Staff Report

To	General Committee
Subject	Automated Speed Enforcement Update
Date	May 28, 2025
Ward	All
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer
Staff Report #	DEV023-25

Recommendation(s):

1. That the City of Barrie Automated Speed Enforcement camera program become permanent.

Executive Summary:

The purpose of this staff report is to provide an update to the Automated Speed Enforcement program.

Key Findings:

Staff have entered into an agreement with our camera provider to add two (2) additional speed cameras, bringing the total complement to four (4) cameras.

Staff will be changing the rotation schedule from every two (2) months to every six (6) months. This change provides a longer duration of enforcement on the roadways but also minimizes staff resources. The longer duration in one location reduces downtime from the camera re-location that experiences up to two-weeks in delays for lost time due to calibration and setup each time a camera is moved.

Automated speed enforcement cameras have been effective at reducing vehicle speeds on the roadways when active and for periods following camera deployment. Initial data analysis indicates that ASE cameras are functioning as intended to reduce vehicles speeds through areas where vulnerable road users are present. With the program still in its infancy, staff will continue to collect and analyze data in order to determine where ASE cameras are most effective to ensure they are being utilized to their full potential.

All Wards within the City have had automated speed cameras installed at least once during the pilot program.

Financial Implications:

The program has generated a traffic surplus of $535,684 from revenue of $1,246,684 and operating costs of $711,000. These funds will be utilized to implement two new automated speed enforcement cameras and the installation of a raised intersection at Madelaine Drive and Country Lane. Additional funds generated through the program can be used to fund other community safety projects.

Alternatives:

The following alternative is available for consideration by General Committee:

Alternative #1 – General Committee could continue with the program in an extended pilot state; however, this option is not preferred as the program is effective at reducing speeds in community safety zones which is the desired result of a successful program. Modest improvements to the program can happen from time to time to ensure it remains effective. Expenditures to setup the program have been realized and moving to a permanent program provides more stability to the program.

Strategic Plan Alignment:

Affordable Place to Live		
Community Safety	X	The automated speed enforcement cameras have been an effective tool in reducing vehicle speeds on roadways in school and community safety zones.
Thriving Community		
Infrastructure Investments		
Responsible Governance		

Additional Background Information and Analysis:

All camera locations are determined based on information collected through Traffic Services. The first set of ASE cameras became operational at Big Bay Point Road and Anne Street North on December 1, 2023. The following table identifies the speed results of ASE:

ASE Speed Comparison (km/h) 85*th* Percentile Speeds, Peak School Hours			
Location	**Before ASE Camera Deployment with Flashing 40km/hr**	**During ASE Camera Deployment – No Flashing Lights**	**After ASE Camera Removed – Flashing Lights Restored**
Big Bay Point EB	74	62	61
Anne Street SB	69	56	63
Ardagh Road WB	66	63	65
Essa Road NB	67	51	48
Leacock Drive SB	62	53	55
Cundles Road East EB	62	55	61
Prince William Way SB	61	51	54
Little Avenue EB	60	55	52
Grove Street East EB	60	53	55
Wellington Street West WB	60	47	44
Blake Street WB	60	55	57
Yonge Street NB	60	58	56

Staff continue to monitor the vehicle speed information at the school sites.

Consultation and Engagement:

There was no public consultation required in relation to this staff report.

Environmental and Climate Change Impact Matters:

There are no environmental and/or climate change impact matters related to the recommendation.

Appendix:

There are no appendices associated with this report

Report Author:

S. Rose, Manager of Traffic & ROWA Services, Development Services

File #:

C00

Pending #:

Not Applicable