

## REPORT TO COUNTY COUNCIL

# Post Monitoring Speed Reviews – Beachville, Delmer, Verschoyle, Embro, Kintore and Uniondale

**To:** Warden and Members of County Council

**From:** Director of Public Works

## RECOMMENDATIONS

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1. That Oxford County Council receive Report PW 2025-13 regarding post monitoring speed reviews completed in Beachville (Oxford Road 9), Delmer (Oxford Road 20), Verschoyle (Oxford Road 10), Embro (Oxford Road 6), Kintore (Oxford Road 16, Oxford Road 119), and Uniondale (Oxford Road 28, Oxford Road 119);
2. And further, that Oxford County Council endorse the implementation of further traffic calming measures in Beachville (Oxford Road 9), Delmer (Oxford Road 20), Embro (Oxford Road 6), Kintore (Oxford Road 16, Oxford Road 119), and Uniondale (Oxford Road 28, Oxford Road 119) as recommended in Report PW 2025-13.

## REPORT HIGHLIGHTS

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- The purpose of this report is to present the findings and recommendations of post monitoring speed reviews recently undertaken in the communities of Beachville, Delmer, Verschoyle, Embro, Kintore, and Uniondale.
- Previously implemented traffic calming measures in the subject study areas have had some impact in lowering vehicle operating speeds; however, further reductions in operating speeds are needed and additional measures are being recommended. Additional traffic calming measures include the installation of electronic speed feedback signs, additional posted speed signs, and flexible centre line delineators.
- Staff are also recommending the future installation of physical features such as horizontal deflection and road narrowing at the approaches into Embro, subject to the outcome of the Plattsville pilot study (curb bump outs/centre island) being implemented this year on Oxford Road 8 near Hofstetter Road.
- Implementation of Automated Speed Enforcement (ASE) in Beachville, Embro and Kintore Community Safety Zones is pending future Council approval of an ASE program for the County-wide road network.

## **IMPLEMENTATION POINTS**

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Immediate traffic calming measures in Beachville, Delmer, Kintore, and Uniondale will be implemented in 2025 following Council authorization. Future implementations, such as physical road narrowing features in Embro and potential Automated Speed Enforcement (ASE) in designated Community Safety Zones, will be subject to Council approval and pilot project outcomes.

### **Financial Impact**

Funding for implementation of immediate traffic calming measures for Beachville, Delmer, Kintore, and Uniondale is available in the 2025 Business Plan and Budget. Recommendations for future implementations of additional traffic calming measures will be brought forward to County Council for approval through annual Business Plan and Budgets.

### **Communications**

Staff liaised with respective Area Municipality staff representatives and Ontario Provincial Police (OPP) throughout the establishment of the outcomes (findings and recommendations) of the post monitoring speed reviews noted above. County staff then presented the review findings and recommendations to the respective Area Municipality Councils on the following dates:

- Beachville, Delmer and Verschoyle were presented to the Township of South-West Oxford Council on Tuesday, February 4, 2025; and,
- Embro, Kintore, Uniondale was presented to the Township of Zorra Council on Wednesday, February 5, 2025.

Community consultation and engagement efforts for the proposed speed management and traffic calming implementation measures in the subject areas began the week of February 18 and included information posted on the Oxford County website, social media, and hand-delivered resident notices in the areas of the proposed changes. Information sent to residents explained the proposed measures for their area and how to request a delegation and/or submit written comments to be received by County Council at the March 12, 2025 Council meeting. Resident notices and online information were shared with Township of South-West Oxford and Township of Zorra staff.

Following County Council's authorization to proceed with the recommended traffic calming measures, Public Works and the Communications team will develop proactive communications that identify the speed management and traffic calming measures planned for implementation. This may include social media, direct mailing, advertising, and/or other approaches.

A copy of Report PW 2025-13 will be forwarded to the Township of South-West Oxford, Township of Zorra, and Ontario Provincial Police pending endorsement by County Council.



## 2023-2026 STRATEGIC PLAN

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Oxford County Council approved the [2023-2026 Strategic Plan](#) on September 13, 2023. The Plan outlines 39 goals across three strategic pillars that advance Council's vision of "Working together for a healthy, vibrant, and sustainable future." These pillars are: (1) *Promoting community vitality*, (2) *Enhancing environmental sustainability*, and (3) *Fostering progressive government*.

The recommendations in this report support the following strategic goals.

