

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. OID-2025-0010

**FOR THE CONSIDERATION OF
COUNCIL**

May 7, 2025

SUBJECT: TRAFFIC CONTROL AND PARKING REQUEST WORK PLAN UPDATE

1. RECOMMENDATION:

1. That Council receive Report No. OID-2025-0010 prepared by the Road Operations Division, Operations & Infrastructure Department, dated May 7, 2025, regarding the Traffic Control and Parking Request Work Plan Update;
2. That Bylaw 2025-0034 (TR-1) be adopted to amend Bylaw 2023-0087 (TR-1) to regulate traffic and control the parking of vehicles as outlined herein; and,
3. That Bylaw 2025-0035 (REG-1) be adopted to amend Bylaw 2024-0061 (REG-1) being a bylaw to regulate Town of Georgina Administrative Penalty and Fees.

2. PURPOSE:

The purpose of this report is to update Council on the status of traffic studies undertaken; new traffic management and parking control requests received since the last update; new initiatives for traffic calming; recommend work plans to address these requests as well as provided required amendments to bylaws to ensure clear and concise operations.

3. BACKGROUND:

The traffic report provides Council and residents with updates on traffic-related issues. Many of the requests received from residents involve signage requests, specifically all way stops, as well as concerns related to speeding and pedestrian or cyclist safety. Operations staff utilize various existing Town Bylaws, Policies and Procedures to process those inquiries and requests.

Traffic Calming

On September 11th, 2024, the Operations Division presented a report that proposed the Safe Streets Policy to council (Resolution No. C-2024-0284), which would replace Traffic Calming Policy RD-18. The following key updates were included in the Safe Streets Policy:

- Consolidation of all traffic safety measures within the Town including education, signage, road watch, Automated Speed Enforcement (ASE) and physical implementations
- Alignment to other document control structures, easily able to be 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

Public service requests (PSRs) submitted prior to Safe Streets Policy update were studied in accordance with Traffic calming Policy RD-18. This approach ensured that requests submitted prior to the policy update were studied as communicated to residents.

Community Safety Zones

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 bylaw, 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 Bylaw 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. An audit of the Town for implementation of community safety zones was conducted in 2024 and presented to Council on September 11, 2024 together with the Safe Streets Policy (Resolution No. C-2024-0284). Staff are continuously assessing roads to identify those that would benefit from this enhancement.

No Parking

The primary purpose of "No Parking" zones is to ensure public safety, maintain clear access for emergency vehicles, pedestrians, and other road users, and facilitate efficient road maintenance operations. Parking restrictions are typically implemented in areas where parked vehicles may:

- Obstruct visibility at intersections, pedestrian crosswalks, or driveways.
- Hinder the safe movement of traffic or reduce lane width.
- Block access for emergency services, maintenance vehicles, or snow removal equipment.
- Create hazardous conditions near curves, hills, or narrow roadways.
- Impede routine road maintenance activities, including snow clearing, street sweeping, and repairs.

Based on the above, the Town evaluates roadway conditions, safety considerations, and maintenance requirements to determine the most appropriate areas for "No Parking" designations. These measures help maintain safe and efficient use of public roadways.

In some cases, on-street parking may be preferred on the side of the roadway where sidewalks are located closer to the curb, as parked vehicles can act as a buffer between moving traffic and pedestrians, enhancing sidewalk safety and comfort.

Staff follow existing Town policies and procedures when requests are received for traffic studies, traffic control or parking control. Procedure RD-9 provides guidance on establishing parking restrictions in accordance with Bylaw 2023-0087 (TR-1).

Pedestrian Crossovers

By formally identifying pedestrian crossover locations within the bylaw, Operations and Infrastructure can more effectively manage and monitor these critical crossing points in accordance with the Ontario Traffic Manual.

