



MEMORIAL SIGNAGE MEMO

To: City Staff

From: Active Transportation Advisory Committee

Date: Tuesday, July 14th, 2026

Subject: Roadside Memorial Sign Program

1. Purpose
The Roadside Memorial Sign Program will offer friends and family the opportunity to commission a memorial sign at the site of a traffic-related fatality. The sign acts as a memorial to individuals who died in traffic collisions; a reminder to drivers to use caution while sharing the road; and a way to raise awareness of traffic-related fatalities.
2. Background
The City has made significant progress by expanding bicycle infrastructure and through the adoption of its Active Transportation and Vision Zero Plans. Developing a roadside memorial program will support the implementation of those plans.
3. Details
Applicants will be able to apply for the placement of a long-term sign and customize it with a pre-approved safety message and the name of the victim being honored. Up to 15 signs per year would be placed annually. Staff will evaluate the applications and select which signs will be placed.
4. Benefits
The Roadside Memorial Sign Program supports the goals of the Vision Zero Plan and provides public safety awareness for bicycle and pedestrian safety.
5. Potential Funding Source
City of Fresno / City Council / Families
6. Recommendation
The Active Transportation Advisory Committee recommends the creation of a Roadside Memorial Sign Program and ask City Staff to review the feasibility of the program and report back by December 2026 with their findings and recommendations.



Sincerely,

Nick Yovino Jr.
Chair, ATAC, City of Fresno

Jacob Bailey
Vice Chair, ATAC, City of Fresno

Member Durham

Member Gromis

Member Henry

Member Marquez

Member Mine

Member Shaikh