
Subject: Mothers Against Drunk Driving (MADD) Memorial Signage

Report to: Public Works Committee

Report date: Tuesday, August 4, 2020

Recommendations

1. That Council **APPROVE** the installation of one MADD Canada Memorial sign as requested by the family of the victim at the location of Regional Road 70 (Taylor Road) and Regional Road 101 (Mountain Road) in the City of Niagara Falls, as a one time request; subject to the applicant providing all of the required supporting documentation outlined in the Ministry of Transportation, Ontario policy document;
2. That Council **APPROVE** the installation of the sign duration to a maximum of two years or until such time the sign needs to be removed; and
3. That Council **BE INFORMED** that staff, as part of the Vision Zero Road Safety Program, will be presenting a policy outlining operational guidelines for safety and educational platforms inclusive of future non-regulatory signage requests.

Key Facts

- The purpose of this report is to inform Regional Council of the request received by Transportation Services on the proposed memorial signage program offered by MADD Canada and seek approval for a one time installation.
- This program offered by MADD is different from roadside memorials erected by families or friends at certain locations along roadways, where someone has been killed as a result of a road crash.
- This MADD program involves the placement of a sign within the right-of-way where a victim has been killed as a result of an impaired driver, identifying the name(s) of the victim(s), and the collision date.
- Victim criteria is an internal process by MADD Canada; not approved by the Province of Ontario, Area Municipalities or any other Road Safety entity in Ontario.
- The MADD memorial signage program applies only to fatal collisions that have been caused by an impaired driver who was convicted in the Provincial Court.

- Regulatory and Warning signage as proposed in Ontario Traffic Manuals, are in place to guide and regulate driver behavior to ensure safety and efficiency.
- Few municipalities in Ontario at this time are permitting the implementation of MADD signage on their roadways; recently the City of Niagara Falls has adapted the signage on their roadways.

Financial Considerations

Any funds required to administer, manufacture the signs and implement roadside signage are the responsibility of MADD Canada. Financial costs associated with the actual installation of the signs would be the responsibility of Niagara Region and would be accommodated with existing, approved operating budget.

Analysis

Staff's experience throughout Niagara Region is that, roadside memorials have been placed within the right-of-way at locations where fatal collisions have occurred. These memorials are typically placed by family and friends of victims and range from floral tributes to handmade signs, marking the location of a fatal collision. Niagara Region's current practice is to leave those memorials in place if they are not a distraction or causing a safety hazard. In most instances, staff do not have contact information when the memorials are required to be removed.

Transportation Services received a request in 2019 from families of the victims, wanting to place MADD Canada signage at the locations of the fatal collisions; indicating the victim's name and date. The one location was under the jurisdiction of the City of Niagara Falls, which has been approved for installation, (Appendix 2 - City of Niagara Falls Letter of Support re: MADD Canada Memorial Sign Request). The other location is under the Region's jurisdiction; at the location of Regional Road 70 (Taylor Road) and Regional Road 101 (Mountain Road) in the City of Niagara Falls.

MADD Canada is a National registered charitable volunteer organization with established chapters in many communities throughout the country; made up of a cross-section of concerned volunteers. MADD advocates for the fight against impaired driving and support to victims of impaired driving. One such program is the MADD Memorial Signage program as outlined in this report.

MADD Canada Memorial signage applies only to fatal collisions where a victim has been killed caused by an impaired driver and who also has been convicted in a Provincial Court. The program consists of:

- Initiate the request and fund the cost for the memorial sign.
- Responsible for ascertaining that the driver involved in the fatal collision has been convicted of a Criminal Code driving offence for impaired driving.
- Provide location and details of the collision.
- Obtain written consent from the next of kin confirming the name and the incident date to be placed on the memorial sign.

MADD Canada memorial signage program has the following status in Ontario:

Jurisdiction	Program Status
MTO	Policy initiated in 2004 to permit MADD Memorial signs in Provincial highways. (Appendix 1 - MADD Canada Memorial Signs on Provincial Highways Policy).
Hamilton	Staff recommendation to City Council on February 2020 part of Vision Zero Road safety plan, decision pending.
Durham Region	MADD signage not approved, "Safe Road" sign instead. Allowance is given to roadside memorial on an informal basis.
Peel Region	Allowance is given to roadside memorial on an informal basis for 12 months only.
407 ETR	No policy in place, permit roadside memorial signs for 6 months only including MADD Memorial sign.
Toronto	Policy in place, temporary memorial permitted for 30 days. No MADD signs.
York Region	MADD Victim signage Program not adopted by Regional Council.

Jurisdiction	Program Status
Halton Hills	No policy in place. Utilizes Variable Message Board signs for general education to prevent impaired driving.
Niagara Falls	Niagara Falls Council approved MADD memorial sign installation at one location.

Transportation staff as part of the Vision Zero program to be implemented later in 2020 are reviewing the following:

- Limiting the placement of non-regulatory signs on Regional roads, with the focus on reducing driver distractions to focus on safe driving practices.
- Best Practices throughout the province and other municipalities related to safety and educational programs with the inclusion of non-charitable organizations and advocacy groups.

Transportation staff are recommending a one time installation of the MADD Canada Memorial signage. Staff will also monitor any feedback received from the general public. Staff support, as part of the Vision Zero Road Safety Program, different safety educational campaigns and awareness programs to alter driver's behaviour which will be forthcoming in the policy.

Alternatives Reviewed

Transportation Staff undertook a jurisdictional scan of the MADD Canada Memorial program across similar Municipalities.

Relationship to Council Strategic Priorities

This report is being brought forth by staff, as the result of a request received by staff through members of Council. By educating drivers about and potentially improving public safety, it aligns with Regional Council's strategic priority in the safer Movement of People and Goods and Enhancing Community Wellbeing.

Other Pertinent Reports

PW 64-2019, Vision Zero Road Safety Program, November 5, 2019.

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This report was prepared in consultation with Sulaf Alkarawi Associate Director, Transportation Planning and Carolyn Ryall Director, Transportation Services and reviewed by Donna Gibbs Director, Legal and Court Services.

Appendices

- Appendix 1: MADD Canada Memorial Signs on Provincial Highways Policy
- Appendix 2: City of Niagara Falls Letter of Support re: MADD Canada Memorial Sign Request