



## Council Report

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**Report Number:** ENG2022-033  
**Meeting Date:** September 27, 2022  
**Title:** Community Area Speed Limit Project Update  
**Description:** Update on Progress to the Community Area Speed Limit Project  
**Author and Title:** Joseph Kelly, Senior Engineering Technician

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### Recommendation(s):

**That** Report ENG2022-033, **Community Area Speed Limit Project Update** , be received.

**Department Head:** \_\_\_\_\_

**Financial/Legal/HR/Other:**\_\_\_\_\_

**Chief Administrative Officer:**\_\_\_\_\_

## **Background:**

At the Council Meeting of July 16, 2019, Council adopted the following resolution:

### **CR2019-453**

**Moved By** Councillor Dunn

**Seconded By** Councillor Yeo

**That** Report ENG2019-013, **Request for City Wide Speed Reduction**, be received;

**That** Council approve Option 2 - All Designated Community Speed Zones - With Exclusions, as detailed in Report ENG2019-013;

**That** the matter be referred to the Communications Division to develop a public consultation and planned education campaign; and

**That** the matter be placed in the 2020 Budget for staged implementation commencing in January 2020.

This report updates those directions.

## **Timeline**

Shortly after the above mentioned resolution, Engineering staff held multiple consultations with Communications Staff as they developed the education campaign.

In early 2020, due to the state of emergency caused by the pandemic, Council reprioritized all works. As a result, this project was put on a temporary hold.

After services were brought back on-line, a Request for Quotations for the installation of the 40 km/hr speed zone signs went out with a submission deadline of September 9, 2021. The contract to remove, replace and install speed zone signs was awarded on September 10, 2021. It was decided that due to the pandemic delay the rural Phase 1 and Phase 2 would be combined and now referred to as Year 1 while the urban Phase 3 would now be Year 2.

## **Public Education Campaign**

From October 2021 through to the planned completion date in 2023, the City has been running an ongoing public education campaign for the program called "40 is the new 50".

This campaign shares the reason Council requested the speed reduction, where and when the rollout occurs, and how Police will enforce the reduced speeds.

Elements of the plan include:

- [Dedicated webpage www.kawarthalakes.ca/new40](http://www.kawarthalakes.ca/new40)
- Press releases at each campaign milestone, with resulting media coverage
- Newspaper advertising
- Road signs – mobile signs in appropriate communities on rollout
- Radio campaign (Bounce FM 91.9), 4 weeks in 2021, 4 weeks in 2022
- Resident lawn signs program (more than 100 signs requested)

Engineering provides Communications with updates on completed and scheduled installations regularly which are reflected in updates to the webpage and campaign rollout.

The first install date for Year 1 was in December 2021. All but Omemee in Year 1 were completed by August 2022 as shown in Figure 1.

Figure 1. – Chart showing sign install date per community

<b>Community</b>	<b>Install Date</b>
Burnt River	20-Dec-21
Coboconk	20-Dec-21
Kinmount	20-Dec-21
Kirkfield	20-Dec-21
Manilla	20-Dec-21
Pontypool	1-Jan-22
Janetville	1-Jan-22
Oakwood	14-Jun-22
Seagrave	14-Jun-22
Sonya	14-Jun-22
Woodville	14-Jun-22
Bethany	15-Jun-22
Little Britain	16-Jun-22
Norwood	26-Aug-22
Victoria Road	26-Aug-22

Omemee is scheduled to be completed in September/October which will conclude Year 1 (Omemee may be completed by the time this report is presented). Year 2 will include Bobcaygeon, Fenelon Falls, and Lindsay. Depending on the contractor's schedule and progress obtaining locates, Year 2 could begin in this calendar year and is scheduled to be completed by September 2023.

### **Other Alternatives Considered:**

N/A

### **Alignment to Strategic Priorities**

Providing life safety and protection, is a priority objective of the City under the Council Adopted Strategic Plan Goal of An Exceptional Quality of Life.

### **Financial/Operation Impacts:**

Costs will be within the 2020 approved budget.

### **Consultations:**

Manager of Communications, Advertising and Marketing

### **Attachments:**

Appendix A – Original Council Report ENG2019-013



Adobe Acrobat  
Document

**Department Head email:** [jrojas@city.kawarthalakes.on.ca](mailto:jrojas@city.kawarthalakes.on.ca)

**Department Head:** Juan Rojas, Director of Engineering & Corporate Assets

**Department File:** Engineering