



Automated Speed Enforcement – Pilot Review

MAY 1, 2024 to APRIL 30, 2025

Town of Bradford West Gwillimbury

ASE PILOT PROJECT TIMELINE

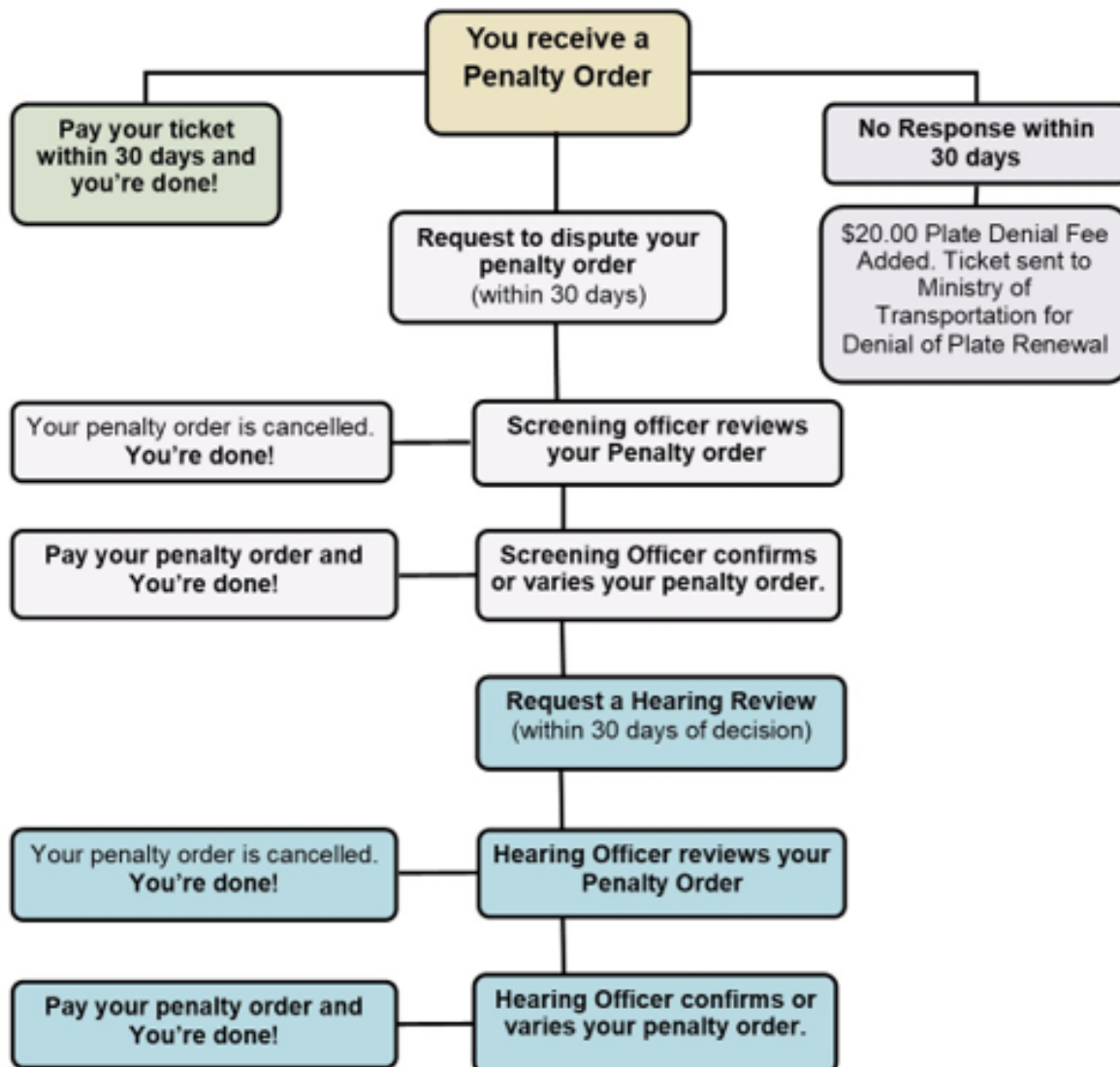
- Pilot endorsed by Council in October 2023
- February 1, 2024 – Notification period (90 days) began for 1st rotation
- May 1, 2024 – ASE Operational for 1st rotation
- May 21, 2024 - First Screening
- June 1, 2024 – Notification period (90 days) began for 2nd rotation
- September 1, 2024 – ASE Operational for 2nd rotation
- September 3, 2024 – Council approved continuing ASE beyond 1-year pilot.
- October 1, 2024 – Notification period (90 days) began for 3rd rotation
- November 18, 2024 - 2025 budget approved addition of 1 Screening Officer and 1 Manager position
- December 9, 2024 – First Hearing Review
- February 27, 2025 – ASE Operational for 3rd rotation
- April 30, 2025 – End of 1 Year Pilot



