

Road Safety Committee

Automated Speed Enforcement (ASE) Update
October 26, 2021



ASE Program Background

- To ensure ASE is deployed successfully, the program is being rolled out in phases to allow for data-driven decisions that will inform planning and resource needs as the program expands.
- ASE devices will rotate to prioritized locations based on the severity of speeding in the area and other factors such as traffic and pedestrian volumes, collision history, and site suitability.
- Phase One - Two cameras installed in school area Community Safety Zones
- Expanded Phase One – 20 additional cameras were approved by Council in May of 2021



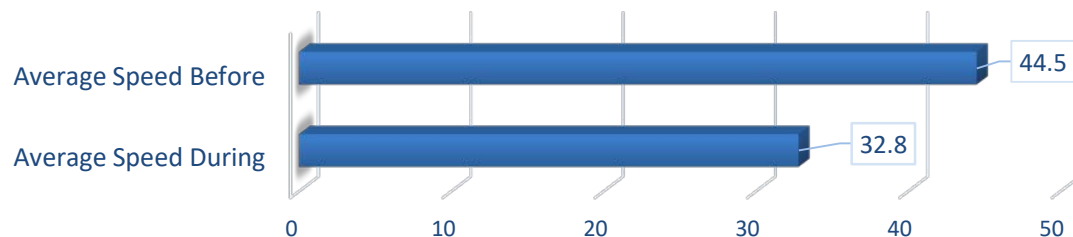
ASE Results

First 2 Locations

- Morning Star Drive (Ward 5)
 - Lancaster Avenue to Netherwood Road
- Sawmill Valley Drive (Ward 8)
 - Burbank Drive to Grosvenor Place


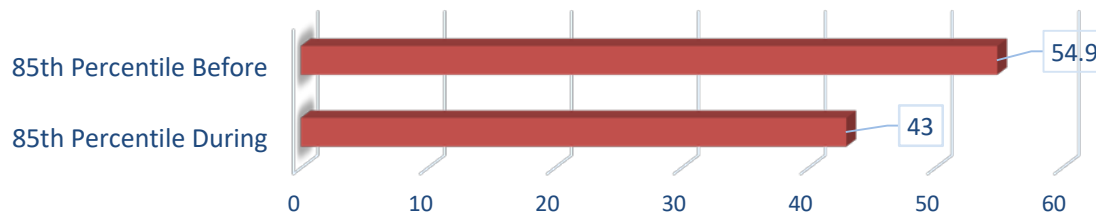
Morning Star Drive – Lancaster Avenue to Netherwood Road

Average Speeds - Before vs. During Enforcement (km/h)



11.7 km/h
Reduction

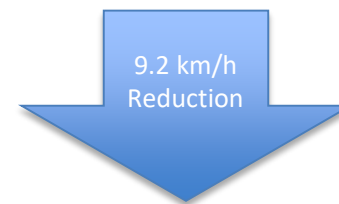
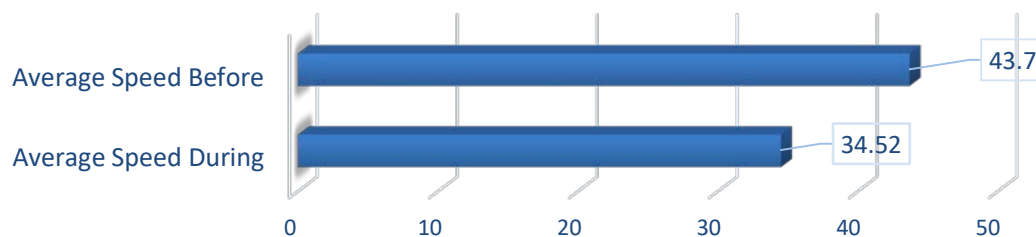
85th Percentile Speeds - Before vs. During Enforcement (km/h)



