



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PW015-22

DATE: October 5th, 2022

TO: Committee of the Whole

FROM: Michael Mikael, P.Eng – Manager of Public Works

SUBJECT: **Automated Speed Enforcement (ASE) Pilot Project**

RECOMMENDATION

That Staff Report PW015-22 be received; and

That Council authorize the Mayor and Clerk to enter into a Service Agreement with Global Traffic Group Ltd to implement a one year Automated Speed Enforcement (ASE) Pilot Project in Essa Township in 2023 based on Scenario 1 of the financial proposal presented, since the program will have zero impact on the taxpayer in 2023.

BACKGROUND

Essa contains three main settlement areas being Angus, Thornton, and Baxter, as well as smaller hamlets such as Utopia, Colwell, and Ivy. In 2021, Essa was home to over 22,000 people, accounting for approximately a 9% increase since the 2016 Census Report (82.1 population density per km²). This rapid growth has led to several traffic movement issues, especially excessive speeding on the municipal highways.

Staff has implemented several traffic calming measures within the Township limits with respect to the available budget/funding sources and road geometry including;

- Seasonal speed humps at selected locations based on speed data analysis
- Traffic calming pavement markings
- Rectangular Rapid Flashing Beacon – a pedestrian-activated warning system for uncontrolled, marked crosswalks

Staff has been exploring several options and technology, to propose to Council, with respect to Automated Speed Enforcement (ASE) as an added measure to further enforce speed limits, assist OPP and the Township, for continuous provision of a safe and efficient roads network within the Township.

The use of photo radar was discontinued in Ontario back in 1994, however the provincial government has enacted provisions in the Highway Traffic Act (HTA Part XIV.1 Clause 205.1 ASE) to permit the use of ASE in the following two areas:

1. **In a Community Safety Zone** designated by a by-law passed by Council under subsection 214.1 (1) of the HTA where the prescribed rate of speed is less than 80 km/hr. There is already an existing by-law relating to this.

2. **In a School Zone** designated by by-law passed by Council under clause 128(5)(a) of the HTA.

Global Traffic Group Ltd (Global) has prepared a sole source proposal after several discussions with the OPP and Township Staff. This proposal was also presented to the Traffic Advisory Committee during its last meeting on September 20, 2022.

Global is a Canadian-owned and operated company and has been operating for nineteen years and has provided services to twenty-two municipalities across Canada, including working with a provincial government to develop ASE projects. Global also helps police services with amber alerts and tracking vehicles.

Global will provide a full turn-key solution to operate an ASE program enforcing speed limits in Essa Township for 12 months (excluding 3 month set up requirement and 3 month provincial requirement for public awareness before program launch). The pilot program would therefore run 2023 and possibly into 2024. The process will include an initial evaluation in conjunction with the Township and the OPP to determine in which zones ASE can effect change. Global and Essa Township will decide on the number of zones, operating hours and commencement date. Global will follow the Township and OPP's directions and comply with provincial legislation, regulations and guidelines.

For this pilot project, Global is proposing to deploy Global's G2 automated speed camera system. It is remote, battery-operated, about one cubic foot in size and weighs fifteen lbs. This ultra-portable system can be operated out of various types of roadside boxes or temporarily mounted on an existing post or pole. The G2 can have multiple acquisition units and be fully automated. Location sites for ASE are data-driven and supported by Global's Three-in-One G3ta Traffic Analyzer, which offers traffic counts, vehicle speeds, and stop data, simultaneously and in real time. It gives detailed insight into driver behaviour – when, where, how many, how fast, and shows stopping behaviour at schools, playgrounds, and intersections. The system's data generates Risk Analysis Reports in easy-to-read formats, which 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. They will support data-driven enforcement by ASE and the OPP. These reports are compared yearly to measure program success (see Attachment no.1, Sample "Heat" Map).

