



MANAGEMENT REPORT

Date: January 29, 2025
To: Infrastructure, Transportation and Safety Sub-committee
From: Nathan Bottema, Project Engineer
Report Number: ITS25-003
Attachments: None

Title: Automated Speed Enforcement (ASE) Pilot Project

Objective: To present information on Automated Speed Enforcement (ASE) and seek authorization to negotiate terms and enter into an agreement with Global Traffic Group as the ASE service provider and corresponding municipal processing centre partner for a 24-month pilot program.

Background: A key objective of the 2023 Transportation Master Plan (TMP) is to improve safety for all road users, particularly for vulnerable road users. Speeding is a constant theme in discussions about road safety, especially in urban areas, near schools, parks, and pedestrian crossings. While the TMP outlines various strategies to reduce traffic speeds and improve road safety, these measures are most effective when accompanied by consistent and visible enforcement.

Automated speed enforcement has emerged as a valuable tool in managing traffic safety. With technology, automated systems help ensure consistent, objective, and efficient enforcement of speed limits, deterring speeding behaviors and reducing the burden on law enforcement.

What is Automated Speed Enforcement?

Automated speed enforcement programs use automated cameras and other technologies to detect speeding vehicles and automatically issue tickets to the registered owners of those vehicles. ASE is designed to work in tandem with other speed control and safety strategies, including engineering measures (physical changes), education initiatives, municipal and police enforcement. The objective when adopting an ASE Program is to reduce the number of traffic accidents resulting from speeding, assist in creating a culture of safer driving by increasing compliance with speed limits, and encourage long-term behavioral changes in drivers.

In May 2017, the Province of Ontario passed Bill 65, the Safer School Zones Act. This bill included provisions to facilitate the municipal adoption of ASE technology on roads with a speed limit under 80 km/h in school and community safety zones.

Under the Highway Traffic Act in Ontario, school and community safety zones are defined as a designated area where additional traffic safety measures are applied to protect vulnerable road users, such as pedestrians, cyclists, and children. Community safety zones occur on sections of roadway where public safety is of special concern. These zones are typically located in areas with high foot traffic, such as near schools, parks, hospitals, or residential neighbourhoods. School zones occur within 150 meters of the entrance to or exit from a school. The City currently does not have any by-law designated school or community safety zones and the Traffic By-law would need to be updated to implement an ASE program.

How does ASE Work?

The ASE system takes pictures of vehicles exceeding a set speed beyond the designated speed limit. The speed threshold that triggers a fine that would be established by the Municipality. After the ASE system captures an image of the vehicle exceeding the speed limit, the image is temporarily stored and sent to a processing centre. The image is reviewed by a Provincial Offense Officer before a ticket is mailed to the registered plate owners.

The processing centre manages the data collected by the ASE camera system, and processes violations captured. Joint processing centres exist that allow for the processing for more than one municipality. The municipality that hosts a joint processing centre requires agreements with the Ministry of Transportation (MTO), Ministry of Attorney General (MAG), and confirmation from the Information and Privacy Commissioner of Ontario (IPC) that a City's program complies with the province's requirements to protect personal information. Several Ontario municipalities have established processing centres and are equipped to support other municipalities through municipal agreements. Partnering with a municipality that already operates a processing centre is an efficient way to launch an ASE program while minimizing resource demands.

Analysis: Operating costs for such programs within smaller municipalities remain high despite revenue offset opportunities. Staff have been exploring several options and technologies and have received a proposal from one industry-leading service provider for a full turn-key solution with no up-front financial commitment from the City. Other providers' programs include options that range from 'buy-ins' to monthly rental fees and staff time for program creation. The pilot program being proposed in this report is turn-key in the context that there is no financial investment required, and nominal staff involvement.

In discussion with other municipalities, Global Traffic Group was recommended to jumpstart a program for the City of Stratford. This service provider is a Canadian-owned

and operated company that has operated for over two decades and has provided similar services to twenty-six municipalities across Canada.

The proposal provides a full turn-key solution for managing an ASE program, covering the supply of all necessary equipment, system maintenance, and administrative tasks for a 24-month pilot project (excluding setup time to get the program operational). The pilot program would run in 2025 and extend into 2027.

The process would include an initial evaluation in conjunction with Stratford Police Services (SPS) and City staff to determine which zones ASE can effect change. The service provider and City staff would decide on the number of zones, number of cameras, operating hours and commencement date. The service provider would follow staff directions and comply with provincial legislation, regulations and guidelines.

