

## **COMMITTEE OF THE WHOLE - JUNE 18, 2007**

### **SIGN OFF INITIATIVE - CONTINUATION**

#### **Recommendation**

The Commissioner of Legal and Administrative Services & City Solicitor, in conjunction with the Senior Manager of Enforcement Services, recommends that this report be received.

#### **Economic Impact**

The continuation of the sign off initiative will result in a nominal cost for product and supplies. This cost will be covered through the existing Enforcement Services Operating Budget.

#### **Communications Plan**

Not applicable.

#### **Purpose**

This report is to provide details on the continuation of the sign off initiative.

#### **Background - Analysis and Options**

Council, at its meeting of April 2, 2007 (Item 24, Report 15), directed:

“That staff develop a continuation plan and provide a report to a future Committee of the Whole.”

As previously reported, the application of an environmentally friendly solution to the reverse side of street signs met with limited success in preventing adhesive signs from being affixed. It was discovered that the product was less effective on signs facing the sun. This was due to the heat produced, causing the product to dissipate. A more frequent application of the product should increase the effectiveness of the initiative.

Enforcement of the Sign By-law continues to be a challenge due to the proliferation of placard, A-Frame, and illegal mobile signs. In an attempt to address this issue the Parking and Sign Enforcement Unit has been restructured dedicating two full time officers to sign enforcement. These two officers will be augmented by other staff when duties permit.

In order to effectively manage the demands of sign enforcement, including the sign off initiative, Public Works has committed to having two staff members team with Enforcement staff in the summer months to double the amount of time that can be spent on sign enforcement.

York Region will also be asked to contribute staff to assist with the cleaning of Regional intersections, as occurred last year.

The two sign officers will also be undertaking some investigative steps in an attempt to charge repeat offenders.

The cleaning of signs does not necessarily fall within the scope of duties of Enforcement Services. A further review of the impacts on enforcement results and service delivery will be conducted at the end of the season. It may be that another City department could be better equipped to allow for safe and consistent removal of these signs, and therefore be better suited for this responsibility.

### **Relationship to Vaughan Vision 2007**

This report is consistent with the Vaughan Vision as it uses collaborative and innovative solutions.

### **Regional Implications**

The majority of the problem intersections are those under the jurisdiction of the Region. A more dedicated effort by Regional Roads staff would be beneficial.

### **Conclusion**

Enforcement Services will coordinate the continuation of the Sign Off Initiative through the summer of 2007.

### **Attachments**

None

### **Report prepared by:**

Tony Thompson  
Senior Manager of Enforcement Services

Respectfully submitted,

Janice Atwood Petkovski  
Commissioner of Legal and Administrative Services  
& City Solicitor

Tony Thompson  
Senior Manager of Enforcement Services