



STAFF REPORT ACTION REQUIRED

"Slow Down" Signs

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| Date: | July 13, 2015 |
| To: | Etobicoke York Community Council |
| From: | Director, Transportation Services - Etobicoke York District |
| Wards: | Wards 1, 2, 3, 4, 5, 6, 7, 11, 12, 13, 17 |
| Reference Number: | p:\2015\Cluster B\TRA\EtobicokeYork\eycc150149-to |

SUMMARY

This staff report is about a matter that Community Council has delegated authority from City Council to make a final decision.

The purpose of this report is to inform Etobicoke York Community Council about Transportation Services Division's Fall Safety Awareness Campaign involving "Slow Down" lawn signs. The intention would be to provide these signs manufactured exclusively by the City of Toronto Transportation Services Division for City of Toronto Councillors to distribute to constituents, upon request, and these signs to be used as a communication tool to motorists to addressing residents' concerns regarding speeding on their street.

RECOMMENDATIONS

Transportation Services recommends that:

1. Etobicoke York Community Council receive this report for information.

Financial Impact

The budget for manufacturing the signs is \$40,000.00. These funds are included within the Transportation Services 2015 Operating Budget.

ISSUE BACKGROUND

At the June 16, 2015 Etobicoke York Community Council, Transportation Services staff received the following recommendation:

"Etobicoke York Community Council requests the Director, Transportation Services, Etobicoke York District, to report to the September 2015 meeting of the Community Council on the feasibility, cost, and appropriate mechanisms to provide, free of charge upon request, "Slow Down" signs to residents of the Etobicoke York District."

COMMENTS

The introduction of private residents displaying signs with messages advocating safe driving habits has become a fairly common occurrence across North America. Having the City of Toronto Transportation Services facilitate such a program could solidify the legitimacy of such campaigns by allowing residents to become more proactively involved in addressing traffic safety concerns in their neighbourhoods.

Jurisdictional Review

Neighbourhood Campaigns

Locally, there is a group of residents from the Leaside area called "Kids at Play" who create and distribute signs to other residents in Toronto and surrounding area. They currently have an active Facebook page that talks about neighbourhood traffic safety issues within Toronto and sells the existing "Slow Down – Kids at Play" sign for \$6 a sign, with a minimum of 25 signs purchased.

Our cursory research found several North American Communities that have similar campaigns of distributing "Drive Slowly" type signs. Communities found to have documentation online of existing campaigns or programs are Madison-Dane County in Wisconsin and The City of Maple Ridge in British Columbia.

In Madison-Dane County, the communities are given access to sample and template forms which can be used to organize, mobilize and show explicit approval of such a program in their neighbourhood. All related documents are posted on a webpage, as well as an online order form.

The City of Maple Ridge is much more involved in their "Drive Slowly" sign program. The city requires the neighbourhood block requesting the program to sign a standardized petition/pledge form, stating that they would like the program to be implemented and they agree to all of the user agreements. The user agreements include provisions such as:

- Signs are not to be placed on road right-of-ways;
- Signs are not to be mounted on buildings;
- Signs are not to be placed on boulevards, sidewalks or pavement;
- Signs are the property of the City and must be returned to the City at the expiry of the agreement

The above provisions aid in reducing waste and ensuring signs are not improperly posted or misused. After enough signatures are received, the city takes a deposit for the signs and the signs are given to the neighbourhood captain. Upon expiration of the agreement, the signs are returned to the city and the deposit is returned.

Providing an information flyer or sheet to accompany distributed signs would aid in informing residents of the rules affecting the signs.

The former City of Etobicoke also had a campaign approximately 17 years ago where a sign was created and then distributed to a number of the former Etobicoke Councillors to provide to constituents upon request. The program involved residents obtaining the signs and installing the signs on private property. This program continued until eventually the requests for signs ended after a few years.

2015 Transportation Services "Please Slow Down" Signs

The City of Toronto Transportation Services Division will manufacture "Please Slow Down" signs as part of its Safety Awareness Campaign, and as another traffic calming communication tool. This sign is similar in material to the signs "Kids at Play" signs described above. It consists of a metal wire frame inside of recyclable plastic material. The sign will be designed to match a typical warning sign installed on the public right-of-way with black on yellow colour. Please see Appendix "A" for the proposed sign design. These signs are approximately 61 centimetres wide by 51 centimetres tall. Also recommended is keeping the text simple and concise to improve messaging.

At a cost of between \$2.00 to \$3.00 per sign, approximately 300 to 500 signs per ward could be made available through civic centres, Transportation Services and to Councillors in early October.

"Please Slow Down" Sign Guidelines

There are a number of conditions that would govern the placement of these signs; the most significant being that they shall not result in a sightline obstruction. It is recommended that the signs not remain through the winter months as the frozen ground would not accept the metal wire frame. Furthermore, snow may cover the signs, and it is not appropriate to have these signs installed in snow windrows. As such, the installation period would be April 1 to November 30.

The conditions on installation of the sign will be specified to the residents when the signs are distributed and Councillors will be asked to have those residents who obtain the sign to follow the regulations as described in Appendix B.

CONTACT

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SIGNATURE

Vincent Sferrazza.

