



Markham's Safe Streets Strategy

Transportation Committee Update – November 21, 2005

2005 Accomplishments
2006 Business Plan

Presentation Outline

- Background
- 2005 Accomplishments
- 2006 Business Plan

Background

- Council strategic priority to target speeding and aggressive driving
- Task Force created and developed Safe Streets Strategy in 2004 – based on Education, Enforcement and Engineering
- Council approval of strategy January 27, 2004
- Traffic Safety Committee assembled in late 2004 to administer the 3 point strategy

2005 Accomplishments

Education - Road Watch Program

- Launched in January 2005
- Program Set-up Accomplishments
 - Installed 9 Drop-off boxes
 - York Regional Police Station District 5
 - Angus Glen C.C.
 - Armadale C.C.
 - Crosby C.C.
 - Markham Civic Centre
 - Markham Village C.C.
 - Milliken Mills C.C.
 - R.J. Clatworthy Arena
 - Thornhill C.C.
 - Developed webpage
 - Developed online Citizen Report Forms
 - Produced 8000 brochures
 - Installed 36 Road Watch Signs at majority of Town's entrances
 - 7500 web hits since February 2005
- Advertised in Fall and Winter Recreation Guide
- Draft Sponsorship Package
 - Used by Traffic Safety Committee Members to obtain monetary funds by local businesses
- Committee members represented Markham at York Region Conference
 - Dave McBeth
 - Randa Issa
 - Joel Landis



Road Watch Regional Statistics

3rd Quarter Data – July, August, September 2005

Police District	Program	2005 Letters Received	2005 Letters Sent	2004 Letters Received	2004 Letters Sent
1	Aurora	23	15	17	14
	East Gwillimbury	62	23	17	9
	King	28	17	31	20
	Newmarket	53	33	30	23
2	Richmond Hill	232	201	188	169
3	Georgina	12	4	13	8
4	Vaughan	186	166	121	96
5	Stouffville	14	12	1	1
	Markham	172	126	5	5
Totals		782	597	423	345

2005 Accomplishments

Education - Communication Consultant

- Retained communication consultant to develop and execute communication plan
 - *(plan details noted on the following slides)*
- Plan includes a two level approach in reaching out to residents on aggressive driving
 - Top 5 Streets
 - Town Wide
- Next Steps
 - Measure effectiveness of communication plan
 - Fine tune the communication plan
 - Develop police and school partnership

2005 Accomplishments

Education - Top 5 Streets

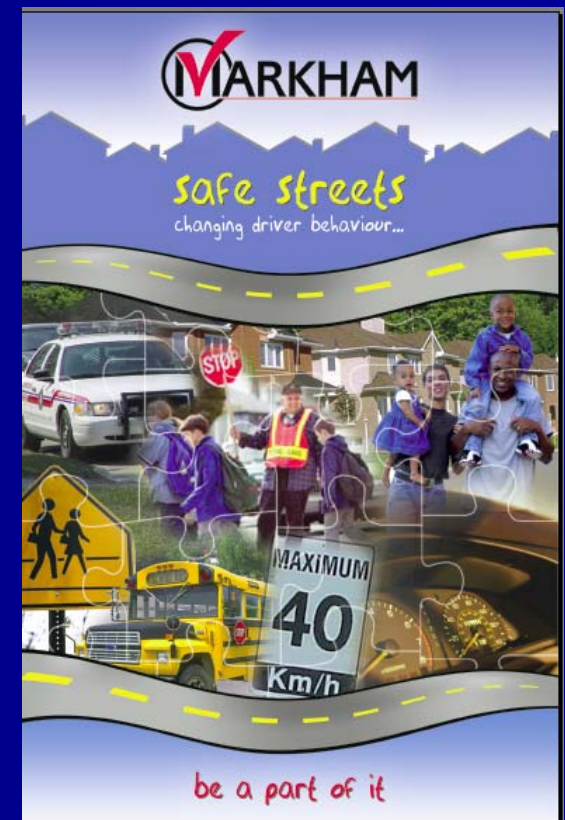
- Circulated educational material package (approx. 4000 homes) by Girl Guides
 - Highland Park Blvd.
 - Macrill Rd.
 - Highate Dr.
 - Huntington Park Dr.
 - Mary Pearson Dr.
- Package includes
 - Letter from Mayor and Traffic Safety Committee Chair
 - Litter bag
 - "Monitor-your-speedometer" sticker
 - Safe Streets and Road Watch Brochures
 - York Region Traffic Safety Brochures
- Developed partnership and training seminars with Young Drivers of Canada
 - Free Safe Streets Driving Course on October 29
 - Highlights four easy steps to a Safe Streets Driver
 - Obey Stop Signs
 - Allow space between vehicles
 - Monitor your speed
 - Always Signal
- Redesigned radar message board and display booth
- Administer follow-up surveys and monitor above mentioned streets



