



## City of Richmond

## Report to Committee

**To:** Public Works and Transportation Committee      **Date:** December 12, 2006  
**From:** Victor Wei, P. Eng.  
Director, Transportation      **File:** 0100-20-TSAD1-01  
**Re:** **TRAFFIC SAFETY ADVISORY COMMITTEE – PROPOSED 2007 INITIATIVES**

### Staff Recommendation

That the proposed 2007 initiatives for the Traffic Safety Advisory Committee, as outlined in the attached report, be endorsed.

Victor Wei, P. Eng.  
Director, Transportation  
(4131)

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<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Community Recreation .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>	YES <input type="checkbox"/> NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
		(ACTING)	

## Staff Report

### Origin

Council endorsed the establishment of the Traffic Safety Advisory Committee (TSAC) in 1997 to create a co-operative partnership between staff, community groups and other agencies that seeks to enhance traffic and pedestrian safety in Richmond. The Committee provides input and feedback on a wide range of traffic safety issues such as school zone concerns, neighbourhood traffic calming requests and education initiatives. TSAC has representation from the following groups: Richmond District Parents Association (RDPA), ICBC, Richmond School District, Richmond RCMP, Richmond Fire-Rescue, and City Transportation and Community Bylaws Divisions. This report summarizes the Committee's activities in 2006 and identifies proposed initiatives for 2007.

### Analysis

#### 1. Activities and Accomplishments in 2006

The Committee's major activities and accomplishments in 2006 are summarized below. Highlights include the launch of the Safer Traffic Around Richmond Schools (STARS) initiative, which is a community-based process to resolve school zone traffic safety issues, and the provision of input on traffic control and traffic calming proposals.

##### 1.1 Safer Traffic Around Richmond Schools (STARS) Initiative

A TSAC Sub-Committee was formed in 2004 to pursue greater involvement with school Parent Advisory Committees and school staff to prompt their active participation in solving traffic safety issues around schools (e.g., vehicle congestion/circulation on school property and potential pedestrian/vehicle conflicts around schools). A key strategy of the project is to streamline and enhance the current process of analysing and resolving traffic safety concerns by actively involving community stakeholders (parents, teachers, students) in their identification, investigation and resolution.

In 2006, the Sub-Committee finalized a simple step-by-step framework that guides community stakeholders in the use, recognized methods and techniques to develop and implement *internal* (school- and/or community-based) solutions to traffic and pedestrian safety concerns around schools. Only if these internal strategies do not fully address the problem would stakeholders develop and implement *external* strategies that require the support of outside agencies such as the City of Richmond or Richmond RCMP.

The proposed process was presented to the Council/School Board Liaison Committee at its January 17, 2006 regular meeting and, following that Committee's endorsement, to Council, which endorsed the STARS initiative at its February 27, 2006 regular meeting. The framework and its associated forms are posted on the City's web site within its "Traffic Safety Around Schools" section as a resource for stakeholders.

TSAC members held two orientation sessions for stakeholders (i.e., traffic safety representatives of PACs) in March and October 2006 to introduce the process and familiarize stakeholders with the framework and expected activities. The sessions were well received and staff anticipate

holding another session in early 2007, as not all school PAC representatives have been able to attend the two sessions held to date. Staff will be presenting a detailed one-year follow up report on the STARS initiative to the Public Works and Transportation Committee in March 2007.

### 1.2 On-going School Zone Traffic Safety Activities

The Committee contributed to enhancing traffic safety around schools through continued participation in the “Keep Our Future Safe” education and enforcement campaign during *Traffic Safety Awareness Week* (March 6-10, 2006), which involved the following activities:

- distribution and placement of bright yellow plastic lawn signs (sponsored by Autoplan Insurance Brokers of BC) in school zones with the message “School Zone Please Slow Down”;
- “Walking Yellow Wednesday,” which is an inter-school challenge to achieve the highest participation rate of students walking to school. The 2006 kick-off event at Hamilton School featured a walk for schoolchildren from McLean Park to the school led by Mayor Brodie, School Trustee and BC Lion Bobby Singh and the local Fire Chief;
- support of and distribution of material on the *Way to Go! Program* to Richmond elementary schools, which is a multi-agency program that seeks to increase the number of students who walk, bike, carpool or use transit to get to school, while still ensuring their safety; and
- distribution of material to secondary schools on *CARS BC* (Youth CounterAttack and Road Sense Society of BC), which is a non-profit organization that develops and provides road safety resources and training to high school students across BC.

The number of elementary schools participating in the “Walking Yellow Wednesday” event remains high. Two schools achieved 97% participation (Dixon and Tait Schools) and a total of six schools achieved participation rates of 90% or greater. Additional activities to improve school zone traffic and pedestrian safety included:

- support of *International Walk to School Day (I-Walk)* in October 2006 that included a special event held at Cook School, which won an award for its creative approach to encouraging students to walk to school for that full week;
- enforcement of school zone traffic regulations, particularly during back to school periods such as the beginning of September;
- improvement of parking and circulation layout at various schools; and
- installation of new walkways and crosswalks as well as upgraded crosswalks to improve pedestrian access to schools.

