



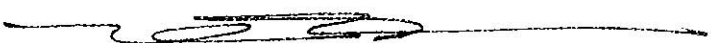
City of Richmond

Report to Committee

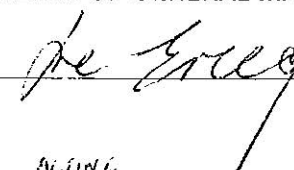
To: Public Works and Transportation Committee Date: December 14, 2007
From: Victor Wei, P. Eng.
Director, Transportation File: 0100-20-TSAD1-01
Re: TRAFFIC SAFETY ADVISORY COMMITTEE – PROPOSED 2008 INITIATIVES

Staff Recommendation

1. That the proposed 2008 initiatives for the Traffic Safety Advisory Committee, as outlined in the attached report, be endorsed.
2. That a copy of the above report be forwarded to the Council-School Board Liaison Committee for information.


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

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ROUTED TO:		CONCURRENCE	CONCURRENCE OF GENERAL MANAGER		
Community Bylaws	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
RCMP	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Fire & Rescue	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> <i>DW</i>	NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> <i>h</i>	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 Divisions. This report summarizes the Committee's activities in 2007 and identifies proposed initiatives for 2008.

Analysis

1. Activities and Accomplishments in 2007

The Committee's major activities and accomplishments in 2007 are summarized below.

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 (PACs) 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). The STARS initiative subsequently received both Council and Richmond School Board endorsement. 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 2007, Committee members continued to promote the STARS process with local schools and achieved tangible success as more schools are implementing measures to improve traffic safety around their schools. A good example is Maple Lane Elementary School, where PAC members have organized a year-round weekly "Walking Wednesday" that is popular with students and has noticeably reduced vehicle traffic around the school.

1.2 BCAA School Safety Patrol Program

The BC Automobile Association (BCAA) Traffic Safety Foundation sponsors a School Safety Patrol Program that operates as a partnership amongst the Foundation, school districts, police, and local schools. The Foundation provides equipment, training resources and support for the program, whereby senior elementary students are trained to direct and control fellow students as they cross the road at or near schools. As the Foundation was seeking to raise awareness of the program to Richmond schools and the Committee was interested in the possibility of including this program in the STARS process, the Committee liaised with the Foundation and reviewed the program to ensure that students would be properly trained and monitored to safely perform their duties. The program is currently sanctioned under the provincial *School Act* and can be implemented only with the approval of a local school board. Safety patrollers are stationed at marked crosswalks and do not leave the sidewalk to stop or direct vehicular traffic. Following

the Committee's review of the program, members agreed that schools could be made aware through the STARS process that training programs for student crosswalk patrols are available, but that programs should be put in place only if there is daily monitoring by a main contact person, such as a PAC member. Members also agreed that any program should be on-going and refresher training should be carried out each school year.

1.3 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 5-9, 2007), which involved the following activities:

- 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 2007 kick-off event at Mitchell School featured a walk for schoolchildren led by Mayor Brodie; and
- support of and distribution of material on the *Way to Go! Program* to Richmond 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.

The number of elementary schools participating in the "Walking Yellow Wednesday" event remains high. Three schools achieved 100% participation (Spul'u'kwuks, Maple Lane and Walter Lee 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:

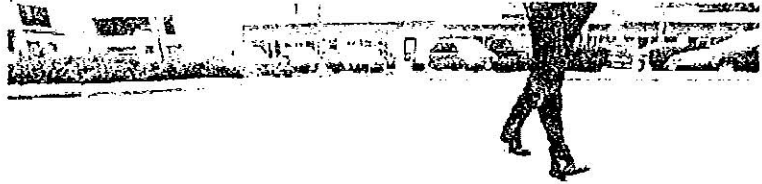
- support of *International Walk to School Day (I-Walk)* in October 2007 for which Maple Lane School received recognition for encouraging students to walk to school for that full week;
- enforcement of school zone traffic regulations, particularly during back to school periods such as the beginning of September;
- providing input on the improvement of parking and circulation layout at various schools;
- identified the requirement for and provided input on the installation of new walkways and crosswalks as well as upgraded crosswalks to improve pedestrian access to schools; and
- review by Transportation staff Committee members of the updated "School Zone and Playground Safety Guidelines" published by the *Transportation Association of Canada*. Staff confirmed that the city's existing playgrounds meet the updated guidelines.