2005 Accomplishments

Education - Town-wide Communication Plan

- Provided monthly Town page notices
- Developed Safe Streets page on Town's web site
- Commissioned Digital Advertising Network to advertise at Markville Mall
 - First 2 weeks of April 2005
 - 3600 views / week
 - Second campaign in November 2005

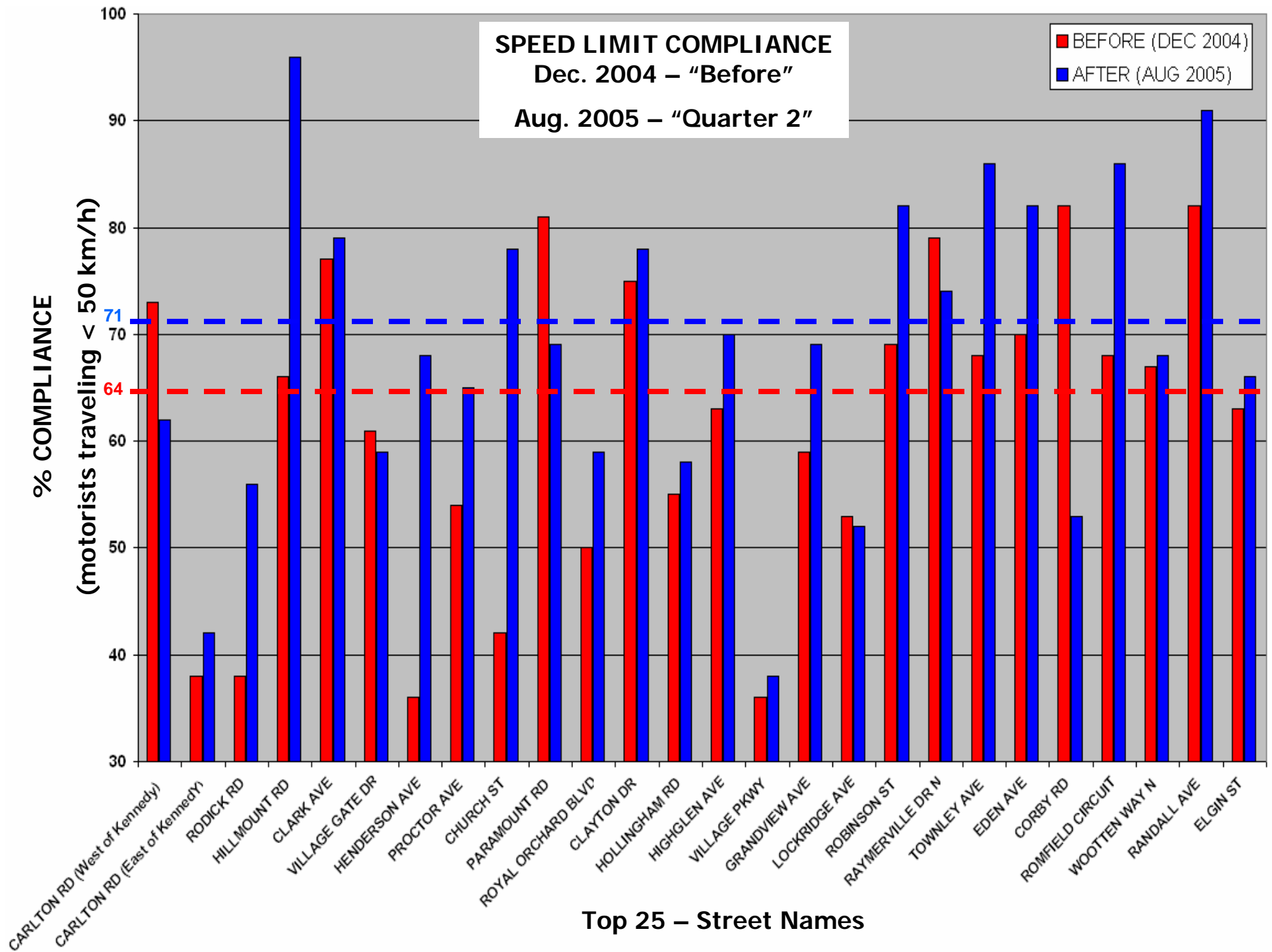


2005 Accomplishments

Enforcement

- Administered the Top 25 Streets for Enforcement
- Feb. – Aug. 2005
 - 351 police visits
 - 1684 charges
 - 242 warnings



