



# **Town of Whitby: Traffic Calming Policy and Guidelines**

Engagement Summary Report

February/March 2025

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## Executive Summary

Development of the Town of Whitby's Traffic Calming Policy and Guidelines solicited input from over 650 residents through two in-person drop-in sessions, one virtual public meeting, and an online survey. Residents stressed the importance of a flexible, data-driven approach to addressing traffic issues, advocating for community input, expert guidance, and scalable solutions. They emphasized the need for traffic calming measures such as speed humps and automated speed enforcement while stressing the need for balanced, well-communicated strategies that consider all transportation modes and urban planning goals. Overall, the community strongly desired ongoing public engagement and better enforcement to ensure long-term, effective solutions to traffic issues.

This report was written by LURA Consulting, the independent team retained to deliver community engagement. It summarizes the community's input to shape recommendations for the Town of Whitby's Traffic Calming Policy and Guidelines.

## 1: Project Overview

The Town of Whitby is working to support safe roads in neighbourhoods by developing a new Traffic Calming Policy and Guidelines.

Traffic calming measures are things like speed humps, raised crosswalks, mini (neighbourhood) roundabouts, and more intended to slow traffic and support safe roads.

The goal of the new policy and guidelines is to establish a clearer and more consistent process for how requests related to traffic calming measures are assessed and prioritized for Town roads.

Every year, the Town receives many requests to install traffic calming on residential streets. However, without a clear policy, traffic calming resulting from these requests hasn't always been based on traffic data or included community consultation. This has led to some dissatisfaction and requests for their removal.

The new policy will create a fair and data-driven process to assess and prioritize requests for traffic calming, ensuring resources are used effectively. It will also ensure that all requests are treated equally and that consultation happens before any changes are made.

Community engagement is important in developing Whitby's new Traffic Calming Policy and Guidelines.

Specifically, the Town sought feedback to help inform the:

- Criteria that will be used by staff to evaluate a traffic calming request from a resident;
- Level of resident support and engagement required to initiate and implement traffic calming measures; and,
- Types of traffic calming measures should be used in Whitby to address traffic issues.

## 2: Engagement Methods

### In-Person Drop-In Sessions

On February 25, 2025, from 3:00 to 6:00 p.m. and February 27, 2025, from 9:00 a.m. to 12:00 p.m., drop-in events were held at both the Central Branch of the Whitby Public Library and the Brooklin Community Centre and Library to raise awareness of the project and gather input to inform the development of the new policy and guidelines. Display boards were used to gather feedback. Forty (40) people attended the drop-in sessions.

## Virtual Public Meeting

On March 4, 2025, from 6:00 p.m. to 8:00 p.m., project team members hosted a virtual public meeting. Eight people attended the online event. The project team discussed what a traffic calming policy is, what traffic calming guidelines are, and examples of traffic calming measures. Participants were asked a series of questions to gather feedback and invited to ask the project team questions.

## Online Survey

From February 13 to March 14, 2025, the Town of Whitby hosted an online survey on the Connect Whitby site. Survey questions included the criteria used by staff to evaluate traffic calming requests, the level of resident support required to initiate a traffic calming study and implementation, and the types of traffic calming measures Whitby should use to address traffic issues. Six hundred and four (604) people responded to the survey, providing their thoughts and preferences to inform the development of the new policy and guidelines. Survey respondents' demographic details are in the **Who Participated** section below.

## Engagement Reach

Table 1 shows the reach of engagement throughout the engagement period.

Table 1 - Summary of engagement activities.

Engagement Activity	Date	Location or Format	Participant or Response Count
In-Person Drop-In Sessions	February 25, 2025 3:00 – 6:00 p.m.	In-person at the Central Branch of the Whitby Public Library (405 Dundas St. W.)	<b>27</b>
	February 27, 2025 9:00 a.m. – 12:00 p.m.	In-person at the Brooklin Community Centre and Library (8 Vipond Rd.)	<b>14</b>
Virtual Public Meeting	March 4 <sup>th</sup> , 2025, 6:00 – 8:00 p.m.	Online via Zoom	<b>8</b>
Online Survey	February 13, 2025 - March 14, 2025	Online via Connect Whitby	<b>604</b>
<b>TOTAL</b>			<b>653</b>

## Data Analysis Methodology

Input was gathered through in-person drop-in sessions, the virtual Public Information Centre, and the online survey. Where responses were received to a quantitative question, results have been quantified. All qualitative responses are analyzed thematically. This involves summarizing and categorizing qualitative data to capture important concepts with the data set.

