

COMMUNICATION C1

ITEM NO. 1

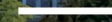
COMMITTEE OF THE WHOLE
(WORKING SESSION)

March 2, 2022

2022 Annual Report

MOVESMART

MOBILITY MANAGEMENT STRATEGY



VAUGHAN

MOVESMART

MOBILITY MANAGEMENT STRATEGY



On March 10, 2021, Vaughan Council endorsed MoveSmart, reinforcing the City's commitment to Transportation and Mobility – a strategic priority in the 2018-2022 Term of Council Service Excellence Strategic Plan. With a focus on improving the municipal road network, enhancing road safety and supporting more cycling and pedestrian infrastructure to create a fully connected and integrated community, MoveSmart positions the City to achieve the strategic goals and objectives set forth by Council.





**ROAD SAFETY
PROGRAM**

Increase road
safety and raise
public awareness



**MOBILITY
MANAGEMENT
PROGRAM**

Improve efficiency
through innovation
and technology



**SUSTAINABLE
MOBILITY
PROGRAM**

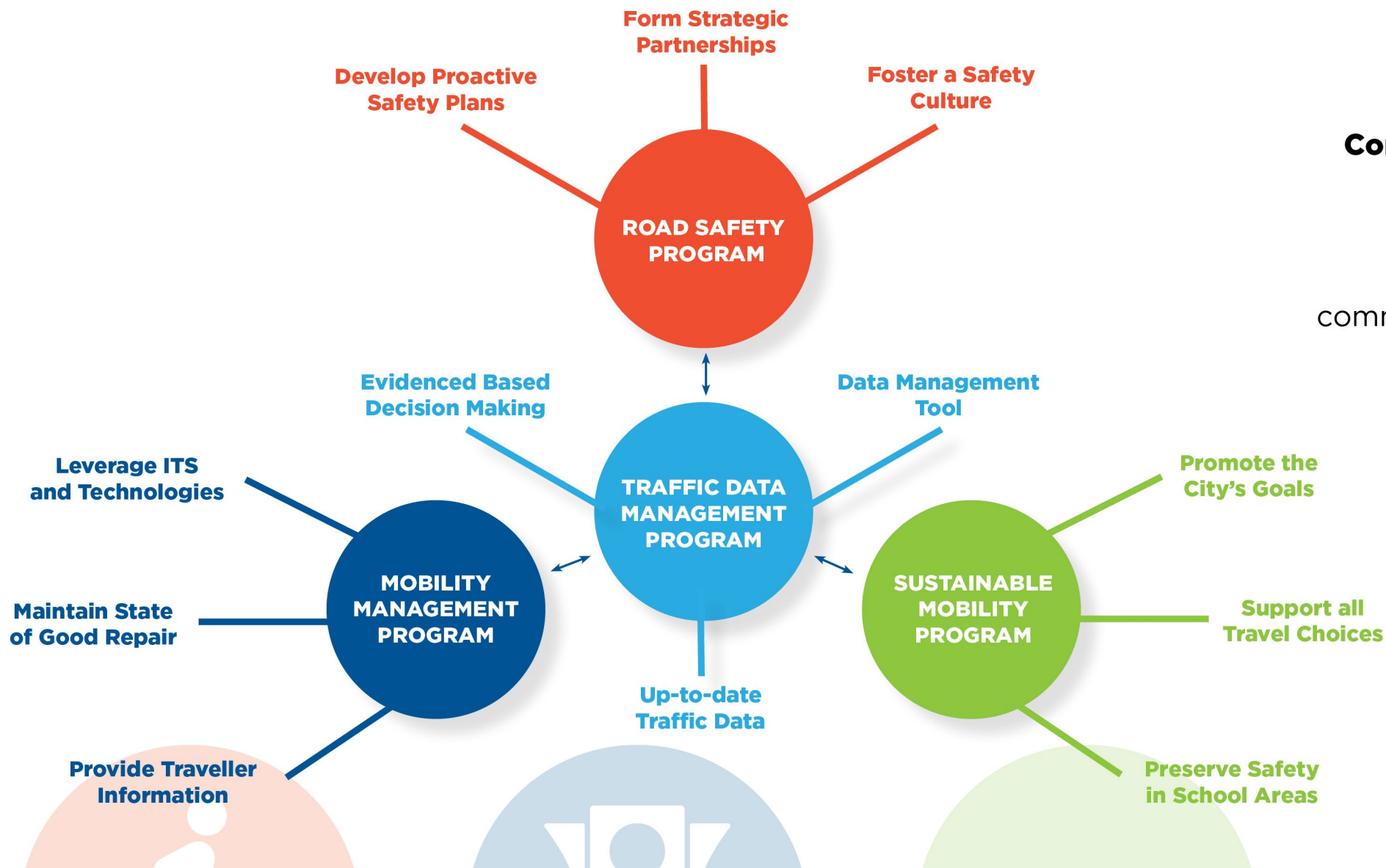
Support active
and sustainable
transportation



