

# Q&A: Speed Reduction Pilot Proposal

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The following Q&A was prepared based on questions and comments submitted to the online survey (Mar. 2 – 19), and the live virtual event (Mar. 11).

All questions and comments submitted through the survey and the live event will be provided to Council for consideration when the Traffic Advisory Committee brings the proposed pilot forward for decision.

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## Data/Statistics:

### What data supports the speed reduction? Is there data that shows traffic accidents are reduced by lower speeds?

- TAC receives approximately 30 speeding complaints per year, and about 20 per cent of those come from Southfork.
- When TAC receives speeding complaints, they often measure the speeds using speed awareness signs (often in stealth mode) throughout the city to determine speeds. A review of this data indicates that people are generally complying. When provided with these findings, the members of the public who have submitted complaints then indicate that 50 km/hr is too fast.
- In terms of evaluating whether 50 km/hr is too fast—a collision between a pedestrian and a car travelling:
  - At 50km/hr = 20% chance of pedestrian survival
  - At 40km/hr = 60% chance of pedestrian survival*(from WHO speed manual)*

### How many traffic accidents have there been in Southfork?

- From 2016 – 2020, there were seven non-fatal injury collisions in Southfork.
- In 2019-2020, there were 54 total traffic collisions involving property damage in Southfork (which does not include the entrance to Southfork).

### Are there a lot of pedestrian-involved traffic accidents in Leduc's other residential areas?

- Pedestrian-involved traffic accidents do happen here in Leduc. There was a recent example specifically in Southfork where a child was struck at 30 km/hr. Thankfully, the child is still with us today. With a faster speed in a similar collision, the outcome would likely be less fortunate.

### Do you have any statistics on accidents, near-accidents or speeding tickets that support the pilot?

- Leduc is a relatively small city, and therefore does not generate a lot of significant data points.
- The recommendation from TAC is centered around what happens if a pedestrian is struck and how we can lessen injuries and prevent fatalities, not how many times have people been struck in Leduc.

### What is the ratio of traffic incidents based on traffic count?

- The City does not collect this type of data.

### How will the pilot's success be measured?

- At this point in time, TAC is interested in gauging how public perception of speed changes over the pilot period. Exact metrics and methods have not been determined.

### **Have you talked to other communities that have implemented something similar about the effectiveness of their programs?**

- We have been in conversations with a number of other municipalities. The most notable was the City of Edmonton, which experienced positive safety improvements in their pilot program.

### **Is this proposal resident-driven or City-driven?**

- This proposal was created due to complaints from residents about the speed limits being too fast in the City of Leduc.

## **Costs/Enforcement:**

### **Is this being done to increase revenue for the city through increased speed enforcement?**

- The City is approaching this from an educational standpoint.
- TAC's data indicates that an overwhelming majority of drivers do not speed above the posted speed limit.
- On Southfork Drive, the current 85<sup>th</sup> percentile speed is 47 km/hr, which suggests that people do follow the posted speed limits without the need for a lot of enhanced enforcement.
  - Reducing that speed to below 40 km/hr would, in theory, see the same majority of people do the same thing without the need for enforcement.

### **What is the cost of this project to Leduc taxpayers?**

- Southfork was chosen because it is a cost-effective community for a trial. There are only two signs needed (one at each entrance to the community). It is estimated these signs will cost approximately \$2,000 - \$4,000.

### **Will the new lower speed be enforced to ensure compliance?**

- The approach will be to educate residents in the area without the use of excessive enforcement.

### **Will extra photo radar be set up in Southfork, to generate more revenue for the City?**

- There are no plans to expand the use of photo radar outside of the zones where it is currently deployed, which focus on playgrounds, schools and areas of collisions.

### **Will the pilot come with increased speed monitoring, such as with peace officers or less obvious speed awareness signage?**

- The approach will be to educate residents in the area without the use of excessive enforcement.

### **How will reducing the speed limit be effective without enforcement?**

- On Southfork Drive, the current 85<sup>th</sup> percentile speed is 47 km/hr, which suggests that people do follow the posted speed limits without the need for a lot of enhanced enforcement.
  - Reducing that speed to below 40 km/hr would, in theory, see the same majority of people do the same thing without the need for enforcement.

### **Can residents report cars that go over the new speed limit?**

- Yes, residents can call Enforcement Services at 780-980-1537.

## Other Considerations:

### Has consideration been given to putting pedestrian lights at crosswalks instead?

- TAC currently readily installs solar-powered flashing lights at many uncontrolled crossings in the City. This is part of the overall strategy to make the streets safer. If a resident would like to submit a specific request to TAC for consideration, they may call the City at 780-980-7107.

