Traffic Mitigation Strategy

Public Information Centre #1

September 27, 2023

6:00pm to 8:00pm

Land Acknowledgement

As visitors on this land, The Town of BWG acknowledges that the land on which we gather today is the traditional territory of the Anishinaabek Nation, which includes Ojibwe, Odawa and Pottawatomi Nation, collectively known as the Three Fires Confederacy. We recognize that the Huron-Wendat, Chippewa and Haudenosaunee Nations have walked on this territory over time.

In times of great change, we recognize more than ever the importance of honouring Indigenous history and culture and are committed to moving forward in the spirit of reconciliation, respect and good health with all First Nation, Métis and Inuit people.

How to Provide Feedback

There are many ways to provide feedback on today's PIC:

Provide comments on the **display boards** or via the **comment box**

Discuss questions / comments with a **member of the project team**

Provide input online via the **project website using QR code or**: www.townofbwg.com/tms

Project Background

The Town of Bradford West Gwillimbury has experienced **significant residential and commercial development** over the past several years and the **second-highest population growth rate** in Ontario.

With a road network of 300 km and counting, **traffic safety has become a growing concern** in the Town.

The Town is **building and refining the traffic mitigation toolbox** to better meet the needs of the community through public input and collaboration to be equitable to all residents. Specifically, the Town is developing:

- **Clear processes** for evaluating, prioritizing, and implementing traffic calming requests; and
- **A toolbox of traffic calming measures** to help address concerns on local and collector roads relating to **speeding, traffic volumes, collisions, parking, pedestrian movements, and all-way stop requests.**

Project Background | Existing Traffic Conditions

Traffic Volumes

Current Average Daily Traffic (ADT) trends vary by road classification, with **Rural Arterial** and **Urban Collector** roads carrying the highest volumes of vehicles/day.

ADT can be used to decide if a road has enough traffic to justify installing traffic calming measures.

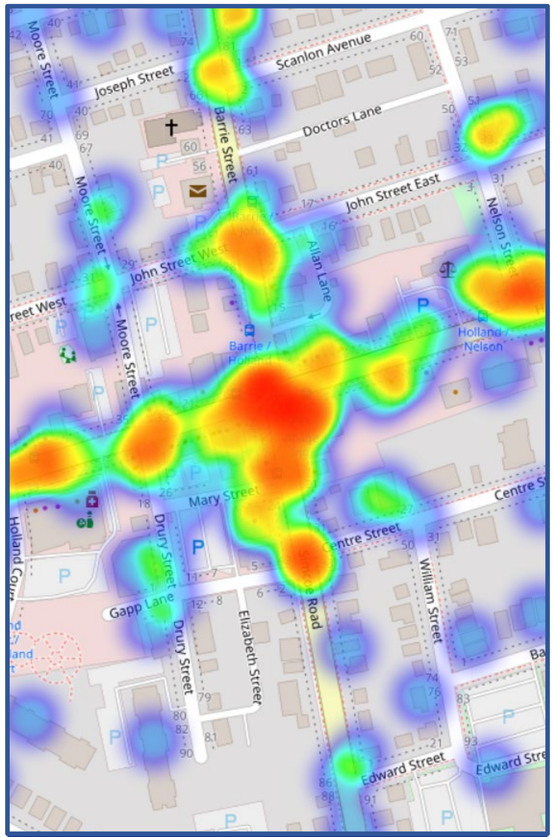
Visit the project website to help identify more traffic concerns throughout BWG: www.townofbwg.com/tms