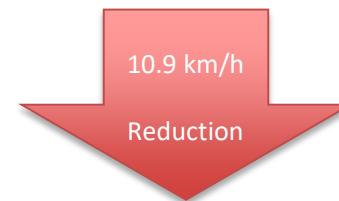
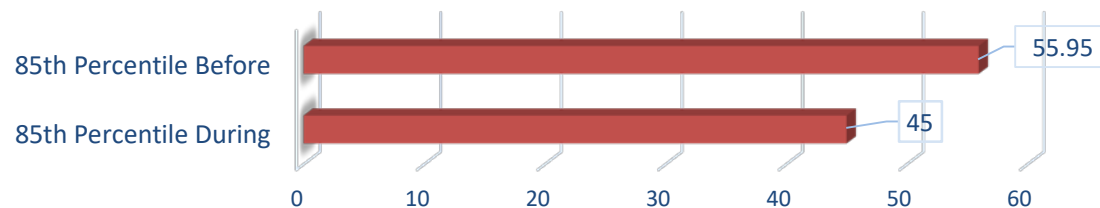
11.9 km/h
Reduction

Sawmill Valley Drive – Burbank Drive to Grosvenor Place

Average Speeds - Before vs. During Enforcement (km/h)



85th Percentile Speeds - Before vs. During Enforcement (km/h)



Enforcement Statistics

HIGHEST TICKETED SPEEDS

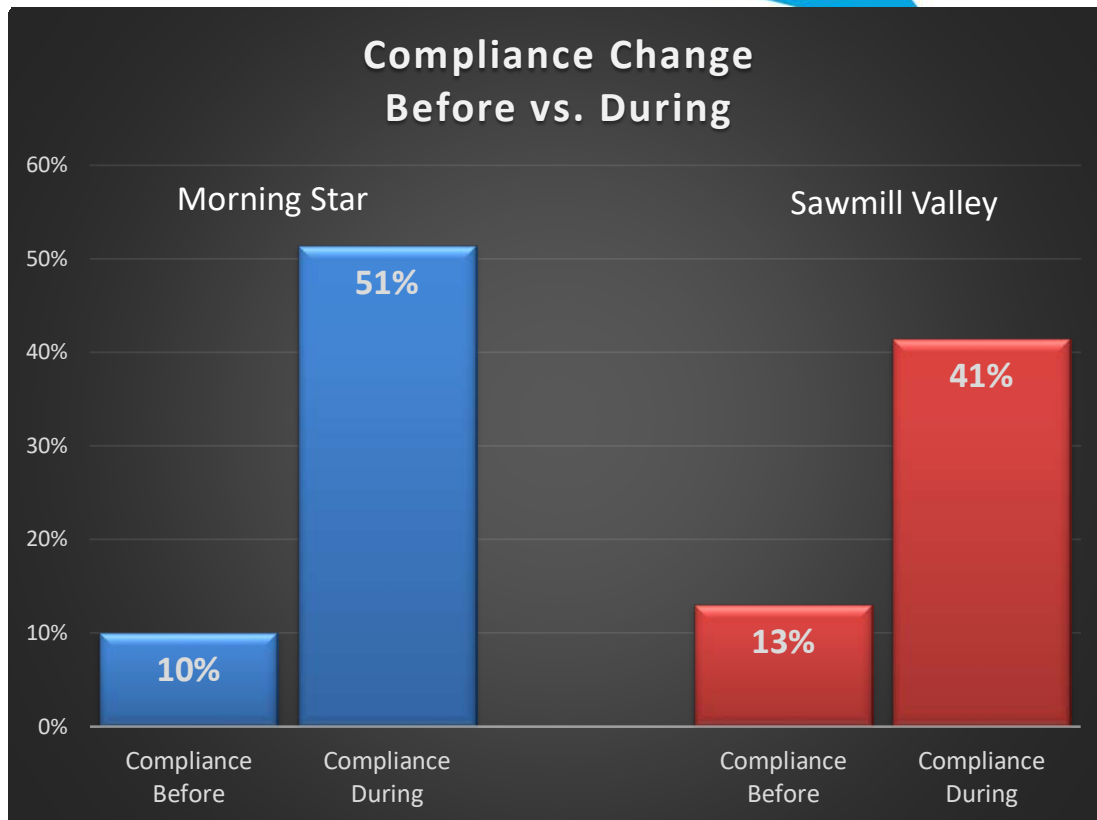
- Morning Star Drive – 67km/h (\$544 Fine)
- Sawmill Valley Drive – 71km/h (\$607 Fine)