1.4 Pedestrian Safety at Crosswalks

The Committee supported a multi-agency education and awareness campaign intended to increase the level of pedestrian safety at crosswalks that involved the following initiatives:

- continuation of a city-wide phased program to upgrade the minimum standard of arterial road crosswalks to "special crosswalks" with internally lit overhead signs with downward lighting and pedestrian-actuated amber flashers and beacons. There are now over 50 special crosswalks across the city, which is the highest among Lower Mainland municipalities;
- as a pilot project, enhancements to seven special crosswalks with the addition of "LOOK" pavement stencil with directional arrow to remind pedestrians to check for oncoming traffic before stepping out on to the street; stop bar for vehicles set back from the crosswalk to

enhance the visibility of pedestrians; and raised buttons along the lane lines to discourage approaching vehicles from changing lanes to bypass a vehicle stopped at the crosswalk;



- participation in a pedestrian safety campaign in November 2007 to remind pedestrians to make eye contact with drivers of oncoming vehicles before crossing the street and to dress to be seen by wearing brightly coloured clothing or reflective items, especially at night. This campaign featured a one-day "safety blitz" at the special crosswalk on Westminster Highway between London Plaza and the Bay that was attended by TSAC members (ICBC, Richmond RCMP, City staff) as well as Autoplan brokers and involved significant interaction with pedestrians;
- enhancement of traffic control signage and devices; and
- installation of new walkways and crosswalks to improve pedestrian access and safety.

Enhanced Special Crosswalk

Photo Credit: Richmond News

1.5 Traffic Calming Measures

The Committee provided input on the following traffic calming measures:

- installation of temporary speed humps on No. 3 Road between Steveston Highway and Dyke Road in late 2007, which will be replaced with permanent speed humps if supported by local residents;
- proposed installation of speed humps on McLean Avenue and McRae Street along with a traffic circle at McLean Avenue and McRae Street, subject to the support of area residents;
- proposed installation of speed humps on Dallyn Road to address speeding and short-cutting, subject to the support of area residents; and
- development of policy to address the implementation of traffic calming in laneways as subdivisions occur in the area bounded by No. 4 Road, Steveston Highway, Shell Road, and Williams Road, which resulted in the installation of speed humps in selected lanes.

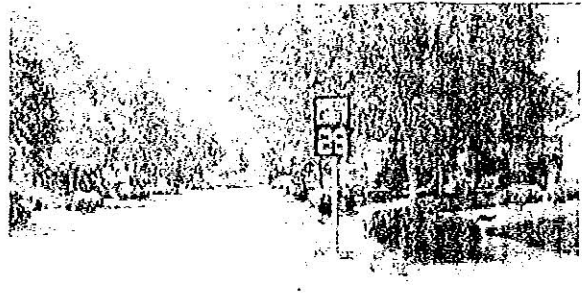
2. Proposed Initiatives for 2008

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.

2.1 "V-Calm" Driver Awareness Sign

The Committee will work with City staff on the installation and monitoring of two new "V-Calm" devices that detect and display vehicle speeds along with an optional message (i.e., "Speed Limit", "Your Speed" or "Slow Down"). The devices would be used to monitor vehicle speeds in school zones. Such devices have proven to be effective in other jurisdictions (e.g., Township of Langley) in slowing vehicles while providing valuable vehicle speed data. Reports

can be generated by the device indicating high and low speeds of individual vehicles as well as peak speeding times. This information will be useful for scheduling targeted enforcement activities. In addition, valuable comparative information can be gathered by carrying out detection using the "dark" mode on the device and then following up with detection using the visible display board. The devices are expected to be initially installed in early 2008 on Woodward's Road between Railway Ave and No. 2 Road where there are two adjacent schools (Wowk Elementary School and Richmond Christian Elementary School).



Sample V-Calm Sign & Display Message

2.2 Pedestrian Safety at Crosswalks

The Committee will continue to support on-going multi-agency efforts to increase the level of pedestrian safety at crosswalks. As part of this initiative, the City intends to gradually expand the pilot program whereby several enhancements were added to several special crosswalks (see Section 1.4) to all special crosswalks in the city.

2.3 Accessible Pedestrian Signals

Following the recent approval of the 2008 Capital Budget, the Committee will provide input on the implementation of accessible pedestrian signals at signalized intersections as well as the development of a new audible tone specific to special crosswalks, as there are currently no industry guidelines for the use of accessible features at special crosswalks.

2.4 Safer Traffic Around Richmond Schools (STARS) Initiative

The Committee will provide further training and orientation sessions as required for RDPA Traffic Safety Representatives. 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.

2.5 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!* Program;
- 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.

2.6 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 following the opening of the Canada Line such as pedestrian jaywalking to access stations and activities around kiss and ride locations;
- Richmond Parking Advisory Committee: provide input to this Committee as required, as some items may have traffic safety implications (e.g., installation of crosswalks and changes to on-street parking regulations);
- 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;
- Crash Data Analysis: 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;
- 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; 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 2008 focus on implementing a pilot "V-Calm" project on Woodward's Road, increasing pedestrian safety at crosswalks and intersections and continuing to support the STARS initiative. 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)