



Town of Newmarket Council Information Package

Index of Attachments

Date: September 17, 2021

	Pages
General Correspondence Items	
1. Support of Phase Out Ontario's Gas Plants	1
City of Port Colborne August 27, 2021	
2. Lottery Licensing to Assist Small Organizations	4
Tay Valley Township August 27, 2021	
Proclamation, Lighting Requests and Community Flag Raising	
1. Color The World Orange for CRPS/RSD Awareness	5
Lighting - November 2 (orange)	
2. Pregnancy and Infant Loss Awareness Month	7
Proclamation - October	
3. Rett Syndrome Awareness Month	9
Proclamation - October Lighting - October 29 (purple)	
4. Waste Reduction Awareness Week	13
Proclamation - October 18-24 Lighting - October 18 (blue/green)	
5. National Disability Employment Awareness Month/Light it Up! For NDEAM™	15

Proclamation - October

Lighting - October 21 (blue/purple)

Information Reports

The following information report was distributed during this period:

1. **INFO-2021-31: Traffic Calming Initiatives Follow-up Report**

22

Engineering Services

Distributed September 10, 2021



PORT COLBORNE

Corporate Services Department
Clerk's Division

Municipal Offices: 66 Charlotte Street
Port Colborne, Ontario L3K 3C8 • www.portcolborne.ca

T 905.835.2900 ext 106 F 905.834.5746

E amber.lapointe@portcolborne.ca

August 27, 2021

The Honourable Doug Ford, Premier of Ontario
Legislative Building, Queen's Park
Toronto, ON M7A 1Y7

Sent via E-mail: premier@ontario.ca

Dear Premier Ford:

Re: City of Stratford Resolution – Phase Out Ontario's Gas Plants

Please be advised that, at its meeting of August 23, 2021, the Council of The Corporation of the City of Port Colborne resolved as follows:

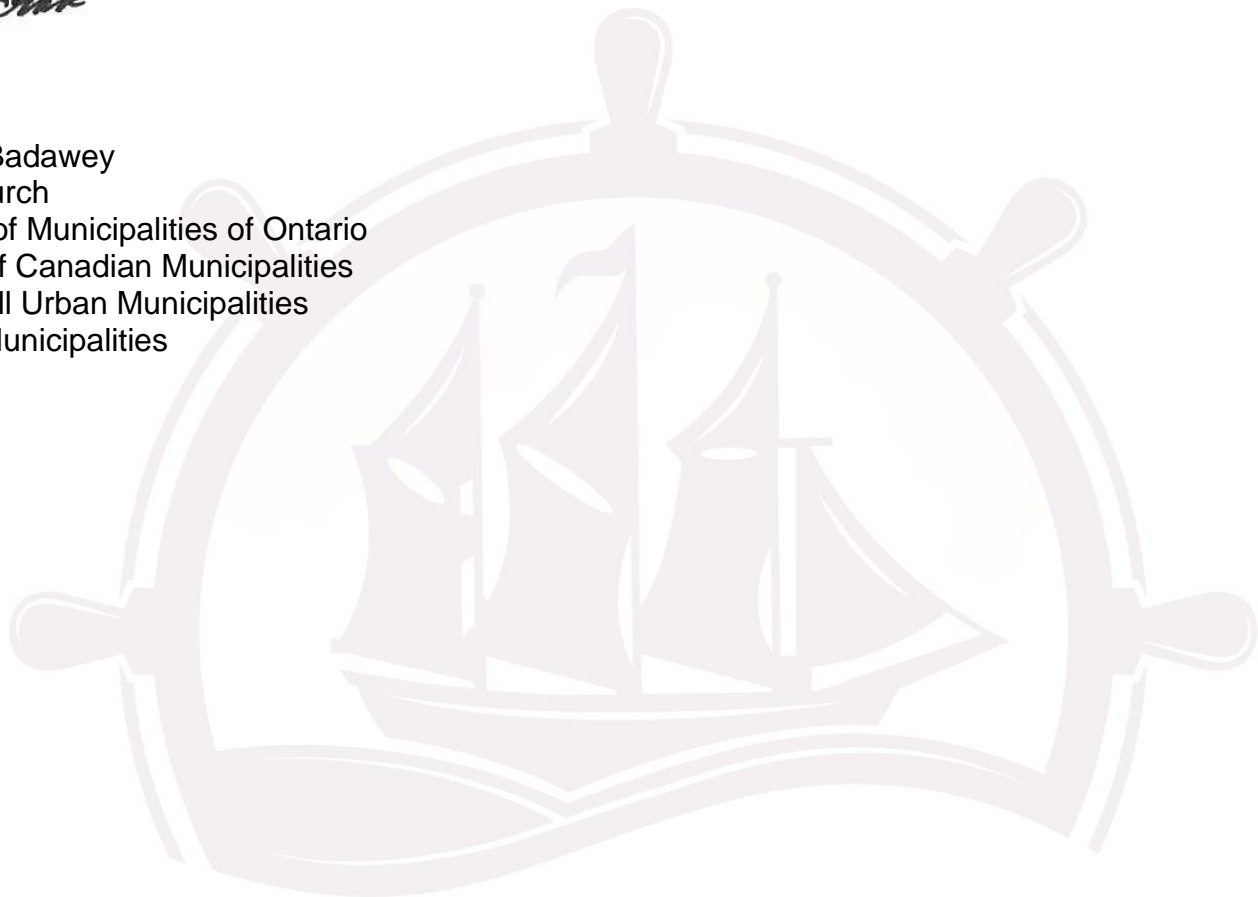
That correspondence from the City of Stratford regarding the Phase Out of Ontario's Gas Plants, be supported.

