



The Corporation of the Town of Milton

Report To: Council

From: Doug Sampano, Commissioner, Community Services

Date: June 22, 2026

Report No: COMS-008-26

Subject: Traffic Safety Outreach Pilot Program and Alternatives

Recommendation:

THAT Council receive this report for information;

THAT Council provide direction to staff to proceed with implementation of the proposed alternatives as outlined in this report, including investments in technology, infrastructure, enforcement, and enhancement of existing traffic safety programs;

THAT the annual operating impacts of \$31,637 associated with new traffic safety infrastructure be funded in 2026 from the Tax Rate Stabilization Reserve;

AND THAT Council approve a new capital job, C26001326 School Parking Enforcement, in the amount of \$515,000, to be funded through a funding reallocation from the capital job C40013526 Traffic Safety Outreach Pilot Program.

EXECUTIVE SUMMARY

A Notice of Motion approved in December 2025 directed staff to explore the development of a Traffic Safety Outreach Pilot Program funded through the reallocation of \$914,804 from the cancelled Automated Speed Enforcement (ASE) capital project.

This report summarizes existing traffic safety initiatives and those planned for 2026, staff identified challenges and opportunities related to traffic safety, and proposes alternatives to the pilot program contemplated in the original motion, including investment in technology, dedicated parking enforcement for schools, and enhancement of existing programs.

Staff are seeking authorization from Council to proceed with the alternatives outlined in this report, and to create the necessary capital jobs and complete the associated budget amendments that are required to support the implementation.

EXECUTIVE SUMMARY

REPORT

Background

In December 2025, Council approved a Notice of Motion to explore a Traffic Safety Outreach Pilot Program following the repeal by the Province of municipal authority to operate ASE programs.

The motion proposed:

- Creation of a pilot program funded through the reallocation of \$914, 804 from the cancelled ASE project;
- Deployment of four (4) Traffic Safety Officers and associated vehicles over a 21-month period;
- A focus on pedestrian safety education through school engagement, targeted campaigns, and community outreach;
- Development of a staff report outlining proposed outcomes and performance measures of the proposed pilot program;

A copy of the motion is included as Appendix I. Staff completed industry research, completed a municipal scan for other similar programs, reviewed existing programs, opportunities and challenges, and engaged with Council on this motion in May, 2026.

This report responds to the direction in the motion and requests Council authorization to proceed with implementation of the proposed alternatives outlined below.

Discussion

Existing Traffic Safety Initiatives and 2026 Planned Work

The Town currently delivers a range of programs and initiatives supporting traffic safety, including:

- Traffic Calming Policy & Annual Implementation Program
- Pedestrian Crossover (PXO) network - 100 PXOs reviewed on a biennial basis for upgrades
- 40km/neighbourhood program and raised cross walks
- Crossing Guard Program consisting of 44 full time guards
- Rural Road Safety Review (2025) and implementation of review recommendations (2026)
- Use of Smart Watch technology to observe and analyse high-impact areas

Discussion

- Annual traffic safety communications campaigns and direct school engagement
- Continued emphasis on data-drive decision making and program delivery

The following work is currently planned for implementation in 2026, utilizing existing approved capital budgets:

- Response to Traffic Calming Pilot (December 2025 Council Motion) - Roundabouts
 - Implementing raised crosswalks at North and South legs of Bronte Street South and Whitlock Avenue, and Bronte Street South and Etheridge Avenue
 - Implementing raised crosswalks at East and West legs of Louis St. Laurent Avenue and Kennedy Circle East roundabout
- Upgrading mid-block crossing at Elsie McGill Secondary School on Bronte Street South
 - Overhead Rectangular Rapid Flashing Beacons (RRFBs) and Signage - Level 2 Type B PXO
- PXO Upgrades as a result of biennial PXO Review - 5 upgrades to Level 2 Type C PXOs
- Rural Road Safety Upgrades
 - All way stop at Sixth Line Nassagaweya and 15 Sideroad
 - Signage relocations and flashing yellow beacons at select locations
- 2026 Traffic Calming Installations
 - Woodward Avenue (Ontario Street North - Thompson Road North)
 - Etheridge Avenue (Bronte Street South - Regional Road 25)
 - Armstrong Boulevard (Bennett Boulevard - Derry Road)
 - Yates Drive (Thompson Road South - Bennett Boulevard) - temporary traffic calming - *installed June 3, 2026*
- 40km/hr neighbourhood implementation and raised crosswalks along school frontages on collector roads

A breakdown by ward for 2026 planned work is provided in Appendix II.