### Strategic Plan Pillars and Goals

PILLAR 1	PILLAR 2	PILLAR 3
		
<b>Promoting community vitality</b>	<b>Enhancing environmental sustainability</b>	<b>Fostering progressive government</b>
<p>Goal 1.3 – Community health, safety and well-being</p> <p>Goal 1.4 – Connected people and places</p>		<p>Goal 3.1 – Continuous improvement and results-driven solutions</p> <p>Goal 3.2 – Collaborate with our partners and communities</p>

See: [Oxford County 2023-2026 Strategic Plan](#)

## DISCUSSION

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### Background

The County-wide approach for speed management and traffic calming was adopted by County Council through Report [PW 2019-14](#), and identifies the following key principles considered when assessing the County-wide road network for the development of recommended speed management and traffic calming implementation measures:

- Adoption of posted speeds and speed zone limits which are consistent with the driving environment in accordance with *Canadian Guidelines for Establishing Posted Speed Limits – Transportation Association of Canada (TAC) – 2009*.
- Regular/ongoing speed monitoring in communities and settlement areas.
- Information sharing/collaboration with Police, municipalities, and community members.
- Identifying and prioritizing implementation of traffic calming measures.

- Consideration of speed management, traffic calming, and road safety measures as part of road design/geometry for planned future road rehabilitation/land development.
- Ongoing monitoring to evaluate effectiveness of speed reduction, traffic calming, and road safety measures following implementation.

As part of the County-wide approach, post monitoring speed reviews were recently completed within the following study areas to evaluate the effectiveness of previously implemented traffic calming measures:

- Oxford Road 9 (**Beachville**)
- Oxford Road 20 (**Delmer**)
- Oxford Road 10 (**Verschoyle**)
- Oxford Road 6 (**Embroy**)
- Oxford Road 16, Oxford Road 119 (**Kintore**)
- Oxford Road 28, Oxford Road 119 (**Uniondale**)

Through 2020 to 2023 various traffic calming measures were implemented in **Beachville, Delmer, Verschoyle, Embroy, Kintore, and Uniondale** as follow up to the findings and recommendations of speed management and road safety reviews undertaken in each respective community. The implemented traffic calming measures as summarized below, were endorsed by County Council through various staff reports and budget approvals.

#### **Beachville (Oxford Road 9)**

Implemented in December 2020 as per recommendations contained in report [PW 2020-30](#).

- Installation of electronic speed feedback signs at west and east approaches where the 50 km/h zone begins.
- Elimination of 80-60-50 km/h speed transition, 80 km/h zone limits were adjusted to the limits of the existing 50 km/h zone.

Implemented in February 2021 as per a Council resolution with respect to recommendations contained in report [PW 2021-01](#).

- Re-instatement of the previous limits of the 80 km/h zone and extension of the 50 km/h zone limits to where 80 km/h begins at the west and east approaches.

Implemented in June 2022 as per recommendations contained in report [PW 2021-32](#).

- Adjustment of 50 km/h speed zone at west approach to align with the community limits.
- Installation of shark teeth pavement markings at the west and east approaches in advance of the 50 km/h zone.
- Installation of flexible centre line delineators where the 50 km/h zone limits begin.

Implemented in November 2023 as per recommendations contained in report [PW 2023-05](#).

- Community Safety Zone installation from Zorra Line (Oxford Road 11) to the east village limit where the 50 km/h zone begins.

### **Delmer (Oxford Road 20)**

Implemented in June 2022 as per recommendations contained in report [PW 2021-26](#).

- Adjustment of posted speed from 50 km/h to 60 km/h through the community.
- Installation of electronic speed feedback signs at the west and east approaches where the 60 km/h zone begins.
- Installation of transverse pavement markings at the west and east approaches in advance of the 60 km/h zone.

### **Verschoyle (Oxford Road 10)**

Implemented in May 2024 as per recommendations contained in report [PW 2023-28](#).

- Adjustment of 60 km/h speed zone limits to align with the built-up limits of the village.
- Installation of flexible centre line delineators at the village approaches and mid point within the community.

### **Embro (Oxford Road 6)**

Implemented in November 2019 as per recommendations contained in report [PW 2019-51](#).

- Adjustment of 50 km/h speed zone limits at approaches to align with the built-up limits of the community.
- Relocation of existing electronic speed feedback sign at south approach to align with the adjusted 50 km/h zone limit.

Flexible centre line delineator pilot project implemented in June through August of 2022. Final pilot project study results reported in report [PW 2023-17](#).

- Installation of flexible centre line delineators at the approaches and other locations throughout the community.

Controlled pedestrian crossing (PXO) installed in May 2022.

Community Safety Zone (CSZ) designation (on Oxford Road 6 from John Street to Halladay St) to be implemented in Q1 2025.

### **Kintore (Oxford Road 16, Oxford Road 119)**

Implemented in June 2021 as per recommendations contained in report [PW 2021-10](#).

- Installation of 40 km/h school zone during prescribed times for AJ Baker Public School.
- Installation of electronic speed feedback signs at the west approach.
- Adjustment of 60 km/h speed zone limit at the north end approach.

Installed curb drops, tactile sidewalk plates, and ladder crosswalk pavement markings at the all-way stop intersection in October 2022 utilizing funds contained within the Council approved 2022 Business Plan and Budget.

### **Uniondale (Oxford Road 28, Oxford Road 119)**

Implemented in June 2022 as per recommendations contained in report [PW 2021-26](#).

