



City of Richmond

Report to Committee

To: Public Works and Transportation Committee
From: Victor Wei, P. Eng.
Director, Transportation
Re: TRAFFIC SAFETY AWARENESS WEEK - MARCH 5-9, 2007

To Public Works & Transportation, Feb 21, 2007
Date: February 2, 2007
File: 10-6450-09-01/2007-Vol 01
Xr: 7400-01

Staff Recommendation

- 1. That Council endorse:
(a) the 2007 Traffic Safety Awareness Week (March 5-9, 2007) activities initiated by the Richmond District Parents Association, sponsored by ICBC, the Autoplan Broker Road Safety Program and the Richmond School Board with the participation of the Way to Go! School Program, CARS BC and Better Environmentally Sound Transportation, as outlined in the attached report; and
(b) staff involvement in the 2007 Traffic Safety Awareness Week activities as part of the City's on-going traffic safety education strategy.
2. That the report be referred to the Council School Board Liaison Committee for information.

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

FOR ORIGINATING DEPARTMENT USE ONLY
ROUTED TO: CONCURRENTLY CONCURRENTLY OF GENERAL MANAGER
Parks Design, Construction & Programs... Y [checked] N []
Community Recreation... Y [checked] N []
REVIEWED BY TAG YES [checked] NO []
REVIEWED BY CAO YES [checked] NO []

Staff Report

Origin

Since 1996, the Richmond District Parents Association (RDPA), with the involvement of the City, has held an annual campaign to promote traffic safety for students and parents and to encourage the use of alternative travel methods to and from school. This year's 10th annual event, which again involves all Richmond schools, is sponsored by ICBC Loss Prevention, the Autoplan Broker Road Safety Program and the Richmond School Board and also has the participation of the City, the *Way to Go!* School Program, CARS BC, and Better Environmentally Sound Transportation (BEST).

This report provides highlights of the 2006 Traffic Safety Awareness Week campaign and describes the planned activities for the 2007 event. This event is an important element of the City's overall traffic safety enhancement initiatives. Council endorsement of this event will help publicize and raise awareness of the campaign and traffic safety within the community.

Analysis

1. Purpose of Traffic Safety Awareness Week

Traffic Safety Awareness Week has contributed greatly to an enhanced level of traffic safety within the community, particularly around school zones. This annual event, now in its 9th year, is a proactive campaign aimed at educating the public on traffic safety, particularly in school zones, and promoting alternative transportation modes for travelling to and from school. The primary purposes of this event are to:

- educate students about traffic safety at an early age;
- raise awareness of traffic safety among elementary and secondary school students;
- educate all drivers, including parents who drive their children to and from school, of the importance of respecting school zone traffic regulations, such as no stopping areas and the reduced speed limit of 30 km/hr; and
- encourage the use of alternative travel methods (walking, public transit and cycling) for the trip between home and school.

2. Past Year Campaign Activities

A number of special events were organized at Richmond schools during last year's Traffic Safety Awareness Week, held March 6-10, 2006. Highlights of the campaign, which again featured the theme of "Keep Our Future Safe," are listed below.

- Distribution of bright yellow plastic lawn signs to elementary schools participating in the "Keep Our Future Safe" campaign.
- Distribution of Traffic Safety Awareness Week resource and information kits to all elementary and secondary schools.
- Decoration of telephone poles and sign posts in the vicinity of schools with yellow RoadSense Team tape and yellow balloons to serve as visual reminders and warnings to drivers of the presence of pedestrians and schoolchildren.

- “Walking Yellow Wednesday” kick-off day at Hamilton Elementary School that featured a walk for schoolchildren led by Mayor Brodie, School Trustee and BC Lion Bobby Singh, Councillor Cynthia Chen, and the local Fire Chief as well as the RCMP Safety Bear and ICBC Captain Click mascots, walking school buses and student presentations.
- Media coverage of the kick-off day at Hamilton Elementary School and the participation of Richmond School Trustees, RDPA representatives, ICBC, RCMP, and City staff.
- Participation of elementary schools in the inter-school “Walking Yellow Wednesday” challenge to achieve the highest student participation rate. McKay and Tait Elementary Schools each recorded over 97% participation and were co-winners of the Mayor’s Golden Shoe Award. A total of six schools achieved participation rates greater than 90%.
- Increased RCMP and City Bylaw enforcement of school zone traffic regulations and participation of local Speed Watch groups.
- Launch of the Safer Traffic Around Richmond Schools (STARS) initiative, which provides community stakeholders, such as parents, teachers, and local neighbours, with a framework to work together to analyze and generate solutions to traffic safety concerns around schools.

