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# Haldimand County

## Report ENG-12-2025 Traffic Management Strategy Final Report

For Consideration by Council in Committee on May 20, 2025

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### Objective:

To present the results of the Traffic Management Strategy Final Report and seek Council endorsement of the sixteen recommendations presented in the report.

### Recommendations:

1. THAT Report ENG-12-2025 Traffic Management Strategy Final Report be received;
2. AND THAT Council endorses the sixteen recommendations outlined in the "Traffic Management Strategy Final Report" by RJ Burnside and Associates;
3. AND THAT staff be directed to begin implementation of the Traffic Management Strategy Final Report recommendations as outlined in Report ENG-12-2025.

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**Approved:** Cathy Case, Chief Administrative Officer

### Executive Summary:

A traffic management strategy, aimed at improving road safety and addressing key traffic concerns, was identified as a Term of Council priority by the current Council. This strategy also aligns with the Haldimand County Strategic Plan 2025-2045 under the themes of Healthy Communities and Future Ready. To address this Council priority, RJ Burnside and Associates Ltd was hired in May 2024 to develop a comprehensive traffic management strategy to address key traffic concerns including road safety, truck traffic and speeding. The strategy also includes a review of existing policies, processes and design standards to ensure they meet modern traffic practices and prioritize the safety of all road users.

At a high level the strategy is built around the three E's of traffic management: Education, Enforcement, and Engineering. Education focuses on raising public awareness and encouraging responsible driving behaviors; Enforcement ensures compliance with traffic laws through measures such as automated speed enforcement; and, Engineering involves implementing physical changes to roadways to enhance road safety and manage traffic flow.

The study involved extensive public consultation, including workshops, open houses, surveys, and meetings with stakeholders including the Ontario Provincial Police (OPP). The community's input highlighted several key areas of concern, including the need for traffic calming measures to address speeding, automated speed enforcement in school zones, and addressing truck traffic volumes and routes.

The Traffic Management Strategy Final Report provides sixteen recommendations, divided into short-term (1-2 year quick wins) and medium to longer-term action items. Short-term recommendations include adopting a traffic calming implementation framework, developing a centralized reporting tool, establishing a road safety committee, and implementing a comprehensive education strategy. Medium to longer-term recommendations focus on assessing automated speed enforcement programs, updating design specifications, truck traffic reviews, expanding in-school safety programs, and establishing consistent funding for traffic management initiatives.

The 2025 Tax Capital Budget includes \$50,000 to initiate implementation of the short-term Traffic Management Strategy recommendations. Initial costs will cover the purchase of temporary speed humps and the development and mock-up of promotional materials and signage. Future capital and operating budgets will incorporate new initiatives to further implement the strategy's recommendations, including modifications to existing projects in the capital forecast to include traffic calming measures.

The next steps involve Council formally endorsing the sixteen recommendations in the final report and staff developing implementation plans for each initiative. Initial actions for 2025 include adopting the traffic calming framework, establishing the road safety committee, updating policies and procedures, developing promotional materials, purchasing temporary speed humps, and evaluating current capital projects for traffic calming.

## **Background:**

In April 2023, through Report CAO-01-2023 Term of Council Priorities – 2022-2026, a traffic management strategy was identified as a Term of Council priority by the current Council. This priority is linked to the Haldimand County Strategic Plan 2025-2045 through the Healthy Communities – Community Safety and Future Ready themes:

**Healthy Communities:** Investing in quality programs and services that promote the safety and well-being of communities and residents.

- **Community Safety:** Ensure residents feel secure by maintaining safe public spaces, fostering positive collaboration with law enforcement, and providing appropriate emergency response.

**Future Ready:** Prepare for and adapt to anticipated future challenges and opportunities to ensure Haldimand can thrive in the face of evolving economic, environmental, technological, and social conditions.

- **Infrastructure Reliability:** Ensure that municipal infrastructure is maintained, optimized, and resilient, supporting the community's needs both now and into the future.

