



**Meeting Date:** April 22, 2026

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**Submitted by:** Rob Cascaden, P.Eng., Director of Public Works and Engineering

**Report No:** PWE-17-2026

**Subject:** 2026 Vision Zero Campaign

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**Recommendation:**

THAT Report PWE-17-2026 re: 2026 Vision Zero Campaign be received;

AND THAT Council endorse the continuation of the Vision Zero Campaign for 2026 as outlined in report PWE-17-2026.

**Purpose:**

This report will outline a plan for 2026 to further enhance road safety for all road users and looks to build upon and enhance a campaign to further the Vision Zero principles.

**Background:**

This report builds on the 40 km/h residential speed limit report presented and approved by Council on October 14, 2020, and subsequent Vision Zero Campaign reports approved by Council on April 14, 2021, May 4, 2022, April 5, 2023, April 17, 2024, and April 9, 2025. Outlining the Vision Zero plans for 2026 will allow staff and Council to further address and enhance road safety for all road users following the Vision Zero principles. This will support the implementation of the Middlesex Centre Strategic Plan's objective to improve road safety for all users.

**Analysis:**

A key initiative of Council's approved 2026 budget is implementing Vision Zero road safety initiatives. The goal of Vision Zero is to eliminate injury and fatal collisions. The severity of collisions increases with speed. This is particularly true as it relates to collisions involving vulnerable road users (pedestrians and cyclists).

In 2020, Middlesex Centre initiated the Vision Zero campaign, implementing Community Safety Zones with 40km/h residential speed limits around high pedestrian generators

(such as schools), acquiring an additional speed radar trailer, and developing and deploying a “Respect the Limit” lawn sign campaign.

Building on this previous work and in keeping with Vision Zero’s “3 E’s” approach (Engineering, Education, & Enforcement), in 2026 staff plan to:

1. Continue to promote the existing “Respect the Limit” lawn sign campaign, using the municipal website, social media, and in person events to advertise the availability of signage.



2. Continue to rotate the two speed radar trailers through areas experiencing higher average speeds and, upon request, using the trailers to educate drivers on vehicle speeds as well as using the data gathered to help staff identify trends and driving behaviour, as well as provide information to police to support enforcement activities. The Municipality also uses a passive data recorder to monitor driving speeds and volumes; this device is roughly the size of a small brief case and does not display any information to drivers.

3. Permanent post mounted radar display boards. There are four permanent post mounted radar display boards; two are posted on Highbury Avenue in Bryanston, and two are posted on Longwoods Road in Delaware. These boards provide feedback on vehicle speeds reminding motorists to travel the appropriate speed limit. Staff are recommending the purchase of one new additional post mounted speed radar sign to be installed along Ilderton Road in front of Oxbow Public School.



4. Continue with the installation of centre line markers on streets with concerns. The use of the centre line markers provides a flexible option to quickly address areas of concern. The markers physically and visually narrow the street requiring vehicles to slow down to comfortably pass by the marker. The narrowing of the lane is effective, and the removable nature of the centre line markers allows staff to remove them in the winter without impacting winter maintenance operations. The proposed locations for installation are identified in Appendix A. Staff will continue to monitor locations and areas of concern and may add locations or modify the proposed locations.



5. Middlesex County recently implemented a policy and program related to the installation of [Community Safety Zones on County Roads](#). In consideration of this County initiative, staff have identified in Appendix D a list of candidate roads that are being recommended to the County for review under the Middlesex County

Community Safety Zones Policy. This is an important step in supporting safety improvements across Middlesex Centre in a collaborative effort and manner that will benefit all road users. Further staff will continue to engage with the County regarding vehicle speeding concerns, and pedestrian safety along County roads, and come together as partners on solutions and strategies. With the understanding Middlesex Centre does not have jurisdiction over traffic operation along these corridors.

