

**THE CORPORATION OF THE TOWN OF GEORGINA**

**REPORT NO. OID-2026-0011**

**FOR THE CONSIDERATION OF  
COUNCIL**

May 6, 2026

**SUBJECT: BI-ANNUAL TRAFFIC CONTROL AND PARKING REQUEST WORK  
PLAN UPDATE**

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**1. RECOMMENDATION:**

- 1. That Council receive Report No. OID-2026-0011 prepared by the Infrastructure Planning and Operations Support Division, Operations & Infrastructure Department, dated May 6, 2026, regarding the Bi-Annual Traffic Report; and,**
- 2. That Council approve the proposed strategy to deploy Road Safety Initiative Funds (\$255,036), including the anticipated delivery timeline.**

**2. PURPOSE:**

The purpose of this report is to update Council on the status of traffic studies undertaken and traffic management and parking control requests received since the last update. Further, the report seeks approval on new initiatives for traffic calming, recommended work plans to address these requests as well as required amendments to by-laws.

**3. BACKGROUND:**

The Bi-Annual Traffic Report provides Council and residents with a regular update on traffic-related matters across the Town. A significant portion of the inquiries and service requests received from residents relate to signage requests, traffic operations, speeding concerns, and pedestrian and cyclist safety.

Operations staff review and respond to these requests using existing Town By-Laws, policies, and established procedures. Requests are assessed based on roadway classification, traffic conditions, safety considerations, and compliance with provincial and municipal standards. Where appropriate, staff implement operational adjustments such as signage modifications, pavement markings, targeted monitoring, or education and enforcement coordination.

More complex or site-specific concerns are documented and tracked for further evaluation, including potential inclusion in broader traffic safety programs or future capital planning. This approach ensures that resident concerns are addressed consistently, transparently, and in alignment with Council-approved policies and available resources.

For reference, the last Council update on traffic-related matters was presented through Report [OID-2025-0018](#), dated November 5, 2025, and adopted under Resolution No.

C-2025-0267. This Bi-Annual Traffic Report builds on that direction and provides continued visibility into both operational responses and emerging trends.

#### **4. ANALYSIS:**

##### **4.1 Safe Streets Policy**

The Safe Streets Policy serves as the foundational framework that governs and guides how traffic safety concerns are evaluated, prioritized, and addressed across the municipality. As the Town continues to advance the Safe Streets Policy, staff will be working toward targeted revisions to the document over the next several months, in advance of the next bi-annual report to Council. This work is required to remove and revise policy components related to Automated Speed Enforcement (ASE), which is no longer a permitted traffic safety tool following recent Provincial direction. The upcoming policy revisions will reflect this adaptive, conditions-based approach and reinforce the Safe Streets Policy as a living document that evolves alongside changing legislation, infrastructure, and community needs.

Additionally, the Spring 2026 construction season will see the re-introduction and expansion of seasonal traffic calming elements, including flexible bollards and other temporary measures. These seasonal installations allow staff to respond efficiently to emerging concerns, assess real-world performance during peak traffic periods, and inform future permanent solutions where warranted.

##### **4.2 Load Restrictions**

The Town of Georgina's Traffic By-law includes provisions regulating heavy vehicle movements in order to protect roadway infrastructure and enhance community safety. The Heavy Traffic section of the by-law identifies specific roads where heavy trucks are prohibited on a year-round basis. These permanent restrictions are formally adopted through Schedule XXVI – Heavy Trucks Prohibited of Traffic By-law 2023-0087.

These year-round load restrictions are intended to reduce wear on local roadways that were not designed to accommodate frequent commercial traffic, to minimize conflicts with both residential land uses, and vulnerable users such as pedestrians and cyclists. Furthermore, by limiting heavy truck access to select roads, these restrictions support pavement preservation and longevity, reduce maintenance costs, mitigate unnecessary noise, and improve overall neighbourhood safety and livability.

In addition to permanent heavy truck prohibitions, the Town implements seasonal Spring Load Restrictions, commonly referred to as Half Load Restrictions. These restrictions apply annually to all Town-owned roads under By-law 2000-028 (PWO-2) and are in effect from March 1 to May 15. The purpose of these restrictions is to protect the structural integrity of roadways during the spring thaw period, when pavement and base materials are most vulnerable to damage due to fluctuating temperatures and softened subgrades.

