TOWN OF ST. MARYS
Road Safety Plan
2024

ONTARIO CANADA
ST. MARYS

Contents

i. Town of St. Marys Road Safety Plan

The Town of St. Marys Road Safety Plan (RSP) provides strategies and inform decisions about to road safety. It is a high-level road safety plan that assesses traffic risks and includes engineering, education and enforcement countermeasures that emphasize the protection of vulnerable road users. The RSP has been developed using existing internal resources and does not call for the expansion of staffing resources at this time.

The RSP borrows from Vision Zero and the Safe Systems Approach. These are global initiatives that address the concern of avoidable traffic fatalities and injuries. The goal of the RSP is to reduce the number of injuries and fatalities on Town roads. Town roads are inherently safer than those in other communities due to the low traffic volumes and speed limits in St. Marys. Many aspects of the educational component of the RSP will help residents when they travel outside of Town on higher risk roads with higher operating speeds and traffic volumes.

The responsibility for safe roads is shared amongst all levels of government, vehicle manufacturers, road authorities, healthcare providers and road users. One of the principles of the Safe Systems Approach is that humans make mistakes and transportation systems should accommodate some level of human error to reduce the likelihood of those mistakes resulting in an injury or fatality.

Figure 1 - Safe Systems Approach

As the goal of the RSP is to reduce the number of injuries and fatalities on roadways, the metrics for determining success will not necessarily involve all motor vehicle collisions (MVCs). Instead, the Town is specifically interested in reducing the MVCs that result in an injury or fatality. Therefore, the primary metric of success for this plan is a reduction of collisions causing serious injury or fatalities, year after year.

Roads in St. Marys are policed by the Stratford Police Services (SPS) to ensure the safety of residents and compliance with established rules and regulations. The Stratford Police collect and disseminate MVC data to the Town. Data utilized in this plan spans from 2019 to 2023 and provides a comprehensive overview of incidents categorized by date, time, and location.

An analysis of collision data over the 5-year span found the SPS responded to 414 collisions. These collision statistics included data for all collision types and locations, including collisions that did not result in injuries as well as collisions on private property. Figure 2 below shows the compilation of the 5 years of collision data, depicting the quantity, location, and classification of collision.