**TRAFFIC DATA
MANAGEMENT
PROGRAM**

Assure accuracy
and availability of
traffic data

Integrated Services and Plans



Communications and Public Awareness Initiative

Ongoing awareness of tangible benefits through communication and education



ROAD SAFETY PROGRAM

Increase road safety and raise public awareness

2021 / 2022



In-Service Road Safety and Corridor Operational Review
Identify safety measures for priority locations, community areas and corridors



Neighbourhood Traffic and Speed Management Plan
Improve safety and livability of neighbourhoods by calming traffic

2023



Construction Management and Work Zone Safety Plan
Develop guidelines to minimize impacts and maximize safety for construction workers and the public



Road Safety Strategic Plan
Foster partnerships and a data-driven approach for improving safety

2024



Network Screening and Annual Report
Prioritize safety resources for roads and intersections



Automated Speed Enforcement Plan
Use technology for enforcement in school zones and other community areas



Speed Compliance Plan
Address speeding behaviour with feedback to drivers

2025



Low-Cost Safety Countermeasures Plan
Implement low-cost measures such as pavement markings, signage, etc.

2026



Rail Transportation and Safety Plan
Improve mobility while minimizing noise at crossings near residential area



Heavy Traffic and Truck Routing Plan
Manage heavy vehicle and truck transport throughout the City



MOBILITY MANAGEMENT PROGRAM

Improve efficiency through innovation and technology

2021 / 2022



Traffic Signal Control System and Upgrades
Establish a traffic signal control system and upgrade field equipment



Pavement Markings and Signs
Replace and optimize markings and signs



Update Streetlights
Continue LED retrofit with smart adaptive features

2023



Traffic Signal Operations and Maintenance
Maximize the efficiency of traffic signal operations



Curbside Parking Management
Establish parking policies and procedures throughout the City



Traffic By-Law Consolidation
Consolidate the City's road-related by-laws



Intelligent Transportation System (ITS) Strategy and Plan
Establish a roll-out plan for existing and emerging smart mobility technologies

2024



Traveller Information Systems
Generate and present data to support travellers



SUSTAINABLE MOBILITY PROGRAM

Support active and sustainable transportation

2021 / 2022



School Crossing Guards
Manage the City's school crossing guard program



Safer School Zones Plan
Develop and implement safety measures near schools for traffic, pedestrians, and pick-ups/drop-offs



Input into Development Planning
Provide insights to help the City's planning for future development

2023



Pedestrian Infrastructure Enhancement Plan
Optimize and upgrade the City's pedestrian infrastructure



Creation of Community Safety Zones
Develop guidelines to create and operate community safety zones

2024



Cycling Network Expansion
Optimize and upgrade the City's cycling infrastructure



Travel Demand Management Plan
Share insights and decisions for the City's travel demand management plan