A copy of the above noted resolution is enclosed for your reference. Your favourable consideration of this request is respectfully requested.

Sincerely,

Amber LaPointe
City Clerk

ec: MP Vance Badawey
MPP Jeff Burch
Association of Municipalities of Ontario
Federation of Canadian Municipalities
Ontario Small Urban Municipalities
All Ontario Municipalities





Corporate Services Department
Clerk's Office
CITY of STRATFORD
City Hall, P.O. Box 818
Stratford ON N5A 6W1

519-271-0250 Ext. 5237
Fax: 519-273-5041
www.stratford.ca

July 23, 2021

Honourable Premier Doug Ford
Premier of Ontario
Legislative Building
Queen's Park
Toronto ON M7A 1A1


premier@ontario.ca

Dear Premier Ford:

Re: Resolution to Phase Out Ontario's Gas Plants

At their June 28, 2021 Regular Council meeting, Stratford City Council adopted a resolution petitioning the provincial government to immediately take steps to replace gas powered electrical generation with non-carbon-based sustainable alternatives.

A copy of the resolution is attached for your consideration. We kindly request your support and endorsement.

Sincerely,

Tatiana Dafoe
Clerk

Encl.
/ja

cc: MPP Randy Pettapiece
MP John Nater
Association of Municipalities of Ontario
Federation of Canadian Municipalities
All Ontario municipalities



THE CORPORATION OF THE CITY OF STRATFORD

Resolution: Phase Out Ontario's Gas Plants

WHEREAS the Earth is on course toward a climate crisis, unless timely actions are taken to minimize the greenhouse effect;

AND WHEREAS the use of fossil fuels is a major contributor to the greenhouse effect because of the increasing amount of heat trapping Carbon Dioxide in the atmosphere;

AND WHEREAS Stratford, along with other municipalities has declared a "Climate Emergency" and is considering a Carbon Net Zero goal to be achieved by 2050;

AND WHEREAS the 2050 Carbon Net Zero goal has been, and is being adopted by countries and governments at all levels, as well as by industries, social and economic institutions;

AND WHEREAS the most effective way of achieving that goal is through initiatives in reducing carbon footprint, and greening;

AND WHEREAS in the Province of Ontario, Electricity generation fueled by Natural gas contributes substantially to the province's carbon footprint and provides an opportunity for rapid reduction of carbon dioxide emissions through the elimination of this form of generation;

AND WHEREAS in the interest of environmental and economic wellbeing for the province of Ontario, immediate action to replace the gas generators by sustainable zero carbon alternatives should be undertaken;

NOW THEREFORE IT BE RESOLVED that the City of Stratford strongly appeal to the Government of Ontario to immediately take steps to replace gas powered electrical generation with non-carbon based sustainable alternatives;

AND BE IT FURTHER RESOLVED that this resolution be circulated to Ontario municipalities and their organizations including AMO and OSUM for their consideration of support.

Adopted by City Council of The Corporation of the City of Stratford on June 28, 2021

The Corporation of the City of Stratford, P.O. Box 818, Stratford ON N5A 6W1
Attention: City Clerk, 519-271-0250 ext 5329, clerks@stratford.ca



August 27, 2021

The Honourable Doug Downey
Ministry of the Attorney General
McMurtry-Scott Building, 720 Bay Street
Toronto, ON M7A 2S9

Dear Minister Downey:

Sent via Email: attorneygeneral@ontario.ca

RE: Lottery Licensing to Assist Small Organizations

The Council of the Corporation of Tay Valley Township at its Council meeting on August 24th, 2021 adopted the following resolution:

RESOLUTION #C-2021-08-39

“THAT, the Council of Tay Valley Township hereby requests Staff to contact the Ministry responsible for the Alcohol and Gaming of Ontario to seek their assistance in implementing an additional level of licensing which would permit small organizations to hold fundraisers as a method of sustaining our community and organizations;

AND THAT, all municipalities in Ontario are sent this resolution to seek their assistance in lobbying the Ministry.”

