

# VisionZero

— — — — GUELPH



## Action Plan for Safe Streets

March 4, 2025

Committee  
of the Whole

# It's part of our plan

A United Vision:  
**GUELPH'S  
COMMUNITY PLAN**



**City  
Building**



Moving Guelph Forward – Transportation Master

Plan Update

# Vision Zero Approach

- No loss of life is acceptable on our roads.
- Deaths and serious injuries are preventable.
- Everyone makes mistakes.
- People are vulnerable.



  
**Traditional  
Approach**

Prevent collisions.


Make driving safer.

Improve human behaviour.

Control highest speeds.

React based on collision history.

Individuals are responsible.

  
**Safe System  
Approach**

Prevent serious injuries and deaths.

Make transportation safer for all.

Design for human mistakes, limitations and differences.

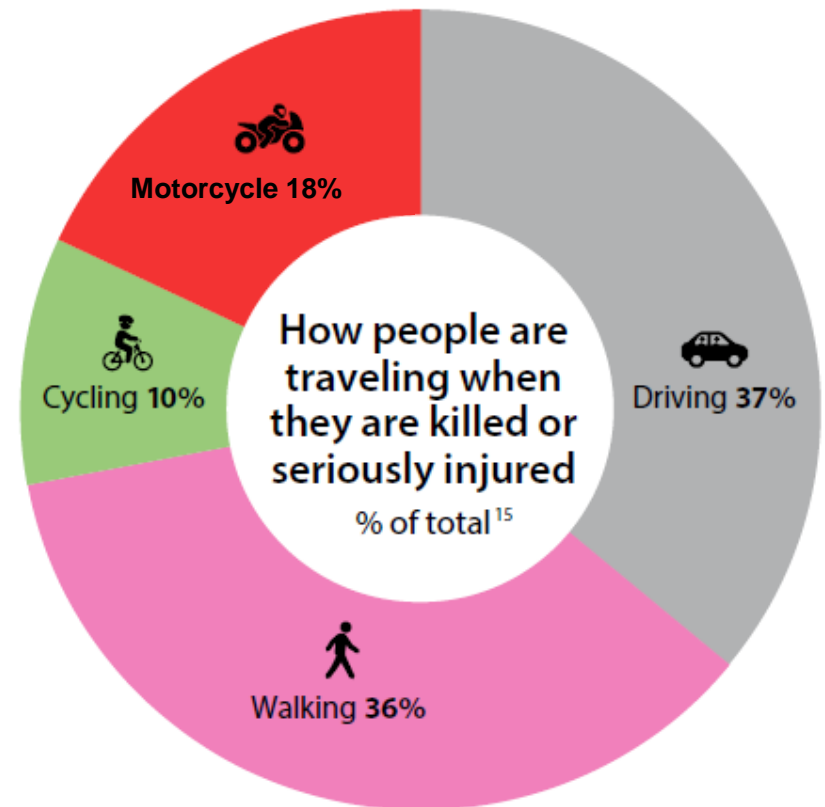
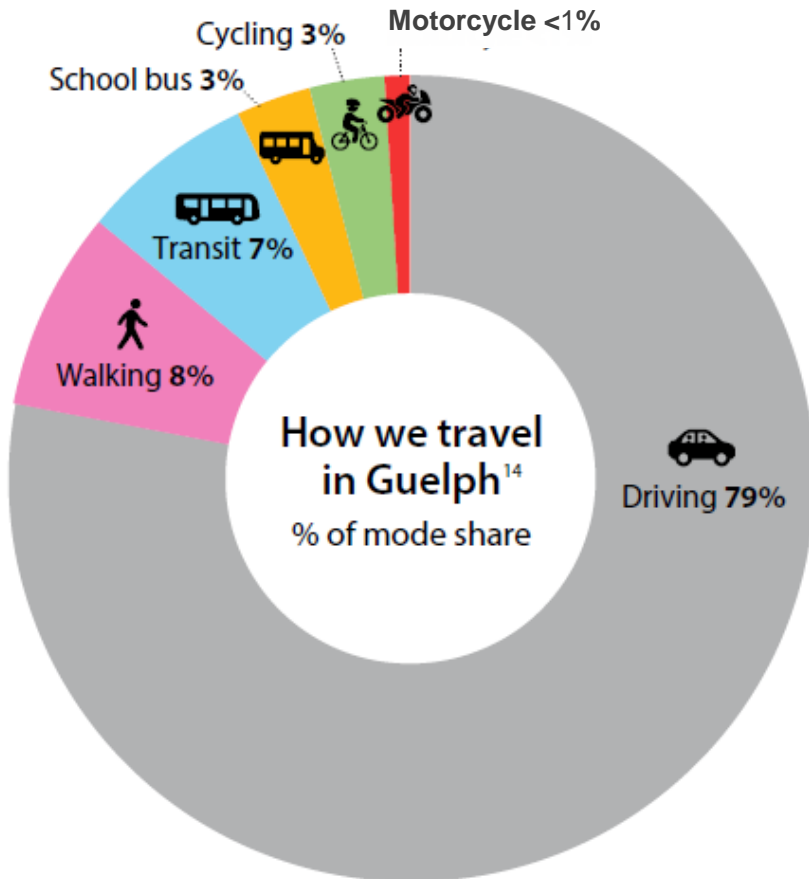
Control impact.