TRAFFIC DATA MANAGEMENT PROGRAM

Support active and sustainable transportation

2021 / 2022



Traffic Data Needs Assessment
Identify traffic data requirements to support the MoveSmart Strategy



Traffic Data Management System
Procure and implement a traffic data management system

2023



Traffic Data Services
Enhance the City's traffic data collection programs and contracts



Communications and Public Awareness Initiative

Ongoing awareness of tangible benefits through communication and education

MOVESMART

Mobility Management Strategy



TRAFFIC DATA MANAGEMENT PROGRAM

Assure accuracy and availability of traffic data

2021/2022



Traffic Data Needs Assessment

Identify traffic data requirements to support the MoveSmart Strategy



Traffic Data Management System

Procure and implement a traffic data management system

2021 Accomplishments

- ✓ **Identified traffic data needs**
- ✓ **Acquired the Traffic Data Management System**





TRAFFIC DATA MANAGEMENT PROGRAM

Assure accuracy and availability of traffic data

2022/2023

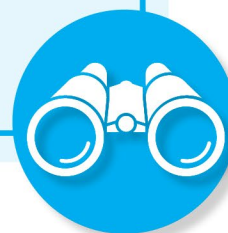


Traffic Data Services

Enhance the City's traffic data collection programs and contracts

2022 Actions

- **Complete data migration into the Traffic Data Management System**
- **Identify traffic data requirements needed to support MoveSmart and other City services**





MOBILITY MANAGEMENT PROGRAM

Improve efficiency through innovation and technology

2021/2022



Traffic Signal Control System & Upgrades

Establish a traffic signal control system and upgraded field equipment



Pavement Markings and Signs

Replace and optimize markings and signs



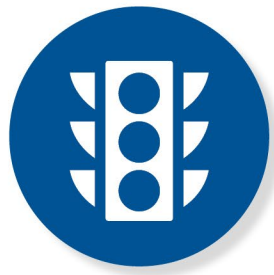
Update Streetlights

Continue LED retrofit with smart adaptive features

2021 Accomplishments

- ✓ Upgraded 25 intersections with LED traffic signals and reflective backboards
- ✓ Piloted “Slow School Zone” pavement markings
- ✓ Piloted In-Road Flexi Program





MOBILITY MANAGEMENT PROGRAM

Improve efficiency through innovation and technology

2022/2023

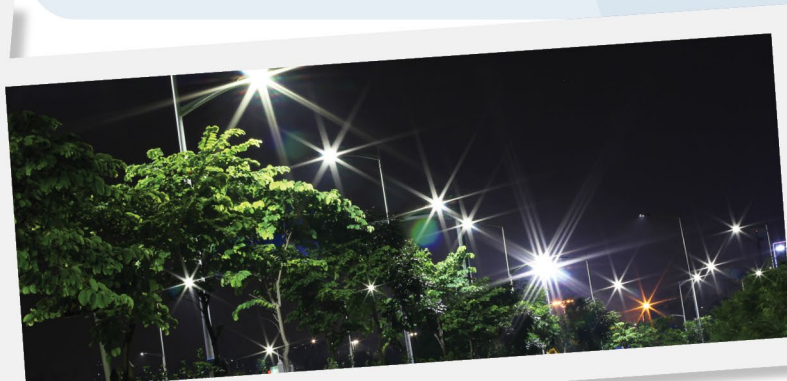
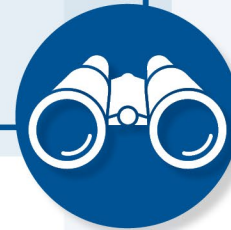


Intelligent Transportation System (ITS) Strategy and Plan

Establish a roll-out plan for existing and emerging smart mobility technologies

2022 Actions

- Accelerate the Intelligent Transportation System (ITS) Strategy and Plan
- Procure an advanced traffic signal control system
- Retrofit an additional 30 signalized intersections
Complete streetlight upgrades





