



**DEVELOPMENT SERVICES
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND COUNCIL

FROM: M. BANFIELD, RPP, EXECUTIVE DIRECTOR OF DEVELOPMENT SERVICES
W. COOKE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES

WARD: ALL

NOTED: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: AUTOMATED SPEED ENFORCEMENT PROGRAM UPDATE

DATE: OCTOBER 30, 2024

The purpose of this Memorandum is to provide members of Council with an update concerning the second and third deployments of the Automated Speed Enforcement (ASE) Program.

All camera locations are determined based on information collected through Traffic Services. This memo provides the details and statistics collected through the Traffic Services Branch and the Joint Processing Centre for the following locations:

Location	Dates
Essa Road NB	February 29, 2024 to May 14, 2024
Ardagh Road WB	March 1, 2024 to May 14, 2024
Cundles Road EB	May 15, 2024 to July 12, 2024
Leacock Drive SB	May 15, 2024 to July 12, 2024

Traffic and Joint Processing Centre Statistics

The cameras have been successful in achieving significant reductions in speeding in the two initial community safety zone locations, when compared to the use of flashing 40 km/hour beacons during peak school hours. In these four locations, during peak school hours speeds were reduced by:

- 16 km/hour at the Essa Road location
- 3 km/hour at the Ardagh Road location
- 7 km/hour at the Cundles Road location
- 9 km/hour at the Leacock Drive location

ASE SPEED COMPARISON (KM/H) 85TH PERCENTILE SPEEDS, PEAK SCHOOL HOURS			
Location	Before ASE Camera Deployment with Flashing 40 km/h	During ASE Camera Deployment – No Flashing Lights	After ASE Camera Removed – Flashing Lights Restored
Essa Road NB	67	51	48
Ardagh Road WB	66	63	65
Cundles Road EB	62	55	61
Leacock Drive SB	62	53	55



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The 85th percentile speed is the speed at or below which 85 percent of the drivers travel on a road segment.

Vehicle speeds were recorded for 24 hours using the speed tracker device and contractor counts. Staff identified the peak hours when students are arriving and or leaving the school site. The data above is the 85th percentile during the peak school hours, not the full 24-hour period as the focus is on community safety. Traffic staff will continue to monitor vehicle speeds along ASE routes after the cameras have been removed.

North Bound Essa Road at Dunn Street

Monthly Activity	March	April	Total
Violations Recorded by Cameras (7 am to 5 pm)	17,485	16,290	33,775
Tickets Issued	3,708	3,104	6,812

West Bound Ardagh Road West of Morrow Road

Monthly Activity	March	April	Total
Violations Recorded by Cameras (7 am to 5 pm)	22,578	20,891	43,469
Tickets Issued	999	1,157	2,156

East Bound Cundles Road East at Livingstone

Monthly Activity	May 15-31	June	July 1-9	Total
Violations Recorded by Cameras	21,335	19,110	1,384	41,829
Tickets Issued	3,189	1,881	890	5,960

South Bound Leacock at Gibbon Drive

Monthly Activity	May 15-31	June	July 1-9	Total
Violations Recorded by Cameras	7,863	7,901	1,233	16,997
Tickets Issued	1,384	1,335	423	3,142

*The Leacock location was subject to several events of vandalism during this camera deployment.

As noted above, there is a significant difference between the tickets issued and the number of violations recorded. Officers continue to focus on reviewing events which have been recorded weekdays 7 am to 5 pm, as this is the prime period when vulnerable members of the community may be impacted by speeding and due to limited available resources to process violations.

The number of tickets issued relate to whether the image captured is of adequate quality to issue a ticket (such as if it is obscured by weather and/or illegible licence plates) and the available resources to review images. During these camera deployments, there were two designated Provincial Offences Officers processing charges related to ASE, with a third designated officer issuing charges between April 3 and July 5, 2024. At the time of this memo, there are four designated Provincial Offences Officers processing ASE charges with four more waiting for their designations from the province.

Based on the rates of speed exceeding the maximum speed limit during the operation at these locations, the average ASE fine amount payable per ticket is approximately \$90.00. This is the same cost as an average ticket issued by police officers for the same violation, but an ASE violation does not include the loss of demerit points or a record of same on a driver's licence as the ticket is issued to the owner of the vehicle not the driver.

Similar to when tickets are issued by a police officer, many owners of vehicles who have been issued ASE violations have chosen to pay their fines. However, a portion of the defendants are requesting trials through



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the Provincial Offences Court system. The following outlines the number of matters that had been filed with the courts by filed date:

Matters Filed at Court by Month	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
ASE Charges	358	2,579	4,640	4,510	4,020	3,928	4,570	3,829	2,966	3,325	34,725

As with regular tickets, there is a difference between the legislated payment period when a fine is to be paid and when the next steps take place to move the infraction to vehicle plate denial. As of August 17, 2024, 72.97% of ASE charges issued have been paid which represents 71.13% of the gross fine amount issued.

Communications staff prepared a survey for Barrie residents that ran from June 3, 2024 to September 15, 2024, titled: *How would you spend ASE revenue?*

The survey consisted of one question as follows:

If there is a surplus of funds from the Automated Speed Enforcement program, what are the top three areas where the money should be reinvested, to improve road safety in Barrie?

