

Traffic Calming, Basic Upgrades & How to Find Clarksburg



Traffic Calming

What, how and why

What is Traffic Calming? Traffic calming is a term commonly associated with physical features such as: speed humps, pinch-points, and chicanes. They are installed on a road to reduce the speeds at which vehicles travel, to discourage through traffic, to improve traffic safety, and to improve comfort levels for all road users.

Why use traffic calming efforts?

- Reduce the speed of traffic
- Improve safety for drivers and pedestrians
- Enhance safety of pedestrians and cyclists
- Increase the quality life
- Positive effect for business



Types of Traffic Calming Measures:

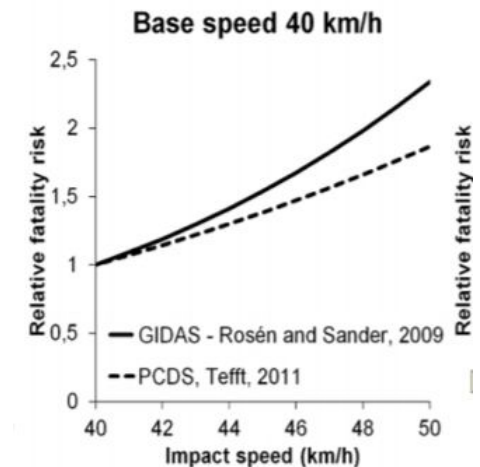
- speed humps
- raised intersections
- chicanes
- curb extensions
- traffic islands
- traffic circles
- raised median islands
- crosswalk
- curb extensions at intersections
- speed monitor such as in Kimberley
- angle parking
- speed limit reduction as t Grey County has recently done in Kimberley and Eugenia, all along Grey Road 13. Bruce County is reducing speed limits in 13 of their communities
- police enforcement



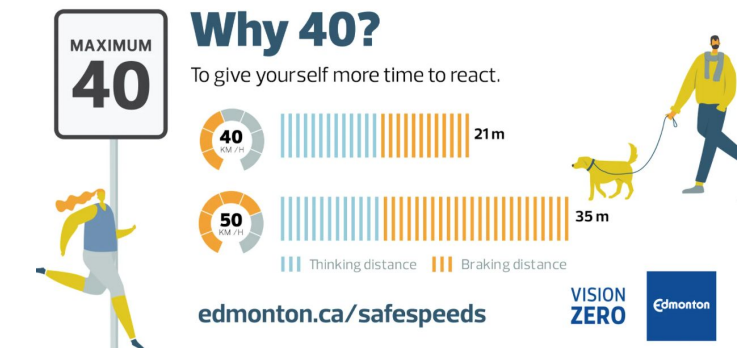
Reducing the Speed Limit

For a safer community

- From Cycle Toronto - Nearly all serious injuries and deaths (83%) happen on arterial roads. When a driver hits a pedestrian at 50 km/h, there is an 85% likelihood that the impact will kill the pedestrian. The fatality rate falls to 30% at speeds of 40 km/h. Not only does lowering the speed limit to 40 km/h drastically improve someone's chances of surviving a collision, but driving at a lower speed can help avoid collisions entirely. Even if someone makes a mistake on the road, the increased reaction time can be the difference between a close call and a life-altering injury or death.
- From Engage Waterloo- The likelihood of survival in a collision between a vehicle and a pedestrian is approximately 15% when the vehicle is travelling at 50 km/h. However, the likelihood of survival increases to 70% when the vehicle is travelling at 40 km/h or below.
- Children walk home from school into Clarksburg
- Clarksburg is a valley and thus the elevation encourages greater speeds
- More children's activities happening downtown - want to keep them safe
- Collingwood Today about Kimberly, On - "Speeding is its own epidemic," said Pat Hoy, director of transportation for Grey County. "We have received more calls about speeding this year than we have ever before. It's a combination of people home during the pandemic, more people walking and cycling. There is a lot of traffic coming up here from the city."
- Proposed to lower from 50km/hr to 40km/hr in the downtown core - "Despite the change not corresponding with the county's official traffic policy, Hoy agreed to the 40 km/h proposal due to the high level of foot traffic in the area."
- Other communities, like Eugenia & Paisley, have recently reduced to 40km/hr