If you require any further information, please do not hesitate to contact the undersigned at (613) 267-5353 ext. 130 or clerk@tayvalleytwp.ca.

Sincerely,

Amanda Mabo, Acting CAO/Clerk

cc: All municipalities in Ontario



Jaclyn Grossi
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: jgrossi@newmarket.ca
Tel: 905-953-5300 ext. 2207
Fax: 905-953-5100

September 7, 2021

Sent to: [REDACTED]

Dear Kristen Haunss:

RE: Proclamation Request – November 2 - Color The World Orange for CRPS/RSD Awareness

I am writing to advise that your lighting request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in orange on November 2, 2021 to recognize Color The World Orange for CRPS/RSD Awareness. Please note that the lighting will occur from sunset until 11:00 PM.

Your lighting request will be communicated on the Town's Twitter account, and on the Town's website on the Proclamation and Lighting Request page.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink that reads "JGrossi".

Jaclyn Grossi
Legislative Coordinator



September 7, 2021

Sent to: [REDACTED]

Dear Kristen Haunss:

RE: Proclamation Request - November 2 - Color The World Orange for CRPS/RSD Awareness

On behalf of the Town of Newmarket Council I am pleased to recognize Color The World Orange for CRPS/RSD Awareness on November 2, 2021. The Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in orange on November 2, 2021 from sunset until 11:00 PM.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

John Taylor
Mayor



Jaclyn Grossi
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: jgrossi@newmarket.ca
Tel: 905-953-5300 ext. 2207
Fax: 905-953-5100

September 17, 2021

Sent to: [REDACTED]

Dear Sarah Khouri:

RE: Proclamation Request – October - Pregnancy and Infant Loss Awareness Month

I am writing to advise that your proclamation request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Town of Newmarket will proclaim October as Pregnancy and Infant Loss Awareness Month. Your proclamation request will be communicated on the Town's Twitter account, and on the Town's website on the Proclamation and Lighting Request page.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink that reads "JGrossi".

Jaclyn Grossi

Legislative Coordinator



September 17, 2021

Sent to: [REDACTED]

Dear Sarah Khouri:

RE: Proclamation Request - October - Pregnancy and Infant Loss Awareness Month

On behalf of the Town of Newmarket Council I am pleased to recognize October Pregnancy and Infant Loss Awareness Month.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

John Taylor
Mayor



Jaclyn Grossi
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: jgrossi@newmarket.ca
Tel: 905-953-5300 ext. 2207
Fax: 905-953-5100

September 17, 2021

Sent to [REDACTED]

Dear Steve Miguel:

RE: Proclamation Request – October - Rett Syndrome Awareness Month

I am writing to advise that your proclamation request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Town of Newmarket will proclaim October as Rett Syndrome Awareness Month. Your proclamation request will be communicated on the Town's Twitter account, and on the Town's website on the Proclamation and Lighting Request page.

In addition, the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in purple on October 29, 2021 to recognize Rett Syndrome Awareness Month. Please note that the lighting will occur from sunset until 11:00 PM.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink that reads "JGrossi".

Jaclyn Grossi

Legislative Coordinator



September 17, 2021

Sent to: [REDACTED]

Dear Steve Miguel:

RE: Proclamation Request - October - Rett Syndrome Awareness Month

On behalf of the Town of Newmarket Council I am pleased to recognize October as Rett Syndrome Awareness Month.

In addition, the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in purple on October 29, 2021 from sunset until 11:00 PM.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

John Taylor
Mayor



Office of the Clerks
Town of Newmarket

September 1, 2021

Request for Proclamation

Dear Council and/or City Clerk

On behalf of the Ontario Rett Syndrome Association (O.R.S.A), and the diagnosed individuals living in the Town of Newmarket, I am writing to request a **renewal** proclamation of the month of October as Rett Syndrome Awareness Month.

Rett Syndrome is a rare neurodevelopment condition that affects mainly females (1 in 10,000 births) and is caused by a mutation in the X chromosome. Individuals with Rett syndrome will lose some if not most acquired skills including speech, and gross and fine motor skills. Some never develop the ability to walk or even talk.

O.R.S.A. exists to ensure that children and adults with Rett syndrome are enabled to achieve their full potential and enjoy the highest quality of life within their community.

This observance gives us a means to focus attention in making it possible for O.R.S.A. to continue public awareness and advocacy, provide parent/family support, operate the Resource Centre, fund research projects through the Hope Fund, host conferences, maintain the Canadian Rett Syndrome Registry, and fund three Rett syndrome clinics in Ontario that provide medical assistance. The Rett syndrome clinics located at the Children's Hospital of Eastern Ontario, Ottawa, Holland Bloorview Kids Rehabilitation Hospital, Toronto and Thames Valley Children's Centre, London, provide direct critical support to the families and their loved one on care and management issues.