COMMENTS AND CONSIDERATIONS

The following requirements/steps will need to be addressed/implemented in order for the ASE pilot project to commence in 2023:

1. Review Community Safety Zones currently in place with respect to the Highway Traffic Act **to be completed by Township (PW) Staff/Representatives**
2. Propose a by-law to address School Zones across the Township with respect to the Highway Traffic Act **to be completed by Township (PW) Staff/Representatives**
3. **Work with the County of Simcoe** to further expand the County's Community Safety Zone By-law to include sections of highways identified by OPP/ Staff/Representatives
4. Set up an Administrative Monetary Penalty System (AMPS) Program as outlined by the Ministry of Transportation (MTO) - **Global will assist Essa Township in setting the program at no cost – Staff of PW, Clerks and IT**

5. Enter into an agreement with the Ministry of Transportation and the Ministry of the Attorney General to access the plate registrant information – licence plate denial requests to MTO - **Global will assist Essa Township with contracts at no cost**
6. Recruiting a local Provincial Offences Officer (POOs) in accordance with the province of Ontario guidelines working under the direction of the Township - **Global will be responsible for all training and payment as required**
7. A Screening - Hearing Officer; Staff is currently discussing this staffing matter with Global

Summary of Steps above, Required to Conduct ASE

<u>Steps for ASE</u>	<u>Who to do What/Who to take the Lead Role?</u>
Review Community Safety Zones	Public Works Staff with input from others (Oct-Nov)
Propose a by-law to address School Zones	Public Works Staff with input from others (Oct-Dec)
Work with the County on their Community Safety Zone BL	Public Works Staff (Oct-Nov)
Set up an Administrative Monetary Penalty System (AMPS)	Public Works, Clerks and IT Staff – Global to assist (Oct-Dec)
Enter into an agreement with the Ministry of Transportation and the Ministry of the Attorney General	Global will assist Essa Township with a contract to be reviewed by Essa legal counsel (Oct-Nov)
Hire a local Provincial Offences Officer	CAO and HR Coord'r, Clerks and Public Works (Nov-Dec)
Recruit/appoint a Screening - Hearing Officer	CAO and HR Coord'r and Clerks (Nov-Dec)

It is important to note that a **90 day public awareness period** is required to be carried out before starting the 12 month ASE Pilot Project as per the provincial requirement for notice.

Global will support the enforcement program with education, including weekly newspaper advertisements highlighting locations and safety tips, speed boards on request, traffic data in all enforcement locations, call centre questions/inquiries, (including directing inquiries to the Province's ASE guidelines, traffic service requests, penalty payments, etc.). Global will also work with Essa's communications staff including, if appropriate, the possibility of collaborating with the Honda Safety Officer to put the pilot project in Honda's Staff Newsletter as part of the education program. In addition, the OPP has identified Community Safety Zones near the plant as sites for ASE.

Financial Scenarios/ Impact

Global has proposed the following two options:

Scenario 1

Global provides one mobile G2 ASE (camera) system and one Provincial Offences Officer and rotates the camera across the locations during the one year pilot project on a schedule agreed upon with the Township.

In this option, Essa does not incur any upfront costs (either operational or capital expenditures) but gets a percentage of ticket revenue negotiated by Essa Township and Global dependent on factors including the number of zones and operational hours. If zero tickets are issued during a month, then Global does not issue an invoice for that month.

In Scenario 1, the program is not a budget item (expense), and therefore, ratepayers are not paying for the photo-enforcement, ASE program.

Scenario 2

Global permanently deploys cameras at various sites. Each camera will have a monthly cost yet to be determined. Recouping the cost will depend on the number of tickets issued. The cost per site/camera will be negotiated.

In Option 2, the program would be a budget item (expense) with revenue depending on the collected revenues.

In both options, Global incurs the cost of developing the processing centre, including its database and software. There would be an expense in 2022 for legal counsel to review the agreement to be assigned to the Roads Operating Budget, Legal line item.

Staff recommends proceeding with the first scenario for the one year pilot project since it will have zero impact on taxpayers.

SUMMARY/OPTIONS

Council may:

1. Take no further action.
2. Direct that the Mayor and Clerk enter into a Service Agreement with Global Traffic Group Ltd to implement a one year Automated Speed Enforcement (ASE) Pilot Project in Essa Township in 2023 based on Scenario 1 of the financial proposal presented, since the program will have zero impact on the taxpayer in 2023.
3. Direct Staff in another course of action.

CONCLUSION

Staff recommends that **Option 2** be approved.

