



## **Saint John to participate in cutting-edge speed sensor pilot to improve traffic management across city**

**November 12, 2020 (SAINT JOHN, NB)** – The [City of Saint John](#) and [Saint John Energy](#) are partnering with [Liveable Cities](#) (a division of LED Roadway Lighting), a Nova Scotia-based clean technology company, to install speed sensors on LED lights at ten locations across the city. Beginning the week of November 16<sup>th</sup>, the six-month pilot project will seek to improve safety in the community by using anonymous data collected from the sensors to enhance traffic management.

“The speed sensor pilot project aligns well with the goals of the City’s Transportation Plan, Move SJ, which aims to provide sustainable development and a balanced transportation network in Saint John,” says Tim O’Reilly, City of Saint John Traffic Engineer. “This partnership with Saint John Energy and Liveable Cities is another way we are making steps to accomplish our aspirational goal of providing each Saint John citizen the opportunity to use the mode of transportation of their choice and be safe while doing so.”

Produced by [Liveable Cities](#) and installed on LED lights by [Saint John Energy](#), the speed sensors will help provide the data needed to make evidence-based decisions around investments and improvements to traffic management plans – such as speed enforcement, traffic calming measures, and other urban and mobility planning applications in Saint John.

“Liveable Cities’ speed sensor technology provides a tool that can be quickly and efficiently deployed to address traffic safety and speeding concerns in our communities. The actionable data obtained from our sensor solutions will better inform municipal decisions and reassure citizens that concrete actions are being taken to promote safer communities,” says Jeff Libis, Vice President of Sales, Liveable Cities. “In addition to community safety, the data from our radar sensors can be used to create modulated lighting plans to drive additional energy savings and reduce GHG emissions. Liveable Cities’ speed sensor are radar-based to collect speeding and traffic data while maintaining total anonymity of citizens.”

[Liveable Cities](#) has partnered [with Saint John Energy](#) in the past to supply LED area and street lights. As part of an earlier 2020 project, [funded by the Government of Canada’s Low Carbon Economy Challenge](#) to combat climate change, the utility replaced close to 1,700 existing outdoor area and street lights with high efficiency LEDs.

“Keeping our customers safe is our top priority at Saint John Energy, so we’re excited to work with Liveable Cities and the City to bring a cutting-edge pilot project to Saint John,” says Will McGivney, Engineer, Saint John Energy. “This is another step in bringing innovative smart technology solutions to our community.”

To find out more about upcoming City projects, Liveable Cities and Saint John Energy visit, [www.saintjohn.ca](http://www.saintjohn.ca), [www.liveablecities.com](http://www.liveablecities.com) and [www.sjenergy.com](http://www.sjenergy.com)

**Liveable Cities** is a division of LED Roadway Lighting Ltd. (LRL) is a Canadian-owned and operated clean technology company that designs and manufactures LED street lights, wireless street light control/networks, smart city sensors, and Advanced Smart Lighting/City Software that will enable, when fully deployed, an advanced smart lighting/city platform. LRL is headquartered in Halifax, Nova Scotia, with



primary manufacturing located in Amherst, Nova Scotia and are proud of their local partnership with The City of Saint John and Saint John Energy for this pilot project.

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Click here to view the City of Saint John's media release.

<https://www.saintjohn.ca/en/home/news/newsreleases/saint-john-to-participate-in-cutting-edge-speed-se.aspx>