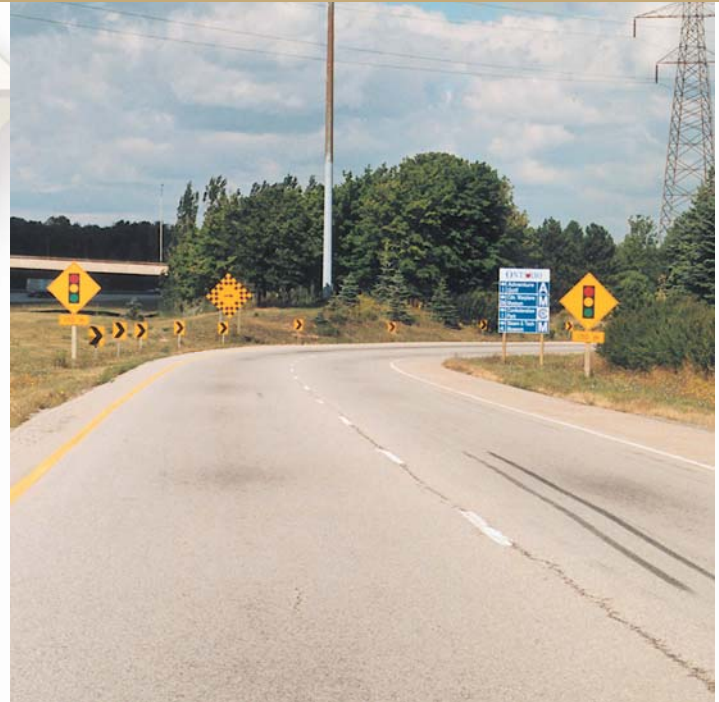




**synectics**  
SAFETY SPECIALISTS

Responding to longstanding calls for a more accessible, effective provincial tourism signing system, the Ontario Ministry of Tourism (MTOUR) led the Ministry of Transportation and the tourism industry in the development of a Tourism-Oriented Directional Sign (TODS) system for Ontario's non-toll provincial highways. First implemented in 1997 through a groundbreaking multi-ministry public-private partnership arrangement, the system is now available in all areas of the province and continues to experience strong interest, with over 2700 tourism operators participating.



Despite the overall success in implementing TODS, a broad range of administrative, operational and policy issues have arisen. MTOUR has retained a consulting team led by Arthur Andersen to advise them in revising the TODS policy. Many of the issues and options have a direct highway safety implication. A review of these key technical and safety concerns is being led by Synectics, thereby utilizing our staff expertise in the areas of highway signing, human factors and Positive Guidance. Synectics will also actively assist Arthur Andersen as they undertake stakeholder consultations and will participate in presentations to MTOUR Senior Management.