

Town of Whitby

Staff Report

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Report Title: Traffic Calming Policy and Guidelines

Report to: Committee of the Whole

Date of meeting: June 9, 2025

Report Number: PDE 09-25

Department(s) Responsible:

Planning and Development Department
(Engineering Services)

Submitted by:

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**Acknowledged by M. Gaskell,
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1. Recommendation:

1. That the proposed Draft Traffic Calming Policy and Guidelines attached in Attachment 1 and Attachment 2 be received for information.
2. That staff consider the input received by Council and the Community and bring forward the Final Traffic Calming Policy and Guidelines in the fall.

2. Highlights:

- To date, the streets for traffic calming have been chosen based on requests from the community, discussions with Ward Councillors and input from Fire Services. Each year, Traffic calming elements are being installed/planned on 10 streets.
- The proposed new Traffic Calming Policy (refer to Attachment 1) provides a framework for initiating, assessing, implementing, and monitoring traffic calming measures for Town of Whitby roads to consider traffic calming requests fairly and consistently across the Town. Screening and prioritization criteria are defined for the assessment.

- The proposed Traffic Calming Guidelines (refer to Attachment 2) serves as a toolkit to identify appropriate traffic calming measures based on the road class, site context, impact on road users and others.
- The development of the proposed Traffic Calming Policy and Guidelines was informed by a jurisdictional scan of current traffic calming practices in Ontario municipalities, as well as feedback from the public engagement and internal stakeholder consultations.
- The Traffic Calming Policy and Guidelines are a living document and may be updated, as needed, based on best practices and experience.

3. Background:

The [Town of Whitby's Official Plan](#) outlines goals to create a safe, efficient, and attractive environment for pedestrians, cyclists, and motorists across all types of roads. These goals align with the purpose of traffic calming, which seeks to improve road safety and enhance community livability by mitigating the negative impacts of motor vehicle use. Traffic calming measures focus on altering driver behavior and improving conditions for vulnerable road users, including pedestrians and cyclists.

Transportation Services staff receive numerous requests for traffic calming from residents each year. However, the Town of Whitby currently does not have a formal policy specific to traffic calming. In the absence of a formal policy, staff had been directed to implement traffic calming measures on ten (10) streets annually. Street selection has been based on community requests, along with input from Ward Councillors and Fire Services, but not on supporting traffic data or consultation with affected residents. The current approach of traffic calming has led to dissatisfaction among some residents regarding the placement of traffic calming measures with requests for removal for some locations.

Paradigm Transportation Solutions Limited and LURA Consulting have been retained through a competitive bidding process to develop a Traffic Calming Policy and Guidelines. The following key elements were considered in developing the Traffic Calming Policy and Guidelines:

- What streets and what measures;
- Toolkit of elements;
- Level of neighbourhood support;
- How to consider removal and modification requests; and
- Screening warrants and criteria requirements.

4. Discussion:

Traffic Calming may be physical measures, such as speed humps, speed cushions (modified traditional speed humps), in-road flexible bollards, raised crosswalks or raised intersections that alter driver behavior and make residential neighbourhood streets feel calmer and more livable. However, traffic calming measures may also come with drawbacks, such as increased emergency vehicle response times, longer transit operating times, restricted or impeded access to neighbourhood areas, traffic being diverted to other roadways, and higher maintenance costs for snow clearing. Careful

consideration, along with proper planning, design, and implementation, is essential for effective traffic calming.

The proposed Traffic Calming Program (refer to Attachments 1 and 2) consists of two components: Traffic Calming Policy; and Traffic Calming Guidelines. The Traffic Calming Policy establishes a transparent, standardized process for addressing resident concerns about speeding, excessive traffic volumes, and other road safety concerns on neighbourhood streets in Whitby. The policy guides Town staff in assessing and responding to citizen requests and sets out the method and criteria to identify and prioritize locations for traffic calming measures on Town roads. Traffic Calming Guidelines complement the Traffic Calming Policy, describing the different traffic calming measures to be considered in Whitby and providing direction on their application.

4.1 Recommended Traffic Calming Policy

The development of the draft Traffic Calming Policy was informed by a jurisdictional scan of current traffic calming practices in Ontario municipalities, as well as feedback from the public engagement and internal stakeholder consultations. Table 1 identifies key elements of the policy. It is noted that staff will continue to review identified safety concerns as they are brought to our attention, without the need for majority support or a petition.

