



Media Release

Town launches Traffic Calming and Monitoring Program

July 28, 2021 – In an effort to improve safety in neighbourhoods and on roads in the municipality, the Town of Midland has launched a new Traffic Calming and Monitoring Program. This program will see a combination of calming measures, engineering, educational and enforcement tools used to address identified issues in areas around Midland.

“Over the past two years, the Town has been gathering data and information on traffic issues in Midland, both through our Traffic Monitoring Trailer and feedback from residents,” said Mitch Sobil, Manager of Engineering. “From this we have developed a Draft Traffic Calming Policy to address identified issues. There are advantages and disadvantages to these traffic calming initiatives, and we invite residents to participate in our upcoming Public Information Session to provide their feedback.”

Advantages from traffic calming measures can include:

- Reduced vehicle speeds;
- Reduced traffic volumes; and
- Reduced number of cut through vehicles.

Disadvantages could include:

- Potential increase in emergency vehicle response times;
- More difficulty getting in and out of your neighbourhood each day; and
- Traffic could be shifted/diverted onto neighbouring roadways.

“We have read and heard the feedback and reviewed the data collected, and residents should be confident that the traffic calming measures the Town employs will improve the safety of our roadways,” said Mayor Stewart Strathearn. “The King Street Reconstruction Project is a great example of how traffic calming measures, such as traffic lights, curb bump outs at corners, and crosswalks, can make our roads safer and more accessible for all forms of transportation, and the Traffic Calming and Monitoring Program will ensure we can all enjoy safer roadways throughout Midland.”

The Public Information Session is scheduled for Tuesday, August 24, 2021 at 7 p.m. The location/format for this meeting will be determined by August 13. The COVID-19 restrictions in place at that time will determine whether this session takes place in person or virtually on Zoom. Updates will be provided on the Town’s website, EngagingMidland.ca and on social media.

For more details on the Traffic Calming and Monitoring Program, residents can visit EngagingMidland.ca/Traffic-Monitoring-Program to view the Draft Traffic Calming Policy, Draft Traffic Calming Guide, Traffic Reports from 2019-2021, and more. Residents can also suggest locations where our Traffic Monitoring Trailer should be stationed throughout town.



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