Project Background | Existing Traffic Conditions

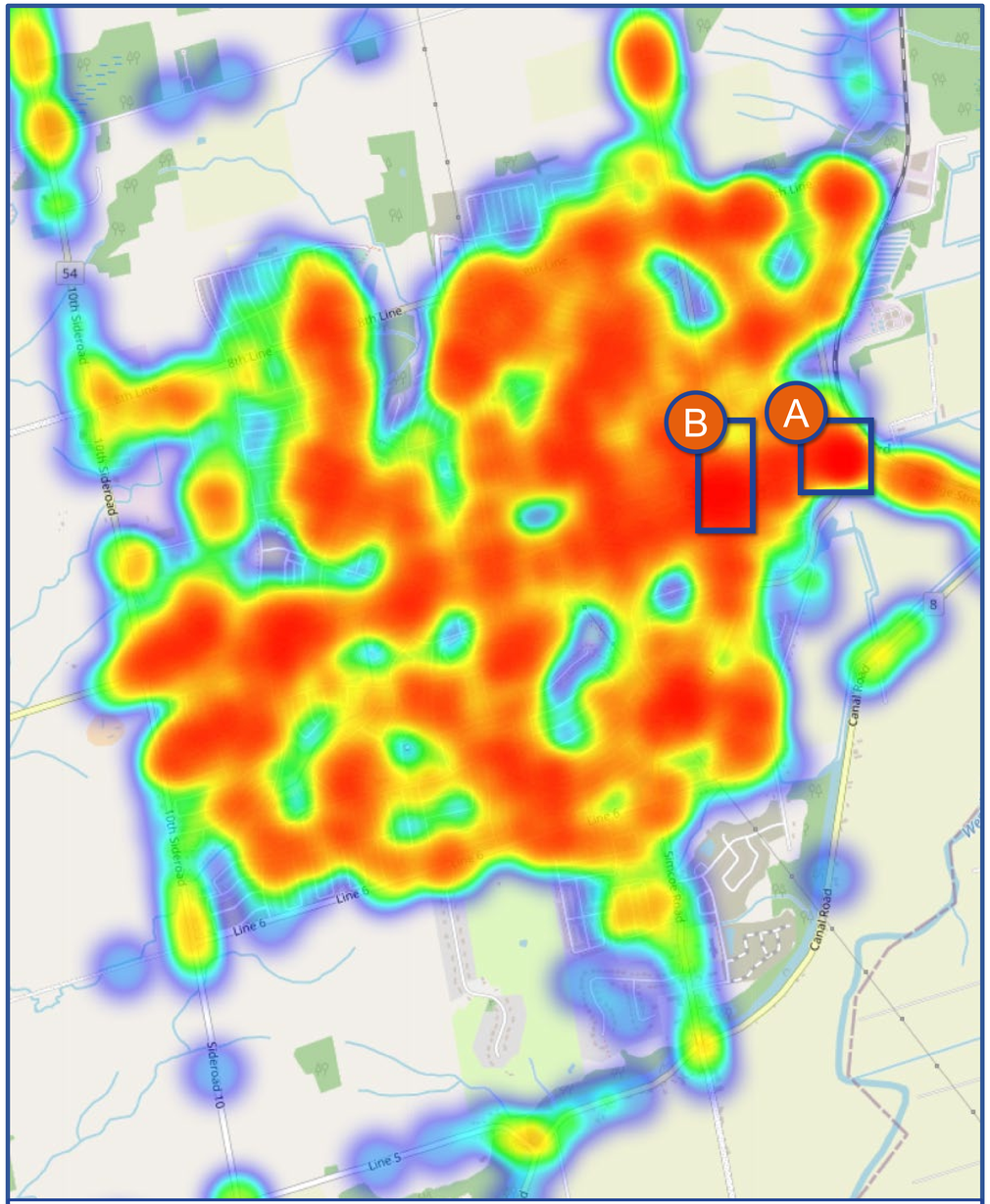
Collisions

Collision data collected by the Town between 2015 and 2022 help to track **“hotspots”** and identify locations of safety concern.

