

# Impacts of Automated Speed Enforcement

## The County's Approach

After years of planning and research, the County officially launched the **Automated Speed Enforcement (ASE) program** on February 3, 2025, with the first camera installed on Silver Street in Paris, in front of North Ward School.

**To ensure program success, the County implemented a thoughtful and phased approach:**

- ✓ Added locations gradually, starting with one location and monitoring impacts.
- ✓ Prioritized school zones with vulnerable road users.
- ✓ Set limits to 40 km/h rather than 30 km/h to balance safety and traffic flow.
- ✓ Focused on education, awareness, and community engagement.
- ✓ Developed the *Road Safety Reserve Fund Policy* to guide how surplus funds are used.

## Reducing Speed and Supporting Safety

From February to August 2025, the County saw the positive impacts of ASE at the Silver Street Location. The graphic below highlights some of the notable impacts.

## Cost-Neutral and Community Focused Funding Model

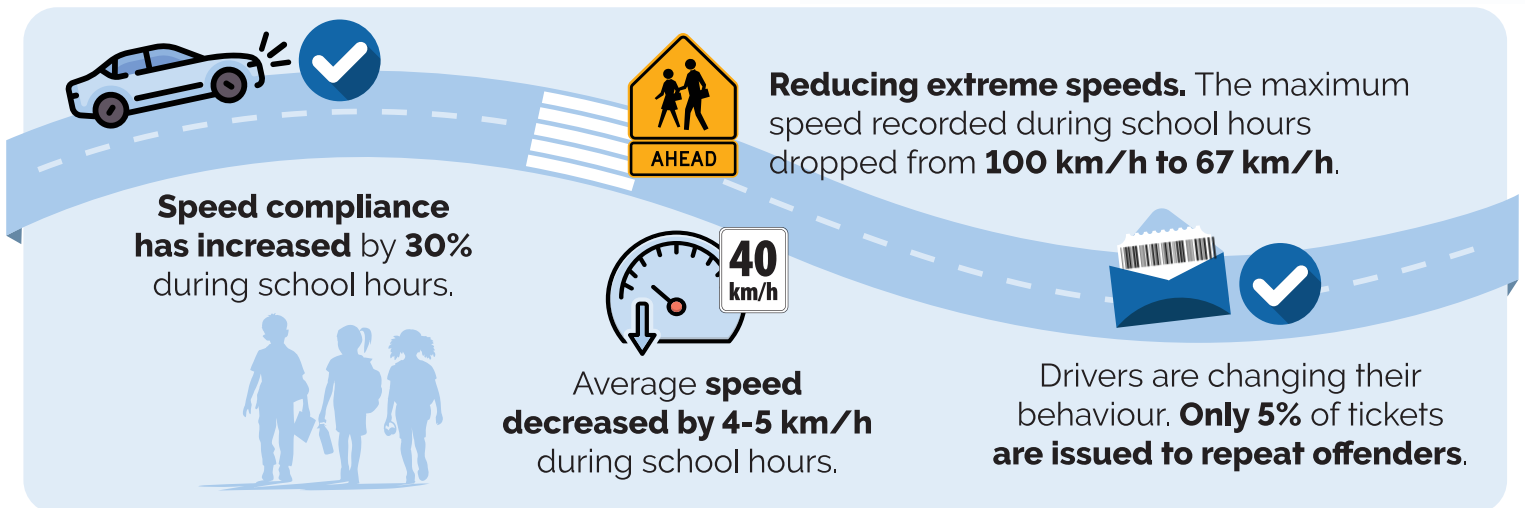
The ASE program is designed to be cost-neutral, meaning:

- ✓ The ASE program **does not require tax base funding to operate** – it is self funded through fines collected.
- ✓ **Surplus revenue is reinvested** to benefit road safety measures across the County including the Brant Safe Streets Strategy (traffic calming, education, and more)

*Note: Fines are set by provincial legislation and are not controlled by the County.*

## Why ASE Matters

ASE is a valuable, scalable tool that complements other traffic safety efforts. It aligns with the County's broader goal of creating safer streets through the *Brant Safe Streets Strategy*, ensuring long-term benefits for all road users. To learn more about Brant Safe Streets, visit [brant.ca/SafeStreets](https://brant.ca/SafeStreets).