ROAD SAFETY PROGRAM

Increase road safety and raise public awareness

2021/2022



In-Service Road Safety and Corridor Operational Review

Identify safety measures for priority locations, community areas and corridors



Neighbourhood Traffic and Speed Management Plan

Improve safety and livability of neighbourhoods by calming traffic

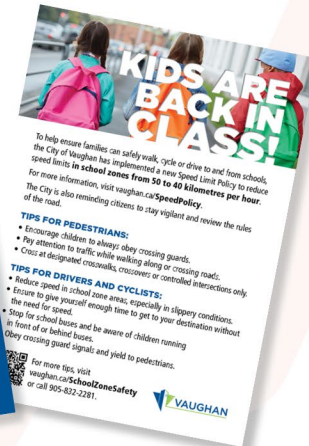
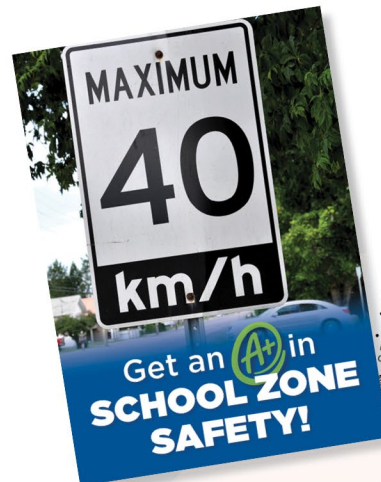


Road Safety Strategic Plan

Foster partnerships and a data driven approach for improving safety

2021 Accomplishments

- ✓ **Approved Speed Limit Policy – Phase 1 and 2 completed (school zone areas and public laneways)**
- ✓ **Ongoing traffic and speed management studies in select locations**
- ✓ **Developed shared principles with York Region for a joint Traveller Safety Strategy**





ROAD SAFETY PROGRAM

Increase road safety and raise public awareness

2022/2023

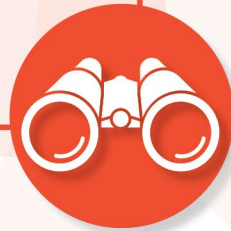


Automated Speed Enforcement Plan

Use technology for enforcement in school zones and other community areas

2022 Actions

- **Traffic operational reviews in select corridors**
- **Accelerate schedule for road (traveller) safety strategic plan with partners**
- **Establish candidate areas for automated speed enforcement**





SUSTAINABLE MOBILITY PROGRAM

Support active and sustainable transportation

2021/2022



School Crossing Guards

Manage the City's school crossing guard program



Pedestrian Infrastructure Enhancement Plan

Cycling Network Expansion and Development Planning

2021 Accomplishments

- ✓ Implemented the Active School Travel Pilot Project in collaboration with partners
- ✓ Created a Safety School Zone website landing page
- ✓ Developed the framework for the School Crossing Guard Program Exposure Index





SUSTAINABLE MOBILITY PROGRAM

Support active and sustainable transportation

2022/2023



Safer School Zones Plan

Develop and implement safety measures near schools for traffic, pedestrians, and pick-ups/drop-offs

2022 Actions

- **Develop a framework for the Safer School Zones Plan and Community Safety Zones Plan**
- **Develop guidelines to create and operate Community Safety Zones**
- **Deliver results on Exposure Index for the School Crossing Guard Program**

