



Date: 10/10/2019

To: Chair and Directors, Cariboo Regional District Board
And To: John MacLean, Chief Administrative Officer
From: Emily Epp, Manager of Communications
Date of Meeting: Cariboo Regional District Board_Oct25_2019
File: 1475-04

Short Summary:

Report on Electoral Area Signs

Voting:

Corporate Vote - Unweighted

Memorandum:

At the CRD Board meeting on January 13, 2017, the Board passed resolution 2017-1-12:

That the agenda item summary from Emily Epp, Manager of Communications, dated January 4, 2017, regarding CRD Highway Signs, be received. Further, that staff be authorized to create a business plan goal to update the four main CRD welcome signs with the current municipal logos, conducting any required maintenance of the structures, as well as conduct a review of the electoral area signage throughout the regional district and report back to the board with options and recommendations.

Staff presented an initial report on the CRD's electoral area signs at the June 9, 2017 Board meeting outlining that MOTI does not support these types of signs and the challenges in getting new permits for them. In response, the Board passed resolution 2017-6A-18:

That the agenda item summary from Emily Epp, dated May 26, 2017, regarding the CRD's electoral area signs, be received. Further, that staff be directed to pursue acquiring permits and determining the costs associated with maintaining the small electoral area boundary signs and that Todd Hubner, District Manager, MOTI, be invited to discuss this with the CRD Board.

Staff have prepared the following information regarding installing and maintaining electoral area signage throughout the regional district. Further, following positive discussions with MOTI staff and Todd Hubner regarding the sign permits, it was determined that it was no longer necessary to invite Todd Hubner to discuss it with the Board.

Currently there are small signs along the roadways in the Cariboo indicating the electoral area boundaries throughout the regional district. The location and status of most of the existing signs are unknown; only 14 signs have been located to date and staff are unsure how many were installed initially.

MOTI staff have confirmed they will issue permits for these signs. In order to replace and/or install new signs, MOTI requires the following:

- Sign design and specifications to meet requirements and be approved by MOTI prior to printing;

- Use suppliers who are qualified sign contractors of MOTI for printing and installing;
- CRD is responsible for the work cost to install including but not limited to traffic control;
- Supply a Google Earth file to MOTI to cross reference with their inventory files of unknown signs and placement of new signs.

If the Board wants to move forward with replacing and maintaining electoral area signs throughout the region, there are two options to consider. It's important to note there will be initial installation costs along with annual maintenance costs.

Option 1: Install/replace electoral area signs on all major highways where they intersect with electoral area boundaries. This translates to **36 electoral area signs** throughout the district (see map for locations).

- Initial estimates for 36 signs:
 - Printing: \$3,300
 - Installation: \$8,000
 - Yearly Maintenance: \$2,500
- **Total cost for first year: \$13,800**
- **Ongoing costs: \$2,500 annually, plus any repairs/replacements**

Option 2: Install/replace electoral area signs on all major highways and main secondary roads where they intersect with electoral area boundaries. This translates to **95 electoral area signs** throughout the district (see map for locations).

- Initial estimates for 95 signs:
 - Printing: \$9,000
 - Installation: \$20,000
 - Yearly Maintenance: \$6,100
- **Total cost for first year: \$35,100**
- **Ongoing costs: \$6,100 annually, plus any repairs/replacements**

If the Board does not wish to move forward with replacing and maintaining electoral area signage, staff would focus on maintaining the four log highway signs on an annual basis and utilizing additional communication tactics to raise awareness of the regional district. Additionally, as the CRD becomes aware of existing electoral area boundary signs that are broken, MOTI would require us to remove them.

Map Note: Use the link in the attachments to view a PDF map of the proposed signs. Option 1 only includes the green ringed dots for a total of 36 signs. Option 2 includes both the green ringed dots and the solid blue dots for a total of 95 signs. The letters indicate which Electoral Area the sign would highlight. Staff will have a large version of the map available at the meeting for viewing.

Attachments:

- 1) 1475-04 Existing Hwy Signage Example
- 2) [1475-04 Proposed Electoral Sign map](#)

Financial Implications:

This project is not currently reflected in the 2020-2024 financial plan or in the 2020 Communications Business Plan.

Policy Implications:

N/A

Alignment with Strategic Plan:

- Communication:** Facilitate communication strategies throughout the entire Cariboo Regional District that meet the needs of residents, community stakeholders, and other levels of government.
- Planning:** Intentionally plan services and activities of the CRD to prepare for future needs of residents and community stakeholders.
- Economic Sustainability:** Foster an environment to ensure the economic sustainability of CRD communities and the region.
- Governance:** Ensure that CRD governance policy and practices are intentional, transparent, and respectful.

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CAO Comments:

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Options:

- 1) Receipt;
- 2) Receipt and other action;
- 3) Defer

Recommendation:

That the agenda item summary from Emily Epp, Manager of Communications, dated October 10, 2019, regarding the CRD's electoral area signs, be received. *Further action at the discretion of the Board.*