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Communication

CW(WS) – April 2, 2025

Item No. 1

2025 Annual Report

MOVESMART

MOBILITY MANAGEMENT STRATEGY





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

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

2024 Accomplishments

- ✓ Approval of the Neighbourhood Traffic Calming Plan and Policy Update
- ✓ Launch of two new Corridor Reviews
- ✓ Continued collaboration with York Region and local municipal partners on the York Region Traveller Safety Plan
- ✓ Continued implementation of the Speed Limit Policy – 40 km/h Area Neighbourhoods speed reductions
- ✓ Launch of Automated Speed Enforcement Program (ASE)

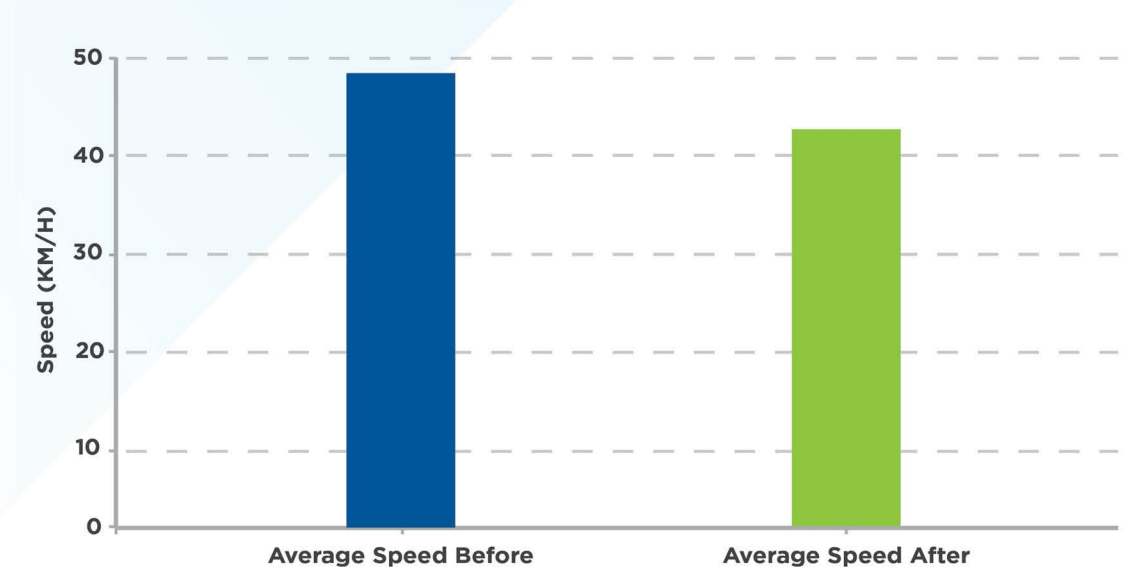


Actions for 2025

- Development of a Construction Management and Work Zone Safety Plan
- Finalizing recommendations and commencing implementation of the Corridor Reviews
 - Martin Grove Road and Huntington Road
- 30 km Speed Limit Public Engagement

