



Town of Newmarket
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Automated Speed Enforcement, Post-Launch Updates Staff Report to Council

Report Number: 2025-31

Department(s): Legislative Services

Author(s): Ben Worthington, Manager of ASE & AMPS.

Meeting Date: May 26, 2025

Recommendations

1. That the report entitled Automated Speed Enforcement, Post-Launch Updates dated May 26, 2025, be received; and,
2. That one full year of data collection be undertaken in order to capture all seasonal and behavioural trends, with a report outlining recommendations for potential program changes or expansion to be brought forward to Council in early 2026; and,
3. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Purpose

To provide Council with an update on the implementation of the Community Safety Camera Program and the early performance of the Automated Speed Enforcement (ASE) initiative, focusing on its effectiveness in modifying driver behaviour and enhancing community safety within the Town of Newmarket since the program's launch.

Background

On January 30, 2023, Council received a [presentation and Staff Report 2023-07](#) outlining options for developing a program using ASE technology to address speeding violations in Community Safety Zones within Newmarket. Council approved the program and directed staff to take all necessary actions to implement a Joint Processing Centre (JPC) for ASE in Newmarket.

On September 3, 2024, staff launched the Community Safety Camera Program. Following a brief warning period, the Town began issuing administrative penalties in

October for speeding incidents captured by ASE technology installed in 14 Community Safety Zones across Newmarket.

Discussion

ASE programs in Ontario are designed to enhance road safety by encouraging compliance with speed limits, in areas with vulnerable populations such as school zones and community safety zones. The primary objectives of ASE include increasing speed compliance, altering driver behaviour, and raising public awareness about the importance of adhering to speed limits.

Public Awareness Efforts

Public awareness efforts were maximized through the implementation of a comprehensive Communications Plan, which was key to the successful launch of the ASE program, fostering transparency, public awareness, and community engagement.

The primary goal was to maximize public awareness by leveraging all available communication tools to clearly convey that speeding in Community Safety Zones would result in a ticket once the program became active.

Communications Plan

The Communications Plan featured the development of custom program branding and the introduction of a dedicated mascot, Cameron the Camera, to increase public recognition. To broaden outreach, the Town distributed an all-household mailer and placed A-frame road signs in neighborhoods slated for speed camera installation. An award-winning in-house promotional motion graphic video was also produced, earning a MarCom Award in the Government Film/Video category for excellence in marketing and communications. Additionally, a dedicated ASE [website](#) was launched, along with an interactive map highlighting camera locations in relation to areas with vulnerable populations. Together, these coordinated efforts demonstrate the Town's strong commitment to public education, road safety, and an education-first approach to enforcement.

Warning Period

To support a fair and informed rollout, staff implemented a warning period from September 3 to October 11, 2024, allowing drivers time to adjust their behavior before penalties were enforced. During this period, 2,500 warning notices were issued to vehicle owners recorded speeding in Newmarket's Community Safety Zones.

Early Performance

***PLEASE NOTE:** the ASE program was launched during the fall of 2024 and winter months of 2024/2025. The traffic data collected so far likely reflects seasonal driving habits, especially the common tendency to drive more cautiously in winter conditions. As a result, **early data may not fully represent annual trends and should be interpreted accordingly.**

Number of Vehicles Exceeding the Posted Speed Limit

The cumulative traffic data from all 14 Community Safety Zones, to date shows the ASE program has significantly reduced speeding, with fewer vehicles exceeding the 40 km/h speed limit each month program-wide.

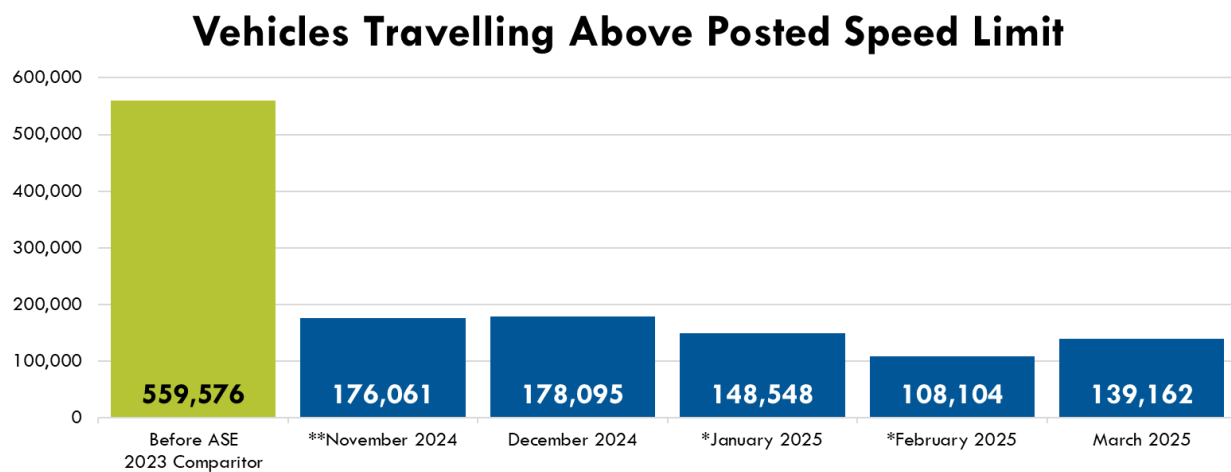


Figure A: Change in the number of vehicles exceeding the posted speed limit of 40km/h program-wide.

****November 2024** counts are not representative of the broader program due to operational challenges during initial implementation

Average Vehicle Speed

The ASE program has also seen an average decrease of 23% (10 km/hr) across all Community Safety Zones.

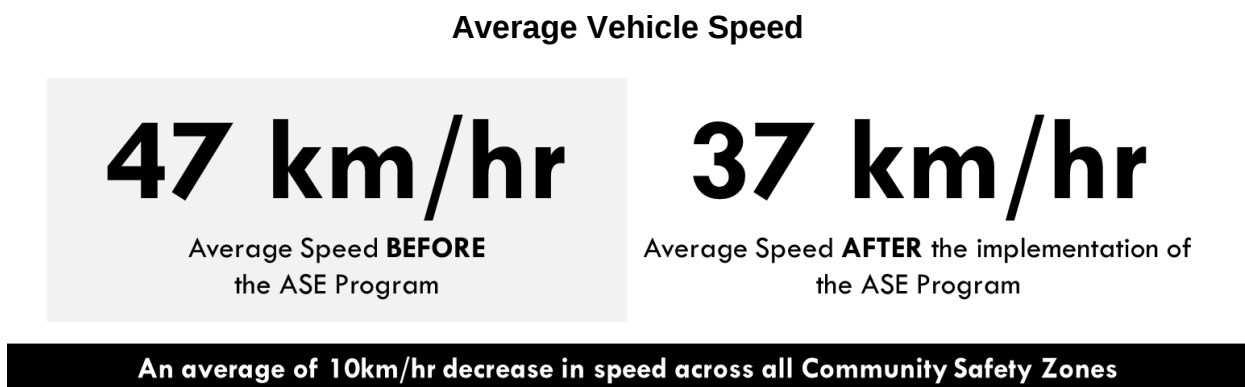


Figure B: Change in average vehicle speed program-wide, before and after ASE camera deployment.

Prior to camera deployment, all Community Safety Zones identified for camera installation recorded average speeds of 40 km/h or higher. Since the program's launch, average speeds at all locations have decreased to 40 km/h or lower.

Administrative Penalties

Since the program launch on October 18, 2024 to April 30, 2025, 13,709 speeding tickets have been issued in ASE-enforced Community Safety Zones in Newmarket with the with the highest speed recorded to date at 113 km/hr in a 40 km/hr school zone. Of these, 1,133 led to Screening Requests, 66 to Hearing Requests, and to date, zero tickets have been successfully contested through the Hearing process. Additionally, 3,384 past-due tickets have been transferred to vehicle owners' licence plates for recovery through the plate renewal process.

Consultation

This report was drafted in consultation with the Corporate Communications department, Finance department, and SLT.

Conclusion

The implementation of the ASE program in Newmarket has shown early success in improving driver behavior and enhancing road safety within ASE-enforced Community Safety Zones. Data collected to date highlights a significant reduction in the number of vehicles exceeding the speed limit and in average vehicle speeds, reinforcing the program's effectiveness in promoting safer streets.

The Town's administrative penalty process has operated efficiently, with Screenings, Hearings, and past-due tickets being managed within anticipated volumes.

Moving forward, ongoing data collection and analysis will provide further insights into the long-term impact of the ASE program. Continued public awareness efforts and enforcement measures will be key to sustaining positive behavioral changes and reinforcing the Town of Newmarket's commitment to community safety. Staff will remain diligent in monitoring and refining the program as needed to ensure its continued success.

Council Priority Association

This report aligns with the following Council Priority: Customer-First Way of Life through Investing in Technology and Advancing Smart City Initiatives.

Human Resource Considerations

None.

Budget Impact

None.

Attachments

None.

Approval for Submission

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