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

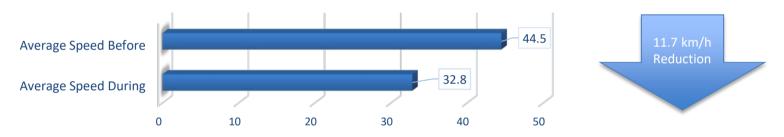




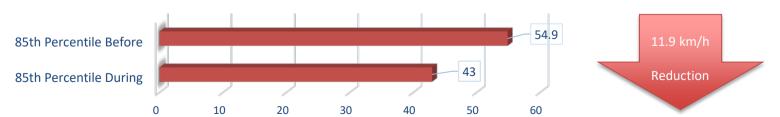


Morning Star Drive – Lancaster Avenue to Netherwood Road

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



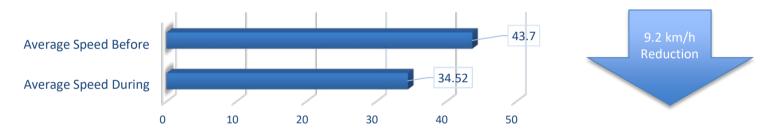
85th Percentile Speeds - Before vs. During Enforcement (km/h)



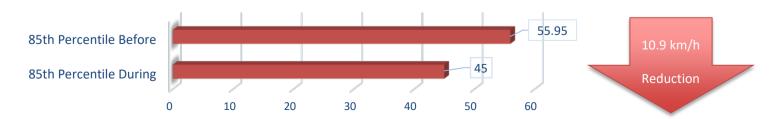


Sawmill Valley Drive – Burbank Drive to Grosvenor Place

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



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





Enforcement Statistics

HIGHEST TICKETED SPEEDS

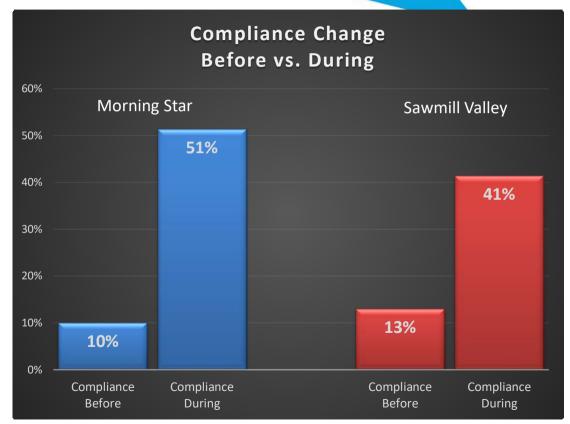
- Morning Star Drive 67km/h (\$544 Fine)
- Sawmill Valley Drive 71km/h (\$607 Fine)

NUMBER OF CHARGES

- Morning Star Drive 298
- Sawmill Valley Drive 197

REPEAT OFFENDERS

- Morning Star Drive 38
- Sawmill Valley Drive 17





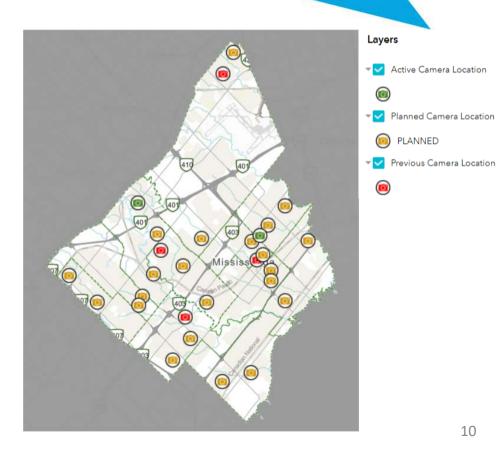
Next Steps

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





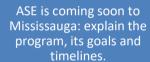
Reminder: ASE Communication Goals

- 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

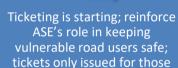
Stage1: Build Awareness



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



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



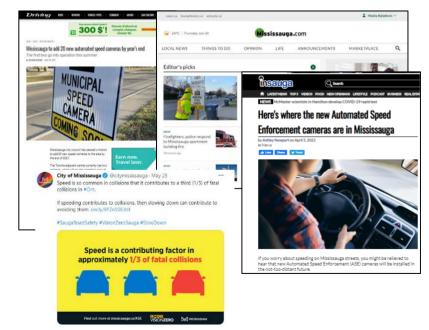
ASE Stage One: Results*

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





SEVERAL IN-PERSON SERVICES TO CLOSE AT CITY HALL

eve conswell ornwell@metroland.com Mississauga is permanily closing its customservice and cashier uniers in city hall, mov-

ordervice and consider counters in city had, moving more previously in-person payments online. The city announced efbeative July 1, the Civic Dentife's cashler's desk and Unstomer-service counter are shurting down, impacing those who previously paid tasses, parking tickes and other city-related bills

and other city-related bills in person. In a June 15 release from the city, senior Mississauga staff said the closures

is person services.
"I want to reassure those who have used the tax and revenue customer as service counter and the cadd shier's desk for past trans-

fect access to services. A termative payment option are available," said Shaw Slack, Misstassuga's actic corporate services con missioner and chief finacial officer. Misstassuga proper

cial otnor.
Miscissauga property
tax payments can be made
online or through a bank.
Questions about propery taxes can be emailed to
city saff at taxig-missicssuga.ca and other inquire
can be made over the
phone by calling Sil, the release said.

lease said.

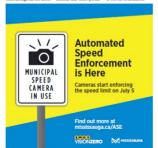
Drop boxes at the cr
shier's desk and the nort
entrance at the Clvic Cer
tre will remain open to
theque payments and as
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According to cit
sookesperson Carberto

pitcations.
According to city spokesperson Catherine Nguyen-Pham, there are no job cuss coming with the closures, but two staff were being redeployed.

In-person services at

In-person services
the Mississauga Civic Ce
tre have been large
closed since last year d
to COVITA-9 measures



^{*}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