Respectfully submitted,

Reviewed by,



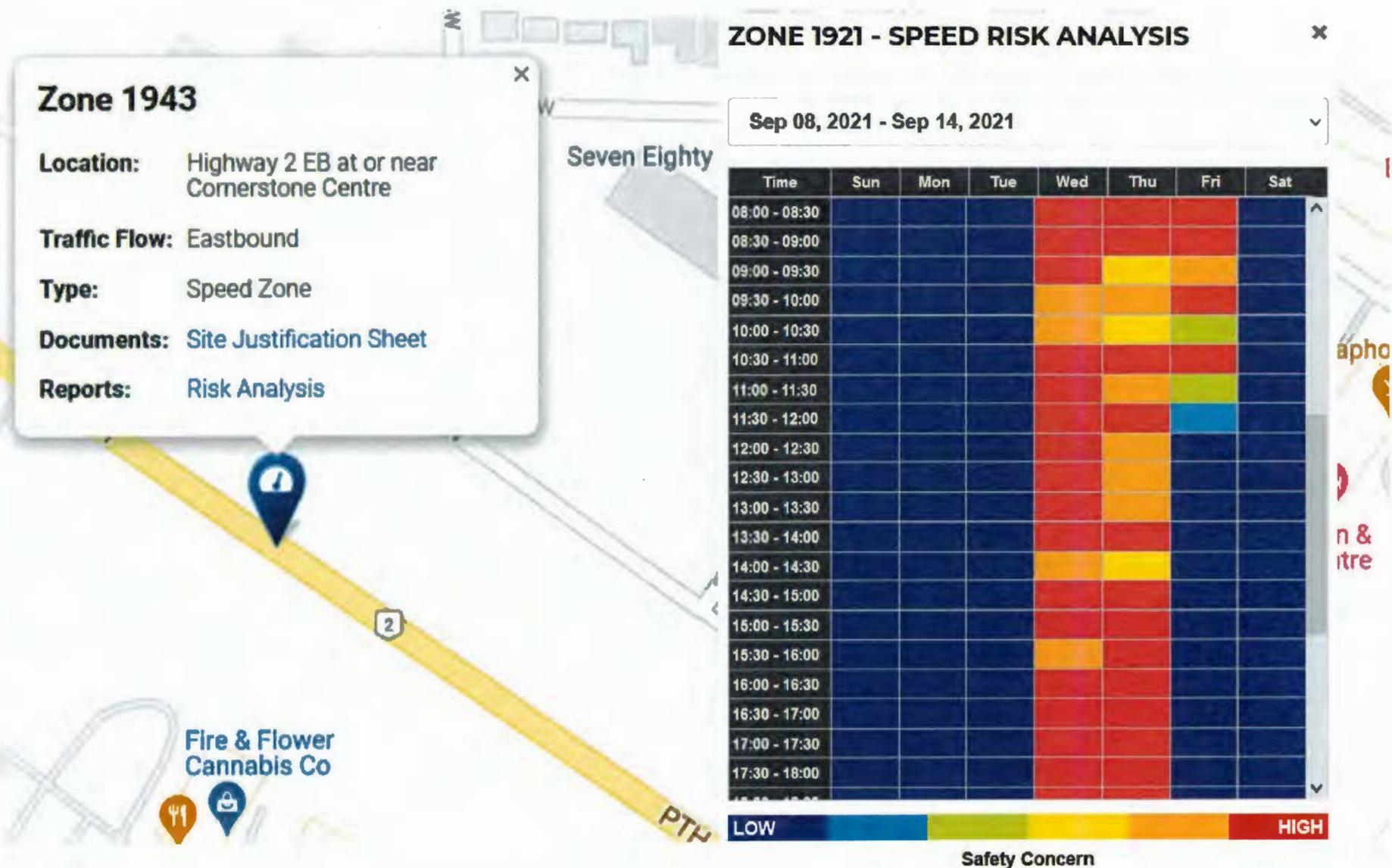
Michael Mikael, P.Eng
Manager of Public Works

Colleen Healey-Dowdall,
Chief Administrative Officer

Attachment no.1: Sample "Heat" Map

Attachment no.2: Ontario Traffic Council ASE Site Selection Process

“Sample Community” Zone Map with Traffic Analysis Report - Speed Issues



ASE Site Selection Process

