

July 15, 2020

Members of London City Council
300 Dufferin Ave.
London, Ontario
N6A 4L9

Re: Motion regarding MADD Canada Memorial Road Signs

Dear Councillors:

MADD Canada's mission is to stop impaired driving and to support victims of this violent crime. As you know, impaired driving related crashes remain the leading criminal cause of death in Canada. An average of four people are killed every day in crashes where there is the presence of alcohol and/or drugs and 60,000 Canadians are injured every year. One of the ways MADD Canada honours victims and their families and educates the public about the dangers of impaired driving is through our Memorial Road Sign Program. In 2007, we signed an MOU with the Province of Ontario regarding Memorial Road Signs on provincial highways where someone was killed as a result of an impaired driving crash. We have similar agreements with Manitoba, Saskatchewan and Alberta and are working on programs in several other provinces.

MADD London is pleased that the Civic Works Committee passed a motion by Councillor Elizabeth Pelosa to direct staff to discuss the development of an MOU regarding MADD Canada Memorial Road Signs and to look at the location to install a Memorial to impaired driving victims. As you know, the motion was promoted by a request from Dave and Shauna Andrews to install a Memorial Road Sign in honour of their son Cody who was killed in London in 2016. We encourage all City Councillors to support the motion next Tuesday.

As you know, impaired driving is a serious problem in our city. Last year, police reported a double-digit increase in the number of charges of impaired driving. We believe the Memorial Road Signs have the ability to raise awareness of the risks of impaired driving and the human cost of this kind of criminal behaviour.

We are aware of some of the concerns about the signs raised during the discussion at the Committee. The agreement with Ontario has strict criteria for approval of the installation of signs, namely there has to be a conviction for impaired driving. Since 2016, there have not been many convictions for impaired driving causing death in London. Furthermore, there is no evidence the signs are a distraction and there have been no issues reported in any of the jurisdictions where signs have been installed.

Once again, we encourage all Councillors to support the motion and we look forward to work with the city to raise awareness about the risks of impaired driving and honour those killed in impaired driving crashes. If you have specific questions about the MADD Canada Memorial Sign Program, please contact Steve Sullivan, Director of Victim Services, at 866-876-5224 or ssullivan@madd.ca.

Sincerely,

Leidy Ochoa
MADD London Chapter President