



City of Richmond

Report to Committee

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To: Public Works and Transportation Committee      Date: January 7, 2004  
From: Gordon Chan, P. Eng.      File: 0100-20-TSAD1-01  
Director, Transportation  
Re: **TRAFFIC SAFETY ADVISORY COMMITTEE – 2004 INITIATIVES**

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**Staff Recommendation**

That the proposed 2004 initiatives for the Traffic Safety Advisory Committee, as outlined in the attached report, be endorsed.

Gordon Chan, P. Eng.  
Director, Transportation  
(4021)

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**CONCURRENCE OF GENERAL MANAGER**

## 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. This report summarizes the Committee's activities in 2003 and identifies proposed initiatives for 2004.

### Analysis

#### 1. Committee Mandate and Membership

The overall mandate of TSAC is to enhance traffic and pedestrian safety in Richmond through the collective efforts of the City, community groups, external agencies, and other stakeholders. The Committee achieves this mandate by initiating or providing input on traffic management and engineering measures to address identified traffic safety concerns and by promoting traffic safety through various joint education and enforcement programs. TSAC has representation from the following groups: Richmond District Parents Association (RDPA), ICBC, Richmond School District, Richmond RCMP, Richmond Fire-Rescue, City Transportation Department, and City Community Bylaws Department. The efforts of Committee members, both collectively through TSAC and individually through their own traffic safety initiatives, have been key factors in the significant annual reduction in reported traffic accidents in the city since the formation of TSAC and the start of the ICBC/*City Road Safety Improvement Program* partnership in 1997.

#### 2. Activities and Accomplishments in 2003

The Committee's major activities and accomplishments in 2003 are summarized below. Highlights include the formation of the Richmond Street Racing Sub-Committee of TSAC, which completed its mandate, identifying strategies and actions to address school zone and city-wide traffic safety issues, and providing input on traffic control and traffic calming proposals.

##### 2.1 Strategies to Discourage Street Racing and Aggressive Driving

The Richmond Street Racing Sub-Committee of TSAC was established in February 2003 with membership from the RDPA, ICBC, SUCCESS, Richmond School District, Table 38 (Richmond high school students), Richmond RCMP, Richmond Fire-Rescue, City Transportation Department, and City Community Safety Division. The Sub-Committee held a series of meetings between March and September 2003 to provide input to and support for the implementation of various strategies to discourage street racing and aggressive driving, particularly those proposals related to education. Activities included:

- reviewing briefing papers prepared by the City that advocated for the inclusion of road safety education as part of the mandatory school curriculum and as a requirement to obtain a driver's licence, which were forwarded to the appropriate provincial ministries and the Richmond School District and presented at the 2003 UBCM conference;
- guiding the design and location of new anti street racing signage installed around the City in July 2003;

- providing feedback on proposed communications strategies to deter street racing; and
- receiving delegations from the community with proposals for combating street racing (e.g., allocating a portion of traffic fine revenue to strategies to deter street racing, developing a classroom presentation for high school students that critiques car commercials to raise awareness of their misleading messages regarding speed).

As a result of these actions with respect to the road safety education briefing papers, the Richmond School Board approved motions at its November 3, 2003 and November 17, 2003 meetings (Attachment 1) that encourage teachers to use available ICBC road safety instructional resources and direct the District to investigate the feasibility of offering a credit course in road safety for students in preparation for obtaining their driver's licence.

Richmond RCMP report that their use of new enforcement equipment, specifically purchased to target street racing and other criminal driving activity (e.g., in-car cameras, radar units, spike belts), as well as special traffic patrols are contributing to lower incidences of street racing and criminal driving behaviour in the City.

## 2.2 Traffic Calming Guidelines

The Committee participated in a review of industry-wide traffic calming policies and procedures and the development of traffic calming guidelines for the City that address the types of measures applicable to different street classifications, the evaluation of requests for traffic calming and the criteria for prioritization and implementation. The guidelines were approved by Council at its August 25, 2003 regular meeting and will help ensure consistency in the analysis and application of traffic calming measures, prioritize requests and optimize City resources.

## 2.3 School Zone Traffic Safety

The Committee contributed to enhancing traffic safety around schools through continued participation in the expanded "Keep Our Future Safe" education and enforcement campaign during Traffic Safety Awareness Week (March 3-7, 2003), which involved the following activities:

- distribution and placement of bright yellow plastic lawn signs 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;
- 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 the *Off Ramp Program*, which is a vehicle trip reduction program that seeks to reduce the number of vehicle trips to and from secondary schools.

The number of elementary school participating in the "Walking Yellow Wednesday" event not only increased over 2002 but also student participation rates at the schools increased and two schools achieved 100% participation (Tait and Grauer elementary schools). Additional activities to improve school zone traffic and pedestrian safety included:

- support of “International Walk to School Day (I-Walk)” in October 2003, in which 33 schools participated (up from 24 schools in 2002) and Maple Lane Elementary School recorded a 100% participation rate;
- 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.