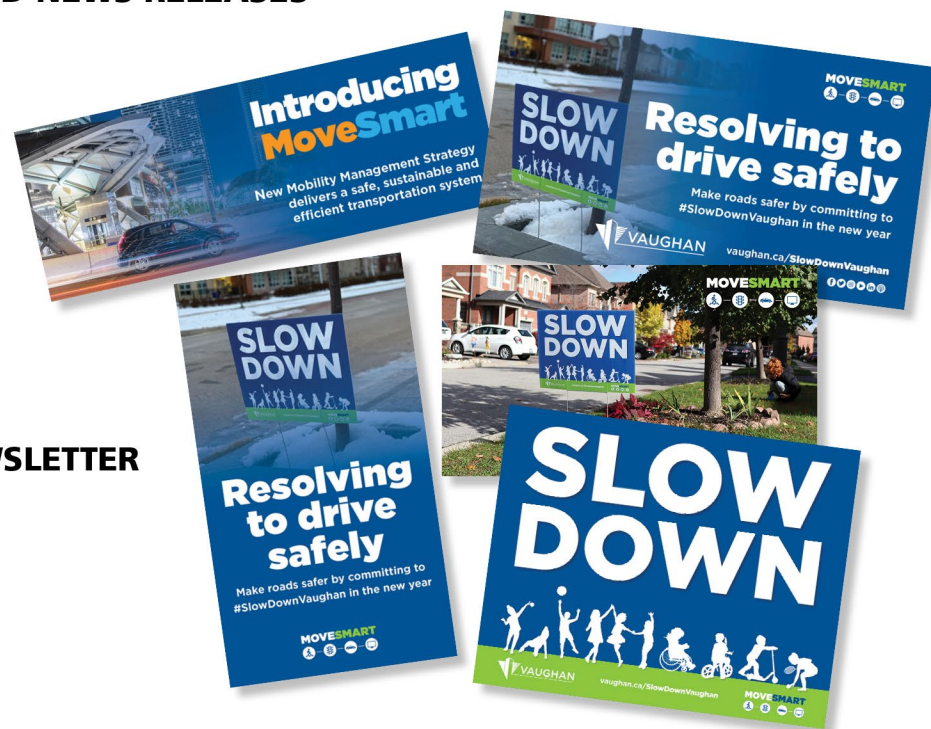


The Corporate and Strategic Communications department supports the MoveSmart Strategy with a comprehensive communications approach that includes:

- **2,101,000+ impressions**
PUBLIC SERVICE ANNOUNCEMENTS AND NEWS RELEASES
- **62,000+ followers**
SOCIAL MEDIA MESSAGING
- **NUMEROUS WEBPAGES**
- **63,000+ daily impressions**
DIGITAL SIGNS
- **110,000+ mailboxes**
FEATURE IN CITY HALL CONNECTS NEWSLETTER
- **10 signs across the city**
MOBILE SIGNS

