

Subject: Speed Management and Traffic Calming Strategy

Staff Report No. EPW-020-24

**Department/
Commission:** Engineering and Public Works Commission

Date: December 11, 2024

Recommendation:

- 1) That Council approve the Speed Management and Traffic Calming Strategy as outlined in this report as Attachment #1.

Report Highlights

- Enhancing roadway safety is critical to the health and well-being of the residents of Stouffville, as well as to others who travel on our roads. Staff consulted with CIMA+ to develop a Speed Management and Traffic Calming Strategy to make the Town a safer place to live, work and play with respect to public roads and responsible driving.
- The purpose of the Speed Management and Traffic Calming Strategy is to incorporate best practices in speed management and traffic calming with local context to provide a more appropriate, efficient, flexible and systematic framework through which to address traffic safety issues relating to excessive speeding, careless driving, and collision frequency.
- Speed management can involve education measures such as road safety campaigns or enforcement measures such as police or automated speed enforcement. Engineering measures however involve changing the character of the roadway through traffic calming.
- Traffic calming involves the evaluation and implementation of road safety measures to reduce speed and encourage safe driving behavior for the benefit of all road users. A successful traffic calming program is one which will alter the street in such a way that motorists will drive slower, exercise caution, and bring the street back closer to its intended use while limiting the negative effects on emergency response agencies and operational costs.

1. Purpose:

To seek Council's approval of the Speed Management and Traffic Calming Strategy. The strategy document establishes base posted speeds, defines what traffic calming is and provides a general set of guidelines and toolboxes for Town staff to identify, evaluate, prioritize and implement traffic calming measures with a goal of minimizing the risk of traffic collisions and related injuries in the Town of Stouffville.

2. Background:

The following motion was carried at the June 1, 2021 Council meeting:

“WHEREAS the speed of vehicles in our neighbourhoods continue to be a concern for residents, Council and law enforcement; and

WHEREAS a speeding vehicle took the lives of two young children in City of Vaughan on May 16, 2021; and

WHEREAS due to the size of our municipality, enforcement resources are limited; and

WHEREAS our current grid road network has unintentionally contributed to traffic safety concerns, and traffic calming measures such as mini-roundabouts, automated speed enforcement, radar speed signs, bike lanes, increased signage, bump-outs, traffic delineators, medians, and education are all within the Town's authority to enact.

NOW THEREFORE BE IT RESOLVED THAT Council direct staff to develop a Traffic Calming Strategy for the Town of Whitchurch-Stouffville that will include but is not limited to the measures above for “high-incident” roads, as identified by York Regional Police, and develop a budget for implementing those measures for consideration during the 2022 budget deliberations; and

THAT Council direct Development Staff to consider traffic calming designs in future subdivision designs.”

At the meeting of Council held on September 21, 2021, the Public Works Department presented the Vision Zero - Traffic Calming Strategy as part of the Town's first step to promote the principles of Vision Zero. Through this traffic calming strategy, the Town sought to reduce collisions by lowering posted speed limits and reducing operating speeds through the implementation of traffic calming measures.

The Speed Management and Traffic Calming Strategy addresses the broader Vision Zero framework and includes provisions for existing neighbourhoods and future developments.

3. Analysis:

3.1 Speed Management and Traffic Calming Strategy

Speed management and traffic calming becomes necessary when the amount of vehicular traffic, speed levels, and/or observed driver behaviour does not correspond with the type of road, the context of the surrounding areas, or the activities of other road users.

The purpose of the Town's Speed Management and Traffic Calming Strategy is to incorporate best practices in speed management and traffic calming with local context to provide a more appropriate, efficient, flexible and systematic framework through which to address traffic safety issues relating to excessive speeding, traffic infiltration, and collision frequency.