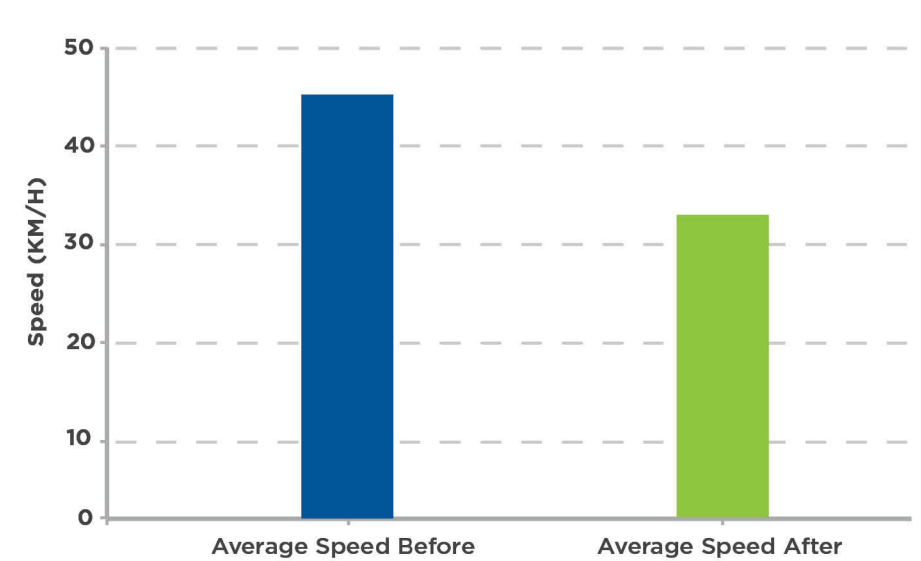


Average Speed at Automated Speed Enforcement “Coming Soon” Sign Locations



Average speeds **decreased by 11% or 5 km/h** on average, since Automated Speed Enforcement “Coming Soon” signs were installed at the first 10 locations.

Average Speed at Speed Cushions



Average speeds **decreased by 28% or 13 km/h** on average, after speed cushions were installed at eight locations city-wide in 2024.



Sustainable Mobility Program

Support active and sustainable transportation

2024 Accomplishments

- ✓ Implemented Community Safety Zone signs at 104 locations
- ✓ Finalized the Safer School Zone Plan
- ✓ Completed the Pedestrian Enhancement Plan and developed a framework for suitable pedestrian crossing treatments
- ✓ Launched four new Active School Travel locations
- ✓ Further advanced the Youth Ambassador Program with IPCAM partners

