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# **Integrated Traffic and Safety Management Plan**

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## 1. Introduction

In the Town of Oakville, the majority of neighbourhood traffic concerns expressed by residents within urban areas are related to automobile speeding. While there has been some success in the implementation of passive and physical traffic calming, resident concerns with neighbourhood automobile speeding has remained essentially unchanged.

At the December 2019 meeting of Council, staff were directed to work with Halton Regional Police Service and the West River Residents Association to develop a template for an integrated traffic and safety management program to combine such measures as traffic calming, enforcement and public education.

Neighbourhood traffic safety management involves a balanced program effort that includes: defining the relationship between speeding and safety; applying road design and engineering measures to obtain appropriate speeds; setting speed limits that are safe and reasonable; applying enforcement efforts and appropriate technology that effectively addresses speeders and deters speeding; marketing, communication and educational messages that focus on high-risk drivers; and soliciting the cooperation, support, and leadership of residential stakeholders.

### a. Development of the Integrated Traffic & Safety Management Plan (ITSMP)

The goal of an ITSMP is to improve the safety and livability of Town of Oakville residential areas. The plan also aims to increase resident engagement and participation in traffic safety.

Development of this ITSMP includes analysis of traffic collision and speed/volume data, as well as data collected from the Halton Regional Police Service regarding enforcement operations within the neighbourhood during 2020. A summary of resident perspectives was also developed and is based on results of the West River Neighbourhood Traffic Survey issued in October 2020.

Within the West River neighbourhood, the plan outlines current neighbourhood traffic conditions, identifies the priority areas from the stakeholders for residential traffic management, and recommends further actions to address safety concerns.

### b. Study Area

The West River neighbourhood study area is within ward 2, bounded by Kerr Street to the west, Sixteen Mile Creek to the east, Speers Road to the north, and Rebecca Street to the south. The map in *figure 1* illustrates the boundaries and major streets within the study area.

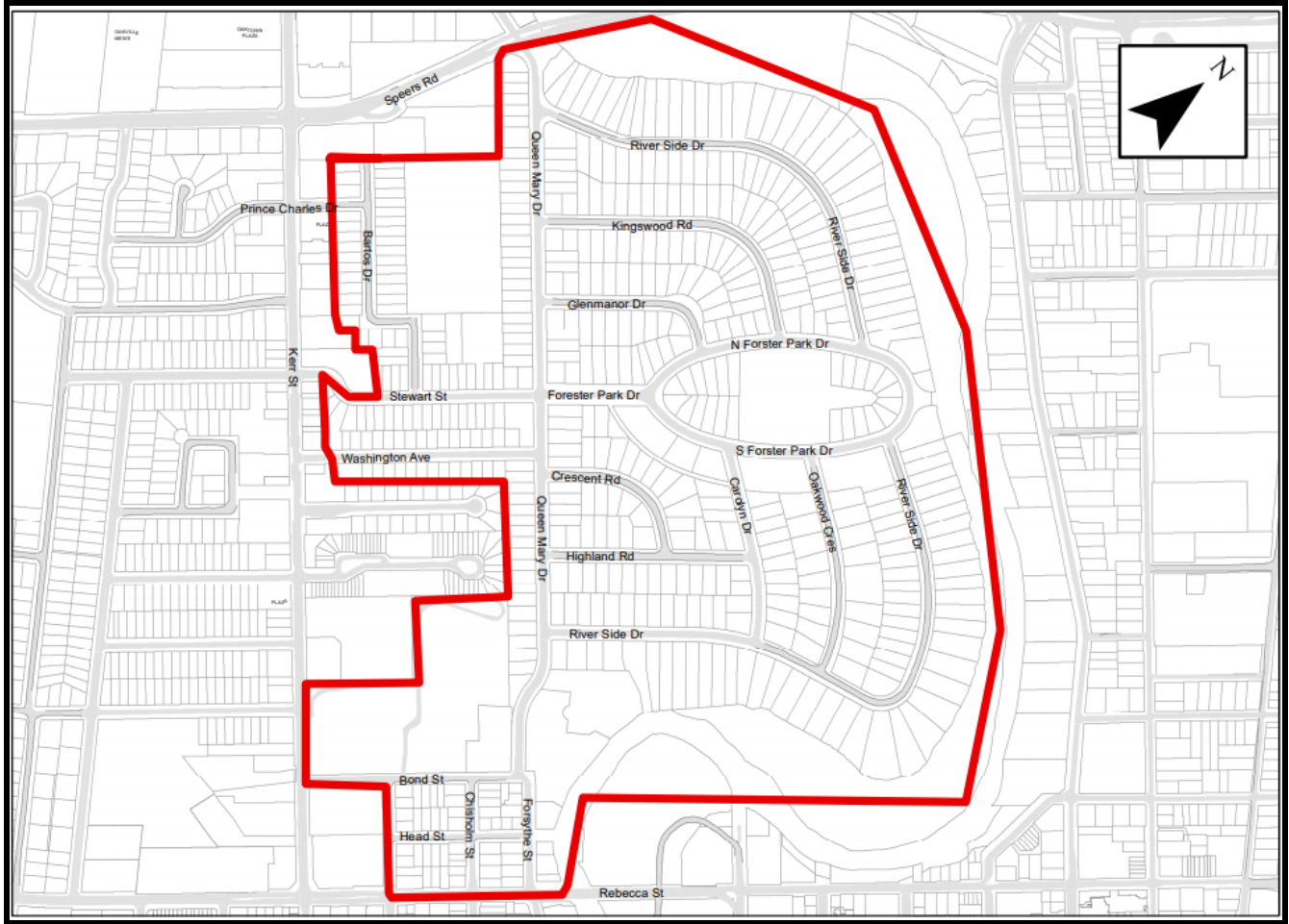


Figure 1: West River Neighbourhood Study Area Map

## 2. Current State of Neighbourhood Traffic Conditions

The following section outlines the current traffic conditions within the West River neighbourhood from an engineering, enforcement, and resident perspective.

