



Working together with our community

## Council-In-Committee Meeting – June 11, 2024

Subject: In Road Flexible Signage  
Report Number: EIS-24-043  
Division: Environmental and Infrastructure Services  
Department: Engineering  
Ward: All Wards  
Purpose: For Decision

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### Recommendation(s):

That Report EIS-24-043 In Road Flexible Signage be received as information; and,  
That Council approve staff to proceed with a Pilot Program to install In Road Flexible Signage at up to twenty locations in Norfolk County; and,  
That Staff setup a site on the Engage Platform to provide information about the Pilot Program and gather feedback from our residents; and,  
Further That Staff report back on the effectiveness of the signage in Q4 of 2025.

### Executive Summary:

Over the past few years many Municipalities have begun the installation of In Road Flexible Signage. The signage is placed in the center of the road between opposing traffic lanes. The sign is usually comprised of a hazard maker on the bottom and the posted speed for the road on the top.

These signs create a narrowing effect on the lane and roadway which can give motorists the perception of the need to slowdown. They are also visual cues that remind motorists to drive according to the posted speed limit.

The signs are flexible and designed to withstand impacts and avert damage to vehicles if struck by collapsing and rebounding.

The In Road Flexible Signs should only be used between May and November and be removed prior to the commencement of Winter Control operations.

## Discussion:

The Norfolk Road Safety Committee (NRSC) has received requests from Council as well as our residents about the installation of In Road Flexible signage on our roads. The NRSC recommends that a Pilot Program be initiated by Operations to install up to 20 of the In Road Flexible signs across Norfolk County. Proposed locations for the signs are shown in the attachments.

The proposed locations are based on roads that provide gateway entry into communities. These are mainly collectors and higher volume roads and have been areas of speeding concerns from residents. In Road Flexible signs will only be installed on roads with posted speed limits of 50 km/h or lower.

The signs would be located on roads with suitable widths and avoid conflicts with intersections, driveways, or parking areas.

The cost to purchase 20 signs and mounting hardware is \$7,000. The signs would be installed and removed by Roads staff. Roads staff estimate their operational costs to install and remove the 20 signs at \$3,000.

If approved, it is anticipated that the signs could be installed by mid-July.

### **Pilot Program**

To be able to judge the effectiveness of the In Road Flexible signage, staff are recommending that traffic data collection be done prior to and during the installation of the signs.

**Pre-Install (Baseline) Data:** The traffic data will be collected before any signs are installed to generate a baseline, which represents typical traffic trends within the area. This will allow future traffic data sets to be easily compared to observe changes brought on by the signs.

**Post Install (Short-Term) Data:** This traffic data will be collected shortly after the installation of the signs. This traffic data should be collected within four (4) to six (6) weeks after installation to allow drivers to become aware of the change and begin to adjust their driving habits.

**Post Install (Final) Data:** This traffic data will be collected at the end of the pilot just before the devices are removed. The purpose will be to observe how driver's behavior has adjusted and trended through the course of the pilot. This will allow Staff to review if the effects of the signage are sustained.

Traffic data will be collected using radar detection equipment for a duration of at least 72 hours. Our Engineering team has the equipment and resources to do this traffic data collection in-house.

Staff analysis will be based on the major indicators of driver behavior:

- Average speed (km/h)
- 85th percentile speed (km/h)
- Percentage of vehicles 15 kilometers over speed limit
- Overall compliance (%)

Engineering staff will also work with our Communications team to provide online information on the Pilot program, giving residents the opportunity to provide feedback. In addition, residents will be able to suggest potential future locations for consideration.

If the pilot program is approved, Engineering staff will provide a report back to Council in Q4 of 2025 on the effectiveness of the In Road Flexible signage. The report will outline the key driver indicators above at each location as well as provide recommendations for the program moving forward.

#### **Financial Services Comments:**

The Final 2024 Levy Supported Operating Budget contains an allocation of \$619,600 related to the management of road safety devices. Costs associated with road safety improvements, such as an In Road Flexible Signage pilot project, are expected to be accommodated within this budget.

Upon completion of the pilot program and dependent upon Council direction, staff will review and determine whether annual impacts should be incorporated into the budget at that time.

#### **Interdepartmental Implications:**

The Roads Department will be required to provide the resources to install and remove the In Road Flexible Signage. The estimated operational costs for the 20 locations would be around \$3,000 to install and remove the signs.

Communications will be asked to create online content on the Engage platform for the Pilot Program.

#### **Consultation(s):**

Risk Management was consulted on the use of In Road Flexible signage.

#### **Strategic Plan Linkage:**

This report aligns with the 2022-2026 Council Strategic Priority Building Norfolk - Develop the infrastructure and supports needed to ensure complete communities.

Explanation: The creation of a Pilot Program for the installation of In Road Flexible Signs is a road safety measure that can be easily installed in our communities.

### **Conclusion:**

Staff are recommending that Council approve a Pilot project for the installation of up to 20 In Road Flexible Signs.

Engineering staff will report back in Q4 of 2025 on the effectiveness of the signage in adjusting driver behavior.

### **Attachment(s):**

- Attachment 1 – List of Proposed locations for In Road Flexible Signage
- Attachment 2 – Mapping of proposed locations

### **Approval:**

Approved By:  
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General Manager, Environmental and Infrastructure Services

Reviewed By:  
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Director, Engineering

Prepared By:  
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