
Appendix “F”



POLICY MANUAL

POLICY NUMBER: PUBLIC WORKS-019

SUBJECT: SPEED WATCH PROGRAM

**POLICY STATEMENT:
(Purpose/Objective)**

The purpose of the Speed Watch Program is to reduce the incidence of speeding in the municipality by making drivers aware of their speed as it relates to the posted speed limit. Drivers are often unaware when they are speeding due to inattentiveness or other factors. The objective of the Speed Watch Program is to improve road safety by alerting drivers of their travel speed and encourage compliance of the posted speed limit.

RELATED POLICY PROCEDURES/GUIDELINES:

Program

Speeding on residential streets is one of the most frequent concerns expressed to transportation staff. The City receives many inquiries about installing stop signs as a way to reduce speeding. Research shows that there are other measures that are often more effective than adding more stop signs. Furthermore, the purpose of a stop sign is to assign the right-of-way at an intersection, not to control speeding. Overuse of stop signs reduces their effectiveness and, if installed where not warranted, the sign may be ignored by motorists who tend to speed up between stop sign controlled intersections rather than slow down. Also, motorists begin to “roll through” what they deem to be an unnecessary stop or not stop at all, creating a more dangerous situation.

The Speed Watch Program is a public awareness program in which concerned residents are encouraged to work with City staff to address the problem of speeding in their neighbourhood. Often, drivers that speed through residential neighbourhoods are

unaware of the effect their actions have on the peace and safety of the neighbourhood streets. The program promotes safe and prudent driving by motorists travelling on residential streets. The program will educate the driver on the posted speed limit of the street and make them aware of the speed they are travelling.

The Program will also assist the Brantford Police Service in prioritizing locations requiring speed limit enforcement. Often, the speeding on residential streets is more perception than reality. The **speed display devices** provide immediate awareness to both the motorist and resident of vehicle operating speeds. When street sections are found to have legitimate speeding problems, City staff will request the Brantford Police Service to conduct speed limit enforcement. However, all parties involved must be cautiously aware that the Brantford Police Service has to be strategic in the deployment of their Traffic Section resources to meet the needs of the entire City. Enforcement efforts focus on the following:

- Areas with a statistically higher number of collisions
- Areas of high pedestrian volume
- School zones
- Distracted driving

If a speeding problem persists after several attempts are made to slow traffic through the use of a radar feedback sign, more permanent solutions such as a vehicle activated traffic calming sign (VATCS) or traffic calming measures can be examined. These projects are more complex, costlier and have different guidelines and procedures.

The speed watch program is not an enforcement program nor is it a speed deterrent. However, it is one tool that can be used to address aggressive driving on residential streets.

Speed Display Devices

Speed display devices are typically pole-mounted signs equipped with a radar speed detector and a LED display. The signs are capable of detecting the speed of an approaching vehicle and displaying it back to the driver. The signs are triggered for all drivers, not just those exceeding a certain speed. When combined with a regulatory speed limit sign, a clear message is sent to the driver displaying the vehicle speed.

Speed display devices target excessive vehicle speeds by encouraging passing motorists to reduce their speed, if necessary.

The **speed display device** also functions as an educational tool for the resident. Many motorists are perceived to be travelling at an excessive speed when in fact their operating speed is within acceptable limits. Speed perception is impacted by various factors such as size, colour and sound of an approaching vehicle.

The portable mounting method allows for exposure at numerous locations throughout the city. The speed display devices are not intended to be permanent installations; the

signs should be removed after three (3) to four (4) weeks.

The **speed display device** will be programmed to not display speeds that are well in excess of the posted speed limit to discourage motorists from “racing” the speed display. The maximum speed that the **speed display device** will display will be 70 km/h for a posted speed limit of 50 km/h, and 60 km/h for a posted speed limit of 40 km/h. When speeds greater than the maximum speed threshold are detected, the sign will not display the vehicle’s speed; only a “Slow Down” message will be displayed.

