



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Public Works and Transportation Committee **DATE:** January 3, 2001
FROM: Gordon Chan, P. Eng.
 Manager, Transportation **FILE:** 0100-20-TSAD1-01
**RE: RICHMOND TRAFFIC SAFETY ADVISORY COMMITTEE - PROPOSED 2001
 INITIATIVES**

STAFF RECOMMENDATION

1. That the proposed 2001 initiatives for the Richmond Traffic Safety Advisory Committee, as outlined in the attached report from the Manager of Transportation, be endorsed.
2. That staff report back to Council on the results of the proposed 2001 initiatives for the Richmond Traffic Safety Advisory Committee.

Gordon Chan, P. Eng.
Manager, Transportation

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CONCURRENCE OF GENERAL MANAGER

STAFF REPORT

ORIGIN

In March, 1997, Council endorsed the establishment of the Traffic Safety Advisory Committee (TSAC) to allow staff to work in partnership with the community and other agencies to enhance traffic safety in Richmond. Since its inception, the Committee has dealt with a wide range of traffic safety related issues from school-specific items to community-wide traffic safety concerns. This report summarizes the Committee's achievements in 2000 and identifies the proposed initiatives for 2001.

ANALYSIS

1. Committee Mandate and Membership

The overall mandate of TSAC is to enhance traffic safety in Richmond through the joint efforts of the City, community groups, external agencies and other stakeholders. The Committee achieves this mandate by: identifying and participating in the implementation of traffic management and engineering solutions to address traffic safety concerns; and by promoting traffic safety through the provision of education and enforcement programs. TSAC has representation from the following groups: City of Richmond Transportation Department, City Bylaw Enforcement, Richmond Fire and Rescue, Richmond School District, Richmond RCMP, ICBC, and the Richmond District Parents Association.

Since the formation of the Committee in 1997, and the start of the City's active partnership with ICBC in its Road Safety Improvement (RSI) Program in the same year, the City's traffic accident rate has steadily decreased. The annual number of traffic accidents has fallen from an average of 3,000 – 4,000 incidents over the 1994 to 1996 period to 2,000 – 2,200 incidents over the 1997 to 2000 period. Note that as there is a reporting requirement only for traffic accidents with vehicle damage over \$1,000 or any personal injury or property damage, a number of minor traffic incidents may have occurred but not been recorded. Notwithstanding, the collective efforts of TSAC, ICBC, through its RSI and Road Sense programs, the RCMP, through its Speed Watch and corridor enforcement programs, and other City traffic safety initiatives have been key factors in this substantial annual reduction in traffic accidents.

2. Activities and Accomplishments in 2000

TSAC addressed a broad range of traffic safety issues in 2000. The achievements of the Committee include resolving numerous school zone traffic safety issues, providing input in the planning of traffic calming projects, identifying strategies and actions to deal with violations of traffic and parking regulations, and giving input on proposed parking regulations and traffic control devices. The major 2000 activities and accomplishments are highlighted below.

2.1 School-Related Traffic Safety Enhancements

The Committee made a significant contribution to enhancing traffic safety around schools by being involved in the following activities:

- expansion of the participation by Richmond elementary schools in the "Way to Go" Program (an ICBC sponsored program aimed at encouraging more trips made by walking and cycling to and from school);

- development of a new expanded second edition of the "*Traffic Safety Around Schools and Playgrounds*" brochure for distribution to all schools and community centres in Richmond (this brochure has since been adopted as an education tool for school zone safety by a number of municipalities and school districts in the Lower Mainland and elsewhere in the province);
- participation in the planning of the annual "Return to School" education campaign and the Traffic Safety Awareness Week;
- increased enforcement of school zone traffic violations;
- introduction of parking regulations to address safety hazards caused by traffic congestion at school frontages;
- improvement of parking and circulation layout at a number of schools; and
- installation of new sidewalks and crosswalks to improve pedestrian access to schools.

2.2 City-Wide Traffic Safety Enhancements

The Committee contributed to traffic safety throughout the City through its input and participation in the following programs and initiatives:

- development of a City-wide program to enhance the visibility of stop signs by installing new signs with more reflective material;
- development of a new "*Safety Tips for Hand-Cycling on Roadways*" brochure for distribution to various community groups and organizations;
- street sign replacement program that will improve the visibility and legibility of street signs;
- upgrade of traffic control devices; and
- installation of new sidewalks and crosswalks to improve pedestrian access and safety.

2.3 Traffic Calming Measures

The Committee provided input into the following traffic calming measures:

- two traffic circles on Seafair Drive between Blundell Road and Francis Road;
- raised centre medians on River Drive between No. 4 Road and Shell Road; and
- four-way stop and advance school zone warning signs on Finlayson Drive at McLennan Avenue.

