



SUBJECT: Road Safety Lawn Sign Campaign – data collection update

TO: Planning and Development Committee

FROM: Transportation Services

Report Number: TS-09-19

Wards Affected: All

File Numbers: 750-01

Date to Committee: December 3, 2019

Date to Council: December 16, 2019

Recommendation:

Direct the Director of Transportation Services to extend the Road Safety Lawn Sign Campaign into 2020, utilizing the remaining supply of signs purchased in 2019.

Purpose:

The purpose of this report is to update Council on the Road Safety Lawn Sign Campaign. This report contains traffic data that was collected on selected roadways with lawn signs displayed as well as provides an overall summary of the campaign including resident comments/feedback and sign distribution.

This campaign supports the city’s strategic goal to be a Healthy and Greener City through the implementation of road safety initiatives.

Background and Discussion:

City staff presented Report TS-02-19 (Road Safety Lawn Sign Campaign) on May 14, 2019. This report recommended that Transportation Services implement a Lawn Sign Road Safety Campaign for 2019. As part of the approval of this report, Council requested that staff collect data after implementation on roadways that had been tested for speeding in the last two (2) years and report back.

Transportation Services collected traffic data along two (2) roadways in July and September. In addition to traffic data, residents who requested a lawn sign were sent a

short survey. The intent of the survey was to gather input from residents concerning the effectiveness of the program.

Strategy/process

Traffic Data Collection

In coordination with Council, city staff identified two (2) roadways where traffic data had been collected prior to the lawn sign program. Traffic data was collected with lawn signs displayed in order to determine whether the lawn signs had an overall impact on vehicle speeds.

Traffic data was collected on Malcolm Crescent and Seneca Avenue. The following tables display the results of the data collected along each roadway.

Malcolm Crescent – Speed Data				
Study Location	Date of Study	50th Percentile Speed (km/h)	85th Percentile Speed (km/h)	Comments
Arnold Crescent & Torquay Court	May 2018	40	49	In June 2019, pavement markings and driver feedback signs were installed along Malcolm Crescent In September 2019, there were a total of 12 lawn signs displayed along Malcolm Crescent
	Jul 2019	37	46	
	Sep 2019	38	45	
Blackwood Drive & Whittaker Drive	April 2018	42	49	
	Jul 2019	41	48	
	Sep 2019	41	48	
Whittaker Drive & Gillingham Drive	April 2018	42	51	
	Jul 2019	42	49	
	Sep 2019	43	50	

Transportation Services visited Malcolm Crescent on Wednesday September 4, 2019 to allow residents of Malcolm Crescent the opportunity to pick up a lawn sign. Residents were sent a notification letter identifying when and where staff would be located with lawn signs. Transportation staff handed out 8 signs during that time.

Seneca Avenue – Speed Data				
Study Location	Date of Study	50th Percentile Speed (km/h)	85th Percentile Speed (km/h)	Comments
Lakeshore Road & Bruce Street	Jun 2015	32	43	In July 2019, there were a total of 25 lawn signs displayed along Seneca Avenue
	Jun 2019	37	45	
	Jul 2019	34	44	
New Street & Bruce Street	Jun 2015	36	45	
	Jun 2019	38	46	
	Jul 2019	37	45	

In reviewing the speed data, it is difficult to conclude that the presence of the lawn signs had an impact on reducing vehicle speeds. In each case before and after speeds are within a 1-2 km/h (plus or minus) range of each other. While the presence of lawn signs may not have had a significant impact on vehicle speeds, many of the comments received from the follow-up survey indicated that, having signs displayed informs drivers that the residents are concerned with vehicle speeds along that roadway.

Sign Distribution

Transportation staff worked with Communications staff to promote and advertise the lawn sign campaign. The program officially launched on June 10 and various City of Burlington social media channels were used to inform residents. Each ward councilor was allocated 300 signs, with an additional 300 signs allocated for the Mayor. The table below displays the lawn signs provided (as of September 30, 2019) within each ward.

Ward	Signs Available	Given Out	Remaining
1	300	80	220
2	300	184	116
3	300	175	125
4	300	217	83
5	300	128	172
6	300	174	126
Total	1,800*	958	842*

*this number does not include the 300 lawn signs allocated for the Mayor

Sign Requests

Residents were able to request a sign through their ward Councillor, by visiting Service Burlington or by submitting a request online through Transportation Services webpage. Signs were and continue to be available at Service Burlington during business hours. Alternatively, residents could also request a sign from their ward councillor, if they were unable to attend City Hall during business hours.