While the spring load restrictions apply to all Town roads, enforcement under the Highway Traffic Act can only occur when appropriate signage is in place. To support effective

enforcement and improve operational flexibility, the Town recently invested in new seasonal load restriction signage designed specifically for the half load program. When flipped down (during restriction periods), these signs indicate to motorists that half load restrictions are in effect. Outside of the restricted period, the signage is flipped upward to display a Safe Streets message, featuring *Shelly*, reinforcing traffic safety awareness while avoiding unnecessary regulatory messaging. This approach allows the Town to maintain signage year-round without causing driver confusion and supports more efficient use of roadside infrastructure. An example of this can be seen in Figure 1.



Figure 1 – Load Restriction Signage (*in-effect* - on left, *not-in-effect* – on right)

The Town’s current load restriction practices operate on a fixed, date-based framework. However, with the introduction of additional signage, staff now have increased flexibility to respond to real-time roadway and environmental conditions. For example, several Ontario-based municipalities operate flexible load restriction programs, which utilize tools and guidance provided by the Ontario Ministry of Transportation (MTO) and Good Roads to establish more responsive restriction timelines informed by weather patterns and field data.

As weather conditions become increasingly unpredictable and severe, and as more innovative monitoring tools are adopted, the Town is positioning itself to move toward similar best practices. Staff will continue to evaluate these opportunities and will report back to Council with findings and recommended direction.

#### **4.3 Guiderail and Roadside Safety Improvements**

To support informed capital planning and improve roadside safety, the Town retained R.V. Anderson Associates Limited in 2023 undertake a comprehensive Guide Rail Condition and Safety Assessment of roadside safety infrastructure across the municipality. The purpose of this exercise was to evaluate the condition, compliance, and

effectiveness of existing guide rail systems and related roadside safety features, and to identify locations where upgrades or replacements are required to meet current design standards and safety guidelines.

The assessment was based on detailed field investigations completed in 2023 and 2024 and evaluated each asset against current Transportation Association of Canada (TAC) and Ministry of Transportation Ontario (MTO) roadside safety guidelines. The review considered factors such as roadside hazard type, asset condition, mounting heights, end treatments, signage, and the required Length of Need to appropriately shield roadside hazards. Each location was assigned a safety assessment score and prioritized within a short-, medium-, or long-term implementation framework.

As a result of this exercise, Hedge Road was identified as a corridor with multiple priority locations. Several existing installations received improvement recommendations and were prioritized for replacement with modern steel beam guide rail systems, complete with compliant end treatments and signage. These improvements will be carried out by the Capital Delivery Division through OID2026-024 Guiderail Upgrades Program: Year 1. These improvements will significantly enhance roadside protection, improve consistency with current design standards, and reduce risk to road users. Figure 2, shown below, highlights the main areas that will be addressed through this program.



Figure 2 – Hedge Road Guide Rail Improvements

#### 4.4 Road Safety Initiative Fund (RSIF)

The Road Safety Improvement Fund (RSIF) is a provincial program that supports municipalities with former Automated Speed Enforcement (ASE) programs, with the requirement that funding be reinvested in data-driven road safety improvements within

Community Safety Zones (CSZs) and other eligible locations. To date, the Town of Georgina has received \$255,036 in RSIF funding from the Province.

Since receiving these funds, staff have attended Working Groups, evaluated how to best deploy the resources, and sought to establish a robust framework to optimize the funding, ensuring the best traffic safety enhancement throughout the community. Listed below is the due diligence and evidence-based framework that staff have established, ensuring these funds are invested in a strategic, consistent, and defensible manner that aligns with RSIF program requirements and the Town’s broader road safety objectives.

- **RSIF Working Group**

Staff continue to participate in the RSIF Working Group, comprised of municipalities actively investing Road Safety Improvement Fund revenues within Community Safety Zones. The group is led by Dr. Liraz Fridman, Road Safety Supervisor with the City of Guelph, President of the Canadian Association of Road Safety Professionals, and a Board Member of the Ontario Vision Zero Alliance.

The Working Group is positioned to promote consistency and share best practices in the application of RSIF funded traffic calming measures, with a particular focus on standardizing the design, signage, pavement markings, and overall treatment of community safety zones across Ontario. Participation in this forum ensures local initiatives align with emerging provincial practices and positions the Town to implement RSIF investments in a manner that is consistent, defensible, and aligned with Vision Zero principles.