Although the introduction of speed management and traffic calming measures can mitigate the negative effects of vehicle use, they can also have potentially negative effects on other modes of transportation, operations and maintenance activities conducted by the road authority, and emergency vehicle response times. As such, the Town's Speed Management and Traffic Calming Strategy must be carefully considered and implemented to:

- support the decision-making process from the moment that a traffic related issue is identified to implementation of the selected measure
- inform and educate residents about the different elements available in the traffic calming 'toolbox' and process to implement traffic calming measures
- promote a fair allocation of resources through an incremental implementation of required traffic calming measures

The Town's Speed Management and Traffic Calming Strategy outlines the purpose and objectives of the policy, the Town's key risk groups and the hazards they face, and most importantly, the interventions that can be made and the process to be followed to improve road safety.

The Speed Management and Traffic Calming Strategy also includes a detailed description of initiatives that form a 'toolbox' from which various speed management and traffic calming improvements can be selected for implementation.

3.2 Traffic Calming Work Completed to Date

Road safety remains top of mind for many Town residents. As such, numerous speed management and traffic calming measures have been implemented over the past few years. These include:

- Installation of traffic delineators
- Installation of speed humps and speed bumps
- Pavement marking improvements
- Implementation and expansion of Community Safety Zones

- Installation of radar speed boards
- Decreased speed limits on various road segments
- Partnering with YRP for targeted speed enforcement
- Signage additions and improvements
- Formation of a Road Watch Working Group

The measures identified above have been implemented on a case-by-case basis without the support of a policy or toolbox. For this reason, Town Staff in conjunction with CIMA+ have developed the Speed Management and Traffic Calming Strategy.

These measures have improved the safety of Town roadways; however, it is recognized that there is a need and an opportunity to do more. This Speed Management and Traffic Calming Strategy aligns with the Town's transportation goals and Council's priorities.

3.3 Citizen Input

Traffic calming measures have a direct impact on neighbourhoods and the residents living in them. As such, an integral part of the process includes resident communication and feedback. Good community involvement leads to solutions to specific local traffic issues.

Based on input from residents, concerns are widespread. Problem areas include collector roads, such as Millard Street, Hoover Park Drive, Mantle Avenue and Reeves Way Boulevard, and local roads such as Richard Daley Drive, Elm Road and Manitoba Street. Rural roads such as St. John's Sideroad and Bethesda Road are also cited.

Numerous suggestions have been provided by residents. The most requested traffic calming measure is the provision of mid-road traffic delineators. The delineators have proven to be effective in school areas and parks, and there is strong resident interest in expanding their use. Additional suggestions include the following:

- Rumble strips
- Photo radar units, including decoy units
- Electronic speed limit signs
- Pedestrian only roads on weekends
- More bike lanes
- Traffic circles to break-up straightaways
- Use of road pylons
- Community Safety Zones
- Educate drivers on the harm of speeding
- Encourage active transportation and busing to Town events
- Art installations as a form of traffic calming

3.4 Role of Traffic Calming

As part of the Town's Speed Management and Traffic Calming Strategy, the evaluation and implementation of traffic calming becomes necessary when the amount of vehicular traffic, speed levels, and/or observed driver behavior does not correspond with the type

of road, the context of the surrounding areas, or the activities of other road users. The role and purpose of traffic calming in the Town of Stouffville is to incorporate best practices in traffic calming with a local context that provides a more appropriate, efficient, flexible and systematic framework through which to address various traffic safety issues relating to excessive speeding, traffic infiltration, and collision frequency. The Speed Management and Traffic Calming Strategy addresses those best practices.

3.5 2025 Projects

Recommendations included in the Town's Speed Management and Traffic Calming Strategy that are planned for implementation in 2025 are summarized as follows:

Roundabout Improvements

As approved in Report No. EPW-019-24 West Lawn Crescent and Millard Street Roundabout Enhancements at the Council meeting held on November 20, 2024, staff will install signage that clearly indicates that vehicles have the right-of-way at roundabouts (as per the Highway Traffic Act). Additional improvements include:

- Refresh the yield line pavement markings and extend the centre and edge line markings to the entries at all existing roundabouts
- Widening of select splitter islands and/or installation of entry curb extensions, pending speed reduction results of pavement marking improvements

Crosswalk Pavement Markings

Undertake traffic studies to identify high-risk pedestrian crossings and add enhanced ladder-style pavement markings.

