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# Community Safety Cameras Program, Automated Speed Enforcement (ASE) Updates Information Report to Council

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Department(s): Legislative Services

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In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

## Purpose

The purpose of this report is to give Council an update on staff progress in developing the new Automated Speed Enforcement (ASE) program, that is expected to begin on July 2, 2024.

## Background

In July 2022, the province amended the *Highway Traffic Act*, allowing municipalities to develop programs to lower vehicle speeds in Community Safety Zones (CSZ) using ASE technology.

This change allows municipalities to enforce speeding in CSZs under the Administrative Monetary Penalty System (AMPS) framework, permitting the complete processing of speed violations using an in-house AMPS program as an alternative to the Provincial Offences Court system. Municipalities were also given the ability to process violations on behalf of municipal partners in the form of a Joint Processing Centre (JPC).

On January 30, 2023, Council received a [presentation and Staff Report 2023-07](#) with options for developing a program using ASE technology in Newmarket. Council approved the program, directing staff to do all things necessary to implement a JPC in Newmarket. This option provided staff the flexibility to design the program to accommodate the Town's needs. Council's direction to proceed with the ASE program

recognizes the importance of prioritizing safe streets, especially for identified vulnerable populations within the community. The JPC model also enables Newmarket to be the ticket processing centre for partnering municipalities.

On June 28, 2023, Council received [Staff Report 2023-51](#) providing an update on the progress of the program and provided options for the initial size and scope of the program in Newmarket. Council directed staff to proceed with the size and scope of a program using ASE technology as identified in Option #1 of Staff Report 2023-51 with an initial roll out of 14 cameras installed (2 per ward) for a total of 14 sites. The Town currently has 37 CSZs and the 14 sites (two per ward) are located within the formally designated CSZs.

On September 11, 2023, Council received [Staff Report 2023-54](#) providing Council with options for selecting the CSZs that should have cameras installed upon program launch. Council selected the following CSZs for program launch;

Ward	Street	From	To
1	<b>Kingsmere Ave</b>	Robellino Ct	Tegal Pl
1	<b>Stonehaven Ave</b>	65m west of Dillman Ave	55m east of Norwick Rd
2	<b>Gorham St</b>	80m east of Pine St	Maple St
2	<b>Srigley St</b>	Alexander Rd	110m east of Orsi Dr
3	<b>Patterson St</b>	Red Deer St	Sunnypoint Dr
3	<b>Wayne Drive</b>	Huron Heights Dr	Howard Road
4	<b>Bristol Rd</b>	Vanden Berah Blvd	Burford St
4	<b>Longford Dr</b>	Crone Ct	Willow Ln
5	<b>Queen St</b>	Millard Ave	Parkside Dr
5	<b>William Roe Blvd</b>	60m east of Dixon Blvd	Talbot Cres [W]
6	<b>Clearmeadow Blvd</b>	Plantation Gate	90m east of Bartholomew
6	<b>Savage Rd</b>	150m west of Sandford St	Goldsmith Cres [N]
7	<b>Woodspring Ave (West)</b>	Crowther Dr	Memorial Gardens Wav
7	<b>Woodspring Ave (East)</b>	Flagstone Way	110m north of Bonshaw

After receiving Council direction regarding the initial 14 CSZs to be prioritized for program launch, staff have been working towards the full-scale implementation of the new Community Safety Cameras program, including camera vendor and case management software procurement, acquisition of Provincial approvals, regulatory signage, communications plan, policy and by-law reviews, and processing centre renovations.

## Discussion

### Procurements

#### Camera Vendor

To begin the program, the Ministry of Transportation Ontario (MTO) requires municipalities to procure a camera vendor before entering into agreements for ASE.

The camera vendor procurement ensured that all requirements of the *Highway Traffic Act* and the Provincial agreements were met by the camera vendor. Staff are happy to announce that the contract was awarded to **Traffipax LLC**.

Traffipax, located in Mississauga, is a leading company in road safety solutions. With more than 80 years of experience and over 30,000 systems used worldwide, they are experts in the field. For the past 15 years, Traffipax has led Canada's largest Red-Light Camera program here in Ontario, with over 600 camera systems operating in Toronto. They are also partners with NASA, contributing to space exploration by helping to produce the first images from the Perseverance Mars Rover. This same camera technology used on Mars will be used in Newmarket's Community Safety Cameras program making Newmarket's program "**out of this world**".