### a. Engineering Perspective

In June 2019, Council directed staff to undertake a pilot study in the West River neighbourhood to test the effectiveness of area-wide 40 km/h speed limits. The 40 km/h zones make use of speed limit signs at the entry points to the neighbourhood only, but all streets within the area are subject to the 40 km/h speed limit. This is different than a neighbourhood that has a number of streets with 40 km/h speed limits which are each signed accordingly.

In October 2019, 50 km/h signs were removed and 40 km/h signs were installed throughout the West River neighbourhood. Furthermore, in January 2021, Council received a staff report outlining the results of the pilot study and has directed staff keep the existing area-wide 40

km/h speed limit in place, and to develop an implementation plan to establish a 40 km/h speed limit on all local and minor collectors roads across the town, in conjunction with a comprehensive education program, working with the HRPS and any other complimentary measures deemed necessary.

With the above in mind, the following outlines the current volume, speed, and collision conditions within the area. Additional details on the speed results are attached in Appendix A.

i. Traffic volume and speed conditions

The Town of Oakville collects traffic volume and speed data for the purpose of monitoring the safety of all streets. In 2019 and 2020, speed surveys were conducted at 14 locations throughout the West River neighbourhood. The speed surveys were completed before and after the 40 km/h signs were installed to examine the effectiveness of reducing the speed limit.

Based on the results illustrated in *figure 2*, the average 85<sup>th</sup> percentile speed (85% of the total traffic travelling on the roadway) has decreased by up to 3.9 km/h on five out of six of the major segments within the neighbourhood after the speed limit change. The average speed after the speed limit change is 49.8 km/h within the community.

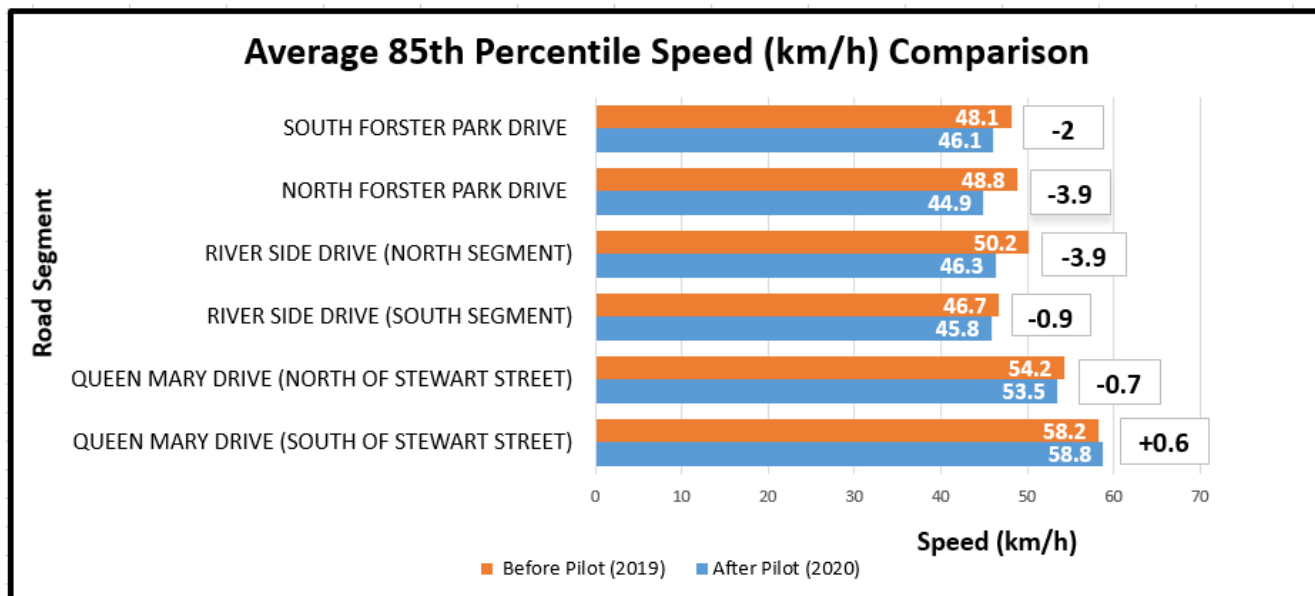


Figure 2: Average 85<sup>th</sup> percentile speed (km/h) comparison

Based on the results of the traffic volume collection, the daily number of vehicles utilizing the neighbourhood are well within the acceptable traffic volume levels for each street within the study area. *Figure 3* displays the approximate daily traffic volumes.

