



## The Corporation of the Town of Tecumseh

Corporate Services & Clerk

**To:** Mayor and Members of Council

**From:** Jennifer Alexander, Deputy Clerk & Manager Legislative Services

**Date to Council:** April 9, 2019

**Report Number:** CS-2019-08

**Subject:** Campaign 911 Program

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### Recommendations

It is recommended:

**That** Report CS-2019-08 regarding the MADD Campaign 911 Program (Program) **be received;**

**And that** MADD **be permitted** to install Program signs at the entrances to the Town of Tecumseh (Town) from Windsor on Tecumseh Road and Riverside Drive, as well as the entrance and exits of the Town on County Road 22, along with County Road 11 and County Road 19, subject to the approval of the County of Essex;

**And further that** MADD Windsor & Essex County **be granted** licensing privileges under the Use of Official Mark Policy 51 to permit the use of the Town's Official Mark on their Program signs;

**And further that** the Mayor and Clerk **be authorized** to execute a Trademark Agreement with MADD Windsor and Essex County to permit the Town's Official Mark on the Program signs.

### Background

The MADD Campaign 911 Program (Program) was launched in 2007 nationwide to encourage residents to help make roads safe and reduce the number of deaths caused from impaired driving. The Program's focus is community outreach using roadside signage, urging residents to report suspected impaired drivers by calling 911 to alert police before a potentially fatal accident occurs.

MADD Windsor and Essex County (MADD) reports the national results of this Program are effective in the prevention of impaired driving deaths including 911 calls increased 45 to 80 percent in the first year of the Program's implementation in a municipality; roadside licence suspensions increased 30 to 80 percent and; local enforcement interception rates ranged from 40 to 50 percent.

The City of Windsor implemented this Program in 2008, with 42 signs installed around the City.

In Fall 2018, with the support of Caesars Windsor Cares, MADD received additional funding to refresh the sign's artwork, enlarge sign size, and to deliver the Program across Essex County. MADD has approached area municipalities for support of this Program, as well as the Tecumseh OPP [\[Attachment 1\]](#). At the writing of this report, The Towns of LaSalle and Amherstburg and the Municipality of Leamington have formally supported this Program in their respective municipalities.

## Comments

In consultation with the Planning & Building Services and the Public Works & Environmental Services Departments, MADD is requesting to install ten (10) signs in the Town of Tecumseh; two (2) signs along roads that are under the jurisdiction of the Town, and eight (8) signs along roads under the jurisdiction of the County of Essex. Administration has recommended that the signs be installed at the entrances to the Town from Windsor on Tecumseh Road and Riverside Drive. The other suggested locations are at the entrance and exits of the Town on County Road 22, along with County Road 11 and County Road 19. MADD will seek County approval for the sign locations on County roads within the municipality.

The signs are available in two sizes: 24-inches by 30-inches and the larger ones are 4-feet by 8-feet. Each sign will include the Police logo (OPP), MADD logo, and the Town of Tecumseh official mark (Logo). The draft artwork of the sign to be installed in the Town is attached.

[\[Attachment 2 & 3\]](#)

Sign By-law No. 2018-33 (Sign By-law) currently establishes that no person shall erect a sign on any Municipal, County or Provincial highway or right-of-way. However, the Sign By-law establishes that Council may permit any sign within the Town that does not otherwise comply with the provisions of the Sign By-law. The current request is for the display of signs that communicate information that we believe will benefit the public at large. MADD (acronym for Mothers Against Dunk Driving) is a well recognized organization that has a history of changing societal attitudes regarding the tragic consequences of drinking and driving. The information portrayed is, we believe, for the public good and therefore consistent with the broader objectives of the Sign By-law.

In accordance with By-law No. 2003-20 and the Use of Official Mark Policy 51 (Policy), as a precondition to the use of the Town of Tecumseh's official mark or trademark, the approval of Council is required. The use of the official mark is restricted to all "Departments, Committees of Council, and Boards affiliated with the Town." As MADD is not affiliated with the Town, the Policy indicates that Council may use its discretion to grant licensing privileges to an organization as a community project in order to use the official mark.

It is recommended that MADD Windsor & Essex County be granted licensing privileges as a community project and that the Mayor and Clerk be authorized to execute a trademark agreement with MADD for use of the Town's official mark on their 911 campaign signs.

## Consultations

Planning & Building Services  
Public Works & Environmental Services

## Financial Implications

There is no financial implications to this report. The cost of the signs will be paid by MADD Windsor and Essex County.

## Link to Strategic Priorities

Applicable	2017-18 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that the Town of Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input checked="" type="checkbox"/>	Integrate the principles of health and wellness into all of the Town of Tecumseh's plans and priorities.
<input type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

## Communications

Not applicable

Website

Social Media

News Release

Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Jennifer Alexander, MPA  
Deputy Clerk & Manager Legislative Services

Reviewed by:

Laura Moy, Dipl. M.M., CMMIII HR Professional  
Director Corporate Services & Clerk

Reviewed by:

Phil Bartnik, P.Eng.  
Director Public Works & Environmental Services

Reviewed by:

Brian Hillman, MA, MCIP, RPP  
Director Planning & Building Services

Recommended by:

Tony Haddad, MSA, CMO, CPFA  
Chief Administrative Officer

<b>Attachment Number</b>	<b>Attachment Name</b>
None	None