

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. OI-2024-0016

**FOR THE CONSIDERATION OF
COUNCIL**

September 11, 2024

SUBJECT: Safe Streets Policy - governing the review and implementation of traffic studies and calming measures in the Town of Georgina

1. RECOMMENDATION:

- 1. That Council receive Report No. OI-2024-0016 prepared by the Operations Division, Operation & Infrastructure Department, dated September 11, 2024, regarding the Safe Streets Policy - governing the review and implementation of traffic studies and calming measures in the Town of Georgina;**
- 2. That Council endorse the draft Safe Streets Policy as the governing policy for use on review and implementation of traffic studies and calming measures throughout the Town of Georgina;**
- 3. That the Safe Streets Policy replace Traffic Calming Policy RD 18 and any reference to Traffic Calming Policy RD 18 now be in reference to the Safe Streets Policy;**
- 4. That By-law 2024-0062 (TR-1) be adopted to amend By-Law 2023-0087 (TR-) to amend:**
 - a. Schedule XXX Community Safety Zones to include the areas listed within Attachment 2**
 - b. Schedule XXVII to ensure that all streets within any Community Safety Zone do not exceed 40km/hr and that any speed currently posted above 40km/hr be reduced to 40km/hr**

2. PURPOSE:

To introduce the Safe Streets Policy, Attachment 1, which will replace the current Town Policy, Traffic Calming Policy RD18. This report will also propose new community safety zones following a town wide review of areas with increased concern for public safety. The corresponding costs to implement the new community safety zone layout within the Safe Streets Policy will also be outlined in this report.

3. BACKGROUND:

History of Current Policy

In August 2013, Council Resolution C-2103-0325 was passed with respect to establishing the governing Traffic Calming Policy RD 18 dealing with traffic management/calming issues throughout the Town of Georgina. Over the past 11 years, the Town's growth and development has surpassed the existing policy's ability to process and implement effective traffic management strategies. Staff are inundated with requests for traffic studies and requests for traffic calming measure installations.

Corporate Strategic Plan

One of the Town's recent Strategic Pillars is Creating a Vibrant, Healthy, and Safe Community for All. The second goal and indicator within this pillar is to support a safe, healthy and inclusive community. The expansion of the traffic and road safety program is a specific initiative outlined within the goal.

Community Safety Zone

The purpose of Community Safety Zones is to enhance the safety of road users by slowing down traffic and increasing driver vigilance. By marking these zones with clear signage and markings and ensuring enforcement, the Town of Georgina aims to reduce the risk of traffic-related incidents in critical areas where the public is most vulnerable. Community Safety zones are a key component of the broader effort to create safer streets for all users.

The Highway Traffic Act outlines that the Mayor and Council of a municipality may designate, by by-law, a part or whole street or road under its jurisdiction as a community safety zone if, in the Mayor and Council's opinion, public safety is of special concern on that part of the street or road.

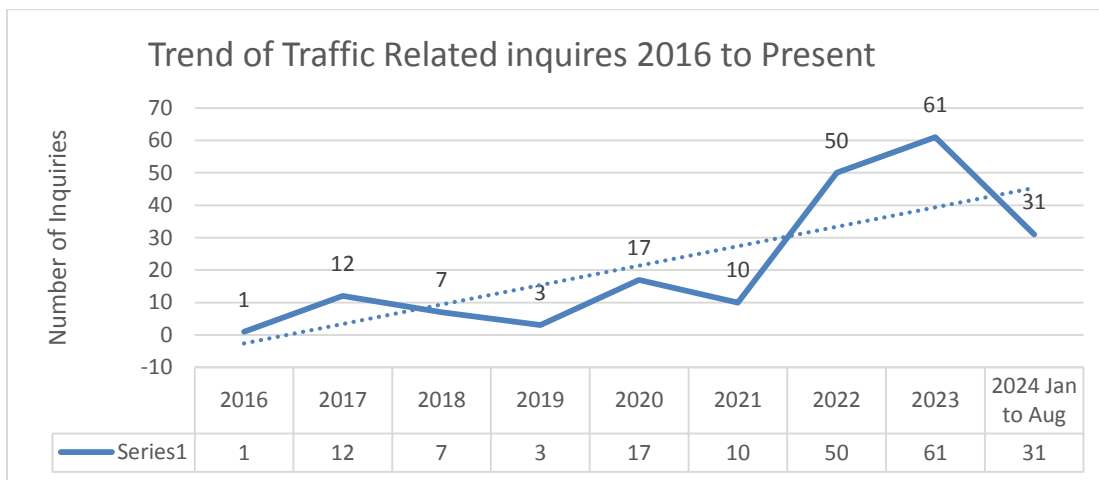
Schedule XXX Community Safety Zones within By-Law 2023-0087 (TR-1) contains the locations of all existing community safety zones in the Town of Georgina. These are locations where public safety is of special concern. All locations are marked with signage indicating when the zone begins and when the zone ends. Speed limits range from 30km/hr to 50km/hr. No other indicators are present at these locations to bring awareness to drivers of the increased need for driving cautiously.

The last addition of a community safety zone was in 2020 and the last sweeping audit of the Town for implementation of community safety zones was in 2002. The green lines in Attachment 1 outline existing community safety zone.