Proactively address risk.

Shared responsibility.



# A Closer Look at Data



# Focus Areas

- 1. Plan better ways to grow**
- 2. Identify risk**
- 3. Protect vulnerable people**
- 4. Design safe streets**
- 5. Reduce speeds**
- 6. Be data-driven**
- 7. Work together**
- 8. Learn together**



# High-Risk Network



# Community Engagement

Not having to fear kids' safety.

People can follow Rules for Driving & Respect others.

building protected bike lanes.

\*CALM TRAFFIC USING FLEX BOLLARDS/POSTS OR PLANTERS

Driving the speed limit and following the rules of the road.

Prioritize non-vehicular traffic

pedestrians to walk on!

distracted driving

to understand that transportation are also reduce traffic!)

looking both ways multiple times before making turns.

ON ALL ROADWAYS

CROSSWALKS w LIGHTS + SPEED BUMPS ENFORCEMENT TO DETER SPEEDING SCHOOL KIDS + CROSSINGS

Hearing assistance every intersection to help crossing safely

Not blocking bike lanes + sidewalks!

connected bike lanes? all through Guelph!

Easy-to-understand messages for everyone (in a car, walking, on a bike)

**Safe streets mean...**  
SIDEWALKS ON ALL ROADWAYS  
No speeding

VisionZero  
Guelph  
guelph.ca/visionzero

# Community Safety Zones



# Community Safety Zone Criteria

Community Safety Zone Policy establishes a criteria to review all of Guelph's roads for the potential Community Safety Zone designation if it meets one of the following criteria:

1. Roadway is near to a primary and secondary schools, major educational institutions, or major healthcare and hospitals.
2. High-Risk roadway according to the High-Risk Network, that is near to a community facility, such as a community centre.

City staff will review the list of potential Community Safety Zone roadways and will recommend specific roadways and road lengths for Community Safety Zone designation.

# Flashing 40 km/h



# Automated Speed Enforcement

**Current:** Four rotating mobile ASE cameras every three months.

**August 1, 2025:** Twelve cameras rotate through elementary school zones and non-arterial roads every four to six months.

**August 1, 2026:** Locations with new Community Safety Zone or had the flashing 40km/h speed limit replaced with a static 40km/h speed limit will be eligible for ASE.



# Financial Implications

- There are no direct financial implications associated with approval of the Action Plan.
- Any future investments in road safety will be presented for council consideration during future budget cycles.
- Many actions are already approved in the city's capital plan.
- The transportation reserve fund is also available for projects related to road safety. The proposed expansion of the ASE program beginning in August 2025 continues to be budgeted to be revenue neutral. If any revenues are generated from the ASE program, they will be allocated to the Transportation Reserve Fund.

# Recommendations

1. That Vision Zero Guelph – Action Plan for Safe Streets, included as Attachment-1, to the Infrastructure, Development & Environment Report 2025-12, dated March 4, 2025, be approved.
2. That the Community Safety Zone Policy, included as Attachment-3, to the Infrastructure, Development and Environment Services Report 2025-12, dated March 4, 2025, be approved and in effect as of July 1, 2025.
3. That staff be directed to bring forward a revised Traffic By-law, including Community Safety Zones and speed limits in preparation for future automated enforcement programs, as outlined in report Infrastructure, Development and Environment 2025-12 dated March 4, 2025.

# Questions?