- 1. **Purpose**: The purpose of the Roadside Memorial Sign Program is to elevate awareness of traffic safety with the goal of reducing the number of and severity of traffic collisions. Roadside memorial signs can function as a way to memorialize the victim of a fatal crash, while at the same time raising awareness of traffic safety.
- 2. **Policy**: It is the policy of the City of Pasadena to allow for placement of memorial signage for victims of roadway crashes, in conformance with the State's Victim Memorial Sign Program, on City streets.
 - a. A sign can be requested for the victim(s) of a fatal crash. Victims can be pedestrians, bicyclists, motor cycle riders, and/or motorists.
 - b. A minimum of six months must pass after the collision before a request for a sign can be made to the City for consideration to allow time for the City to conduct the necessary traffic investigations.
 - c. The victim's family, or a representative of the family with consent of the family, must initiate the request for a sign.
 - i. <u>In the case that the victim is an unhoused individual and, through collective</u> <u>efforts, a next of kin cannot be identified or located, a request can be made by a</u> <u>Council District office.</u>
 - d. The request should be submitted to the Director of Transportation, or their designee.
 - e. The sign shall comply with the latest edition of the California Manual on Uniform Traffic Control Devices (MUTCD). Currently, signs are required to be rectangular with a blue background and white lettering.
 - f. Sign layout and location will be determined by City staff to ensure such signage does not interfere with other traffic controls and does not adversely impact the surrounding area and community, but will be located in the vicinity of the incident. Should the roadside memorial sign become a maintenance or safety concern, it may be removed by the City.
- 3. **Approval/Appeal**: The Director, or their designee, has approval authority to approve the installation of a roadside memorial sign. If a request is denied by the Director, and if an applicant wishes to appeal the decision of the Director, the appeal shall be submitted to the City Manager's Office for consideration.
- 4. **Process**: Signs can be requested through an application submitted to the Director of Transportation or their designee (see attached application). If the Director approves the installation of the sign, DOT staff will determine the specifics of the sign, including design and location.
- 5. **Sign Design:** Department of Transportation staff will develop a mockup of the sign. The sign will include a traffic safety message related to the circumstances of the crash (see attached for

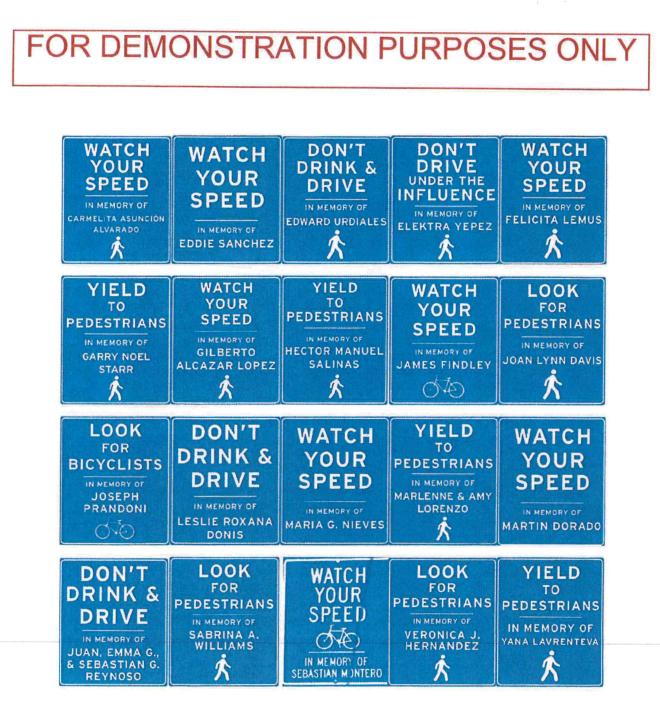
DRAFT Roadside Memorial Sign Program Policy Page 2 of 2

> sample sign mockups). A letter of consent to the final design and location must also be signed and returned by the applicant before installation (see attached sample consent letter). <u>Additional language on the memorial sign consistent with the MUTCD and best practices, and</u> <u>options for providing information about the victim can also be considered.</u>

6. Cost: The material cost of the initial sign will be borne by the Department of Transportation. Administrative and installation labor costs will be borne by the Department of Transportation and Department of Public Works. Administrative and labor costs include staff time to run the program, design the sign, and installation by field crews. The effective lifespan of the sign is five to seven years, and will be maintained by the City during this period at no cost to the applicant. Following the effective lifespan of the initial sign installation, if it needs to replaced and if the family of the victim wishes for the sign to be replaced, the Director will determine if the memorial sign should remain in place. The costs related to fabrication and installation of any replacement signs shall be borne by the City.

Attachments (3):

Attachment A - Sign Mockups Attachment B - Application Attachment C - Consent Letter





Roadside Memorial Sign Program Application

Please complete all information fields in the following application form. Your application cannot be processed if incomplete.

APPLICANT INFORMATION

our Name:		Date:		
Relationship to Victim:				
Address:		2		
City:	State:	Zip Code		
Phone Number:				
Email Address:				
CRASH INFORMATION				
Date of Crash:	Victim's Mode of Cras	h:		
Location of Crash:	Walking	Bicycling		
	Driving (vehicle)			
	Other:			
(Please provide nearest address, cross streets of an intersection, or street name and nearest intersection)				
Incident Number and/or Divisional Report Number:				
MEMORIAL SIGN INFORMATION				
Victim's Name:	Victim's Name:			
(as it should appear on the sign)		n the collision report)		
		· · · · · · · · · · · · · · · · · · ·		

Select the message and icon to be included on the Roadside Memorial Sign (Please choose one of each):		
MESSAGE	ICON	
WATCH YOUR SPEED	Bicycle Pedestrian No Icon	
DON'T TEXT AND DRIVE	Bicycle Pedestrian No Icon	
DON'T DRINK AND DRIVE	Bicycle Pedestrian No Icon	
RIGHT/LEFT TURNS YIELD TO BIKES	Bicycle	
GIVE THREE FEET IT'S THE LAW	Bicycle	
DON'T DRIVE IN BIKE LANE	Bicycle	
VIELD TO BICYCLISTS	Bicycle	
LOOK FOR BICYCLISTS	Bicycle	
VIELD TO PEDESTRIANS	Pedestrian	
LOOK FOR PEDESTRIANS	Pedestrian	

Check this box to give Pasadena DOT permission to share your contact information with safe streets advocacy and/or support groups for survivors of fatal traffic crashes



Roadside Memorial Sign Consent Letter

Please complete all information fields in the following consent letter

Pasadena Department of Transportation 221 East Walnut St., Suite 210 Pasadena, CA 91101

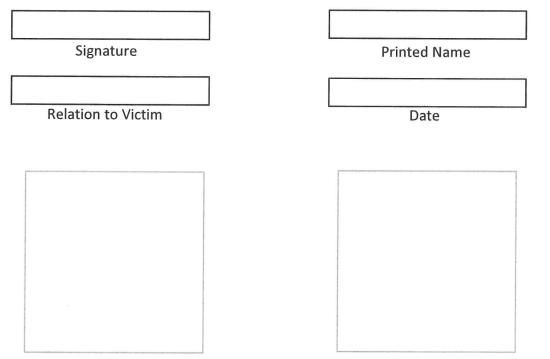
Dear Pasadena Department of Transportation,

I write this letter to formally request a Roadside Memorial Sign to honor the death of

	on		
Name of Victim		Date of Crash	

As a family member of the victim, I consent to the production and posting of a memorial sign with the confirmed safety message referenced in Attachment A and at the proposed location shown in Attachment B.

Sincerely,



Attachment A Preview

Attachment B Preview