If you need anything further, please don't hesitate to contact me by email: smiguel@rett.ca or phone at 519-474-6877.

Thank you for taking the time to consider recognizing and supporting O.R.S.A. as we strive to build "healthy tomorrows" for all Canadians living with Rett syndrome.

Sincerely,

Steve Miguel
Director
Ontario Rett Syndrome Association



It is the Ontario Rett Syndrome Association's desire to have the following proclamation considered.

PROCLAMATION

October as Rett Syndrome Awareness Month

WHEREAS Rett syndrome is a rare genetic neurological disorder that occurs almost exclusively in girls and leads to severe impairments, affecting nearly every aspect of the individual's life. Rett syndrome occurs worldwide in 1 of every 10,000 female births and is even rarer in boys, but not impossible. Rett syndrome is usually recognized in children between 6-18 months of age as they begin to miss developmental milestones or lose abilities they had once gained;

AND WHEREAS throughout their lives these courageous individuals will need total care and constant support from their family; they will combat many medical challenges. They may have seizures, osteoporosis, scoliosis, breath holding, hyperventilation, nutritional problems and so much more. Apraxia, which is the inability to motor plan, is one of the most challenging aspects of Rett Syndrome along with loss of speech;

AND WHEREAS in 1999 it was discovered that Rett Syndrome is primarily caused by a sporadic mutation in the MECP2 gene on the X chromosome, and since this discovery there are many research projects taking place across Ontario and Canada;

AND WHEREAS as there is no Canadian Rett Syndrome Association, the Ontario Rett Syndrome Association (O.R.S.A.) has members from many provinces across Canada and through donations and fundraising efforts have been able to fund finances the Canadian Rett Syndrome Registry, has funded over \$600,000 in Canadian Rett syndrome research, and support three Rett clinics in Ontario. The Rett syndrome clinics located at the Children's Hospital of Eastern Ontario, Ottawa, Holland Bloorview Kids Rehabilitation Hospital, Toronto and Thames Valley Children's Centre, London, provide direct critical support to the families and their loved one on care and management issues.

NOW THEREFORE, I, [REDACTED], Mayor of the [REDACTED], **DO HEREBY PROCLAIM October 2021** as **RETT SYNDROME AWARENESS MONTH** in the [REDACTED]. I urge all citizens to make an effort this month to learn more Rett Syndrome, fight stigma, light Canada purple and wear a purple ribbon to show support.

Dated [REDACTED]



Jaclyn Grossi
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: jgrossi@newmarket.ca
Tel: 905-953-5300 ext. 2207
Fax: 905-953-5100

September 17, 2021

Sent to: aromano@newmarket.ca

Dear Amanda Romano:

RE: Proclamation Request – October 18-24 – Waste Reduction Week

I am writing to advise that your proclamation request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Town of Newmarket will proclaim the week of October 18-24, 2021 as Waste Reduction Week. Your proclamation request will be communicated on the Town's Twitter account, and on the Town's website on the Proclamation and Lighting Request page.

In addition, the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in blue and green on October 18, 2021 to recognize Waste Reduction Week. Please note that the lighting will occur from sunset until 11:00 PM.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink that reads "JGrossi".

Jaclyn Grossi

Legislative Coordinator



September 17, 2021

Sent to: aromano@newmarket.ca

Dear Amanda Romano:

RE: Proclamation Request – October 18-24 – Waste Reduction Week

On behalf of the Town of Newmarket Council I am pleased to recognize October 18-24, 2021 as Waste Reduction Week.

In addition, the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in blue and green on October 18, 2021 from sunset until 11:00 PM.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

John Taylor
Mayor



Jaclyn Grossi
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: jgrossi@newmarket.ca
Tel: 905-953-5300 ext. 2207
Fax: 905-953-5100

September 17, 2021

Sent to: [REDACTED]

Dear Dean Askin:

RE: Proclamation Request – October - National Disability Employment Awareness Month

I am writing to advise that your proclamation request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Town of Newmarket will proclaim October as National Disability Employment Awareness Month. Your proclamation request will be communicated on the Town's Twitter account, and on the Town's website on the Proclamation and Lighting Request page.

In addition, the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in blue and purple on October 21, 2021 to recognize Light it Up! For NDEAM™. Please note that the lighting will occur from sunset until 11:00 PM.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink that reads "JGrossi".

Jaclyn Grossi

Legislative Coordinator



September 17, 2021

Sent to: [REDACTED]

Dear Dean Askin:

RE: Proclamation Request - October - National Disability Employment Awareness Month

On behalf of the Town of Newmarket Council I am pleased to recognize October as National Disability Employment Awareness Month.