ASE location sites are data-driven and supported by proprietary software, which tracks traffic counts, vehicle speeds, and analytics. The system's data generates Risk Analysis Reports in easy-to-read formats that 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.

The service provider is proposing deployment of an ultra-portable automated speed camera system that is remote, battery-operated, about one cubic foot in size weighing 15 lbs., and that can be operated from various types of roadside boxes or temporarily mounted on an existing post or pole. The system is capable of tracking multiple vehicles and multiple lanes. The collected data is stored securely on servers based in Canada.

During the two-year pilot project, all upfront costs associated with the implementation of the ASE program including the use of supplied Provincial Offences Officer, Screening Officer and Hearing Officer, would be fully covered by the service provider on negotiated revenue split. There is no initial capital or 'buy-in' costs with this service provider.

The following requirements/steps would need to be addressed/implemented for the ASE pilot project to commence in 2025:

1. Enter a contract with the service provider.
2. Establish School and Community Safety Zones by providing recommendations and updating the City Traffic and Parking By-law through Council approval.
3. Enter into an agreement with a municipal partner to operate an ASE pilot program through their joint processing centre that would use a City-based Administrative Monetary Penalty System (AMPS) by-law, and provide the services of their Provincial Offence Officers (PPOs), Screening and Hearing Officers.
4. Enter into an agreement with the Ministry of Transportation to access the licence plate registered ownership information.
5. Enter into an agreement with the Ministry of Attorney General to start an ASE program.

The service provider would support the enforcement program with maintenance and repair of hardware and upgrading software. It would also provide educational content in partnership with the City's communication team to support and promote the program, including FAQs and interactive map of ASE locations, and safety tips, and traffic data in all enforcement locations. The municipality which hosts the joint processing centre, would provide a call centre to field questions/inquiries, including directing inquiries to the province's ASE guidelines, penalty payments, etc.).

Future of Stratford Administrative Monetary Penalties

In this turnkey solution, the foundational requirement for implementing Automated Speed Enforcement (ASE) is the establishment of an Administrative Monetary Penalties (AMPs) by-law. This by-law is a critical component to enable enforcement. Staff acknowledge that several other services, such as parking enforcement, red light cameras, and short-term accommodation licensing compliance, are also working towards using AMPs for issuing fines.

To advance the ASE initiative, it is recommended that an external service provider be engaged during the pilot period. This approach would allow most operational tasks to be managed externally, enabling staff to familiarize themselves with the service prior to fully committing internal resources. Following the two-year pilot period, staff would conduct a comprehensive analysis to evaluate the program's efficacy and determine whether it is feasible for internal resources to manage the service going forward.

Procurement: The City's procurement policy is silent for agreements or contracts that have a net revenue impact. In consultation with the Director of Corporate Services/ Treasurer, the full analysis around costs versus revenues would form part of the post-pilot program period for Council consideration before moving forward.

Recommendation: An automated speed enforcement program offers numerous benefits in improving road safety and encouraging long-term behaviour changes in drivers. Staff recommend authorizing the Director of Infrastructure Services to negotiate terms and enter into an agreement with Global Traffic Group as the ASE service provider and corresponding partnering municipal process centre for a 2-year trial period.

Financial Implications:

Financial impact to current year operating budget:

There are no costs associated with the implementation of a pilot ASE program. Any financial impact would be revenues that have not been included in the 2025 draft budget.

Financial impact on future year operating budget:

An ASE pilot program has net revenue potential based on the programs design and the terms of the revenue-sharing agreement with the service provider. This would be assessed after some experience with the pilot program and the current provider.

Alignment with Strategic Priorities:

Enhance our Infrastructure

This report supports the priority of improving road user safety, a key objective outlined in the Transportation Master Plan.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Travel and Transport

Reducing the need to travel, encouraging walking, cycling and low carbon transport.

Staff Recommendation: THAT the Report titled, "Automated Speed Enforcement (ASE) Pilot Project" (ITS25-003) , be received;

THAT Council authorize Staff to negotiate and finalize the terms and enter into an agreement with Global Traffic Group as the ASE service provider and the corresponding partnering processing centre municipality for a 24-month pilot program;

THAT Council authorize the Chief Administrative Officer to execute the finalized agreement with Global Traffic Group as the ASE service provider and the corresponding partnering processing centre municipality for a 24-month pilot program;

THAT outcomes from the pilot will be reported to Council;

AND THAT any subsequent agreement will be subject to Council approval and executed by the Mayor and Clerk.

Prepared by: Nathan Bottema, Project Engineer

Recommended by: Taylor Crinklaw, Director of Infrastructure Services

Joan Thomson, Chief Administrative Officer