6. Work with the OPP, local school boards, and other community stakeholders on a spring and fall safety blitz with a focus on 1) driving safely in school zones and around buses; and 2) road safety for youth (walking/biking). These safety blitzes will look to provide enforcement action and to share educational materials through the municipal website and social media. Where possible, the safety blitzes and messaging will align with existing campaigns as found in the MTO 2026 Road Safety Calendar. In August 2025 staff worked closely with the *Active and Safe Routes to School* and Parkview Public School to install wayfinding signage to promote and support walking and cycling to school. Staff will continue to seek and support collaborative solutions related to improving road safety.
7. Identify opportunities to include traffic calming and complete streets design principles and best practices into the design of new subdivisions and road reconstruction projects. These changes will be included in the updates to the Municipal Design Standards. These changes will assist with creating safer and more inclusive streets for motorists, cyclists, and pedestrians using engineering design, these design standard updates are underway and should be completed by Q4 of 2026.
8. Continue with the installation of temporary speed cushions within residential areas identified in Appendix B as a form of traffic calming. Speed cushions are designed to allow large wheel-based vehicles (fire trucks, buses, and ambulances) to travel over the cushion unimpeded but require light trucks and cars to travel more slowly over the cushions. The purpose of speed cushions is to provide vertical deflection to vehicles; depending on the height of the vertical deflection it makes it uncomfortable for drivers to travel at high rates of speed for fear of damaging their vehicle or uncomfortably bouncing over the cushion. The linear spacing of speed cushions is also another important factor taken into consideration when selecting appropriate locations. The use of temporary speed cushions will allow staff to gather valuable data on vehicle speeds and feedback from residents regarding their experience with



speed cushions for consideration of permanent installations. Similar to the centre line markers, they allow for removal prior to winter so as not to impact winter maintenance activities. Since they are temporary, the speed cushions can be deployed to other areas seeing increased traffic volumes and speeds, providing a flexible solution to any future concerns or considerations. Staff will continue to monitor locations and areas of concern and may add locations or modify the proposed locations.

9. Install permanent speed cushions along Stephen Moore Drive as generally outlined in Appendix C. Stephen Moore Drive has benefited from the installation of temporary speed cushions as it relates to controlling vehicles speeds, year over year staff have been installing temporary cushions along this roadway (2 locations in total) it is recommended that permanent cushions be installed.

The Transportation Association of Canada (TAC) has published the Canadian Guide to Traffic Calming (2018), this document is used as a best practice guide to help inform practitioners on design, spacing, location and other characteristics to help ensure the traffic calming device selected provides the desired results. For speed cushions, the primary considerations are vertical deflection and speed cushion spacing. Vertical deflection is the amount of discomfort you feel as you pass over the speed cushions, where spacing controls the speed at which a vehicle accelerates to between the cushions. The recommended spacing is between 60m to 250m with a series of cushions being far more effective than one. The speed cushion installations recommended in this report are generally within the 150m range for spacing which is close to the mid point of the TAC recommended spacing.

#### **Financial Implications:**

Funds from the Council approved 2026 Traffic Calming operating budget of \$10,000 will be used for permanent speed cushion installations along Stephen Moore Drive estimated at \$5,000, in addition to the purchase of one new post mounted speed radar display board at an estimated cost of \$4,000.

#### **Strategic Plan:**

This matter aligns with the following strategic priorities:

- Sustainable Infrastructure and Services

Objective 4.1 of the Strategic Plan – Improve safety for road users, is to “Implement the existing traffic calming policy on Middlesex Centre roads, provide education to all types of road users on road safety, and further build on the principles of Vision Zero to provide a more resilient and safer road network.”

- Responsive Municipal Government

Objective 5.4 of the Strategic Plan- Expand our partnerships, maintaining and building robust relationships with the County of Middlesex and Middlesex OPP.

**Attachments:**

A1 - Appendix A - Centre Line Marker Installation Locations

A2 - Appendix B - Temporary Speed Cushion Installation Locations

A3 - Appendix C - Permanent Speed Cushion Installation locations

A4 - Appendix D - Candidate Locations for Community Safety Zones on County Roads