



**Meeting Date:** April 14, 2021

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

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**Report No:** PWE 11-2021

**Subject:** 2021 Vision Zero Campaign

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**Recommendation:**

THAT Report PWE 11-2021, re: 2021 Vision Zero Campaign be received;

AND THAT Council endorse the continuation of the Vision Zero Campaign for 2021.

**Purpose:**

This report will outline a plan for 2021 to further enhance road safety for all road users and look to build a campaign to further the Vision Zero principles.

**Background:**

This report builds on the 40km/h residential speed limit report presented and approved by Council on October 14, 2020, by outlining 2021 plans to further 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:**

As part of Council's approved 2021 budget, a key initiative was implementing Vision Zero road safety initiatives. The goal of Vision Zero is to eliminate injury and fatality 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 2021 staff plan to:

One - Continue to promote the existing "Respect the Limit" lawn sign campaign, using the municipal website and social media to advertise the availability of signage.



Two - Continue to rotate the speed radar trailers through problem areas and upon request, using the trailers to educate drivers on driving speeds as well as using the data gathered to help staff identify trends and driving behaviour as well as inform police enforcement activities.

Three - 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 purposed 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 purposed locations.



Four - 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).

Five - 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 will align with existing campaigns such as Canada Road Safety Week.

Six- Through updates to the Municipal Design Standards identify opportunities to include traffic calming and complete streets design principles and best practices into the design of new subdivisions and road reconstruction projects. Creating safer and more inclusive streets for motorists, cyclists and pedestrians using engineering design.

Seven - Pilot 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 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 purposed locations.



### **Financial Implications:**

Funds from the Council approved 2021 Vision Zero capital budget of \$60,000 will be used to purchase the temporary speed cushions. The estimated cost to purchase and install the speed cushions and signage as outlined and shown in appendix B is approximately \$42,000

### **Strategic Plan:**

This matter aligns with following strategic priorities:

- Sustainable Infrastructure and Services
- Responsive Municipal Government

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.”

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

**Attachments:**

Appendix A- Centre Line Marker Installation Locations

Appendix B- Temporary Speed Cushion Installation Locations