




Region of Waterloo

# Communications Overview

Municipal Speed Camera Program Expansion

November 28, 2024

# Today's session

- Program overview and objectives
  - Communication goals
  - Best practices
  - Communications tactics
  - Communications roll-out
  - Questions/feedback
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# Program Overview

- Speed camera pilot program launched in September 2021.
- 4 speed cameras have been rotating across 16 locations.
- The number of drivers following the posted speed limit at the 16 locations **increased by 63%**.
- Success in reducing speeds led to Council's 2023 decision to expand speed cameras across all eligible school zones by 2028.
- Up to 10 new camera locations will be live in Winter 2025 and additional cameras will be added each year with input from area municipalities.

# Program objectives

- Reduce speed and increase safety in school zones and community safety zones.
- Decrease risk and severity of collisions.
- Create safer environments for walking, cycling and rolling.

# Communication Goals

- **Educate:** Communicate purpose and benefits to the community.
  - **Raise awareness:** Share expansion plan and how to locate camera sites.
  - **Inform:** Assist those who get a speeding ticket to pay it as easily as possible.
  - **Partner:** Work collaboratively with partners to raise awareness.
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# Best Practices

- Use simple, clear and consistent messaging in multiple languages.
- Use local, authentic photography in campaign materials to represent diversity in our communities.
- Use a data-driven approach to communicate effectiveness and highlight successes.
- Use expertise from Client Experience team to ensure program information is accessible and client-focused
- Use feedback collected from the public to identify areas to focus on to enhance understanding and educate residents.

# Communication Tactics: Traditional

- Grand River Transit ads
- Radio ads
- Billboards
- Media outreach
- Region of Waterloo Service First Contact Centre

# Communication Tactics: Digital

- Web platforms:
  - GIS map of camera locations
  - Engage WR: public perception and input
  - Safe Roads WR: education
  - ROW website: program and payment details
- Social media: paid campaign + organic
- Region Podcast
- Videos
- Downloadable infographic



# Communication Tactics: Grassroots

- Lawn signs
- Safe Roads Waterloo Region stickers
- Poster/flyer
- Mailers to residents near camera locations
- Outreach to school boards, schools and community groups  
(Student Transportation Services Waterloo Region, neighbourhood associations etc.)

# Timelines

- **General awareness building**
  - January 2025-September 2028
- **Targeted communications** to residents, schools and community groups each time a new set of cameras is installed and activated
  - Winter 2025 (~10 new cameras)
  - Spring 2025 (~12 new cameras)
  - Fall 2025 (up to 35 new cameras)

# Program information and resources

- Municipal Speed Camera Program: [www.regionofwaterloo.ca/SpeedCameras](http://www.regionofwaterloo.ca/SpeedCameras)
- Safe Roads Waterloo Region website: [www.SafeRoadsWR.com](http://www.SafeRoadsWR.com)

# Contact information

Maureen O'Neal

Coordinator, Communications and Community Engagement

Planning, Development & Legislative Services, Region of Waterloo

150 Frederick St, Kitchener, ON, N2G 4J3

[moneal@regionofwaterloo.ca](mailto:moneal@regionofwaterloo.ca)

Cell: 519-575-8542

**Questions or feedback?**