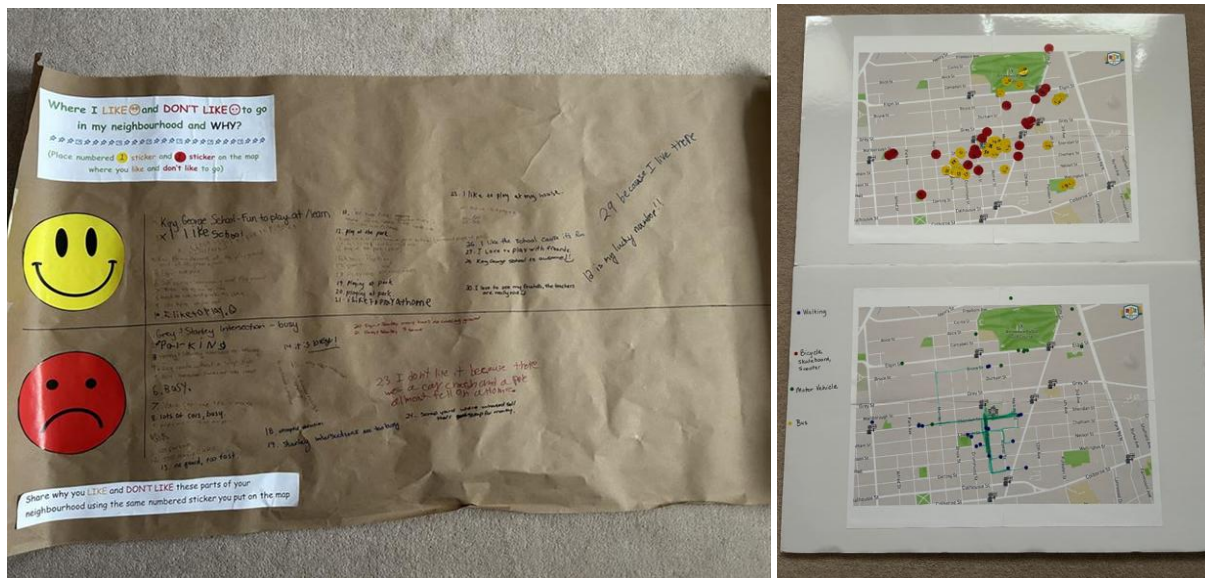


King George School: Active School Travel Report (2025-2026)

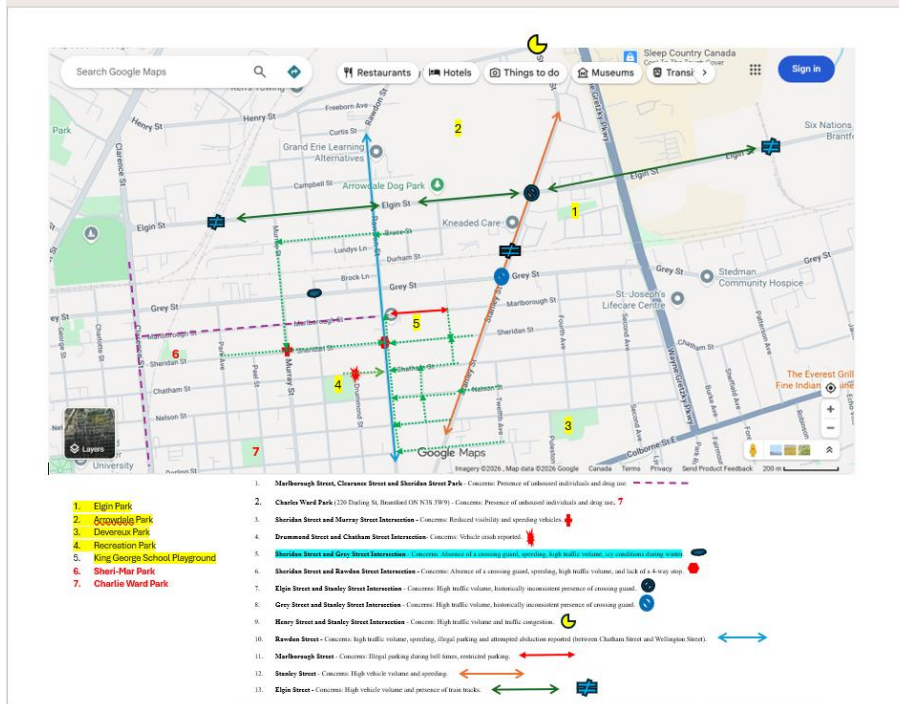
Why Active School Travel Matters: Our goal is to make walking and wheeling to King George School possible, safe, and desirable. Building a community that supports independent mobility and spontaneous play allows our children to build resilience, socialize, and explore their neighborhood freely - benefits that support their development far beyond the school day.