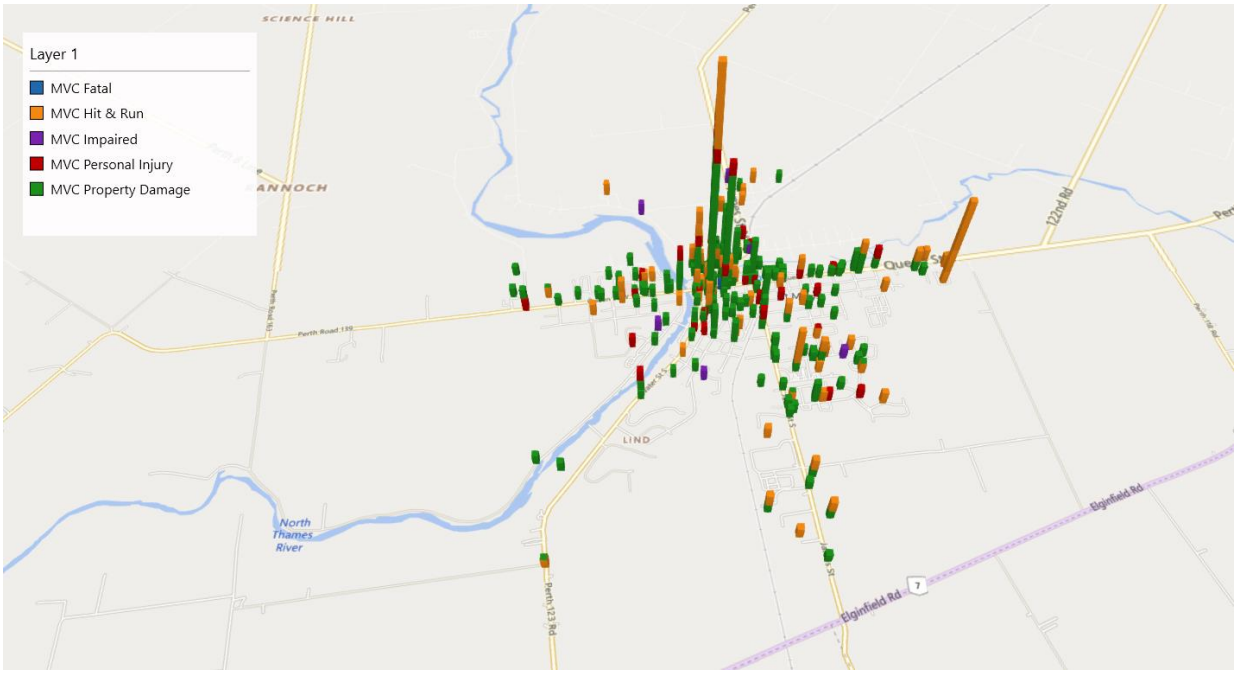

Figure 2: 2019 - 2023 layered map of MVC by issue classification

Of the 414 collisions, 26 resulted in fatality or injury. Further breakdown of these collisions shows 25 resulting in personal injury, and one resulting in a fatal injury. These are the type of collisions this RSP aims to reduce through concentrated action. The MVC dataset did not differentiate between injuries and serious injuries, so all collisions reported as “injuries” are assumed to be serious injuries. Figure 3 depicts the fatal and serious injury collision statistics on a year over year basis

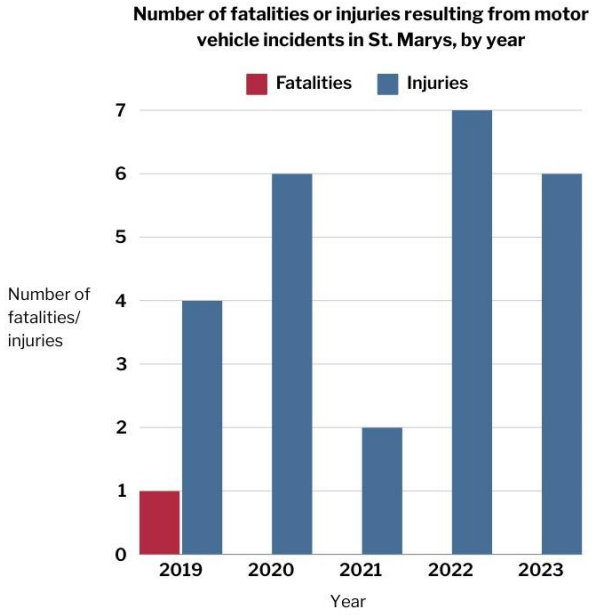

Figure 3 - Number of Fatal and Serious Injury Collisions on Town Roads 2019-2023

This plan includes various countermeasures and action items meant to reduce the number of serious injuries and fatalities on Town roads. To measure the progress of the RSP and ensure implementation of the action items, an annual report should be prepared detailing trends, statistics and actions implemented over the preceding year.

The dataset is not particularly large so some caution must be exercised when reviewing the data. However, intersections typically seemed to be the most likely location for an MVC. There were only two locations where repeat incidents of injury were reported. These included Queen St. Et and Water St. as well as the Church St. S and Jones St. Et intersection. Trends showing higher-risk areas require particular attention to determine if underlying issues exist. It should be noted that a safety audit was completed for the Church St S. and Jones St E. intersection and multiple recommendations were implemented in the fall of 2023. It is anticipated that many of the corrective measures resulting from this plan will revolve around intersection safety factors.

MVC report data was not found to be particularly helpful in determining the cause or the compounding factors related to an accident. Section iii of this plan reviews enforcement measures and recommendations related to improving the collision data review process.

Action Items: The Town will produce an annual report summarizing the collision statistics, trends, countermeasures and action items implemented in the preceding year.

ii. Engineering

The Town has a responsibility to design, construct and maintain roads in a way that minimizes the risk to vehicular and pedestrian users. The Town has established standards that follow industry norms to regulate everything from the type of asphalt to the frequency of inspections and repairs on the roads. However, industry standards are not solely established to guarantee the safety of road users. Standards take many factors into consideration when being developed including cost, convenience, traffic form prioritization, safety, risk, material availability, social factors, broader economic impacts, and more. As the Town moves to eliminate fatalities and injury on our roads, the standards established for design, construction and maintenance of transportation infrastructure will need to be updated and at times exceed industry norms.

Engineering Design Standards

The Town's Engineering Design Standards guide developers on common design considerations for infrastructure associated with development. The standards typically narrow design requirements of higher-level standards to ensure consistency within town and simplify future maintenance work. The Town's Engineering Design Standards were developed in consultation with a third-party engineer and Town staff. The standards are followed during road reconstruction projects when feasible. When the standards are silent on a detail of road design, engineers are referred to higher level design publications including the Transportation Association of Canada publications (TAC), the Ontario Ministry of Transportation Provincial Standards, Drawings and Technical Documents (MTO OPSS and OPSD), the Ontario Traffic Manual (OTM), the Canadian Standards Association publications (CSA), and the Municipal Engineers Association Design Manual (MEA).

