



To: Public Works and Transportation Committee **Date:** September 8, 2005
From: Victor Wei, P. Eng. **File:** 10-6450-09-01/2005-Vol
Acting Director, Transportation 01
Re: **ICBC COMMUNITY CRASH REDUCTION CHALLENGE – OCTOBER 2005**

Staff Recommendation

1. That the City endorse and participate in ICBC’s Community Crash Reduction Challenge during October 2005, (as described in the report dated September 8, 2005 from the Acting 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 Community Crash Reduction Challenge.
3. That the Challenge be referred to various community groups and City-related organizations.

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

Att. 2

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER		
R.C.M.P.....	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>[Signature]</i> FOR JOE KOCY		
REVIEWED BY TAG	YES <input type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

First held during May 2004, ICBC is again organizing a 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. The City participated in the May 2004 event and has again been invited to participate in this year's Challenge, which will be held October 1-31, 2005. This report describes this year's Challenge and recommends that the City participate in the competition.

Analysis

1. Community Crash Reduction Challenge – October 1-31, 2005

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 177 municipalities throughout the province to take part in the Challenge. **Attachment 1**, prepared by ICBC, provides a brief overview of the Challenge.

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 (2000-2004). 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.

2. Previous City Participation – May 5-27, 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. Per the terms of the contest between the two municipalities, the Mayor presented Delta's Mayor with a personal cheque of \$100 for charity and the City flew Delta's community flag at Richmond City Hall for one day. The overall winner in Richmond's population category in 2004 was New Westminster, which recorded a reduction in crashes of 26%.

3. Richmond Crash Prediction and Crash Profile for October 2005

During October 1-31, 2005 (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 2000-2004 crash data, Richmond's comparable Crash Prediction is:

- 1,557 crashes involving residents; and
- 332 residents injured in crashes.

Richmond's calculated Crash Rate per 10,000 population is shown in the adjacent table along with those of other Lower Mainland municipalities as well Greater Vancouver¹ and BC. 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.

Crash Rate per 10,000 Population	
Municipality	Crash Rate
New Westminster	96.6
Burnaby	96.0
Surrey	93.9
<i>Richmond</i>	<i>90.8</i>
Delta	89.7
North Vancouver	87.2
Vancouver	83.2
Greater Vancouver	69.2
BC	53.5

4. Public Awareness Campaign – “Zero Crash Month”

The Challenge will be officially launched on September 26, 2005. ICBC will undertake a media campaign to raise public awareness of the Challenge starting in late September 2005 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), unsafe speeding, impaired driving, and intersection safety. ICBC anticipates releasing the Challenge results in mid-November 2005.

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.

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. Individuals will be eligible for a grand prize

¹ Per ICBC's classification, Greater Vancouver includes the following GVRD municipalities: Vancouver, Burnaby, North Vancouver (City and District), West Vancouver, Port Moody, Port Coquitlam, Coquitlam, New Westminster, and Maple Ridge.

of \$35,000 towards the purchase of a new vehicle or additional prizes of a new set of vehicle tires and a new bicycle.

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 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:je



Zero Crash Month

Presentation to
City of Richmond



Zero Crash Month



October in BC,
approximately 22,000
motor vehicle crashes
involving BC residents



Zero Crash Month



What can we do?

Take the Community
Crash Reduction
Challenge!



Zero Crash Month

The Community Crash
Reduction Challenge
takes place
Oct. 1-31, 2005.





Zero Crash Month

In total, 177
communities have
been invited to
take part.



Zero Crash Month

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



Zero Crash Month

Categories will include:

- Up to 1,500 in population
- From 1,500 to 5,000
- From 5,000 to 10,000
- From 10,000 to 40,000
- From 40,000 and up



Zero Crash Month

How can Richmond win?



Zero Crash Month

Registered communities that show the greatest reduction in crashes in their category can win a road safety grant.



Zero Crash Month

- Category A (up to 1,500 in population)
- \$5,000 grant.
- Category B (from 1,500 to 5,000)
- \$10,000 grant.
- Category C (from 5,000 to 10,000)
- \$18,000 grant.
- