



COMMUNITY SAFETY  
**CAMERA  
PROGRAM**

A small icon of a camera mounted on a pole, positioned to the right of the "CAMERA PROGRAM" text.

# Automated Speed Enforcement (ASE)

Post Launch Update (May 2025)

Early Results and Effectiveness

A white rectangular sign with a black border. At the top is a camera icon. Below it, the text reads "MUNICIPAL SPEED CAMERA IN USE".

MUNICIPAL  
SPEED  
CAMERA  
IN USE

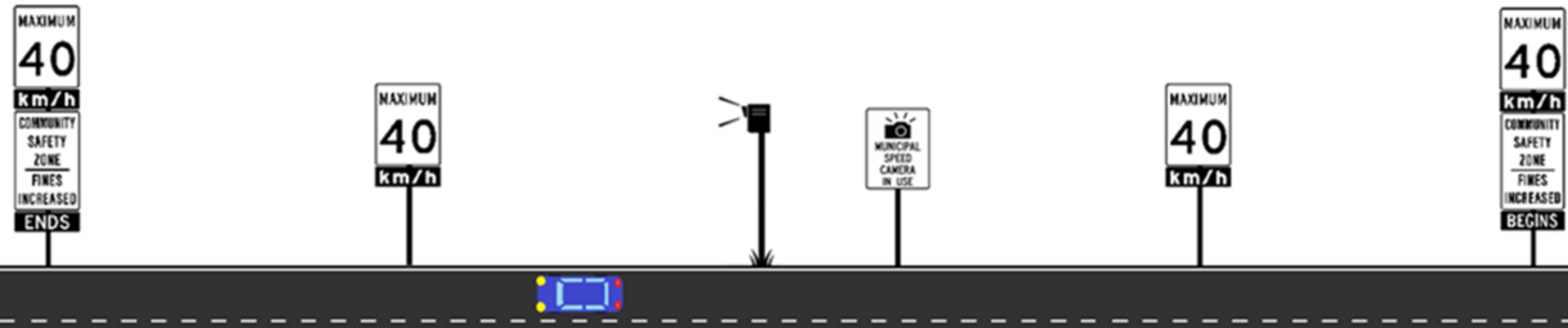
A white rectangular sign with a black border. At the top, the word "MAXIMUM" is written in small letters. Below it, the number "40" is written in large, bold black font. At the bottom, "km/h" is written in a smaller black font.

MAXIMUM  
**40**  
km/h



# Background

- **Program Objective:** Modify driver behaviour to enhance road safety in Community Safety Zones near schools.
- **Council Approval:** January 30, 2023 – ASE program and Joint Processing Centre (JPC) initiative
- **Program Launch:** September 3, 2024 – ASE camera's active in 14 Community Safety Zones
- **Warning Period:** September 3 to October 11, 2024
- **Tickets Issued:** Beginning on October 18, 2024




# Public Awareness Efforts


## Warning Period


September 3 to October 11, 2024  
2024



- 2,500 Warning Notices issued
- Promote safer driving habits
- Help ease the transition for drivers drivers
- Educational material about the the program on the back of the the notice

Unique File Number (UFN): 20242685210123456001

 Town of Newmarket  
395 Mulock Dr.  
Newmarket, ON L3Y 4X7

  
**Warning Notice**  
Automated Speed Enforcement  
The Corporation of the Town of Newmarket  
Pursuant to Section 207 of the Highway Traffic Act

  
Newmarket, ON, L3Y 3E3

You,  being the owner of a motor vehicle displaying Ontario number plate  contravened section 128 of the Highway Traffic Act on the 15th day of May, 2024 at 8:10 a.m. on Bristol Rd. Eastbound West of Main St., a Community Safety Zone in the Town of Newmarket as shown in the image displayed below.

The photograph taken by the Automated Speed Enforcement system shows the vehicle registered in your name, was travelling at a rate of speed of 63 km/hr in a Community Safety Zone with the posted speed limit of 40 km/hr. This Penalty Order was reviewed, certified, and issued by a Provincial Offences Officer authorized to issue Penalty Orders pursuant to Ontario Regulation 355/22 on the 22<sup>nd</sup> day of May, 2024. This Penalty Order is deemed served on the 29<sup>th</sup> day of May, 2024.

**THIS IS NOT A TICKET.**


This Warning Notice was provided to you to increase awareness of the Town's new Community Safety Camera program. This program uses Automated Speed Enforcement technology, to reduce speeds in Community Safety Zones within the Town. As the registered vehicle owner, you are receiving this notice as your vehicle was captured driving above the posted speed limit within a Community Safety Zone. This Warning Notice is a friendly reminder that road safety is a community effort. Please do your part to keep our Community Safety Zones safe, by following posted speed limits.

[info@newmarket.ca](mailto:info@newmarket.ca) | 905-895-5193 | [newmarket.ca/communitysafetycamera](http://newmarket.ca/communitysafetycamera)

**Administrative Penalty Amount**


Rate of Speed	\$172.50
Victim Component Fee	\$35.00
License Plate Search Fee	\$8.25
<b>Total Penalty Amount</b>	<b>\$215.75</b>

Signature of Provincial Offences Officer  
A person authorized to issue a Penalty Order pursuant to Ontario Regulation 355/22



**COMMUNITY SAFETY CAMERAS**

Slowing Down Saves Lives.



**What is Newmarket's Community Safety Camera Program?**

Newmarket's Community Safety Camera program, launched in March 2024, uses Automated Speed Enforcement in Community Safety Zones to curb speeding, alter driver behaviour and increase safety for the community.

**What is Automated Speed Enforcement?**

Automated Speed Enforcement is an automated system that uses a camera and a speed measurement device to enforce speed limits. It is a speed enforcement tool that uses technology to help make roads safer for all road users. An Automated Speed Enforcement system captures and records images of vehicles travelling more than the posted speed limit in Community Safety Zones with penalties issued to the registered vehicle owners regardless of who was driving. Community Safety Cameras are operated on a 24/7 basis.

**What is a Community Safety Zone?**

A Community Safety Zone is an area that has been identified by Newmarket Council and designated through a bylaw as a road or segment that is a higher risk and/or concern due to vulnerable users like children or seniors travelling in and around the area. Community Safety Zones are commonly placed near schools, community centres, hospitals, parks, or retirement housing.

**How does Automated Speed Enforcement make communities safer?**

Automated Speed Enforcement is one of many strategies used to improve safety in places with people who are at greater risk, such as Community Safety Zones. It has been demonstrated that Automated Speed Enforcement can effectively decrease speeding behaviour reducing injuries and fatalities.

**What are the Penalties/Fines?**


1. Penalty amounts are calculated based on the rate of speed that the vehicle is travelling above the posted limit and the associated per km/hr rate, as follows:
  - 1-19km/hr over the limit is a \$5.00 per km penalty
  - 20-29km/hr over the limit is a \$7.50 per km penalty
  - 30-49km/hr over the limit is a \$12.00 per km penalty
  - Over 50 km/hr over the limit is a \$19.50 per km penalty
2. A Victim Component Fee is applied to every Penalty and the funds collected will be transferred to the Victims' Justice Fund Account to help support victims of crime. The amount of Victim Component Fee varies based on the Penalty amount associated with the rate of speed.
3. A License Plate Search Fee of \$8.25 is applied to every Penalty, to reflect costs incurred to access the name and most recent address of the person who is subject to the Penalty Order.

**Will the penalties affect my license status or my insurance rate?**

As Automated Speed Enforcement penalties are issued to the registered vehicle owner and not the driver, no demerit points or license suspension can be applied, and violations will not be disclosed to insurance companies. However, unpaid fines may affect renewal of your license plate at the Ministry of Transportation.

The Community Safety Camera program is about safety and transparency. Clear signage is posted within every Community Safety Zone where a system is active and camera locations are posted at [newmarket.ca/communitysafetycameras](http://newmarket.ca/communitysafetycameras). Please visit the website for more information.

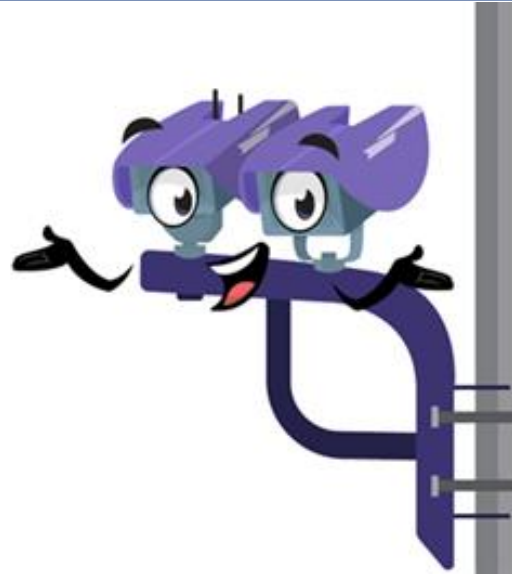
[info@newmarket.ca](mailto:info@newmarket.ca) | 905-895-5193 | [newmarket.ca/communitysafetycamera](http://newmarket.ca/communitysafetycamera)



SCAN ME

# Public Awareness Efforts

**Cameron the  
Camera**  
(Trademarked)



**Community Safety Camera Wordmark**



# Public Awareness Efforts

## Dedicated Website

Community Safety Cameras



**Community Safety Cameras are coming soon to decrease speeding and increase safety in Newmarket.**

Newmarket's Community Safety Camera Program uses automated speed enforcement (ASE) to curb speeding, alter driver behaviour and increase safety for the community. These speed cameras will be used alongside other traffic control measures that focus on education, enforcement and engineering along with the Town's safety model Safety Core Team.

**What is Automated Speed Enforcement?**

Newmarket's Community Safety Camera program uses Automated Speed Enforcement (ASE) - an automated system that uses a camera and a speed measurement device to detect and capture images of vehicles travelling in excess of the posted speed limit. If vehicles are caught travelling over the speed limit, the camera will automatically capture an image of the vehicle. The images are reviewed by Provincial Offences Officers and then within 30 days, a ticket is issued to the owner of the vehicle. This means that the plate holder, as opposed to the driver, receives a ticket, which results in a monetary penalty but no demerit points.

Have a question? See our frequently asked questions section by clicking the button below

**Frequently Asked Questions**

**How are automated speed cameras an effective safety tool?**

Several other municipalities across Ontario, North America, and the world, have relied on Automated Speed Enforcement (ASE) as a speed enforcement tool with great success. The use of ASE systems has resulted in better speed compliance, fewer collisions and less severity in the collisions that do occur.

For example, a study completed in 2012 of ASE sites within the City of Toronto showed that the proportion of people speeding in 30, 40 and 50 km/h speed limit zones dropped from approximately 60 to 43, 51 to 30 and 58 to 36 per cent respectively when the camera devices were operational. This represents an overall 45 per cent reduction in the proportion of people speeding in areas with an ASE device.

ASE is one of several successful road safety measures and is designed to work in tandem with other methods used to enforce speed limits including engineering activities, education initiatives, and police enforcement. For information on Newmarket's other current traffic safety initiatives please visit the Traffic Management page.



## Interactive Map

Community Safety Cameras

Cameras  
Click on a camera to filter:

Active Inactive Coming Soon

Ward 7  
**KINGSMERE AVE**  
40 km/h  
Change in Average Speed: 0 km/h  
Change in Speeding Drivers: 0%  
Since Program Launch

Ward 7  
**STONEHAVEN AVE**  
40 km/h  
Change in Average Speed: 0 km/h  
Change in Speeding Drivers: 0%  
Since Program Launch

Ward 2  
**GORHAM ST**  
40 km/h  
Change in Average Speed: 0 km/h  
Change in Speeding Drivers: 0%  
Since Program Launch

Ward 2  
**SRIGLEY ST**  
40 km/h  
Change in Average Speed: 0 km/h  
Change in Speeding Drivers: 0%  
Since Program Launch


Vulnerable sites within 250m Community Safety Zone

Schools	14
Child Care	1
Long Term Care	1
Sports Fields	13

[Newmarket.ca/CommunitySafetyCameras](https://Newmarket.ca/CommunitySafetyCameras)


# Public Awareness Efforts

## All Household Mailer


COMMUNITY SAFETY CAMERAS

### Speed Cameras Coming Soon to Newmarket to make streets even safer.


Protect your neighbourhood. Drive the speed limit to avoid getting a ticket.



Starting July 2024, the Town of Newmarket will start a phased launch of its Community Safety Camera Program.

This program will use Automated Speed Enforcement technology in Community Safety Zones (near schools, recreational amenities, and care homes). The goal is to make streets safer for vulnerable pedestrians (children and seniors) by educating and altering driver behaviour and reducing speeding.

Those speeding in Community Safety Zones will be at risk of receiving a ticket where the speed cameras are present. The Town's approach is to give everyone ample opportunity to alter their driving habits before tickets are issued. This is done through 'coming soon' signs at the 14 camera locations, a warning letter period, a phased-in camera activation period, a public education campaign, and more. The speed cameras will also be used alongside other traffic calming measures.




**How does Automated Speed Enforcement work?**

Automated Speed Enforcement (ASE) is an automated system that uses a camera and a speed measurement device to detect and capture images of vehicles travelling above the posted speed limit. The images are reviewed by Provincial Offences Officers and within 30 days, a ticket is issued to the owner of the vehicle. This means that the registered plate holder, as opposed to the driver, receives a ticket, which results in a monetary penalty but no demerit points.

**How will speed cameras make the streets safer?**

Many other municipalities across Ontario use automated speed cameras and results show that drivers slowed down, have fewer collisions and less severity in the collisions that occur.

For example, a study completed in 2022 of automated speed camera sites within the City of Toronto showed a 45 per cent reduction in the proportion of people speeding in areas with an automated speed camera. The diagram below shows how different vehicle speeds affect pedestrian fatalities and survival rates:




The use of speed cameras is also an efficient use of taxpayer funds as it will help York Regional Police dedicate more resources to other serious crimes in the community.

ASE is one of several successful road safety measures and is designed to work in tandem with other methods used to reduce speed including engineering activities, education initiatives, and police enforcement.

For more information on Newmarket's traffic safety initiatives, please visit the Traffic Management Webpage at [Newmarket.ca/SafetyDriven](http://Newmarket.ca/SafetyDriven)

**Where are the automated speed cameras located?**



In Ontario, automated speed cameras can only be placed in Community Safety Zones or School Zones as regulated by the law. These are locations near schools, recreation areas and care homes designated by Newmarket Council. To start, in Newmarket, there will be 14 locations where the pole-mounted automated speed cameras will be activated in phases to give drivers ample opportunity to alter their driving habits.

Camera locations:

- Ward 1: Stonehaven Avenue and Kingsmere Avenue
- Ward 2: Gorham Street and Sirigley Street East
- Ward 3: Wayne Drive and Patterson Street
- Ward 4: Longford Drive and Bristol Road East
- Ward 5: Queen Street and William Roe Boulevard
- Ward 6: Savage Road and Clearmeadow Boulevard
- Ward 7: Woodspring Avenue East and Woodspring Avenue West

**Will there be a warning letter period?**

A brief warning letter period will take place prior to tickets being issued to those speeding. The purpose of the warning letter period is to educate and inform drivers about the program, the implications of speeding, and give everyone an opportunity to alter their driving habits.

**What are the fines? Who will receive a ticket and how can I pay?**

Fine amounts are set by the Province of Ontario and can be viewed online at [Newmarket.ca/CommunitySafetyCameras](http://Newmarket.ca/CommunitySafetyCameras). After a brief warning letter period, those who speed in Community Safety Zones will be at risk of receiving a ticket where speed cameras are present.

Tickets will be issued within 30 days of the offence, regardless of who was driving. The ticket will include a photo of the offence, the speed at which the vehicle was travelling, the speed limit, and the fine amount.

Tickets can be paid for online at [Newmarket.ca/CommunitySafetyCameras](http://Newmarket.ca/CommunitySafetyCameras) or in-person at a Town of Newmarket Facility. Tickets will be processed through the Town of Newmarket Administrative Monetary Penalty System (AMPS) in-house and not through the provincial courts.

*Note: Tickets will only be issued by mail. The Town will not ask for payment by email, text message or by phone.*


**How will the funds collected from the Community Safety Camera Program be used?**

The funds collected from the Community Safety Camera Program will be used to offset the cost to run the program and to keep the community even safer. As driver behaviour changes and vehicles start to slow down in Community Safety Zones, the funds generated by the program are anticipated to decrease as well. The potential funds that could be generated by this program would be used to support safe streets, active transportation, and other safety initiatives.

**At what speed over the limit will someone receive a ticket?**

The only way to avoid getting a ticket is by driving the speed limit. Our goal is not to issue tickets and punish drivers. Our goal is to educate and provide sufficient warning to all drivers that speed cameras are in use, while providing ample warning through on-site signage, public education, a warning letter period and a phased-in camera activation approach.

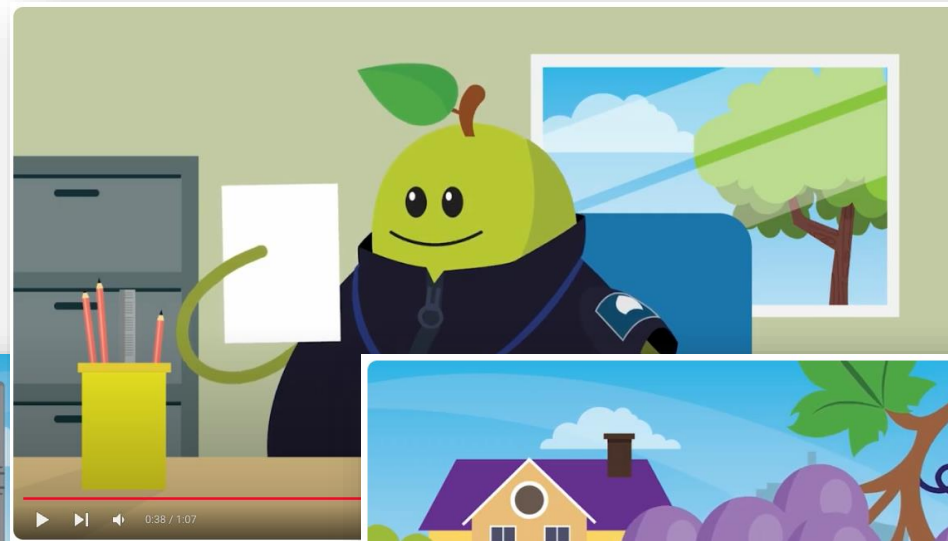
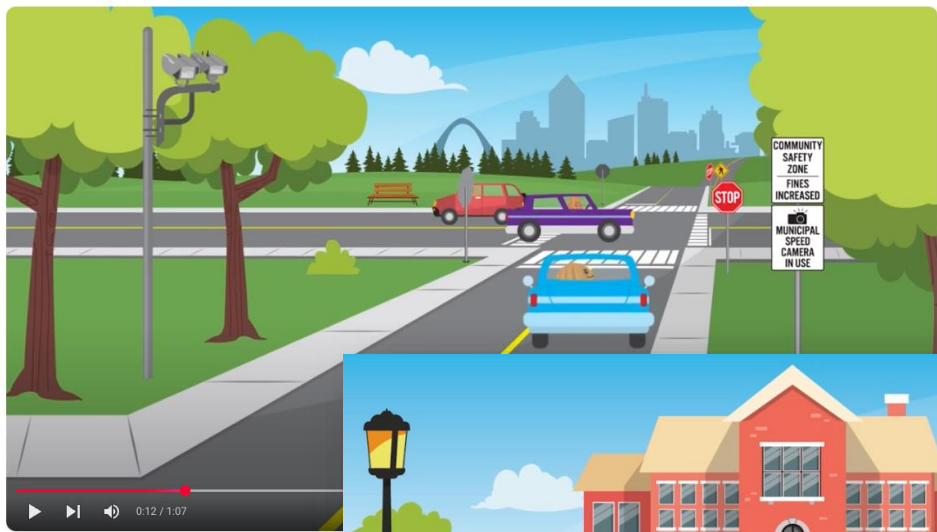
It is no secret that speed kills. By slowing down, the survival rate in pedestrian and vehicle accidents increases while the fatality rate decreases. Please obey the law, keep your community safe and drive at the speed limit.



For more information, visit [Newmarket.ca/CommunitySafetyCameras](http://Newmarket.ca/CommunitySafetyCameras) or email [SafetyCameras@Newmarket.ca](mailto:SafetyCameras@Newmarket.ca)

# Public Awareness Efforts

## Award-Winning Motion Graphics Video (In-House Production)



# Public Awareness Efforts

## Road Signs

in neighbourhoods where speeds cameras were installed prior to and changed after the program was launched .



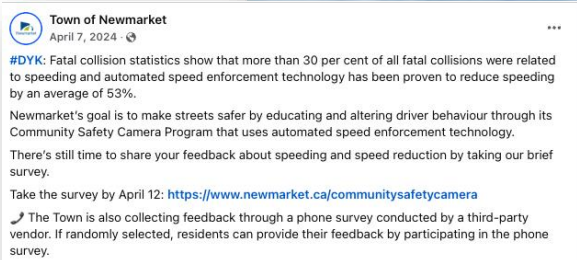
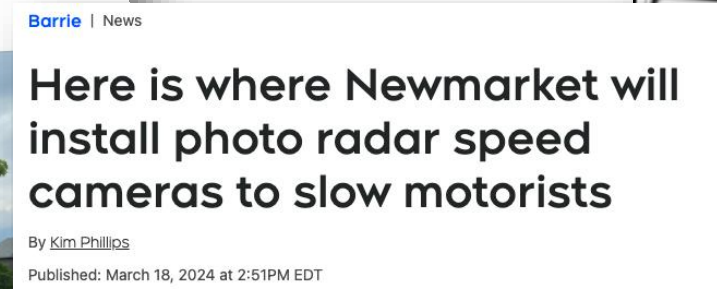
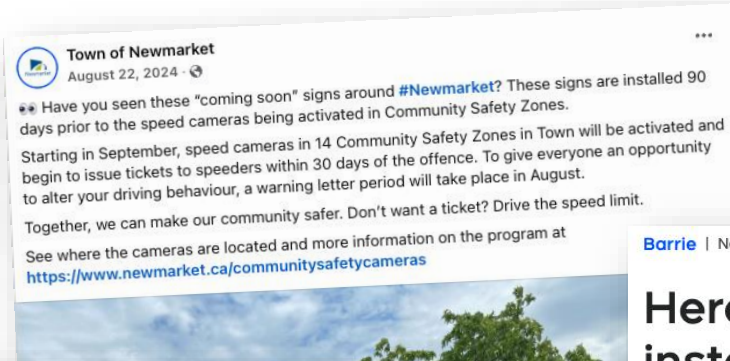
Camera's Coming Soon



Cameras in Use

# Public Awareness Efforts

## Campaigns: Social Media, Digital Ads, Media Coverage, Online and Phone Survey and more!



# Public Awareness Efforts

## Comments received from the Public

These are great to see going in.  
The general disregard for safe driving has become normal.  
I welcome the cameras and if I speed I will pay for my not paying attention.

I support speed enforcement. There are too many impatient drivers that are really only going to save a couple minutes going 10 over. A few tickets will hopefully slow these people down.

Many 40kph zones in Newmarket used to be 50. It's unlikely the town will put those back up, but maybe we will avoid getting more 40s if ppl stick to 50, not 60.

Think of how much fuel you save by going slower. I live in downtown Toronto and I can tell you how beneficial it is to be able to stop when foolish people not paying attention step into traffic or crazy people on e bikes without helmets turn in front of you. Now driving on major highways seems incredibly fast. Life is short. Go slow. Be your own traffic calming device.

If you go the speed limit, you aren't affected. It's a school zone. I wish it was safer around Stuart Scott. Tons of parents parked on Lorne when there's a great parking lot by the tennis courts a short walk from the school.

I drive faster than everyone complaining here but still with the town here lol.. I think we need to slow down especially with school coming up.

I invite you to come to the crossing by my house and do a few shifts. The one crossing guard was so scared she wouldn't even go to the center of the street others have been close to being hit.

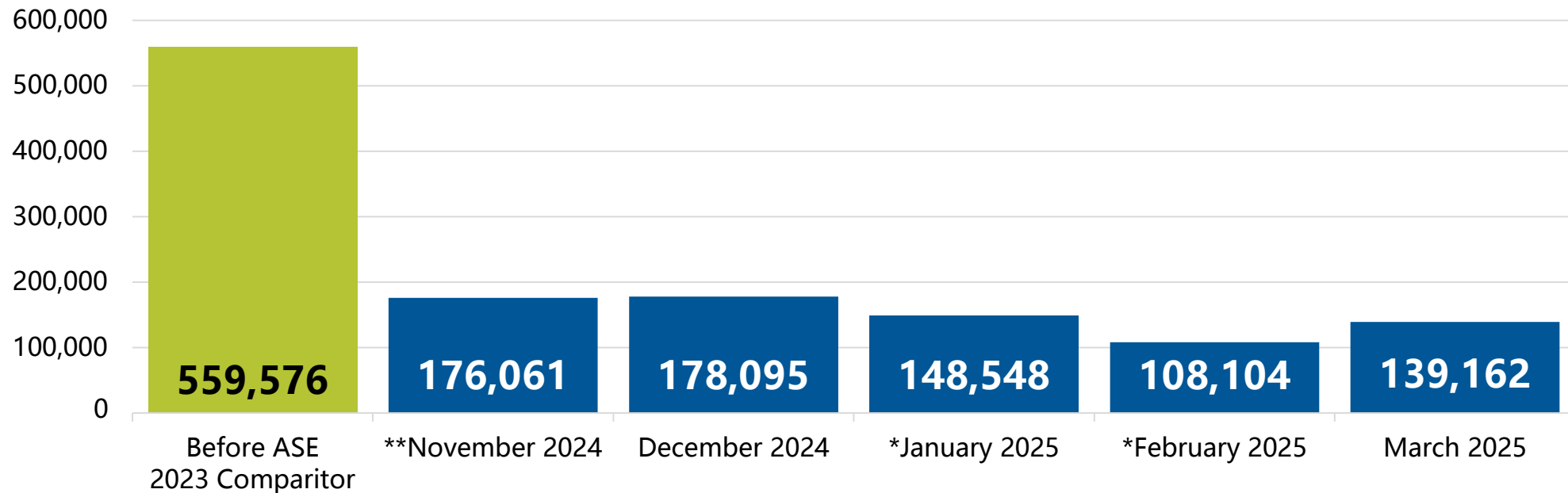
So glad to see this being implemented around town! Such an easy ticket to avoid and will hopefully teach some people a much needed lesson in road safety!

