



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Public Works and Transportation Committee

DATE: January 31, 2000

FROM: Gordon Chan, P. Eng.
Manager, Transportation

FILE: 6450-09

RE: TRAFFIC SAFETY AWARENESS WEEK (MARCH 6 – 10, 2000)

STAFF RECOMMENDATION

That Council endorse the 2000 Traffic Safety Awareness Week (March 6 - 10, 2000) initiated by the Richmond District Parents Association's "Global Traffic Safety Committee".

Gordon Chan, P. Eng.
Manager, Transportation

Att. 1

FOR ORIGINATING DIVISION USE ONLY

SIGNATURE OF GENERAL MANAGER

STAFF REPORT

ORIGIN

Traffic Safety Awareness Week is an annual campaign held by the Global Traffic Safety Committee, Richmond District Parents Association to promote traffic safety to students and parents and to encourage the use of alternative travel methods to get to school. The Year 2000 campaign is the fourth annual event and again will involve all Richmond schools. In a letter to the Transportation Department dated January 31, 2000, the Global Traffic Safety Committee again requested that this year's event (from March 6 – 10, 2000) be endorsed officially by the City (Attachment 1).

ANALYSIS

1. **Purpose**

The Traffic Safety Awareness Week is a proactive campaign aimed at educating the public on traffic safety, particularly at and in the vicinity of school sites. Specifically, the purpose of this event is:

- To educate students about traffic safety at an early age;
- To raise the awareness of traffic safety among elementary school students and extend that awareness to secondary school students;
- To educate all drivers, including parents who drive their children to/from school, the importance of respecting the school zone reduced speed limit (30 km/hr) regulation; and
- To encourage the use of alternative travel methods (walking, public transit, and cycling) for the home/school trip.

2. **Activities**

The slogan of each year's campaign is "DRIVE WITH CARE - KIDS ARE THERE!" and the colour theme is yellow. The main activities for this year's campaign include:

- Distribution of traffic safety kits (supplied by ICBC) to all elementary and secondary schools. The kits contain posters, yellow ribbons, safety "reminders", and suggested programs that can be implemented by individual schools;
- Increased presence and enforcement by the RCMP;
- Encouragement of schools to participate in the "Way to Go" program. "Way to Go" is a program aimed at reducing the number of vehicular trips to/from school; and
- Poster contests, yellow theme days, "Walking Wednesday", and other traffic safety-oriented events.

FINANCIAL IMPACT

None to the City.

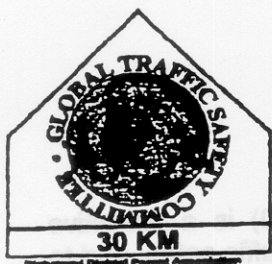
CONCLUSION

The 2000 Traffic Safety Awareness Week campaign (March 6 - 10, 2000) is a proactive program intended to educate elementary and secondary school students on traffic safety and to raise the awareness of parents and other motorists on the importance of observing traffic control devices and regulations particularly at and in the vicinity of school sites. Enhancement of traffic safety in the City remains a major initiative of the Transportation Department. Staff therefore request that this event be given endorsement by Council.

Carlos Rocha
Traffic Technician I

Tegan Smith, M.C.P.
Transportation Planning Analyst

TS:lce



January 31, 2000

Mr. Gordon Chan, Manager
Transportation Department
City of Richmond
7577 Elmbridge Way
Richmond, BC

Dear Mr. Chan:

The Richmond District Parents Association's Global Traffic Safety Committee is holding Traffic Safety Awareness Week from March 6 to 10, 2000. This is our 4th annual event and involves all Richmond schools.

The purpose of the week is to promote traffic safety to our students and to educate parents and the community about school speed zones. Because of the increase in traffic around our schools, we also try to educate parents about choosing safety over convenience. We encourage schools to look for ways that foster safer healthier travel alternatives for children to get to school. Our slogan is "Drive with care...kids are there", and our theme color is yellow.

ICBC has generously provided most of the resources to be sent to the schools. The resources include posters, yellow ribbons, balloons, pamphlets and suggested ways to promote traffic safety in schools. Each school chooses what events or activities it will undertake. Various activities from prior years include poster contests, yellow theme days, RCMP-led assemblies, Walking Wednesday, and traffic safety-oriented events.

The City's continued support of this event is requested to officially designate the week and to promote it in the local newspapers. I thank you in advance for your support.

Sincerely,

Heather G. Holyk, CA
Global Traffic Safety Committee