



To: Public Works and Transportation Committee **Date:** January 4, 2006
From: Victor Wei, P. Eng.
Acting Director, Transportation **File:** 0100-20-TSAD1-01
Re: **TRAFFIC SAFETY ADVISORY COMMITTEE – PROPOSED 2006 INITIATIVES**

Staff Recommendation

1. That the proposed 2006 initiatives for the Traffic Safety Advisory Committee, as outlined in the attached report, be endorsed.
2. That staff report further on the *Safer Traffic Around Richmond Schools (STARS)* project to be implemented as part of the Traffic Safety Advisory Committee’s 2006 initiatives.

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

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CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

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 Departments. This report summarizes the Committee's activities in 2005 and identifies proposed initiatives for 2006.

Analysis

1. Activities and Accomplishments in 2005

The Committee's major activities and accomplishments in 2005 are summarized below. Highlights include the continued progress of the Sub-Committee to develop 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.

The process was initiated in November 2004 with a traffic survey of all elementary school students to determine their home-school transportation habits and help identify key reasons why parents/caregivers choose to drive children to/from school. In 2005, the Sub-Committee began development of 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. This framework and its associated forms would be posted on the City's web site within its "Traffic Safety Around Schools" section as a resource for stakeholders. Once finalised, the process will be presented to the Council/School Board Liaison Committee and then to Council for endorsement. Given Council endorsement, TSAC members would hold an orientation session for stakeholders (i.e., traffic safety representatives of PACs) in early 2006 to introduce the process and familiarize stakeholders with the framework and expected activities.

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 7-11, 2005), which involved the following activities:

- distribution and placement of bright yellow plastic lawn signs (sponsored by Autoplan Insurance Brokers of BC) in school zones that had messages such as “Slow Down School Zone” and “30 km/h Monday-Friday 8 am – 5 pm”;
- “Walking Yellow Wednesday,” which is an inter-school challenge to achieve the highest participation rate of students walking to school. The 2005 kick-off event at McKay School (co-winner in 2004) featured two (2) separate walks for schoolchildren led by, respectively, Mayor Brodie and Rick Hansen;
- 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 again increased over the previous year (32 in 2005 versus 30 in 2004) and two (2) schools achieved 99% participation (Dixon and Tait elementary schools). Additional activities to improve school zone traffic and pedestrian safety included:

- support of *International Walk to School Day (I-Walk)* in October 2005, for which the City sponsored a student art contest;
- 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 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 *Community Crash Reduction Challenge*, a province-wide competition that challenged communities across BC to reduce vehicle crashes and road-related harm. Richmond recorded 23% fewer crashes in October 2005 than its Crash Prediction figure and Richmond Secondary School won an award for recording among the highest number of pledges received from a secondary school;
- installation of 30 additional ICBC-sponsored street banners with the message “Keep Our Future Safe – Please Slow Down” at three locations in the city (i.e., Minoru Boulevard, No. 3 Road north of Cambie Road and No. 5 Road/Cambie Road);
- 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:

- completion of installation of one (1) traffic circle and three (3) raised medians on Saunders Road;
- installation of two (2) traffic circles and one raised centre median on Capstan Way east of Garden City Road; and
- installation of additional permanent speed humps on No. 8 Road.

2. Proposed Initiatives for 2006

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 2006 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 seek Council endorsement to implement the STARS initiative to improve the current process of identifying, analysing and resolving traffic safety issues around school zones by involving local stakeholders at each elementary school. Over the next few months, student/parent travel survey data will be analyzed and a profile created for each school that summarizes student travel patterns and common traffic safety concerns. In addition, the process framework will be finalized and prepared for posting on the City's web site. Parent volunteers at each school will be recruited to become Traffic Safety Representatives for the RDPA and the Committee plans to provide a training and orientation session for these community stakeholders in early 2006.

2.2 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 to improve pedestrian safety.

2.3 Other Programs and Initiatives

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

- *Canada Line Project* – the Committee will have opportunities to provide comment and input from a traffic safety perspective into the remaining public consultation phase of the Canada Line project, which involves the detailed station design.

- TransLink Access Transit Strategy – TransLink is currently developing a plan to enhance the accessibility of the transit system for as many people as possible, recognizing the physical, cognitive or other difficulties they may have getting around. The TransLink plan is scheduled to be presented for TransLink Board approval in Summer 2006 and staff anticipate preparing a complementary City strategy to support the overall regional strategy. The Committee will provide comment and input from a traffic safety perspective into the development of the City accessible transit strategy to improve the mobility of those with physical and cognitive disabilities.
- Richmond Parking Advisory Committee – TSAC will provide input on this Committee's 2006 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. Potential areas for analysis include the annual trend in crashes, number of crashes by location (e.g., intersections, at special crosswalks) and number of vehicle crashes involving pedestrians and/or cyclists.
- Traffic Calming – TSAC will 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 – the Committee will continue its 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.
- Discouraging Speeding – the member agencies of the Committee will continue to jointly work on initiatives to curb speeding in the community. These efforts include supporting Richmond RCMP in its targeted enforcement program and adding educational material to the traffic safety section of the City's web site.

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 (1) 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 2006 focus on continuing the Sub-Committee's project 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

Transportation Planner(4035) (on behalf of the Traffic Safety Advisory Committee)