Transportation and infrastructure standards have historically prioritized vehicular traffic over pedestrian traffic. As safety becomes a more prominent factor in design decision making, there is a shift in prioritization away from motor vehicles and towards the most vulnerable road users: pedestrians and cyclists. In practice, this means lower travel speeds, assigning less of the road allowance to vehicles, creating separation between different road users, introducing traffic calming measures, and improving visibility. Combining road design

changes with a well-structured education and enforcement program will be essential as new, safer design concepts are implemented.

Infrastructure-based calming measures have not historically been widely implemented on Town roads. However, some strategies such as lane narrowing have been implemented during road reconstruction efforts. The RSP proposes that a traffic calming program be built into the Towns long term capital plan, along with the installation of infrastructure-based traffic calming measures. Possible traffic calming measures could include speed cushions, lane narrowing curbs and advanced pavement markings.

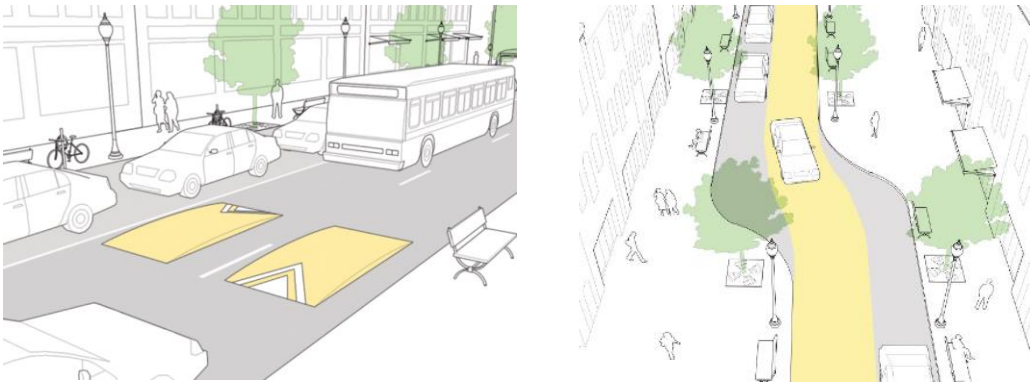

Figure 4 - Speed Cushion and Lane Narrowing Traffic Calming

The Town does not have designated cycling facilities (i.e. bike lanes) on its roads. Town roads typically have low traffic volumes and speeds where conflicts between cyclists and vehicles have been rare. Staff will utilize the future Master Servicing Study to complete outreach and gather feedback on whether there is a desire in Town to start including separated cycling facilities in future road design. Short of establishing designated cycling facilities, the Town will encourage residents to utilize local side streets with minimal vehicle counts for cycling rather than Collector and Arterial roads.

Action Items: Update the Town's Engineering and Design Guidelines to permit traffic calming measures in future road design. The Guidelines should be updated at a minimum every 5 years to incorporate best practices. Develop a Traffic Calming Program that would outline the criteria for implementing traffic calming, utilize data collected through public consultation and safety audits and integrate traffic calming projects within the Town's long term capital plan.

Safety Audits

As mentioned earlier, designing to current industry standards does not necessarily ensure a safe road. Safety Audits are a separate process from design activities where the sole purpose is to identify safety hazards and analyze options for improvement. This process has the most benefit when completed prior to a road being built but can also apply to existing conditions. The Ontario Road Safety Audit Guideline (Ontario Good Roads Association) outlines the steps of a formal safety audit. This includes reviewing historical collision data of the area, potential collision risks, operating speeds and likely impact angles, vulnerable road users, speed limit compliance, sight line conflicts, pedestrian and cyclist conflicts, the broader safety vision for the area, and more.

Safety audits result in a report presenting the findings of the audit and recommendations related to remediate issues that are at high risk of resulting in an injury or fatality.

Action Item: Create a diverse team of staff to undertake road safety audits. Complete safety audits on proposed road designs associated with development, reconstruction designs and existing conditions. It is anticipated that there will be capacity to complete two existing condition audits per year with existing resources. These would be prioritized based on collision data and public input.