*Given the engagement was voluntary process, results do not necessarily represent the views of all Whitby residents. Residents were invited to participate through multiple engagement formats, therefore response counts may be impacted. Decision-making will be guided by this limitation.*

### 3: What We Heard

This section provides a high-level summary of the key themes heard throughout the community engagement. In the following summary, "n" represents the number of survey respondents who answered each specific quantitative question, visually depicted in the associated graph.

#### Top Neighbourhood Traffic Concerns

Participants were asked if they agree with the following top five traffic-related concerns in Whitby - that were identified in a 2023 **survey and mapping exercise**:

- Speeding
- Traffic volume
- Dangerous driving
- Cut-through traffic (ex., Number of vehicles passing through the neighbourhood without a local destination)
- School areas

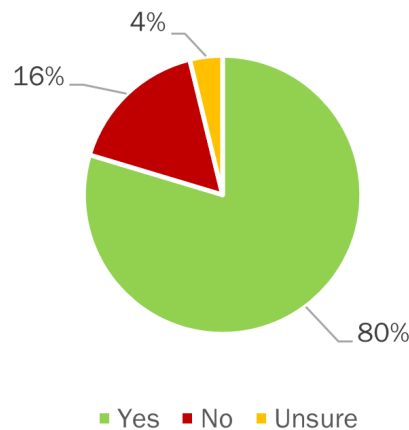


Figure 1 - Survey participants' agreement with the top traffic-related concerns in Whitby. N = 604

Figure 1 shows 80% of survey respondents agreed Whitby's top five traffic-related concerns. 16% did not agree, and 4% were unsure.

Online respondents who disagreed with the top traffic-related concerns in Whitby noted these additional considerations:

- **Parking Issues**
  - Street parking narrowing roads, especially in residential areas

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- Illegal parking in school zones and near intersections
- Congested parking due to inadequate home parking spaces
- Parking on both sides of streets, reducing lanes to a single passage
- **Pedestrian and Cyclist Safety**
  - Lack of safe crossings in downtown Brooklin and residential areas
  - Inadequate bike lanes with abrupt starts and stops
  - Poor street lighting
- **Road Conditions and Maintenance**
  - Degrading roads, potholes, and sunken sewer grates
  - Poorly designed intersections that create confusion and near accidents
  - Need for better road signage, especially at sharp bends

Most virtual public meeting participants agreed with the top five traffic-related concerns, adding that flow issues, type of traffic (trucks and heavy vehicles in residential communities), and parking on busy side streets are other topics of concern.

## Evaluation Criteria

Participants were provided a list of potential criteria and were asked to select the top five choices they felt were the most important for the Town to consider when evaluating a traffic calming request from a resident.