NUMBER OF CHARGES

- Morning Star Drive – 298
- Sawmill Valley Drive – 197

REPEAT OFFENDERS

- Morning Star Drive – 38
- Sawmill Valley Drive – 17



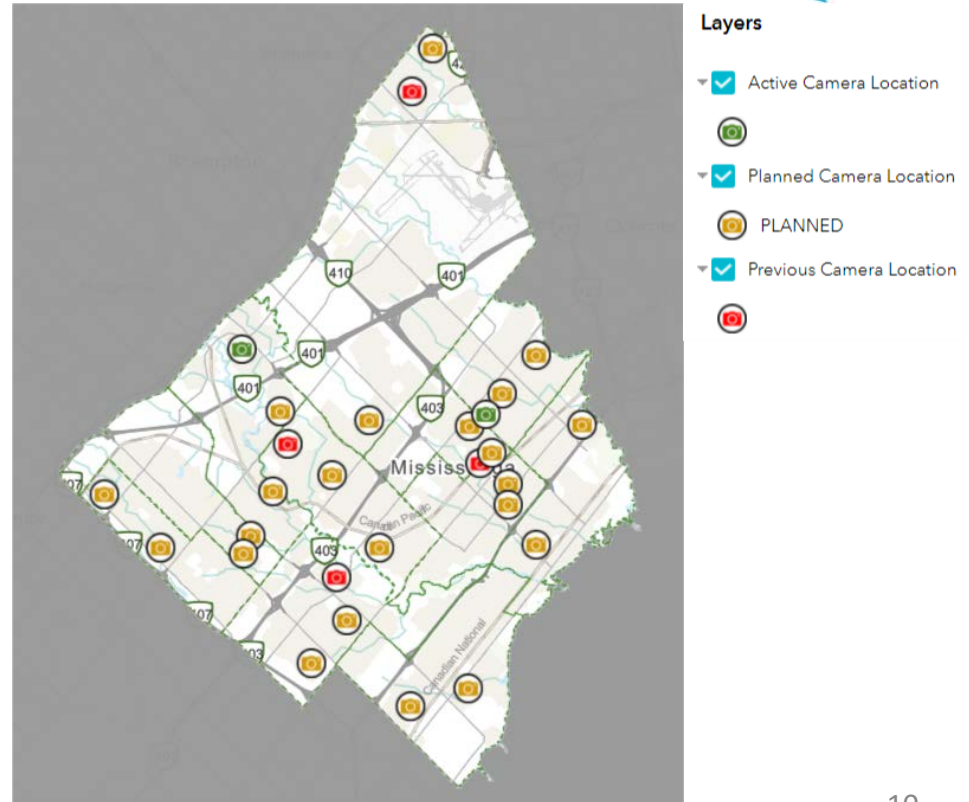
Next Steps

Previous Locations:

- Morning Star Drive (Ward 5)
- Sawmill Valley Drive (Ward 8)
- Mississauga Valley Boulevard (Ward 4)
- Whitehorn Avenue (Ward 6)
- Old Derry Road (Ward 11) ***Active***
- Cedar Creek Drive (Ward 3) ***Active***

Upcoming Locations:

- Full program will have 22 cameras
- 10 cameras have been deployed in October
- 10 additional cameras are scheduled for November
- Interactive map located at www.Mississauga.ca/ASE



Reminder: ASE Communication Goals

- Demonstrate that the City of Mississauga is **serious about speed compliance** and **taking action** to move towards Vision Zero.
- **Educate residents** about what ASE is, how it works and its role in keeping our communities safe.
- Use data to highlight the severity of the speeding problem across the City and help residents understand the consequences of speeding to **encourage them to slow down**.
- Position ASE as **one of several important tools** the City is using to manage speed while dispelling myths about ASE as a revenue tool.
- Manage expectations by **setting the stage** for future phases of the project.