Staff Observations and Challenges

Based on field observations and data collection, several challenges related to traffic safety have been identified:

Discussion

- At high pedestrian and vehicle volume locations (Louis St. Laurent Avenue and Kennedy Circle East; and Bronte Street South and Elsie McGill mid-block PXO) pedestrians often do not activate PXO bush buttons, so flashing lights are not engaged
- Crossing at undesignated locations remains a concern on key corridors (Thompson Road South, Louis St. Laurent Avenue)
- Unsafe driver and parking behaviour during school pick-up and drop-off periods (illegal parking and stopping, creating an unsafe environment that promotes poor pedestrian behaviour)
- Difficulty engaging older students on-site in traffic safety education

Pilot Program Considerations

The proposed pilot program, as outlined in the motion, was intended to provide enhanced outreach and education in the form of contract position “Traffic Safety Officers”. While staff fully support the intent of the motion, staff note that comparable programs and staffing models were not identified in other municipalities. Staff had difficulty determining how the pilot program’s effectiveness could be measured and subsequently engaged with Council in May to outline proposed alternatives. These complementary alternative options, outlined below, are presented here for Council consideration.

Alternative Options and Opportunities

1. Invest in Technology

- Smart Watch implementation at Pilot locations - Bronte Street South/Elsie McGill and at Louis St. Laurent Avenue & Kennedy Circle East - allows for autodetection of pedestrians, while continuing to promote proper crossing etiquette/pushing of the button;

**Installation would be completed in summer 2026*

- Expand Smart Watch Implementation at other high pedestrian and vehicle volume PXOs on arterial and major collector roadways:
 - Main Street East and Hugh Lane
 - Martin Street south of Millside Drive
 - Main Street East and Prince Street
 - Bronte Street South and John Street
 - Maple Avenue and Woodward Avenue (east intersection)

**Installation at above locations would be completed by end of summer 2027*

Discussion

- Purchase additional Smart Watch unit for data collection and analysis - to support future decision making
- Purchase spare set of RRFBs to ensure down time is minimized in event of equipment failure

2. Infrastructure Improvements

- PXO upgrades at north and south legs of the roundabouts at Bronte Street South and Whitlock Avenue and Bronte Street South and Etheridge Avenue to Level 2 Type C

**installation would be completed in summer 2026*

3. Dedicated School Parking Enforcement - 2 year contract

- Addition of two (2) full time contract parking enforcement officers (two (2) year contract term) and one (1) vehicle
- Addition of one (1) full time contract screening officer (two (2) year contract term)
- Dedicated school parking enforcement (combination of foot patrols and License Plate Recognition (LPR))
- Officers can be utilized for parking enforcement in other areas, outside of school enforcement during arrival and dismissal times, such as in areas with a high volume of requests for service

**recruitment would commence in summer 2026*

4. Continue to Invest in and Enhance Existing Programs

- Continue engagement and communication initiatives - enhance with the following:
 - Traffic safety education inserts for LPR offences
 - Update traffic safety education campaign - short reels/videos for social media targeted at a younger audience and multimedia campaign targeted to parents, comprised of print and digital campaign tactics
 - Engage with the Milton Youth Taskforce to promote peer to peer engagement
- Continue annual Traffic Calming Program - measurable impact (to-date, an average reduction of 10km/hr in 85th percentile operating speeds where traffic calming has been implemented).
- Continue PXO program and biennial review to support decision making and enhancements



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Financial Impact

The 2026 budget included capital project C40013526 - Traffic Safety Outreach Pilot program in the amount of \$914,804. Should the recommendations in this report be approved, \$515,000 of this amount will be reallocated to a new capital project C26001326 - School Parking Enforcement to support the required staffing resources and equipment costs associated with implementing dedicated school parking enforcement. The remaining balance of \$399,804 will be available to fund other traffic safety related infrastructure improvements as outlined in this report.

The recommended infrastructure improvements will result in annual operating impacts of \$31,637 associated with contributions to reserve for future replacement of the equipment. It is recommended that for 2026 the operating impacts be funded from the Tax Rate Stabilization Reserve. The annual cost will then be incorporated into the development of the 2027 operating budget.

Respectfully submitted,

Doug Sampano
Commissioner, Community Services

For questions, please contact: Diana Jiona, Director
Infrastructure

Phone: Ext. 2513

Attachments

Appendix I - Copy of Traffic Safety Outreach Council Motion
Appendix II - Ward Breakdown of 2026 Planned Work

Approved by CAO
Andrew M. Siltala
Chief Administrative Officer

Recognition of Traditional Lands

The Town of Milton resides on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. We also recognize the traditional territory of the Huron-Wendat and Haudenosaunee people. The Town of Milton shares this land and the responsibility for the water, food and resources. We stand as allies with the First Nations as stewards of these lands.

Appendix I – Council Motion – Traffic Safety Outreach

Res. 158-25

Moved by Councillor Khalqi

Seconded by Councillor Marshall

WHEREAS the Province of Ontario has repealed municipal authority to operate Automated Speed Enforcement (ASE) programs, resulting in the cancellation of all ASE initiatives and rendering the 2025 Automated Speed Enforcement (ASE) Turnkey Solution Capital Project C400132 unable to proceed,

THEREFORE, BE IT RESOLVED THAT a new capital project(s) for a Traffic Safety Outreach Pilot-Program be added to the 2026 Capital Budget in the amount of \$914,804, to fund four (4) full-time Traffic Safety Officers (TSOs) for a 21-month period along with 2 Traffic Safety Vehicles,