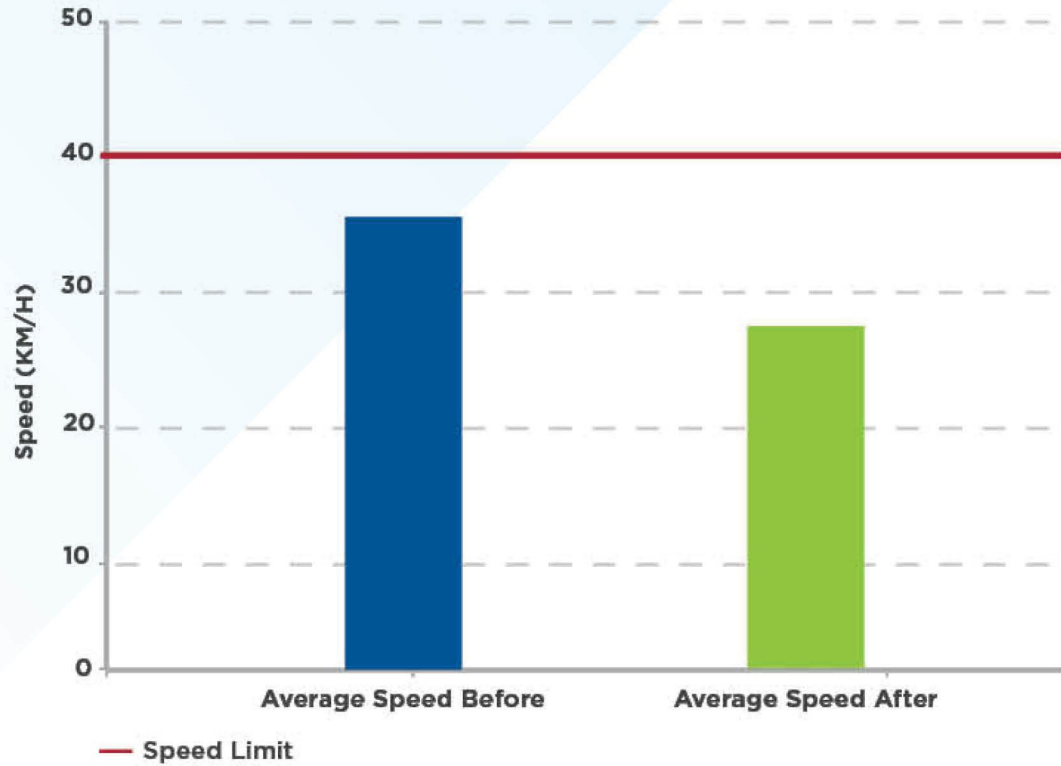


Actions for 2025

- **Safer School Zone Plan:** developing an internal assessment tool and continuing with implementing short-term recommendations in school zones
- **Pedestrian Enhancement Plan:** establishing standards for pedestrian crossovers, ensuring consistent application and condition assessments for where crossovers should be installed
- **Active School Travel Program:** identify new school locations and create new programming to educate both elementary and secondary school students
- Continue to identify opportunities to promote and support **Travel Demand Management**

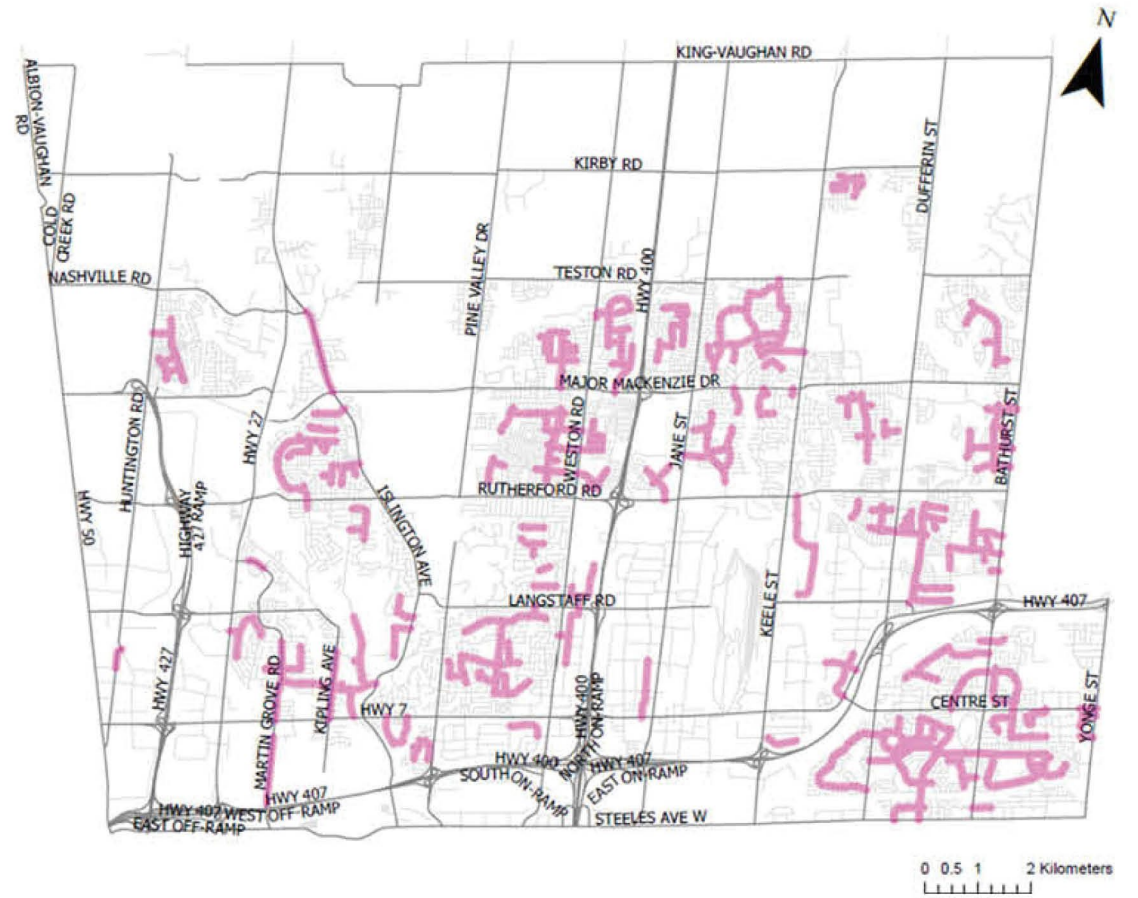


Average Speed at Active School Travel Locations



Four new Active School Travel schools introduced in 2024. Average speeds **decreased by 19% or 7 km/h**, at Active School Travel schools after measures were implemented.