Including pedestrian crossovers in the bylaw schedules offers the following benefits:

- Clearly designated crossover locations ensure consistent pavement markings and signage, improving visibility and safety for both pedestrians and motorists.
- Including crossovers in the bylaw establishes a consistent approach to inspection and maintenance, ensuring compliance with regulations.
- Defining crossover locations within the bylaw supports enforcement of non-compliance, such as unauthorized parking or encroachments.
- Maintaining accurate records of crossover locations aids future planning and safety improvements.
- Publicly accessible schedules promote accountability and consistent maintenance of crossover infrastructure.

By updating the bylaw schedules to include pedestrian crossovers, Operations and Infrastructure is better positioned to ensure these locations are adequately marked, signed, and regularly maintained, contributing to safer and more efficient pedestrian movement throughout the community

4. ANALYSIS:

Traffic-related service requests received by the Operations Division, along with the corresponding actions taken to address them, are detailed in the Appendix 1 – Traffic Analysis.

Administrative Amendments

Various amendments are required to Bylaw 2023-0087. These amendments were flagged by the Legislative Services department and are required to ensure effective enforcement. The administrative amendments are presented in the attached under By laws within this council's agenda. It is important to note the amendments have all been previously approved by Council and that these are administrative only as part of the bylaw consolidation.

The following administrative amendments, identified during staff reviews of public service requests and routine maintenance inspections, are detailed in Bylaw 2025-0034 (TR-1):

- Update to Schedule XXVIII – Speed Limits for John Links Subdivision
- Update to Schedule XXIII – Through Highway

Community Safety Zones

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).

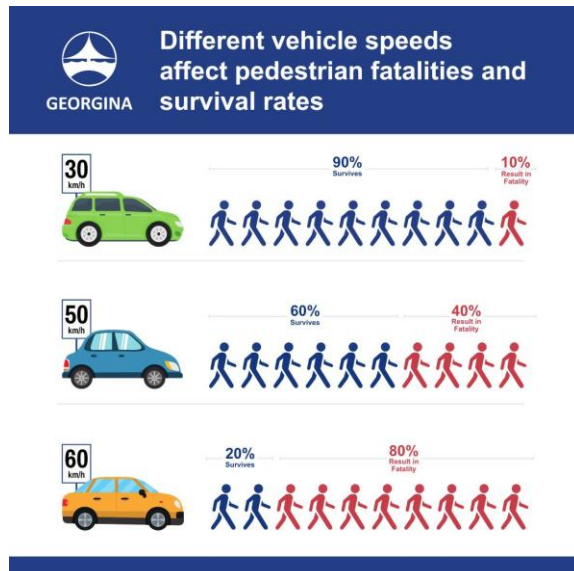


Figure 1: Metric translation of National Transportation Safety Board. 2017. Reducing Speeding-Related Crashes Involving Passenger Vehicles

Additional Community Safety Zones are outlined in Table 1 due to their increase concern to public safety. Layouts at these locations have already been enhanced through traffic calming initiatives and meet the requirements outlined in the Safe Streets Policy.

Ward	Road Portion	Street Limit	Street Limit 2	Reason for Addition
1	Thornlodge Drive	Ravenshoe Road	Joe Dales Drive	<ol style="list-style-type: none"> 1. Proximity to Schools 2. Entries to walking trails (Thornlodge Park Trail)
3	Old Homesead Road	Lake Drive North	Metro Road	<ol style="list-style-type: none"> 1. Proximity to Schools 2. Part of the Waterfront Buffer Zone 3. Shared road use with no sidewalk 4. Connecting to Active Transportation Trails

Table 1 – Proposed Community Safety Zones and Their Justifications

Pedestrian Crossovers

Amending Bylaw 2023-0087 (TR-1) to include pedestrian crossover locations in the schedules will require the installation of signage and pavement markings at newly designated locations or locations in need of operational upgrades. Maintaining consistent visibility and safety standards will also necessitate periodic repainting, sign replacement, and routine inspections to ensure compliance with regulatory requirements.

