



City of Richmond

Report to Committee

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**To:** Public Works and Transportation Committee      **Date:** March 30, 2004  
**From:** Gordon Chan, P. Eng.  
Director, Transportation      **File:** 10-6450-09-01/2004-Vol  
01  
**Re:** **COMMUNITY CRASH REDUCTION CHALLENGE**

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**Staff Recommendation**

That the City endorse and participate in ICBC's Community Crash Reduction Challenge, as described in the attached report, to help reduce vehicle crashes and road-related harm in the community.

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

Att. 2

<b>FOR ORIGINATING DIVISION USE ONLY</b>
<b>CONCURRENCE OF GENERAL MANAGER</b>

## Staff Report

### Origin

The City has been invited to participate in ICBC's Community Crash Reduction Challenge, which is a province-wide competition to provide participating communities with an opportunity to help reduce vehicle crashes and road-related harm and compete for prizes. This report describes the Challenge and recommends that the City participate in the competition.

### Analysis

#### 1. What is the Community Crash Reduction Challenge?

The Community Crash Reduction Challenge is a province-wide competition organized by ICBC to engage communities, the police, public safety organizations, and BC residents in helping to reduce the frequency and severity of vehicle crashes and road-related injuries. ICBC is inviting 165 municipalities throughout the province to take part in the Challenge, which will be held May 5-27, 2004. This period includes a long weekend (Victoria Day weekend), which usually record a higher number of claims versus regular weekends.

Like-sized communities have been sorted into five categories based on their population. For each community, ICBC has analyzed the number of crashes involving residents of that community between May 5<sup>th</sup> and May 27<sup>th</sup> over the last five years (1998-2002). The crashes include those occurring within the community as well as those occurring anywhere in the province. This number represents a community's Crash Prediction and is intended to focus attention on crashes that could involve family, friends and neighbours.

Actual vehicle crash data accumulated during the Challenge for community residents will be compared to the community's Crash Prediction. The community that reduces its vehicle crashes during the Challenge by the greatest percentage beyond its Crash Prediction will win a road safety grant in recognition of the achievement.

Organizations supporting the Challenge with ICBC include Autoplan brokers, CARS BC (the Youth CounterAttack and RoadSense Society of BC, which is involved in promoting road safety at high schools), and the BC Automobile Association. The Challenge also has the support of the Association of BC Chiefs of Police and the RCMP. Attachment 1, prepared by ICBC, provides a brief overview on the Challenge.

#### 2. Public Awareness Campaign

The Challenge will be officially launched on April 7<sup>th</sup> (World Health Day, which this year has the theme of "Road Safety is No Accident") and each community's Crash Prediction numbers will be released on May 4<sup>th</sup>. ICBC anticipates releasing the Challenge results in mid-June. ICBC will undertake a media campaign to raise public awareness of the Challenge starting April 7<sup>th</sup> and elements will include banners, brochures, posters, bookmarks, print advertising in local newspapers, radio interviews, and the ICBC website. The 3-week Challenge will feature a different road safety theme each consecutive week: impairment, speed and aggressive driving behaviour and intersections.

### 3. Ways to Participate

The City can register its participation in the Challenge by issuing a Proclamation or signing a letter of endorsement on behalf of the community. The Proclamation or endorsement would then be forwarded to the ICBC regional loss prevention representative. A proposed Proclamation is shown in Attachment 2.

Richmond is included in the largest category of community (population of 40,001 and up) and would compete with 20 other communities: Abbotsford, Burnaby, Chilliwack, Coquitlam, Delta, Kamloops, Kelowna, Langley, Maple Ridge, Nanaimo, New Westminster, North Vancouver, Port Coquitlam, Prince George, Saanich, Surrey, Vancouver, Vernon, Victoria, and West Vancouver. The winner in this category of community would win a \$35,000 road safety grant. The winner will also receive recognition in media announcements of the winner and inclusion in related websites, signage, and flags and banners displayed in the community.

ICBC has been making presentations on the Challenge to communities throughout BC and many of these communities are considering issuing challenges to the other communities within their size category to achieve the greatest percentage reduction in its Crash Prediction.