In addition, the Riverwalk Commons and Fred A. Lundy Bridge located on Water Street will be illuminated in blue and purple on October 21, 2021 from sunset until 11:00 PM to recognize Light it Up! For NDEAM™.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

A handwritten signature in black ink that reads "John Taylor".

John Taylor
Mayor

Light It Up! For NDEAM

Frequently Asked Questions

Q: What is Light It Up! For NDEAM™?

A: *Light It Up! For NDEAM* is a one-night, national co-ordinated special lighting event in recognition of National Disability Employment Awareness Month (NDEAM); and the many ways people who have a disability contribute to businesses and communities across Canada, and help companies be successful and competitive. *Light It Up! For NDEAM* was started in 2020 by the Ontario Disability Employment Network (ODEN) as part of its flagship annual NDEAM campaign. The first *Light It Up! For NDEAM* was an Ontario-wide event.

In 2021, in collaboration with the Canadian Association for Supported Employment (CASE) and MentorAbility Canada, *Light It Up! For NDEAM* is going national. The event is the third Thursday of every October. (For 2021, *Light It Up! For NDEAM* happens Thursday, October 21.)

Q: How does *Light It Up! For NDEAM* work?

A: For this lighting event, both the *Light It Up! For NDEAM* National Campaign Co-ordinator (NCC) and local community-based agencies that are participating in *Light It Up! For NDEAM*, submit special lighting requests.

The NCC typically handles the requests for landmarks and city halls in major centres across Canada. These include, for example, the Calgary Tower, Niagara Falls, the CN Tower, Charlottetown City Hall Clock Tower and the High Level Bridge in Edmonton.

Lighting requests for *Light It Up! For NDEAM 2021* have been ongoing since early March, and continue into September.

Local agencies may have a better idea of certain landmarks that accept special lighting requests. We've created a Survey Monkey form (in English and French) to help you easily enter key information about lighting requests. Every time you submit a request, please fill out the form. It will help us make sure there's no overlap in the collective effort on lighting requests, and know how many cities/towns and landmarks are participating on October 21.

If lighting requests for a landmark in a major centre are accepted only from local community organizations, they submit those requests. They also engage with their local businesses to participate in *Light It Up! For NDEAM*. Agencies are also encouraged to engage with mayors and councillors, as well as Members of Provincial Parliament/Members of the Legislative Assembly, about participating in *Light It Up! For NDEAM*. The more you do locally, the more structures will be lit up across the country, and the more successful *Light It Up! For NDEAM* will be!

Continued on next page

1

#LightItUpForNDEAM #LightItUpForDEAM #LightItUp1021 #EngageTalent



Continued from page 1

People can also wear purple and blue to support **Light It Up! For NDEAM**. This is a great way for businesses and municipal staff to participate in the event if there's no physical capability to specially light buildings purple and blue. It's also a great additional way for your team to participate. We provide print-ready apparel artwork that can be printed locally on t-shirts, hoodies, buttons, sweaters, jackets...the sky's the limit!

Q: What are we lighting up for **Light It Up! For NDEAM**?

A: Bridges (such as the High Level Bridge in Edmonton and Reconciliation Bridge in Calgary); commercial/industrial buildings; landmarks (such as the CN Tower, Calgary Tower, and Niagara Falls); and airport control towers, city and town halls, libraries, museums, schools, universities and interactive municipal signs (such as the “Ottawa” sign in the Byward Market and the “Timmins” sign in Timmins, ON).

Q: Why should I participate in **Light It Up! For NDEAM**?

A: **Light It Up! For NDEAM** helps keep the conversation going about the benefits, and importance of, disability inclusion in the workplace — whether remote or on-site. Lack of access to employment is still a major barrier for people who have a disability. **Light It Up! For NDEAM** helps raise business/industry awareness about the “hidden” pool of skilled talent that can help them be more profitable and competitive in the long term. Participating also helps you grow/nurture relationships with local businesses, and raise your profile.

2

Q: What do we do the day and night of **Light It Up! For NDEAM**?

A: Have fun! Wear purple and blue. Go out to locations that are lit purple and blue, and take photos. Take selfies, too! Tweet them on your Twitter account, using the event hashtags. If you have a Facebook and/or a LinkedIn account, post your **Light It Up! For NDEAM** selfies on those channels, too!

Q: I've never done this before. How do I submit special lighting requests for **Light It Up! For NDEAM**?

A: This is a great question! The process differs, depending on the municipality/location/landmark. For some locations, submissions must be made through an online form, or a downloadable PDF form. Some municipalities require both the completion of a submission form and a letter to City or Town Council. In other locations, you can just send an email. (You can use the customizable email templates we've provided.)