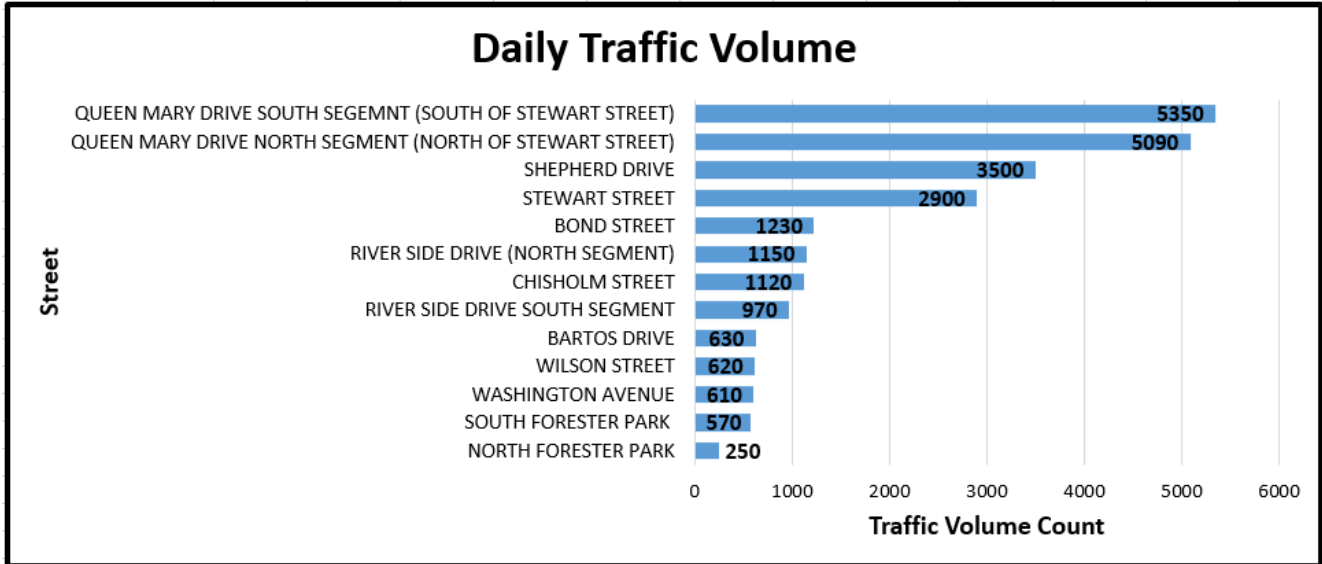


Figure 3: Daily Traffic Volume

ii. Collision conditions

The town has a record of all collisions on roadways within the jurisdiction. In the last six years (2015 – 2020) there have been 38 collisions in the West River neighbourhood, 28 (74%) took place at a midblock location, and 10 (26%) occurred at an intersection. In all of the collisions recorded, there were only four instances where a minor injury occurred. There were no fatalities or major injuries reported.

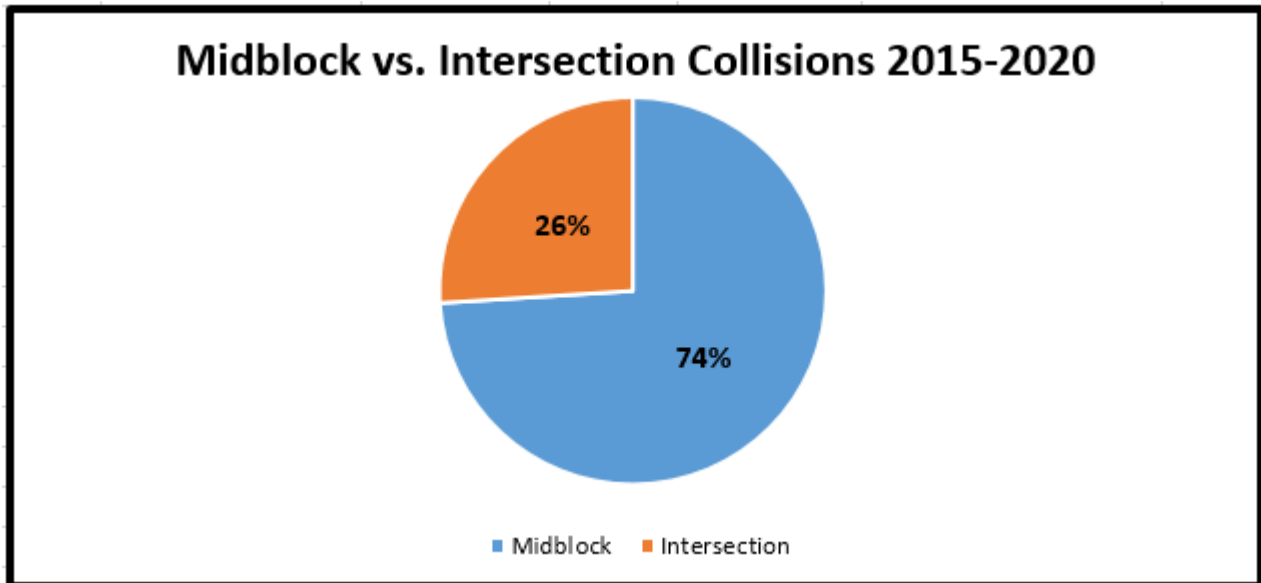


Figure 4: Midblock vs. Intersection Collisions 2015-2020

Collision types throughout the neighbourhood vary. The most common collision type in the area was a single motor vehicle (61%), followed by rear end (15%), side swipe (8%), reversing (8%) and angle/turning movement collision (8%).