Accident Prediction Technology

Staff recommend that a pilot project be implemented using video analytics and accident prediction technology at a high-risk intersection to explore the technology's usefulness in providing data required to create intersection improvement plans that can reduce the risk of injury from traffic accidents at Town intersections.

Automated Speed Enforcement Program

The Provincial Government has made legislative and regulatory amendments to allow Municipalities to administer Automated Speed Enforcement (ASE) programs through the Administrative Monetary Penalty system.

The initial ASE program on Town of Stouffville roads will involve the installation of eight (8) cameras. These cameras will be installed at the following locations:

1. Hoover Park (eastbound) east of Sandiford Rd
2. Hoover Park (eastbound) west of Tenth Line
3. Hoover Park (westbound) west of Tenth Line
4. Baker Hill Blvd (northbound) south of Broadway Cres
5. Millard St (eastbound) west of John Davis Gt

6. Millard St (westbound) east of John Davis Gt
7. Main St (eastbound) at Pine St
8. Main St (westbound) east of Montreal St

Up to eight (8) additional cameras may be installed later in 2025. Town staff will continue to report to Council on the implementation of the Automated Speed Enforcement Program.

Rumble Strips

Staff recommend that a pilot project be implemented to test the effectiveness of temporary transverse rumble strips.

Annual Speed Limit Review

Staff recommend that annual reviews of speed limits be conducted, and speed limits be reduced where appropriate.

Traffic Delineators

A traffic delineator policy was implemented in 2019 that specified their use in school zones and park areas. Based on their effectiveness and community acceptance, requests for the installation of additional traffic delineators have increased and benefits are seen beyond school zones and park areas. Staff recommend that the policy be broadened to include additional areas, as determined by staff in collaboration with Council, York Regional Police and Town residents.

Radar Speed Signs

Staff recommend that additional radar speed signs be purchased for long term installation on rural roads and collector roads

Traffic Studies

Complete various all-way stop warrant reviews, and speed and volume studies as needed to support traffic safety reviews.

Education Initiatives

Undertake various education and resident engagement initiatives, including articles published in On the Road.

4. Financial Implications:

Implementing the Speed Management and Traffic Calming Strategy is a significant undertaking. It will take time, resources, commitment and funding. The following table outlines the recommended initiatives, and the approximate costs that have been included as part of the recently approved 2025 Budget (in both Capital and Operating budget accounts).

Initiative	2025 Capital Budget
Roundabout improvements	\$295,000
Accident prediction technology	\$5,000
Rumble strip pilot	\$7,500
Traffic delineators	\$10,000
Radar speed signs	\$30,000
Education initiatives	\$5,000
Sidewalk and multi-use path construction	\$10,000*
Traffic studies	\$30,000*
TOTAL	\$392,500

* to be funded from annual Public Works accounts

Also included in the 2025 Budget was a business case for a Transportation Analyst that will assist with traffic flow analysis, improve awareness of traffic safety, and aid in the addition of active transportation facilities as well as support the Speed Management and Traffic Calming Strategy.

5. Broader Intergovernmental Impacts and/or Considerations:

The Speed Management and Traffic Calming Strategy aligns, in principle, with the York Region Vision Zero Traveller Safety Plan 2024-2028. Town staff will share the Strategy with the Region and continue to work collaboratively to explore opportunities to improve safety on the regional roads within the Town of Stouffville.

6. Communication:

A media release will be developed and posted advising citizens of the Speed Management and Traffic Calming Strategy, which will be available on the Town’s website.

7. Alignment with Strategic Plan:

1. A Town that Moves
 Improve the condition and efficiency of the local road network while addressing connectivity and advancing active transportation facilities

2. A Safe Town
 Make our community safer

8. Attachments:

Attachment No. 1 – Whitchurch-Stouffville Speed Management and Traffic Calming Report (prepared by CIMA+)

9. Related Reports:

[September 21, 2021 - PW-014-21 Vision Zero – Traffic Calming Strategy](#)

[November 6, 2024 - Report No. CPS-027-24 Automated Speed Enforcement Update](#)

[November 20, 2024 – Report No. EPW-019-24 West Lawn Crescent and Millard Street Roundabout Enhancements](#)

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