ASE PROCESS

The Town's ASE program operates under an Administrative Penalty process permitted by Ontario Regulation 355/22: Administrative Penalties for Contraventions Detected Using Camera Systems. A traditional speeding ticket is issued to the driver of the vehicle, however, under this program the contravention is issued to the Registered Owner of the vehicle and is referred to as a Penalty Order. No demerit points are issued and there are no insurance implications. However, failure to pay the amount will result in the Penalty Order being sent to the MTO for license plate denial and an administrative fee is added.

The Penalty Orders are issued under the *Highway Traffic Act* and the program provides for two (2) levels of appeals: (1) Screening Review and (2) Hearing Review. The appeal process is outside of the traditional Provincial Offences Court offering a streamlined dispute process with an emphasis on customer service.



DIVISION

The ASE and AMPS Division has a staff complement of:

- 2 FTE Provincial Offences Officers – Designated by the Province, responsible for reviewing camera generated data to issue Penalty Orders in accordance with provincial regulations. Completes parking administration which includes reminder notices, final notices and forwarding unpaid penalties to plate denial. Provides customer service by answering program inquiries, payment instructions, and payment options.
- 2 FTE Screening Officers – Responsible for reviewing requests by a registered owner to appeal an ASE Penalty Order and parking notices. Provides customer service relating to Screening and Hearing Reviews. Creates electronic prosecution briefs, receives/reviews Authorized Agent applications, support sending of Notice of Decision, maintaining schedules/appointments and administrative support.
- 1 FTE Manager – Responsible for agreement management and compliance, strategic planning, project management, policy development, budget considerations, camera placement planning and program delivery.
- 2 Hearing Officers (contracted) – Responsible for conducting Hearing Review requests by a registered owner to review the decision of the Screening Officer.

The first 9 months of the pilot had a reduced staff complement, with all manager responsibilities being shared between existing staff in Corporate Services. Additional resources from the Transportation Division contributed to the operational needs of the program respecting signage installation, camera installation, power service connections and traffic data analysis.

The 2025 budget provided the necessary resources to fund the Division effectively to move into the future and assume administrative responsibilities for the Town's AMPS program.



CAMERA LOCATION PLACEMENT

Automated Speed Cameras were installed at the locations outlined below as part of the 1-year pilot. Due to operational circumstances, each rotation was for a different amount of time. See Appendix 1 – Map of All Current and Past Camera Locations.

Rotation 1

Zone	Location	Dates	Duration
X500	Professor Day Drive	May 1, 2024 to September 1, 2024	4 months
X503	Holland Street West	May 1, 2024 to September 1, 2024	4 months
X505	Simcoe Road	May 1, 2024 to September 1, 2024	4 months
X507	Line 7	May 1, 2024 to September 1, 2024	4 months

Rotation 2

Zone	Location	Dates	Duration
X508	Fletcher Street	September 1, 2024 to February 27, 2025	6 months
X509	Miller Park Avenue	September 1, 2024 to February 27, 2025	6 months
X510	Simcoe Road	September 1, 2024 to February 27, 2025	6 months
X511	West Park Avenue	September 1, 2024 to February 27, 2025	6 months

Rotation 3

Zone	Location	Dates	Duration
X502	Holland Street West	February 27 to current	Estimated 6 months
X512	Langford Boulevard	February 27 to current	Estimated 6 months
X515	Miller Park Avenue	February 27 to current	Estimated 6 months
X516	Colborne Street	February 27 to current	Estimated 6 months

Future Camera Placement

Camera locations will be determined using the Traffic Mitigation Strategy in addition to an ASE Camera Placement Guideline (attached). The guideline is designed to assist staff with selecting specific site locations within community safety zones. Staff will consider traffic statistics, road design, pedestrian and vulnerable user travel, use of traffic mitigation measures and planned construction in the area. By evaluating locations with the above criteria, staff are able to select the optimal location to effectively mitigate speeding. The guideline will also provide criteria to evaluate sites for long- or short-term camera placement with the goal of creating long term driver behavior changes.