4. ANALYSIS:

Changing public need for speed and volume studies

The below chart depicts the increasing trend of traffic related inquiries over the past eight years. In 2016 there was one recorded traffic-related inquiry that initiated a review and a study vs 61 in 2023. This year, there are 31 inquiries with 5 months remaining. The notable steady increase is likely from increased awareness of available tactics to Municipalities within the media (and other larger municipalities), and has resulted in a back log of over 70 requests that have not been completed to date. Each request received warranted a review and study, taking up to 6 weeks for set up, data collection, and reporting.



Traffic Calming Policy RD 18 has brought the Town to this current backlog due to its limitations in time-consuming reviews and implementations. There were no thresholds to be met, or review of existing data, to prevent an additional study from occurring. The Safe Streets Policy streamlines location reviews and provides a structured approach for traffic calming measure installations.

Updates to the Safe Streets Policy (formerly traffic calming policy RD-18)

The following are the key updates from the attached Safe Streets Policy:

- Consolidation of all traffic safety measures within the Town including education, signage, road watch, ASE and physical implementations
- Alignment to other document control structures, easily able to modified and build upon in the future
- Addition of a screening procedure for speed and volume studies at locations that do not meet minimum basic criteria for physical implementations
- Formalized process for community input (survey)
- Full catalog of traffic calming measures, including ASE
- Prioritization tool for implementing traffic calming
- Removal of required ‘steps’ from former policy, ability to implement the *right* treatment specific to the road being studied

Community Safety Zone

The Safe Streets Policy contains an innovative typical layout for both Community Safety Zones without a school and Community Safety Zones with a school. The new layout would also require that speed limits within community safety zones do not exceed 40km/hr. Each layout contains installations of various devices and warning measures, with the forecasted implementation cost of up to \$10,000.00 per layout and an annual maintenance cost following of approximately \$2,000.00. This includes but is not limited to installations listed below:

- Line markings for lane narrowing
- Slow down pavement markings
- Pedestrian Crossing delineations
- Stop bars
- Stop sign enhancements
- Area signs
- Traffic Data collection

The new policy also introduces the ability for the Safe Streets Monitoring Program (Automated Speed Enforcement Cameras) to be installed in community safety zones where current warning mechanisms are proving to be ineffective to reduce vehicle speeds.

The need to reduce speed limits within these zones is based off evidence that indicates the survival rate of pedestrians being struck by a vehicle traveling less than 40km/hr is significantly higher than a vehicle traveling in excess of 40 km/hr (*National Transportation Safety Board, 2017*).

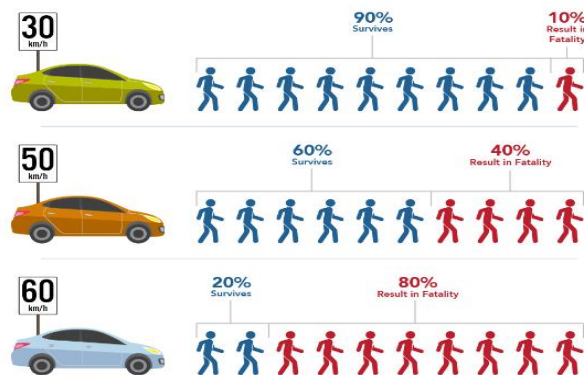


Figure 1: Metric translation of National Transportation Safety Board. 2017. Reducing Speeding-Related Crashes Involving Passenger Vehicles

Attachment 2 is the result of a sweeping audit conducted by Town staff outlining a list of areas that are of increased concern to public safety, based upon data currently available to staff. The increased concern comes from:

- Shared use of Street without a sidewalk
- Proximity to Parks

- Proximity to Schools
- Within the Waterfront Buffer zone
- Proximity to Active Transportation Trail
- Proximity to a Community Facility

These new layouts will be phased in, beginning with 5 locations aligned with the Safe Streets Monitoring Program, implemented by the end of October. Funds required to implement will be drawn from the Automated Speed Enforcement Program, should it be approved.

5. RELATIONSHIP TO STRATEGIC PLAN:

Creating a vibrant, healthy, and safe community for all - Support a safe, healthy and inclusive community

Strategic Initiative 5: Update the Active Transportation Master Plan, including trails and expansion of the traffic and road safety program

6. FINANCIAL AND BUDGETARY IMPACT:

Each updated Community Safety Zone will cost up to \$10,000.00 and have an annual cost of \$2,000.00. These upgrades will be prioritized, and installed in small groups as they will be budget limited. It is not expected to have any additional financial impact as the implementation of the community safety zone standard will be funded from the Safe Streets Monitoring Program.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Following the passing of Councils recommendations, the Town's Road Safety website will be launched, inclusive of interactive mapping similar to that of the all construction map currently on the website. As well, local community impacted by the installation of traffic calming measure will be requested for input on and receive information prior to installation.

8. CONCLUSION:

Traffic calming policy RD 18 currently used to review traffic safety has become outdated and has elicited operational challenges. The new Safe Streets Policy is in line with new initiatives, such as the Safe Streets Monitoring Program (ASE) and provides a streamlined, structured approach for reviewing Street Safety. Continuous evaluation and community feedback are integral to the success of this policy, ensuring that the implemented measures meet their intended goals and adapt to evolving traffic conditions. This approach not only addresses immediate traffic issues but also fosters long-term improvements in road safety and community well-being.

APPROVALS

Prepared By: Niall Stocking, Manger Operations (Roads, Storm water, Forestry)
Recommended By: Michael Vos, Director, Operations and Infrastructure
Approved By: Ryan Cronsberry, Chief Administrative Officer

Attachments:

- 1- *Safe Streets Policy*
- 2- *Community Safety Zones, Existing and Proposed.*