Online Requests			Service Burlington Requests
Ward	Signs Picked Up	Signs Not Picked Up	
1	79	29	32
2	56	19	48
3	67	25	55
4	85	19	70
5	99	37	27
6	54	18	18
Total	440	147	250

Public Engagement and Feedback

In September, Transportation Services contacted residents who took part in the campaign and indicated their desire to participate in a follow up survey. A total of 459 residents were sent the survey with a total of 120 responses (26% response rate) received. The results are summarized as follows:

Question 1	YES	NO
To date have you found that the signs resulted in vehicles driving slower?	44	75

Comments

- the signs were a good reminder for me when I saw them on other streets
- absolutely no change to vehicle speeds; still driving fast
- I was the only one with a sign on my street; if there were more signs it would have helped
- some drivers see the sign and driver faster on purpose
- at first people drove slower, but after a week or two, speeds were back to where they were before
- the stop signs, speed humps and traffic calming seem to do a better job at slowing down vehicles

Question 2	YES	NO
Do you feel the signs and campaign are effectively addressing concerns related to road safety?	50	56

Comments

- additional Police enforcement would have helped
- it shows that our neighbourhood cares about road safety; brings a sense of community
- I have seen them everywhere - great idea
- It's a wonderful start, but more needs to be done

Question 3
Please provide any other comments or suggestions related to lawn sign campaign

Comments

- signs need to be made available outside of Monday to Friday, 8:30-4:30 and at more locations other than City Hall
- residents should be able to get more than 1 sign - living on a corner, or have a wide property, or live in an apartment/condo
- signs need to be more environmentally friendly - not single use plastic
- sign keeps getting stolen and/or removed and relocated
- redesign the sign to make it look better; make the words “slow down” bigger than “please” and consider different colours

Social Media Analytics

Communications staff utilized a variety of social media channels to promote the campaign over the summer months. A summary of the final statistics of the social media campaign have been provided on the following page.



Total Social Media

12 messages
 Impressions: 61,641
 Engagements: 1,902
 Link Clicks: 348

Twitter

9 messages
 Impressions: 38,681
 Retweets: 24
 Likes: 81
 Clicks: 159

Facebook

2 messages
 Impressions: 18,923
 Reach: 13,334
 Reactions: 265
 Comments: 87
 Shares: 62
 Message Clicks: 1,191
 Link Clicks: 189

Instagram

1 message
 Impressions: 4,037
 Likes: 177
 Comments: 8
 Saves: 7

Campaign Costs

The table below summarizes the costs associated with the signage and promotion of the campaign. Staff time to administer the program has not been considered within this report.

Cost Element	Quantity	Unit Cost	Total Cost
Signs	2,100	\$2.20	\$5,390.10 (shipping and tax)
Social Media	\$50 each for Facebook & Instagram		\$100.00

The 2019 budget allocated for this campaign was \$7,000, resulting in an overall surplus of approximately \$1,500.

Options considered

During the distributions of signs, comments made via social media and feedback provided within the follow up survey, it was evident the signs need to be made available to a larger number of residents. Requiring residents to come to City Hall to pick up their sign, or requesting the ward Councillor drop off the sign, was not a convenient option for residents. This inconvenience may have contributed to 30% of online requests not being picked up.

Residents who requested a sign online or in person at Service Burlington, were asked to provide their name, address and email address. The intent of this was to understand where the signs were going, ensure the individual is a resident of Burlington and to validate that the address only had one (1) sign allocated.

Staff received a number of comments related to residents wanting more than one sign. While staff restricted distribution to one (1) sign per household, multiple signs were available, provided that an individual had additional names and addresses.

Throughout the campaign comments were received that suggested the signs are not environmentally friendly and they are single use plastic. City staff contacted the sign manufacture and were informed that the black on yellow "Please Slow Down" signs are recyclable.

Financial Matters:

There are approximately 1,100 signs remaining out of the 2,100 signs ordered. Based on the demand for signs in 2019, it can be assumed that the remaining signs could be used for 2020. Consideration would need to be made on how the program continues beyond 2020, including budget allocation of ordering additional signs.

Total Financial Impact

There will be no financial impact to the signage itself in 2020. If the program were to continue beyond 2020, budget would need to be allocated to purchase additional signs.

Source of Funding

Not applicable

Other Resource Impacts

Currently the administration of the program has been facilitated by Transportation Services. If signs were to be made available at other facilities within Burlington, staff at

those locations would need to be made aware of the campaign and agree to providing the service

Connections:

This campaign supports the city's strategic goal to be a Healthy and Greener City through the implementation of road safety initiatives.

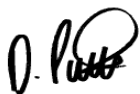
Public Engagement Matters:

City of Burlington social media channels were used to promote the lawn sign campaign. In addition, an online request form was made available for residents to submit their request for a sign. Residents who consented to take part in a follow up survey, were contacted in September 2019 to obtain their feedback on the overall campaign.

Conclusion:

The impact that the lawn sign program has had on vehicular speeds is inconclusive, however, based on the feedback from residents, the program did raise awareness to the issue of speeding in our community. With a surplus of signs still available, staff recommend that the program continue for 2020 and evaluate its continuation for 2021 and beyond. In the meantime, staff will investigate how we they can improve the program by providing additional pick up locations across the city.

Respectfully submitted,



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Project Leader - Transportation Services

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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.