



**AUTOMATED
TRAFFIC
ENFORCEMENT
2024 ANNUAL
TRAFFIC REPORT**

**SPEED
PHOTO
ENFORCED**



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INTRODUCTION

In 2024, The City of Red Deer (The City) had an estimated population of 112,491 and is currently being policed by the Royal Canadian Mounted Police (RCMP). Law enforcement in The City is also complemented with twenty-two (22) Community Peace Officers (CPO's). The RCMP and the CPOs in collaboration with The City of Red Deer are committed to increasing the level of roadway user safety. The Automated Traffic Enforcement (ATE) program is one mechanism used to reach this goal by reducing speed and managing intersection traffic compliance, which has a direct impact on collisions within Red Deer. The ATE program is a balanced and transparent education and enforcement approach, when used in conjunction with conventional traffic enforcement, contributes to community safety.

The requirements in the new ATE Guideline came into effect upon signing of the Ministerial Order by the Minister of Justice and Solicitor General and were implemented December of 2023 and have been extended until December 1, 2024, or such time the government decides to end the freeze.

The 2023 Automated Traffic Enforcement Technology Guideline is on The City web site and can be viewed at:

<https://www.reddeer.ca/city-services/police-rcmp/traffic-safety-and-enforcement/automated-traffic-enforcement-faqs/>

2024 City of Red Deer approved sites can be viewed on The City of Red Deer web site at:

<https://reddeer.ca/city-services/police-rcmp/traffic-safety-and-enforcement/automated-traffic-enforcement-faqs/>

OVERVIEW

The City of Red Deer Automated Traffic Enforcement (ATE) Program includes mobile units, red light and intersection speed cameras.

In 2024, The City operated with three ATE Mobile Units that were used at 191 approved site locations composed of 43 Traffic Corridors and 148 Playground/School zones. These locations have oversight and approval by the Red Deer Detachment of the Royal Canadian Mounted Police (RCMP) which is required pursuant to the ATE Guidelines - C. Roles and Responsibilities.

The City has 10 permanently affixed Intersection Safety Device (ISD) camera locations that are activated 24/7 capturing red light and speed violations.

COORDINATED TRAFFIC SAFETY

Traffic Safety, its initiatives and outcomes is a priority for The City of Red Deer and is achieved using the “Five E” philosophy of Education, Engineering, Enforcement, Engagement, and Evaluation. The long-term desired outcome is an improved transportation safety culture, where all citizens recognize and contribute positively to safer roadway use.

The Province of Alberta Policy Direction for the 2023 Automated Traffic Enforcement Technology Guideline, have extended a “freeze” that was initially implemented December 1, 2019 to December 1, 2024, or such time the government decides to end the freeze.

This change directs that there shall be no increase in amount of intersection safety devices and Mobile Units currently being used, or these devices cannot be moved to different locations.

2024 TIMELINE OF CHANGES

In January 2024, the Province changed the reporting criteria for collisions and thus the City of Red Deer and RCMP capture statistics for collisions that involved any soft tissue injury regardless of the severity and/or attendance at a medical facility. As a result, this has caused injury collision statistics to disproportionately escalate.

In February 2024, the ATE mobile truck units went from 3 vehicles enforcing ATE locations to 2 vehicles.

In the fall of 2024, Council meetings were held as part of the City of Red Deer Budget Debates, a report was requested on the use of ATE mobile unit speed enforcement. A proposal was submitted to transition away from the ATE Mobile Units and move towards a conventional model of traffic enforcement.

In November 2024, the Government of Alberta had approved the following policy changes to ATE program:

- ATE use will be prohibited on all provincial highways.
- ATE speed enforcement will be restricted to school zones, playground zones and construction zones.
- Intersection Safety Devices (ISD's) will be limited to red-light enforcement only, on roadways which are not a provincial highway or connector routes.

Effective December 2, 2024, there was an immediate expectation of municipalities to remove any sites that do not comply with the policy parameters above. A transition period between December 1, 2024 and April 1, 2025, was given to allow the province to work with municipalities to confirm compliance with the three policy parameters and remove inactive ATE sites.

In December 2024, 10 ATE Mobile Unit enforced traffic corridor sites were removed as they did not meet the criteria of justifications.

MOBILE UNITS

As stated in the City of Red Deer Council / Policy 3203-C, the primary focus of speed enforcement with ATE will be in school zones and playground areas. Secondary enforcement will apply to Red Deer's major traffic corridors where there is a significant potential for conflict between pedestrians and vehicles and there is a history of accidents.

