



**To:** Public Works and Transportation Committee      **Date:** September 1, 2006  
**From:** Victor Wei, P. Eng.      **File:** 10-6450-09-01/2006-Vol  
Director, Transportation      01  
**Re:** **ICBC ZERO CRASH MONTH CHALLENGE – OCTOBER 2006**

**Staff Recommendation**

1. That the City endorse and participate in ICBC’s Zero Crash Month Challenge during October 2006, (as described in the attached report from the Director, Transportation), to help reduce vehicle crashes and road-related harm in the community.
2. That a proclamation be issued to indicate that Richmond will be an official participant in the Zero Crash Month Challenge.
3. That the Challenge be referred to various community groups and City-related organizations.

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

Att. 2

FOR ORIGINATING DIVISION USE ONLY			
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
R.C.M.P. ....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/> <i>ajs</i> NO <input type="checkbox"/>	<b>REVIEWED BY CAO (ACTING)</b>	YES <input checked="" type="checkbox"/> <i>JE</i> NO <input type="checkbox"/>

## Staff Report

### Origin

First held during May 2004 as the Community Crash Reduction Challenge, ICBC is again organizing a competition, now known as Zero Crash Month, 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. The City participated in the May 2004 and October 2005 events and has again been invited to participate in this year's challenge, which will be held October 1-31, 2006. This report describes this year's Zero Crash Month Challenge and recommends that the City participate in the competition.

### Analysis

#### 1. Zero Crash Month – October 1-31, 2006

Zero Crash Month 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 municipalities throughout the province to take part in the event (see **Attachment 1**).

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 for the same time period over a five year period (2001-2005). 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 month-long event for community residents will be compared to the community's Crash Prediction. The community that reduces its vehicle crashes during the month by the greatest percentage beyond its Crash Prediction will win a road safety grant in recognition of the achievement. Corporations and individuals are also eligible for prizes upon pledging to drive safely.

#### 2. Previous City Participation – May 2004 and October 2005

- May 2004: the City participated in the inaugural ICBC Community Crash Reduction Challenge held May 5-27, 2004 and also engaged in a direct community competition with the municipality of Delta to see who could reduce crashes by the greatest percentage beyond their Crash Prediction. Delta outperformed Richmond during the 23-day period with a reduction in crashes of 18%, as opposed to a 16% reduction in Richmond. The overall winner in Richmond's population category was New Westminster, which recorded a reduction in crashes of 26%.
- October 2005: the City also participated in the second annual event, renamed Zero Crash Month and held October 1-31, 2005, but did not participate in a challenge with Delta. Richmond achieved a 23% reduction in crashes while the overall winner in Richmond's population category was Kamloops, which recorded a reduction in crashes of 30%.

### 3. Richmond Crash Prediction for October 2006

During October 1-31, 2006 (a 31-day period), ICBC predicts there will be:

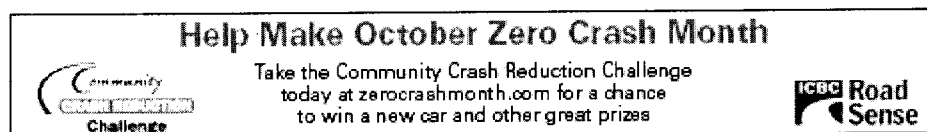
- more than 22,000 crashes involving BC residents;
- more than 6,000 BC residents injured in crashes; and
- an average of 53.5 crashes per 10,000 of BC's population.

Based on 2001-2005 crash data, Richmond's comparable Crash Prediction is 1,492 crashes involving residents, which translates to a calculated Crash Rate per 10,000 population of 86.41. ICBC data indicates that the top three contributing factors to crashes in Richmond are: (1) following too closely; (2) ignoring traffic control; and (3) speed.

### 4. Public Awareness Campaign

The event will be officially launched on September 26, 2006. ICBC will undertake a media campaign to raise public awareness of the competition starting in late September 2006 and elements will include banners, brochures, posters, print advertising in newspapers, radio and television advertising, and the ICBC website. The challenge will feature a different road safety theme each consecutive week: occupant restraints (seatbelts, child car seats, boosters); aggressive driving and unsafe speeding; impaired driving; and intersection safety. ICBC anticipates releasing the results of the challenge in mid-November 2006.

To further encourage community participation in the challenge, staff propose to work with ICBC to distribute information to various community and City-related organizations such as the Chamber of Commerce, Richmond School District, SUCCESS, community centre associations, and City advisory committees. Staff would also place a notice in the City Page of the *Richmond Review* announcing the challenge and the City's participation in the event and provide a link to the Zero Crash Month web site on the City's web site (the 2005 link is shown below).