Capital Reconstruction Planning

The Town's long term capital plan for infrastructure works considers the condition of above and underground infrastructure, risk of failure, accessibility, wider transportation network planning, funding availability, development projects and safety. The Town's RSP, which includes public input, collision history and safety audits, will create additional information to consider when prioritizing future capital projects. Safety issues with high risk will receive increased prioritization on future long term capital reconstruction planning.

Future reconstruction projects will go through the road safety audit process during the design phase. Safety factors discovered through the auditing process will result in scope changes throughout design. A road safety audit will also be completed post-construction to ensure no issues were overlooked.

Safety considerations will be emphasized on future construction projects for the duration of construction. This will include an emphasis on pedestrian safety within the construction site as well as pedestrian and motorist safety during the temporary conditions outside of the construction site (i.e. detours, deliveries, etc.).

Action Item: Adjust future capital plans to incorporate projects such as calming features and remediation measures using information gathered from the RSP.

Traffic Control Devices

Traffic Control Devices include stop signs, yield signs, traffic lights and pedestrian crossings. The Town historically utilized yield signs for level 1 controls at some intersections. There were various reasons for using yield instead of stop signs, including environmental and efficiency considerations. However, as the Town deprioritizes vehicular traffic and emphasizes safety, the use of yield signs is less appropriate. The Town has the capacity to convert roughly a dozen yield signs to stop signs per year and has been doing so for several years. The Town will continue converting yield signs to stop signs with the eventual expectation of removing all yield signs from Town roads.

Traffic control lights are limited to the downtown core. These controls are tested annually to ensure proper function and are repaired as needed. Signal timing is based on traffic data, however, there have been large gaps between traffic data collection in the core. Traffic data should be collected every 5 to 10 years in the core to ensure the most efficient control timing is in place.

New pedestrian crossing requests will be assessed through the Safety Audit program and the technical merits reviewed for a particular request on a case-by-case basis. Any requests determined to have technical merit would be considered in the long term capital plan.

Action Item: Convert existing yield signs to stop signs on an annual basis until all yield conditions in the road network have been converted to stop controls. Measure traffic data in the downtown core every 5 to10 years and update control timing as needed. Review requests for new pedestrian crossings on a case-by-case basis and adjust the long-term capital plan when determined appropriate.

Active Transportation Network and Sidewalk Master Plan

The Town's trail and sidewalk networks are extensive and typically a safe place for pedestrians to travel. Some sections of the trail system and sidewalk network overlap where trail goers are forced onto municipal road allowances. There are some areas of town where high pedestrian trip generators exist, but adjacent roadways lack formal pedestrian facilities. The Active Transportation Plan should look to maximize the amount of separated pedestrian facilities and enhance the interconnectedness of the Town's trail system. The Sidewalk Master Plan should highlight where gaps in pedestrian facilities exist and prioritize investment in areas with higher risk. Public feedback collected through the Active Transportation Network and Master Servicing Study would help gather information and inform long-term plans to accommodate community needs.

Action Items: Gather public input on pedestrian facilities through the Active Transportation Network Plan and adjust investment priorities as appropriate for the Sidewalk Master Plan.

Adoption of New Technologies

The Town will continue to monitor and assess the development of new technologies in the municipal transportation sector. This can include but is not limited to construction material improvements such as concrete and asphalt mixes and additives, pavement marking paint and reflective beads. It can also include equipment and fixtures such as traffic signals, crosswalks, public communication devices and traffic monitoring.

Action Item: Constantly monitor the progression of new technologies and best practices in the municipal road maintenance industry. Prepare cost benefit analysis and include materials in operating or capital budgets when implementation is appropriate.

Asphalt Maintenance Programs

The Town uses various techniques to maintain its roadways and the established level of service for ride and pavement quality. The maintenance of road surface quality is important to road safety as it ensures a predictable ride quality for motorists. If the ride quality of a road network deteriorates to a very poor state, traction and vehicle control will be impaired and increase the likelihood of a collision. There are many aspects of road maintenance

including pavement markings, street sweeping, winter maintenance activities to control ice and snow, street lighting, drainage and asphalt or gravel surface continuity. The Town has adopted the Ontario Provincial Maintenance Standards for any applicable road maintenance standards and completes activities outside of the provincial standards to a high standard.

Some road maintenance activities can degrade road safety if used inappropriately. For example, asphalt preservation techniques such as crack seal and surface treatment can reduce traction after installation and make a road less safe for some vulnerable road users, such as motorcyclists. Some asphalt preservation methods can have periods of time following installation where dust is generated at an undesirable level, reducing visibility. Asphalt preservation techniques should be used in appropriate circumstances.