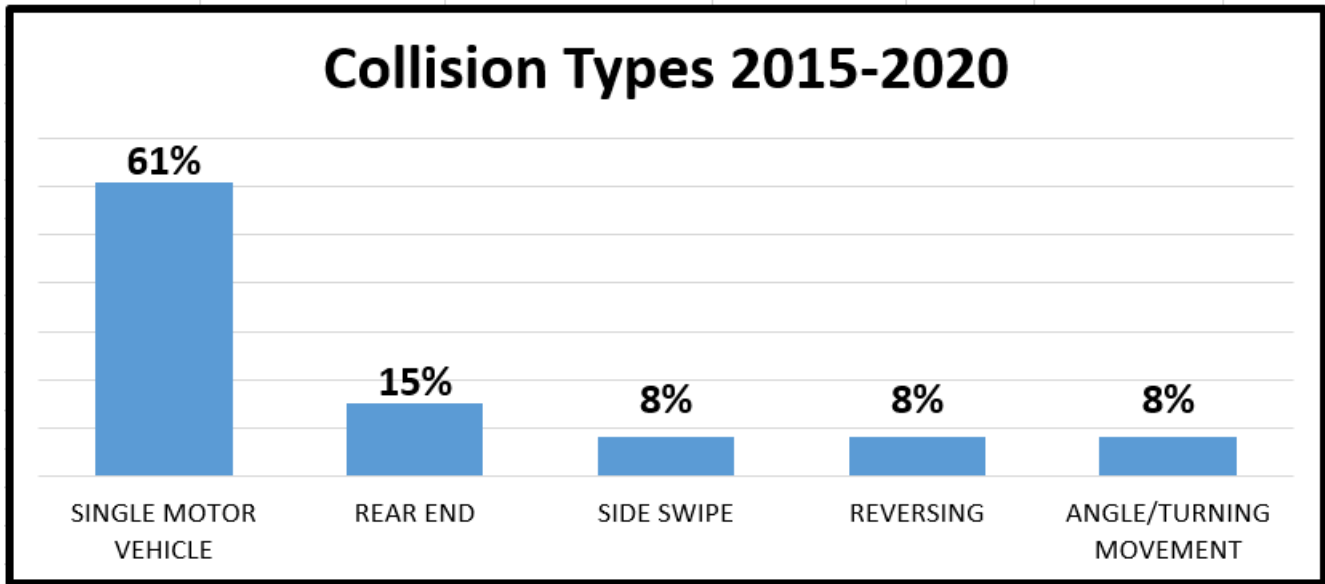


Figure 5: Collision Types 2015-2020

Location wise, Shepherd Drive has experienced the most collisions (11); followed by Stewart Street (6); Florence Drive, River Side Drive, and Queen Mary Drive (5); and Crescent Road, Kingswood Road, Chisolm Street, Bond Street, Prince Charles Drive, and Bartos Drive (1).