During the process of choosing a supplier, staff were mindful that these systems are highly susceptible to incidents of vandalism. The camera systems offered by Traffipax are pole mounted, sitting roughly 13 feet above ground, and the costs for repairs are included in the lease of the camera systems, at no additional cost to the municipality. The camera systems have a small profile and can be easily relocated within the community.

**Figure 1. Traffipax LLC, Pole Mounted Camera and Speed Measurement Device.**



The Traffipax camera system uses secure cloud-based technology to send images to the Newmarket Processing Centre in real-time. Once the transfer is done, the images are deleted from the cameras and only staff with Provincial designations can access the encrypted files collected by the system.

## Case Management Software

To better support the ASE technology and the AMPS program, the software used for managing case files is very important. The software handles all the information collected by the Community Safety Cameras program and through the Town's in-house AMPS appeal process. Our current software, which is used to process and track by-law violations and disputes, has not been updated since AMPS started in 2019. While the current software has met departmental needs, a comprehensive case management software is necessary to meet the needs of the Community Safety Cameras program, and the growing AMPS program. Staff are currently in the market seeking updated software with procurement evaluations starting at the end of March 2024. Until the new software is implemented, staff will continue to use the Town's existing software to process infractions.

## Processing Centre

Renovations are currently underway for the Town's Processing Centre and are targeted to be complete by the end of May 2024. This is a secure area and there will not be any public access. The counters are for mail containing notices of infractions (which will be processed daily) and couriers to pick up and deliver mail. Members of the public who wish to speak to someone regarding an administrative penalty will be directed to the Customer Service counter and the Legislative Services area.

**Figure 2. Newmarket Processing Center Renovations.**



## Provincial Agreements

Municipalities that are looking to implement ASE technology are required to enter agreements with the Ministry of Transportation (MTO) and the Ministry of Attorney General (MAG).

### Ministry of Attorney General

The MAG agreement deals with the financial part of the program including the municipality's responsibility to remit payment to the Provincial Victims' Justice Fund, use of the Default Fine Control Centre to recover unpaid fines by means of licence plate denial, and report finances to the province.

### Ministry of Transportation

The MTO agreements authorize the use of licence plate information gathered by ASE technology and vehicle owner details from the licence plate database. Before entering into a contract with the MTO, a municipality needs to complete a checklist for setting up an ASE program before they can sign the formal agreement.

The MTO agreements also outline the municipality's responsibility for providing reports on the program including; information on collisions, equipment installation, traffic data, and AMPS notices issued.

### Executed Agreements

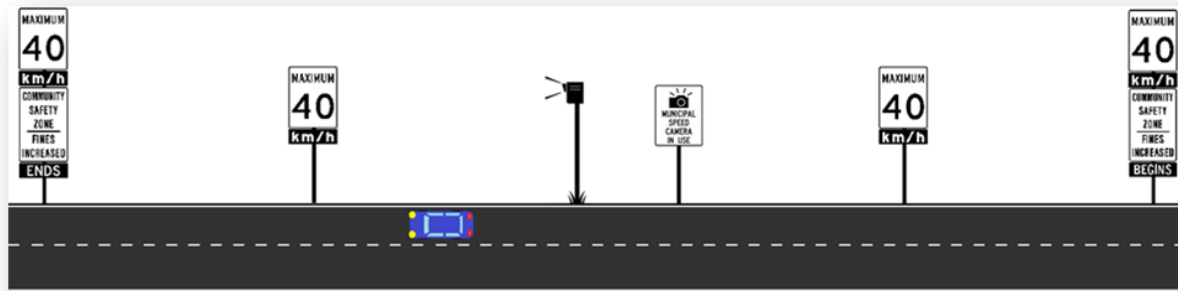
Once the MAG and MTO agreements are signed, the municipality can post the required "Coming Soon" signs. These signs must be up at least 90 days before the camera is activated for enforcement. When the cameras are activated for enforcement, the signs must be changed to "In-Use" signs. Staff are happy to report that all of the required provincial agreements have been fully executed as of March 7, 2024, and staff plan to post signage the week of March 25<sup>th</sup>.

**Figure 3. Regulated Signage for Automated Speed Enforcement**



The required signage must be posted before the location where the system captures speeding vehicles and the recommended best practice is to place signage one or two light poles ahead the camera location, on both sides of the roadway.

