

## Amy Lafontaine

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**Subject:** Response - 11.3 Central Saanich Speed Reduction Project

**To:** Mayor & Council  
**Date:** Jan 28, 2025  
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About a year ago at a council meeting I presented 2 letters from approximately 35 residents in 6900/7000 blocks of Wallace Drive Brentwood Bay to request action to address ongoing speeding concerns between Brentwood Elementary & Bayside Middle schools. On May 28, 2024, 60+ residents met with staff & police providing numerous examples of speeding issues on this stretch of road along with traffic calming recommendations.

After hearing last night's Speed Limit Reduction Plan I appreciate staff have started to look at traffic safety however was disappointed in the solution put forward. An alternative solution to the speeding issue could involve the implementation of "targeted traffic calming measures" aimed specifically at addressing the behavior of the 20% of drivers who contribute to 80% of the speeding issues. This approach would focus on modifying driver behavior in the area with the highest risk (near our schools), while not penalizing law-abiding drivers across the entire municipality.

### **Key Solution:**

Instead of reducing speed limits on all roads, focus on strategic traffic calming measures in the specific zones with high speeding incidents, such as:

**Raised Crosswalks and Speed Humps:** Install the requested raised crosswalks at the crosswalk locations near the schools. These would force drivers to slow down as they approach, with the added benefit of increasing pedestrian safety. The raised crosswalks would be a reminder to drivers that they are entering an area with higher foot traffic and potential risk.

**A 4-Way Stop at Key Intersections:** Place a 4-way stop at Wallace and Marchant between the schools. A 4-way stop would physically slow traffic down, as drivers would need to stop and proceed cautiously. This targeted intervention would prevent the "lead foot" drivers from speeding through without consequence, while still maintaining the flow of traffic in other areas.

**Increased Enforcement Speed Radar Signs:** Rather than a blanket speed limit reduction, continue enforcement in high-speed zones with frequent patrols and deploy speed cameras. This would create deterrence for the top 20% of drivers who tend to disregard speed limits. The presence of traffic law

enforcement can modify behavior and help reduce excessive speeding.

**Supporting Analogy:**

Think of the issue like a classroom of students. Instead of punishing the entire class (reducing the speed limit everywhere), focus your efforts on the students who are causing the most disruption (the 20% speeders). This can be done by implementing direct interventions like giving them more supervision (speed cameras), enforcing rules more clearly (raised crosswalks), or creating natural barriers that make it harder for them to misbehave (4-way stops). In this way, the rest of the class (law-abiding drivers) isn't unfairly penalized, and the disruptive students (speeders) face consequences that target their specific behavior.

By narrowing the intervention to the areas that need the most attention, the overall impact can be more effective and equitable, avoiding unnecessary inconvenience for drivers who already follow the law.

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