There were 1,749 survey responses and the top 5 selections were:

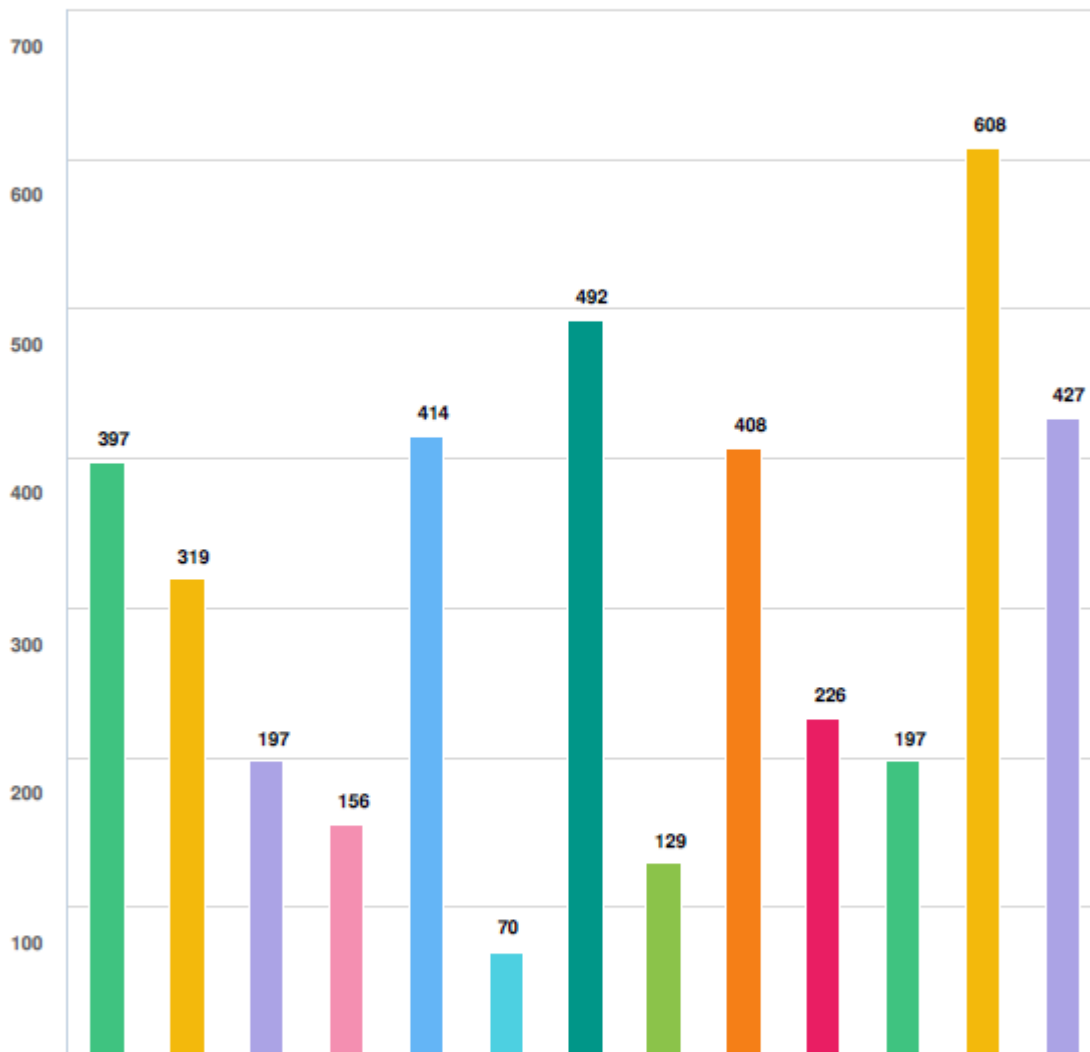
1. More monitoring/enforcement by Barrie Police
2. Intersection safety/pedestrian signal improvements
3. Adding more Automated Speed Enforcement cameras
4. An Adult Crossing Guard Program
5. Adding more speed cushions/speed bumps (temporary and permanent)

Please refer to Appendix "A" for a summary of the survey responses. The *Other* category had numerous responses that ranged from an increased police presence to bicycle lanes to improving road/repairs.

APPENDIX "A"

How would you spend ASE revenue? : Survey Report for 03 June 2024 to 15 September 2024

Q1 If there is a surplus of funds from the Automated Speed Enforcement program, what are the top three areas where the money should be reinvested, to improve road safety in Barrie? (please choose only three)



Question options

- Adding more speed cushions/speed bumps (temporary and/or permanent)
- Adding more radar speed boards (boards that display car's current speed)
- Reducing road widths (making roads narrower to help slow down cars)
- Adding more flexible bollard islands and/or bollards
- Adding more Automated Speed Enforcement cameras
- Adding more police officer cut outs
- Intersection safety/pedestrian signal improvements
- Adding locations for raised intersections
- An adult crossing guard program
- Examining lowering speed limits in residential areas
- Adding more temporary planters
- More monitoring/enforcement by Barrie Police
- Other (please specify - must be a road safety initiative)