**Figure 4. Sample Setup of a Community Safety Zone with an Active Automated Speed Enforcement Camera.**



Whenever a camera is taken out of a CSZ, the municipality must also remove the “In-Use” signs. There is another 90-day “Coming Soon” notice period requirement before a camera can return to that CSZ.

### **Communications Plan**

In preparation for launch of the Community Safety Cameras program, a significant amount of consideration has been put into building a robust communications plan to

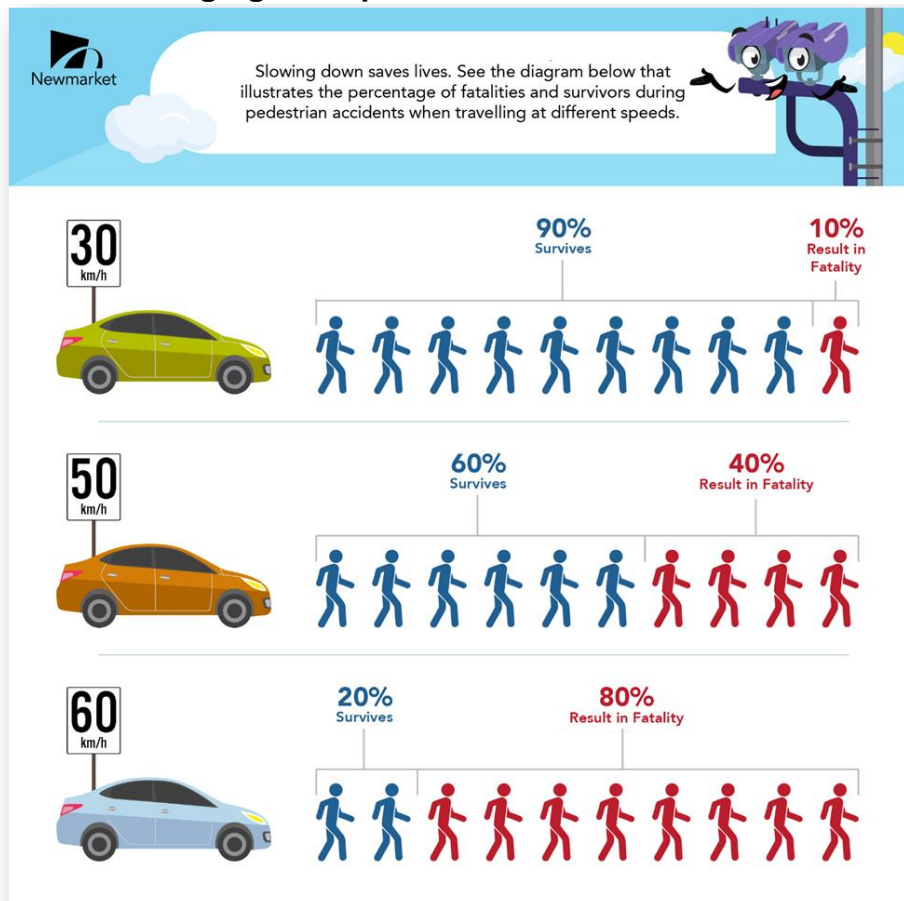
actively engage with the community and ensure the community is well-informed of the new Community Safety Cameras program.

The Province has emphasized the importance of promoting consistent, fair, effective, and transparent use of ASE as a road safety tool throughout Ontario. With this in mind, a communications plan dedicated to informing and educating the public has been established which encompasses internal, external and community partners. The goal of the plan is to alter driver behaviour through education and enforcement through the branding of a Community Safety Cameras program, as shown in Figure 6, that aims to educate, empower, inform, and change behaviour.

Some communications tactics include, but are not limited to, a survey seeking feedback from the community about road safety and the implementation of ASE, various media releases to announce different stages of the program, an educational and informative social media campaign, a video to explain how speed cameras work, a dedicated webpage with a robust frequently asked questions section and interactive map, advertisements with local media, at our facilities and more. The Town is also working with the York Region District School Board and the York Catholic District School Board to distribute information about the program to parents and students through a dedicated handout, inclusion in the school's newsletters and their social media channels.

Since the program aims to make roads safer for vulnerable populations, and especially children, staff have created public messaging that promotes community trust and understanding with communication is bright, friendly, and playful, even when discussing the more serious parts of the program.