Map of City of Vaughan Community Safety Zones





Mobility Management Program

Improve efficiency through innovation and technology

2024 Accomplishments

- ✓ Advanced the Intelligent Transportation System (ITS) through an Advanced Traffic Management System (ATMS) – infield cabinet and traffic controller conversion work currently underway with ATMS software ready to be activated by the end of Q4 2025
- ✓ Improve traffic signal timing along key corridors with the addition of lead pedestrian intervals

Actions for 2025

- Launch of the ATMS system and completion of all Traffic Signal Controller upgrades across the city
- Improve the traffic signal timing along key corridors with the addition of lead pedestrian intervals
- Finalize the By-law Consolidation





Transportation Data Management Program

Assure accuracy and availability of traffic data

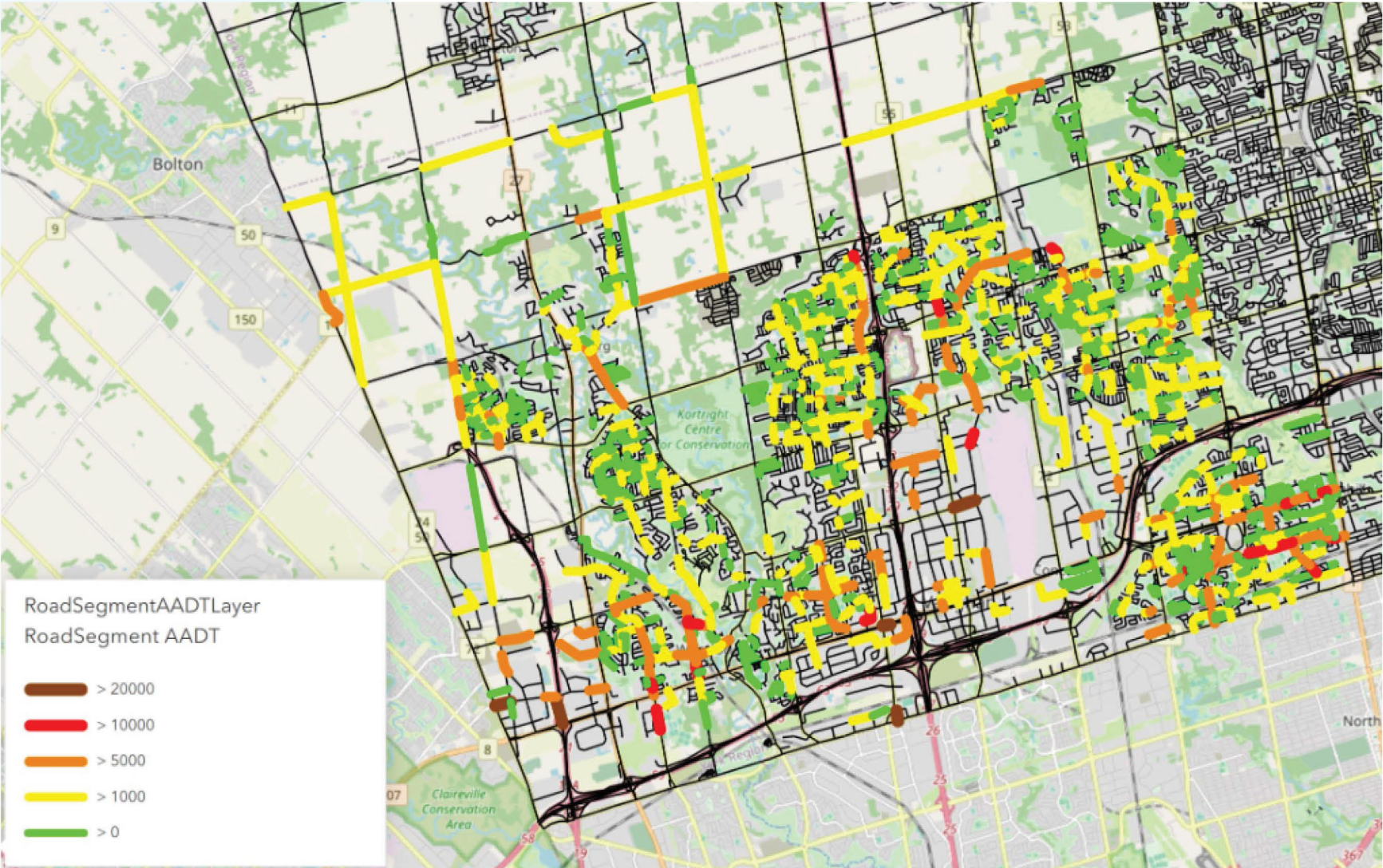
2024 Accomplishments

- ✓ Data-driven decisions based, which supported the larger scale initiatives: ASE locations; NTC; Corridor Reviews; SCG locations, PXOs, etc.
- ✓ Leveraged new software and analytics through Ontario Vehicle Innovation Network (OVIN)
- ✓ Procured new modern data collection equipment to streamline automation

Actions for 2025

- Leverage automation in data collection and analysis, and continue to explore innovative technologies
- Continue to refine and establish Key Performance Indicators (KPIs)
- Further support the Data Management Strategy in collaboration with IPCAM

Traffic Volume Dashboard



Communications support for MoveSmart in 2024

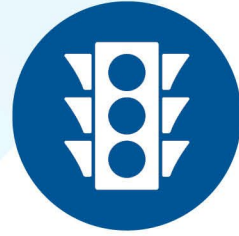
Goal: To raise awareness of the City of Vaughan's MoveSmart programs and initiatives.