ASE and Transportation staff will collaborate to establish a schedule for the remainder of 2025 and 2026. This will allow for operational requirements to be met for servicing and necessary permits. The plan will also aim to avoid camera rotations during the winter months where weather conditions can impact installation.

As part of future planning, staff will endeavor to collect and use traffic data to inform decisions and measure the effectiveness of the ASE program.



Contravention Processing Placement

Provincial Offences Officers review contraventions in the processing software to confirm that the captured image meets the requirements of the regulations. The registered owner information is obtained from the Ministry of Transportation (MTO), a Penalty Order is generated and mailed using Canada Post. During the pilot, Canada Post was on strike and alternate arrangements were made to courier Penalty Orders. Services were impacted from November 2024 to January 2025, but staff effectively managed the various considerations, ensuring the continuity and integrity of the program.

Below is the overall monthly breakdown of contravention activity for the ASE pilot. Less than 1% of the total volume of vehicles passing a camera are issued a Penalty Order. This means that speed enforcement is targeted towards vehicles contravening the posted speed limit and that the majority of drivers are not impacted, unlike if other speed mitigation practices were used (example: speed bumps).

Month	Traffic Counts	Penalty Orders Issued	% of Volume Issued a Penalty
May	641,719	6,907	1.076%
June	727,333	4,727	0.650%
July	668,361	4,492	0.672%
August	669,480	4,107	0.613%
September	306,298	2,255	0.736%
October	355,132	1,794	0.505%
November	310,151	904	0.291%
December	229,020	599	0.262%
January	235,334	614	0.261%
February	209,653	326	0.155%
March	501,905	2,701	0.538%

April	512,659	2,017	0.393%
TOTAL	5,367,045	31,443	0.512%

Average Speeding and Volume Change

The tables presented below outline the change in the 85th percentile for each zone over the duration of the rotation. The “85th percentile” is utilized when collecting and interpreting data. The 85th percentile is “*the speed at or below which 85 percent of the drivers travel on a road segment. Motorists travelling above the 85th percentile speed considered to be exceeding the safe and reasonable speed for road and traffic conditions.*” (Department of Transportation). This is an industry standard used across Canada.

The data indicates that most zones experienced a reduction in the 85th percentile between 1-3km/hr change. The Total Volume fluctuates month by month and this can be due to seasonal changes, school calendar, special events, technical issues with camera equipment and other circumstances that may occur within the zone. The Total Volume month over month in a zone does not demonstrate a consistent downward change in vehicle activity. This indicates that motorists do not significantly alter their paths of travel to avoid a camera zone.

Rotation 1

X500 Professor Day Drive		
Month	85 th % (km/hr)	Total Volume
May 2024	47 km/hr	103,455
June 2024	43 km/hr	140,359
July 2024	45 km/hr	63,124
August 2024	44 km/hr	58,914
Change	-3 km/hr	

X503 Holland Street West		
Month	85 th % (km/hr)	Total Volume
May 2024	49 km/hr	495,713
June 2024	48 km/hr	539,967
July 2024	48 km/hr	499,647
August 2024	48 km/hr	478,034
Change	-1km/hr	

X505 Simcoe Road		
Month	85 th % (km/hr)	Total Volume
May 2024	56 km/hr	35,203
June 2024	53 km/hr	23,866

July 2024	54 km/hr	89,049
August 2024	54 km/hr	110,318
Change	-2km/hr	

X507 Line 7		
Month	85 th % (km/hr)	Total Volume
May 2024	51 km/hr	6,348
June 2024	53 km/hr	2,3141
July 2024	52 km/hr	16,541
August 2024	52 km/hr	22,214
Change	+1km/hr	

Note: Speed bollards were installed until May 30, 2024

Rotation 2

X508 Fletcher Street		
Month	85 th % (km/hr)	Total Volume
September 2024	43 km/hr	57,101
October 2024	42 km/hr	63,831
November 2024	42 km/hr	64,513
December 2024	42 km/hr	59,012
January 2025	42 km/hr	56,143
February 2025	41 km/hr	44,365
Change	-2km/hr	

