

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: **RESOLUTION OF THE BOARD OF ALDERS** Authorizing a street signage campaign as part of an innovative local outreach initiative to engage stakeholders to address substance use disorders in the City of New Haven. (Submitted By: Mayor Toni N. Harp and Miriam Delphin-Rittmon of the CT Department of Mental Health and Addiction Services)

REPORT: 1560-15

ADVICE: **The Commission finds the proposed campaign worthy of the Board's consideration and encourages the Board to seek the advice of Traffic, Transportation, and Parking.**

BACKGROUND

In response to the opioid crises, Mayor Toni N Harp convened the Opioid Taskforce which brought forth the recommendation of public information campaign.

Withing the goal of decreasing fatal and non fatal overdoses, this signage campaign is one part of a multifaceted response. The signs will have messages of hope developed by the DMHAS LiveLoud campaign and have contact info for DMHAS 24 Call line and United Way 2-1-1.

This is co-sponsored by Commissioner Miriam Delphin-Rittmon of the Department of Mental Health and Addiction Services.

See <http://www.liveloud.org/> for website and message content.

PLANNING CONSIDERATIONS

The opioid crises affects the health, welfare and safety of New Haven residents. It has particular visibility in the public spaces of the city. The positive message campaign in the public right of way will convey compassion as well as potentially life saving public service information.

Staff recommends that locations, make up of sign and plan for maintenance is coordinated with the city's Department of Transportation as well as budget allocated as needed for implementation.

ADVICE

The Commission finds the proposed campaign worthy of the Board's consideration and encourages the Board to seek the advice of Traffic, Transportation, and Parking.

ADOPTED: August 21, 2019
Leslie Radcliffe
Vice Chair

ATTEST: 
Aicha Woods
Executive Director, City Plan Department