What We Heard from Families (Fall/Winter 2025): Through School Council meetings, Holiday Craft Night, and Winter Walk Week, families shared their travel habits and neighborhood experiences:

- **How We Travel:** Among families surveyed, 58% walk to school and 42% drive. All families live within the school's walking catchment area/zone.
- **Why We Walk:** Proximity, convenience, health, reducing fuel cost, traffic congestion, and helping the environment.
- **Why We Drive:** Distance (especially with younger siblings), weather conditions, traffic safety concerns, and stranger danger.
- **Places of Joy (+):** Families love playing at King George School and visiting local parks. These spaces feel safe, welcoming, and offer fun ways to connect with friends.
- **Places of Concern (-):** Certain streets (Sheridan, Rawdon, Marlborough, Elgin, Grey, Henry, Stanley) and some nearby parks cause worry due to traffic speed, illegal parking, missing crossing guards, and concerns regarding unhoused individuals or substance use.



Investigating & Taking Action (Winter/Spring 2026): We didn't just collect data - we took to the streets to examine concerns firsthand and worked in partnership with the City of Brantford to identify and advance practical solutions.



On-Foot Observation Walks: We conducted field assessments along key school routes to better understand the student experience. These walks highlighted the area’s strengths, including historic homes, mature tree canopy, and positive pedestrian infrastructure such as marked crosswalks and tree-lined boulevards. However, we also identified challenges, including significant bell-time traffic congestion on Marlborough St. and Sheridan St., obstructed sightlines, inconsistent or unclear signage, and gaps in sidewalk connectivity.

Rawdon Street Speed Study: Using radar speed detection devices at Rawdon St. and Sheridan St., we observed 117 cars. 82% of drivers were speeding over the posted 40 km/h limit, with the majority traveling between 39-50 km/h, and five vehicles exceeding 60 km/h.

- **City Transportation & Parking Action:**

- **Traffic Calming:** The city is conducting traffic studies around area streets and Murray St. to evaluate if traffic calming, all-way stops, or new Pedestrian Crossing Crossovers (PXOs) are warranted.
- **Signage & Sightlines:** A traffic technician is simplifying parking signage on Marlborough St. over the coming months. A fence sightline safety issue was forwarded to By-law Enforcement.
- **Safety Sticks:** A pilot project was launched on Rawdon St. to track cars illegally stopped in "No Stopping" zones to help the city evaluate permanent solutions.
- **Adult Crossing Guard Updates:** The city assumed responsibility for this program this year and now utilizes relief staff to ensure coverage. Based on community feedback, the intersection of Stanley St. and Grey St. has been marked as a high priority for an evaluation this spring.

- **Pedestrian Crosswalk (PXO) Safety:** Traffic Services clarified that at crosswalks with a center pedestrian island, drivers may proceed once the pedestrian safely clears their lanes and reaches the center island.
Reminder: Pedestrians must push the button and ensure vehicles have completely stopped before crossing.

Next Steps: Where We Go from Here: Moving forward, we are excited to collaborate with families and City partners on the following initiatives:

- **Active Travel Programs:** Developing community-led initiatives based on your favorite ideas, including Group Walking groups and Walk a Block initiatives.
- **Community Connection:** Exploring the feasibility of a King George Cobra Café at Harmony Church where parents can grab a coffee and chat at drop-off.
- **Joint Audits:** Scheduling an observation walk with school families and City staff to evaluate solutions together.
- **Infrastructure Improvements:** Reviewing bicycle parking upgrades with School Board Facilities and tracking the City's neighborhood review to reduce school zone speeds from 40 km/h to 30 km/h.

Need to report a city traffic or parking concern? You can directly log a service request with the City of Brantford Customer Service line at 519-759-4150.