



# Community Road Safety Strategy (CRSS)

July 20, 2020  
Council Meeting

# What is the CRSS?

High-level road safety plan for Guelph



The goal of the CRSS is to provide strategies that will improve road safety to benefit all users, whether you are walking, cycling, riding transit, using a mobility device or driving

# Developing a framework that relies on safe systems principles

- Although the City of Guelph has not formally adopted a Vision Zero approach, many of the safe systems principles and preferred strategies to address road safety are in line with Vision Zero principles. These include:
  - Vulnerable road user safety
  - Leveraging innovative technologies
  - Improving road infrastructure
  - Focusing on a data-driven approach
  - Implementing and evaluating proven countermeasures

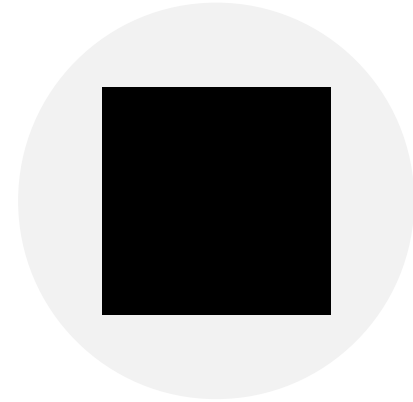
# Development of the CRSS



REVIEWED BEST PRACTICES  
IN OTHER MUNICIPALITIES



ENGAGED STAKEHOLDERS  
TO UPDATE THE TRAFFIC  
CALMING POLICY



ENGAGED THE COMMUNITY  
TO DETERMINE EMPHASIS  
AREAS AND STRATEGIES

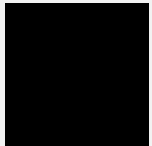
# Section 1



Strategies were developed through a best practices review



Staff consulted other municipalities with similar road safety programs



Staff reviewed published literature on effectiveness of road safety initiatives

## Section 2

- Updated from 2006 Neighbourhood Traffic Management Review
- Consulted stakeholders through workshops
- The policy outlines procedures for initiating, reviewing, implementing, and evaluating traffic calming plans in residential neighbourhoods to address concerns about **speeding** and **high vehicle volumes**

# Community Engagement



Evergreen  
Seniors Centre



Immigrant  
Services



University of  
Guelph



Delta Hotel  
Conference  
Centre



City Hall



Online Survey



Over 500  
responses that  
helped inform  
road safety  
priority areas  
and the CRSS

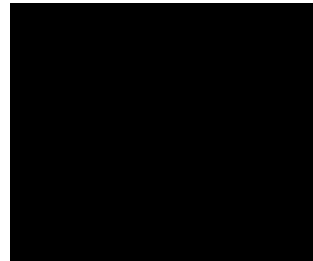


Number of  
stakeholders  
provided  
feedback on the  
updated policy  
through  
workshops

# Section 3



Pedestrian  
safety



Distracted  
driving



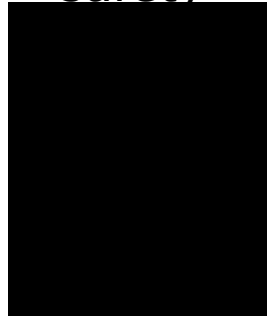
Aggressive  
driving



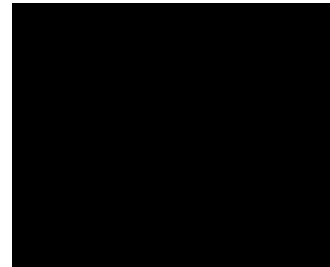
Cycling  
safety



Speeding



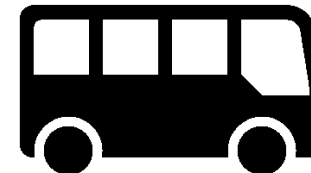
Impaired  
driving



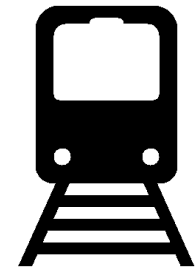
School  
safety



Senior  
Safety



Transit  
Safety



Railway  
Safety



## **Section 4**

### **Pedestrian Safety**

- Leading pedestrian intervals (LPIs)
- Pedestrian crossing improvements

### **Distracted Driving**

- Distracted driving awareness campaign coordinated through the GRSC

### **Aggressive Driving**

- Red light cameras
- Red light running awareness campaign coordinated through the GRSC

## **Section 4 Cont'd**

### **Cycling Safety**

- Educational campaigns coordinated through the GRSC
  - 1-metre passing rule (sharing the road)
  - Right hook awareness
  - Dooring

### **Speeding**

- Automated speed enforcement cameras
- Flexible in road signs
- Slow Streets
- 'Please slow down' lawn signs
- Radar speed boards

## **Impaired Driving**

- Safety awareness campaign coordinated through the GRSC

## **School Safety**

- Permanent radar display boards

## **Senior Safety**

- Creation of senior safety zones

## **Transit Safety**

- Review midblock bus locations for safer pedestrian crossings

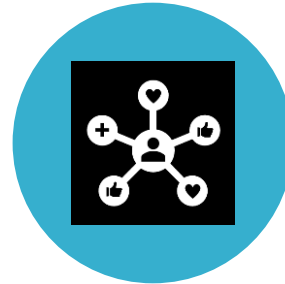
## **Railway Safety**

- Review at level crossings

# Section 5: Implementation



Residents who are ineligible under the Traffic Calming policy will be reviewed under the CRSS.



City staff will also annually run network screening to proactively identify locations that are eligible for CRSS measures.

## Section 5: Evaluation

Some indicators that need to be measured over time include:

Operating  
speeds

Volume data

Severe and fatal  
injury collisions

Perceptions of  
road safety

Several years of data need to be collected after a strategy has been implemented to accurately determine (statistically) if a change has occurred.

Staff will provide annual collision reports that will also outline evaluation metrics once appropriate data is available.

# Alignment with Strategic Plan

The Community Road Safety Strategy aligns with the city's "**Navigating our future**" strategic priority by improving the safety, efficiency and connectivity of the transportation system.

# Recommendations

1. That the Community Road Safety Strategy, included as Attachment 1, to the Infrastructure, Development & Enterprise Services Report 2020-80 dated July 20, 2020 be approved and in effect as of August 4, 2020
2. That the Traffic Calming Policy, included as Attachment 2, to the Infrastructure, Development & Enterprise Services Report 2020-80 dated July 20, 2020 be approved and in effect as of August 4, 2020.