Table 1 Traffic Calming Criteria

Criteria	Details for Consideration
Eligible Streets	Streets classified as Local Roads, Collector Roads or select Type C Arterial Roads are eligible for traffic calming. Collector Roads and Type C Arterial Roads that operate similarly to higher-order arterial roads may be limited by the traffic calming elements considered for implementation. The policy does not apply to roads under the jurisdiction of the Regional Municipality of Durham (Regional Roads), the Province of Ontario (Provincial Highways), or private roads.
Request and Petition Need	Residents with traffic-related concerns initiate the Traffic Calming Study process by submitting a request to the Town's Transportation Services along with a petition signed by residents of the subject street. The Mayor and Councillors can also request studies on behalf of their constituents. A minimum of 50% of residents living in the study area must sign the petition.
Screening Criteria	For a street to qualify for a Traffic Calming Study (not the implementation of traffic calming measures), the posted speed limit should be 50 km/h or lower. In addition, the street must meet minimum criteria related to either operating speed or shortcutting traffic, as well as road grade and segment length.

Criteria	Details for Consideration
40 km/h Neighborhood Speed Limit	During the screening process, the subject street and surrounding area will be reviewed for a 40 km/h Neighborhood Speed Limit based on the criteria specified in Appendix 4 of the Traffic Calming Policy.
Prioritization Criteria	The proposed policy outlines prioritization criteria to confirm the implementation of physical traffic calming measures, provided that the screening criteria is met. Factors considered in the analysis include vulnerable road user presence, availability of pedestrian and cycling facilities, shortcutting traffic volume, total traffic volume, speed levels, and collision history. A minimum of 35 points for Local Roads or 40 points for Collector Roads and 50 points for Type C Arterial Roads is required for a street to be considered for traffic calming measures. Streets will be selected based on prioritization scores, with top-ranked streets receiving priority.
Neighbourhood Support	In addition to meeting the minimum prioritization criteria, a minimum of 60% support from at least 50% of all eligible households within the study area is required to consider the implementation of traffic calming measures. A larger area may be considered depending on the road classification, connectivity and impact of traffic calming.
Removal requests	A petition signed by at least 51% of households directly fronting the subject street is required to initiate the removal process. The Town will assess the potential implications of removing the subject Traffic Calming measure. A minimum of 60% support from at least 50% of all eligible households within the study is needed for removal. A new traffic calming request for the same street will not be considered for five years from the date of removal.
Re-evaluation Timeframe	Unless there is a significant change in the traffic patterns, a street must wait at least three years before another request for traffic calming measures will be considered.

4.2 Recommended Traffic Calming Guidelines

The Traffic Calming Guidelines, which complements the Traffic Calming Policy, describes the different traffic calming measures to be considered in Whitby and provides direction on their application based on road category (Local, Collector or Type C Arterial) and context (urban vs rural). Examples of traffic calming measures include physical treatments such as speed humps, modified speed cushions (an adaptation of traditional speed humps), radar message speed feedback signage, in-road flexible bollards, raised crosswalks, and raised intersections. Not all traffic calming measures are suitable for every type of road. For example, speed humps are not appropriate for major roads. The Traffic Calming Guidelines serve as a toolkit, providing guidance on selecting appropriate treatments based on road context. The proposed Traffic Calming

Guidelines is included as Attachment 2. It is noted that Automated Speed Enforcement is considered as one of the enforcement measures in the traffic calming toolbox for potential future implementation.

4.3 Jurisdiction Review

The consultant reviewed traffic calming policies from various jurisdictions in Ontario to reference best practice policy and guidelines. This included a detailed review of five municipalities that are comparable to the Town of Whitby, including: the City of Peterborough, City of Oshawa, Town of Ajax, City of Cambridge, and City of Thorold. Policies were compared based on the following characteristics (see Attachment 3 for the comparison):

- Eligible Street Classification;
- Request Initiation;
- Screening Criteria;
- Evaluation Process;
- Resident Support/Surveys or Petitions and Threshold;
- Traffic Calming Toolbox;
- Public Engagement/Consultation;
- Monitoring and Evaluation; and
- Removal Criteria and Revaluation Timeframe.

In addition to the five detailed case studies, the consultant also reviewed traffic calming policies from 13 other Ontario municipalities as part of a broader jurisdictional scan. This supplemental review focused on key components such as initial screening, neighbourhood engagement, data assessment, evaluation process, and criteria for removal. Findings from this broader review are summarized in Attachment 3.