Action items: Maintain current levels of service for ride and pavement quality. Maintain maintenance standards consistent with the Ontario Provincial Maintenance Standards and utilize asphalt preservation techniques in an appropriate manner such that excessive loss of traction or creation of dust does not occur.

Regulatory Changes

The Town must be consistent with the Ontario Highway Traffic Act and the Municipal Act when establishing rules for municipal road allowances. The Province of Ontario will modify legislation from time to time and the Town should analyze regulatory updates and determine if bylaws related to town roads should be altered.

Truck Traffic

A re-occurring inquiry from the public relating to Town roads is the use of Town roads by transport trucks. The concern relates to compatibility of transport truck traffic and the nature of Town roads, specifically in the downtown core. The Town has reviewed this issue extensively since 2015. The Town needs to balance the needs of its residents with the reasonable use of its roads by industry and commerce. There will always be a need for St. Marys based businesses to utilize shipping or delivery services requiring the use of trucks on Town roads. As a result, the ability to reasonably enforce truck restrictions in the community becomes limited or nil. The Town will continue to monitor traffic in the downtown core and make data driven assessments and solutions based on technical analysis. The Town and SPS will continue to partner to complete an annual commercial motor vehicle safety blitz.

Speed Limits and Community Safety Zones

The Town can establish speed limits and community safety zones according to the Highway Traffic Act and Municipal Act. Community Safety Zones can be an effective tool to deter speeding and make enforcement activities more effective. Speed is a significant contributing factor in serious injuries and fatalities and the Town is in a fortunate position where speed limits on Town roads are 40 to50km/hr. The Town will work with the Stratford Police to monitor and analyze traffic trends and community feedback on a regular basis and bring forward recommended speed reductions and community safety zones where deemed appropriate for risk reduction. It is not recommended that any roads have speed limits increased.

Action Items: The Town should constantly monitor provincial legislation and assess the implementation of new rules related to road safety. The Town will sample traffic composition in the downtown core on a 5-year re-occurring basis to monitor the issue of truck traffic and through.

iii. Enforcement

A three-pronged enforcement strategy has been developed to enhance the safety of the road network in St. Marys. This strategy leverages data-driven insights to address key issues affecting our community, including speeding, impaired driving and distracted or reckless driving.

The Town seeks to decrease the frequency of severe incidents over the coming years by focusing on high-risk areas and implementing targeted measures. Through this focused and data-driven approach, we aim to create a safer environment for all road users, reducing the number of MVCs that result in serious injury or death.

Speed

Speed is one of the most significant factors impacting the outcome of a collision. The human body is fragile and the abrupt transfer of energy to a person in a collision becomes significantly more damaging as vehicle speeds increase. Almost all aspects of engineering countermeasures revolve around attempting to lower the speed of vehicles to reduce the likelihood or the severity of a collision. Pedestrians and cyclists are particularly vulnerable as they do not enjoy the same protection as motorists inside vehicles. Figure 5 shows the compounding effect of increased vehicle speeds related to fatal collisions involving pedestrians. Setting safe speed limits and enforcing those limits is an important component of the RSP.

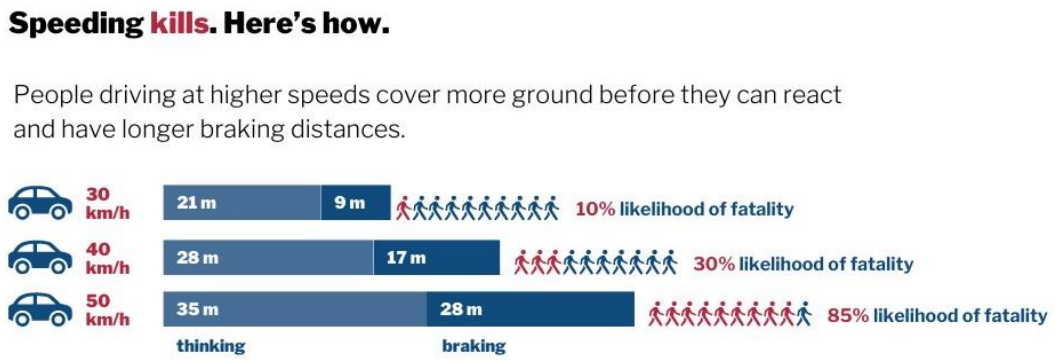

Figure 5 - Effects of speeding on braking distances and survivability of pedestrians

Automated Enforcement: Automated enforcement involves the use of technology to monitor and enforce speed limits without the need for additional police resources. This involves the use of radar systems which automatically detect and record speeding vehicles. Staff are currently exploring the potential for use of automated enforcement in town. These systems have been shown to reduce speeding in the areas of a road network where they are installed. However, there are potential cost and capacity constraints that need to be better understood before determining whether automated enforcement is an appropriate investment.