If at any time you need assistance, the **Light It Up! For NDEAM** team is available to guide and support you. Email us at lightitup@odenetwork.com.

Timelines for requests can vary widely. With some locations you have to submit requests at least four weeks in advance. Some, three months in advance. In general, submit your lighting requests as early as possible, to make sure the October date is secured. If the date isn't available, make a note to apply for the following year.

When you submit lighting requests, you may need to provide the RGB colours. See page 3 for information on the colour specifications.

Continued on next page

Continued from page 2

Q: Who do I submit *Light It Up! For NDEAM* lighting requests to?

A: It depends.

- **For municipal structures/signs/bridges/libraries:**

- o If there's an online or PDF form you fill out and submit electronically, that usually goes to the City/Town Clerk's Office, or the Community Relations Department.
- o If lighting requests are accepted by email, there may be a specific email address indicated, that you must send your request to.
- o The Mayor's Office, Chief Administrative Officer/Town Manager, Mayor's/CAO's Executive Assistant, City/Town Clerk are also appropriate people to contact.

- **For commercial office towers/buildings:**

- o It's the property management company/property manager that you need to reach out to.
- o If you need help finding out who the property manager is, contact the NCC.

- **For small businesses: reach out to the owner/proprietor**

- **For larger companies in your community:**

- o Visit their website for contact names: the Communications/PR Director, the President, Chief Operating Officer, Operations Manager

- **For art galleries/museums:** the Curator/Director/CEO

Handy tip: If you visit a company's website and find a contact name but you don't know their email address, go to hunter.io. You can find key contact email addresses there by entering the website address of the company/organization.

3

Q: What's the best way to keep track of my lighting requests?

A: Easy! We are providing a SurveyMonkey form. When you submit a lighting request, enter the required information in the form. The location information is needed for keeping the primary list of participating locations updated regularly, and for the PR campaign in the Fall. You may also want to keep a more detailed record of your lighting request submissions. We've created a Microsoft Excel spreadsheet of lighting request submissions that's broken out by province. If you want to use the form for your detailed records, you can request a copy by emailing lightitup@odenetwork.com.

Q: What are the colours for *Light It Up! For NDEAM*?

A: The two colours are dark purple and blue. The Red-Green-Blue (RGB) values are:

- Purple — R: 125 G: 82 B: 138
- Blue — R: 50 G: 77 B: 92

If a landmark can be lit only one colour, choose purple.

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Continued from page 3

Q: Why are dark purple and dark blue the colours for *Light It Up! For NDEAM*?

A: These colours were chosen for *Light It Up! For NDEAM* because they symbolize everything that *Light It Up! For NDEAM* stands for and what the event is designed to accomplish.

Among other things, purple symbolizes creativity, harmony and co-operation. *Light It Up! For NDEAM* is a one-night, awareness raising event that happens through like-minded organizations with a common goal — increasing employment opportunities for people who have a disability — working together regardless of their different overall approaches to National Disability Employment Awareness Month. With this spirit of co-operation in mind, purple was the fitting colour to choose for *Light It Up! For NDEAM*.

Dark blue represents trust, dignity, authority, professionalism, intelligence and loyalty. It's a colour used by many businesses for their corporate identities (think of IBM and VISA). Dark blue “speaks” to business. So it makes perfect sense to use dark blue for *Light It Up! For NDEAM*.

Q: We don't use purple or blue in our province for our NDEAM campaign. Can we request to have buildings, landmarks or signs lit in a different colour for *Light It Up! For NDEAM*?

A: No. As explained above, there's a reason why purple and blue were chosen for *Light It Up! For NDEAM*. This is an annual event with a brand identity. Purple and blue are the event brand colours. In news releases and other public relations efforts, *Light It Up! For NDEAM* is promoted as a one-night event during October when buildings, landmarks and signs will be specially lit purple and blue to raise awareness about the importance of disability inclusion in businesses.

4

Q: How do I promote *Light It Up! For NDEAM* with local businesses?

A: Great question! Use the email templates, the PDF promo and the key messages provided, to get the conversation going. There's a complete list of the resources we are providing, in the *Light It Up! For NDEAM* backgrounder document that you received. The key messages behind *Light It Up! For NDEAM* are also in that document. ODEN will also provide a press release template you can use in the Fall to send out locally, when the *Light It Up! For NDEAM* PR campaign starts.

Continued on next page

Continued from page 4

Q: What about social media?

A: Absolutely promote **Light It Up! For NDEAM** on your social media, beginning in September. You can use the templated social media posts that will be provided. There are more details about this in the **Light It Up! For NDEAM** plan document you received.

The social media hashtags for **Light It Up! For NDEAM** are:

- **#LightItUpForNDEAM**
- **#LightItUp1021** (this changes annually depending on the date)
- **#NDEAM**
- **#EngageTalent**

You'll need to provide these hashtags to your municipality and local businesses if they're participating, so they can promote **Light It Up! For NDEAM** (and their participation in it) on their social media.