AND THAT the pilot program be funded from the Project Variance Reserve through a return of funding of \$914,804 from the 2025 Automated Speed Enforcement (ASE) Turnkey Solution Capital Project C400132,

AND THAT the intent of this program is to develop a comprehensive safety outreach program that actively engages pedestrians and local schools to promote education and awareness around traffic safety from a pedestrian perspective including targeted campaigns, roadside traffic safety education, interactive sessions, and community events designed to equip both students and residents with the knowledge and confidence to navigate crossings and roadways safely,

AND THAT this pilot-program be approved in principle subject to approval of a staff report in 2026 outlining proposed outcomes, performance measures and how the program will achieve the best possible results for the municipality. To support the development of an action plan, key deliverables and a proof of concept, staff shall meet with Members of Council and other relevant stakeholders, but not be limited to those engagements, in undertaking the work.



Appendix II

2026 Traffic Safety Planned Work - Ward Breakdown

Program Details	Location(s)
WARD 1	
Pedestrian Crossovers (PXO): PXO Upgrades as a result of biennial review - to Level 2 Type C with Rectangular Rapid Flashing Beacons (RRFBs)	• Scott Boulevard and Athlone Drive (Escarpment View Public School) • Scott Boulevard and Farrington Crossing/Baylis Court (Escarpment View Public School)
40km/hr Neighbourhoods -Raised Cross Walk Installation	• Savoline Boulevard and Nunn Court • Cott Boulevard and Athlone Drive • Scott Boulevard and Farrington Crossing/Baylis Court
Rural Road Safety Review Implementation- as a result of Transportation Master Plan Update comments - comprehensive review completed in 2025	• Installation of all way stop at Sixth Line Nassagaweya and 15Sideroad • Signage locations and flashing yellow beacon installation at select locations due to visibility limitations due to natural topography
WARD 2	
Pedestrian Crossovers (PXO): PXO Upgrades as a result of biennial review - to Level 2 Type C with Rectangular Rapid Flashing Beacons (RRFBs)	• Woodward Avenue and Joyce Boulevard (Robert Baldwin Public School)

40km/hr Neighbourhoods -Raised Cross Walk Installations	• Woodward Avenue & Roberts Drive • Dixon Drive and Sprucedale Lane • Dixon Drive and Cobban Road • Tupper Drive and Pathway/545 Bussel Crescent • Coxe Boulevard and Sam Sherratt Trail Pathway • Dixon Drive and Hatton Crossing * • Tupper Drive and Pathway/201 Bussel Crescent *
Annual Traffic Calming Program (speed cushions)	• Woodward Avenue between Ontario Street North and Thompson Road North
WARD 3	
40km/hr Neighbourhoods -Raised Cross Walk Installations	• Yates Drive and Lott Crescent • Yates Drive and Symons Crossing • 730 Bollinbroke Drive and Pathway • Bennett Boulevard and Wickson Way • Kennedy Circle West at Cedar Ridge Public School • Whitlock Avenue and Hazel Way* • Bennett Boulevard and Lees Gate* • Bennett Boulevard and Hepburn Road* • 659 Sauve Street and Pathway*
Traffic Calming Pilot - Roundabouts - Raised Cross Walks at PXOs at Roundabouts	• Louis St. Laurent Avenue and Kennedy Circle East (east and West legs of roundabout)
Annual Traffic Calming Program (speed cushions and temporary traffic calming)	• Armstrong Boulevard between Derry Road and Bennett Boulevard/Ferguson Drive (speed cushions) • Yates Drive between Thompson Road South and Bennett Boulevard (temporary traffic calming) - <i>installed June 3, 2026</i>

WARD 4	
Pedestrian Crossovers (PXO): PXO Upgrades as a result of biennial review - to Level 2 Type C with Rectangular Rapid Flashing Beacons (RRFBs) and to Level 2 Type B - overhead signage and RRFBs	• 745 Farmstead Drive and Pathway (Level 2 Type C) • 829 Farmstead Drive and Pathway (Level 2 Type C) • Mid-block crossing at Elsie McGille Secondary School - Bronte Street South (Level 2 Type B)
40km/hr Neighbourhoods -Raised Cross Walk Installation	• 745 Farmstead Drive and Pathway • 829 Farmstead Drive and Pathway • Savoline Boulevard and Gas Easement Trail • Savoline Boulevard and Merkley Gate • Whitlock Avenue and Mulroney Heights* • Farmsted Drive and Duignan Crescent* • Leger Way and Hinton Terrace*
Traffic Calming Pilot - Roundabouts - Raised Cross Walks at PXOs at Roundabouts	• Bronte Street South and Etheridge Avenue (North and South legs) • Bronte Street South and Whitlock Avenue (North and South legs)
Annual Traffic Calming Program (speed cushions)	• Etheridge Avenue between Bronte Street South and Regional Road 25
WARDS 1, 2, 3, 4	
40km/hr Neighbourhoods - Signage Installation	• Regulatory signage installation at entry and exit to 40km/hr neighbourhoods

*these locations *may* require speed cushions on either side of crossing in lieu of raised crosswalks due to infrastructure conflicts

