

Safe Communities Wellington County

Wellington County Traffic Safety Initiatives
Enhancing Traffic Calming & E Scooter Legislation

Why Gateway Pavement Markings

- Enhance the already existing traffic calming measures Wellington County has in place
- Another tool to prevent injuries on our roads

Why Gateway Pavement Markings?

Low Cost: Paint-only treatments cost a fraction of physical curb or hump installations

Rapid Deployment: Can be applied and re-painted quickly, minimizing traffic disruptions

Visual Cueing: Transverse bars and chevrons signal drivers to slow before entering town limits

Strengths of Pavement Markings

Cost-Effective Solution

- Markings require minimal infrastructure change and low maintenance budgets

Effective Traffic Calming

- Studies report average speed reductions of 3–8 km/h in gateway zones

Vision Zero Alignment

- Error-forgiving design that mitigates crash severity when drivers err

Multidisciplinary Support

- Enables collaboration among engineers, planners, policymakers and health professionals

Variety of Pavement Marking Choices



Pilot Project Overview

Goal: Evaluate pavement markings as traffic-calming in Wellington County.

Strategy:

1. Identify high-need rural-to-urban transition zone using crash data, community feedback, and Black Cat System.
2. Install gateway transverse bars & chevrons in pilot area.
3. Monitor with Black Cat system (speed, volume, behaviors)

Methodology

Site Selection:

Analyze Wellington crash records, resident surveys, Black Cat Data

Implementation:

Apply paints and schedule biannual repainting.

Monitoring & Evaluation:

Deploy Black Cat units to capture pre/post speed profiles and unsafe events
Compare data for statistical significance.

Stakeholder Engagement:

Involve traffic engineers, OPP, public health, municipalities in data review.

Expected Outcomes

Speed Reduction: ≥ 5 km/h average decrease in approach speeds.

Safety Gains: Fewer serious crashes and injury-severity scores.

Scalability: Data-driven justification for county-wide gateway marking rollout.

E-Scooter Overview

Safe Communities Wellington County wants to start the conversation about kick e-scooters on Wellington County and Municipal Roads.

Legal & Regulatory Context

Ontario Reg. 389/19: Municipalities may opt in/out of e-scooter pilot

Toronto: Full ban on e-scooter operation in public spaces, enforced by municipal bylaw

Guelph: Engaging in the Pilot Project until 2029

Public Health & Safety Concerns

Injury Statistics (SickKids/CHIRPP June–July 2024):

E-scooters → 85 % of serious battery-device injuries; 50 % involve ages 10–13; 36 % head injuries; 56 % unhelmeted

Toronto Precedent: Full ban on e-scooter operation in public spaces, enforced by municipal bylaw

Vulnerable Populations: Seniors, persons with disabilities face accessibility and collision hazards

Battery Risks: Lithium-ion failures can cause fires/explosions if improperly maintained

Thank you!