Contract OID2023-060 (Pavement Markings) has concluded, but a new contract to deliver this work is currently in the tender process, and all associated costs are included in the 2025 Roads Operations Budget. New signage and operational requirements have also been accounted for in the 2025 Roads Operations Budget, based on costs from OID2024-031 (Supply and Delivery of Traffic Signs).

Speed Hump Pilot Program Update

In September of 2022 Council endorsed the implementation of a Speed Hump Pilot Program through Resolution No. C-2022-0339. This program allows staff to trial or pilot speed humps to determine their most effective locations when installed. Seven speed humps were installed during the first season (2023) of the pilot and staff will continue the Speed Hump Pilot Program into a second season to expand the number of speed humps at existing locations.

The proposed plan has been adjusted to incorporate additional speed humps along Lake Drive East, with four (previously two) to be placed in front of Willow Beach and four (previously two) in front of Franklin Beach. No additional speed humps are planned for Irene Drive (previously two). This decision is informed by data indicating that Irene Drive is an ideal candidate for Automated Speed Enforcement (ASE). By forgoing speed humps on Irene at this stage, resources can be allocated more effectively and aligned with planned enforcement measures.

The second season of this pilot will allow staff to measure speed and volume impacts in a broader environment and determine how the increased frequency of speed humps effects vehicular speed compared to an environment where speed humps are less frequent. This will ultimately ensure our installation thresholds are optimized for the entirety of the road network.

Operations staff are currently coordinating with the retained contractor to facilitate the installation of speed humps at the specified locations for Q3 2025. Upon completion of the installations, traffic studies will be conducted at the identified locations to assess the impact of the increased frequency of speed humps on road user speed.

Safe Streets Monitoring Program – Automated Speed Enforcement (ASE) Update

A comprehensive Communications Plan was developed to raise awareness and educate residents about the Safe Streets Monitoring Program, with the primary objective of promoting safe driving behaviour. The strategy included multiple tactics to effectively reach both residents and motorists:

- On-Street Regulatory Signage

- Program Website: Featuring an educational video and an interactive GIS map.
- Media Releases: Issued on September 11, 2024; January 10, 2025; and April 10, 2025.
- Branding: The creation of the mascot "Shelly" to promote the program.
- Construction Notices: Distributed to residents within 150 meters of camera locations.
- School Board Communications: Shared materials for school boards to distribute.
- Curbex Signage: Installed across various locations in Georgina.
- eNews: Sent on October 1, 2024; February 6, 2025; March 4, 2025; and April 1, 2025.
- Georgina Matters Newsletter: Program updates included in the November/December 2024 and March 2025 editions.
- Social Media: Regular posts on Facebook and Instagram.
- Digital Signage: Displayed at the Civic Centre, Ice Palace, and MURC.
- Radio Advertising: Ads aired on K-Country.
- Household Mailouts: Program information sent to all households in Georgina.
- Online Survey: Engaged the community in providing feedback (April 10–30, 2025).

Revenue collected through the Safe Streets Monitoring Program will first be used to offset the costs to run the program, including upgrades to community safety zones associated with the program, and to offset other existing traffic safety program costs. The online survey was designed to gather feedback on how potential revenue generated from the Safe Streets Monitoring Program should be allocated. The survey was released in April 2025. Results from the survey will be presented and discussed in the ASE Update Council Report, scheduled for Fall 2025, once sufficient data has been collected from the program's operational period.

Camera Installation

Town contractors (*Jenoptik and Black McDonald*), in collaboration with Georgina's utility provider HydroOne, successfully installed and connected speed cameras at five locations. The cameras were mounted on existing or new poles at a height of 3.0 meters:

- Ward 1: Lowndes Avenue, near Tim Jacobs Drive
- Ward 2: Wexford Drive, near Ladyburn Drive
- Ward 3: Church Street, west of Shoreline Place
- Ward 4: Maple Avenue, approximately 550 meters north of Black River Road
- Ward 5: Station Road, approximately 240 meters north of Old Homestead Road

As part of the Automated Speed Enforcement Program the Town of Georgina's AMPS Bylaw No. 2024-0061 (REG-1) and Traffic Bylaw No. 2023-0087 (TR-1) underwent a comprehensive review. Minor amendments, which better align the Bylaws with program requirements, are outlined in Bylaw 2025-0035 (REG-1) to be adopted by Council.

