

Niagara Region
1815 Sir Isaac Brock Way
P.O. Box 1042
Thorold, ON L2V 4T7

Ms. Ann-Marie Norio:

Sent via E-mail

Re: MADD Canada Memorial Sign Request

City Council, at its last meeting held on June 4, 2019, passed the following recommendation:

1. That Council approve the installation of the MADD Canada Memorial Sign on Biggar Road, following the applicant providing all of the required supporting documentation outlined in the Ministry of Transportation, Ontario policy document.
2. That Council approve the sign to be installed for duration no greater than 5-years or until such time that the sign is in poor condition and needs to be removed.
3. That a letter of support be sent to the Niagara Region regarding the request for a sign at the Regional intersection of Mountain Road and Taylor Road.

A copy of the approved staff report is attached. Please consider this letter as being the letter of support regarding the request for the installation of a sign at the intersection of Mountain Road and Taylor Road in the City of Niagara Falls.

Sincerely,

Bill Matson
City Clerk



REPORT TO: Mayor James M. Diodati
and Members of Municipal Council
City of Niagara Falls, Ontario

SUBMITTED BY: Transportation Services Department

SUBJECT: TS-2019-20 MADD Canada Memorial Sign Request

RECOMMENDATION

1. That Council approve the installation of the MADD Canada Memorial Sign on Biggar Road, following the applicant providing all of the required supporting documentation outlined in the Ministry of Transportation, Ontario policy document.
2. That Council approve the sign to be installed for duration no greater than 5-years or until such time that the sign is in poor condition and needs to be removed.

EXECUTIVE SUMMARY

Staff have received a request for the installation of memorial signs from the families of the individuals who were involved in fatal collisions in 2017. The Ministry of Transportation, Ontario, has entered into a Memorandum of Understanding (MOU) with MADD Canada that lays out the guidelines, process, qualification criteria and implementation of signing as identified in the attached policy. Staff is recommending that the same process is adhered to with respect to requests pertaining to the local road network. MADD Canada will be covering the costs for the sign production and installation.

BACKGROUND

Staff have received a request for the installation of memorial signs from the families of the individuals who were involved in fatal collisions in 2017. In both cases, the persons responsible have been convicted of Impaired Driving causing Death. The families are working with Mother's Against Drunk Driving (MADD) to facilitate the memorial sign installations.

The collisions occurred near the intersections of Mountain Road at Taylor Road and Biggar Road at Montrose Road, the latter is under the jurisdiction of the City of Niagara Falls. The families will have to coordinate through Niagara Region Staff to obtain consent to have memorial signs installed on regional right-of-way.

Over 1000 people are killed and over 60,000 people are injured by an impaired driver every year in Canada. After all these years and the promotions to stop drinking and driving, this problem persists. Since 2010, only the subject collision resulted in a fatal injury involving an impaired driver on City roads.

MADD Canada was given permission by the Ministry of Transportation to erect signs on provincial highways where people have been killed by an impaired driver. MADD will also install signs if a municipality gives them permission. It is believed that these signs help in discouraging people from committing this crime. People see the sign and it reminds them of the terrible tragedy. It makes people think and realize that impaired driving is real and that it is preventable.

ANALYSIS/RATIONALE

MADD Canada is a non-profit organization that is committed to stopping impaired driving and supporting the victims resulting from collisions caused by impaired drivers. It is composed of volunteers who include not only mothers, but also fathers, friends, business professionals, experts in the anti-impaired driving field and concerned citizens.

The purpose of this report is to permit the installation of small roadside memorial signs for MADD Canada at locations on local road network where fatal collisions have occurred and an impaired driver is alleged to be at fault.

The Ministry of Transportation, Ontario, has entered into a Memorandum of Understanding (MOU) with MADD Canada that lays out the guidelines, process, qualification criteria and implementation of signing as identified in the attached policy. Staff is recommending that the same process is adhered to with respect to requests pertaining to the local road network.

In addition to the criteria outlined in the attached policy document, Staff is also recommending that the sign be installed for a duration no greater than 5-years or until such time that the sign is in poor condition and needs to be removed. Typically, traffic signs have a life span of 5 years at which time; they begin to fade, crack and deteriorate in condition and need to be removed / replaced.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS

There are no financial, staffing or legal implications with Staff's recommendations. MADD Canada will be covering the costs for the sign production and installation.

CITY'S STRATEGIC COMMITMENT

Encourage multi-modal travel and active transportation initiatives, and enhance motorist, cyclist and pedestrian safety.

LIST OF ATTACHMENTS

- 1) Ministry of Transportation, Ontario - MADD Memorial Sign Policy
- 2) Ministry of Transportation, Ontario - Sign Specifications

Recommended by:

Karl Dren, Director of Transportation Services

Respectfully submitted:

Ken Todd, Chief Administrative Officer

MADD Memorial Sign

**NON-STANDARD
UNIFORM SIGN**



45

485

70

95

50 @ 95%

55

75

100

155

70


IN MEMORY OF
Deceased

MADD 
Mothers Against Drunk Driving™
Les mères contre l'alcool au volant®

Support: Wood - 10cm x10cm (4"x4")

Horizontal Mounting Offset: 2m to 4m from the outside edge of the outer traffic lane (per OTM Book 1B)

Vertical Mounting Offset: 1.5m to 2.5m from outer edge of the outer lane to bottom of the sign (per OTM Book 1B)

| Sign No. | | Blank # | Special Notes | |
|---|---------------|-----------------------|------------------------------|--|
| 600mm x 600mm (round) 600mm x 600mm (square) | | Special Order B-18 | | |
| Sign Element | Colour | Min. Refl (ASTM) | Font | Dimensions in Millimeters (mm) |
| Background | White | Type I | Series D | |
| Border Inner / Outer | Black / White | N/A / Type I | | Manager, Traffic Office, Engineering Standards Branch |
| Text | Black | N/A | |  Ontario Ministry Of Transportation |
| Symbol | Red / Black | Type I / N/A | | |
| | | | Revision Date: July 31, 2007 | |

Manager, Traffic Office, Engineering Standards Branch