### Have four-way stops been considered as a way to slow down traffic instead?

- Four-way stops will delay the traffic travel times far more than lowering the speed limits, and traffic flow is important.

### Has the difference in driving time in the neighbourhood been determined (40 vs 50 km/hr)?

- Members of Leduc Enforcement Services drove from Father Leduc to the entrance to Southfork and from Sturtz bend to Southfork Drive, and the difference in travel time at 50 km/hr and 40 km/hr was only 19 and 18 seconds respectively.

### Instead of reducing the limit, could we have better parking, crosswalk and traffic controls?

- Speed is just one part of the overall strategy. Street parking actually aids in speed reduction, as the tighter the corridor seems the slower traffic tends to drive due to the congested feel.

### Instead of making the whole area a 40 km/hr zone, why isn't the city installing speed cameras in school and park zones, which are already 30 km/hr, but the speeds are rarely followed or enforced?

- While not perfect, data shows that Leduc has a high rate of compliance in our 30 km/hr zones.
- Speed awareness signs in Southfork show the average speed at the park is right around 30 km/hr.

### Can you reduce blind-spots by enforcing parking bylaws and putting up mirrors to assist drivers on blind corners instead?

- TAC frequently looks at complaints sent in regarding visibility concerns, and in many instances has extended the no parking zones to allow for increased visibility. If a resident would like to submit a specific request for to TAC for consideration, they may call the City at 780-980-7107.

### Have other speeding deterrents been considered to enforce the current limit, such as live speed signs that show drivers how fast they are going?

- There are currently four speed signs in Southfork telling drivers how fast they are going.

### Will any physical traffic calming solutions be used in tandem with the pilot, such as speed bumps, raised crosswalks, painted curbs, or curb extensions?

- TAC reviews requests to modify parking locations, additional lit pedestrian crossings, and geometry changes as they are requested by the community in specific locations for appropriateness.
- There are currently several locations in Southfork in the que for lit pedestrian crossing additions this summer. Those elements are not part of the pilot as any changes of that type are intended to be permanent.

### Isn't 30 km/hr an even better choice, since it's the proven speed for maximum safety, as well as to ensure consistency with the playground zones?

- 30 km/hr would increase the likelihood of surviving a crash up to 90 per cent.
- While this would further increase safety, there are other factors to consider including regional consistency (this is being implemented in Edmonton, Beaumont, Airdrie, Calgary, St. Albert, and

other communities). In many other communities piloting this type of initiative, 40 km/hr has been the chosen limit.

- The 30 km/hr zone within the 40 km/hr area also further visually emphasizes the reduced speed in a high pedestrian location.

#### **Could a light be installed at the Husky/Southfork Drive intersection?**

- There is a pedestrian crossing light at this location, and adding another traffic light that close to Highway 2A is not preferred due to queuing lengths.

#### **Why aren't you extending this pilot to all residential neighbourhoods in the city, when speeding is not just a Southfork issue? How can a decision be made without all of us involved in the trial?**

- The intent of any pilot is to measure the effectiveness of a program prior to full implementation. In this case, Southfork was chosen due to its high number of speed complaints and because the minimal access points to the neighbourhood make the pilot cost-effective. For these reasons, Southfork was chosen as the trial neighbourhood. If the pilot goes well, further expansion of the program could be implemented.

#### **Has an education campaign in schools been considered, to teach kids not to play on the road?**

- The City does have initiatives to work with the schools where an issue is observed. A specific communication campaign to request kids not to play on the street is not currently under consideration.

#### **Will pedestrian compliance with crosswalks and stop signs be addressed as well?**

- This is not part of the pilot program and has not been identified as an area of concern to TAC. If a resident would like to submit a request to TAC for consideration, they may call the City at 780-980-7107.

#### **Can the timeframe of the pilot be reduced from two years to one?**

- Any change in the timeline would be driven by Council. As the current prevailing metric of success is public perception of speed, changes to the timeline will depend upon how accepted the pilot is.

## **Status Quo:**

#### **Can we leave the main roads like Southfork Drive at 50 km/hr?**

- Leaving the main roads at 50 km/hr effectively renders the pilot not feasible for a number of reasons.
- The cost to increase signage could dramatically increase the cost of the initiative by thousands of dollars.
- Additionally, our data suggests that traffic on local residential roadways are already going below 40 km/hr, which would mean a signage cost for no real change there; while those main collector roads such as Southfork Drive would continue to remain areas of concern.

#### **What is the value of implementing the pilot program, if most drivers are already going below 40 km/hr?**

- Most drivers are not going below 40 km/hr on the collector streets. This pilot will bring all roads in the neighborhood (aside from alleys, which are 20 km/hr) to 40 km/hr. By lowering the speed limit, we expect to see the average speeds decrease, which improves safety.