- **Funding Allocation**

Based on the February 2026 *Provincial Road Safety Initiatives Fund (RSIF) Program Guidelines*, staff are proposing to allocate the \$255,036 RSIF funding in a manner that maximizes each allowable expenditure category while maintaining a primary focus on capital road safety improvements. The proposed allocation (Table 1) reflects the maximum permitted use of RSIF funds for staffing and targeted enforcement, with the remaining balance directed toward eligible capital works at approved Automated Speed Enforcement (ASE) sites.

<b>Funding Category</b>	<b>Proposed Allocation (\$)</b>	<b>% of Total</b>	<b>Provincial Maximum</b>
Planning, Engineering & Project Management (Staffing)	\$25,504	10%	≤ 10%
Targeted Roadside Enforcement	\$51,007	20%	≤ 20%
Capital Road Safety Projects	\$178,525	70%	Balance
<b>Total RSIF Funding</b>	<b>\$255,036</b>	<b>100%</b>	—

Table 1 – RSIF Funding Allocation

- Capital Improvements: Framework and Methodology**

Twenty locations have been confirmed for eligible RSIF funding. Each of these sites was reviewed to identify existing traffic calming measures, road width, posted speed, measured traffic volume and AADT. Additionally, each site was assigned a Severity Index, based on Average Annual Daily Traffic (AADT) and the measured 85th-percentile speed relative to the posted speed limit. This index was used to prioritize high-risk locations for earlier intervention.

A stepwise escalation framework, designed to determine the most appropriate traffic calming intervention, was developed and applied. The framework prioritizes lower- impact, self- enforcing measures before progressing to more intrusive, operational-restrictive interventions. The results of this methodology and framework can be found below in Table 2. Additionally, the detailed methodology can be found in Appendix 1.

Implementation Year	Road	Status	Ward	Street Limit	Street Limit 2	Posted Speed Limit (km/h)	Severity Index/Priority ( $\Delta \times$ AADT)	Treatment
Committed	Wexford Drive	Active	2	Woodbine Avenue	Carrick Avenue	40	48	Existing Measures (Bollards)
Committed	Arlington Drive	Planned	2	Woodbine Avenue	Richmond Park Drive	40	30	Existing Measures (Bollards)
Committed	Station Road	Active	5	Old Homestead Road	Pefferlaw Road	40	23	Existing Measures (Speed Humps)
Committed	Riverglen Drive	Proposed	2	Woodbine Avenue	The Queensway South	40	14	Existing Measures (Bollards)
Committed	Carrick Avenue	Proposed	2	Tudor Place	Spring Road	40	8	Existing Measures (Bollards)
Committed	Clovelly Cove	Proposed	5	Irving Drive	Lake Ridge Road	40	7	Existing Measures (Bollards)
Committed	Thornlodge Drive	Proposed	1	Ravenshoe Road	Joe Dales Drive	40	4	Existing Measures (Bollards)
Committed	Annsiela Drive	Proposed	1	Lake Drive South	The Queensway South	40	3	Existing Measures (Bollards)
2026	Lake Drive East	Proposed	3	Woodbine Avenue	Hedge Road	30	39	Radar Board
2026	Hedge Road	Planned	4	Park Road	Lake Drive East	30	39	Radar Board
2026	Hadden Road	Planned	5	Black River Road	Highway 48	40	31	Oversized Signage
2026	Ravencrest Road	Proposed	1	Ravenshoe Road	Kennedy Road	50	29	Oversized Signage
2026	Civic Centre Road	Planned	3	Metro Road	Lake Drive East	30	26	Radar Board
2026	Old Homestead	Proposed	3	Lake Drive North	Metro Road	30	13	Speed Humps
2027	Church Street	Active	4	Mackenzie Court	Lake Drive North	30	25	Radar Board
2027	Lowndes Avenue	Active	1	Glenwoods Avenue	Dovedale Drive	40	20	Lane Narrowing
2027	Irene Drive	Planned	1	Lake Drive South	The Queensway South	40	15	Speed Humps
2027	Maple Avenue	Active	3	Black River Road	Hedge Road	30	12	Radar Board
2027	Lake Drive North	Proposed	3	Church Street	Woodbine Avenue	30	11	Radar Board
2027	Riverview Beach Road	Proposed	5	Highway 48	Irving Drive	40	5	Speed Humps

Table 2 – Proposed RSIF Traffic Calming Measure By Site

- Rationale & Outcomes**

This framework ensures that the least intrusive and most operationally appropriate measure is considered first, with escalation only where warranted by roadway geometry, traffic behaviour, and risk profile. The approach avoids a one-size-fits-all solution and recognizes that different road contexts require different responses.

