

**DATE:** May 12, 2025

**REPORT NO:** O-13-2025

**SUBJECT:** **Vision Zero Automated Enforcement Program Revenue – Road Safety Action Plan**

**CONTACT:** Mike DiPaola, P.Eng, Director, Infrastructure

**OVERVIEW:**

- The Niagara Region's Vision Zero Program aims to eliminate traffic fatalities and serious injuries on regional roads through measures such as Automated Speed Enforcement (ASE) and Red Light Cameras (RLC).
- Any net revenues are split 50/50 between the Region and the Local Area Municipalities (LAMs), including the Township of West Lincoln.
- The revenue received by the Township is to be reinvested into road safety related programs and educational initiatives.
- The Township's share of the Automated Enforcement Program revenue for 2024 of \$56,954 presents a valuable opportunity to enhance local road safety.
- Administration recommends that the revenue received be used to develop and issue a Request for Proposal (RFP) to solicit qualified consultants to create a comprehensive Road Safety Action Plan.
- Administration recommends that Budget Amendment (BA2025-05) be approved to reflect a project budget of \$56,954, with funding from the Vision Zero Program revenues.
- The Road Safety Action Plan will outline strategies, initiatives, and action steps to improve road safety across urban and rural areas, with the goal of creating safer roads and promoting safe driving behaviors.

**RECOMMENDATION:**

1. That, Recommendation Report O-13-2025, titled "Vision Zero Automated Enforcement Program Revenue – Road Safety Action Plan", dated May 12, 2025 be received; and,
2. That, Council approve the proposal to utilize the Township's share, totalling \$56,954, of the Automated Enforcement Program revenue to develop and issue a Request for Proposal to retain a qualified consultant to create a comprehensive Road Safety Action Plan; and,
3. That, Budget Amendment BA2025-05 reflecting a project budget of \$56,954, with funding from the Vision Zero Program revenues, be approved.

## **ALIGNMENT TO STRATEGIC PLAN:**

### **Theme #1**

- **BUILD** – a safe, connected, caring and active community.

## **BACKGROUND:**

The Niagara Region's Vision Zero Road Safety Program aims to eliminate traffic fatalities and serious injuries on regional roads through measures such as Automated Speed Enforcement (ASE) and Red Light Cameras (RLC). Any net revenues are split 50/50 between the Region and the Local Area Municipalities (LAMs), including the Township of West Lincoln, to be reinvested into road safety-related programs and educational initiatives. This is in accordance with the Niagara Region Courts Inter-Municipal Agreement.

## **CURRENT SITUATION:**

The Township's share of the Automated Enforcement Program revenue presents a valuable opportunity to enhance local road safety. Developing a Road Safety Action Plan aligns with the Region's Vision Zero objectives, complies with the Niagara Region Courts Inter-Municipal Agreement, and addresses recommendations from the Township's Transportation Master Plan related to road safety initiatives.

Administration is recommending that the revenue received from the Region's Automated Enforcement Program be used to develop and issue a Request for Proposal (RFP) to solicit qualified consultants to conduct a Road Safety Action Plan for the Township of West Lincoln. The plan will outline strategies, initiatives, and action plans to improve road safety across the urban and rural areas, with the goal of creating safer roads and promoting safe driving behaviours. In general terms, the RFP work plan is summarized below:

### *RFP Scope of Work / Work Plan*

- **Assessment & Data Collection:**
  - Review and analyse current traffic safety data, accident history, and traffic patterns for urban and rural areas in West Lincoln.
  - Conduct a review of existing industry policies, regulations, and road safety/traffic calming measures currently in place throughout Niagara Region municipalities.
  - Gather community input through surveys, consultations, and public meetings to identify concerns and priorities.
- **Development of Road Safety Initiatives and Action Plan:**
  - **Reducing Speeds in Urban Subdivisions**
    1. Develop a pilot project to reduce speed limits to 40 km/hr in a select urban subdivision.
    2. Provide a strategy for full-scale implementation across all relevant subdivisions based on data and pilot project outcomes.