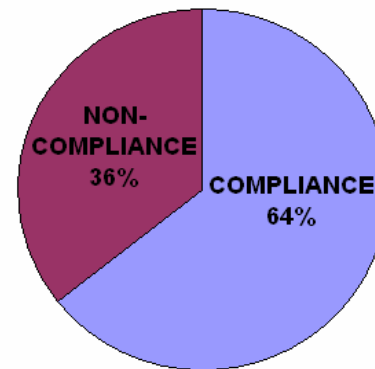


2005 Accomplishments

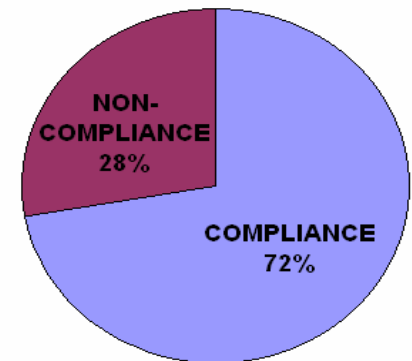
Engineering

- Monitored the Top 25 Streets for police enforcement effectiveness
 - Data Collection
- Summarized Results
 - % of motorist compliance
- Generated quarterly reports for Traffic Safety Committee review and evaluation
- Held monthly progress meetings with Traffic Safety Committee
- New developments incorporate design elements to reduce speeding

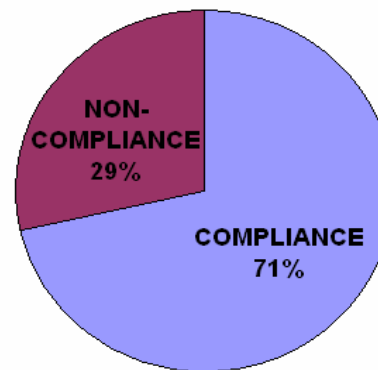
DEC 2004 COMPLIANCE



MAY 2005 COMPLIANCE



AUG 2005 COMPLIANCE



2005 Accomplishments

Engineering - New Development Design



2006 Business Plan

Administration

- Continued Updates to Council on progress and statistics of Markham's Safe Streets and Road Watch Programs
- Select new members for Traffic Safety Committee
- Traffic Safety Committee endorsed 2006 Business Plan
- Proposed Budget
 - Education:
 - \$50,000 Students and Communication Consultant
 - \$50,000 Educational Materials and Events
 - Enforcement
 - \$25,000 Effectiveness Studies
 - Engineering
 - \$75,000 Traffic Calming EA Studies and Design
 - \$50,000 Contingency

2006 Business Plan

Three E's

Education

- Review and update the Top 5 Streets for Education Streets
- Fine tune the communication and marketing plan
- Strengthen our partnership with Police and School Board to access schools
- Select and schedule attendance to community events

Enforcement

- Review and update the Top 25 Streets for Enforcement
- Strengthen and continue to receive enforcement data from York Regional Police from both District 2 and 5
- Enhance reporting accountability of enforcement data

Engineering

- Rank and select new Top 25 Enforcement and Top 5 Education Streets
- Review technical data to determine need for traffic calming on Top 25 streets
- Seek endorsement of TSC and Transportation Committee for selected streets for traffic calming, if applicable
- If necessary, retain consultant to undertake EA studies and design for selected traffic calming streets

2006 Business Plan

Next Steps

- Finalize Traffic Safety Committee Membership for 2006: December, 2005
- Identify Candidate Streets for Traffic Calming: Spring, 2006
- If required, retain Consultant for EA/Design of Traffic Calming Projects: May / June, 2006
- Identify New Top 25 Streets for Enforcement and 5 Streets for Education: February / March, 2006
- Prepare Education Plan for 2006: January-March, 2006

2006 Business Plan

Issues

- Continued enforcement is critical for Top 25 Streets enforcement strategy success
- Enforcement data
 - Hours of enforcement is required to measure effectiveness and fine tune the program
- Identify Community Champions to assist with Top 5 Streets

Recommendations

- That staff presentation of the 2005 Accomplishments and 2006 Business Plan be received
- And that the 2006 Business Plan for Markham's Safe Street Strategy be endorsed
- And that staff continue to update Transportation Committee on results of the Safe Streets Strategy implementation