



*A People Place, A Change of Pace*  
**SHELBURNE**  
ONTARIO, CANADA

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**Meeting Date:** Monday, December 09, 2024

**To:** Members of Council

**From:** Jennifer Willoughby, Director of Legislative Services/Clerk

**Report:** LS2024-09

**Subject:** **Implementation of Automated Speed Enforcement**

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## Recommendation

BE IT RESOLVED THAT Council receives report LS2024-09 for information;

AND THAT Council authorizes the Mayor and Clerk to enter into a Service Agreement with Global Traffic Group Ltd to implement a three (3) year Automated Speed Enforcement (ASE) Pilot Project within the boundaries of the Town of Shelburne in 2025.

## Background

In December 2023 Council reviewed report [CAO 2023-20 Traffic Calming Review](#) in where direction was given to staff to further review automated speed enforcement (ASE) and report back to Council.

On October 7, 2024 the [2025 budget framework](#) report was presented to Council. Council directed staff to include ASE based on a revenue neutral structure within the draft 2025 budget.

### **Automated Speed Enforcement (ASE)**

The continued growth of the Town has led to traffic movement concerns, specifically excessive speeding on municipal roadways.

Traffic calming enhancements have been implemented within Town limits to address traffic movement which includes excessive speeding on municipal roadways, such as:

- Digital radar speed signs
- Enhanced crosswalk signage
- Expansion of designated/marked on street parking
- Flexible bollards for seasonal lane delineation
- Pavement markings
- Seasonal speed cushions
- Reducing speed limits on Town streets to 40 km

Further research and investigation recommends that adding Automated Speed Enforcement (ASE) as an added measure to further enforce speed limits, to assist OPP and the Town, for continuous provision of a safe and efficient road network.

Currently the Highway Traffic Act (HTA Part XIV.1 Clause 205.1 ASE) permits the use of ASE in the following two areas:

1. **In a Community Safety Zone** designated by a by-law passed by Council under subsection 214.1 (1) of the HTA where the prescribed rate of speed is less than 80km/hr. Council passed bylaw [#67-2023](#) on December 11, 2023 designating reduced speed limits within the Town of Shelburne.
2. **In a School Zone** designated by by-law passed by Council under clause 128(5)(a) of the HTA.

### **THE ASE SERVICE PROVIDER**

[Global Traffic Group Ltd](#) (Global) and Town staff have had discussions to implement an ASE pilot project.

Global is a Canadian-owned and operated company and has been operating for nineteen years. They currently provide services to several municipalities across Canada, including working with provincial governments to develop ASE projects.

Global will provide a full turn-key solution to operate an ASE program enforcing speed limits in Shelburne for 3 years (excluding set up time and the 90-day public awareness period). The intention is to have the pilot program operational in Q3 2025. The process will include data evaluation with the Town to determine the locations of ASE zones to maximize reducing and changing driver speeding.

Global and Town staff will determine and implement the number of zones, operating hours and commencement date for our program to ensure compliance with provincial legislation, regulations and guidelines. We are anticipating that 5 cameras (in both directions on designated streets) will be installed. Should our data analysis indicate additional cameras are required the Town has the option to expand the project locations.

Global's ASE system is operated by mounting the camera on an existing post or pole to provide traffic counts, vehicle speeds, and stop data, simultaneously and in real time. The data also provides detailed insight into a driver's behaviour - when, where, how many, how fast, and shows stopping behaviour at schools, playgrounds, and intersections.

The system's data generates risk analysis reports in easy-to-read formats, which can be customized for internal and public display. The reports showcase the number of vehicles driving at speeds that have resulted in a traffic violation ticket and will support data-driven enforcement by ASE. These reports will be compared and reviewed on a continuous basis to measure the program's success.

A 90-day public awareness period is required before starting the ASE Program as per the provincial requirement for notice, and 90-day awareness signage must also be posted each time the speed device is moved to a new location.

Global will provide ongoing support to the Town including educational material to ensure we comply with the mandatory public awareness notification that is mandated by the province.

## **CONSIDERATIONS AND NEXT STEPS**

The following requirements/steps will need to be addressed in order for the ASE pilot project to commence:

1. Review Community Safety Zones currently in place with respect to the Highway Traffic Act.

2. Partner and enter into an agreement with The Township of Essa, as they are a designated processing centre, as outlined by the Ministry of Transportation (MTO), to prepare and mail out penalty notices.
3. Enter into an agreement with the Ministry of Transportation and the Ministry of the Attorney General to access plate registrant information and license plate denial requests to MTO.

## Financial Impact

As noted in the 2025 Budget Framework report this project is based on a revenue neutral structure and is expected to go live in Q3 2025.

Global will provide mobile ASE camera systems and rotate the cameras across the locations during the pilot project on a schedule agreed upon with the Town.

The Town does not incur any upfront costs (either operational or capital expenditures) and would receive a percentage of ticket revenue negotiated by the Town and Global.

## Policies & Implications (if any) Affecting Proposal

Bylaw #67-2023 and the Highway Traffic Act

## Consultation and Communications

Global Traffic Group and Senior Management

## Council Priorities

Council's Priorities has three Pillars - Sustainable, Engaged and Livable. There are a total of 14 Priorities with the three Pillars.

This report aligns with the Sustainable, Engaged and Liveable Pillars within the Priorities of:

SP2 Invest in critical infrastructure and services for the future,

EP1 Promote effective partnerships,

L5 Expand people friendly transportation networks.

## Supporting Documentation

N/A

Respectfully Submitted and prepared by:

Jennifer Willoughby, Director of Legislative Services/Clerk

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Reviewed by:

Denyse Morrissey, CAO