X509 Miller Park Avenue		
Month	85 th % (km/hr)	Total Volume
September 2024	44 km/hr	100,019
October 2024	43 km/hr	126,852
November 2024	43 km/hr	116,970
December 2024	43 km/hr	93,785
January 2025	43 km/hr	62,597
February 2025	41 km/hr	38,250
Change	-3km/hr	

X510 Simcoe Road		
Month	85 th % (km/hr)	Total Volume
September 2024	48 km/hr	71,640
October 2024	49 km/hr	79,093
November 2024	49 km/hr	75,076
December 2024	49 km/hr	63,534
January 2025	49 km/hr	65,432
February 2025	47 km/hr	53,547
Change	-1km/hr	

X511 West Park Avenue		
Month	85 th % (km/hr)	Total Volume
September 2024	45 km/hr	77,538
October 2024	44 km/hr	85,356
November 2024	44 km/hr	53,591
December 2024	44 km/hr	12,689
January 2025	44 km/hr	51,162
February 2025	43 km/hr	36,933
Change	-2km/hr	

Note: A technical issue in December skews the count as there was a period when the camera was offline.

Rotation 3

Notes:

- 1) The rotation started on February 27, 2025, the data does not reflect an entire month of volume.
- 2) The change in 85th percentile is not reflective of an entire rotation and will be reported on again once the camera is removed.

X502 Holland Street West		
Month	85 th % (km/hr)	Total Volume
February 2025	50 km/hr	26,876
March 2025	52 km/hr	324,584
April 2025	51 km/hr	314,716
Change	+1km/hr	

X512 Langford Boulevard		
Month	85 th % (km/hr)	Total Volume
February 2025	42	5,130
March 2025	42	80,139
April 2025	42	69,514
Change	-	