Speed Blitzes: Speed blitzes involve increased police presence and speed enforcement activities over a short period, aimed at catching and deterring speeders. Speed blitzes are particularly effective in high-risk areas where speeding is a recurrent problem. Speed blitzes are an option that could be implemented without the need for additional resources. Further review with SPS is necessary to determine the capacity for this service.

Targeted Enforcement: Targeted enforcement focuses resources on specific areas known for frequent speeding incidents. The Town works with the SPS to monitor speeds on the roads, determine speed limits, community safety zones and targeted enforcement activities. The Town has implemented a community engagement process where radar signs are deployed following complaints to collect vehicle speed information. The data is analyzed and shared with SPS, enabling them to make better decisions on where and when enforcement efforts should be focused. By leveraging this data, SPS can deploy resources more effectively and address speeding issues in a targeted manner.

Impaired Driving

Blitzes: Town staff will work with Stratford Police Services (SPS) to explore the creation of a blitz strategy. This strategy would identify high-risk areas and times for impaired driving, such as long weekends and special events. During these periods, blitzes could be conducted, increasing police presence and enforcement activities to catch and prevent impaired drivers. These blitzes would be designed to reduce the incidence of impaired driving by creating a strong deterrent effect and ensuring that drivers are aware of the heightened risk of being penalized.

Visibility: Maintaining a visible police presence on roadways and within the community is critical to discouraging impaired driving. Staff will work with SPS to ensure they are aware of public events and bookings of Town facilities where alcohol is served. This will allow SPS to focus patrolling and increase visibility when resources are available. This visibility serves as a constant reminder to drivers of the potential consequences of driving under the influence and helps to create a safer driving environment for everyone.

Education: Education is a critical component of the impaired driving reduction strategy. The Town and SPS could partner with the Avon Maitland District School Board (AMDSB) and Mothers Against Drunk Driving (MADD) to educate young drivers about the dangers of impaired driving, including the risks associated with alcohol and cannabis use. As per MADD, "*16 – 25-year-olds made up nearly 13% of the population in 2016, but represented nearly 27% of the crash deaths involving alcohol. In 2017, nearly 25% of 16 – 19-year-olds and almost 45% of 20 – 25-year-olds, who died within 30 days of a motor vehicle collision in Canada where alcohol use was known, were killed in an alcohol-related crash*". By raising

awareness and providing information on the legal and safety implications of impaired driving, the initiative aims to prevent young drivers from engaging in this dangerous behavior.

Distracted / Reckless Driving

Anecdotally, distracted driving is one of the main factors associated with collisions that the SPS responds to in St. Marys. Distracted driving takes many forms and can require a concerted effort to eliminate.

Blitzes: Much like the approach for impaired driving, Town staff will continue to collaborate with Stratford Police Services to implement ways to address distracted and reckless driving. Blitzes could focus on high-risk areas and times, with increased enforcement activities aimed at catching and deterring drivers who engage in these dangerous behaviors. The goal is to create a strong deterrent and ensure that drivers understand the seriousness of these offenses.

Visibility: A visible police presence is also essential in combating distracted and reckless driving. When SPS officers are regularly seen patrolling areas where these behaviors are common, drivers are encouraged to stay focused and drive responsibly.

Education: Education efforts will be directed towards raising awareness about the dangers of distracted and reckless driving. The Town and SPS could collaborate with local schools to provide information and resources to drivers, particularly young and inexperienced ones. By highlighting the risks and consequences of these behaviors, the initiative aims to promote safer driving habits and reduce the number of accidents caused by distraction and recklessness.

Action Items: Explore the potential for implementing automated speed enforcement on Town roads and report to Council on the feasibility of such a program. Work with the SPS to determine if capacity exists for additional speeding, impaired or distracted driving blitzes. Share radar data and public comment with the SPS to assist with targeted enforcement. Collaborate with the AMDSB and MADD to increase educational material related to impaired driving available for youth in the community.

iv. Education

Town staff recognize the importance of including education as part of our commitment to creating a safer road network in St. Marys.