Director, Transportation Services - Etobicoke York District

ATTACHMENTS

Appendix A: City of Toronto Transportation Services "Please Slow Down" Sign

Appendix B: 2015/2016 City of Toronto Transportation Services "Please Slow Down" Sign Guidelines

APPENDIX A

City of Toronto Transportation Services "Please Slow Down" Sign



Appendix B
City of Toronto Transportation Services "Please Slow Down" Sign Guidelines
August 2015

Definitions

- 1.1 “City of Toronto Transportation Services Please Slow Down Signs” shall mean the signs provided by the City of Toronto, Transportation Services for use as part of the " Please Slow Down" campaign;
 - 1.2 “Boulevard” shall refer to that part of any street between the curb or edge of roadway and the street line, exclusive of the area covered by sidewalk; and
 - 1.3 “Roadway” shall refer to the traveled portion of the road as defined by the Provincial Highway Traffic Act.
- 1.0 Purpose
- This policy prescribes the guidelines and requirements for the placement and display of the "Please Slow Down" signs within the boulevard portion of the right-of-way by any member of the general public for the purpose of addressing concerns with motorists speeds.
- 2.0 City of Toronto Transportation Services "Please Slow Down" Signs
- 2.1 General
 - 2.1.1 City of Toronto Transportation Services "Please Slow Down" signs are permitted on the boulevard or shoulder portion of road rights-of-way between April 1 to November 30, at the end of which all signs will be removed by the installer;
 - 2.1.2 City of Toronto Transportation Services "Please Slow Down" signs are strictly prohibited on road rights-of way of all expressways and expressway ramps;
 - 2.1.3 City of Toronto Transportation Services "Please Slow Down" signs on road rights-of-way must conform to all the terms and conditions of these Policy and Procedural Guidelines;
 - 2.2 Location
 - 2.2.1 City of Toronto Transportation Services "Please Slow Down" signs should be installed by a member of the general public at a location with the consent of the abutting property owner without violating any of the terms and conditions of these Policy and Procedural Guidelines;
 - 2.2.2 City of Toronto Transportation Services "Please Slow Down" signs must be set-back a minimum of 0.6 metres from the nearest curblines;
 - 2.2.3 City of Toronto Transportation Services " Slow Down" signs must not occupy any portion of private property;
 - 2.2.4 Where there is no grassed boulevard, a minimum of 1.5 metres of passable sidewalk space must be maintained at all times on any concrete, asphalt or bricked surfaces;

- 2.2.5 Where there is grassed boulevard, all objects must be within the boulevard portion of the road right-of-way;
- 2.2.6 The City of Toronto Transportation Services "Please Slow Down" sign must not obstruct ditches, culverts, bridges, overpasses and other features that require access for maintenance;
- 2.2.7 The City of Toronto Transportation Services "Please Slow Down" sign must not be placed on medians, channelization or directional diversion features, on any bridge or overpass, nor attached to trees, fences, signs and sign poles, traffic control signals or signal poles, utility poles, etc.;
- 2.2.8 The City of Toronto Transportation Services "Please Slow Down" sign must maintain a minimum of three metre clearance around fire hydrants at all times;
- 2.2.9 The City of Toronto Transportation Services "Please Slow Down" sign must not be placed so as to be a hazard to road users in any way nor detract from the normal, safe use of the roadway, including, but not limited to restricting motorists' sightlines, having any light reflecting materials or be illuminated by any means, or by interfering with or obscuring any traffic control device.

2.3 Content/Material

- 2.3.1 City of Toronto Transportation Services "Please Slow Down" signs shall be made of a recyclable plastic material with an internal wire frame;
- 2.3.2 The City of Toronto Transportation Services "Please Slow Down" sign must be self-supporting with the wire frame installed into the ground by no more than 10 centimetres.

2.4 Removal/Relocation

- 2.4.1 City of Toronto Transportation Services "Please Slow Down" signs are subject to removal or relocation at the discretion of the General Manager of Transportation Services, or his/her designate but not limited to:
 - 2.4.1.1 After November 30 to March 30;
 - 2.4.1.2 Violation of any of the above conditions;
 - 2.4.1.3 Threat to public safety in any manner;
 - 2.4.1.4 Interference to road maintenance operations;
 - 2.4.1.5 Obstruction to access to underground infrastructure or adjacent properties;
 - 2.4.1.6 Complaints from adjacent property-owners;

3.0 Safety

Any person(s) installing City of Toronto Transportation Services "Please Slow Down" signs must obey all traffic and parking regulations at all times and must take responsibility for acting in a safe manner at all times. It may be necessary to place the signs in a safer location.

4.0 Indemnity

- 4.1 The City will be providing City of Toronto Transportation Services "Please Slow Down" signs to the general public to install on public property: however any person(s) installing the sign does so out of his/her own accord and assumes full responsibility for their own actions, for any risks and any effects resulting from their actions. All person(s) participating do so with the understanding that some elements of risk are associated with any activity within the road rights-of-way and that any incidents related to such activity occur through no fault of the City of Toronto. The City will not be responsible for any form of incident that may arise as a result of such activity, as it pertains to the person(s) installing or removing the sign. In participating in such activity, all person(s) agree to keep harmless and fully indemnify the City and any of its officers, employees, agents or representatives, successors or assigns, from and against all actions, claims and demands whatsoever which may be brought against or made upon any of them and against all loss, liability, judgements, costs, demands or expenses which any of them may sustain, suffer or be put to resulting from or arising from their participation.
- 4.2 The City of Toronto will not be responsible for any lost, stolen or vandalized signs.
- 5.0 The conditions set forth in these policy and procedural guidelines govern the practice of installing City of Toronto Transportation Services "Please Slow Down" signs on public properties at all times, all other regulations, policies, legislation and by-laws notwithstanding.