NB Lane: 1 Direction: Away From
Date: 26/06/2019 Time: 19:05:42.115 Speed Limit: 50 km/h Vehicle Speed: 61 km/h System ID:ONT-DEMO-01



RED LIGHT CAMERA SYSTEM OFFENCE NOTICE
AVIS D'INFRACTION - SYSTÈME PHOTOGRAPHIQUE RELIÉ AUX FEUX ROUGES

Form 6 Provincial Offences Act, O. Reg. 108/11
Formulaire 6, Loi sur les infractions provinciales, Règl. de l'Ont. 108/11

ONTARIO COURT OF JUSTICE
COUR DE JUSTICE DE L'ONTARIO

4760-997-17-12230006-00
OFFENCE NO./N° D'AVIS D'INFRACTION

You/Vous: **DOE, JOHN**
(Name/Nom): **123 ANY STREET**
(Address/Adresse): **HAMILTON, ON, A1A 1A1**

being the owner of a motor vehicle displaying
à titre de propriétaire d'un véhicule automobile affichant

Ontario number plate **ABCD123**
le numéro de plaque d'immatriculation de l'Ontario

are charged with the offence of failing to stop at a red light
êtes accusé(e) de l'infraction d'omettre de s'arrêter à un feu rouge

on the **03** day of **July**, 2017 at **03:52 PM**
le **jour** de **à**

at the intersection of **York St. and Hess St.**
à l'intersection de

(location / endroit)
in the **City of Hamilton**
dans le/la

(municipality / municipalité)

as shown in the digitized images set forth in this notice, contrary to subsection 144(18.1) and pursuant to section 207 of the Highway Traffic Act,
comme le montrent les images numérisées exposées au présent avis, contrairement au paragraphe 144 (18.1) et conformément à l'article 207 du Code de la route.

The photographs taken by the red light camera system show the vehicle approaching the intersection, at which time the signal had displayed red for
Les photographies prises par le système photographique relié aux feux rouges montrent le véhicule qui s'approche de l'intersection, au moment où le feu était rouge depuis

011.2 seconds and that vehicle proceeded through the intersection when
secondes et que le véhicule a franchi l'intersection alors que

the light had been red for **012.5** seconds.
le feu était rouge depuis secondes.

I believe and certify that the above offence has been committed.
Je crois et atteste que l'infraction susmentionnée a été commise.

Signature of Officer issuing this notice: *O. Voogt*
Signature de l'agent qui délivre le présent avis:

Issuing Officer Number: **111**
Numéro de l'agent qui délivre le présent avis:

Date of Deemed Service: **July 20, 2017**
Date de signification présumée:

PLEASE NOTE: Section 207 of the Highway Traffic Act provides that, in certain circumstances, any liability for this offence even if you were not the driver at the time, subject to limited exceptions. Neither driver's points nor a driver's license suspension will result from your conviction for this offence. The provincial offences officer has certified that the red light camera system used in the detection of this offence is a prescribed system, used in a designated area and furthermore that it was in proper working order at the time, that the photographs obtained were recorded by that system and the traffic signals were in proper working order at the time of the offence. Certified photographs will be tendered in evidence at your trial.

Set Fine / Amende fixe: **\$256.00**
Total Payable:
Montant total exigible:
Includes set fine, applicable victim fine surcharge and costs (Inclut l'amende fixe, la surcharge compensatoire pour l'indemnité aux victimes applicable selon l'article 207 du Code de la route et les frais de justice)

\$325.00

REMARQUE: L'article 207 du Code de la route prévoit que, dans certains cas, la responsabilité de cette infraction même si vous ne conduisez pas le véhicule à ce moment-là, sans résultat d'inculpation ou de suspension de permis. Une déclaration de culpabilité pour cette infraction ne mènera pas à l'inscription de points d'infraction dans votre dossier ou à la suspension de votre permis de conduire. L'agent des infractions provinciales a certifié que le système photographique relié aux feux rouges qui a servi à détecter cette infraction est un système prescrit, utilisé dans une zone désignée. De plus, il a certifié que le système était en bon état de fonctionnement à ce moment-là, que les photos obtenues ont été enregistrées par le système et que les feux de circulation fonctionnaient correctement au moment de l'infraction. Des photos certifiées seront présentées en preuve lors de votre procès.