MOVESMART

Mobility Management Strategy



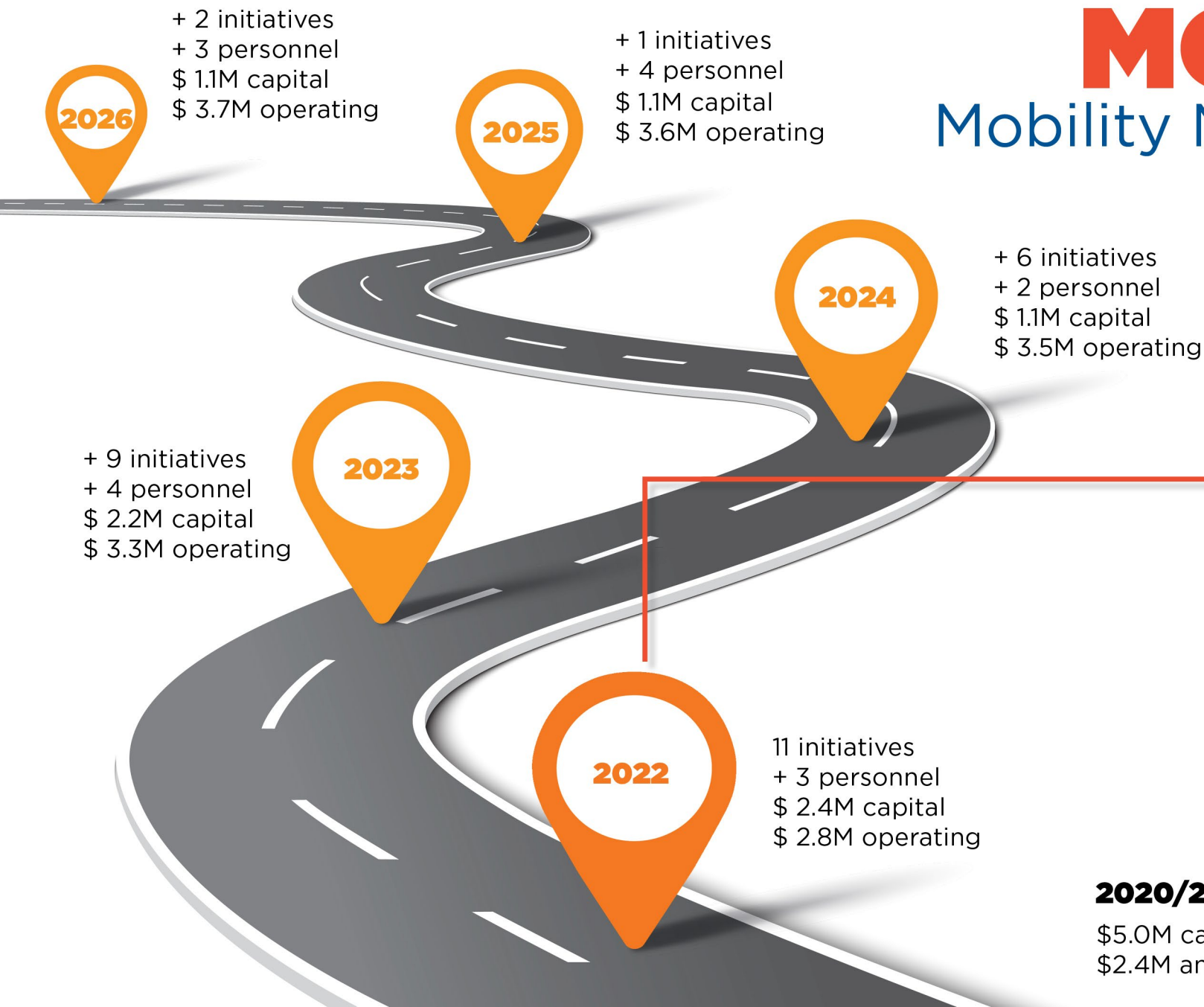
Communications and Public Awareness Initiative