A **Collision Hotspot: Dissette St & Bridge St**



B **Collision Hotspot: Bridge St & Barrie St**



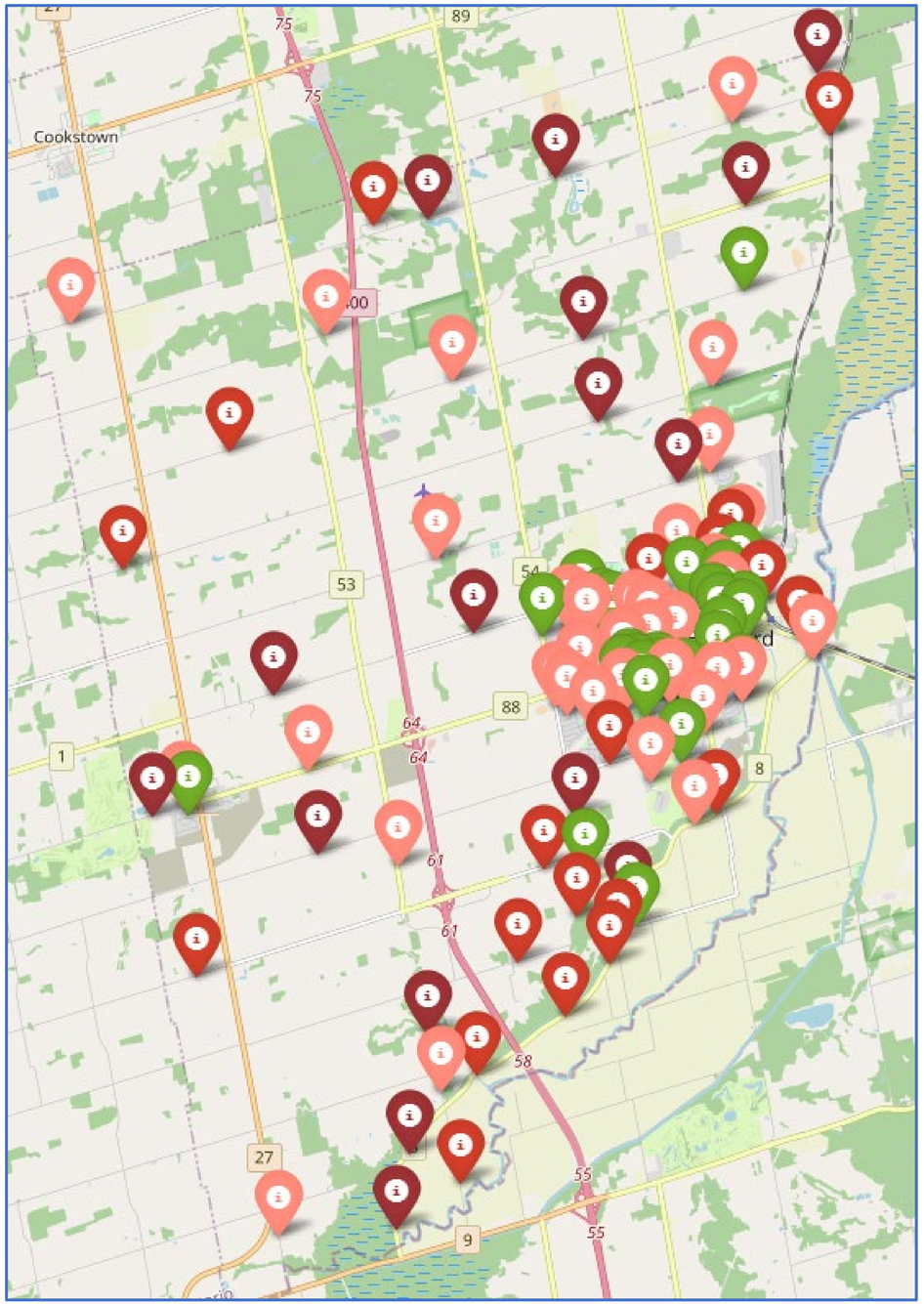
Collision Hotspots: Town-Wide

Project Background | Existing Traffic Conditions

Speeding

Data collected by the Town indicates that **speeding is a growing concern** across the road network.

- **85th percentile speed** is the speed at which 85% of drivers are traveling at or below.
  - Perceived as the speed that drivers are comfortable with on a given road.



85th Percentile Speed Difference Markers

- 85th % Speed < 10 KM/H Over Limit
- 85th % Speed 10-12 KM/H Over Limit
- 85th % Speed 12-15 KM/H Over Limit
- 85th % Speed 15-20 KM/H Over Limit
- 85th % Speed 20-25 KM/H Over Limit
- 85th % Speed 25-30 KM/H Over Limit
- 85th % Speed > 30 KM/H Over Limit

Project Purpose

To address growing traffic-related concerns, the Town is developing a **comprehensive Traffic Mitigation Strategy** that provides actionable methods to help:

Reduce Speeding

Provide Safe Routes for Pedestrians and Cyclists

Promote Place Making

Project Scope

Development of the Town's **Traffic Mitigation Strategy** will include the following components:

Background and Best Practice Review

- Summary of existing traffic data and policies in BWG
- Opportunities to implement measures to address traffic concerns

Traffic Calming Design Guide, including guidance for:

- Evaluating and addressing traffic calming requests
- A toolbox of quick-build pilots and permanent traffic calming measures
- Screening and warranting criteria

What is Traffic Calming?

Traffic Calming includes adding physical or visual measures to a street to help reduce speeding, aggressive driving, traffic volumes, and other concerns.

Traffic Calming measures can be implemented as **temporary tools or permanent changes** to the street, depending on the concern and context.