Figure 5. Public Messaging Example



Staff have also worked on the development of a brand for the program, including creating a camera mascot and a program slogan “**Slowing Down Saves Lives**”, as seen in Figure 5, to help share messages. Currently, staff are working on the mascot's official name.

Additionally, the program was rebranded from the original name of *Automated Speed Enforcement* to *Community Safety Cameras* to focus on the priority of road safety.

Figure 6. Rebranding



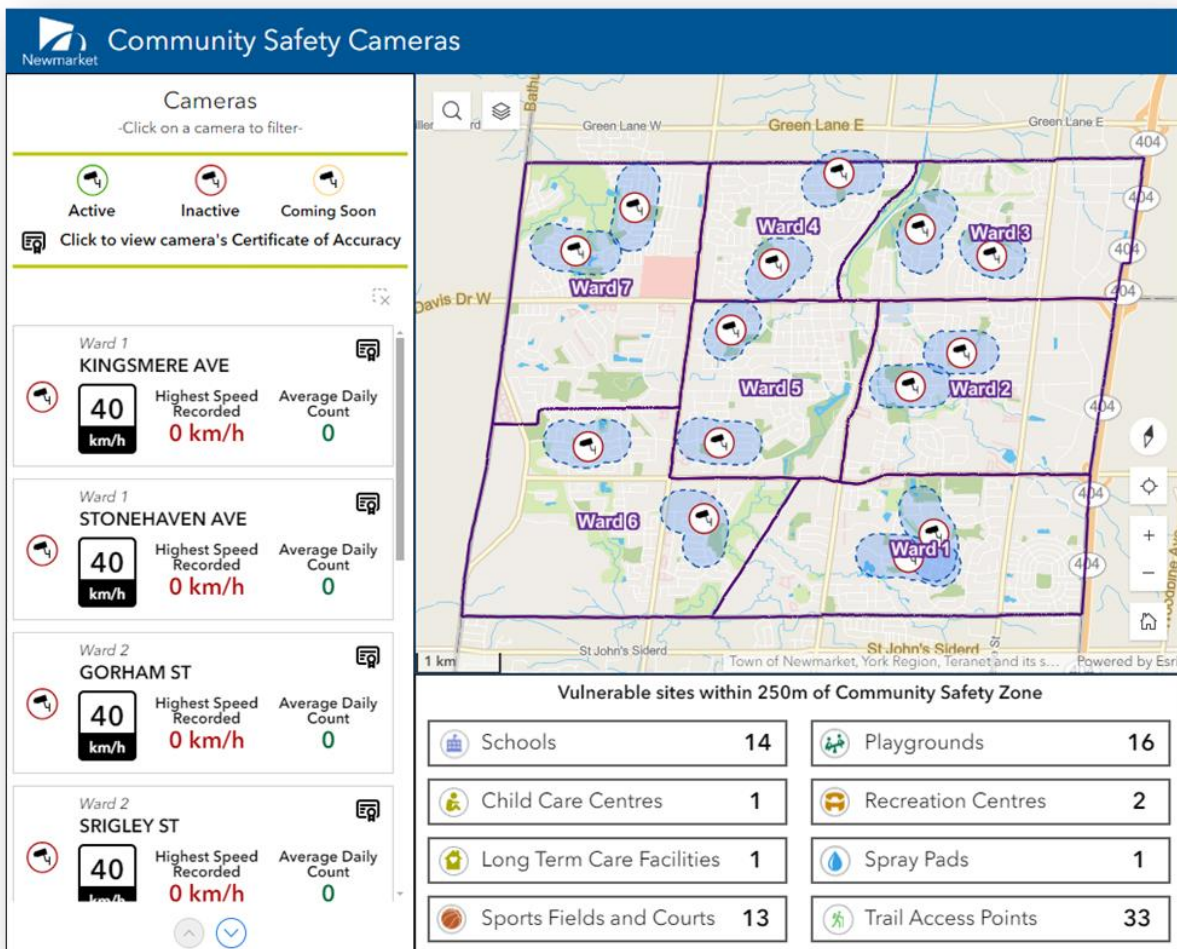


Staff are working on creating a dedicated webpage for the Community Safety Cameras program. This webpage will be a helpful resource for people who want to learn more about the program.