Tactics:

- ✓ Website updates
- ✓ Media Outreach
- ✓ Press conferences
- ✓ Public Service Announcements and News releases, including Vaughan News and Council Communications Packages
- ✓ Social media - paid and organic
- ✓ Public notices, mailers and postcards
- ✓ Engagement opportunities
- ✓ Synthia on-hold messages
- ✓ Photography and videography
- ✓ City Hall Connects
- ✓ Constituent responses
- ✓ Q&A documents
- ✓ Custom graphics
 - Hero banners
 - Digital signs
 - Mobile signs (Curbex)
 - City Hall and community centre TV screens
 - Podium and photo signs
- ✓ and much more!



ROAD SAFETY PROGRAM



MOBILITY MANAGEMENT PROGRAM



SUSTAINABLE MOBILITY PROGRAM



TRAFFIC DATA MANAGEMENT PROGRAM

Q1

Q2

Q3

Q4

2026

Annual MoveSmart Progress Report

Heavy Truck and Truck Routing Plan

Traveller Information System

Curbside Parking Management

2025

Annual MoveSmart Progress Report

Travel Demand Management

Rail Transportation and Safety Plan

MOVESMART

MOBILITY MANAGEMENT STRATEGY




2020/2021
 \$5.0M capital (approved)
 \$2.4 annual operating (approved)



Timelines and Resources

¹Figure represents total gross operating expenditures
²Figure represents new capital budget requests or top ups



MoveSmart remains dedicated to implementing transportation and mobility initiatives supported by policies that are timely, innovative, data-driven and aligned with trends aimed at meeting the needs of a dynamic and growing city.

Progress continues under all four programs because of the strong collaboration of our road safety partners.

Thank you!

Transportation and Fleet Management Services
Public Works