Q: Is **Light It Up! For NDEAM** trademarked?

A: Yes. We've also trademarked **Light It Up! For DEAM**, to accommodate participation where October is referred to as Disability Employment Awareness Month.

- Organizations that participate in **Light It Up! For NDEAM** in alliance with ODEN have permission to use the trademark name in any promotional materials they create themselves.
- Please follow the **Light It Up! For NDEAM** Trademark Usage Guidelines. They are available in the **Light It Up! For NDEAM** PR Kit on the ODEN website.
- Include this tag line on materials you create locally:

Light It Up! For NDEAM™ is a trademark of the Ontario Disability Employment Network.
Used with permission.

5

Q: Who do I contact if I need help about **Light It Up! For NDEAM**?

A: The National Campaign Co-ordinator is Dean Askin, ODEN's Communications Strategist. There's a joint **Light It Up! For NDEAM** team at ODEN and CASE/MentorAbility Canada. If you have questions about, or need help with or guidance about participating in **Light It Up! For NDEAM**, email us at lightitup@odenetwork.com.





Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

Traffic Calming Initiatives Follow-up Report Information Report to Council

Report Number: INFO-2021-31

Department(s): Engineering Services

Author(s): M. Kryzanowski, Manager, Transportation Services

Distribution Date: September 10, 2021

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Purpose

The purpose of this report is to highlight the results of traffic calming initiatives noted in the Town-Wide Traffic Mitigation Strategy.

Background

At the regular meeting of the Committee of the Whole on September 23, 2019, the Town-Wide Mitigation Strategy – Traffic Calming Policy Public Consultation Report (ES 2019-08) was presented. This report outlined the results of the public consultation on the Town-wide Mitigation Strategy, in particular the Traffic Calming Policy.

At that Committee of the Whole meeting, Town Council adopted the following additional recommendation:

That Staff report back to Council in up to 12 months regarding various initiatives raised in this report.

Because of the onset of the Covid Pandemic, it was decided to wait until traffic speeds and volumes stabilized under the new provincial restrictions before producing this report. The report looks primarily at results obtained in 2020. Measurements done in the field confirmed that, although the COVID-19 pandemic had an impact on traffic volumes, it had very little impact on traffic speeds.

Discussion

Before this report assesses the various traffic calming initiatives installed by the Town, it is important to look at one of the most important metrics in traffic safety, which is the number of collisions on Town streets. Appendix A shows the total annual collisions over the last 10 years.

From the graph in Appendix A, the following observations are noteworthy:

1. While the COVID-19 pandemic did not impact speeds, it did impact volumes. The collision reductions in 2020 and 2021 reflect this. Lower traffic volumes resulted in a lower number of collisions.
2. While Newmarket's population continued to increase from 2011 to 2015, resulting in more traffic, the annual number of collisions remained consistent, and began to trend downward thereafter. It should be noted that more aggressive traffic calming initiatives from the Transportation Services business unit at the Town began in 2016.
3. Collisions where there were injuries that required medical care are a relatively low percentage of the total number of collisions, at around 15%. There was, however, one collision, on a Town road, that resulted in a pedestrian fatality in 2020. This was the first pedestrian fatality in over 22 years on a Town road. This unfortunate incident was not related to speeding, as it was due to a visibility issue when a driver was making a turn onto a side street and did not see the pedestrian who was crossing the road.

Category 1 Initiative Assessment

"Category 1" initiatives under the Town's Speed Management Program consist of programs that include solar radar speed boards, traffic-calming bollards, boulevard signs, pavement markings (such as a yellow centre line being painted), regulation signage (such as additional speed limit signs), and non-construction visual narrowing of traffic lanes (such as the addition of bike lanes or painted medians).

In 2020, the solar radar board (SRB) program was deployed at 82 locations within the Town. Typically, the SRBs are rotated to a new location every month, but as a result of the COVID-19 pandemic, some SRBs were not moved and remained in place for 2 or 3 months. Every SRB location studied showed a successful decrease in speed. Of the 43 locations that were studied, staff found that there was an average speed reduction of 5.5 km/h. The highest decrease in a given location was 9.2 km/h, whereas the smallest change was a decrease of 2.1 km/h.

The 2020 traffic-calming bollard program consisted of 14 bollard locations (2 per Ward). Although staff is still assessing the best configurations for the bollards to produce the most speed reduction, the 2020 program consisted of 3 to 6 sets of consecutive bollards. All locations showed a decrease in speeds as a result of the bollards. In the 14 locations implemented in 2020, an average decrease of 4.4km/h in speed was measured. The highest decrease was 7.1 km/h at one location, while the lowest decrease was 1.3 km/h at another.