Ongoing awareness of tangible benefits through communication and education

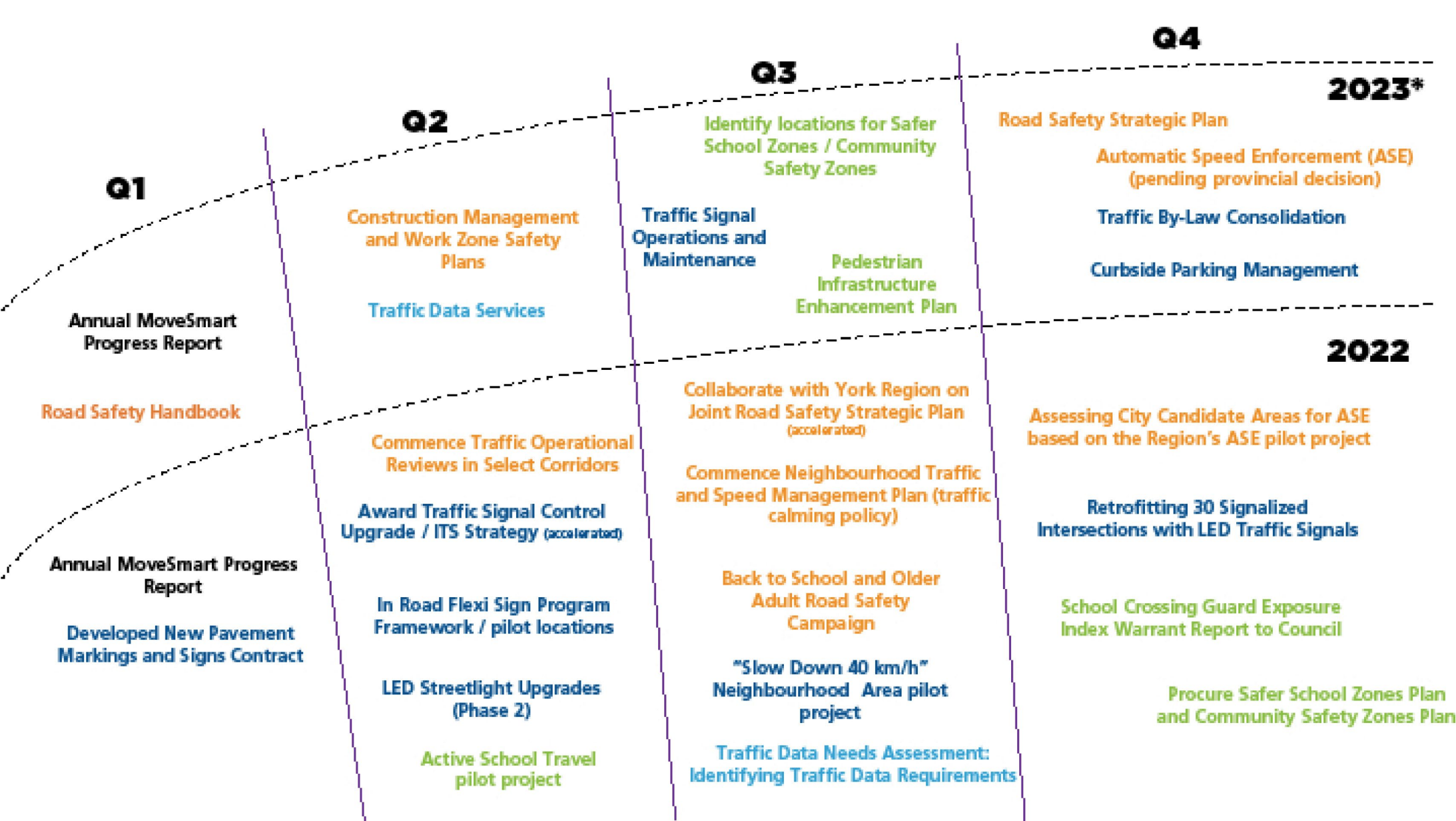


MOVESMART

Mobility Management Strategy



Timelines and Resources



ROAD SAFETY PROGRAM



MOBILITY MANAGEMENT PROGRAM



SUSTAINABLE MOBILITY PROGRAM



TRAFFIC DATA MANAGEMENT PROGRAM

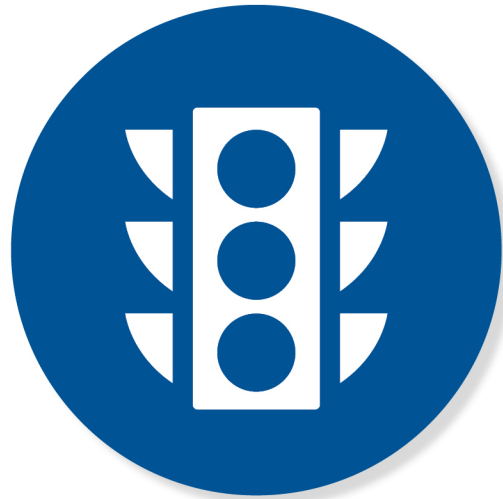
*Note: 2023 project timelines are reflective of anticipated commencement date and subject to budget approval process

Concluding Remarks

Though only in its first year, the MoveSmart Mobility Management Strategy has seen significant progress to date



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**SUSTAINABLE
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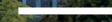


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