I welcome these cameras. Cheaper than having a patrol car waiting. Officers can focus on other areas of crime prevention. No speeding, no ticket. How easy is that?  
**#SafetyMatters**

# Early Trends in Driver Behaviour Where ASE Was Deployed

**\*Early Trends Likely Affected by Seasonal (Winter) Driving Behavior**

## Vehicles Travelling Above Posted Speed



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

# Community Safety Cameras have decreased average speeds across all 14 locations

47

km/hr

Average Speed **BEFORE**  
the ASE Program

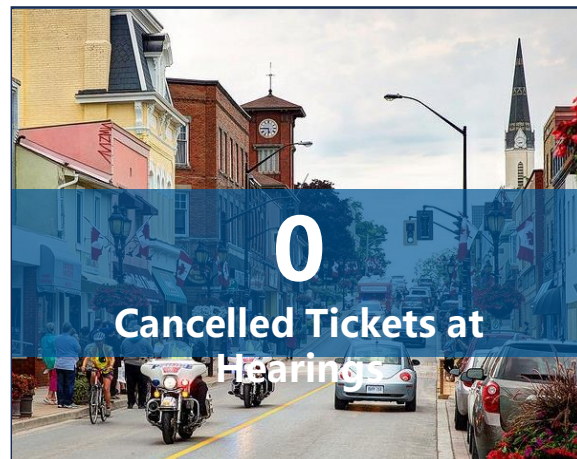
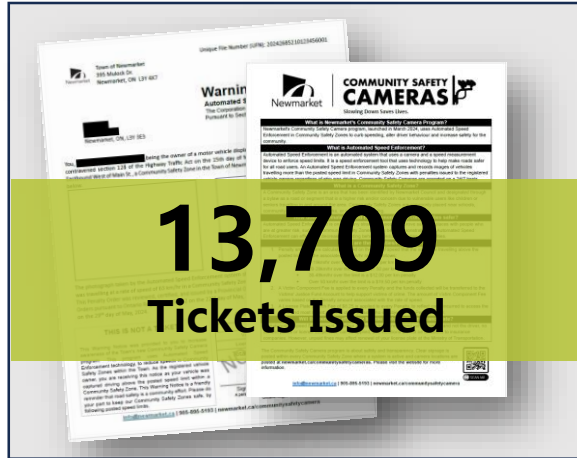
37

km/hr

Average Speed **AFTER** the  
implementation of the ASE Program

# Summary of Program Highlights Since Launch

October 18, 2024, to April 30, 2025



# Program Successes



Town-wide public awareness and support for the Community Safety Camera Program.



Early success of the program in altering driver behavior and enhancing road safety in Community Safety Zones near schools.



Significant reduction in the number of vehicles speeding, leading to safer streets near schools.

# In Conclusion



**Council Priority Alignment**  
**Customer-First Way of Life** through Investing in  
Technology and Advancing Smart City Initiatives

## Impact

Early indicators suggest there has been a positive impact to reducing speed and improving road safety.

## Next Steps

Allow one full year of data collection to capture all seasonal trends. Provide recommendations to Council on program changes or expansion in early 2026.

# Questions?

**Contact:**

**Ben Worthington, Manager of ASE & AMPS, Town of Newmarket**  
**[bworthington@newmarket.ca](mailto:bworthington@newmarket.ca)**