Our goal of reducing the number of MVCs causing fatal or serious injury relies on an approach that both informs and empowers all road users.

This section outlines an approach to educate our residents about safe practices across various modes of transportation. Education represents a collective effort to promote a culture of safety, responsibility, and awareness among pedestrians, cyclists, motorists, and all road users. By targeting specific groups within our community, we aim to address their unique needs and challenges through tailored educational strategies.

Our program will focus on educating drivers on the importance of obeying speed limits, avoiding distractions, and understanding the rules of the road. Pedestrian safety - especially in areas with high foot traffic - will be emphasized through targeted education sessions. Ensuring the safety of school children is a top priority; the Town will work with schools to integrate road safety education into the curriculum.

By implementing these educational strategies, we can foster a well-informed community that prioritizes transportation safety and actively participates in creating a safer environment for all. Our education strategies are multifaceted, addressing various aspects crucial to achieving our vision of reducing collisions causing serious injury or fatalities, year after year.

Target Audience

Drivers: The program will focus on educating drivers about safe driving practices, emphasizing the importance of obeying speed limits, avoiding distractions and understanding the rules of the road. Attention will also be paid to young and inexperienced drivers, as well as senior drivers, to address their specific needs and challenges.

Pedestrians: The program will target pedestrians of all ages, teaching them about the importance of using crosswalks, staying alert and understanding pedestrian signals. Campaigns will be tailored to ensure that both children and adults are aware of safe walking practices.

Cyclists: With the growing popularity of cycling, the program will address the needs of cyclists by promoting the use of helmets, reflective gear, and proper signaling. Educational materials will cover the rules of the road for cyclists, safe riding techniques and the importance of visibility.

School Children: Town staff will work closely with schools to integrate road safety education into the curriculum. Children will learn about safe crossing practices, the importance of wearing seat belts, and how to be cautious around school buses and other vehicles.

Parents and Guardians: Educating parents and guardians is essential for reinforcing safety messages at home. The program will provide resources to help them understand the importance of setting a good example and teaching their children about road safety. This group will be encouraged to participate in community safety initiatives and events.

Educational Strategies

Public Awareness Campaigns: Launch campaigns to raise awareness about transportation safety. Utilize social media platforms, local newspapers, and community events to disseminate information. Highlight key safety messages, such as the importance of pedestrian crossings or the dangers of speeding. Engage the community through interactive events, social media campaigns such as “Road Safety Month” and safety demonstrations.

Education Sessions: Organize workshops and training sessions through partner organizations to reach specific groups. Collaborative approaches alongside partners like EarlyON, the Friendship Centre, allow for increased outreach opportunities, along with targeted engagement efforts.

School Programs: Develop programs aimed at educating school children about road safety. Arrange interactive sessions with Town and fire department representatives, police and MADD to teach children about the rules of the road and safe pedestrian behaviors. Encourage schools to participate in safety-themed events and activities.

Printed and Digital Materials: Distribute print and online resources to the public, including those that cover various aspects of transportation safety, like maps showing local trails. Ensure these resources are accessible through community centers, welcome packages at the library, the Service Ontario kiosk and online platforms. Provide clear and concise information to help residents navigate safely and understand local traffic patterns. Investigate the potential for acquiring portable signs as a way to effectively disseminate traffic information to motorists.

Partnerships

The Town will collaborate and create partnerships with other organizations that are uniquely positioned to assist with educational activities.

Avon Maitland District School Board & SPS: Focus on pedestrian safety and new driver safety. This includes educating students and staff about safe walking practices and understanding traffic signals. Provide new drivers with information on defensive driving, understanding road signs, and the importance of adhering to speed limits. Investigate the use of MADD educational programs for schools.

Friendship Centre: Emphasize the importance of retesting for older drivers to ensure they are still capable of driving safely. Introduce new road features such as pedestrian crossings (PEDX), roundabouts, lowered speed limits, and advanced car technologies like blind spot detection. Highlight the benefits of speed cushions, pedestrian ramps, and accessibility features like audible push buttons. Educate patrons on the rules of the road and provide guidance on what to do if someone is no longer fit to drive.

Library: Add St. Marys-specific driver safety information into the welcome package for new residents. This could include a map showing trails, areas with heavy pedestrian traffic, preferred bike routes and rules around pedestrian crossings. Providing this information helps new residents navigate safely and be aware of local traffic patterns.