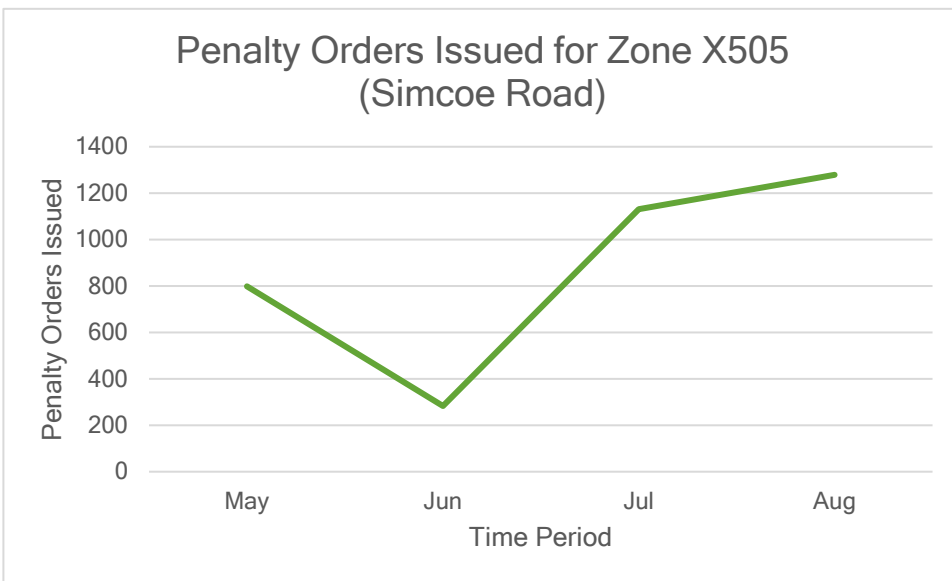
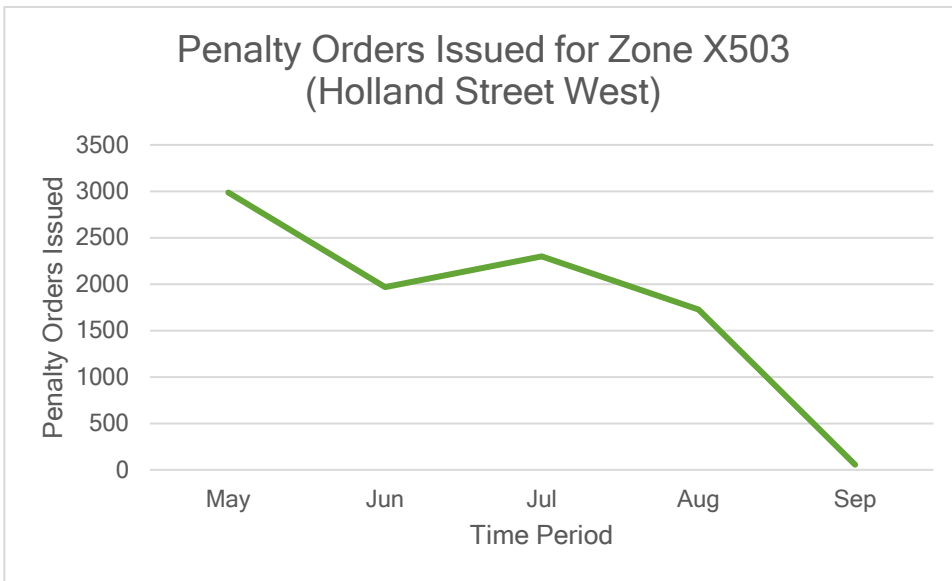
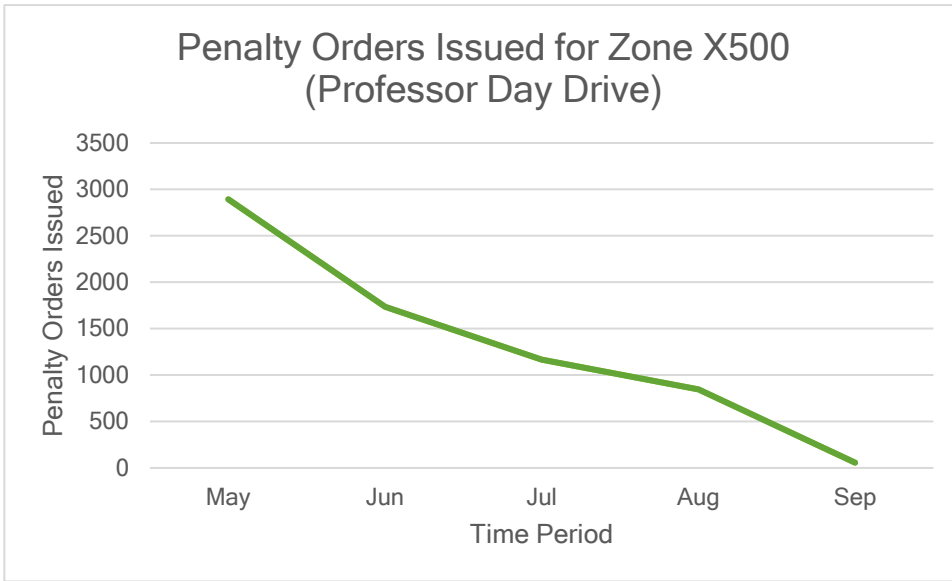
X515 Miller Park Avenue		
Month	85 th % (km/hr)	Total Volume
February 2025	37	1,613
March 2025	41	60,932
April 2025	41	77,433
Change	+4km/hr	

X516 Colborne Street		
Month	85 th % (km/hr)	Total Volume
February 2025	38	2,940
March 2025	41	36,250
April 2025	40	34,417
Change	+2km/hr	

Penalty Order Issuing

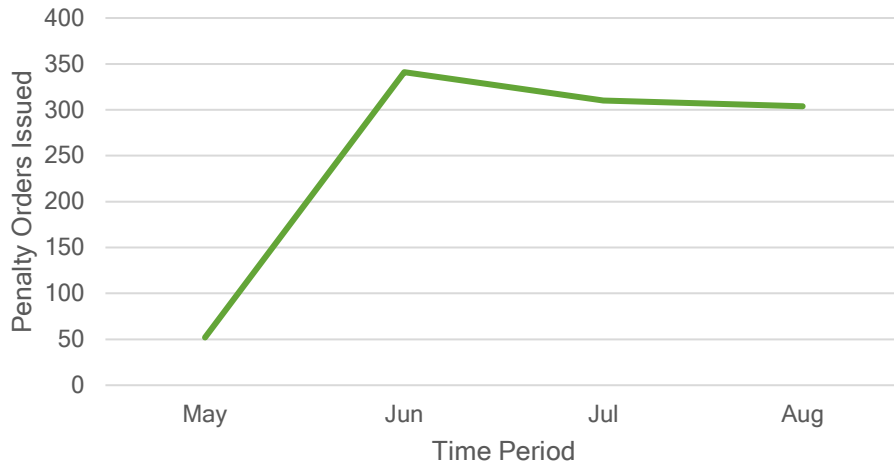
The graphs provided below illustrate the Penalty Orders issued in each zone over the time of the rotation. In general, Penalty Orders issued over time decrease within each zone. The decrease in penalties issued over time demonstrates that motorists adjust their behaviour, contributing to safer communities. The average percentage change in Penalty Orders issued for rotation 1 and 2 is a decrease of 62.95%.