The variation in recommended treatments across sites reflects the consistent application of this methodology to differing physical, behavioural, and operational conditions, rather than inconsistent treatment decisions. This stepwise approach supports the effective use of RSIF funding while minimizing unintended impacts, maintaining public confidence, and ensuring that investments deliver the greatest attainable road safety benefit.

- **RSIF - Next Steps**

With Council’s approval, staff will work towards procuring the necessary elements to deliver on this methodology. This will include providing direction to Capital Delivery, issuing RFQ’s and looking for opportunities to package work to ensure that the traffic calming measures are delivered in the most fiscally responsible and effective way possible.

#### 4.5 Pedestrian Safety

E-scooter use is increasing across York Region, with municipalities such as Vaughan and Richmond Hill participating in provincial pilot programs. As adoption grows, internal reviews and regional collaboration have highlighted ongoing confusion about where e-scooters are permitted and how they should interact with pedestrians. The Town’s [Briefing Note](#), issued August 13, 2025, identified early concerns related to legality, enforcement responsibility, sidewalk riding, and failure to yield in high-pedestrian areas. More recent work with York Region has reinforced that inconsistent municipal participation, varying regulations, and limited public awareness continue to contribute to unsafe pedestrian interactions. While the Region’s forthcoming education campaign will address rider behaviour and pedestrian right-of-way, there remains an opportunity for the Town to improve local clarity—particularly through its website—by clearly communicating prohibitions, pedestrian priority, and enforcement roles to support consistent and coordinated messaging.

Prior to the 2026 back-to-school period, staff will review and update the Town’s website content related to e-scooters to improve clarity and alignment with York Region’s forthcoming public education campaign, including the Region’s postcard shown in Figure 3. Updates will focus on clearly communicating current prohibitions, pedestrian priority, and enforcement roles, and will incorporate the removal of the stand-alone ASE webpage. These changes are informational only and do not recommend any by-law or regulatory changes.



Figure 3 – York Region e-scooter postcard

**4.6 Public Service Requests (PSR's)**

A major part of the Town's Traffic Safety initiatives – delivered through the Safe Streets Policy – are initiated through Public Service Requests (PSR's). To date, staff have received 34 traffic related PSR's since last report. The current status of these PSRS are categorized in the table below as of April 24, 2026 and in the graph shown in Figure 4.

For further detail regarding PSR's that require further action, please refer to Appendix 2 for a detailed breakdown.

Status	Number of Requests
Completed	9
In Progress	3
Study Queue	4
Action Queue	13
Failed Screening/notified	5
Total	34

