

**To:** COUNCIL

**Meeting Date:** 5/13/2025

**Subject:** 2025 Speed Management Action Plan

**Submitted By:** Leah Walter, Director of Engineering & Transportation

**Prepared By:** Shannon Noonan, Manager of Transportation

**Report No.:** 25-026-CD

**File No.:** C11

**Wards Affected:** All Wards

**RECOMMENDATION(S):**

THAT Report 25-026-CD, 2025 Speed Management Program Action Plan be received;  
AND THAT Council endorse the 2025 Speed Management Program Action Plan.

**EXECUTIVE SUMMARY:**

**Purpose**

To provide an outline of the 2025 Speed Management Program Action Plan which identifies locations where speeding is problematic based on data collected in 2024.

**Key Findings**

- The City's Speed Management Program provides an equitable framework to ensure staff resources and available budget are being allocated where they are most needed across the City.
- Sixty (60) locations where speeding was raised as a concern in 2024 were reviewed and prioritized for the proposed 2025 action plan.
- Of the sixty (60) locations, forty (40) fell into Category 1 (no action), with fourteen (14) in Category 2 (speed awareness) and six (6) in Category 3 (remedial measures).
- In 2025 the City will continue with the installation of seasonal traffic calming locations from previous years, and the Radar Message Board (RMB) and Tommy & Friends programs will begin in May or earlier.

- Recognizing that speeding on residential streets is the most common concern that Transportation Engineering receives, staff are continually considering new programs and initiatives as outlined within this report.

### **Financial Implications**

- The estimated cost to implement the measures of the 2025 Speed Management Program Action Plan is approximately \$65,000 which will be funded from the existing approved 2025 Transportation Operating Budget.

### **STRATEGIC ALIGNMENT:**

☐ Strategic Action

**Objective(s):** Not Applicable

**Strategic Action:** Not Applicable

**OR**

☒ Core Service

**Program:** Transportation Management

**Core Service:** Traffic Operations

The development of an annual Speed Management Program Action Plan provides a consistent and equitable approach to addressing residential speeding concerns.

### **BACKGROUND:**

Each year, the City receives numerous concerns from residents regarding speeding on various roads throughout the City. These concerns are primarily associated with residential areas and often lead to requests for traffic calming or some form of traffic control.

In 2019, Council approved a Speed Management Program which defined the current level of service, and is designed to methodically review all locations where speeding has been raised as a concern and develop an annual action plan. The program aims to ensure that staff resources and planned budgets to address speeding concerns are being allocated responsibly and equitably across the City.

Based on the current level of service, when speeding inquiries are received, staff first review records for any existing speed studies that have been completed in the past 3

years. If studies have been completed, the results and any action taken are shared. If an updated review is deemed necessary or if there have been no studies completed in the past 3 years, the location is added to the program for a speed study to be completed.

All studies are performed in the Spring and Fall of each year to ensure normal traffic patterns are captured. Results are then analyzed and grouped into the following categories:

- Category 1 – 85th percentile speed less than 5 km/h over the posted speed limit
- Category 2 – 85th percentile speed 5-10 km/h over the posted speed limit
- Category 3 – 85th percentile speed greater than 10 km/h over the posted speed limit.

For locations that are within Category 1, no further action is warranted.

Locations within Category 2 do not typically qualify for traffic calming interventions but do qualify for other programs such as the rotating Radar Message Board (**Figure 1**) or the Tommy and Friends (**Figure 2**) signage to promote speed awareness if the equipment is available.



**Figure 1: Radar Message Board**



**Figure 2: Tommy & Friends Signage**

Category 3 locations are further analyzed to determine which remedial measures are most suitable to address the speeding issue. The City's Traffic Calming Policy, see **Appendix A**, identifies that traffic calming measures should be implemented in a staged approach:

- Level 1: Soft Calming – includes use of signage, pavement marking and/or seasonal on-road signs to improve driver awareness and reduce speed, see Figure 3 below for examples.
- Level 2: Physical Intervention – alterations are made to the road creating vertical and/or horizontal obstacles such as speed cushions, raised intersections, median islands, bump outs, and roundabouts, see Figure 4 below for examples.