It is important to note that there are some variations due to other extenuating circumstances and technical issues. As the data is based on the issue date not contravention date, some Zones had Penalty Orders issued beyond the end of a rotation.



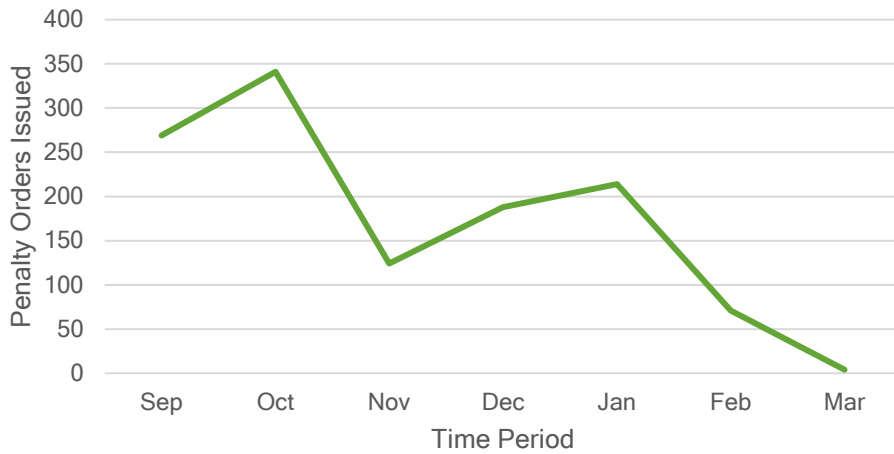
Note: This camera experienced technical issues in June, therefore a decrease in Penalty Orders was experienced.

Penalty Orders Issued for Zone X507 (Line 7)