LED Roadway Lighting – SLX-Speed Unit

Presented during the 2023 Ontario Good Roads Association (OGRA) conference, the LED Roadway Lighting SLX Speed Units represent a new technology that enables traffic studies and data collection to be incorporated into streetlight infrastructure, utilizing power from the fixture while remaining discreet. These sensors were initially utilized to respond to public service requests related to traffic studies. Throughout the pilot phase, the sensors were relocated monthly with the assistance of the Facilities and Maintenance Division, demonstrating effective interdepartmental collaboration. The pilot project allowed the Operations Division to conduct 40 traffic studies in 2023 alone.

Following the successful pilot and ongoing discussions with the technology owners, Operations and Infrastructure has since purchased the LED Roadway Lighting SLX Speed Units. These devices have now been permanently installed in Community Safety Zones throughout the Town of Georgina to continuously monitor speed in these areas, which assists in Automated Speed Enforcement decision making. This approach will allow the Operations Division to analyze speed data in these zones at any given time. As time goes on, additional sensors will be acquired with the goal of installing at least one speed sensor in every Community Safety Zone within the Town of Georgina.

York Region Vision Zero Travellers Safety Plan

Staff continue to meet with York Region, CIMA (hired consulting group), and other local municipalities to discuss the evolving York Region Vision Zero Travellers Safety Plan. Designed around the Vision Zero Network, the Safety Plan will be a collaborative effort funded by York Region. This initiative will be most successful when endorsed by all local municipalities within the York Region, working on a shared vision.

Future Initiatives

Over the past few years, the Town has significantly grown its traffic safety programs. To sustain this momentum, Operations & Infrastructure must continue to prioritize current initiatives and drive long-term success through sustainable, high-quality programming. Our team is dedicated to exploring innovative road safety solutions, assessing their suitability for our community, and ensuring that our efforts align with the Town's vision for responsible and sustainable growth.

5. RELATIONSHIP TO STRATEGIC PLAN:

Delivering service excellence

Creating a vibrant, healthy, and safe community for all

6. FINANCIAL AND BUDGETARY IMPACT:

All installations, maintenance, and operational requirements outlined in this report have been thoroughly evaluated and accounted for within the 2025 Roads Operations Budget. These considerations will also inform future budget planning to ensure continued compliance and maintenance.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Those residents that have inquired about traffic studies, traffic calming measures or other inquiries/requests pursuant to the Town's traffic policies, have been advised of the date of the report. Any Town residents/ occupants or property owners that wish to submit such requests or follow up on previous requests are encouraged to contact Service Georgina.

Anytime there is a resident proposed addition or amendment to the traffic bylaw, whether that be a no parking request or stop sign request, a petition is circulated to the residents of properties directly adjacent to the impacted area.

8. CONCLUSION:

The development of the Safe Streets Policy continues to demonstrate its effectiveness by ensuring timely action on valid requests and enhancing staff responsiveness through clearer reasoning and faster responses to residents. Since May 2024, staff have conducted a thorough review of 73 traffic-related inquiries.

Current traffic calming programs will build on our ongoing efforts to address speeding concerns throughout Georgina. Staff will continue to provide updates on current initiatives to ensure high-quality programming and create a safer community for all.

APPROVALS

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Reviewed By:	Niall Stocking, Manager, Operations (Roads, Stormwater, Forestry)
Recommended By:	Michael Vos, Director, Operations and Infrastructure
Approved By:	Ryan Cronsberry, Chief Administrative Officer

Attachments:

Appendix 1: Traffic Analysis

Bylaw 2025-0034 (TR-1)

Bylaw 2025-0035 (REG-1)