Table 3 – Public Service Requests Inquiries by Status

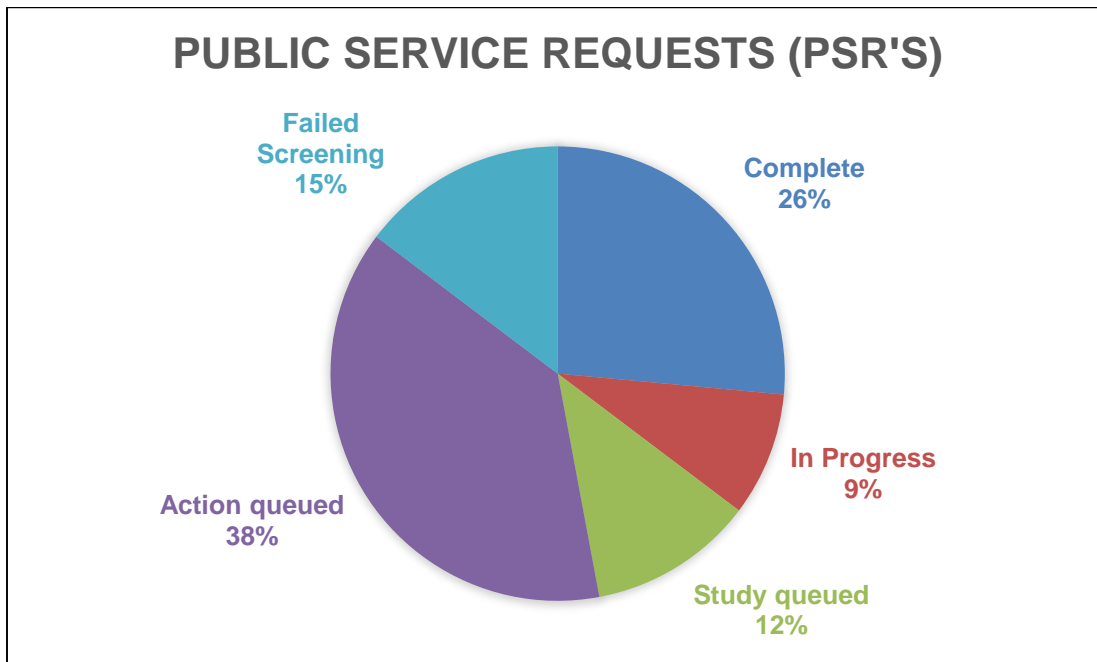


Figure 4 – Summary of Public Service Requests by Status

**Status Definitions:**

- **Completed:** A traffic study was conducted. Based on the results, either no action was warranted, or traffic calming measures were implemented.
- **In Progress:** A traffic study is currently underway.
- **Study Queued:** Awaiting availability of traffic study equipment.
- **Action Queued:** Awaiting recommendation or installation of traffic calming measures.

- **Failed Screening:** A traffic study was not warranted based on the screening criteria outlined in the Safe Streets Policy. This includes road segments that have been studied within the past three years and where positive results were found or action

#### **4.7 York Region Working Groups**

Staff continue to participate in York Region–led working groups that support inter-municipal collaboration, knowledge sharing, and alignment on traffic safety initiatives.

Through the York Region Vision Zero Traveller Safety Plan working group, staff remain engaged in discussions on emerging practices and project outcomes. At the December 3, 2025 meeting, Town staff presented the Lake Drive Improvements one-way configuration, which generated great discussion and interest from neighbouring municipalities seeking to better understand the rationale, implementation considerations, and observed outcomes of the initiative. The next meeting of this working group is scheduled for May 29, 2026.

In addition, staff are participating in the Fatal Collision Review Committee, which has recently expanded beyond York Regional Police and Regional staff to include municipalities interested in contributing to a more comprehensive collision review process. Since the last reporting period, the Town of Georgina has attended both committee meetings held to date, with the most recent occurring on April 29, 2026. Participation in this forum supports a deeper understanding of regional collision trends and contributing factors, while also providing a collaborative environment for municipalities and partners to collectively explore potential countermeasures, policy responses, and proactive safety solutions.

### **5 RELATIONSHIP TO STRATEGIC PLAN:**

#### **Delivering service excellence**

Commitment to citizen-centric service delivery Build a future-focused, results driven organization

#### **Creating a vibrant, healthy, and safe community for all**

Support a safe, healthy, and inclusive community.

### **6 FINANCIAL AND BUDGETARY IMPACT:**

All installations, traffic calming measures, and associated capital works identified in this report are accommodated within existing approved budgets and/or through provincially provided Road Safety Initiative Fund (RSIF) allocations. Funding for these initiatives has been secured through the Town’s established budget processes and applicable external funding programs.

As a result, the works outlined in this report do not require additional financial contributions, supplemental funding approvals, or budget amendments beyond those already authorized by Council. There are no unanticipated operational or capital budget impacts associated with the implementation of the recommended actions at this time.

## **7 PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:**

Those residents that have inquired about traffic studies, RSIF funding, 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.

## **8 CONCLUSION:**

This report provides Council with an overview of current traffic safety activities, operational responses, and identified priorities across the Town of Georgina. Through continued application of the Safe Streets Policy, targeted traffic calming initiatives, strategic use of Road Safety Initiative Fund resources, and ongoing regional collaboration, staff are advancing a consistent, data-driven approach to improving road user safety. Staff will continue to monitor outcomes and report back to Council through future bi-annual updates to support informed decision-making and a safer community for all road users.

## **APPROVALS**

Prepared By:	Kate Walkom Supervisor, Traffic Safety & Operations
Reviewed By:	Kent Hougham Manager, Infrastructure Planning and Operations Support
Recommended By:	Michael Vos Director, Operations and Infrastructure
Approved By:	Rob Wheeler Treasurer/Deputy Chief Administrative Officer
Approved By:	Ryan Cronsberry Chief Administrative Officer

## ***Attachments:***

*Appendix 1 – RSIF Methodology & Framework*  
*Appendix 2 – Traffic Analysis*