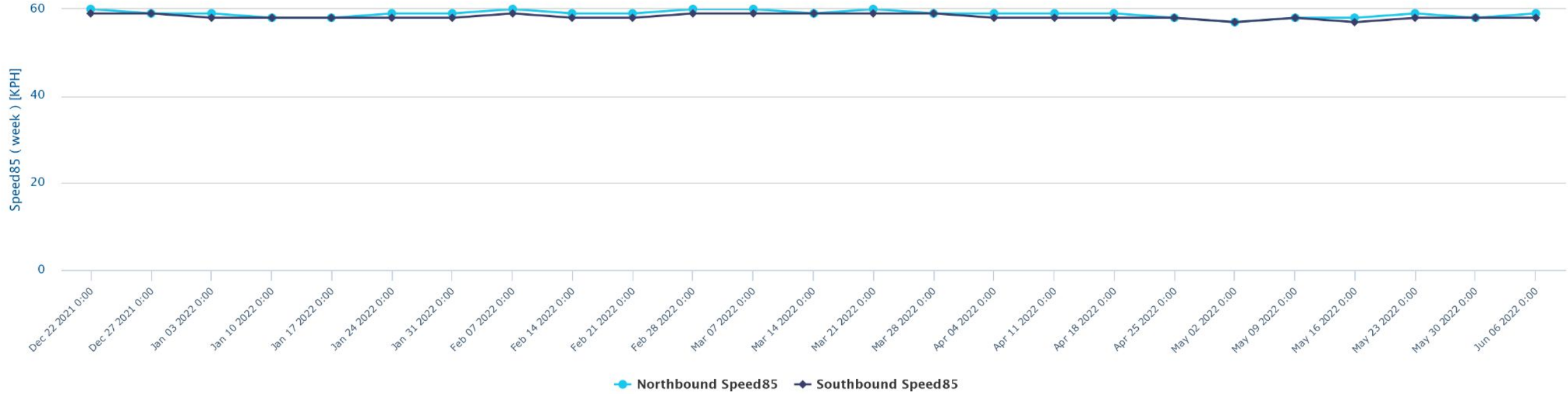


International
Transport
Forum -
Speed and
Crash Risk
Study



Site 3 Marsh St. Clarksburg - 85th Percentile Speed per interval

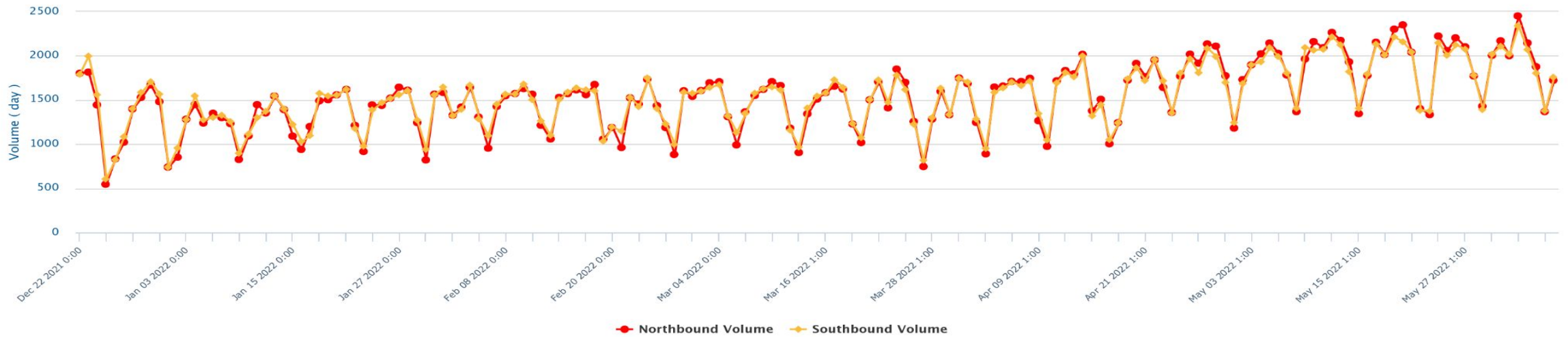
from 12/22/2021 to 6/7/2022 (week interval)