**Figure 3: Seasonal Traffic Calming Signs**



**Figure 4: Speed Cushion**

Typically, Level 1 measures are used before Level 2 measures. This helps address speeding issues with minimal cost and disruption.

## **ANALYSIS:**

In 2024, the City reviewed sixty (60) locations where speeding was raised as a concern. This includes locations that Council requested staff to review in April 2024.

The locations reviewed by staff can be broken down as follows:

- Forty (40) locations, or 66% of concerns, fell into Category 1
- Fourteen (14), or 24% of concerns, fell into Category 2
- Six (6), or 10% of concerns, fell into Category 3

For locations within Category 1, no further action will be taken and residents have been notified of the outcome. For a complete list of all Category 1 locations, see Appendix B – Speed Management Category 1 Summary.

The locations within Categories 2 and 3 are summarized in Appendix C and D respectively and identify actions to be taken at each location.

In addition to the sixty (60) locations where speeding concerns were reviewed the following streets are still being reviewed as additional studies are required in the Spring of 2025.

- Christopher Drive (Myers Road to Champlain Boulevard)
- Faith Street (Dundas Street to Wesley Boulevard)
- Kerr Street (Beverly Street to Shade Street)

Based on the data collected in 2024, a summary of all actions to be implemented in 2025 include:

### **Radar Message Board and Tommy and Friends Program**

The Radar Message Board and Tommy & Friends programs will be in full operation for 2025 with eight (8) radar message boards and six (6) Tommy & Friends silhouettes being rotated around the City on 2-week rotations.

This program will be streamlined for 2025 to focus on three (3) types of locations including proactive, reactive (complaint-based), and construction areas. Proactive locations will include streets where speeding has consistently been identified as a concern, but speeding has not been confirmed through speed studies and/or the location does not qualify for speed management measures (i.e. Category 1 locations). Placeholders will also be held in the program schedule to accommodate additional locations and construction areas as necessary.

## **Seasonal Traffic Calming:**

For the 2025 season four (4) new locations will have seasonal traffic calming signs installed for a total of thirty-one (31) locations across the City. For a full list of the seasonal traffic calming sign locations see Appendix E – Seasonal Traffic Calming Locations.

## **Selective Traffic Enforcement Program**

The Selective Traffic Enforcement Program (STEP) is a collaborative enforcement initiative that is designed to systematically identify and target high-risk areas based on traffic data including speed, volume, and collision history. Compared to previous approaches which relied primarily on traffic complaints, the data-driven approach of STEP helps to ensure that enforcement efforts are applied where they will have the most significant impact.

To improve collaboration and data sharing, quarterly meetings with the Waterloo Region Police Service and area municipalities have been established to discuss the program's progress and identify new areas of concern for targeted enforcement. STEP members are working towards more data-driven decision-making for enforcement locations by leveraging traffic data and network screening analysis.

## **Neighbourhood Area 40km/h Speed Limit Implementation**

Through Report 23-165-CD, Neighbourhood Area Speed Limit Pilot Evaluation, Council approved the implementation of the Neighbourhood Area 40 km/h Speed Limit program across all City neighbourhoods along with reducing School Zone speed limits to 30km/h. Implementation of the new speed limits is ongoing and scheduled to be completed in October 2025.

Reduced speed limit neighbourhoods is considered Level 1 Traffic Calming and is intended to encourage more conscious driving in residential neighbourhoods, reduce the severity of collisions and create a more welcoming environment for pedestrians and active modes of transportation.

With the implementation of reduced speed limit neighbourhoods (Level 1 Traffic Calming) throughout the City, an adjustment period is required to allow drivers to become accustomed to the new speed limits on these streets. As such, speed studies will not be completed in response to complaints related to speeding in these areas in 2025. Speed data in these areas will be collected proactively, in select locations, to monitor and evaluate the effectiveness of the speed limit changes.



## Seasonal Rubber Speed Cushions

Along with the seasonal traffic calming signs, a new initiative for 2024 involved piloting rubber speed cushions at two (2) locations: Fisher Mills Road and Grand Ridge Drive.

Before and after studies conducted at both sites have shown a reduction of up to 11 km/h in travel speeds following the installation of the seasonal rubber cushion pilot program. Based on these positive results, staff recommends moving forward with installing permanent speed cushions on Fisher Mills Road and re-installing the seasonal rubber speed cushions on Grand Ridge Drive until funding is available for the installation of permanent speed cushions. The cost of permanent speed cushions on Grand Ridge Drive is approximately \$30,000.