History of ASE in Ontario

November 2016	Bill 65 - Safer Schools Act tabled
May 2017	Bill 65 - Safer Schools Act receives Royal Ascent
June 2017	Ontario Traffic Council establishes ASE Steering Committee with 25 municipalities to establish common operating principles for ASE in Ontario.
April 2019	Ontario municipalities issue co-operative RFP
June 2019	After an extensive evaluation, Redflex selected as the successful ASE vendor
October 2019	Redflex and Toronto begin set up of Joint Processing Centre
November 2019	Ontario Regulation 389/19 filed, prescribing the requirements for ASE
February 2020	Toronto ASE program begins with warning letters
July 2020	Toronto ASE program begins issuing tickets for violations



ASE Programs in Ontario

Municipalities Operating ASE Programs

- Toronto
- Durham
- York
- Ottawa
- Hamilton
- Brampton
- Peel
- Waterloo
- Ajax
- Mississauga
- London
- Pickering
- Oakville

What Some People Are Saying About ASE

"This data continues to show the need for automated speed enforcement across our city. These speed cameras are focused on roads around schools to help keep kids safe. For drivers, the simplest way to avoid getting a ticket is to slow down and obey the speed limit."

Toronto Mayor John Tory – Citynews, October 23, 2020

"We've noticed the traffic is getting more and more busier. We were thrilled when the cameras went in. We really wish there were more."

Linda Calhoun, Durham Region Resident – Global News, September 8, 2020

"The great thing about photo radar is it works. You're going to get a ticket. We're putting these in school zones across the City of Brampton and believe this is going to change behaviour."

Brampton Mayor Patrick Brown – Global News, February 5, 2020

"If we had speed cameras here, there'd be fewer fatalities."

Mississauga resident commenting after collision in her community claimed three lives

"We felt that launching an automated speed enforcement program within a select number of school zones only was a very transparent approach and made a lot of sense. We want to create a road environment that is safer for kids to walk to school and to encourage kids to walk to school instead of having their parents drive them to school because of the fear of a roadway."

Bob Henderson, Manager of Transportation Engineering, Waterloo Region, CBC News, July 16, 2020

Research

Familiarize yourself with applicable Legislation, Regulations and Guidelines

- Knowing and understanding the legislation, regulations and guidelines will make it easier to build a program without costly and time consuming assumptions
- Specifically understanding the requirements for signage and warning notices – both of which could impact the implementation of your program



Review existing speed studies or create new ones in areas of concern

- In order to make the case for ASE, it is important to be able to document and indicate the extent of the problem you are trying to solve. These studies will also provide you with baseline data to allow you to measure success of your program.

Communicate with the vendor

- Redflex has vast experience in setting up programs in a diverse range of communities throughout the world. We can share our experience with you, help you figure out the economics of your program and answer any questions **you may have**.

Research (cont.)

Communicate with the Joint Processing Centre and The Ontario Ministry of Transportation (MTO)

- The Joint Processing Centre in Toronto processes all ASE infractions in Ontario. You will need to sign an Agreement with the JPC, as well as an Agreement with MTO for vehicle ownership information. Speaking to the JPC and MTO will help you to understand the costs and requirements involved in the program.

Communicate with other municipalities who have already implemented their programs

- While it is always good to learn from your mistakes, it is easier to learn from the successes and mistakes of others

Communicate with your POA Court and Prosecutors

- The issuance of ASE tickets will impact your courts and prosecutors. Including them in discussions at early stages will provide valuable feedback that could save both time and money.

Determine the internal resources and costs required

- Consider the need for additional or reallocated staff and other resources.

Communicate with internal stakeholders

- In addition to the POA Courts, other internal stakeholders could either be impacted by ASE or provide support for the initiative. These could include; Transportation, Public Health, First Responders and Councillors.

Develop a framework for a Communications Plan/Strategy

- Public support will be much higher if the public understands that the ASE is coming and why it is being implemented

Public Awareness & Community Outreach



A consistent, frequent, strategic public awareness plan is vitally important to advancing the City's safety message.

1. Safety benefits of the program
2. How the program works & the reasoning behind the city utilizing the technology
3. Support and commitment from community leaders
4. Communications program
 - Program branding
 - Press release and conferences
 - Public meetings
 - Social media
 - Printed material
 - City website content
 - Interactive map
 - Web content

Program Costs

Joint Processing Centre

- Share of startup costs
- Cost of processing (postage, MTO ownership lookup)

Vendor Costs

- Initial Camera Set Up
- Daily Rate
- Rotation Fee
- Civil Works (Semi-Fixed only)

Potential POA Court Impacts

- Human Resources

Other Considerations

- Warning Letters (if sent)
- Signage
- Staff Resource Allocation
- Communications Plan

ASE Contacts

Ministry of Transportation

- MTO User Agreement
- Questions regarding Legislation, Regulations & Guidelines

Erik Thomsen

Manager (Acting)