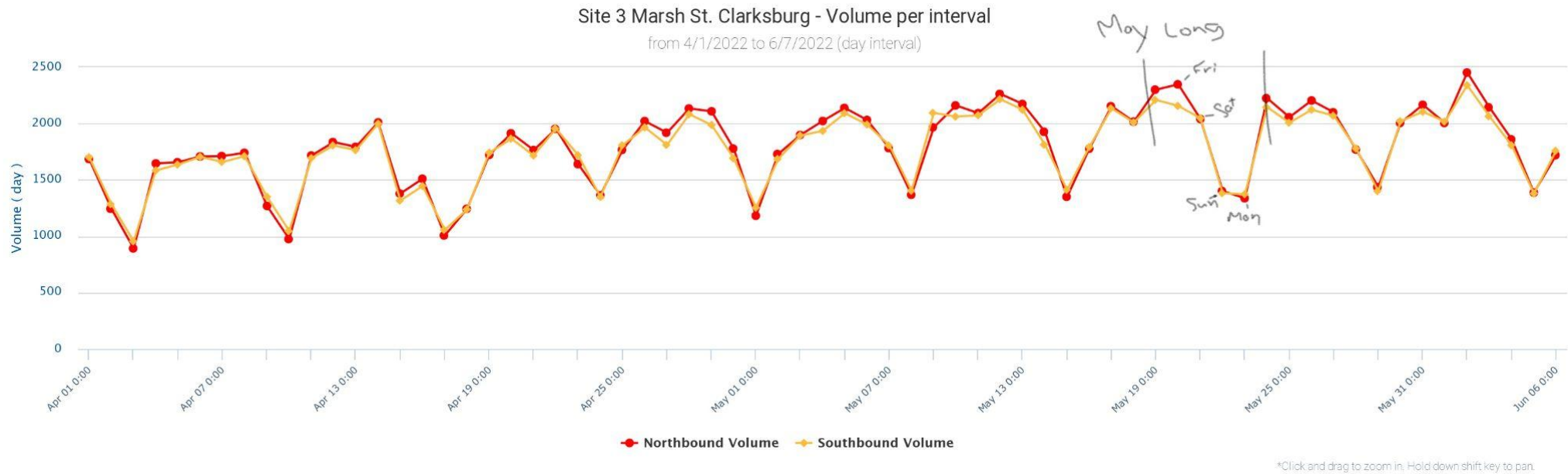
*Click and drag to zoom in. Hold down shift key to pan.

Site 3 Marsh St. Clarksburg - Volume per interval

from 12/22/2021 to 6/7/2022 (day interval)



*Click and drag to zoom in. Hold down shift key to pan.



Volumes:

- For winter, highest volume days are generally weekdays, lowest days are Saturday and Sunday, sometimes Monday. Daily volume between 1800 and 3200 vehicles per day (total both directions)
- For the warmer parts of Spring, highest volume days are reliably Thursday and Friday, lowest are Sunday and Monday. Daily volume between 2900 and 4500 vehicles per day (total both directions)
- May Long weekend: a modest increase in Thursday and Friday volumes northbound leading into the weekend relative to typical weeks. However, the holiday Monday has notably lower volume in both directions compared to a typical Monday (similar to typical Sunday volume rather than weekday volume)

Speeds (posted 50km/h):

- Both travel directions are very similar in speeds
- Average speed from week to week ranges 50 to 53km/h
- 85th Percentile ranges between 57 to 60 km/h week to week. 85th Percentile is a common measure for what most drivers 'feel' is an appropriate speed given the road context. It means 85% of drivers travel at or below the indicated speed. Generally, the 85th Percentile should be +/- 10km/h of the posted speed limit, but will vary based on road context

Beautification

For the downtown core

- 2014 Naussauer *et al* study, Landscape characteristics that visibly demonstrate human presence to care for the landscape and imply a broader attention to societal or neighborhood norms have been called “cues to care”. This includes colourful flowers and food garden
- Quoted from Stewart et al, 2019 study, “showing that marginalized urban neighborhoods can develop from “places of inequities” to “places of transformation” through the creation of community gardens, informal parks, and playgrounds that sustain neighborhood social interaction.”
- Stewart *et al*, 2019, ““Physical changes to a vacant lot may involve simple acts of mowing, pruning overgrown brush, and picking up trash, and could also include more extensive individual investments linked to growing a garden or building a children’s playground. While these acts of cleaning and greening are essential to place-making, they are motivated by the achievement of broader aesthetic and social goals”
- From New Hampshire Municipal Association, “Successful communities pay attention to aesthetics. They control signs, they plant street trees, they protect scenic views and historic buildings and they encourage new construction to fit in with the existing community.”
- Thornbury BIA received \$20,000 to offset watering costs in 2021. Can we have some money too please?