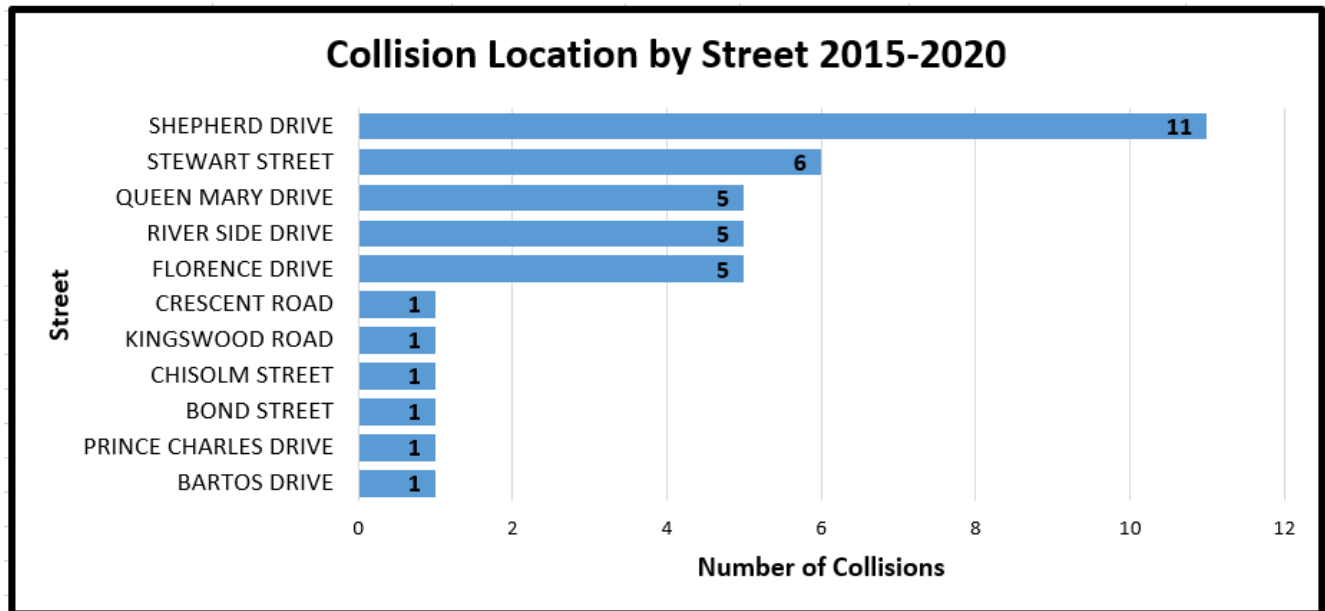


Figure 6: Collision Location by Street 2015-2020





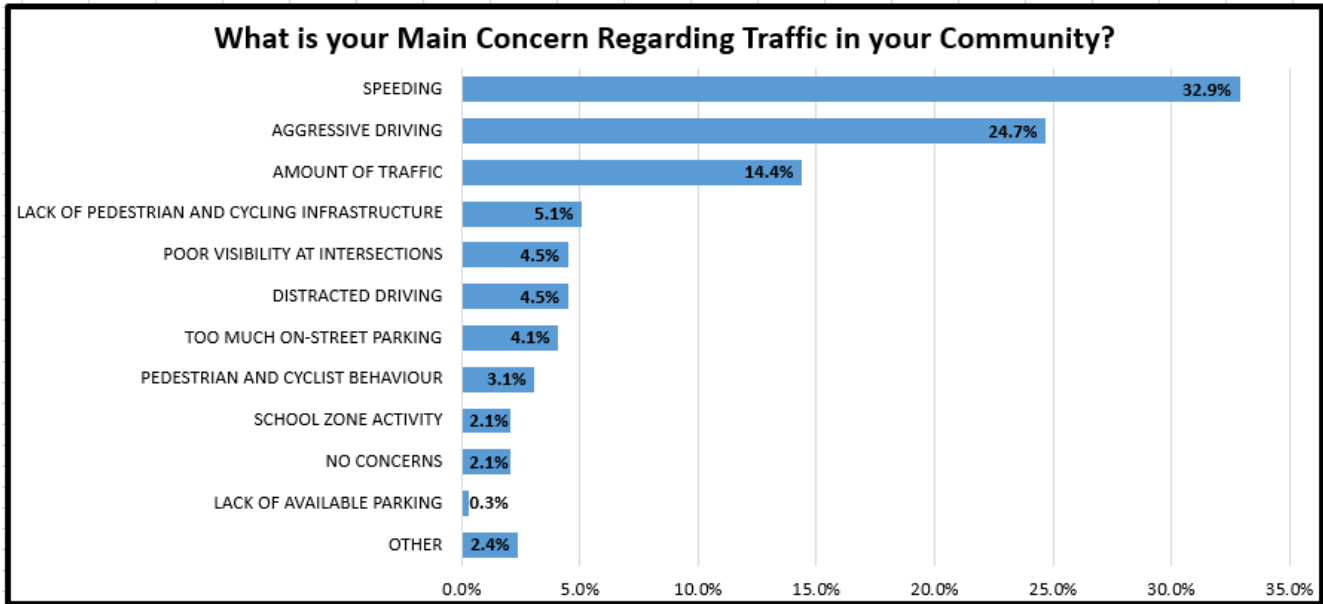


Figure 8: What is your main concern regarding traffic in your community?

Most neighbourhood communities within Oakville have expressed concerns regarding residential speeding. Residents routinely indicate that speeding has a significant impact on their perception of a safe neighbourhood, and they are concerned about the potential for a serious collision, their safety, and their children’s safety.

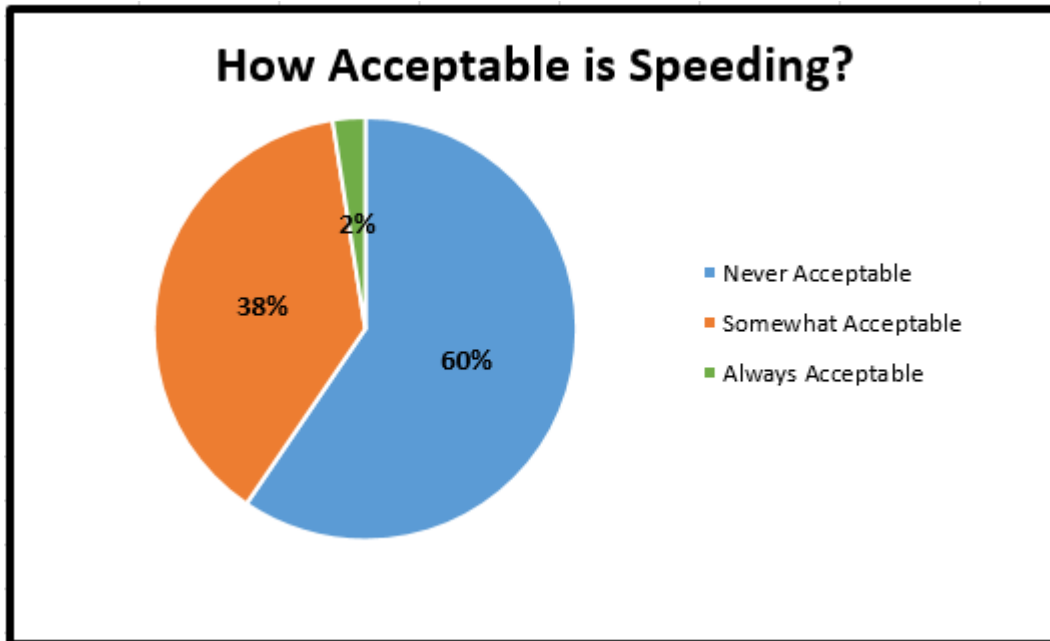


Figure 9: How acceptable do you think it is to drive over the speed limit on a residential street?

These results indicate that only 2% of respondents feel it is acceptable to drive over the speed limit on residential streets.