Another very interesting finding was seen as a result of the bollard program. Although speeds were measurably lower at the bollard sites, decreases in speeds were also measured on the side roads flanking the bollard locations. The four side streets that were studied showed an average speed decrease of 1.6

km/h. Although it does not seem like much of a decrease, if this decrease can be confirmed in the future, it could indicate that the bollards may have a psychological or calming effect on drivers seen through a change in attitude towards speeding. Drivers who are slowed down by the bollards on the main collector road may in fact, continue to drive slowly, or “calmly”, on the side streets once they leave the bollard areas. This requires further study, but may show a change in driver attitude that is worth pursuing further.

It is more difficult to determine the degree of success of the boulevard sign program as the location and effectiveness of signs can change. In 2020, there were 24 boulevard signs deployed throughout the Town. These signs are deployed upon request only, and are normally rotated to different locations to maximize their effect. The number of sign requests received in 2020 was a bit low, probably due to the pandemic, but in 2021, the Town has already received about twice the number of requests for boulevard signs as of the same date last year.

Pavement markings and regulation signage components are highlighted best by the ladder markings at select intersections throughout the Town. These ladder markings are meant to highlight all-way stop intersections and provide visual contrast to keep pedestrians safe. The general trend is a decrease in collisions, but the collision numbers are relatively low to start, and trends are difficult to firmly establish. However, the goal is zero collisions.

Lane Narrowing (non-constructions) is generally the impact of bicycle lanes on roadway speeds. In 2020, the Active Transportation Implementation Plan (ATIP) implemented bicycle lanes on London Road, Alexander Road, and the western end of Bonshaw Avenue. For the requirements of the Provincial grant for these projects, traffic counts were undertaken in 2020. Typically, for an accurate reflection on the speed impact, speed data would be gathered a year afterwards. However, for reporting, the average speed decrease on London Road was 4.0 km/h. Interestingly, the average speed on Alexander Road increased by 1.1 km/h. The average speed reduction currently experienced on roads with bicycle lanes is 2.6 km/h. This would be typically a little higher on residential roads, and a little lower on industrial/commercial roads.

Category 2 Initiative Assessment

Category 2 measures are implemented when Category 1 measures have not been successful in lowering speeds to below the “policy limit”. The policy limit is breached when operating speeds (the speed at or below which 85% of vehicles are travelling) reach 10 km/h over the posted limit for local roads, and 15 km/h above posted for collector roads. For most Newmarket roads, this equals 50 km/h for local roads and 55 km/h for collector roads. When speeds are constantly exceeding the policy limit, and progressively more Category 1 measures have been applied without success, Category 2 measures can be implemented. Category 2 measures require physical construction that results in speed humps (local roads only), road diets, curb radius reductions, chicanes, pedestrian refuge islands, bump-outs, raised intersections and coloured or textured paving.

While no Category 2 measures were constructed in 2020, there are two examples constructed just shortly before 2020:

The Queen Street bump-out near JLR Bell School resulted in the narrowing of the pavement to provide a visual pinch point to slow traffic down. This narrowing allowed Low Impact Development bioswales and special plantings to soak up storm water to be incorporated in the project. In essence, this bump-out acquired a dual function of reducing speeds and improving storm water quantity and quality. The average decrease in speed as a result of the bump-out is 2.2 km/h.

The Queen Street Pedestrian Refuge Island (PRI) was constructed as part of the road improvements to Queen Street. Road improvements such as those done on Queen Street can sometimes result in slightly increased speeds as the road surface is made smoother and drivers may feel more comfortable driving faster; however, in this case the Queen Street PRI actually reduced speeds by an average of 2.6 km/h.

Conclusion

A variety of traffic calming measures implemented by the Town of Newmarket have all resulted in lowering speeds on those roads. Studies show that the impact on speed reduction can even be seen on non-traffic-calmed streets that adjoin those having the traffic calming measure. Measured speed reductions achieved with the Town's traffic-calming initiatives have ranged between 1.3 km/h and 9.2 km/h.

Business Plan and Strategic Plan Linkages

The traffic calming initiatives address the Council Strategic Pillar entitled "Safe Transportation (Streets)". More specifically, the project addresses the following priorities under the "Safe Transportation (Streets)" Strategic Pillar:

- ii) Continue to implement the traffic mitigation strategy and Active Transportation Plan and explore/advance an off-road Mulock multi-use path;
- v) Develop a 'complete street' design and construction/reconstruction methodology to support ongoing safe street initiatives and continue to explore design options related to speed reduction, where appropriate.

Consultation

There was no consultation in the preparation of this report.

Human Resource Considerations

None

Budget Impact

None

Attachments

Appendix A – Collision Trends

Contact

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Approval

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Appendix A: Collision Trends