Reminder of private revitalization efforts



Corner of Marsh and Clark – Art gallery, flower shop, ice cream, workout space, e-bike rentals, event centre and more



Before



After

More revitalization in progress



Marsh Street Centre patio project

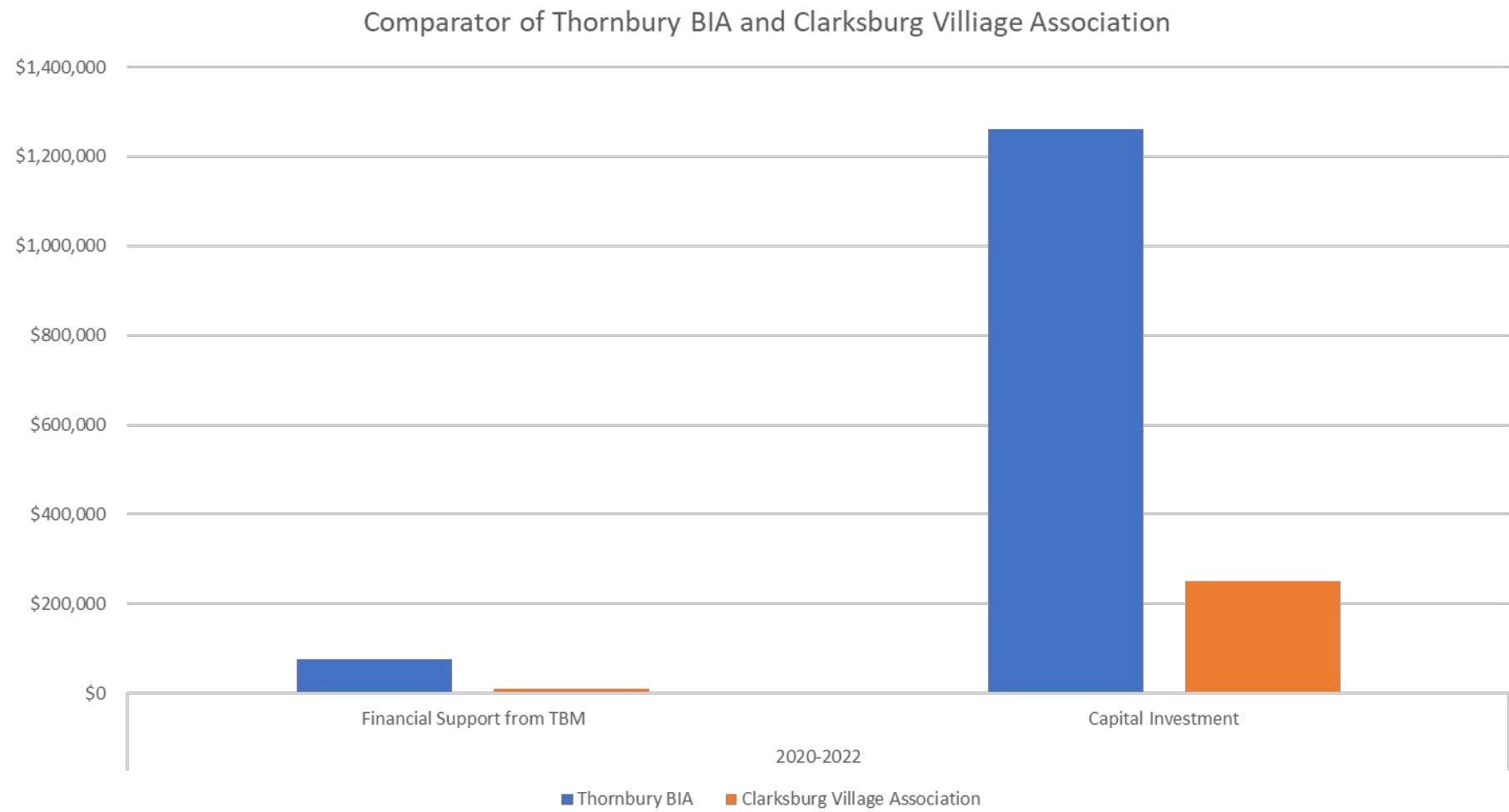


PJ Mart rejuvenation



Funds Awarded 2020-2022

Thornbury and Clarksburg Comparison



Overview of Funds

From previous graph

	2020-2022 Financial Support from TBM	Capital Investment
Thornbury BIA	\$74,777	\$1 260,000
Clarksburg Village Association	\$10,000	\$250,000

- **Thornbury Financial Support:**

- Insurance \$1,200
- Event Sponsorship \$500
- Love Local - \$5000 x 2 years
- Flower Watering \$20,000 x 3 years
- EDAC \$5,000 x 2 years
- \$50,000, winter lighting x 2 years (not including another \$50,000 already budgeted for 2023)

- **Thornbury Capital Investments:**

- Arthur Street Parking \$840,000
- Little River Park upgrade to washrooms, \$420,000

