



For Immediate Release

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Town installs ‘coming soon’ signs for automated speed cameras

Georgina, ON – Georgina residents will see ‘coming soon’ signs installed in five approved locations throughout Town as part of the Safe Streets Monitoring Program which will use automated speed cameras to reduce speeding in Community Safety Zones. The signs will be in place for 90 days before the speed cameras will be activated.

“As a growing community, we are committed to improving road safety and making our neighbourhoods safer for our residents,” said Mayor Margaret Quirk. “The goal of the automated speed enforcement cameras is to get drivers to slow down and obey the speed limit. The coming soon signs will serve to warn, remind and educate the public that the cameras are coming and are part of the Town’s Safe Streets Monitoring Program.”

Locations of ‘coming soon’ signs:

- Ward 1: Lowndes Avenue near Tim Jacobs Drive
- Ward 2: Wexford Drive near Ladyburn Drive
- Ward 3: Church Street West of Shoreline Place
- Ward 4: Maple Avenue approximately 550 m North of Black River Road
- Ward 5: Station Road approximately 240 m North of Old Homestead Road

Ninety days following the installation of the coming soon signs, one camera will be installed at each of the five locations. Each ward will receive one camera rotating throughout the community safety zones within that ward where there is confirmed speeding taking place. This helps 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.

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.

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 Town is also introducing ‘Shelly,’ it’s [Safe Streets for Safe Use](#) mascot. Shelly is featured in a video that explains the how the automated speed enforcement program works.

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

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