Vertical measures such as speed cushions, raised crosswalks, and raised intersections

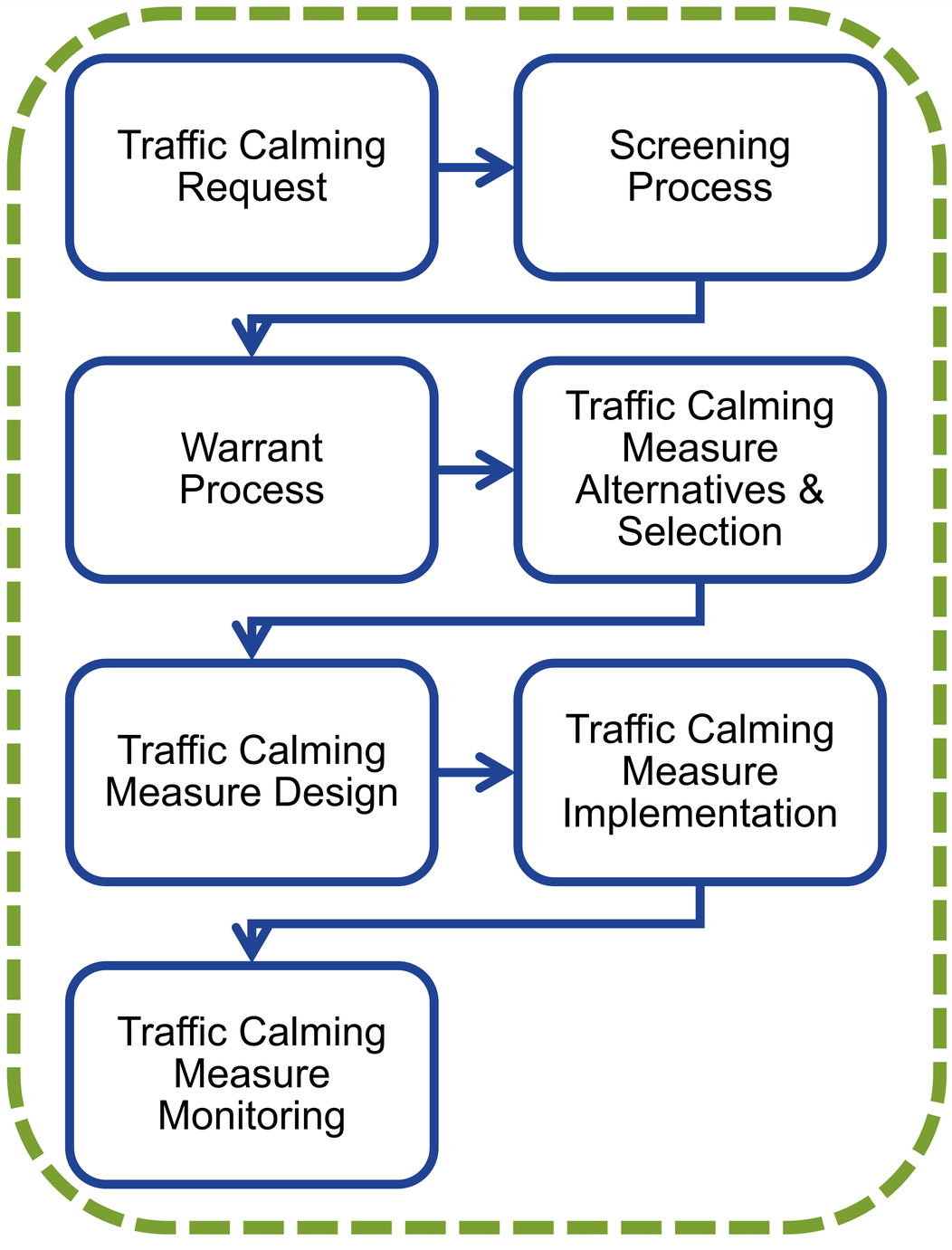
Horizontal measures such as curb extensions, flexible signs, and roundabouts

Traffic Calming Process

The Traffic Mitigation Strategy will:

- **Identify a process and criteria** to receive traffic calming requests, qualify, and prioritize them for action; and
- **Define a detailed set of traffic calming measures** that are compatible with the Town's road network and growth needs.

Example Process for Implementing Traffic Calming Measures



Traffic Calming Toolbox

As part of the project, the Town is looking to develop a **toolbox of traffic calming measures** to help with identifying and prioritizing measures to address different traffic concerns.