### 1.3 City-Wide Traffic Safety

The Committee contributed to improved traffic safety throughout the city via its participation in the following programs and initiatives:

- ICBC-sponsored *Zero Crash Month* challenge, a province-wide competition that challenged communities across BC to reduce vehicle crashes and road-related harm. Richmond recorded 17.5% fewer crashes in October 2006 than its Crash Prediction figure;
- continuation of a city-wide phased program to upgrade the minimum standard of arterial road crosswalks from shoulder-mounted or overhead signs to internally lit overhead signs with downward lighting and pedestrian-actuated amber flashers and beacons;

- enhancement of traffic control signage and devices; and
- installation of new walkways and crosswalks to improve pedestrian access and safety.

#### 1.4 Traffic Calming Measures

The Committee provided input on the following traffic calming measures:

- installation of temporary speed humps on Boundary Road between Westminster Highway and Dyke Road in early 2006, which were replaced with permanent speed humps in November 2006 based on the success of the temporary measure in reducing speeding;
- installation of no-post barriers and a median at the south end of No. 8 Road to discourage use of the road to access the Fraserport industrial area by commercial vehicles heavier than five tonnes;
- development of policy to address the implementation of traffic calming in laneways (i.e., speed humps) as subdivisions occur in the area bounded by No. 5 Road, Steveston Highway, Shell Road, and Williams Road; and
- introduction of a new 3-way stop at Westminster Highway and Barnard Drive to enhance traffic safety.

## 2. Proposed Initiatives for 2007

In addition to developing and providing input on corrective measures to address identified traffic safety concerns, the Committee will undertake a number of proactive initiatives to enhance traffic safety and promote traffic safety education. The major initiatives proposed for 2007 seek to achieve these objectives through the co-ordinated implementation of education, enforcement and engineering measures in partnership with external agencies and stakeholders.

### 2.1 Safer Traffic Around Richmond Schools (STARS) Initiative

The Committee will provide further training and orientation sessions as required for RDPA Traffic Safety Representatives with the intent that representatives from all interested public and private schools will receive the training during 2007. Staff will continue to monitor the progress of and provide assistance to the schools that have already received the training and respond to questions and requests as required.

### 2.2 Pedestrian Safety at Crosswalks

The Committee will support a multi-agency education and awareness campaign intended to increase the level of pedestrian safety at crosswalks. This initiative is proposed to become an on-going program that will co-ordinate with and build upon similar existing initiatives currently undertaken by ICBC, Lower Mainland Autoplan brokers, and Richmond RCMP (e.g., pedestrian safety awareness campaign undertaken during November 2006).

### 2.3 School Zone Traffic Safety – On-Going Programs

The Committee will continue its involvement in the on-going review and improvement of traffic and pedestrian safety in school zones through:

- continued participation in the *Traffic Safety Awareness Week* and *I-Walk* events and the “Yellow Ribbon” back to school promotion each September;
- increasing the participation rate of schools in the *Way to Go!* and *CARS BC Programs*;
- supporting the enforcement of school zone traffic violations;
- improving parking and circulation layout at schools; and
- introducing new walkways and crosswalks as well as upgraded crosswalks to improve pedestrian safety.

## 2.4 Other Programs and Initiatives

The Committee will continue to work on and/or provide input to the following programs and initiatives:

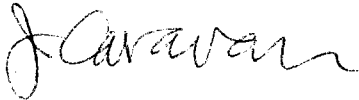
- Canada Line Project – provide comment and input from a traffic safety perspective on the on-going traffic management strategies during construction of the Canada Line as well as potential operating issues such as pedestrian jaywalking to access stations and activities around kiss and ride locations;
- New School Zone Safety Guidelines – review new Transportation Association of Canada guidelines regarding school zone safety (anticipated to be released in early 2007) to determine if there are any new and better ideas that could be incorporated into the City’s current practices;
- Richmond Parking Advisory Committee – provide input on this Committee’s 2007 work plan as required, as some items may have traffic safety implications (e.g., installation of crosswalks and changes to on-street parking regulations);
- Crash Data Analysis – the Committee will initiate development of software/programming to analyse annual crash data available from ICBC to help identify potential locations for remedial treatments to improve traffic safety;
- Traffic Calming – continue to provide input into the implementation of traffic calming measures where warranted in local neighbourhoods as well as undertake monitoring of selected completed projects to determine their effectiveness in improving traffic safety;
- Research of New Technology and Industry Best Practices – continue on-going research of new devices and technology to improve traffic and pedestrian safety as well as investigate industry best practices for potential local applications, such as the City of Vancouver’s recent application of “LOOK LEFT” pavement markings at intersections with heavy pedestrian volumes; and
- Discouraging Speeding – the member agencies of the Committee will continue to jointly work on initiatives to curb speeding in the community such as the targeted enforcement program of Richmond RCMP.

## Financial Impact

There is no specific budget for this Committee. Costs associated with the installation of traffic control devices, walkway construction and other road and traffic safety improvements are normally accommodated in the City’s annual capital budget and considered as part of the annual budget review process. Some of these projects are eligible for financial contribution from external agencies (e.g., ICBC and TransLink).

**Conclusion**

The Traffic Safety Advisory Committee is one of the few multi-agency forums in the region dedicated to enhancing pedestrian and traffic safety within its home municipality. Since its inception in 1997, the Committee has provided valuable input on and support of various traffic safety improvements and programs and initiated a range of successful measures encompassing engineering, education and enforcement activities. The Committee's proposed initiatives for 2007 focus on continuing the STARS initiative to collaborate with Parent Advisory Committees and school staff in resolving traffic safety issues around schools. Upon Council endorsement of these initiatives, staff will forward a copy of this report to the Council/School Board Liaison Committee for its information.



Joan Caravan  
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(on behalf of the Traffic Safety Advisory Committee)