#### 2.4 City-Wide Traffic Safety

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

- review of and feedback on a new traffic safety brochure, “Special Crosswalks: A Guide for Drivers and Pedestrians,” that was distributed to a variety of outlets during Traffic Safety Awareness Week;
- 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;
- review of potential locations for the installation of ICBC-sponsored street banners;
- review of proposed road improvement projects submitted for cost-sharing with external agencies;
- enhancement of traffic control signage and devices; and
- installation of new walkways and crosswalks to improve pedestrian access and safety.

#### 2.5 Traffic Calming Measures

The Committee provided input on the following traffic calming measures and policies:

- installation of a traffic circle on River Road at Barnard Drive;
- installation of temporary or permanent speed humps in a number of laneways (i.e., No. 1 Road laneway between Francis Road and Blundell Road, Gilbert Road laneway between Blundell Road and Granville Avenue, and Elmbridge Way laneway between Minoru Boulevard and Cedarbridge Way);
- installation of speed humps in the parking lot of the RCMP Detachment building on Minoru Boulevard; and
- planning and design of current traffic calming projects (e.g., Barnard Drive, Capstan Way and Saunders Road).

#### 2.6 Enforcement of Traffic and Parking Regulations

The Committee contributed to the following traffic safety programs and parking and traffic regulation enforcement efforts:

- increased RCMP and City Bylaw Enforcement presence at various locations in response to identified speeding and parking violation concerns; and
- continued input and support of Speed Watch and targeted traffic enforcement efforts, including those directed at street racing and aggressive driving.

### 3. Proposed Initiatives for 2004

In addition to developing and providing input on corrective measures to address identified traffic safety concerns, the Committee has identified a number of proactive initiatives to enhance traffic safety and promote traffic safety education. The major initiatives proposed for 2004 seek to achieve these objectives through the co-ordinated implementation of education, enforcement and engineering measures in partnership with external agencies and stakeholders.

#### 3.1 Traffic Crash Data Capture and Analysis

Due to recent policy changes initiated by Richmond RCMP in order to comply with federal privacy laws, the City will no longer receive reports of traffic accidents in the city attended by RCMP members. The Committee will work with Richmond RCMP and ICBC to investigate other options for obtaining crash data. This data would be used in an upgraded version of the City's traffic accident inventory system to enable easier identification of the causes of traffic crashes and locations with a persistent trend of high crash frequency.

#### 3.2 Sub-Committee on School Zone Traffic Safety / Parent Education Initiatives

An apparent unwillingness of parents to modify their behaviour with respect to driving their children to/from school is inhibiting efforts to improve school zone traffic safety. A Sub-Committee will be formed to pursue greater involvement with school Parent Advisory Committees and school staff to educate parents on the importance of traffic safety and prompt their active participation in solving traffic safety issues around schools (e.g., walking rather than driving their children to school).

#### 3.3 School Zone Traffic Safety – On-Going Program

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 an expanded Traffic Safety Awareness Week campaign and the "Yellow Ribbon" back to school promotion each September;
- increasing the participation rate of schools in the *Way to Go!* and *Off-Ramp Programs*;
- co-ordinating the enforcement of school zone traffic violations;
- participating in the *Action Schools! BC* pilot project being implemented at Dixon, Thompson and Westwind elementary schools. The initiative is a best practices physical activity model funded by the Ministry of Education and designed to assist elementary schools in creating action plans to promote healthy living for their students, which could include walking or biking to/from school;
- improving parking and circulation layout at schools; and
- introducing new walkways and crosswalks to improve pedestrian safety.

#### 3.4 Richmond School District Road Safety Education Strategies

Following on the recent resolutions of the Richmond School Board regarding the inclusion of road safety education within the school curriculum (see Section 2.1), the Committee will work to ensure the implementation of these resolutions in the Richmond School District. The Committee will also work with ICBC to develop education messages specifically targeted at the high crash

driving behaviours demonstrated by Richmond residents as indicated from crash data. The School District representatives on TSAC will lead this initiative.

### 3.5 Potential Application of “No Drive” Zones around Schools

A *Way to Go! Program* strategy to support traffic reduction around schools is creating a safe walk/bike zone around the immediate vicinity of a school and actively discouraging parents and caregivers from driving into this zone for the 20 minutes before and after school. Parents who must drive their children to school are asked to drop the children off outside of the zone and walk in to the school with them, or allow them to walk the rest of the way with friends. Several tactics can be used to discourage drivers from travelling through the safe walk/bike zone (e.g., signage, patrolled intersections, 30 km/h speed control measures). Measures can be taken to ensure the zone is safe by having neighbour, parent or senior student patrols watching out for children and ensuring that there are safe street crossing points.