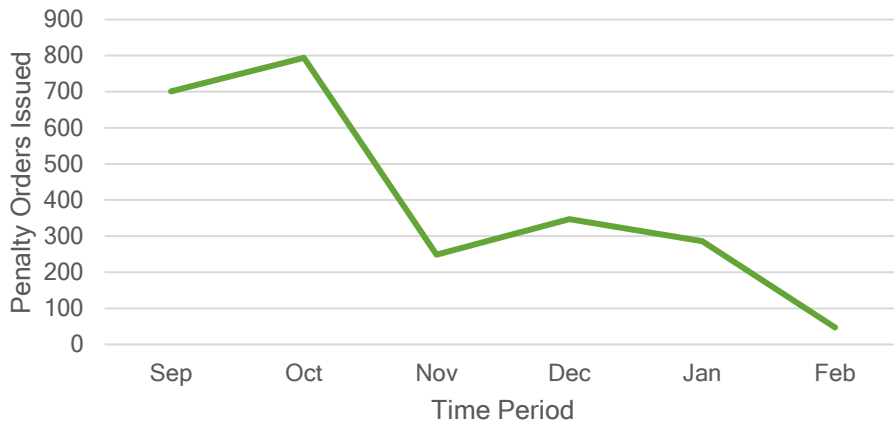


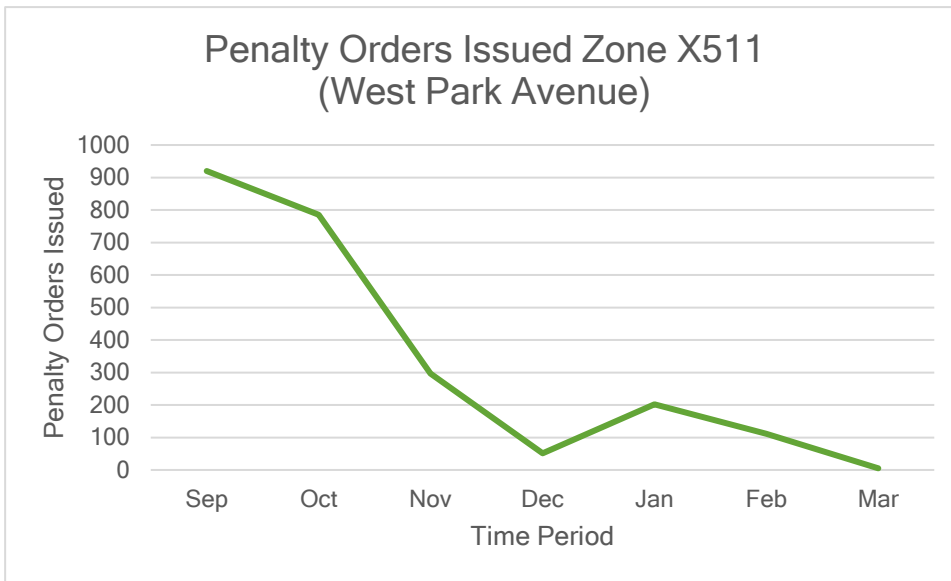
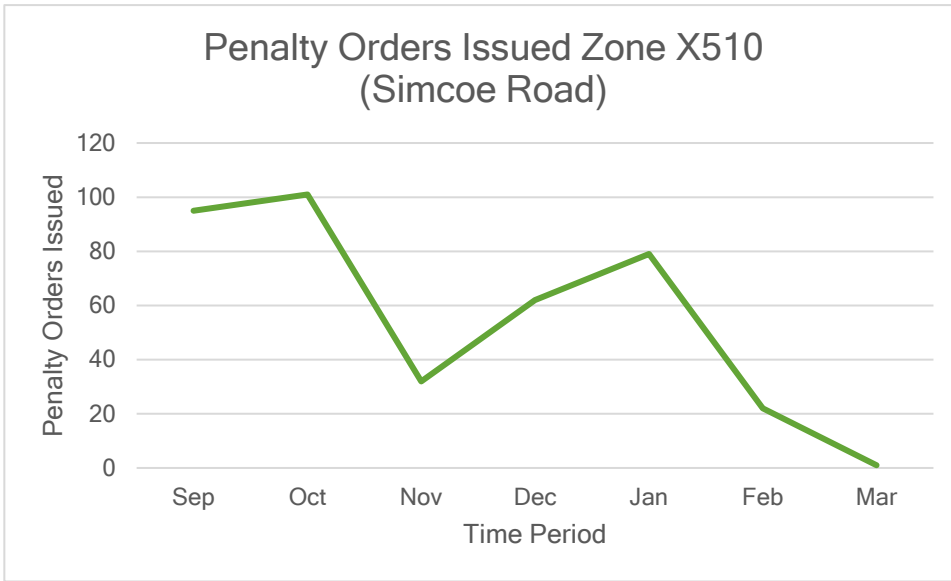
Note: Speed bollards were installed at the location when the rotation began. The bollards were removed on May 30, 2024. There is a decrease in Penalty Orders from June to the end of August.

Penalty Orders Issued Zone X508 (Fletcher Street)



Penalty Orders Issued Zone X509 (Miller Park Avenue)





Note: The camera was offline for a period due to a power outage and service connection requirements.

The data for the third rotation is only for 2 months and not substantial enough to determine any patterns or impact. As such, this information will be provided in the next activity report.

Collision Reporting

The Town is required to annually report to the MTO on collisions in the zones prior to camera placement and during camera placement broken down by fatalities, personal injury and property damage. The collision type was not available at the time of reporting but will be included in future activity reports for ASE.

