



SUBJECT: Road Safety Lawn Sign Campaign
TO: Planning and Development Committee
FROM: Transportation Services

Report Number: TS-02-19

Wards Affected: All

File Numbers: 750 - 01

Date to Committee: May 14, 2019

Date to Council: May 27, 2019

Recommendation:

Direct the Director of Transportation Services to implement a Lawn Sign Road Safety Campaign as described in transportation services department report TS-02-19.

Purpose:

The purpose of this report is to provide Council with details surrounding a proposed initiative involving distributing temporary lawn signs with a road safety message to residents with a goal to promote safe driving on neighbourhood streets.

The proposed Lawn Sign Road Safety Campaign outlined in this report supports the city's strategic goal to be a Healthy and Greener City through the implementation of road safety initiatives.

Background and Discussion:

Requests have been received from residents for lawn signs containing a road safety message to address concerns of speeding and aggressive driving on neighbourhood streets. Lawn signs are low cost temporary plastic signs with a wire frame, commonly used in business advertising and event promotion.

The use of lawn signs for promoting road safety is increasingly more common as municipalities in the Greater Toronto Area have implemented campaigns in recent years, including Toronto, Mississauga and Hamilton. This has prompted requests from residents about the possibility of a similar program in Burlington.

Strategy/process

City staff receive numerous concerns annually from residents regarding excessive speeding on residential roadways. To address these concerns, staff utilize available programs such as traffic calming measures, driver feedback signs, reduced speed limits and promoting the use of the Road Watch program by residents. In addition to City of Burlington initiatives, the Halton Region Police Service promotes safe driving through education and enforcement strategies aimed at reducing the speed of vehicles travelling on residential roadways, as outlined in their 2018 Burlington Road Safety Strategy.

A Lawn Sign Safety Campaign provides another tool to confront the issue of speeding on residential streets. The intent is to raise awareness to the issue of speeding and to remind drivers of the importance to drive safely and obey the speed limit.

Transportation staff have investigated lawn sign programs in other municipalities and recommend the adoption of a Lawn Sign Road Safety Campaign for Burlington.

It is important to note this program has the potential to be very visible in the community. This in turn, may result in negative feedback from residents who perceive this type of sign as visually un-appealing.

The following paragraphs outline the details of the proposed Lawn Sign Road Safety Campaign.

Lawn Sign Design

Lawn signs will consist of a metal wire frame inside of plastic material. The size of the signs will be approximately 61 centimeters (24 inches) wide by 51 centimeters (20 inches) tall. The design of the sign itself will be completed by City staff, ensuring professionalism and branding.

Sign Costs

The cost of lawn signs is approximately \$3.00 per sign. There are funds within the current operating budget to make approximately 200 to 300 signs per Ward for 2019. Based on the success of the program, funding for additional signs will be made through a business case in future operating budget submissions.

Guidelines for Lawn Sign Placement

To ensure the success of the Lawn Sign Road Safety Campaign and to ensure the placement of signs do not create a sightline obstruction or a hazard for any roadway users, staff propose the following program guidelines.

The signs must:

- be set-back a minimum of 0.6 meters (2 feet) from curb or edge of the roadway;
- not obstruct the travelled portion of the roadway, median, traffic island, sidewalk, bicycle path, or multi-use trail;
- be inserted into the ground using the wire frame only;
- be placed where it will not obstruct sight lines for pedestrians, cyclists or drivers; and,
- be placed as supplied and without further illumination or the use of reflective tape.

Any lawn signs determined to be unsafe or require relocation for any reason may be removed or relocated by City transportation staff. It is noted that the signs can be erected year-round. However, the April to November timeframe is recommended to maximize visibility and minimize weather impact on the signs.

Sign Distribution

The City would offer one sign per household, on a first come first serve basis, free of charge to the residents. Transportation staff will be working with other departments to establish a distribution method to be in place and communicated to the public by August 2019.

Sign By-Law

The proposed lawn signs are not in contravention with the Burlington Sign By-Law 34-2007 as this type of sign pertains to a public safety initiative.

City Staff have the support for the program from Halton Regional Police Services.

Following the manufacturing and distribution of the lawn signs in 2019, Transportation staff will evaluate the uptake and public response to the program and report back to Planning and Development Committee in 2020.

Options considered

Should Council not wish to proceed with this program, Transportation staff will continue to utilize the existing tools available to address speeding in neighbourhoods.

Financial Matters:

Total Financial Impact

The total financial impact for 2019 is estimated to be \$7,000. All costs associated with educational and promotional material (electronic) will be absorbed within the respective departments existing operating budgets.

Other Resource Impacts

Communications staff have agreed to support this program to create the educational material, including web design and social media promotion.

Public Engagement Matters:

Information on the program, including how to obtain a sign and the associated conditions will be communicated to residents through staff and Council correspondence and provided on the City's website for reference.

Conclusion:

This campaign will engage residents to advocate for the slower speeds in their own neighbourhoods. While staff recognize that this campaign does not, nor should it, replace existing traffic calming policies or measures, it will provide a program for residents to participate in advocating for road safety.

Respectfully submitted,

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Notifications:

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Report Approval:

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.