



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


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
- Safe Roads Waterloo Region website: www.SafeRoadsWR.com

Contact information

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Questions or feedback?