Rotation 1

Zone	Location	2023 prior to deployment	2024 During Rotation
X500	Professor Day Drive	0	0
X503	Holland Street West	8	7
X505	Simcoe Road	1	1
X507	Line 7	0	1

Rotation 2

Zone	Location	2023 prior to deployment	2024 During Rotation
X508	Fletcher Street	0	0
X509	Miller Park Avenue	1	0
X510	Simcoe Road	0	1
X511	West Park Avenue	1	0

Rotation 3

Zone	Location	2024 prior to deployment	2025 During Rotation
X502	Holland Street West	13	Not available
X512	Langford Boulevard	0	Not Available
X515	Miller Park Avenue	0	Not Available
X516	Colborne Street	0	Not Available

Impact of ASE on Road Safety

Council set a strategic objective of “Community Safety and Traffic Congestion” as part of their 2022-2026 Strategic Implementation Work Plan with the objective of reducing average speeds within neighbourhoods.

As demonstrated by the data above, there is a reduction in speeding within the Community Safety Zones with a camera as illustrated in the 1-3 km/hr change in 85th percentiles and average reduction of Penalty Order issuance of 62.95%. In the future, staff will investigate options to measure the efficacy of ASE within a zone post rotation. The ASE program has a positive impact on municipal road safety and allows police to allocate resources for other critical enforcement needs within Bradford West Gwillimbury. These findings along with the Traffic Mitigation Strategy and the Camera Placement guideline will help direct the use and expansion of the program throughout the community.

SCREENING AND HEARING PROCESSING

Under O. Reg. 355/22, Screening and Hearing Officers may: vary, confirm or set aside a Penalty Order. In addition to the reasons outlined in the regulation, the Town has established a Hearing and Screening Officer Operation Guideline to outline how specific situations will be handled. Screening and Hearing Officers give the appellant an opportunity to explain the circumstances and provide evidence, then apply their discretion to render a decision. The chart below outlines the appeal activities for the pilot period.

Screenings and Hearings by Month

Month	Penalty Orders Issued	Screening Reviews	Hearing Reviews
May	6,907	81	0
June	4,727	172	0
July	4,492	211	0
August	4,107	296	0
September	2,255	322	0
October	1,794	175	0
November	904	236	0
December	599	200	65
January	614	202	19
February	326	132	27
March	2,701	49	28
April	2,017	102	8
TOTAL	31,443	2,178	147

Approximately 6.93% of contraventions proceed to a Screening Review and 6.75% of screenings progress to a Hearing Review. This suggests that a significant number of tickets come to resolution during the Screening Review, avoiding the need for court-specific processes. Hearing Reviews began in December as it took time to recruit, train and onboard Hearing Officers. A decrease in Screening Review requests may be attributed to broader understanding of ASE systems within the community.

On average, the number of days between the Penalty Order being issued and a screening date (for those requested) was 79.2 days. With the least number of days being 3 and the most being 301. The high number of days was due to a staffing resource issue with a limited number of screening appointments available along with technical booking constraints that were experienced at the beginning of the pilot. The least number of days demonstrates that staff aim to provide screening availability as soon as possible.

On average the number of days between Screening Date and Hearing Date was 86.5 days. The least amount of days was 14 and the most was 320. The high number of days can be attributed to the delay in hearing services being available. The time between issuance and

screening and screening and hearing will decrease as the division is adequately staffed and improvements to technology have been implemented. This data will assist with future planning to ensure adequate screening and hearing appointments are available to meet the demand, establish KPIs and to meet customer service standards.

FUTURE OF ASE and AMPS Division

The pilot project involved working with a vendor for contracted services for a 1-year period. Through procurement, a vendor was selected for the provision of software and camera resources beyond the pilot period. The division will be working with the successful vendor to review settings and practices to ensure integrity and security of the information along with a focus on customer service. The team will review information resources for the public and aim to simplify external facing processes.

As part of the 2025 budget, the ASE and AMPS division was established with the intent of creating efficiencies in screening and hearing processes for administrative penalties across the organization. Within Q1 the division assumed responsibility for Parking Screenings and in Q2 assumed the remainder of parking administration which includes reminder notices, hearing administration and reporting.

The team will be working toward the following goals for the remainder of 2025:

- Review ASE and AMPS programs and develop synergies between the two with a focus on staff responsibilities, available resources and policies.
- Create efficiencies in divisional processes using technology.
- Review and refine operational guidelines for ASE and AMPS processes.
- Establish Key Performance Indicators for the Division.
- Collaborate with Transportation to ensure ASE continues to contribute to the Traffic Mitigation Strategy by developing a camera rotation schedule for 2025-2026.



Appendix 1 – Map of All Current and Past Camera Locations