To achieve this Council priority, RJ Burnside and Associates Ltd was hired in May 2024 to develop a traffic management strategy that addresses key traffic concerns and improves overall road safety. The study also includes a review of several Haldimand traffic-related policies, processes, and design standards to ensure they are consistent with modern traffic practices and prioritize the safety of all road users.

The strategy is built around the three E's: Education, Enforcement, and Engineering. Education focuses on raising public awareness and encouraging responsible driving behaviors; Enforcement ensures compliance with traffic laws through measures such as automated enforcement; and, Engineering involves implementing physical changes to roadways to enhance safety and manage traffic flow.

The study involved two rounds of extensive public consultations including workshops, open houses, surveys, and meetings with stakeholders including the Ontario Provincial Police (OPP). The first round focused on gathering community input to ensure the strategy reflects the needs and priorities of residents and included:

- Council Workshop to determine Council's concerns and expected deliverables from the strategy.
- In-Person Open Houses in Caledonia and Cayuga and Virtual Open House to gather input from the public.
- Social Media Campaign and Signage.
- Online Survey with over 1000 responses.
- Internal Stakeholder Workshops with internal Haldimand divisions.
- External Stakeholder Workshops with Committees of Council, BIA's, and Chambers.
- OPP Workshop to discuss concerns, strategies, and recommendations with the OPP.

The second round of public consultation was designed to present the outcomes of Round One, outline the study recommendations, and explain the process for requesting traffic calming measures. This round included:

- Presentation to Haldimand Senior Management Team.
- In-Person Open Houses in Caledonia and Dunnville to obtain comments on round one summary and present recommended action items.
- Social Media Campaign.
- Internal Stakeholder Meetings with Haldimand divisions.
- OPP Meetings to discuss outcomes and recommendations.

## **Consultation Results**

The community's input highlighted several key areas of concern, including the need for traffic calming measures, automated speed enforcement in school zones, and addressing truck traffic volumes and routes. The community's input is summarized as follows:

- Equal desire to address speeding through Engineering and Enforcement, with Education being a close third.
- Strong support for Traffic Calming measures.
- Support for automated speed enforcement in school zones and areas of high pedestrian activity.
- Need to address truck traffic volumes and truck routes used.
- Specific concerns within and outside the scope of this study including:
  - Optimization of traffic control signal operation.
  - Assessment roadway and bridge conditions.
  - Evaluation of sightlines in rural areas and at-grade railway crossings.
  - Review illegal parking/lack of parking.
  - Implementation of Hagersville by-pass.
  - Construction of Highway 6 Caledonia to Mount Hope connection (MTO jurisdiction).
  - Address traffic conditions along Highway 6 and Highway 3 (MTO jurisdiction).

Following the two rounds of public consultation and the analysis of the feedback the Traffic Management Strategy Final Report (see Attachment 1) was completed in April 2025.

## Analysis:

The Traffic Management Strategy Final Report outlines sixteen recommendations to address industry best practices and Council and public comments received throughout the consultation process. The recommendations are broken into short-term (1-2 year quick wins) and medium to longer-term action items.

### Traffic Management Strategy Recommendations - Short Term (1-2 year implementation)

1. **Adoption of the Traffic Calming Implementation Framework:** Provide Haldimand County with a process to review traffic calming strategies, evaluate when and where they are appropriate, and guidelines on how to implement them.
2. **Develop a Centralized Roadway Safety and Traffic Calming Reporting Tool and Database:** Streamline the management of roadway safety concerns, enforcement, traffic calming initiatives, and completed projects. Enhance coordination across departments and stakeholders.
3. **Establish a Road Safety Committee:** Create a forum for collaboration to review road safety concerns with Haldimand County staff, Council, Ontario Provincial Police (OPP), and potentially public representatives.
4. **Strengthen the Haldimand County's role in the Agricultural Advisory Committee:** Establish a permanent engineering role in the Committee to ensure timely acknowledgment of issues and mitigative measures.
5. **Update Haldimand County policies, practices, and criteria:** Review and develop new policies that align with the traffic management strategy, allowing for future traffic calming measures.
6. **Implement a comprehensive education strategy:** Foster greater public awareness, support, and participation in traffic safety and calming efforts. Engage the community with promotional materials such as brochures, flyers, lawn signs, billboards, and digital content.
7. **Invest in Temporary Traffic Calming Measures:** Investigate temporary measures as a preliminary stage in any traffic calming plan to confirm effectiveness and community support prior to full implementation.