Page 18 illustrates the playground/school zones enforced by ATE in The City of Red Deer. There are 148 Playground/School sites within the zones that are enforced by the ATE Mobile Units. Traffic corridors are monitored as outlined in the criteria defined by the Automated Traffic Enforcement Technology Guidelines, December 2023.

Each operator of the ATE Mobile Unit has obtained their valid Peace Officer Appointment from the Assistant Deputy Minister/Director of Law Enforcement of the Public Security Division, Department of Justice and Solicitor General, for the Province of Alberta. This appointment outlines the authority, responsibility and duties while contracted by The City of Red Deer and while acting within the scope of his/her employment, to enforce the Traffic Safety Act.

In 2024, the ATE Mobile Units went from 3 vehicles enforcing ATE locations to 2 vehicles. These ATE Mobile Units monitored 867,224 vehicles with a total 4863.97 deployment/enforcement hours in approved Playground, School and Traffic Corridor sites.

There were 14,893 speeding contraventions observed, resulting in 9,227 notices issued. There are a number of reasons for non-issuance of offence notices some of which include obstructed plates (dirt, snow, equipment mounted on rear of vehicle, damaged, faded, etc.), out of province and plates or vehicles that were stolen or lost.



TABLE 1 - ATE DATA FROM 2021-2024.

YEAR	ATE MOBILE UNITS	RED LIGHT CAMERA	SPEED THROUGH INTERSECTIONS	VIOLATION TOTALS
2021	8,365	382	8,276	17,023
2022	7,365	636	7,429	15,430
2023	5,737	848	13,300	19,885
2024	9,227	721	35,514	45,462

The ATE Mobile Unit site enforcement recognized an increase of violations by $\approx 60\%$ when comparing 2023 to 2024.

There was a decrease in Red Light Camera violation from 2023 to 2024. Please see page 15 for more information.

However, there was $\approx 167\%$ increase in Speed Through Green violations issued in 2024 when compared to 2023. Please see page 15 for more information.

This increase and the ATE Mobile Unit increase resulted in an overall increase of $\approx 128\%$ increase of total violations issued in 2024 when compared to 2023.



Here is the list of the 2024 Automated Traffic Enforcement Designated Playground and School zones for Red Deer:

SITE #	2024 ATE DESIGNATED PLAYGROUND/SCHOOL ZONES	SPEED
661	22 St EB and Lalor Drive	30
662	22 St WB and Lalor Drive	30
639	34 St WB and 43 Ave	30
629	39 St EB and McIntosh Ave - School Zone	30
630	39 St WB and 38A Ave - School Zone	30
722	40 Ave NB and 39 St - School Zone	30
723	40 Ave SB and 39 St - School Zone	30
324	42A Ave SB and 55 St	30
721	43 Ave NB and 45 St	30
720	43 Ave SB and 47 St	30
300	45 Ave NB and 58 St	30
301	45 Ave SB and 58 St	30
403	47 Ave NB and 46 St	30
402	47 Ave SB and 47 St	30
320	48 Ave NB and 51 St	30
321	48 Ave SB and 53 St	30
638	49 Ave NB and 34 St	30
637	49 Ave SB and 35 St	30
522	55 Ave NB and 38 St	30
505	55 Ave NB and Waghorn Cl	30
523	55 Ave NB and Woodsworth Cl	30
521	55 Ave SB and 39 St	30
507	55 Ave SB and Wallace Cl	30
503	57 Ave NB and 38 St	30
512	57 Ave NB and Watson St	30
500	57 Ave NB and Wilson Cr	30
504	57 Ave SB and 39 St	30



SITE #	2024 ATE DESIGNATED PLAYGROUND/SCHOOL ZONES	SPEED
524	57 Ave SB and 57A Ave	30
502	57 Ave SB and Watson St	30
513	58 Ave NB and 38 St	30
506	58 Ave SB and 38 St	30
322	58 St EB and 44 Ave	30
303	58 St WB and 44 Ave	30
205	59 Ave NB and 65 St	30
173	59 Ave NB and 76 St	30
204	59 Ave SB and 67 St	30
172	59 Ave SB and 76 St	30
304	59 St EB and 44 Ave	30
305	59 St WB and 43 Ave	30
211	60 St EB and 58 Ave	30
210	60 St WB and 56 Ave	30
131	69 St Drive NB and 59 Ave	30
130	69 St Drive SB and 71 St	30
640	Addington Drive EB and Austin Drive	30
641	Addington Drive WB and Austin Drive	30
606	Allan St EB and Addinell Ave	30
608	Allan St EB and Ahlstrom Cl	30
607	Allan St EB and Andrews Cl	30
610	Allan St SB and Alexander Cr	30
609	Allan St WB and Ahlstrom Cl	30
605	Allan St WB and Ayers Ave	30
622	Anders St EB and Addinell Ave	30
623	Anders St WB and Ayers Ave	30
604	Ayers Ave SB and Anders St	30
601	Boyce St EB and Baker Ave	30
600	Boyce St WB and Beatty Cr	30
726	Carrington Drive EB and Charles Ave	30
789	Clearview Drive NB and Connaught Cr	30