- **Clarksburg Financial Support:**

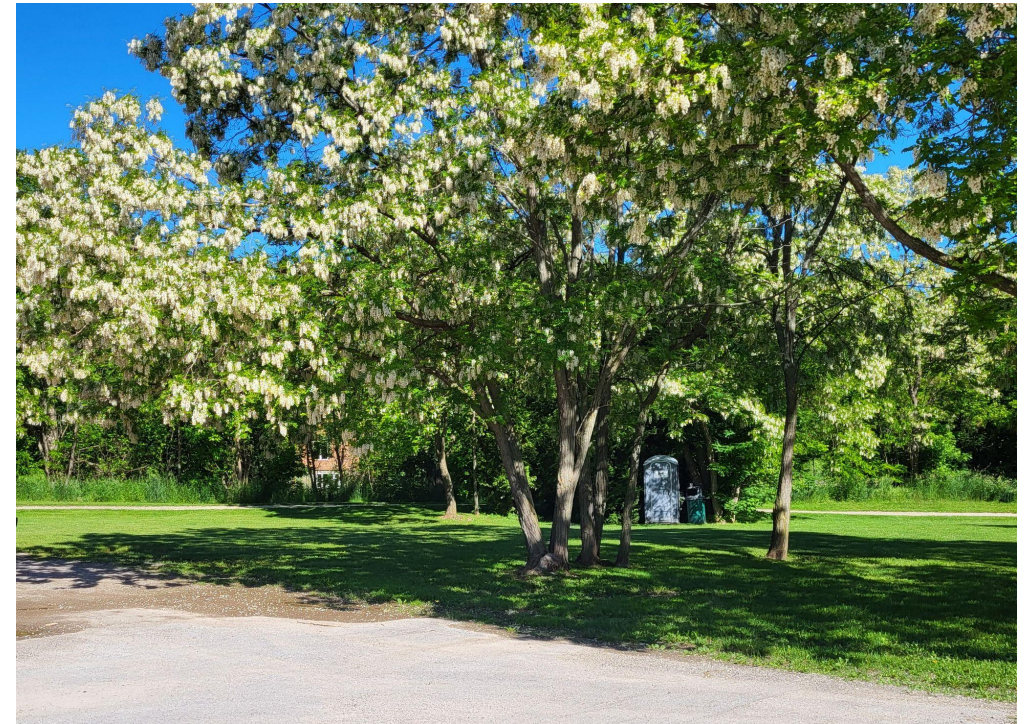
- EDAC \$5,000 x 2 years

- **Clarksburg Capital Investment:**

- Sidewalk Replacement \$250, 000

Public Washrooms

- Currently only have 1 privy located at Lion's Park
- Public toilets should be accessible to all members of a society, without social or physical barriers preventing usage
- From GottaGo! Campaign "[...] a lot of people just can't wait, and it stops people from really engaging in services in their communities because they don't want to be embarrassed or humiliated, or just simply not to have to worry, waiting the next 20-25 minutes until you can get home or to a Tim Horton's somewhere that you can use a washroom. I think that in a fully rounded community you want to see services for everybody so that everybody can participate."
- 100% of the population, everywhere, requires the use of a bathroom.
- There are those within the population who are particularly vulnerable when it comes to the provision of public toilets. People with health concerns (such as overactive bladder, Urinary Tract Infection, Irritable Bowel Syndrome (IBS), Ulcerative Colitis, diverticular disease, Crohn's and Colitis), pregnant women and women in general, children, elderly people, homeless people, and people using wheelchairs, walkers or crutches are highly vulnerable when toilet provision in cities is inadequate (Greed, 2003; Improving Public Access to Toilets, 2008; Kitchen & Law, 2001; Solomon, 2013). These subpopulations each have individual and specific sensitivities, but everyone's needs are all equivalent: sufficient provision of clean, safe, and accessible public toilets.



Addressing Parking Issues

To support our businesses

- Parking is the first touch point a business has with customers. When that interaction is positive, it starts the customer experience off on a good note. On the other hand, a poor parking experience can make customers frustrated from the onset
- With the increase of our local population, there will be a greater demand for parking in our town
- “When you are a relatively new business and haven’t established your presence in the local community yet, you’ll want to hit all the right notes. A readily-available commercial parking lot with flawless paving ensures you check one of them off (“Is there available parking?”) the moment customers drive up to your establishment.”
- INRIX Research combined the world’s largest parking database with survey results from nearly 6,000 drivers in 10 U.S. cities to reveal the cost of parking for drivers, cities and the economy
 - Americans spend an average of 17 hours per year searching for parking, resulting in a cost of \$345 per driver in wasted time, fuel and emissions