2.4 Enforcement of Traffic and Parking Regulations

The Committee contributed to the following parking and traffic violation enforcement results and traffic safety programs:

- expansion of the Red Light Camera Program to three additional intersections, with a consequent reduction in the number of intersection collisions of more than one-half at one of the locations;
- increased RCMP and City Bylaw Enforcement presence at various locations in response to speeding and parking violation concerns;
- input on traffic management and safety issues related to the design of the 98 B-Line Rapid Bus service; and
- input and support of Speed Watch, the Blundell Road Speed Enforcement Program, and the Cambie Road Speed Enforcement Program.

3. Proposed Initiatives for 2001

In addition to the formulation of corrective measures to address reported traffic safety concerns, proactive initiatives to enhance traffic safety awareness and education will continue to be the main focus of the Committee. The major initiatives proposed for 2001 seek to achieve this objective by an increased level of partnership with external agencies and stakeholders and the implementation of a combination of education, enforcement and engineering measures.

3.1 Traffic Safety Audit

The Committee will participate in the development of local traffic safety audit practices that will be based on the review of existing industry traffic safety audit procedures and the translation of these procedures to enable their application at the local level. The traffic safety audit procedures will place an emphasis on identifying safety hazards at the design stage and incorporating remedial measures in the final design to address safety concerns.

3.2 Arterial Road Pedestrian Crossing Review

The Committee will be involved in a City-wide review of the standard and class of pedestrian crossings on arterial roads to develop an overall upgrade program that identifies the type of pedestrian crossings required, the timing of the implementation of any new or upgraded pedestrian crossings and the funding sources.

3.3 Local Area Traffic Review

The Committee will participate in a review of existing local area traffic control practices within the Lower Mainland in order to determine appropriate traffic control requirements for local areas within Richmond. This review may include the selection of a local area for a demonstration project of alternative control devices.

3.4 Bus Zone Traffic Enforcement

The Committee will provide input and support to parking enforcement staff who will be exploring opportunities to reduce the number of stopping offences in the City's bus zones. A pilot project will be pursued in 2001 and its effectiveness evaluated for possible future expansion.

3.5 School Zone Traffic Safety

The Committee will maintain its involvement in the on-going review and enhancement of traffic safety in school zones through:

- continued implementation of the "School Traffic Safety Audit" recommendations;
- increasing the participation rate of the "Way to Go" Program;
- taking an active role in the planning of the "Return to School" education campaign and Traffic Safety Awareness Week;
- co-ordinating the enforcement of school zone traffic violations;
- improving parking and circulation layout at schools; and
- introducing new sidewalks and crosswalks to improve pedestrian safety.

3.6 Education and Enforcement via Partnerships

The Committee will partner with the City, external agencies and the community to provide the following traffic safety education and enforcement efforts:

- providing support to the RCMP enforcement of corridor speed limits;
- providing support to the new Hamilton Area "Speed Watch" group;
- providing input in the joint ICBC/City Corridor Traffic Safety studies;
- sharing knowledge with neighbouring municipalities, provincial agencies and other industry contacts on various traffic safety initiatives; and
- continued partnership with external agencies and the community to undertake various traffic safety and automobile crime prevention initiatives.

3.7 Other Traffic Safety Initiatives

The Committee will provide input to the City on the following traffic safety initiatives:

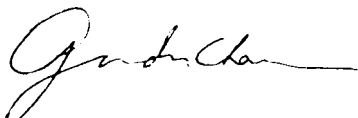
- formation of guidelines for the evaluation, design and implementation of traffic calming measures;
- installation of traffic signage, traffic calming measures, crosswalks, and sidewalks;
- introduction of innovative measures to address traffic safety hazards; and
- planning of traffic signal improvements.

FINANCIAL IMPACT

There is no specific budget for this Committee. The expenditures related to the installation of traffic control devices, walkway construction and other road and traffic-related improvements are normally accommodated in the City's annual capital budget. These improvements are considered as part of the annual budget review process. Some projects are eligible for financial contributions from external agencies (e.g., ICBC has funded traffic-related improvements through its Road Safety Improvement Program and the Richmond School Board has contributed to the production of the school traffic safety brochure).

CONCLUSION

Since its inception in March, 1997, the Traffic Safety Advisory Committee has served as an extremely effective community forum dedicated to enhancing traffic safety in Richmond. Each year the Committee has provided valuable input and feedback on various traffic safety improvements and initiated a wide range of measures with effective results. In 2000, the Committee participated in a wide range of engineering, education and enforcement programs that were implemented to address various traffic safety issues on both a reactive and proactive basis. The Committee's proposed initiatives for 2001 focus on the review of local traffic safety practices and operations, pedestrian and school zone traffic safety, education and enforcement through partnerships, traffic safety innovations, and the development of traffic safety audit procedures catered to Richmond local applications.



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