**Figure 5: Seasonal Rubber Speed Cushions**

The seasonal rubber speed cushions from Fisher Mills Road will be moved to a new high-speed location guided by last year's automated traffic recorder data. The cushions will be installed on Preston Parkway as a pilot from May-October.

As per the 2024 Speed Management Action Plan, Ellis Road between McLaughlin Street and Kerwood Drive, received three (3) permanent speed cushions. These were installed in April 2025 and will be supplemented with seasonal traffic calming signs from Cooper Street to McLaughlin Street.

## Municipal Speed Camera Enforcement Program

The Region of Waterloo in collaboration with area municipalities has been implementing Municipal Speed Camera (MSC) since 2021 in School Zones. The primary objective of MSC is to lower vehicle operating speeds near schools to be more in line with posted speed limits and reduce the risk (and severity) of collisions with the most vulnerable



road users. The use of MSC in school zones is also intended to provide a more comfortable walking, rolling, and cycling environment at and near schools.

Currently, two (2) School Zones within the City of Cambridge are equipped with MSC, namely Guelph Avenue and Elgin Street North. As part of the MSC program, the following four (4) locations were approved in 2024 and will be implemented in Cambridge in 2025:

- Myers Road (between Holy Spirit Catholic Elementary School and Moffat Creek Public Elementary School)
- Holiday Inn Drive (at Jacob Hespeler Public High School)
- Saginaw Parkway (at Clemens Mills Public School)
- Avenue Road (at St. Peters Catholic Elementary School)

The MSC program will be further expanded in 2025 with an additional ten (10) locations being implemented. Transportation staff will be bringing forward a separate Council report in the Spring of 2025 for approval of the additional locations.

### **Other programs/initiatives**

While the Speed Management Program is designed to provide a consistent and equitable approach to road safety concerns within the City, it is proving to be a significant strain on staff and financial resources as the majority of concerns raised do not produce data to support the implementation of traffic calming measures. In many cases, staff receive repeated requests to perform additional reviews, which often produce the same results.

With advancements in technology to collect and analyze traffic data, there are opportunities to shift to a proactive program rather than a reactive and complaint-based program.

As part of the 2025 Budget, a Road Safety Review and Action Plan was approved. This project will include a review of the current Speed Management Program and evaluation of opportunities that will enable a shift into a proactive approach to road safety concerns within the City. It is expected to come to Council in Q2 of 2026.

### **EXISTING POLICY / BY-LAW(S):**

The Council approved Speed Management Program was used for developing the 2025 Speed Management Program Action Plan.

**FINANCIAL IMPACT:**

The estimated cost to implement the measures of the 2025 Speed Management Program Action Plan is approximately \$65,000 which will be funded from the existing approved 2025 Transportation Operating Budget.

**PUBLIC VALUE:****Sustainability:**

Development of the annual Speed Management Program Action Plan in addition to other road safety initiatives demonstrates innovative leadership while allocating resources responsibly and in a sustainable manner.

**ADVISORY COMMITTEE INPUT:**

Not Applicable

**PUBLIC INPUT:**

Posted publicly as part of the report process.

**INTERNAL / EXTERNAL CONSULTATION:**

There was no internal/external consultation undertaken.

**CONCLUSION:**

The 2025 Speed Management Program Action Plan has been developed in accordance with the Speed Management Program methodology and will be implemented as noted in this report.

**REPORT IMPACTS:**

Agreement: **No**

By-law: **No**

Budget Amendment: **No**

Policy: **No**

**APPROVALS:**

**This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:**

**Director**

**Deputy City Manager**

**Chief Financial Officer**

**City Solicitor**

**City Manager**

**ATTACHMENTS:**

**When naming attachments please use the following format:**

1. 25-026-CD Appendix A – Traffic Calming Policy
2. 25-026-CD Appendix B – Speed Management Category 1 Summary
3. 25-026-CD Appendix C – Speed Management Category 2 Summary
4. 25-026-CD Appendix D – Speed Management Category 3 Summary
5. 25-026-CD Appendix E – Seasonal Traffic Calming Locations