# ASE Program by the Numbers

Program data illustrates important takeaways.

## Financial Impact

As of August 31, 2025, the program generated an estimated \$230,000 surplus. Any excess revenue is directed to the Road Safety Reserve Fund to further enhance road safety and offset the amount of the tax levy required to support this work.

## Focused Enforcement

Only 3% of vehicles passing the ASE device received a ticket between February and August 2025. This shows how the program is targeting the most significant offenders.

## Screening and Hearings

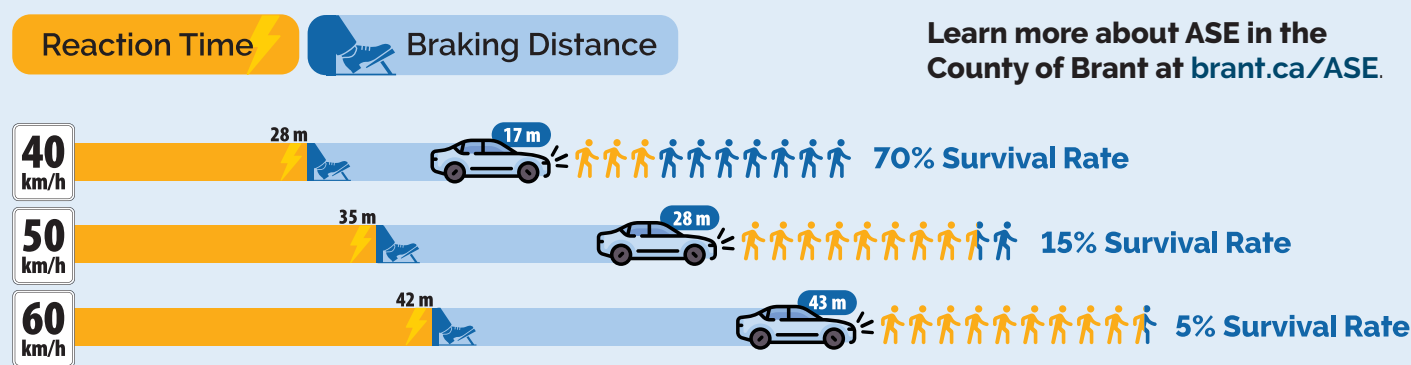
From February to August 31, 2025, 242 screening reviews and 19 Hearing reviews were processed.

## Speeding is a Top Concern

Since 2019, the County has received over 725 comments regarding speeding and aggressive driving behavior. On average, **speeding concerns account for 60–80%** of all traffic-related comments.

# Vehicle Speed, Stopping Distance, and Chance of Survival

Higher motor vehicle speeds directly correlate with slower driver reaction time and increased risk of serious injury or death to vulnerable users upon collision.



Source: Adapted by the County of Brant from "World Health Organization (2008). Speed Management: A Road Safety Manual for Decision-Makers and Practitioners". <https://cdn.who.int/media/docs/default-source/documents/health-topics/road-traffic-injuries/speed-management-manual.pdf>



# Addressing Common Misconceptions



## It's a tax grab

- ✓ The primary goal of ASE is to improve road safety and not to generate money. Changing driver behaviour progressively over time is at the heart of the ASE program.

## Speeding isn't a serious problem

- ✓ Even small increases in speed above the posted limit can have serious consequences. Slowing down, even a few km/hour can mean the difference between a close call and a fatal collision.

## Drivers won't change their behaviour

- ✓ Awareness of ASE has been proven to lead to behavioural change. The data overwhelmingly supports the effectiveness and impact of ASE.

## Tickets will be issued for 1 km over

- ✓ The County of Brant sets a reasonable confidential threshold for violations. Tickets are not being issued for 1 km over.

## ASE violates Due Process

- ✓ Penalty Orders provide clear instructions on how to commence an appeal.

A study from CAA shows that **73% of Ontario drivers are supportive of using ASE in school and community safety zones.**

Learn more about ASE in the County of Brant at [brant.ca/ASE](https://brant.ca/ASE).