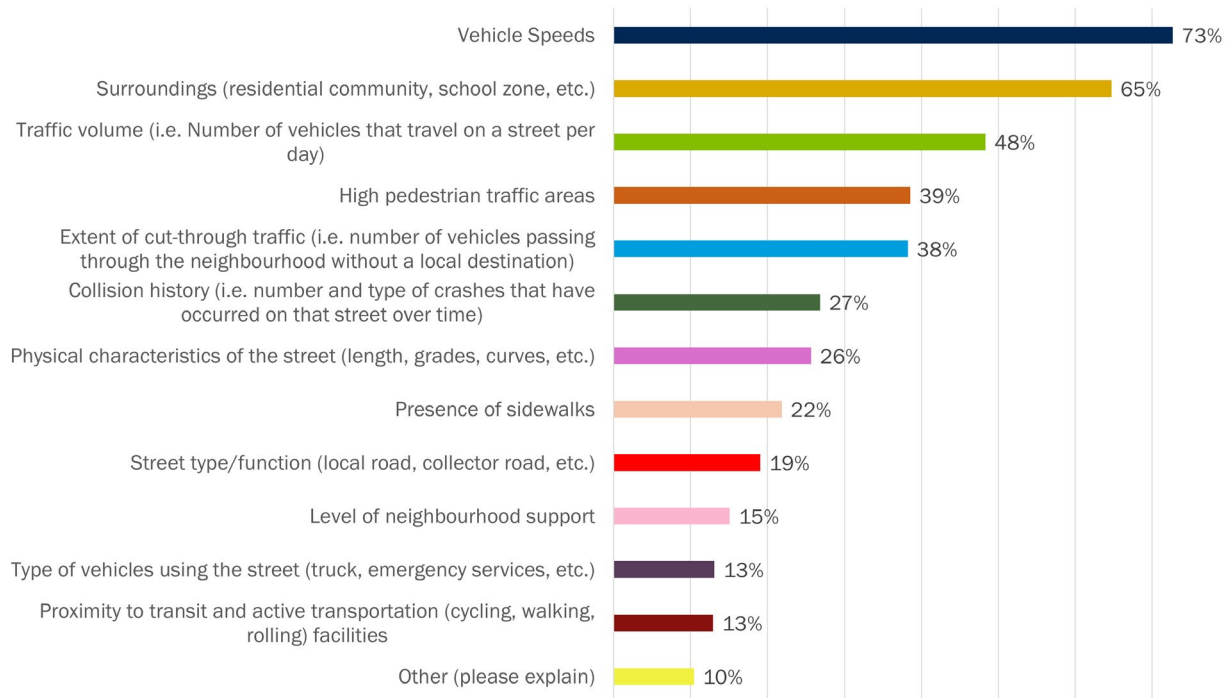


Figure 2 - Summary of participants' feedback on the most important criteria for evaluating a traffic calming request. N = 604

Figure 2 shows vehicle speeds (73%) as the most important criteria for evaluating a traffic calming request. Surroundings (65%) and traffic volume (48%) were also seen as

important. Some respondents noted that traffic calming requests should be evaluated based on engineering and urban planning analysis to avoid potentially exaggerated complaints from individuals with preferences.

Additional criteria suggested by online survey respondents who selected “other” include:

- Street size.
- Street age and condition.
- Level of noise pollution.
- Amount of illegal and long-term parking blocking access to side streets and driveways.

All options received some level of support from virtual public meeting participants and drop-in participants. The top criteria options selected include the following; vehicle speed, surroundings, high pedestrian traffic areas, and traffic volume.

### Required Support to Begin Study

Participants were asked if the Town should seek the support of the broader neighbourhood before looking into a resident traffic calming request.

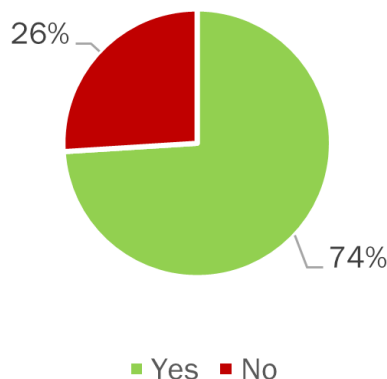


Figure 3 – Percentage of respondents that agree or disagree that neighbourhood support should be required to begin a traffic calming study. N = 604

Figure 3 shows that 74% of survey respondents felt the Town should seek broader neighbourhood support before considering a resident traffic calming request.

Online respondents who felt neighbourhood support should be required noted these additional considerations:

- Gather input from local stakeholders, including residents, business owners, and local organizations, to understand the community's subjective experience of traffic issues.
- Engage the public through workshops, surveys, and feedback sessions to gather various opinions.



- Ensure marginalized and vulnerable groups have a voice in the process.

Online respondents who felt neighbourhood support was not required noted these additional considerations:

- Identify each neighbourhood's specific problems and needs, considering factors such as population density, school zones, demographics, and the presence of community hubs like parks or shops.
- Conduct a thorough analysis of traffic conditions, including speed limits, accident rates, pedestrian and cyclist safety, and overall traffic flow.

All virtual public meeting participants agreed that the Town should seek broader neighbourhood support, while most drop-in participants disagreed. Virtual public meeting participants noted that measuring neighbourhood support for traffic studies is challenging, as engagement varies, and that a lack of complaints does not necessarily mean there is no problem. They emphasized the need for a flexible, data-driven approach that includes petitions, online forms, and ongoing trend analysis rather than relying on a single voice.

Drop-in participants emphasized that the Town should consider all requests, regardless of the quantifiable support. Many participants supported a scalable, cost-effective process, suggesting that initial data collection (e.g., speed sign monitoring) could help determine whether a full study is needed, particularly in high-traffic areas like school zones.