SITE #	2024 ATE DESIGNATED PLAYGROUND/SCHOOL ZONES	SPEED
790	Clearview Drive SB and Connaught Cr	30
705	Cornett Drive NB and Carpenter St	30
734	Cornett Drive NB and Cole St	30
706	Cornett Drive SB and Card Cr	30
707	Cornett Drive SB and Cardinal Ave	30
704	Cornett Drive SB and Cole St	30
715	Davison Drive SB and Dempsey St	30
714	Davison Drive NB and Dempsey St	30
716	Davison Drive NB and Dumas Cr	30
712	Davison Drive SB and Dawson St	30
730	Dempsey St NB and Drummond Ave	30
731	Dempsey St SB and Drummond Ave	30
717	Douglas Ave NB and Duston St	30
718	Douglas Ave SB and Dunlop St	30
735	Dowler St EB and Dunham Cl	30
719	Dowler St WB and Dunham Cl	30
713	Duncan Cr EB and Dawson St	30
733	Duston St EB and Daines Ave	30
732	Duston St WB and Daines Ave	30
700	Ellenwood Drive NB and Excell St	30
703	Ellenwood Drive SB and Eldridge Cr	30
702	Excell St EB and Edwards Cr	30
701	Excell St WB and Ellenwood Drive	30
100	Glendale Blvd NB and Gordon St	30
103	Glendale Blvd NB and Gunn St	30
104	Glendale Blvd SB and Gunn St	30
106	Greig Drive EB and Gregson Cr	30
207	Holmes St EB and Halladay Ave	30
206	Holmes St WB and Hallgren Ave	30
645	Inglewood Drive NB and Inglis Cr	30
644	Inglewood Drive SB and Inglis Cr	30



SITE #	2024 ATE DESIGNATED PLAYGROUND/SCHOOL ZONES	SPEED
114	Jewell St EB and Joice Cl	30
115	Jewell St WB and Joice Cl	30
116	Jordan Parkway NB and Jennings Cr	30
117	Jordan Parkway SB and Jennings Cr	30
132	Kendrew Drive NB and Kent St	30
208	Kerry Wood Drive NB and 56 St	30
209	Kerry Wood Drive SB and 57 St	30
112	Kingston Drive NB and Kerr Cl	30
113	Kingston Drive SB and Kerr Cl	30
649	Lancaster Drive EB and Ladwig Cl	30
642	Lancaster Drive EB and Lindsay Ave	30
648	Lancaster Drive WB and Lawford Ave	30
646	Lancaster Drive WB and Lindsay Ave	30
699	Lawford Ave NB and Lancaster Drive	30
647	Lawford Ave SB and 32 St	30
616	Lockwood Ave NB and Lister Cr	30
617	Lockwood Ave SB and Lister Cr	30
618	McIntosh Ave NB and McVicar St	30
619	McIntosh Ave SB and McVicar St	30
611	McLean St EB and Metcalf Ave	30
612	McLean St EB and Muir Ave	30
613	McLean St WB and Muir Ave	30
632	Mitchell Ave NB and Michiels St	30
626	Mitchell Ave NB and Munro Cr	30
625	Mitchell Ave SB and McPhee St	30
631	Mitchell Ave SB and Michiels St	30
107	Niven St EB and Northey Ave	30
109	Niven St WB and Northey Ave	30
111	Nolan St EB and Newlands Ave	30
123	Nolan St WB and Norton Ave	30
110	Northey Ave NB and Nash St	30