Education Sessions through Community Partners: Work with EarlyON to continue to provide sessions for new parents on car seat safety and general safety with children in the car. These sessions can cover the correct installation of car seats, the importance of using seat belts and tips for keeping children safe while driving.

Evaluation and Feedback

Surveys and Feedback Forms: Surveys and feedback forms could be distributed to participants after sessions to gauge the effectiveness of the education initiatives. These tools could collect data on participants' understanding of the material, their satisfaction with the program and any suggestions for improvement. Both online and paper formats can be made available to ensure accessibility. A survey could be conducted prior to the

implementation of the various initiatives, and following, to determine any changes in overall awareness.

Reduction in Accidents: One of the primary indicators of the program's success will be a reduction in traffic-related accidents. Data on local accident rates will be collected and analyzed over time to determine if there is a noticeable decline following the implementation of the education initiatives.

Community Engagement Metrics: The level of community engagement, such as attendance at education sessions and involvement in local safety campaigns, could be tracked. High engagement levels will indicate a positive reception and effectiveness of the initiatives. Additionally, Town staff will commit to recording and tracking road-related services requests to monitor trends and maintain an understanding of ongoing areas of concern amongst residents.

Partnership Feedback: Feedback from partner organizations, such as schools and local businesses will be collected to assess the program's impact. These organizations can provide valuable insights into the perception of the program and its effectiveness throughout the community.

v. Conclusion

The Road Safety Plan is a framework for implementing strategies and countermeasures to reduce the occurrence of motor vehicle collisions causing fatalities or serious injuries. The strategies outlined in the plan are either already occurring or will need to be implemented through future operating or capital budgets. This document should be reviewed on a routine basis, ideally once every five years. An annual report will be produced summarizing the implementation of strategies and countermeasures and updated trends and statistics to measure the plan's progress. Included in Appendix A is a table of action items which can be used as metrics of success for the overall effectiveness of the Road Safety Plan.

Appendix A: Road Safety Plan Action Items

1	The Town will produce an annual report summarizing the collision statistics, trends, countermeasures and action items implemented in the preceding year.
2	Update the Town's Engineering and Design Guidelines to permit traffic calming measures in future road designs. The Guidelines should be updated at a minimum every 5 years to incorporate best practices.
3	Develop a Traffic Calming Program that would outline the criteria for implementing traffic calming measures. Utilize data collected through public consultation and safety audits and integrate traffic calming projects into the Town's long term capital plan.
4	Create a diverse team of staff to undertake road safety audits. Complete safety audits on proposed road designs associated with development, reconstruction designs and existing conditions. It is anticipated that there will be capacity to complete two existing condition audits per year with existing resources. These would be prioritized based on collision data and public input.
5	Adjust future capital plans to incorporate projects such as calming features and remediation measures using information gathered from RSP activities.
6	Convert existing yield signs to stop signs on an annual basis until all yield conditions in the road network have been converted to stop controls. Measure traffic data in the downtown core every 5 to10 years and update control timing as needed. Review requests for new pedestrian crossings on a case-by-case basis and adjust the long term capital plan when determined appropriate.
7	Gather public input on pedestrian facilities through the Active Transportation Network Plan and adjust investment priorities as appropriate for the Sidewalk Master Plan.
8	Constantly monitor the progression of new technologies and best practices in the municipal road maintenance industry. Prepare cost benefit analyses and include materials in operating or capital budgets when implementation is appropriate.
9	Maintain current levels of service for ride and pavement quality. Maintain maintenance standards consistent with the Ontario Provincial Maintenance

	Standards and utilize asphalt preservation techniques in an appropriate manner such that excessive loss of traction or creation of dust does not occur.
10	Monitor provincial legislation and assess the implementation of new rules related to road safety. Sample traffic composition in the downtown core on a 5-year re-occurring basis to monitor the issue of truck traffic.
11	Explore the potential for implementing automated speed enforcement on Town roads and report to Council on the feasibility of such a program. Work with SPS to determine if capacity exists for additional speeding, impaired or distracted driving blitzes. Share radar data and public comment with SPS to assist with targeted enforcement. Collaborate with the AMDSB and MADD to increase educational material related to impaired driving available for youth in the community.
12	Launch digital educaiton campaigns to raise awareness about transportation safety and investigate the potential for acquiring digital roadside signage.
13	Work with Friendship Centre to develop senior-based educational information related to road safety
14	Work with the Library to update welcome packages to include St. Marys specific road safety items.
15	Work with Fire Department and EarlyON to provide parents with information on child car safety.
16	Update Road Safety plan every 5 years.

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