### Required Support to Implement Solution

Participants were asked if the Town should seek additional neighbourhood support for the recommended traffic solution once a study is complete before implementation.

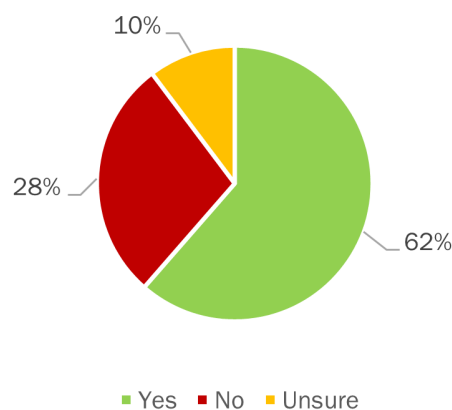


Figure 4 – Percentage of survey respondents that agree or disagree that neighbourhood support should be required for a recommended traffic calming solution. N = 604

Figure 4 shows that 62% of survey respondents felt the Town should seek neighbourhood support for a recommended traffic calming solution before

implementation. In contrast, 28% disagreed, and 10% were unsure if neighbourhood support for the recommended traffic solution was needed.

Online respondents who felt that neighbourhood support should be required noted these additional considerations:

- Consider using continued public engagement processes where residents help co-create traffic solutions that best address their concerns and needs.
- Clearly outline the expected timeline for the implementation of each traffic calming measure.
- Incorporate flexible strategies that allow adjustment based on resident feedback and traffic data post-implementation.
- Regularly conduct surveys and hold meetings with residents to gauge satisfaction and identify areas for further improvement.

Online respondents who felt that neighbourhood support should be required noted these additional considerations:

- Introduce pilot programs to test different traffic calming measures on a smaller scale before full implementation.
- Involve local government officials, law enforcement, public health professionals, and urban planners, when identifying appropriate traffic calming measures.
- Communicate the benefits and challenges of each measure, including cost, feasibility, and long-term impact on traffic flow and safety.

Virtual public meeting participants equally agreed or were unsure if the Town should seek out additional support for recommended traffic solutions, while most drop-in participants agreed. Virtual public meeting participants noted that while gathering neighbourhood support is important, experts should ultimately guide decision-making. Comments highlighted that support for solutions can be complex, as any change may face pushback, making expert judgment crucial. Some expressed concerns about ensuring all perspectives – such as those of park users, local businesses, and schools – are considered to avoid overlooking key needs.

Drop-in participants highlighted the significance of residents remaining involved in the process and ensuring that the implementation fits their community's unique needs.

### **Wait Time Before New Request**

Participants were asked how long the Town should wait before considering a new request about the same traffic concern if a resident's request for a traffic calming measure does not meet the set criteria to proceed.

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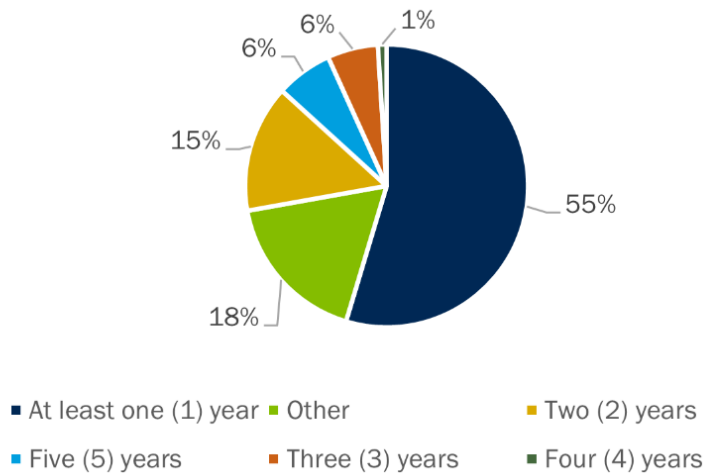


Figure 5 - Summary of survey responses on the required wait time for the Town between evaluating the same traffic calming request twice. N = 604

Figure 5 shows most survey respondents selected "at least one year" (55%). 18% selected "other," 15% selected "two years," 6% selected "five years," 6% selected "three years", and the final 1% selected "four years."