SITE #	2024 ATE DESIGNATED PLAYGROUND/SCHOOL ZONES	SPEED
213	Oak Drive EB and O'Brien Cr	30
214	Oak Drive WB and O'Brien Cr	30
201	Oak St EB and Onaway Ave	30
200	Oak St WB and Oxford Ave	30
212	Oleander Drive NB and Olsen St	30
221	Oleander Drive SB and Oldbury St	30
203	Olsen St EB and Openview Cl	30
202	Olsen St WB and Oleander Drive	30
215	Orr Drive NB and Oaklands Cr	30
216	Orr Drive SB and Oswald Cl	30
800	Pamely Ave NB and Patterson Cr	30
801	Pamely Ave SB and Patterson Cr	30
709	Ramsey Ave NB and Roland St	30
708	Ramsey Ave SB and Randolph St	30
710	Roland St EB and Ramsey Ave	30
711	Roland St WB and Ruttan Cl	30
603	Spencer St EB and Sherwood Cr	30
602	Spencer St WB and Salisbury Ave	30
621	Springfield Ave NB and Spencer St	30
620	Springfield Ave SB and Stanton St	30
783	Timberstone Way NB and Teasdale Drive	30
784	Timberstone Way SB and Teasdale Drive	30
785	Timothy Drive EB and Timberstone Way	30
786	Timothy Drive WB and Timberstone Way	30
792	Van Slyke Way EB and Vermont Ave	30
791	Van Slyke Way WB and Veer Pl	30
651	Vanier Drive EB and Vine Gate	30
650	Vanier Drive WB and Vine Gate	30



Here is the list of the 2024 Automated Traffic Enforcement Approved Traffic Corridor zones for Red Deer:

2024 ATE TRAFFIC APPROVED CORRIDOR		
SITE	ZONES	SPEED
685	19 St EB and 49 Ave	60
686	19 St WB and Sharpe Ave	60
756	30 Ave NB and 55 St	60
754	30 Ave NB and Dawson St	60
752	30 Ave NB and Dunlop St	60
750	30 Ave NB and Lancaster Drive	60
755	30 Ave NB and Rollis St	60
451	49 Ave NB and 45 St	50
351	49 Ave NB and 55 St	50
562	32 St WB and 55 Ave	60
757	30 Ave SB and 55 St	60
758	30 Ave SB and Ellenwood Drive	60
751	30 Ave SB and Lancaster Drive	60
759	30 Ave SB and McLean St	60
765	40 Ave NB and 52 St	50
852	50 Ave NB and 78A St	60
163	50 Ave NB and 79 St	60
450	50 Ave SB and 43 St	50
350	50 Ave SB and 53 St	50
250	50 Ave SB and 63 St	60
152	50 Ave SB and 68 St	60
151	50 Ave SB and 71 St	60
253	67 St EB and 59 Ave	60
773	67 St EB and Garden Gate	70
772	67 St WB and Garden Gate	70
169	Highway 11A EB and Taylor Drive	70
166	Highway 11A WB and Range Rd 274	70
168	Highway 11A WB and Taylor Drive	70



SITE	2024 ATE TRAFFIC APPROVED CORRIDOR ZONES (continued)	SPEED
855	Riverside Drive SB and 76 St	70
557	Taylor Drive NB and 28 St	70
559	Taylor Drive NB and 32 St	70
566	Taylor Drive NB and 45 St	50
153	Taylor Drive NB and 77 St	60
558	Taylor Drive SB and 28 St	70
560	Taylor Drive SB and 32 St	70
565	Taylor Drive SB and 45 St	50
156	Taylor Drive SB and 65 Ave	60
157	Taylor Drive SB and 67 St	60

December 2024, the below 10 ATE traffic corridors were removed as they did not meet the criteria of justifications.

SITE	TRAFFIC CORRIDORS DENIED AND REMOVED 2024	SPEED
778	39 St WB and Durie Cl	50
765	40 Ave NB and 52 St	50
684	48 Ave NB and 43 St	50
683	48 Ave SB and 43 St	50
696	49 Ave SB and 19 St	50
852	50 Ave NB and 78A St	60
163	50 Ave NB and 79 St	60
350	50 Ave SB and 53 St	50
255	59 Ave SB and Niven St	50
166	Highway 11A WB and Range Rd 274	70

RED-LIGHT CAMERAS

The primary focus of the ISD is to assist in making the streets safer by reducing the number of traffic offences, which contribute to injuries and fatalities on our roadways. There is a Red-Light Camera infraction increase that is primarily due to the enhancement of technology and its ability to capture more violations in all lanes at any given time. It is acknowledged that other factors such as an increase of drivers, weather conditions, and distracted driving may also contribute to the overall increase in violations. In 2024, all ten intersection cameras were activated 24/7 to facilitate the capturing of red-light violations.