 - The U.S. economy bears the brunt of parking pain as 40% of motorists say they have avoided driving to shops due to parking challenges
- **Shows that 1. Time is wasted 2. It’s bad environmentally 3. It deters customers**



Reminder of parking woes



- Parking in places which are not parking spaces
- Parking all day long – detriment to retail
- Speeding through regardless of traffic or pedestrians
- U-turns and the bottom of Marsh and Clark
- And then some



Photos from Monday June 6th and Thursday June 9th, 2022



Wayfinding Signage

So more people can enjoy Clarksburg!

- 2016 Study Hunter *et al*, “Community wayfinding: Pathways to understanding”, It says, “Walkable communities are gaining increasing acceptance as a way to promote walking, and studies have identified various built environmental factors associated with walking. However, community features related to wayfinding have not been fully considered as components of walkable communities. “
 - This study emphasizes need for wayfinding with a growing amount of people opting for active transportation (more people walking along Bruce street and bikers)
- Study from 2018 Keliikoa *et al*, “Wayfinding signs consisted of standard bicycle route confirmation and decision signs showing direction or distance to popular community destinations, including beaches and parks. Intercept surveys (n = 244) were conducted immediately and five months after the wayfinding signs were installed. Overall, 50.5% of pedestrians and 63.3% of bicyclists reported seeing a wayfinding sign along their route. Among those who saw a sign, 41.9% reported that it helped with route decision making. “
- A study from 2021 in the Journal of Urban Design and Mental Health Discusses importance of wayfinding with people living with dementia
 - With the rise of an older demographic in our area, this seems important
 - “Although the stigma exists that I am not able to read because of my dementia, I can say that reading is a function that lasts very long. As a result of this long-lasting ability, simple signage is another important aspect for me in the context of wayfinding. For signage, it matters how something is written, for instance, the type of letters or colors. Street signs could be made more salient by illuminating them, or by using colors that are the same in all cities of a country.”



- our neighbours got the assignment ;)

Our Requests:

- Reduce Speed Limit
- Enact Traffic Calming Measures
- 2 Hour Parking Limit from Friday to Sunday
- Increasing Parking (over the next several years)
- Public Washroom Amenities
- Increasing Directional/Wayfinding Signage
- Some parity with Thornbury with funds awarded from TBM aside from the levy
- Support and assistance from Town Council and Staff when we approach Grey County with the issues pertaining to their jurisdiction

Thank you.