

REPORT  
1996 MAY 13

CITY OF BURNABY

TRAFFIC AND TRANSPORTATION COMMITTEE  
(TRAFFIC SAFETY DIVISION)

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**E. DRIVER AWARENESS SIGNING**

RECOMMENDATION:

1. *THAT* Council forward a copy of this report to Mitch Bloomfield at the Burnaby School Board and the District Parent Advisory Council.

REPORT

The Traffic and Transportation Committee (Traffic Safety Division), at its meeting held on 1996 May 07, adopted the attached staff report outlining a program for installation of driver awareness signing in designated 30 km/h zones adjacent to school grounds.

MEMBERS:

Respectfully submitted,

Mr. N. Smith  
Mr. M. Bloomfield  
Mrs. M. Canessa  
Mr. E. Fourchalk  
Ms. L. Kapp  
Mrs. D. Mumford  
Mr. D. Ramsbotham  
Mr. D. Richardson  
Mr. A. MacDonald

Councillor J. Young  
Chairman

Councillor D. Evans  
Member

:-COPY - CITY MANAGER  
- DIRECTOR ENGINEERING

City of Burnaby

INTER-OFFICE COMMUNICATION

**TO:** TRAFFIC SAFETY COMMITTEE

**FROM:** ASST. DIRECTOR ENGINEERING,  
TRAFFIC & ENGINEERING SYSTEMS

**SUBJECT:** DRIVER AWARENESS SIGNING

**DATE:** 1996 04 29

**FILE:** 55-13-02

**PURPOSE:** Respond to requests of parents and staff of Burnaby schools for school zone speed limit awareness signing.

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RECOMMENDATION:

1. THAT a copy of this report be sent to Mitch Bloomfield at the Burnaby School Board.

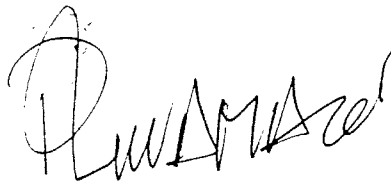
REPORT

Staff have been contacted by a number of parents and staff from Burnaby Schools requesting the placement of driver awareness signing in designated 30 Km/h zones adjacent to school grounds.

The committee will recall that we first installed a large non regulatory sign advising motorists of the "30 Km/h speed limit at Burnaby Schools" at Suncrest School. While we have no objective data that confirms the effectiveness of such signing, there has been sufficient anecdotal evidence of the merit of this approach to lead us to try additional installations. We have however also received some criticism that these signs are an "eyesore" and also that they lose their effectiveness once they become a fixture at a particular location. Notwithstanding these reservations, we now have a significant number of requests for installations.

To maintain a cost effective program and optimize the impact of the signs, we propose rotating them amongst various schools as requested by the school principals. Staff propose three installation periods throughout the school year:

- 1) September - December break.
- 2) January - Spring break (beginning)
- 3) Spring break (end) - End of school year



ASST. DIRECTOR ENGINEERING,  
TRAFFIC & ENG. SYSTEMS

AE:nh  
cc: City Manager