From 2023 to 2024, there was $\approx 15\%$ decrease in the number of red-light violations issued.

INTERSECTION SPEED CAMERAS

In 2017, The City of Red Deer Council approved the use of intersection speed technology. In April 2018, The City implemented a new Intersection Safety Device system with the ability to enforce infractions in all lanes of traffic simultaneously. Typically, the first year of implementation of intersection speed technology results in the highest infraction rate as drivers require time to adjust driving behavior and patterns.

From 2023 to 2024, there was an increase in speed violations by $\approx 167\%$.

In 2024, a total of 20,762,547 motor vehicles travelled through The City's monitored intersections. Of that number, there were 75,146 combined red light and speed contraventions. There were 35,514 speeding violations and 721 red light violations issued.



The below chart indicates the 2024 ATE Approved Intersection Safety Device Locations:

1	Gaetz Ave & 32 St	60
3	Gaetz Ave & 59 St	50
4	Gaetz Ave & 67 St	60
5	32 St & 30 Ave	60
6	Ross St & 30 Ave	60
7	Gaetz Ave & 76 St	60
8	49 Ave & 49 St	50
9	30 Ave & 32 St	60
10	30 Ave & Ross St	60
11	Taylor Drive & 32 St	70

SYNOPSIS OF DATA

TABLE 2 - PUBLIC ROADWAY COLLISIONS*

Year	Total # Public Roadway Collisions	Total # Fatal & Injury Collisions	Total # Collisions at ISD Locations	Total # ISD Fatal & Injury Collisions
2021	1,455	144	114	12
2022	1,908	132	143	16
2023	1,935	228	208	22
2024	1908	348	157	43

Source: The City of Red Deer Engineering Services data available as of March 20, 2025.

*Public Roadway Collisions include all collisions that occurred on any road or street within the City of Red Deer. Parking lots and alleys are excluded.

TABLE 3 - COLLISION COMPARISON 2021-2024

2021 compared to 2024

- There is a ≈ 31 % increase in total number of collisions
- There is a ≈ 141 % increase in injury and fatal collisions
- There is a ≈ 38 % increase in collisions at ISD locations
- There is a ≈ 258 % increase in fatal & injury collisions at ISD locations