News



Captain Click - A group of children and adults, including Mayor Brodie, participated in the 'Walking Yellow Wednesday' event at Hamilton Elementary School. The event was part of the 'Keep Our Future Safe' campaign.

3. Planned Activities for 2007 Campaign

The goal of the RDPA during Traffic Safety Awareness Week is to raise awareness of traffic issues among both drivers and students and create safer traffic environments at schools. This year’s campaign continues the “Keep Our Future Safe” theme and features the following events.

School Zone Signage

- Elementary schools participating in the “Keep Our Future Safe” campaign will display bright yellow plastic lawn signs (sponsored by the Autoplan Broker RoadSense Team) with the message “Please Slow Down - School Zone.”
- Parent volunteers will place the signs along the roadway within the school zone area around the school. The signs will be displayed during Traffic Safety Awareness Week and on a rotating basis throughout the remainder of the school year.

School Resource Kits

- Distribution of Traffic Safety Awareness Week resource and information kits to all elementary and secondary schools. These resource kits will include information on the City's proposed STARS initiative, which provides a framework for community stakeholders to use to analyse, and generate solutions to, traffic safety concerns around their schools.
- Elementary school packages will include yellow survey tape to be tied along walking routes to schools, traffic safety pamphlets and brochures, curriculum resource and *Way to Go!* information to promote safe pedestrian and cycling practices that can be implemented by individual schools.
- Secondary school packages will include information on CARS BC, a program that helps initiate road safety clubs in secondary schools, BEST's *Off Ramp* Program, which encourages a reduction in the number of motor vehicle trips to and from secondary schools, and cycling resources such as the City of Richmond's on-street cycling network map.

Way to Go! Program

- Encouragement of schools to participate in the *Way to Go!* Program, which is aimed at reducing the number of vehicle trips to and from school, by organizing a "Walking Yellow Wednesday" on March 7, 2007.
- The event host school will be Mitchell Elementary School (12091 Cambie Road) and will include a walk to the school with the participation of Mayor Brodie, school staff and the RCMP Safety Bear and ICBC Captain Click mascots.
- Tait Elementary School (10071 Finlayson Drive) will also host an event featuring Charlotte Diamond performing the song "Walking School Bus" plus walks to school with BC Lion and School Trustee Bobby Singh and former BC Lion Lui Passaglia.
- Inter-school challenge to achieve the highest student participation rate on "Walking Yellow Wednesday." All participating schools will receive a *Way to Go!* Certificate of Achievement and the winner will be awarded the Golden Shoe trophy.
- Inter-school contest for elementary students to create a traffic safety slogan (e.g., "Be Safe, Be Seen"), which may be used as the campaign's slogan in 2008.

Enforcement Initiatives

- Increased presence and enforcement of traffic regulations in school zones and along corridors in the vicinity of schools by Richmond RCMP and City Bylaw.
- Monitor and display of traffic speeds in school zones by local Speed Watch groups.

Publicity and Awareness Activities

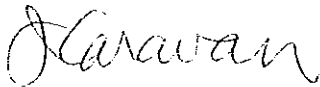
- Placement of advertisement in the City Page of the *Richmond Review* announcing the campaign and describing its objectives.
- Press releases by the City and RCMP to raise awareness of the campaign launch and of "Walking Yellow Wednesday" on March 7, 2007.
- The press releases will encourage television and radio coverage of the events at Mitchell and Tait Elementary Schools. The principals of the schools will invite Mayor and Councillors to participate in the events.

Financial Impact

Staff provide organizers of the annual Traffic Safety Awareness Week with time, resources and technical support as part of the City's on-going traffic safety initiatives. These activities are part of the Transportation Division's regular work program related to traffic safety enhancement and require no additional financial resources.

Conclusion

Traffic safety education is a cornerstone of the City's strategy to enhance traffic safety around schools. The 2007 Traffic Safety Awareness Week campaign (March 5-9, 2007) is a proactive program intended to educate elementary and secondary school students on traffic safety, emphasize the importance of parents and other motorists observing traffic regulations particularly at and around school sites, and encourage alternative travel modes to and from school. These activities will be complemented by increased enforcement activities by Richmond RCMP and educational notices to be placed in the City Page of the *Richmond Review*. Staff therefore recommend that Council continue to endorse the annual Traffic Safety Awareness Week campaign activities in 2007.



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