

CITY OF BURNABY

TRAFFIC AND TRANSPORTATION COMMITTEE  
(TRAFFIC SAFETY DIVISION)

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

**B. CRASH AWARENESS SIGNING**

RECOMMENDATIONS:

1. THAT Council endorse the High Crash Location signing program to support the Police enforcement program as described in this report.
2. THAT Council endorse the Traffic Crash Fatality signing program on a trial basis as discussed in this report.

REPORT

The Traffic and Transportation Committee (Traffic Safety Division), at its meeting held on 1995 November 07, adopted the attached staff report outlining a program to raise traffic safety awareness by signing high crash locations as well as traffic crash fatality locations.

MEMBERS:

Mr. W.B. Bennett  
Mr. M. Bloomfield  
Mrs. L. Brown  
Mrs. M. Canessa  
Mr. E. Fourchalk  
Ms. L. Kapp  
Mr. M. Mullan  
Ms. D. Niccoli  
Mr. D. Ramsbotham  
Mr. D. Richardson

Respectfully submitted,

Councillor J. Young  
Chairman

Councillor D. Evans  
Member

: COPY - CITY MANAGER  
- DIRECTOR ENGINEERING  
- DIRECTOR FINANCE  
- OFFICER-IN-CHARGE, R.C.M.P.

**City of Burnaby**

**INTER-OFFICE COMMUNICATION**

**TO:** TRAFFIC SAFETY COMMITTEE **DATE:** 1995 11 08  
**FROM:** ASST. DIRECTOR ENGINEERING,  
TRAFFIC & ENGINEERING SYSTEMS **FILE:** 55-13-01  
**SUBJECT:** CRASH AWARENESS SIGNING  
**PURPOSE:** To Seek Committee Endorsement for a Program to Raise Traffic Safety Awareness  
by Signing High Crash Locations and Traffic Crash Fatality Locations.

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**RECOMMENDATION:**

1. **THAT** the committee endorse the High Crash Location signing program to support the Police enforcement program as described in this report.
2. **THAT** the committee endorse the Traffic Crash Fatality signing program on a trial basis as discussed in this report.

**REPORT**

**1.0 INTRODUCTION**

The City has increasingly supported Traffic Safety awareness and education in recognition of the fact that engineering and enforcement initiatives alone are insufficient in addressing the traffic crash problem. The programs discussed in this report are intended to further raise driver awareness while complementing police enforcement initiatives.

The RCMP have provided two signing programs on the basis of positive results achieved by similar efforts in the City of Edmonton. The first program involves signing at high collision locations while the second program identifies, by signage, locations where crash fatalities have occurred. The City of Kamloops has modelled an intersection signing program after that of Edmonton, and our discussions with Kamloops staff confirms the effectiveness of the High Collision Signing program.

## 2.0 HIGH CRASH LOCATIONS

The RCMP traffic section has at this time identified high collision locations (H.C.L.) that are now being targeted for special enforcement. These locations are as follows:

- Lougheed Highway\* at Boundary Road
  - Willingdon Avenue at Moscrop Street
  - Willingdon Avenue at Dawson Street
  - Kingsway\* at Royal Oak Avenue
  - Lougheed Highway\* at North Road
  - Willingdon Avenue at Parker Street
  - Royal Oak Avenue at Oakland/Dover Street
- \*MOTH Roads

The identification of these high crash locations with signing would assist the RCMP in their campaign to influence driver behaviour. As in Edmonton and Kamloops, the signs would periodically be moved to other locations as appropriate.

## 3.0 TRAFFIC CRASH FATALITY SIGNING

The City of Edmonton and a few other jurisdictions, most notably the State of Montana, place a sign at a location where there has been a fatal traffic crash. The signing in Montana consists of a permanent white cross marker by the roadside. The clustering of these poignant memorials at various locations raises some question as to their efficacy.

In Edmonton, road crash fatalities are marked for six months by a more secular FATALITY sign. A report from the City of Edmonton notes that:

"Fatality signs are not installed in situations where a pedestrian has been killed on a residential street or back lane near or adjacent to their place of residence. This is done to avoid the potential of upsetting family members."

If such a program is implemented in Burnaby, it must be done with a similar sensitivity to the emotions and needs of the bereaved.

While there is no direct evidence attesting to effectiveness of this component of the Edmonton program, both Police and Traffic Engineering staff believe that the program of signing fatality locations is having a positive impact. There is no question that a sign indicating a crash fatality will engender a response in the observer. Similar graphic advertising has been found to be effective in changing awareness and behaviour. Accordingly, staff recommends a one year trial program of marking traffic crash fatalities. Signs would be promptly erected on instruction of the RCMP after a fatality, and removed after six months. Earlier or immediate removal would be automatic on compassionate grounds.

#### 4.0 DESIGN OF SIGNS

The Edmonton (and Kamloops) awareness signs at intersections are rectangular in shape, and state "HIGH COLLISION LOCATION." While "collision" is less neutral than "accident" (which almost implies a random occurrence), Traffic Safety literature is generally evolving to the use of the word "crash" to more graphically describe the event.

Accordingly, our City sign shop has designed a sign describing a HIGH CRASH LOCATION. The logo representation of colliding vehicles incorporated into the proposed sign varies slightly from the Edmonton signing. To add impact, the background retroreflective sheeting on the proposed sign is to be a bright yellow chartreuse which also differentiates the sign from colour standards for regulatory, warning and other highway signing.

We note that Edmonton signing can include additional tab signing such as "FOLLOWING TOO CLOSE" to define particular risks at high crash locations. However, we would not recommend adding further information to the proposed signing until there was a familiarity with the primary sign. Thus tab signing would be added selectively and subsequently upon the recommendation of the RCMP.

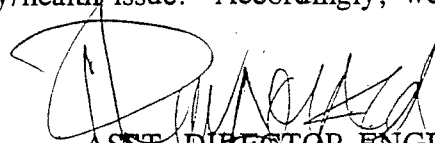
The CRASH logo style lettering is to be common for both types of signs. However, the TRAFFIC CRASH FATALITY sign is to be in the shape of a coffin as used in the Edmonton signing. While this coffin motif may seem overstated, if not macabre, the intent is to drive home a very serious message.

#### 5.0 FUNDING

The cost of signing for the High Crash Location and Traffic Crash Fatality programs is estimated to be \$5,000 and \$3,000 respectively. Sufficient funding will be included in the proposed 1996 Capital program for traffic management. Subsequent costs of sign relocation would be absorbed through operating budgets.

#### 6.0 CONCLUSION

The crash awareness signing programs proposed by the RCMP and as discussed in this report are novel to this region. Thus they may generate controversy but in doing so, they will draw attention to the traffic crash problem and raise driver and public awareness of this major public safety/health issue. Accordingly, we recommend this RCMP initiative.

  
ASST. DIRECTOR ENGINEERING,  
TRAFFIC & ENG. SYSTEMS

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cc: RCMP Traffic Section  
City Manager