Additional comments made by online survey respondents who selected "other" are the following:

- **Case-by-Case Approach**
  - The waiting period should depend on the specifics of the request, issue, or local changes.
  - If the problem persists (e.g., continued speeding, accidents, or increased traffic), it should be reassessed.
  - Evidence such as speed data, collision reports, or traffic growth should be undertaken to justify repeated requests that do not fit the criteria.
- **Immediate Review**
  - Delays could lead to accidents or injuries, particularly in school zones.
  - Immediate action ranging from 1-6 months.
  - Residents should be able to voice concerns at any time, with no arbitrary waiting period.
- **Regular Criteria Review**
  - Revisit the traffic calming guidelines every 3-5 years to reflect changing community needs.
  - If the criteria change, past requests should be reconsidered.

Most virtual public meeting and drop-in participants selected "at least one year", followed by "two years." Virtual public meeting participants emphasized that wait times for re-evaluating the same traffic request should be flexible, considering factors like rapid population growth and changing usage needs rather than relying solely on a fixed

timeframe. If circumstances change significantly, adjustments should be made regardless of the designated waiting period, especially for serious concerns.

## Potential Solutions to Traffic Concerns

Participants were given a list of potential solutions to traffic concerns and asked to rank them from 1 to 9, indicating which solutions the Town should use the least (9) to the most (1) when addressing traffic issues on a neighbourhood street.

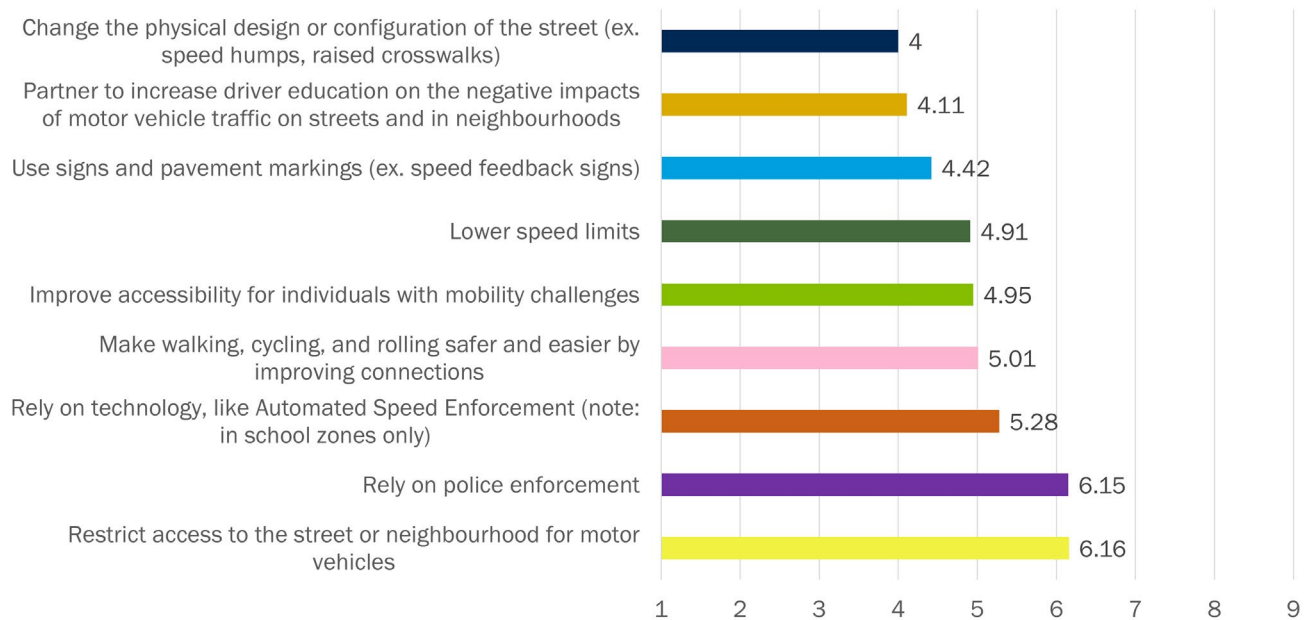


Figure 6 - Median average of survey respondents' ranking on potential solutions to traffic concerns. N=604

Figure 6 shows the top-ranked potential solution is "change the physical design or configuration of the street", followed by "partner to increase driver education on the negative impacts of motor vehicle traffic on street and in neighbourhoods," and "use signs and pavement markings."