- Road Safety Campaign
    1. Design a comprehensive public education and awareness campaign aimed at promoting road safety among drivers, pedestrians, and cyclists.
    2. Develop materials such as signage, brochures, and social media content.
    3. Recommend methods for engaging the public and fostering long-term behavioural change.
  - Road Safety Measures for Rural Area
    1. Propose strategies for reducing operating speeds in high-risk rural areas (pavement markings, signage, etc.).
    2. Identify specific intersections or areas requiring enhance street lighting to improve visibility and reduce accidents and develop/recommend a rural street lighting policy for West Lincoln's rural area.
  - Road Safety Action Plan
    1. Develop a formal Township Road Safety Action Plan that will guide future decisions, funding allocation (capital and operating), and capital improvement plans with standard design standards for specific road safety and traffic calming measures.
    2. The Action Plan should reflect best practices, align with Vision Zero principles, and provide clear objectives for measurable road safety improvements.
- Public Engagement and Consultation:
- Facilitate public engagement through community meetings, focus groups, or online surveys to gather feedback on proposed safety initiatives, pilot projects, measures and solicit input from stakeholders such as residents, community organizations, and local businesses.
  - Ensure that the public consultation process is inclusive, accessible, and transparent.
- Implementation Strategy:
- Develop a phased implementation plan for each initiative, considering available funding and timeline constraints.
  - Identify potential funding sources beyond the Niagara Region's Vision Zero initiative, including grants, partnerships, or other opportunities.
  - Recommend timelines, deliverables, and key performance indicators to monitor and assess the progress and effectiveness of each initiative.

Based on the amount of funding received (\$56,954), the above RFP scope of work may all be completed in one assignment, pending proposals and pricing that will be received; or completed over a two-year period as more revenue is received from Niagara Region's Vision Zero program. The RFP will be structured and awarded as such.

The successful consultant will provide the following deliverables as part of this project:

**Deliverables:**

- Inception Plan / Presentation to Township Council
- Draft Road Safety Initiatives & Action Plan
- Public Engagement Report
- Final Road Safety Master Plan
- Final Presentation to Township Council

The Road Safety Action Plan will play a critical role in improving road safety across the Township of West Lincoln. Administration is eager to work with a qualified consultant who shares the commitment to creating a safer environment for all road users and advancing the goals of Vision Zero.

**FINANCIAL IMPLICATIONS:**

In late February 2025, Niagara Region provided a memorandum outlining the 2024 year-end results for net revenues related to automated enforcement as part of the Vision Zero Road Safety Program and the results on revenue distributions to the local area municipalities. This report showed that the Township will receive funding of \$56,954, based on an apportioned 3.8% of the 2024 net revenues.

Administration recommends approval of Budget Amendment (BA2025-05) to establish a budget of \$56,954, to be used towards a Road Safety Action Plan, reflecting the utilization of the Vision Zero Road Safety Program revenues.

Using the funds for this initiative ensures that funds are allocated to projects that directly enhance road safety, in line with the program's objectives, and complies with the Niagara Region Courts Inter-Municipal Agreement. The consultant's fees and associated costs to deliver the RFP work plan/objectives will be covered by the Township's share of the program revenue.

**INTER-DEPARTMENTAL COMMENTS:**

This report has been reviewed by the CAO, Director of Corporate Services/CFO, and the Legislative Division.

**CONCLUSION:**

Investing in a Road Safety Action Plan is a proactive step toward improving road safety in the Township of West Lincoln. Aligning this initiative with the Vision Zero program and the Township's Transportation Master Plan ensures a comprehensive and strategic approach to addressing road safety. Therefore, Administration recommends that Council approve the proposal to utilize the Township's share of the Automated Enforcement Program revenue to develop and issue a Request for Proposal to retain a qualified consultant to create a Road Safety Action Plan. Further, Administration recommends approval of Budget Amendment (BA2025-05) for \$56,954 to establish a budget for this project, utilizing the Township's share of 2024 net program revenues.

**SCHEDULE(S)**

N/A

**Prepared & Submitted by:**

**Approved by:**

**Mike DiPaola, P.Eng**  
Director, Infrastructure

**Truper McBride**  
Chief Administrative Officer