As part of the website, staff have made a map using the Geographic Information System (GIS) as shown in Figure 7. This map shows the entire program and lets users see each CSZ and details about each location. Users can click on each camera to see:

- (1) The highlighted Community Safety Zone,
- (2) The number of vulnerable locations within a 250-meter radius,
- (3) If the camera is activated,
- (4) The Certificate of Accuracy for the camera in that location,
- (5) The posted speed limit,
- (6) The highest recorded speed, and
- (7) The average number of vehicles passing by each day.

**Figure 7. (a) Community Safety Program Interactive Map – Program Overview**



**Figure 7. (b) Community Safety Program Interactive Map – Clearmeadow Boulevard Isolated**



## Program Expansion

Once the Community Safety Cameras program is up and running, and the processing center is working smoothly, the Province lets municipalities provide services on behalf of partner municipalities. These services include:

- (1) Handling fines captured by ASE cameras.
- (2) Dealing with appeals through the AMPS program.
- (3) Reporting finances to MAG.
- (4) Licence plate denial for unpaid fines.
- (5) Handling Warning Notices.

Currently, staff are in discussions with other municipalities about the benefits of joining Newmarket's Processing Center for ASE violations. To get ready for these talks, staff have made presentations, a guide on ASE implementation, and a draft Memorandum of

Understanding (MOU) to have private discussions and outline the steps needed to join the Newmarket JPC. Staff are currently drafting the final agreement.

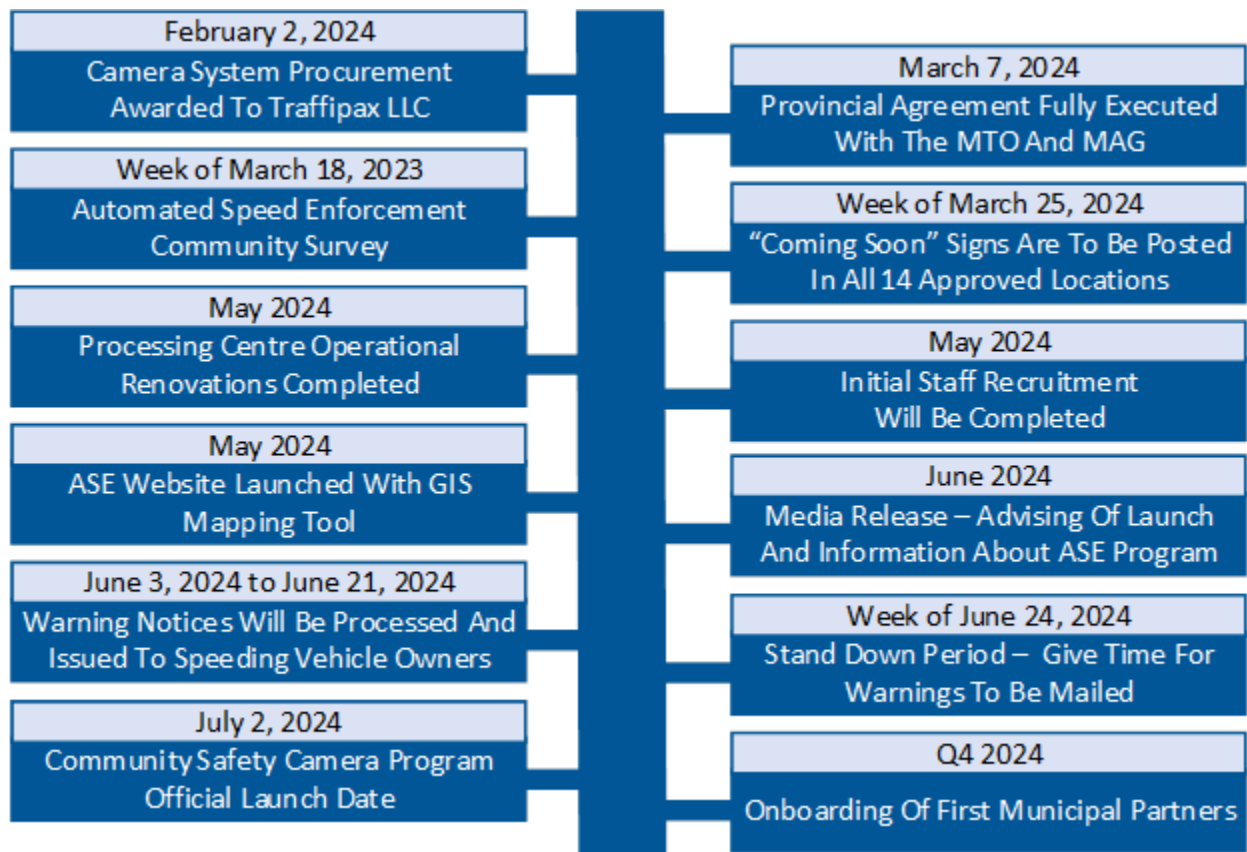
## Staffing

In [Staff Report 2023-51](#), Council approved the installation of 14 cameras and the hiring of 7 full-time employees, including;