Guidelines

1. Requests for the installation of a **speed display device** must be submitted in writing to Public Works. Residents can fill out the request form that is attached as Appendix A.
2. Upon receipt of a request for the installation of a **speed display device**, staff will review the location, conduct a radar speed study of **at least 24 hours duration** and calculate a score based on the evaluation criteria outlined in Table 1. The purpose of the evaluation and prioritization process is to ensure that the **speed display devices** are installed on street sections where 85th percentile speeds are severe and where the signs will be most effective. The 85th percentile speed is the speed at which 85% of the recorded vehicles travel at or below on a given street section.

Table 1: Radar Sign Evaluation Criteria

Speed Display Device Evaluation Criteria	Points
Traffic Speeds (85th percentile)	
Less than 5 km/h above posted speed limit	Does not qualify
5 – 9 km/h above posted speed limit	1
10 – 14 km/h above posted speed limit	2
15 km/h or greater above posted speed limit	3
Average Annual Daily Traffic (AADT)	
Less than 500 vehicles per day	Does not qualify
500 – 1500	1
1501 – 2500	2
2501 – 4000	3
4001+	4
Street Conditions (select all that apply)	
Sidewalk on both sides	0
Sidewalks one side	1
At grade pedestrian and cycling facility	2
Significant roadway grade	2
No pedestrian and cycling facilities	3
Curves with advisory signage	3
Proximity to Parks/Schools	

Greater than 500 metres	1
Between 250 and 500 metres	2
Within 250 metres	3
Collisions Resulting from Excessive Speed in the Past 3 Years	
Yes	3
No	0

- The street sections scoring the highest and meeting the installation criteria will be prioritized to have **speed display devices** installed first. When staff has completed their review, the resident and Ward Councillors will be advised of the findings and will be informed of the approximate timeframe when the **speed display device** will be installed on their street.
- Following the deployment of the **speed display device** in the field, the recorded speed data will be reviewed by staff. The data will be utilized to determine when speed limit enforcement by the Brantford Police Service would be most effective.

Speed display devices offer the greatest benefit when they are placed at a point where there is a reduction in the posted speed limit. Examples include highway transition zones, school zones, playground zones and construction zones.

The signs will not be deployed in the winter between December 1 and March 31.

Installation Requirements

In order for the street to be considered for the deployment of a **speed display device**, the street must meet the following criteria:

- The street must be classified as local or collector,
- There must be a suitable location to install the **speed display device** (i.e. streetlight pole or utility pole),
- A regulatory maximum speed sign is to be installed with the **speed display device** to reinforce the posted speed limit of the street,
- The **device** can only be placed on public property, such as a boulevard,
- There must be no obstruction blocking the radar signal or visibility to the display, such as tree foliage or parked cars. A minimum distance of 100 metres of clear sight distance should be maintained in order to maximize the speed display exposure between the motorist and the **device**,
- The location cannot be close to a traffic control signal or stop sign facing oncoming traffic,
- The location cannot be close to a curve in the street.

Date of Enactment: August 31, 2015	Related By-law Number/Staff Report Number: Estimates Report 03-05-15 246-2021 / 2021-403
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Report No. 2023-4
March 7, 2023

Review and Amendment Dates: December 21, 2021	Department Responsible for Review: Public Works
Date of Next Review:	Applicable Legislation/Legislative Authority:



SPEED WATCH PROGRAM REQUEST FORM

Contact Information

Name:

Address:

Telephone: Email:

Concern Area Information

Street Name:

Section Limits: to

Posted Speed Limit: km/h

On-Street Parking: Yes No Where: One Side Both Sides

School Zone: Yes No School Name:

Park: Yes No Park Name:

Reason for Request (please check **ALL** that apply)

Speeding Traffic Safety Cyclist Safety Pedestrian Safety Red Light Running

Noise Construction Heavy Trucks High Traffic Driver Education

Special Event Other

For construction projects and special events please indicate the relevant dates:

Additional Details

When is the issue most prevalent? (e.g. 24 hours, overnight, rush hour, weekends, etc.)

Have previous requests for a radar feedback sign for this location been made?

Yes No If yes, when was the last request made?

Y	Y	M	M	D	D
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Personal information on this form is collected under the authority of section 10(1) of the Municipal Act, 2001, as amended and will be used to contact the requestor following the placement of radar feedback sign(s) to provide the results of the speed study. Questions about this collection should be directed to the Transportation Technologist, City of Brantford, 100 Wellington Street, Brantford, ON N3T 2M2, or 519-759-1350.