### Traffic Management Strategy Recommendations - Medium to Long Term

8. **Assess third-party automated enforcement program:** Engage in discussions with adjacent municipalities on opportunities for a coordinated third-party automated enforcement program for speeding issues.
9. **Update County Design Specifications:** Review roadway design criteria to incorporate traffic calming devices and active transportation facilities for urban and rural roadways.
10. **MTO – Truck Traffic Review (Hwy 3/Hwy 6):** Continue to advocate for by-pass/highway extensions to manage truck traffic through built-up areas.
11. **Expand and Develop In-School Safety Programs:** Engage with school boards to introduce in-school road safety programs such as the CAA School Patroller or Walking Bus programs, Safe School Streets, and Safe School Routes.
12. **Corporate Engagement Programs:** Engage corporate citizens to promote roadway safety.
13. **County-Wide Review of Posted Speed Limits:** Conduct a review of posted speed limits on all County roads to ensure they align with the traffic management strategy.

14. **Establish Consistent Funding:** Establish a capital budget/reserve for traffic management initiatives, starting with an annual budget of \$50,000 in 2025 and building out to align with the demands/success of the program.
15. **Automated Data Collection – Speed:** Adopt an automated data collection and monitoring system for the County’s existing speed sign program to share data with stakeholders and the Road Safety Committee in real-time.
16. **Traffic Signal Upgrades:** Improve the safety and efficiency of signalized intersections by modernizing the traffic signal management software.

## **Next Steps**

Recommendation 2 of this report seeks Council support to formally endorse the sixteen recommendations included in the Traffic Management Strategy. Once approved, staff will begin developing implementation plans for each recommendation. As the implementation plans are developed future Council approvals may be required for certain initiatives such as automated speed enforcement, posted speed limits, etc.

## **2025 Action Items:**

Following the endorsement of the Traffic Management Strategy Final Report recommendations, staff will begin implementing the short-term recommendations starting with the following:

- Adoption of the Traffic Calming Implementation Framework.
- Establishment of a Road Safety Committee.
- Begin update process for policies, processes, procedures, and warrants.
- Develop mock-ups of promotional materials and signage.
- Purchase temporary speed humps and select pilot site.
- Evaluation of current capital projects and target areas for traffic calming

## **Financial/Legal Implications:**

The 2025 Tax Capital Budget includes \$50,000 to begin implementation of the short-term recommendations in the Traffic Management Strategy. These funds will be used for the purchase of temporary speed humps and the development and mock up of promotional materials and signage.

Future capital and operating budgets will include new initiatives to further implement the recommendations in the traffic management strategy including the modification to include traffic calming measures within project already identified in the capital forecast.

Based on the outcomes of the program, as well as a review of its effectiveness, additional staffing resources may be required in the future to implement the initiatives identified in the Traffic Management Strategy.

## **Stakeholder Impacts:**

Not applicable.

## **Report Impacts:**

Agreement: No

By-law: No

Budget Amendment: No

Policy: No

**References:**

1. [2022 to 2026 Council Priorities](#)
2. [Haldimand County Strategic Plan](#)
3. [Council Workshop - Traffic Management Strategy](#)
4. [Traffic Management Strategy Webpage](#)

**Attachments:**

1. Traffic Management Strategy Final Report
2. Traffic Management Strategy Presentation to Council