



February 18, 2025

## RESIDENT NOTICE

# Update on speed management and traffic calming improvements in your area

**ZORRA TOWNSHIP** Embro, Kintore, Uniondale

With strong population growth and increased traffic across our communities, Oxford County regularly undertakes speed management, traffic calming, and road safety reviews. Part of this work includes post monitoring after recommendations have been carried out to:

- evaluate how effective traffic calming measures were in reducing vehicle speeds; and,
- consider if additional measures are needed.

After monitoring and assessing recent measures put into place in your community, Oxford County is recommending additional speed management and traffic calming measures.

### Recommendations and public meeting

The new proposed road safety measures for your community will be presented to Oxford County Council on:

- 📅 Wednesday, March 12, 2025
- 🕒 Council meeting begins at 9:30 a.m.
- 📺 Watch live online at [www.oxfordcounty.ca/livestream](http://www.oxfordcounty.ca/livestream)

Members of the community are invited to learn more and/or to present comments at Oxford County Council as a delegate. If you would like to present comments at Council, you must make a request to the County Clerk at [clerksoffice@oxfordcounty.ca](mailto:clerksoffice@oxfordcounty.ca) by Wednesday, March 5, 2025, at 9:30 a.m. Please fill out a delegation request form online at <https://forms.oxfordcounty.ca/Council/Council-Delegation-Request-Form>

To read the full Council report that will be considered at the meeting, please check [www.oxfordcounty.ca/council](http://www.oxfordcounty.ca/council) on Friday, March 7, 2025, when the council agenda and reports will be published.

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### COUNTY COUNCIL

**Wednesday, March 12, 2025**

Council meeting begins at 9:30 a.m.

📺 [oxfordcounty.ca/livestream](http://oxfordcounty.ca/livestream)

### Embro – Oxford Road 6

Speed management and traffic calming improvements made in 2019 were measured in 2020, 2022 and 2024, with the following results.

- The majority of vehicles entering Embro on Oxford Road 6 from the north end showed reduced speeds up to 33 km/h (kilometres per hour).
- Vehicles exiting the village in this area showed reduced speeds of 9 km/h with centreline delineators in place, but speeds remained high when they were not present.
- The majority of vehicles entering Embro from the south end showed reduced speeds of up to 28 km/h. Speed measured for vehicles leaving Embro from this area reduced by 12 km/h with centreline delineators in place, but speeds remained high without.

With these results, Oxford County is recommending:

- Considering additional traffic calming features such as curb bump outs with centre island, subject to the results of a pilot project in Plattsville in 2025;
- Using Automated Speed Enforcement, which uses a camera and a speed measurement device to issue infractions, in the Community Safety Zone portion of this road as part of potential future County-wide program; and,
- Continuing to share post monitoring results and data with local Ontario Provincial Police.

*Please see reverse for more information*

## Kintore – Oxford Road 16 and 119

Speed management and traffic calming improvements made in 2021 were measured in 2024, with the following results.

- The majority of vehicles entering Kintore from the west end had reduced speeds by 14 km/h, while those leaving Kintore in this area showed no change.
- The majority of vehicles entering from the north end had reduced speeds by 7 km/h, while those exiting the village increased speed by as much as 6 km/h.
- In the south, vehicle speed increased by 3 km/h, while outgoing speed increased by as much as 14 km/h.

With these results, Oxford County is recommending:

- Installing flexible centreline delineators on all village approaches;
- Installing speed feedback signs at the north, south and east approaches;
- Using Automated Speed Enforcement as part of potential future County-wide program in the Community Safety Zone on Oxford Road 16; and,
- Continuing to share post monitoring results and data with local Ontario Provincial Police.

## Uniondale – Oxford Road 28 and 119

Speed management and traffic calming improvements made in 2022 were measured in 2022, 2023 and 2024, with the following results.

- The majority of vehicles entering Uniondale from the north showed reduced speed of up to 3 km/h, but a range of different results for those exiting the village from this area, mostly increases in speed.
- In the south, incoming vehicle speeds reduced up to 23 km/h, while outgoing speeds reduced up to 6 km/h.
- In the east, the majority of vehicles entering Uniondale increased speed up to 8 km/h, while those leaving the village increased speed up to 2 km/h.

With these results, Oxford County is recommending:




- Installing flexible centreline delineators at the north, south and east approaches to Uniondale;
- Installing a speed feedback sign at east approach into the village; and,
- Continuing to share post monitoring results and data with local Ontario Provincial Police.

## About road safety reviews and traffic calming measures

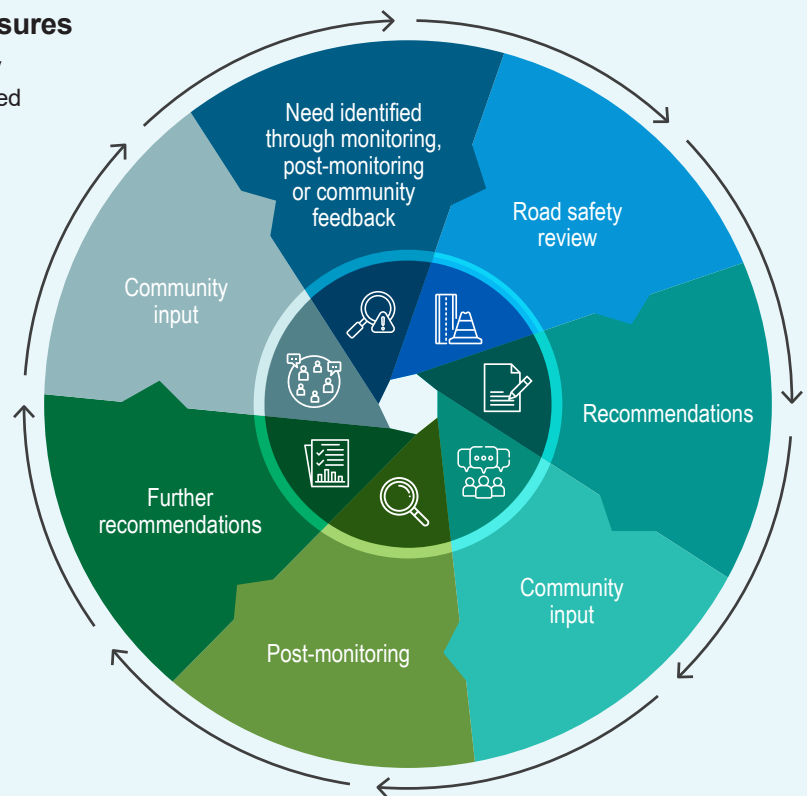
Oxford County speed management, traffic calming and road safety reviews consider local community concerns for road safety; the need for intersection improvements, warning signs and/or crosswalks; current traffic speed and volume; collision data; and other factors that impact how traffic moves through a community.

Speeding, which poses a serious risk to public safety and property, is influenced by factors other than posted speed limits. Research has shown that speed is largely influenced by the surrounding driving environment and that most drivers travel at a speed they consider safe or comfortable.

For this reason, recommendations focus on proven measures to reduce speed by adjusting speed zone boundaries and providing visual cues, like:

-  electronic speed feedback signs
-  centreline delineators, pavement markings
-  community entrance features (landscaping, street lights, gateway signs, etc.)

Managing traffic speed and keeping our roads safe is an ongoing process that relies on the strength of our traffic data, support from area municipalities, and community feedback.



### More information

publicworks@oxfordcounty.ca | 1-800-755-0394, ext. 3108