Road Safety Policy Office

Ministry of Transportation Ontario

T: 647-638-5210 |

E: erik.thomsen@ontario.ca

Toronto Transportation Services

- Joint Processing Centre Costs
- Joint Processing Centre Agreement
- Violations processing

Trevor Kanhai

Project Manager – Automated Speed Enforcement

Toronto Transportation Services

T: 416-392-6495 | E: trevor.kanhai@toronto.ca

Ontario Traffic Council

- Hosts ASE Ontario Website
- Supports ASE Steering Committee

Geoff Wilkinson

Executive Director

Ontario Traffic Council

T: 905-449-5762 | E: Geoff@otc.org

<https://www.aseontario.com/> <https://www.OTC.ORG>

ASE Contact

Redflex Traffic Systems Canada

- Vendor Costs
- Vendor Agreement
- Equipment Specifications

Agnes Loader

Business Development Executive - Canada

Redflex Traffic Systems Canada

T: 403-863-6498 | E: aloder@redflex.com

Choose your system(s)

The Redflex Camera Has Two Housing Options

Mobile



- Sits curbside
- Easily rotated to multiple locations
- Preferred option for most Ontario municipalities
- No civil works
- No up-front capital investment

Semi-Fixed



- Requires installation (civic works, hydro, etc.)
- Camera can be rotated amongst multiple housings/locations
- Upfront capital costs
- Best deployed in areas with ongoing safety concerns



Identify Potential Sites

MTO Guidance Document Suggests:

- Choosing sites with a documented history of crashes, serious injuries or fatalities
- Sites where speed limits are clearly posted and visible
- Not locating speed transition zones or typical 'fishing holes'

OTC Site Selection Guidelines:

- Consideration should be given to traffic volumes, travel speeds, length of zone, school population and after hours use
- Pedestrian collision history
- Feasibility and effectiveness of traditional enforcement

Camera System Requirements:

- Straight, flat section of road
- Minimum 1.5m offset from edge of 1st enforced lane
- 1m square clearance to place housing
- Min. 30m of space free of parked cars and other obstructions
- Min. 40m back from intersection/stop sign/speed bumps
- Consideration of ease of maintenance and potential for vandalism
- Awareness of driveways and side streets within the zone

Political Considerations:

- Will the deployments be shared equally or based on data?



Your Report will be Newsworthy – Be Prepared

Toronto

Toronto's photo radar systems nab 15,000 more drivers speeding in school zones

Automated speed cameras now operational in Durham Region

By [Frazer Snowden](#) • Global News
Posted September 8, 2020 8:46 pm • Updated September 8, 2020 8:47 pm

[NewmarketToday.ca](#)
[York Region test drives automated speed enforcement at Newmarket High](#)

[Globalnews.ca](#)
Ottawa photo radar cameras issue 10,000-plus speeding tickets in under 20 days
Ottawa police also said Tuesday that traffic enforcement officers ... Revenue from automated photo radar cameras is fed back into the city's road ...
Sep 9, 2020

[CanIndia News](#)
Photo radars are being installed across the GTA
Meanwhile in Peel Region, the first automated speed enforcement in Peel Region will be in a school zone on Old Church Road in Caledon.
Jul 9, 2020

[CTV News](#)
Council gives green light to photo radar in school zones ...

[Globalnews.ca](#)
Here's where photo radar cameras are now active in Ottawa
Francis of Assisi School (rotating). Click to play video 'Automated speed enforcement cameras begin ticketing in Toronto' ...
Jul 13, 2020

[Brampton Guardian](#)
Brampton considering deploying photo radar at 200 locations ...
Brampton city council will receive a staff report at its next council meeting to consider installing static or mobile automated speed enforcement ...
Jul 7, 2020

[insauga.com](#)
More speeding cameras could be coming to Mississauga

[CBC.ca](#)
Speed cameras set to go in 8 school zones around Waterloo region
School zones in eight locations around Waterloo region will have automated speed enforcement cameras installed by the end of this year.

[CBC.ca](#)
Hamilton launches 12-month pilot of automated speed enforcement in school zones





Possible Key Messages for Constituents

- Speed has and continues to kill, injure and impact our community
- Road Safety is a top of mind concern throughout our community
- Automated Speed Enforcement is a proven and effective way to enforce our speed limits and provide safer roads for our pedestrians, motorists and cyclists
- Police resources will be better focused on more serious infractions
- Automated Enforcement increases officer safety at roadside traffic stops and eliminates their Risk of COVID transmission
- Traditional enforcement often does not result in sustained compliance



Post Council Approval / Review and Execute Agreements

Agreement with Joint Processing Centre for violations processing

- This agreement could lay out Business Rules such as hours of enforcement and what to do in the case that an emergency or other City vehicle is captured. It also lays out the cost of services provided by the JPC

Agreement with Redflex

- This agreement covers the costs of providing, maintaining and rotation of the equipment. It also sets out service levels of the equipment, the cost of rotating and moving the equipment. As well, it spells out Redflex's service level standards as well as the respective responsibilities of Redflex and the municipality.