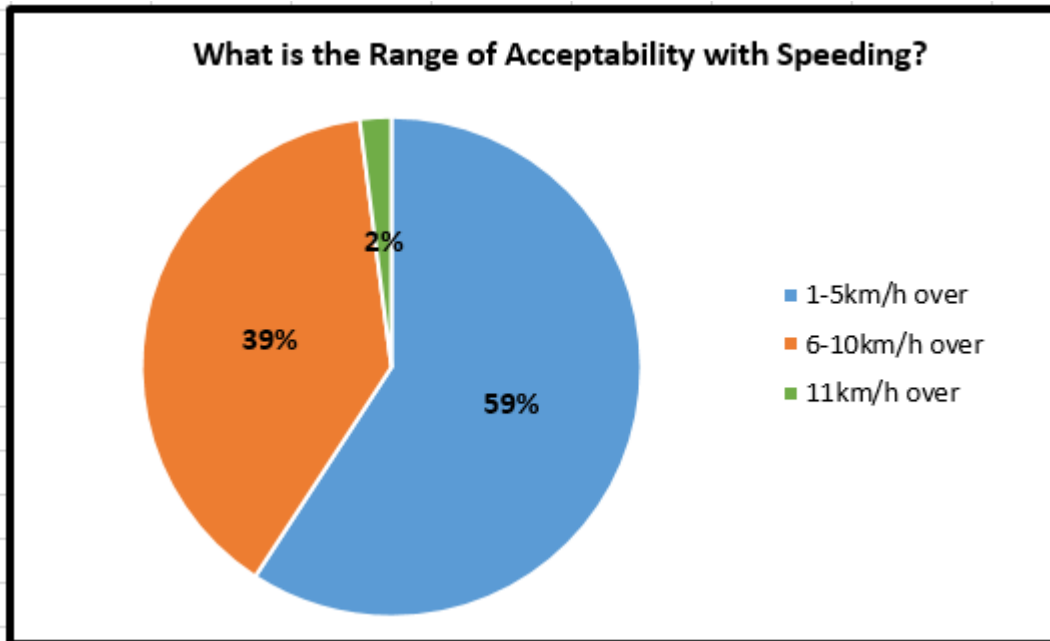


Figure 10: If you answered “Always Acceptable” or “Somewhat Acceptable,” how many kilometres over the area wide 40 km/h speed limit do you think is acceptable to drive?

Of the 40% who feel it is somewhat acceptable, or always acceptable to drive over the speed limit, 98% of these respondents feel it is only acceptable to drive up to 10 km/h over the speed limit.

Despite collision statistics indicating that residential communities are generally safe, many residents do not feel safe in their neighbourhoods. It is very important to address the need to feel safe to improve livability.

### 3. Identifying Priority Areas

Identifying key priority areas for the plan is the next step to continue working towards developing recommendations for all partners. The neighbourhood traffic survey asked a series of questions with regards to engineering, enforcement, and stakeholder engagement to gauge the level of interest for initiatives in each area.

#### a. Engineering Priorities

The residents of West River identified three main areas out of a possible 13 engineering initiatives to help achieve increased safety awareness within the neighbourhood. Figure 11 illustrates that these main areas are:

1. Keeping the area wide 40 km/h speed limit in place with additional signs (20%)

2. Traffic calming measures, such as speed cushions (18.2%)
3. Signage improvements (15.4%)

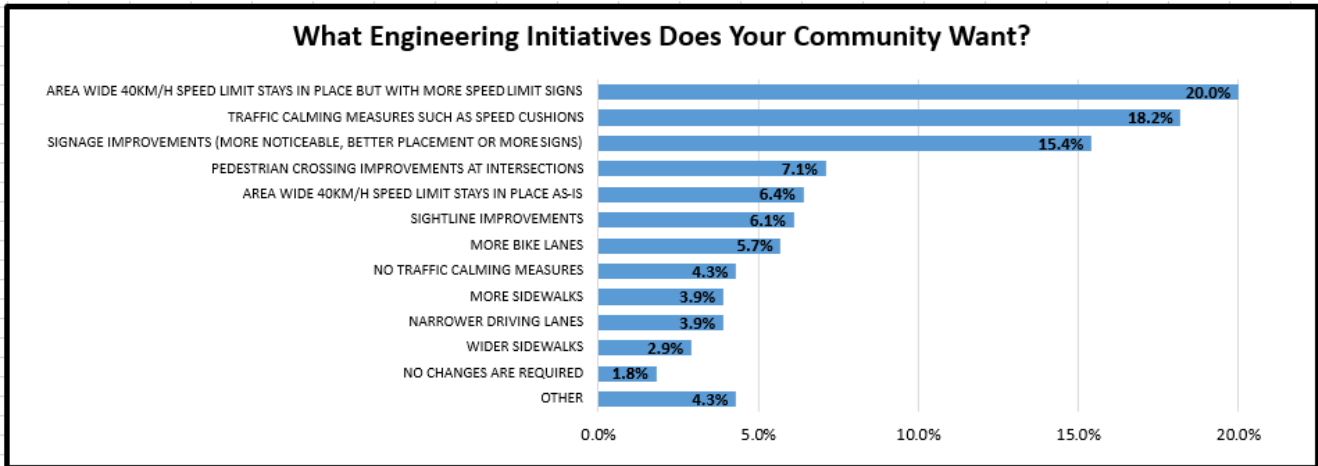


Figure 11: What type of engineering initiatives would you support to address traffic concerns in your neighbourhood?

