



GEORGINA

Media Release

Town of Georgina Corporate Communications
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For Immediate Release

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Shelly says slow down! Automated speed cameras go live April 10

Georgina, ON – Shelly the safety turtle is reminding drivers to slow down. The Safe Streets Monitoring Program uses Automated Speed Enforcement (ASE) cameras to encourage people to drive the posted speed limit. Five cameras have been installed – one in each ward – in Community Safety Zones. The cameras will become operational beginning April 10.

“Automated speed enforcement cameras are an essential tool in our efforts to slow down drivers and create safer streets for everyone in Georgina,” said Mayor Margaret Quirk. “Improving road safety is about creating a culture of awareness and responsibility within the community. Our goal is to get drivers to obey the posted speed limit, especially in Community Safety Zones, and create safer neighbourhoods for everyone.”

Locations of cameras:

- 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

Each ward has one camera rotating throughout the Community Safety Zones 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 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 mailed to the registered licence plate holder on file with the Province of Ontario. The fine amounts are regulated and established by the province. 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.

Survey

The Town is also releasing an online survey which will be found on the [Safe Streets Monitoring webpage](#). The survey is looking for residents' input on how revenue collected from the program can be used. Revenue will first be used to offset the costs to run the program. The survey opens April 10 and runs until April 30, 2025.

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

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