



## Council Memorandum

<b>Date:</b>	May 9, 2023
<b>To:</b>	Committee of the Whole
<b>From:</b>	Councillor Yeo and Deputy Mayor Richardson
<b>Re:</b>	Electronic Speed Signs Program, Community Traffic Calming

### Recommendation

**That** the Memorandum from Councillor Yeo and Deputy Mayor Richardson, **regarding Electronic Speed Signs Program**, be received;

**That** Staff report back on a capital cost recovery for Electronic Speed Sign Program within built up areas in the City, including the waiving of any lease agreements between the City and Community for installations, by the end of Q3, 2023;

**That** Staff consider budget implications of purchasing Electronic Speed Signs in bulk and offer them to the community at a reduced rate.

**That** this recommendation be forwarded to Council for consideration at the next Regular Council Meeting.

### Rationale

Electronic speed signs provide an effective and reliable traffic calming solution for reducing the number of speeding drivers. Tests repeatedly show that speeders will slow down up to 80% of the time when alerted by a radar speed sign. In addition, typical speed reductions are 10-20% and overall compliance with the posted speed limit will go up by 30-60%. Radar speed signs are particularly effective at impelling “super speeders” (speeders driving 20 mph or more over the posted speed limit) to slow down



There is a demand for access to these electronic signs from many cottage groups, neighbourhoods, and built up areas across the City. On Occasion, the City will buy in bulk in order to be cost effective.

Rather than each of these groups paying top dollar for a sign, perhaps the City could consider buying these signs in bulk and offer them at a reduced rate to our Community.