### b. Enforcement Priorities

There were eight options to choose from within the enforcement category to help increase compliance of motorist driving behaviour within the community. Figure 12 displays that the preferred initiatives of stakeholders are:

1. Increased police enforcement (29%)
2. Increased fines (19%)
3. Photo radar enforcement (16%)

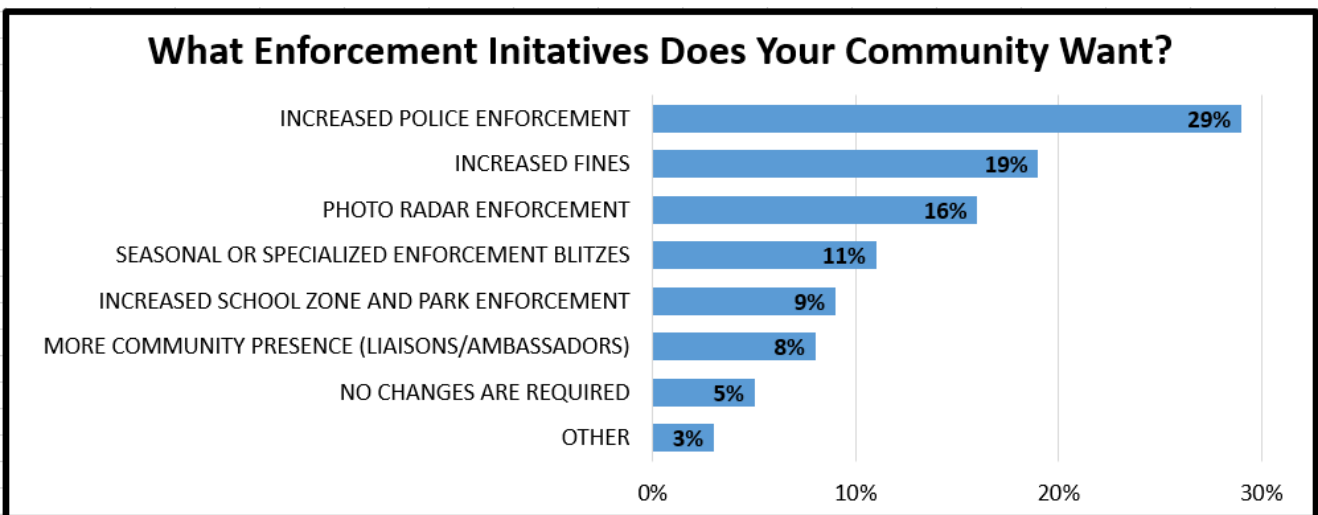


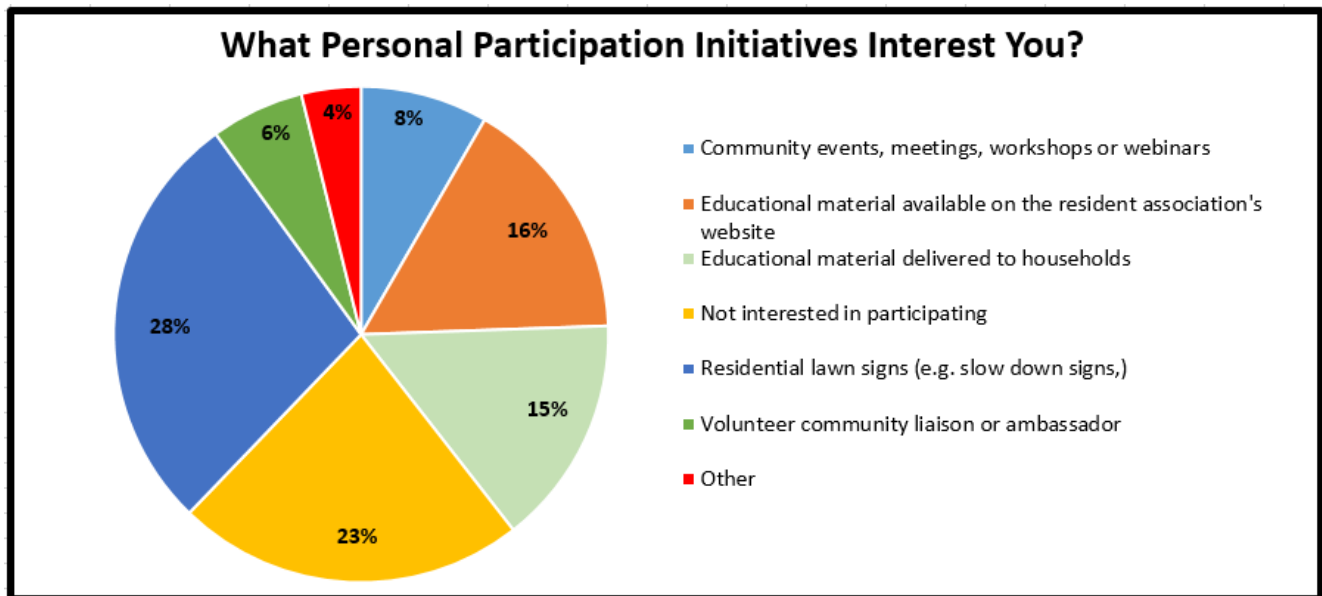
Figure 12: What enforcement-related initiatives would you support to best address residential traffic concerns?