4.4 Community Engagement

Community engagement has been a key component of this study and was carried out in two phases using various methods. The first phase took place at the outset of the study and included two in-person drop-in sessions, one virtual meeting, and an online survey. In the virtual public meeting, the project team discussed what a traffic calming policy is, what traffic calming guidelines are, and examples of traffic calming measures. A series of questions were asked to participants to gather feedback on the policy components.

An online survey was hosted on the [Connect Whitby](#) page. Survey questions included the potential criteria 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 the Town should use to address traffic issues.

A total of 653 residents engaged in the first phase of community engagement. Residents supported 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 also emphasizing 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. Attachment 4 is the first phase of community consultation report.

A total of nine (9) residents engaged in the second phase of community engagement. It was a hybrid Public Open House where residents could attend in person in the Town Hall Council Chambers or attend virtually. The project team presented the proposed draft policy, highlighting key components such as the screening criteria for initiating a traffic calming study, prioritization criteria for considering traffic calming measures, and the required level of neighbourhood support for implementation. Overall, residents expressed support for the proposed traffic calming process outlined in the Policy, with feedback regarding the resident support requirements. Specifically, having a resident initiate the process by submitting a petition was supported. However, there were concerns about obtaining support from at least 50% of residents within the study area, as this may be difficult to achieve. A similar concern was raised about the neighbourhood support requirement prior to the implementation step, which calls for at least 60% support from a minimum of 50% of all eligible households within the study area. This approach is consistent with most municipalities. Initial support from the community is less likely to result in requests for removal.

4.5 Stakeholder Consultation

The project team also consulted stakeholders, including staff from Operations Services, Fire and Emergency Services, Durham Region Transit, Durham Student Transportation Services, and Durham Regional Police Services, as well as two advisory committees — the Active Transportation and Safe Roads Advisory Committee and the Accessibility Advisory Committee— to discuss and gather feedback on the policy and guidelines components.

4.6 Next Steps

Transportation Services staff will receive comments on the Draft Policy and Guidelines until June 30th. All input received will be considered to finalize the documents. The Traffic Calming Policy and Guidelines are a living document and will be updated from time to time considering best practices and our experience with the documents.

Using the Draft Policy, staff will continue to consider the traffic calming requests received to date to determine whether each street meets the screening criteria. Traffic data will be collected if historical traffic data is unavailable. Streets that meet the screening criteria will undergo a detailed technical analysis and be scored accordingly for prioritization. The top-ranked streets will be selected for traffic calming projects on an annual basis depending on the resources available.

5. Financial Considerations:

Through the 2023 capital budget process Council approved \$150,000 of additional property tax funding for the development of a Traffic Calming Action Plan. This resulted in a 2023 tax increase that was applied to fund:

- the 2023 one-time traffic calming study project noted above; and,
- an increase to the annual traffic calming implementation program from \$300,000 to \$450,000 per year starting in 2024.

Paradigm Transportation Solutions Limited was awarded the contract in 2024 to complete the Traffic Calming Policy and Guidelines study. To date the study work being undertaken remains within the approved \$150,000 budget for Capital Project No. 40237105.

As noted above, there is an annual \$450,000 program to implement traffic calming initiatives, Capital Project 40236066. Once completed and approved, future implementation of traffic calming initiatives will be guided by the final Traffic Calming Policy and Guideline study.

6. Communication and Public Engagement:

Public engagement was carried out in various forms, such as two in-person drop-in sessions, one virtual meeting, an online survey and one hybrid public open house. The development of the proposed Traffic Calming Policy and Guidelines solicited input from over 662 residents.

[Connect Whitby](#) page was created to host an online survey, update residents about the project specific progress and share project documents.

7. Input from Departments/Sources:

Staff from Operations Services, Fire and Emergency Services, Durham Region Transit, Durham Student Transportation Services, and Durham Regional Police Services were consulted to discuss and gather feedback on the policy and guidelines components.

8. Strategic Priorities:

Report PDE 09-25 supports Pillar 1 and Pillar 4 priorities of the Community Strategic Plan. Specifically, Pillar 1, Whitby's Neighbourhoods, focuses on community safety. Pillar 4, Whitby's Government, is premised on the best use of technology, transparent and open decision-making, meaningful engagement, and a commitment to continuous improvement. In addition, sustainable transportation such as supporting walkability is a key sustainability principle

9. Attachments:

Attachment 1: Draft Traffic Calming Policy

Attachment 2: Draft Traffic Calming Guidelines

Attachment 3: Jurisdiction Review of Traffic Calming Policies

Attachment 4: Traffic Calming Policy and Guidelines - Engagement Summary Report