Example toolbox from the City of Oshawa Neighbourhood Traffic Management Guide (2022)

Measures	Potential Advantages			Potential Disadvantages			Road Classification		
	Speed Reduction	Volume Reduction	Conflict Reduction	Emergency Response	Active Transportation	Maintenance	Local	Collector	Arterial
Vertical Measures									
Raised Intersection	●	○	◉	◉	◉	◉	✓	✓	×
Speed Cushion	●	◉	●	◉	◉	◉	✓	✓	×
Speed Hump	●	◉	●	●	◉	◉	✓	✓	×
Horizontal Measures									
Chicane	●	●	●	◉	◉	◉	✓	✓	×
Curb Extension	◉	○	○	○	◉	◉	✓	✓	✓
Curb Radius Reduction	◉	○	○	○	◉	◉	✓	✓	✓
On-Street Parking	◉	○	○	◉	◉	◉	✓	✓	×
Raised Median Island	◉	○	◉	○	○	◉	✓	✓	✓
Traffic Circle	●	◉	●	◉	◉	◉	✓	✓	×
Flexible Bollards	◉	○	◉	○	◉	●	✓	✓	×
Obstruction Measures									
Directional Closure	●	●	◉	◉	◉	◉	✓	✓	×
Diverter	○	●	◉	◉	◉	◉	✓	✓	×
Full Closure	○	●	●	●	◉	◉	✓	✓	×
Regulatory Measures [1]									
C.S.Z.	●	◉	◉	○	○	○	✓	✓	✓
40 km/h Speed Limit Area	●	○	◉	○	○	○	✓	✓	✓
Others									
Pavement Markings [2]	●	○	○	○	○	◉	✓	✓	✓
Radar Message Board	◉	○	○	○	○	◉	✓	✓	×

Symbol	Level of Impact
○	Low/None
◉	Medium
●	High

[1] Effectiveness of regulatory measures are dependent on enforcement

[2] Various pavement markings have different levels of impacts for "Speed Reduction", the upper ranges of speed reduction effectiveness was cited

Traffic Calming Measures | Examples

Potential **traffic calming measures** that may be explored through this study:

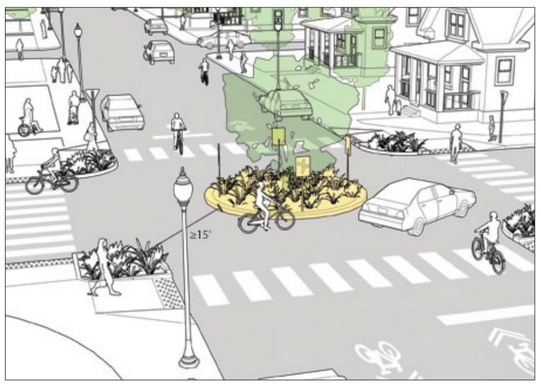
Flexible Signs

Automated Speed Enforcement

Curb Extensions

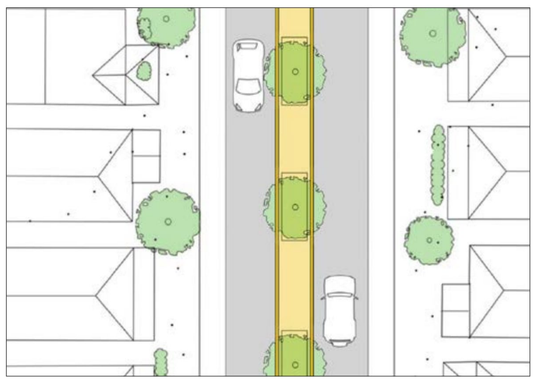
Lateral Shifts

Roundabouts & Traffic Circles



Raised Crosswalks & Intersections

Raised Centre Medians



Other Potential Measures:

- Pavement Markings and Textures
- Radar Speed Signs
- Turn Restrictions
- Mid-Block Closures to Vehicular Traffic

Traffic Calming Measures | Have your say!

Which of these **traffic calming measures** would you like to see explored? Are there others?

- Flexible signs
- Automated Speed Enforcement
- Curb extensions
- Lateral shifts
- Roundabouts & traffic circles
- Speed humps/cushions
- Raised crosswalks & intersections
- Raised centre median
- Pavement markings and textures
- Radar speed signs
- Turn Restrictions
- Mid-Block Closures to Vehicular Traffic

Project Timeline & Next Steps

Following today's PIC we will review feedback from the public and stakeholders to inform development of BWG's Traffic Mitigation Strategy

We are here!

Project Initiation
July 2023

Strategy Outline and Background Review
August 2023

Public Information Centre #1
September 2023

Draft Design Guide
November 2023

Public Information Centre #2
TBD

Draft Traffic Calming Guide
Early 2024

Public Information Centre #3
TBD

Final Traffic Mitigation Strategy Guide
Mid 2024

Provide your Feedback

To submit questions or comments on this study, please use the comment drop-box, visit the project website at: www.townofbwg.com/tms or contact the project team via:

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Thank you for attending today's PIC!