



**FOR IMMEDIATE RELEASE**  
**May 29, 2024**

**Township of Oro-Medonte Traffic Safety Advisory Committee**  
**Focused on Community Safety**

Oro-Medonte Council has established a Traffic Safety Advisory Committee (TSAC), with the goal of raising community awareness, advising on traffic management issues and policies, and to promote public awareness and education for road safety initiatives and programs. One of the committee's primary objectives is to enhance community participation and on-going collaboration to enhance traffic safety in the Township of Oro-Medonte.

Since inception, the TSAC has focused on the establishment of a Community Safety Zone policy (CSZ), and a public awareness campaign to reduce travel speeds throughout the Township. The TSAC has recently endorsed a staff report and policy that will be presented to Oro-Medonte Council in June. The proposed criteria in the draft policy would expand existing Community Safety Zones in the Township to include new CSZs on roadways adjacent to Township-wide/regional parks and community parks, as defined in the Parks and Recreation Master Plan.

Using social media platforms and signage, the TSAC with collaboration from Township staff, will be launching a Township-wide crowd sourced "*Slow Down For Us*" awareness campaign early this summer. The campaign will be focused on localized traffic issues such as speeding, aggressive driving, and road awareness, and will aim to change driver behaviour through showcasing the impact on community.

On behalf of Councillor David Clark, Chair of the TSAC, committee members, and members of Council, Mayor Greenlaw commented that "establishment of the TSAC was a priority for Council. The committee continues diligent work to enhance safety and community awareness. With the summer months quickly approaching, use of Township roads, parks and outdoor spaces will increase. We look forward to launching the *Slow Down for Us* campaign, to bring awareness regarding the importance of responsible driving, and assist with nurturing a safe and healthy community. I personally encourage all Oro-Medonte residents to participate in the upcoming campaign."

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