Additional comments made by online survey respondents include the following:

- Consider temporary and permanent solutions, such as using traffic cones or temporary signage for quick changes, versus permanent infrastructure like concrete traffic circles or pedestrian islands.
- Analyze the impact of measures on different transportation modes (cars, bicycles, pedestrians, and public transit) and ensure that the solution addresses the needs of all users.
- Collect data on public health and environmental factors, such as air quality and noise pollution, to implement traffic calming measures that promote sustainability and livability.

- Investigate successful case studies of traffic calming measures in similar neighbourhoods or cities to learn from their experiences.
- Analyze current zoning regulations and future urban development plans to ensure traffic calming measures align with broader urban planning goals.

Most virtual public meeting participants and drop-in participants selected "change the physical design or configuration of the street" and "rely on technology like automated speed enforcement. Virtual public meeting participants emphasized the need for expert guidance, as many residents lack technical knowledge to assess the impact of various measures. There was discussion on the difference between traffic calming and traffic control, with concerns about stop signs being ineffective for speed reduction and environmentally harmful. Participants also highlighted the need for better enforcement, communication between Town staff and residents, and community collaboration.

## Who Participated

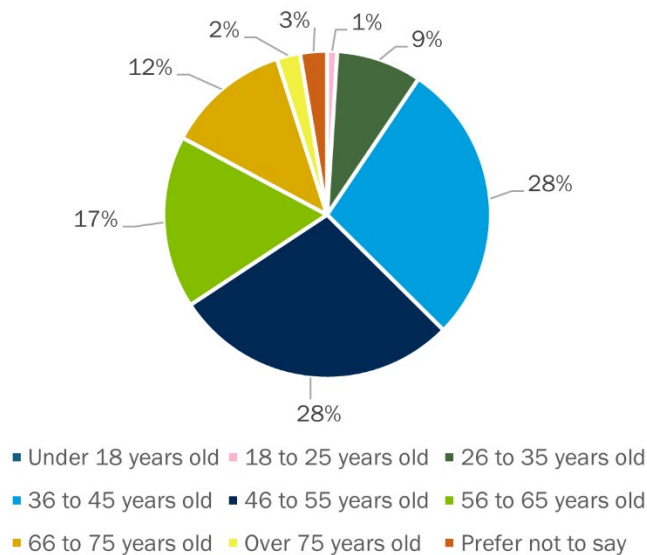


Figure 7 – Summary of survey respondents' ages.

N = 604

Figure 7 shows most survey respondents were between the ages of 36 to 55 years old with:

- 28% being 36 to 45 years old
- 28% being 46 to 55 years old
- 17% being 56 to 65 years old
- 12% being 66 to 75 years old
- 9% being 26 to 35 years old
- 3% prefer not to say
- 2% being over 75 years old
- 1% being 18 to 25 years old

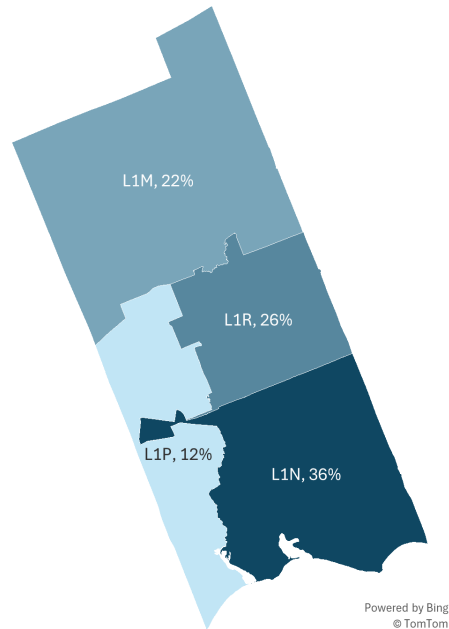


Figure 8 - Summary of survey respondents' postal codes.

N = 604

Figure 8 shows most survey respondents live in the L1N, L1R, and L1M postal code areas. 36% live in the L1N postal code area, 26% live in the L1R postal code area, 22% live in the L1M postal code area, and 12% live in the L1P postal code area. The remaining 4% were respondents from other postal code areas in the Town.

## 4: Next Steps

The project team will review and consider input from this engagement in developing Whitby's new Traffic-Calming Policy and Guidelines.