

MEMORANDUM

To: Members of Committee of the Whole

From: Paul Jankowski
Commissioner of Transportation Services

Date: August 29, 2019

Re: Pedestrian and Cyclist Safety Measures Update

This memorandum updates Council on pedestrian and cycling safety measures being installed at four locations starting in September 2019 and will be completed by the end of the year. A safety campaign is being conducted in conjunction with the installations, with a media event planned for September 2019.

In October 2017, Council received a traveller safety report indicating that rates of injury sustained by pedestrians and cyclists are higher compared to other modes of travel

While motorists account for the majority of trips on Regional roads, the ratio of injury to collisions for pedestrians and cyclists is considerably higher compared to other modes of travel. Approximately 95 per cent of collisions involving pedestrians and 81 per cent of collisions involving cyclists resulted in injuries or fatalities, compared to 25 per cent involving motorists (Table 1). Staff will be conducting further analysis to identify potential strategies and measures to improve pedestrian and cyclist safety and report back to Council with an action plan and implementation strategy.




Table 1
Traveller Collisions and Injury


Traveller	Number of Collisions in 2016	Percentage of Injury/Fatality
Motorist	7,769	25%
Transit	118	10%
Pedestrian	169	95%
Cyclist	106	81%

In June 2019, Council adopted a report that included various short-term operational measures to improve pedestrian and cyclist safety

On [June 27, 2019](#), Council adopted the Pedestrian and Cyclist Safety Improvements report which included implementing a suite of operational measures on a pilot basis to evaluate effectiveness. Recommended short-term operational measures applicable to Regional roads are outlined in Table 2.

Table 2
Pedestrian and Cyclist Operational Measures

Operational Measure	Signage
Prohibit right turn on red	
Leading Pedestrian Interval (Head Start) Traffic Signal	
Protected left turn movement	

Operational Measure	Signage
Additional Warning Signage	

Based on a review of potential risk exposure to pedestrians and cyclists, the following intersections were selected for implementation of these operational measures on a pilot basis:

- Bathurst Street (Y.R. 38) and Carrville Road/Rutherford Road (Y.R. 73)
- Bathurst Street (Y.R. 38) and Clark Avenue
- Major Mackenzie Drive (Y.R. 25) and Bayview Avenue (Y.R. 34)
- Yonge Street (Y.R. 1) and Clark Avenue

Staff will perform ongoing monitoring for one year to evaluate safety benefits and understand corresponding impacts. Based on the results, these operational measures will be considered for permanent installation, as well as applicability at other locations.

An intersection safety campaign will be launched to promote the new pedestrian and cyclist safety measures

A media event will be held this fall at one of the improved intersections to launch the intersection safety campaign and engage the community. Event partners include York Region, York Regional Police, Ministry of Transportation of Ontario, York Region District School Board and the local municipality. In the following weeks, staff and York Regional Police will also host public outreach events at the other three pilot locations.

A range of communication tactics will inform travellers of the changes at each pilot intersection, promote safety and gather feedback

The intersection safety communications plan includes the following communication tactics to effectively reach motorists, cyclists and pedestrians who travel through the pilot locations:

- On-street signage and custom decals on the four sidewalk corners
- Community outreach events (three remaining pilot locations)
- Social media posts (Facebook, Twitter, Instagram)
- Additional website content about the pilot and the locations (york.ca)
- Personal contact and notices (homes, businesses, schools, YRT, local retailers close to the intersections)
- Radio advertising (680 News tags, 105.9 The Region)
- On-air interview with Director, Roads and Traffic Operations on 105.9 The Region

An evaluation of the communication tactics and feedback gathered from the community will help to measure the success of the pilot and inform next stages of the campaign.

Paul Jankowski
Commissioner of Transportation Services

Bruce Macgregor
Chief Administrative Officer

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