

Speeding: A Controllable Choice

ROMA Conference
Breakfast Session
January 21, 2025



A trip down memory lane...



Today's Roadmap

- 📍 Visit Participating Municipalities
- 📍 Sight-See: Success Stories
- 📍 Plan the Road Ahead
- 📍 Pack for the Next Trip

Joint Processing Centres



Participating Municipalities

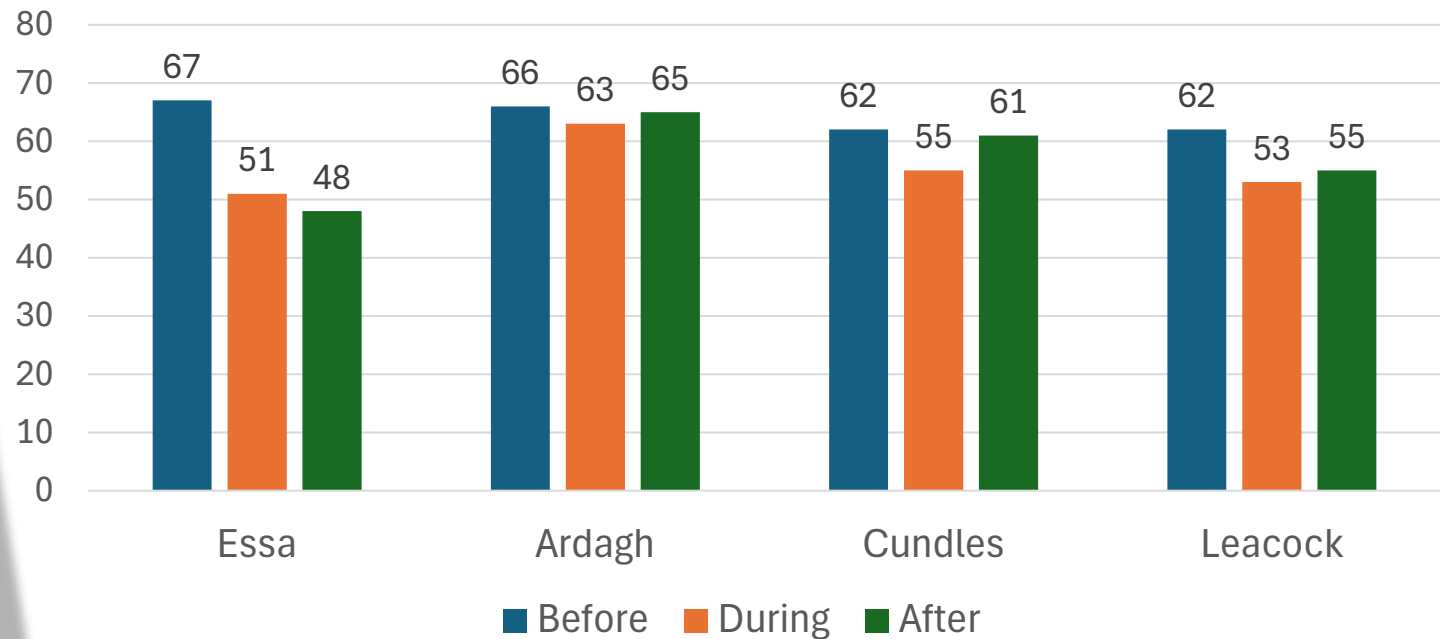




Successfully Slowing Speeders



ASE Speed Comparison (km/h) 85th Percentile Speeds, Peak School Hours (Barrie)



The Road Ahead



Pack Appropriately

- ✓ Data, data, data
- ✓ Approvals
 - ✓ Council
 - ✓ Bylaws
 - ✓ Policies
- ✓ Contracts
 - ✓ Camera Lease
 - ✓ Processing
 - ✓ MTO
- ✓ Key Messages



Key Messages for your Community



- Speeding accounts for 20% of road fatalities in Ontario.
- About 10% of Ontarians who are injured or killed in car accidents are pedestrians.
- ASE is a proven tool to reduce speeds on your roads, after community policing and traffic calming.
- ASE helps municipalities improve public safety and manage speeding in their communities by enforcing speed limits in targeted community safety and school zones.
- Automated speed enforcement helps police deploy resources where needed most to improve public safety more broadly.
- Drivers are in control. The best way to avoid a fine is to follow the speed limit.

Helping communities improve safety...

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