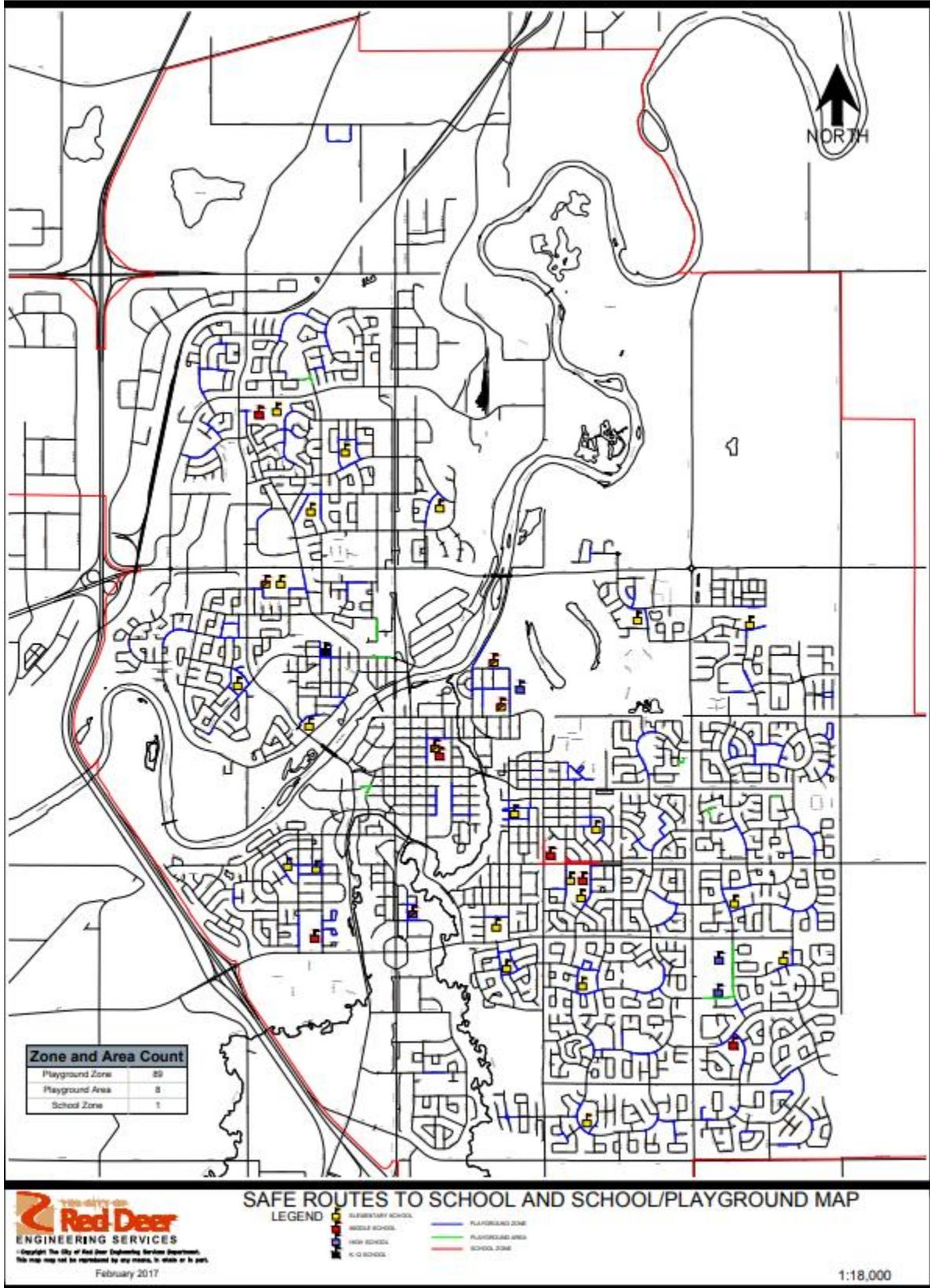
2022 compared to 2024

- There is a ≈ 0 % increase in total number of collisions
- There is a ≈ 164 % increase in injury and fatal collisions
- There is a ≈ 10 % increase in collisions at ISD locations
- There is a ≈ 169 % increase in fatal & injury collisions at ISD locations

2023 compared to 2024

- There is a ≈ 1.4 % decrease in total number of collisions
- There is a ≈ 53 % increase in injury and fatal collisions
- There is a ≈ 25 % decrease in collisions at ISD locations
- There is a ≈ 95 % increase in fatal & injury collisions at ISD locations.

Source: The City of Red Deer Engineering Services, data available as of March 20, 2025





ATE FINE REVENUE

Revenue generated through the issuance of a ticket through conventional enforcement or automated traffic enforcement (including Mobile Units, Red Light cameras and intersection speed cameras) is divided between The Province and The City – 41.67 % to The Province, which includes a 15 % victim surcharge, and the balance of 58.3 % remains with The City. The City portion, minus administrative costs, is applied directly to policing services in our city.

The 2024 net revenue received by The City is \$505,263 and is reflected in Table 4.

TABLE 4 - ATE FINE REVENUE SUMMARY 2024

ATE Fine Revenue Summary 2024					
Month	Photo Radar	Red Light Camera	Speed on Green	Total ATE Revenue by Month	
Jan	36,121	15,132	80,074	131,327	
Feb	33,961	15,345	82,441	131,747	
Mar	33,127	14,678	107,996	155,801	
Apr	29,387	8,780	123,197	161,364	
May	41,225	11,005	163,758	215,988	
Jun	48,938	8,380	138,010	195,329	
Jul	53,892	9,579	159,027	222,498	
Aug	50,971	10,773	168,727	230,470	
Sep	60,237	9,361	207,820	277,417	
Oct	57,921	10,771	216,796	285,488	
Nov	38,636	7,718	139,865	186,219	
Dec	22,142	4,301	82,600	109,043	
Total	506,558	125,823	1,670,311	2,302,691	
The ATE fine revenue are utilized in the below areas to support ATE operations. These expenses are direct costs of operating the ATE program.					
Category 2		Expenditure			
Row Labels		Sum of Amount			
Commissionaires		378,150			
Conduent		1,211,563			
Salaries		163,108			
Fleet Expense (e.g. R&M of fleet vehicles)		41,654			
General Operational Expenses (e.g. Telephone, Supplies, Equipment Repair, etc)		2,953			
Grand Total		1,797,428			



OUR COMMITMENT

The City of Red Deer, Municipal Policing Services, RCMP, and the Province of Alberta all share the same end goal - to make our roadways safer.

Through the ATE Program and continued public education, The City remains dedicated to reducing both the occurrence and severity of collisions and the resulting injuries and fatalities, as well as reducing property damage in our community.

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