ASE Campaign: Staged Approach

Stage1: Build Awareness



ASE is coming soon to Mississauga: explain the program, its goals and timelines.

Launch in line with the initial 90-day advance notice signs and continue leading up to program/ticketing start.

April – end of June

Stage 2: Program Start



Ticketing is starting; reinforce ASE's role in keeping vulnerable road users safe; tickets only issued for those who break the law.

Launch 2-weeks prior to program/ticketing start. Provide early results in changing behaviour.

July - October

Stage 3: Program Continues

Announce camera moves; reminders to check the interactive map; use report back data to communicate program effectiveness; set stage for next phase (e.g., expansion)

Launch after first report back and continue through the end of ASE Phase One

November - onward

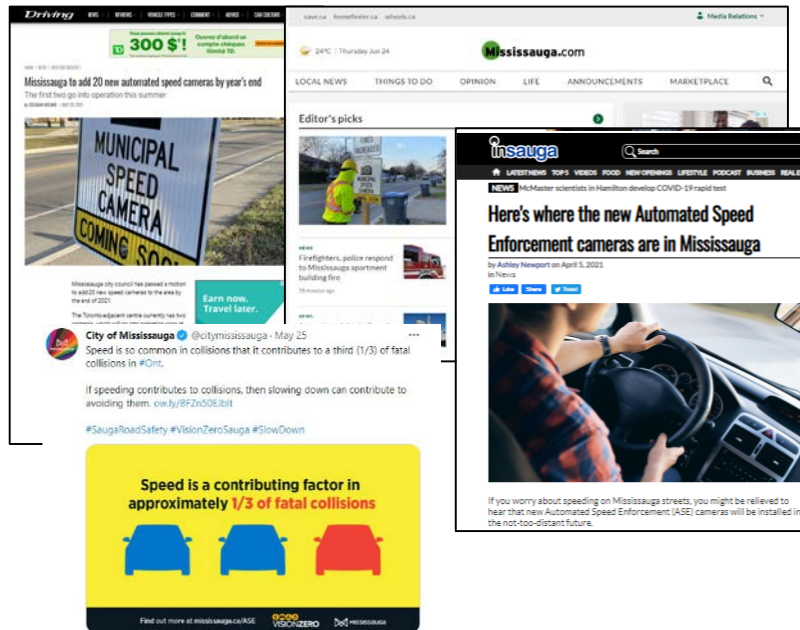
ASE Stage One: Results*

We have successfully built BROAD awareness of the ASE program in Mississauga

MEDIA: 20+ media stories from 3 news releases; 1.6m circulation (driving 13% of our web traffic)

SOCIAL MEDIA: 22,000+ direct engagements including a very strong engagement rate of 5% for Twitter, 8% for LinkedIn and 9% for Facebook

WEBSITE: 14,500+ unique visits to ASE website



*Results are through late-June

ASE Stage One: Results

DIGITAL AND PRINT ADVERTISING:

- 1,000+ direct engagement on multicultural ads (in Mississauga's top 5 languages)
- 1,500+ direct engagement promoted Facebook and 1,400+ direct engagement promoted Twitter
- Mississauga News print ad (circ. 140,000)

SIGNAGE: 4.7m impressions overpass and highway signs and 11 mobile signs city-wide

**Results are through late-June*



Next Steps

- News Release highlighting the early data from the first two cameras marked the end of Stage 2 communications
- During Stage 3, we will continue to use media relations, social media and signage to promote:
 - Full 22 camera program and camera rotations
 - Program results and successes in lowering speeds
 - City's interactive map for all ASE locations
 - ASE as an important tool in the City's Vision Zero toolkit