Agreement with MTO

- This agreement provides access to the MTO database for determining vehicle ownership. It also contains guidelines which cover items such as signage requirements, and the requirements to send warning letters prior to enforcement

Preparing for Implementation

There is a 60 business day period from the time that the Agreement with Redflex is executed until the systems are delivered/deployed. During this time, these activities can be performed concurrently:

- Confirm Site Selection with Redflex
 - While an initial site review may have been done virtually, a Redflex Implementation Team member will visit the sites to ensure that they are suitable for enforcement
- Identify and communicate key contacts for different parts of the program (City lead, Redflex lead, POA lead, Media Spokesperson, etc)
- Confirm hours of enforcement and rotation schedule
- Execute Communications Plan
- Install signage (90 day requirement)
- Prepare Warning Letter (if being implemented)
- Prepare for any increases/changes in staffing – departmental and courts
- Prepare a FAQ document that could be used by other departments or Councillors to answer program related questions/issues
- Work with JPC, Redflex and POA Court create your Warning Letter/Offense Notice, ensuring that the court information on the notice is correct.

Final Activities

Site Acceptance

- Working with Redflex and the JPC, confirm that camera system is sited properly, ensure that image quality meets the requirements of the Agreement

Charging Document Sign offs

- Working the Redflex, the JPC and the POA Courts, ensure that all documents (Notice, Certificate of Offence, etc.) are correct

Communicate

- Through a press release or media event, let people know the date that the cameras are being turned on and remind them why the cameras are being deployed

Ongoing Activities

Monitor and Evaluate

- Monitoring and evaluating the impacts of your ASE systems will ensure that you always know of the impact that your investment is having on road safety in your community.

Communicate with Your Partners

- You have many partners in your ASE program, including your POA courts, police services, JPC, ASE Steering Committee and Redflex. Establish a routine of checking in to gain an understanding of the program status and impacts with all of your partners.

Communicate Your Results

- Your communications plan should include frequent updates to the media/public. Whether the results are positive or not, this is an excellent opportunity to remind the general public about your key messaging around road safety.

Frequently Asked Questions/Issues Raised By Constituents

Q. Automated Speed Enforcement is just another revenue tool/cash grab

- A. Automated Speed Enforcement is a proven, effective and efficient way to enforce speed limits that are designed to protect all road users. There are safety benefits for motorists, pedestrians and cyclists.
- A. This is not an additional tax. It is designed to be a deterrent against aggressive speeding, which increases the cost of providing emergency response, health care and reduces productivity levels in our economy.
- A. By reducing speed related collisions, Automated Speed Enforcement will reduce to the cost of government services such as emergency response and health care.

Q. Where will the ticket revenue go?

- A. Revenue from tickets covers program costs such as additional staff, vendor lease, violations processing and adjudication.
- A. Ontario guidelines require that revenue in excess of program costs be used to support further safety initiatives and educational initiatives.

Q. What is the speed threshold and who decides what it should be?

- A. There is a provincial Steering Committee which establishes guidelines such as threshold speeds. This committee is comprised of traffic engineers and police officials who are experienced in speed control measures.
- A. Speed limits are laws, not guidelines. Therefore, the best way to avoid a ticket is to respect the posted speed limits.

Frequently Asked Questions/Issues Raised

Q. I've heard of a lot of vandalism and even thefts of ASE Units. Who's responsibility is this?

- A. Vandalism and theft are the responsibility of the vendor. In the case of graffiti or spray paint, the camera cabinets are treated with a special coating which allows our technicians to remove the graffiti in minutes.
- A. In the case of theft, the vendor has a period of ?? Days to replace the ASE system.
- A. Theft and vandalism clearly affect both the vendor and the client, as well as a reduction in the safety benefits of the program. For this reason, both the prevention of these events and the investigation and prosecution of the offending parties is and should be a shared responsibility.

Q. How will I be billed by Redflex?

- A. Municipalities who opt for our Semi Fixed solution will be billed for installation when it has been completed.
- A. The monthly billing for the camera systems will begin at the end of the first month of deployment.

Q. I'm concerned about the impact of the number of contested tickets on our POA Courts?

- A. This concern is often based on the number of contested Red Light Camera tickets in Ontario – which is often around 50%. Preliminary data indicates that the contest rate for ASE tickets is around 2.5%.