Individuals can also participate by taking a pledge to drive, cycle or walk safely on the Official Challenge Website at [www.icbc.com](http://www.icbc.com). Individuals will be eligible for cash prizes of \$500 (two per community and two for the entire province) as well sponsor prizes.

#### Financial Impact

There is no financial impact to the City of participating in the Challenge. Potential additional advertising by the City to raise awareness of the Challenge, such as an advertisement in the City Page of the Richmond Review, can be accommodated within existing departmental budgets.


#### Conclusion

The Community Crash Reduction Challenge which is a province-wide competition to provide participating communities with an opportunity to help reduce vehicle crashes and road-related harm. City participation in the Challenge will help raise awareness among residents of the risks of driving and how to prevent crashes, which in turn will help create a safer environment for all road users. Staff therefore recommend that the City endorse and officially proclaim its participation in the Challenge.






Joan Caravan  
Transportation Planner  
(4035)

JC:jc






Community  
**CRASH REDUCTION**  
Challenge

Presentation to Richmond Mayor and Council  
April 2004







**Our Priority**

Ensuring that we all can live and work in safe communities



The scope and magnitude of crashes is much greater than most people realize.






**Did you know that on a typical day in B.C...**




There is a car crash every two minutes.

Someone is injured every seven minutes.

*\* Based on 2002 data from ICBC.*






**Are British Columbians up for The Challenge?**



**Working Together**

By working together, we can reduce the harm on our roads.





### What is The Challenge?

A 23-day period, from May 5 - 27, 2004

165 municipalities are invited to take part

Like-sized communities have been put into categories based on their population



### What are the categories?

Up to 1,500 in population

From 1,501 to 5,000 in population

From 5,001 to 10,000 in population

From 10,001 to 40,000 in population

From 40,001 and up in population



### How can your community win?



### Individuals can win too



Pledge at [www.icbc.com](http://www.icbc.com)



### How can you participate?



### How can you participate?

The community that comes in with the highest % reduction below their crash prediction (in their category)...

**WINS!**





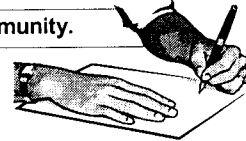
# What can YOU do to take part in The Challenge?



## Getting involved

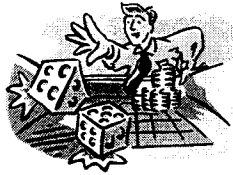
Pledge to get involved.

Challenge another community.



## Issue a side bet...

- The winner gets a free lunch - and the loser has to deliver it
- The loser contributes \$100 to a local charity
- The loser flags the other community's flag for one month



## Promoting The Challenge

Promote The Challenge to local businesses, friends and residents

Urge fellow community leaders to get involved

Proclaim your community's participation

Post promotional materials in your office



# Everyone's a winner!

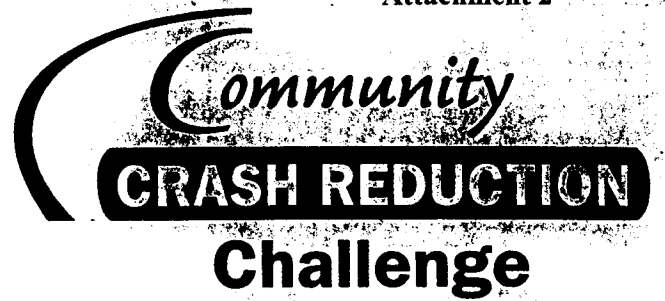


The lowest score wins!



# Thank you





*Office of the Mayor*

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British Columbia

# Official Proclamation

**Community Crash Reduction Challenge**

**May 5 – 27, 2004**

**Helping reduce crashes and road-related harm**

WHEREAS The scope and magnitude of crashes in any community — large and small — is much greater than most people realize;

AND WHEREAS The Community Crash Reduction Challenge will help raise awareness of local road safety issues;

AND WHEREAS Engaging communities and involving their citizens is an opportunity to help reduce harm on our roads;

AND WHEREAS The \_\_\_\_\_ and ICBC recognize the need to work together to help reduce the number of crashes;

NOW, THEREFORE I, \_\_\_\_\_,  
DO HEREBY PROCLAIM

\_\_\_\_\_

*as official participants in the Community  
Crash Reduction Challenge.*