Several schools in the community of Ladner within the municipality of Delta are active participants in this strategy. The Committee, led by the RDPA representative, will undertake research on this strategy to determine the feasibility of its application in Richmond.

### 3.6 Richmond-Airport-Vancouver (RAV) Rapid Transit Project – Public Consultation

The Committee will have opportunities to provide comment and input from a traffic safety perspective into the various public consultation phases of the RAV project that are planned over the next several years. These phases include: pre-design (develop draft design objectives to be forwarded to the two proponents who will be selected to participate in the Best and Final Offer procurement process); preliminary design (provide input on station design to the successful concessionaire); and detailed design (provide comment on detailed station design given the chosen technology, alignment, station locations and approach to station design).

### 3.7 TravelSmart Pilot Project

TransLink and Transport Canada are funding the trial implementation of TravelSmart in a number of municipalities in the Lower Mainland, including Richmond. TravelSmart is a travel marketing program that directly targets households, rather than employers, with individualized marketing and promotional information to encourage and reinforce the use of alternative transportation modes. The Committee will work with staff and TransLink to develop and tailor a TravelSmart program for the City Centre, where the project will be implemented due to its high level of local and regional transit services.

### 3.8 City Centre North Transit and Transportation Task Force – Recommendations

The Public Works and Transportation Committee approved the recommendations of the City Centre North Transit and Transportation Task Force at its November 27, 2003 meeting and these recommendations are anticipated to be presented to Council for its approval in January 2004. If approved by Council, the Committee will work with staff on the implementation of the recommendations, as some of them are expected to have traffic safety implications (e.g., installation of crosswalks and changes to on-street parking regulations).

3.9 Transportation Strategies for Special Needs Users

The Committee will provide comment and input from a traffic safety perspective into the development of City transportation strategies to improve the mobility of seniors, youth and those with physical disabilities.

3.10 Traffic Calming Guidelines – Funding Sources

The City currently receives more requests for neighbourhood traffic calming than its annual funding envelope can accommodate. The Committee will provide feedback on the development of guidelines for new funding mechanisms to support the implementation of neighbourhood traffic calming measures (e.g., including traffic calming measures within the Local Improvement Program).

3.11 Research of New Technology and Industry Best Practices

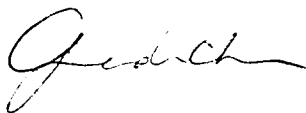
The Committee will continue its on-going research and review of new devices and technology to improve traffic and pedestrian safety as well as investigate industry best practices for potential local applications (e.g., “split” speed humps on local/collector roads and roadside delineators to prevent vehicles from travelling in bicycle lanes).

**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 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 2004 focus on the formation of a Sub-Committee to pursue increased interaction with Parent Advisory Committees and school staff to promote their active participation in resolving traffic safety issues around schools, the implementation of approved road safety education strategies in Richmond schools, and participation in various City and outside agency initiatives (e.g., TravelSmart and RAV public consultation).



Gordon Chan, P. Eng.  
Director, Transportation  
(4021)  
(on behalf of the Traffic Safety Advisory Committee)



Joan Caravan  
Transportation Planner  
(4035)

**Board of School Trustees of School District No. 38 (Richmond)  
Approved Motions re Road Safety Education**

**1. Approved at the November 3, 2003 meeting:**

370/2003      MOVED BY D. TABLOTNEY AND SECONDED BY P. WHITTAKER:

*THAT given that aspects of road safety form part of the Prescribed Learning Outcomes of Career and Personal Planning grades K-12, and that a learning outcome of Personal Planning 10 (implementation September 2004) expects students to "analyze practices associated with road-related risk reduction and injury prevention," appropriate district staff be directed to:*

*Communicate to teachers in grades K-12 the curricular links which can be met through incorporating ICBC road safety strategies instructional resources.*

*Consult with District and School-based Professional Development contacts to facilitate opportunities for teachers to become familiar with the materials available through ICBC.*

*Ensure that these materials are made available to the Personal Planning 10 Working Group as part of its preparation for implementation of Personal Planning 10.*

*AND FURTHER THAT a report be provided to the Board by the second meeting in January 2004.*

CARRIED

**2. Approved at the November 17, 2003 meeting:**

401/2003      MOVED BY S. BOURQUE AND SECONDED BY A. HOBBS

*THAT the Board of School Trustees (Richmond) refer to the Education Committee, for discussion and recommendation, the following:*

*THAT the district work with ICBC and appropriate driving instructor organizations to offer a credit course for students aged 16 and over wherein students are given instruction in road safety and defensive driving in preparation for their driver's license.*

*AND FURTHER THAT the discussion include, but not be limited to, a review of similar course offerings elsewhere in the province, processes and timelines for discussions with outside agencies, processes and timelines for course development, board costs and student fees, school classroom versus field instruction, assessment and accrediting for the course, number of credits and would successful completion of the driver's test be necessary for credit, etc.*

CARRIED