### c. Engagement Priorities

Within the engagement area, stakeholders were asked to identify which initiatives they would be interested to participate in, and/or support, to help improve awareness of the current traffic conditions and concerns, as well as any future community initiatives. *Figure 13* shows that the preferred options are:

1. Residential lawn signs (28%)
2. Educational material available on the resident's association website (16%)
3. Educational material delivered to households (15%)

It should be noted that 23% of respondents are not interested in participating in any of the initiatives.



*Figure 13: What type of initiatives would you be interested in taking part in to address traffic concerns in your neighbourhood?*

### 4. Recommendations to Address Priority Areas

To address neighbourhood traffic safety and create an effective Integrated Traffic & Safety Management Plan, maintaining partnerships to sustain momentum is a key strategy to have a direct impact on both safety and quality of life for the community. Developing recommendations and actions in each priority area will build and strengthen these partnerships as a commitment to increase neighbourhood traffic safety and awareness.

Based on the current neighbourhood traffic conditions, the stakeholder input and results of the West River neighbourhood traffic survey, and the collaboration of town staff, the Halton Regional Police Service, and the West River Residents Association; the following

recommendations have been developed. All recommendations are anticipated to begin in 2021 in some capacity and are separated into three phases: short-term, mid-term, and long-term.

### **a. Engineering Recommendations**

Short term (Present – 2022)

- i. Implement additional area-wide 40 km/h signage at entrance points and mid-way points along the major corridors.
- ii. Remove obstructions from, or relocate, regulatory or warning signs that are not fully visible.
- iii. Review the opportunity to upgrade the crosswalk pavement markings to a ladder design at major intersections.
- iv. Review the signs and pavement markings within the school zone at Oakwood Public School and implement signage and/or pavement marking changes as needed.
- v. Review signs at major intersections in the West River area and install secondary or additional warning signs as needed.

Mid-term (Present – 2023)

- vi. Investigate the opportunity to install a crosswalk and additional pavement markings at Forster Park Dr. and N/S Forster Park Dr. intersection. (Note: This will not be a crossing guard location)

Long-term (Present – 2024+)

- vii. Investigate the opportunity and feasibility of implementing physical traffic calming measures along Queen Mary Drive and Riverside Drive.
- viii. Investigate the opportunity to implement cycling infrastructure (pavement markings, signs) and sidewalk improvements throughout the community.
- ix. In partnership with the West River Residents Association and Halton Regional Police Service, develop monitoring and evaluation initiatives for all recommendations, where applicable.

### **b. Enforcement Recommendations**

Short term (Present – 2022)

- i. Town staff to coordinate with HRPS and communicate plans regarding upcoming Safety Awareness Campaigns, including additional neighbourhood patrol presence.

#### Mid-term (Present – 2023)

- ii. HRPS to partner and coordinate with town staff to develop a peak hour targeted speed enforcement program using the town's automatic speed data collection database.
- iii. HRPS to initiate and maintain monthly traffic and speed police enforcement with a focus during peak hours within the community.

#### Long-term (Present – 2024+)

- iv. Town staff to coordinate with HRPS and communicate plans regarding future upcoming blitz weeks (e.g. Project Safe Start, Project ERASE) including additional neighbourhood patrol presence.
- v. HRPS to maintain a neighbourhood presence by participating in community events, providing regular enforcement statistic updates for communication by the West River Association and/or local Councillors, and providing updates at the annual general meeting.
- vi. HRPS and town staff to coordinate communication and provide details of upcoming social media police initiatives to help strengthen cross-promotion and community engagement.

### **c. Education Recommendations**

#### Short term (Present – 2022)

- i. Resident Association to develop a strategy and schedule to obtain and display "Slow Down Signs" on residential lawns at specific times during focused blitz weeks, multiple times a year, for no longer than one week in length.
- ii. Town staff and resident association to partner with the Halton District School Board, local day care centres, religious institutions, and other community organizations to promote and leverage neighbourhood traffic safety education opportunities.

#### Mid-term (Present – 2023)

- iii. Resident association to partner with Halton Regional Police Service and town staff to coordinate, develop, and distribute traffic safety education material to

neighbourhood stakeholders via hard copy, social media avenues, and website pages.

Long-term (Present – 2024+)

- iv. Resident association to coordinate and schedule Halton Regional Police Service and town staff attendance at community events to increase opportunities for traffic safety education and outreach.
- v. Invite Halton Regional Police Service and town staff to attend the West River Residents Association Annual General Meeting to provide an update on the ITSM Plan and future activities.
- vi. Resident association to partner with the Halton Active Sustainable School Transportation Hub to initiate a School Travel Plan for Oakwood Public School.
- vii. Schedule meetings with the West River Residents Association, Halton Regional Police Service and town staff to communicate, update and coordinate the recommendations within the Integrated Traffic and Safety Management Plan.

## **5. Resource Requirements**

The Town of Oakville, the Halton Regional Police Service, and the West River Residents Association have identified and developed the recommendations within the plan with an expectation that they will be funded within existing operational budgets and in-house resources. Any additional funding required beyond in-house resources will need to be explored and approved in the future.

## **6. Conclusion**

Neighbourhood traffic safety is important to Oakville residents. The ITSMP sets out specific actions based on identified priorities and best practice. These actions have been designed to be realistic, sustainable and actionable beginning in June 2021 in order to provide an improvement to safety and livability in the West River neighbourhood.