

Shelburne mayor says ASE ?not a cash grab?

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The Town of Shelburne is standing firm behind its decision to implement automated speed enforcement (ASE) cameras on local streets in the face of divisive comments from Ontario Premier Doug Ford.

Last Thursday (Sept. 11), the Town of Shelburne released a statement in response to comments made by Premier Ford, who suggested that automated speed enforcement (ASE) is a ?cash grab? and that Ontario municipalities should end their use.

?Automated speed enforcement is a proven, evidence-based public safety tool,? said Shelburne Mayor Wade Mills. ?When drivers know that a camera is in place, they slow down. When speeds are reduced, collisions and serious injuries decline. That's not a cash grab; that's a community safety success.?

Automated Speed Enforcement (ASE) is a traffic calming program that captures an image of a vehicle when it exceeds the posted speed limit in a designated area. The image is reviewed by a provincial offences officer, who then issues a ticket to the registered owner of the vehicle.

The threshold of speed over the limit to issue a ticket is not being disclosed.

The Town of Shelburne's automated speed enforcement program went live on Sept. 25

Through the ASE program, the Town of Shelburne has installed a total of 10 cameras, which have been placed in both directions on five streets within the town.

The locations of the automated speed enforcement cameras include: Greenwood Street, from Rintoul Crescent to Robert Street; Main Street, spanning Simon Street to Jelly Street; Owen Sound Street, stretching from Second Avenue West to O'Flynn Street; Victoria Street, from Franklyn Street to Andrew Street; and William Street, running from First Avenue East to O'Flynn Street.

The Town of Shelburne has previously said the locations of the cameras were based on speeding concerns and pedestrian safety, and that the location of the cameras can change based on changing needs.

At an event in Toronto on Sept. 9, Premier Ford referred to the automated speed enforcement program as a ?tax grab? and added that if municipalities want to slow traffic near schools, they need to put up ?big huge signs, big flashing lights.?

?Calling automated speed enforcement, a cash grab undermines the real issue, unsafe driving behaviours puts lives at risk,? said Mayor Mills. ?Every resident should feel safe using our pedestrian friendly community. ASE helps make that possible.?

The Town of Shelburne has been working to address speeding concerns on community streets, which have been raised by residents for many years.

In 2021, the majority of streets in Shelburne were designated as community safety zones, and Shelburne Town Council approved and passed a motion to reduce the speed limit in town, with the exception of connecting link roadways, to 40 km/h. In 2024, Shelburne Town Council reduced the speed limit on its connecting link roadways from 50 km/h to 40 km/h.

In recent years, the Town of Shelburne has also implemented a range of traffic calming measures, including digital radar speed signs, enhanced crosswalk signage, expansion of designated/marked on-street parking, flexible bollards for seasonal lane

delineation, pavement markings, and seasonal speed cushions.

?The Town of Shelburne remains committed to prioritizing road safety over revenue and will continue to use tools like automated speed enforcement to protect residents and visitors alike,? said the municipality.

At a Shelburne Town Council's meeting on Sept. 8, Mayor Mills noted that ASE fines will only impact those who break speed limit laws.

?It's pretty simple; obey the speed limit. It costs nothing.?