Minutes – Riel Community Committee – January 7, 2026

REPORTS

Item No. 10 Stop, Drop, and Go Program (St. Norbert - Seine River Ward)

COMMUNITY COMMITTEE RECOMMENDATION:

The Riel Community Committee recommended to the Standing Policy Committee on Public Works that the Winnipeg Public Service be directed to complete the following:

1. That a standardized "Stop, Drop, and Go" program be developed for implementation at elementary schools involving mandating a designated drop-off and pick-up area for active loading and unloading only and with a strict time limit of maximum one (1) minute per vehicle.

2. That the signage at all elementary school zones be enhanced and standardized in order to clearly communicate the "Stop, Drop, and Go" rules and the associated penalties for non-compliance via highly visible and easily understood signage.

3. That collaboration with the Winnipeg Police Service and/or Winnipeg Parking Authority occur to request a targeted increase of enforcement presence during peak morning drop-off and afternoon pick-up times to educate drivers and enforce traffic laws, with an initial emphasis on a warning period followed by consistent ticketing for violations.

4. That a report detailing the feasibility, proposed implementation plan, and cost analysis for this initiative be given to the Standing Policy Committee on Public Works within 180 days.

DECISION MAKING HISTORY:

Moved by Councillor Chambers,

WHEREAS the safety and well-being of students, staff, and families in Winnipeg's elementary school zones is of paramount importance;

AND WHEREAS the City of Winnipeg and school divisions have implemented vital safety measures, including reduced speed zones, designated drop-off areas, and the valued service of school patrols;

AND WHEREAS despite these provisions, significant safety concerns persist due to a minority of individuals engaging in hazardous behaviors, including but not limited to:

- Disregarding designated drop-off and pick-up procedures,
- Exceedingly long stop-times that congest zones and block visibility,
- Performing illegal or unsafe maneuvers such as U-turns, double-parking, and stopping in no-stopping zones;

AND WHEREAS these behaviors create dangerous conditions for pedestrians, cyclists, and other motorists, directly jeopardizing student safety;

AND WHEREAS a consistent, clearly communicated, and enforceable policy is required to correct driver behavior and reinforce a culture of safety;

AND WHEREAS a student named Taylor Bourbonnais has asked the City to consider implementing a Stop, Drop, and Go program to promote proper and safer policies around schools zones;

THEREFORE BE IT RESOLVED that the Riel Community Committee recommend to the Standing Policy Committee on Public Works that the Winnipeg Public Service be directed to complete the following:

1. That a standardized "Stop, Drop, and Go" program be developed for implementation at elementary schools involving mandating a designated drop-off and pick-up area for active loading and unloading only and with a strict time limit of maximum one (1) minute per vehicle.

2. That the signage at all elementary school zones be enhanced and standardized in order to clearly communicate the "Stop, Drop, and Go" rules and the associated penalties for non-compliance via highly visible and easily understood signage.

DECISION MAKING HISTORY (continued):

3. That collaboration with the Winnipeg Police Service and/or Winnipeg Parking Authority occur to request a targeted increase of enforcement presence during peak morning drop-off and afternoon pick-up times to educate drivers and enforce traffic laws, with an initial emphasis on a warning period followed by consistent ticketing for violations.

4. That a report detailing the feasibility, proposed implementation plan, and cost analysis for this initiative be given to the Standing Policy Committee on Public Works within 180 days.

Carried