- 1 Manager of ASE & AMPS,
- 2 Provincial Offences Officers,
- 2 Administrative staff, and
- 2 AMPS staff.

Currently, the position for the Manager of ASE & AMPS has finished the evaluation process and is in active recruitment. The remainder of the positions are still being evaluated and will be ready to post by the end of March 2024.

## Roadmap to Program Implementation - Key Dates



## Next Steps

### Onboarding Municipal Partners

When municipalities sign an agreement with Newmarket, municipal partners will gain access to staff support in helping launch their ASE program. The municipal partner will use Newmarket's processing center to handle tickets for them, for a fee. To help municipal partners set up their programs, staff have made a guide called the *Automated Speed Enforcement: A Guide for Partnering Municipalities*, a Program Launch Roadmap, and a Checklist. The Checklist outlines all the things the municipal partner is required to do before making agreements with the Town of Newmarket. The Checklist will also help form a customized service plan that fits the municipal partners needs. After everything has been completed, the municipal partner will be in a position to sign a Final Agreement with Newmarket and put up "Coming Soon" signs, starting the 90-day countdown to when their program will launch.

### Staff Report for Community Safety Cameras

Staff intend to return to council with further recommendations, including;

- (1) Proposed amendments to the current Administrative Monetary Penalty Systems (AMPS) By-law 2019-62,
- (2) Repealing the Automated Speed Enforcement By-law 2023-09,
- (3) Expanding the program to cover all 37 CSZs in Newmarket,
- (4) Considerations for expansion of additional CSZs based on public requests and staff assessment, and
- (5) Requesting Delegated Authority to staff for the operation of the ASE program. For example, staff would rely on the data collected by the system and requests from the public to help form decisions about where the cameras should be located within Council-designated CSZs.

## Conclusion

The implementation of the new Community Safety Cameras program has been a team effort involving all commissions within the organization with the common goal of making Newmarket communities safer. Thanks to this effort, Newmarket is now at the forefront in the province for setting up Automated Speed Enforcement Processing Centres. Newmarket will be the first municipality to independently launch its own processing centre for ASE using the AMPS framework.

## Business Plan and Strategic Plan Linkages

Safe Transportation - Ensuring safe streets has been a longstanding top priority of Council. This also aligns with Council's current priority of Customer-Centric Service Delivery by providing exceptional transportation experiences for everyone by constantly working on making our streets safer, easier to access, and more efficient.

## Consultation

Consultation has been completed with the following agencies:

- Ministry of Transportation
- Ministry of the Attorney General
- Ontario Traffic Council
- Information and Privacy Commissioner of Ontario
- York Region
- York Regional Police
- City of Toronto
- Waterloo Region
- City of Brampton
- City of Barrie
- City of Ottawa
- City of Burlington
- Township of Essa

Consultation has also been completed with the internal ASE Working Group, which includes the following departments:

- Procurement
- Corporate Communications
- Information Technology
- Customer Services
- Engineering/Transportation
- Finance
- Legal
- Legislative Services
- Operations

## Human Resource Considerations

Since receiving the initial Council direction to hire 7 full-time employees on June 28, 2023, staff have learned a lot about how ASE programs work and the staffing level required to support the workload. Staff also have a clearer idea of how the program will expand with the onboarding of municipal partners. With these considerations in mind, staff intend to return to Council with new budget and staffing requests that can be supported by the internal Community Safety Cameras program alone.

Staff will also, hire contractual staff as required to help support program expansion with municipal partners, making sure the Town has enough staff to meet the needs of the overall program.

## **Budget Impact**

Staff will return to council at a later date with updated budget estimates and human resource considerations.

## **Attachments**

None.

## **Approval**

Esther Armchuk, Commissioner of Corporate Services

Ian McDougall, Chief Administrative Officer

## **Contact**

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