**October 2005 Web Site Link**

### 5. 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.

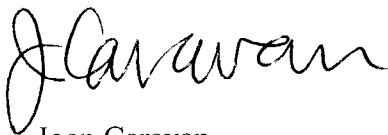
Individuals can also participate by taking a pledge to drive, cycle or walk safely on the official challenge website at [www.zerocrashmonth.com](http://www.zerocrashmonth.com). Individuals will be eligible for a grand prize of a new vehicle or additional prizes of a trip for two to Mexico and a new set of vehicle tires. This year, corporations can also participate. The company with the highest percentage of employees participating (i.e., committing to drive safely) in each of three size categories (i.e., 50-150 employees, 150-300 employees and over 300 employees) will win a fully catered coffee service for their staff. All City staff would be encouraged to participate both individually and as part of the corporate challenge for the City of Richmond.

### **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**

Zero Crash Month is a province-wide competition to provide participating communities with an opportunity to help reduce vehicle crashes and road-related harm. Continued 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 this year's challenge.



Joan Caravan  
Transportation Planner  
(4035)

JC:rg

# ZERO CRASH MONTH

Everyone's driving safely this October.

**Zero Crash Month** will again take place this October across B.C. It's another example of how the provincial government and ICBC work with communities, the police, other public safety organizations and residents to help reduce the frequency and severity of motor vehicle crashes.

For 31 days in October — Oct. 1 to Oct. 31, 2006 — individuals, communities, businesses and students can all participate in **Zero Crash Month** and help raise awareness of the magnitude of crashes that occur every day in our province. All you have to do is go to [www.zerocrashmonth.com](http://www.zerocrashmonth.com).

Once you register your community as an official participant in this year's **Zero Crash Month**, you can also make your individual commitment to drive safely. There are some great individual and community prizes to reward people who make a commitment to drive safely in October, including a 2007 Pontiac Torrent, a brand-new, fully loaded SUV with a five-star safety rating.

By getting involved, you can show that you care about reducing crashes, injuries and fatalities. The effects of a motor vehicle crash have touched almost every family. The provincial government and ICBC invest in road safety because it provides a direct benefit through reduced claims costs and helps keep insurance rates low and stable. Most importantly, it ensures we are able to live and work in safe communities across our province.

Thank you.



Honourable John Les  
Minister of Public Safety and Solicitor General



Paul Taylor  
President and CEO  
ICBC

# ZERO CRASH MONTH

September 1, 2006

Mayor Malcolm Brodie  
City of Richmond

Dear Mayor Brodie:

*Everyone's driving safely this October.* Zero Crash Month 2006 is a great opportunity for communities throughout BC – small and large – to help reduce crashes and road-related harm. Like-sized municipalities have been divided into five categories based on their population. A community in your category can win a \$35,000 road safety grant in recognition of achieving the greatest reduction in crashes.

Zero Crash Month takes place over a 31-day period from Oct. 1 to Oct. 31, 2006. We analyzed the number of crashes involving Richmond residents that take place in *your community* as well as *anywhere* in the province. This way, we can focus on the crash involvement of your family, friends and neighbours.

**Richmond Crash Prediction**  
*(based on the previous five-year average for the period October 1 to 31)*

- **Total resident crashes: 1492**
- **Rate (per 10,000 population): 86.41**
- **Community Category: E (40,001 and up)**

We need your help in encouraging the citizens in your community to focus on driving, cycling or walking safely this Zero Crash Month.

**Three Ways to Participate:**

1. Sign the enclosed proclamation or official endorsement and return it to your Regional Loss Prevention Coordinator, Alex Lee, or register your community online at the official website, [www.zerocrashmonth.com](http://www.zerocrashmonth.com).
2. Make a safe driving commitment and enter a draw to win a car or other great prizes. You and your community's residents can pledge to drive safely on the official website.
3. Issue a challenge to a like-sized or rival community to see who can achieve the greatest reduction in crashes during October, 2006.

If you have any questions about the campaign, please feel free to contact me.

*Everyone's a winner when we reduce harm on our roads.*

I look forward to working with you during Zero Crash Month.

Sincerely,

Alex Lee  
ICBC Loss Prevention Coordinator  
Tel: (604) 507-3619  
Email: [alex.lee@icbc.com](mailto:alex.lee@icbc.com)

[www.zerocrashmonth.com](http://www.zerocrashmonth.com)

OCTOBER IS ZERO CRASH MONTH.  
EVERYONE'S DRIVING SAFELY.



# ZERO CRASH MONTH

*Office of the Mayor*

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British Columbia

## Official Proclamation

### **ZERO CRASH MONTH — Community Challenge**

**Oct. 1 – 31, 2006**

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

WHEREAS

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

AND WHEREAS

**ZERO CRASH MONTH** 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

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

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

\_\_\_\_\_ as a supporter of **ZERO CRASH MONTH**.