- Adjustment of 60 km/h speed zone limits at the north and south approaches to align with the village limits.
- Implementation of new 60 km/h speed zone on Oxford Road 28.
- Installation of electronic speed feedback signs at the north and south approaches where the 60 km/h zone begins.
- Installation of transverse pavement markings at the north and south approaches in advance of the 60 km/h zone.

### **Comments**

The findings and proposed recommendations of the post monitoring speed reviews completed in Beachville, Delmer, Verschoyle (Township of South-West Oxford) and, Embro, Kintore, Uniondale (Township of Zorra) are detailed in Attachments 1 and 2 respectively. Area Municipality representatives and Ontario Provincial Police are supportive of the speed management and traffic calming measures being recommended.

#### **Post Monitoring Speed Reviews – Beachville, Delmer, Verschoyle, Embro, Kintore and Uniondale**

Speed data (24 hr/7 day) was collected in Beachville, Delmer, Verschoyle, Embro, Kintore, and Uniondale to assess the effectiveness of the various traffic calming implementation measures previously implemented as noted above.

Within the study areas, post monitoring speed data showed that previously implemented traffic calming measures were having some positive effects in reducing vehicle operating speeds (85<sup>th</sup> percentile); however, additional measures were needed to further promote speed reduction for incoming/outgoing vehicles at approaches and within these communities.

Although post monitoring speed data showed that previously implemented speed management and traffic calming measures had varying degrees of success across these communities, there were underlying take aways identified throughout. It was generally observed that electronic speed feedback signs were effective at reducing incoming vehicle operating speeds on approaches and that flexible centre line delineators were effective at reducing outgoing speeds within communities and at their outer limits where speeds transitioned back to 80 km/h.

In Verschoyle, where previously collected speed data showed that incoming speeds were acceptable and outgoing speeds were excessive, the installation of flexible centre line delineators at the approaches and mid point of the village were effective at reducing outgoing speeds by 12 – 13 km/h with little to no change observed for previously acceptable incoming speeds. Post monitoring speed data showed that vehicle operating speeds for traffic within the community and at incoming/outgoing approaches are all within acceptable levels, therefore no further implementation measures are being recommended at this time.

### Recommendations for Immediate Implementation

The speed management and traffic calming recommendations for immediate implementation in 2025 are as follows:

#### **Beachville (Oxford Road 9)**

- Installation of flexible centre line delineators where 50 km/h zone begins and throughout the 50 km/h zone.
- Installation of additional regulatory speed signs throughout the 50 km/h zone.

#### **Delmer (Oxford Road 20)**

- Installation of flexible centre line delineators where 60 km/h zone begins and throughout the 60 km/h zone.

#### **Embro (Oxford Road 6)**

- Installation of Community Safety Zone from John Street to Halladay Street.

#### **Kintore (Oxford Road 16, Oxford Road 119)**

- Installation of flexible centre line delineators on west, north, east and south approaches.
- Installation of electronic speed feedback signs on north, east and south approaches.

#### **Uniondale (Oxford Road 28, Oxford Road 119)**

- Installation of flexible centre line delineators on north, east and south approaches.
- Installation of electronic speed feedback sign on east approach.

#### **All Study Locations**

- Continuation of post monitoring speed and collision data collection/review and information sharing with Police and Area Municipalities.

### Recommendations for Future Implementation

The speed management and traffic calming recommendations for future implementation in 2026 and beyond are as follows:

#### **Embro (Oxford Road 6)**

- Implementation of physical features to reduce vehicle operating speeds, such as horizontal deflection and road narrowing at the north and south approaches through installation curb bump outs and centre islands, subject to the outcome of the Plattsville pilot study and subsequent Council approval.

#### **Beachville (Oxford Road 9), Embro (Oxford Road 6) and Kintore (Oxford Road 119)**

- Implementation of Automated Speed Enforcement (ASE) in Community Safety Zones pending Council approval of an ASE program for the County-wide road network.



## CONCLUSIONS

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Ongoing monitoring following the initial implementation of speed management and traffic calming measures, as one of the key principles of the County-wide traffic calming approach, has identified the need for additional immediate implementation measures in Beachville, Delmer, Embro, Kintore, and Uniondale. Post speed monitoring data has also identified the need for construction of physical features at the community approaches of Embro to reduce vehicle speeds, pending the outcome of the Plattsville pilot study (curb bump outs/centre island).

Staff will continue to collaborate with Area Municipalities, stakeholder agencies, Police, and community members to monitor vehicle operating speeds and evaluate the effectiveness of traffic calming measures and make further incremental changes as necessary.

## SIGNATURES

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Original signed by

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### Departmental approval:

Original signed by

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### Approved for submission:

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Benjamin R. Addley  
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## ATTACHMENTS

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Attachment 1: Post Monitoring Speed Review – Delmer, Beachville and Verschoyle  
Attachment 2: Post Monitoring Speed Review – Embro, Kintore and Uniondale