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Date **March 2, 2021** **Report No. 2021-92**

To Chair and Members
Committee of the Whole – Operations and Administration

From Inderjit Hans, P. Eng., PMP
General Manager, Public Works Commission

1.0 Type of Report

Consent Item	<input type="checkbox"/>
Item For Consideration	<input checked="" type="checkbox"/>

2.0 Topic Speeding Drivers – Slow Down signs [Financial Impact - \$5,000]

3.0 Recommendation

- A. THAT report no. 2021-92 regarding “Speeding Drivers – Slow Down signs” BE RECEIVED; and
- B. THAT “Slow Down” lawn sign Option 1, as illustrated in the Analysis section of this report, BE APPROVED.

4.0 Executive Summary

This report provided City Council with information on “Slow Down” lawn signs.

Should City Council approve the sign design, quantity, and funding source, staff will coordinate the manufacturing of the signs and provide them to Neighbourhood Associations for distribution to City residents.

5.0 Purpose and Overview

To provide Council with a summary of research regarding “Slow Down” sign designs used in other municipalities, the manufacturing and cost for 500 lawn signs.

6.0 Background

City Council passed the following resolution at its meeting held December 15, 2020:

Speeding Drivers - Slow Down Signs

WHEREAS speeding drivers are disobeying posted speed limits throughout our city; and

WHEREAS citizens are becoming increasingly concerned about the safety of their children and seniors who sometimes require more time to cross the road; and

WHEREAS resources are limited to Police traffic violations; and

WHEREAS speed radar units that display vehicle speed sometimes have the opposite effect as some drivers try to beat their previous speed; and

WHEREAS solutions to reduce speeding are often expensive and limited in their effectiveness; and

WHEREAS other communities and individuals are using low cost initiatives to provide neighbourhoods with lawn signs asking drivers to slow down; and

WHEREAS Slow Down lawn signs must be installed on private property and be in compliance with the City’s Outdoor Sign By-law, Chapter 478 of the City of Brantford Municipal Code;

NOW THEREFORE BE IT RESOLVED:

- A. THAT Staff BE DIRECTED to research “Slow Down” sign designs, wording, manufacturing, delivery turnaround, and costs for 500 lawn signs that can be distributed to citizens in their neighbourhoods through Neighbourhood Associations; and
- B. THAT Staff BE DIRECTED to report back to Council on “Slow Down” signs and funding source in Q1 2021.

7.0 Corporate Policy Context

City of Brantford Council Priorities, 2020-2021, #3:

- A safe, efficient transportation system connects the community across neighbourhoods, with neighbouring communities and provincial transportation network.

8.0 Input from Other Sources

Local sign companies provided information on the manufacturing and cost of the “Slow Down” lawn signs.

C.A.O. Office will arrange for storage and distribution of the signs to Neighbourhood Associations.

9.0 Analysis

Several surrounding municipalities have designed their version of a temporary “Slow Down” lawn sign for installation on residential streets. Most signs display a “Slow Down” message in text and include various graphics of children playing. The effectiveness of signs depends on several factors:

- Visibility – does the sign attract attention given the background in which it is placed?;
- Legibility – at what distance can drivers read the sign?;
- Information Load – do drivers have sufficient time to read the entire message?;
- Comprehension – do drivers understand the meaning of the message, and any symbols or abbreviations used?;
- Driver response – do drivers make the desired action as a result of reading the sign?

Staff reviewed various sign designs and developed four (4) signs for consideration below. Sign option 1 is recommended by staff. The main message is large, and the secondary graphic and message is short and easy to comprehend by a passing motorist. Having one (1) sign design simplifies the manufacturing process and reduces cost. The 500 signs will be provided to neighbourhood associations for distribution to residents.

Sign Designs for Consideration:



There are two types of lawn signs, corrugated plastic signs and plastic bag signs. Corrugated plastic signs are lightweight, durable, and maintain their strength and printed information under most weather conditions. They can also be reused for several seasons. Plastic bag signs are not as durable or long-lasting as corrugated signs. Although plastic bag signs are cheaper to produce, they will only last a couple of months before they are damaged by wind. Therefore, staff recommended the use of corrugated plastic for the “Slow Down” lawn signs. Delivery will be within 1 – 4 weeks.

Lawn signs that are unsafe or require relocation for any reason may be removed or relocated to a more suitable location at any time by the property owner or city staff.

The signs can be installed year-round. April to November timeframe is recommended to maximize visibility and minimize weather impact on the signs, prolonging their life. Over time lawn signs will degrade making it important that residents safely maintain their lawn sign and remove or replace it as required.

An information letter will be provided with each sign so they can be installed in a consistent, safe manner throughout the municipality. An example letter is attached as Appendix “A” to this report.

It is important to note, that the “Slow Down” lawn signs are a one-time project and to continue would require a recommendation from City Council.

10.0 Financial Implications

The estimated cost to purchase 500 “Slow Down” lawn signs and “H” step stakes is \$5,000.

The source of the funding for this project will be provided from the Operational Services operating budget.

11.0 Conclusion

The general intent of the “Slow Down” lawn signs is to encourage motorists to reduce their speed on residential streets and to promote overall road safety. The estimated cost for 500 corrugated plastic lawn signs and wire “H” step stakes is \$5,000. Should Council approve a design(s) and quantities, staff will coordinate the manufacturing of the signs and provide them to the Neighbourhood Associations for distribution to City residents.



Inderjit Hans, P. Eng., PMP
General Manager, Public Works Commission

Prepared By:

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Attachments:

Appendix A – Proposed “Slow Down” Lawn Signs letter

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no

APPENDIX “A”



“Slow Down” Lawn Signs

You can post “Slow Down” lawn signs on your residential property to encourage motorists to reduce their speed on your street. The lawn signs are provided by the city and are available free of cost to residents who are interested, while supplies last.

You must ensure that your sign does not create a sightline obstruction and does not create a hazard for road users. The sign must:

- Be placed on residential streets only;
- Be on your residential front or side lawn;
- Be set-back a minimum of 0.6 metres (2 feet) from the curb or the edge of the road;
- Be inserted into the ground using the supplied wire “H” step stake only;
- Not obstruct sight lines for pedestrians, cyclists, or motorists;
- Be as supplied without any further reflective tape or illumination.

Lawn signs that are unsafe or require relocation for any reason may be removed or relocated to a more suitable location at any time by the property owner or city staff.

The signs can be installed year-round. However, the April to November timeframe is recommended to maximize visibility and minimize weather impact on the signs, prolonging their life. Over time the lawn signs may be damaged and will degrade, therefore it is important that residents safely maintain their lawn sign and remove it and discard if the sign is damaged. Residents are responsible for the safe and environmentally conscious disposal of the lawn signs.

Please contact the Customer Contact Centre at 519-759-4150 if you have any questions or comments regarding the “Slow Down” lawn signs.