



For Immediate Release

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Safe streets for safe use – Town of Georgina to implement Safe Streets Monitoring Program

Georgina, ON – In an effort to improve road safety, the Town of Georgina has updated its Safe Streets Policy which includes automated speed enforcement (ASE) cameras as one of the various tactics used to improve speed compliance on Town roads. The Safe Streets Monitoring Program uses ASE cameras with the goal of altering driver behaviour, encouraging posted speed limit compliance and increasing overall safety for the community. The speed cameras will be used with other traffic control measures that focus on education, enforcement and engineering.

“The goal here is to improve road safety and make the streets safe for everyone,” said Mayor Margaret Quirk. “Speeding is a complaint we hear from residents all the time. The automated speed enforcement cameras will serve as another method to slow traffic down in community safety zones and remind motorists of the need to obey the speed limit. Georgina is a growing community and we need to ensure our road safety policies and programs reflect the needs of residents.”

A total of five cameras will be installed. Each ward will receive one camera rotating throughout the community safety zones within that ward to ensure the benefits of the program are equally distributed throughout the Town. The cameras will track speed and take photographs of vehicles going above the posted speed limit.

The cameras will be located in Community Safety Zones. The purpose of Community Safety Zones is to enhance the safety of all road users by educating vehicular traffic that they are entering an area of special concern through the use of signage and pavement markings. The exact locations of the cameras will be announced in the coming weeks. Before the cameras are installed, “coming soon” signs will be installed 90 days in advance to warn, remind and educate the public to drive within the posted speed limit.

Tickets will be issued by the Town and will be mailed to the registered licence plate holder on file with the Province of Ontario. The fine amounts are regulated and established by the province. Tickets issued (penalty orders) and the dispute process will be facilitated through the Town’s [Administrative Monetary Penalty System](#). The penalty is a monetary fine and no demerit points will be issued.

For more information, and frequently asked questions, visit [georgina.ca/ SafetyCameras](http://georgina.ca/SafetyCameras).

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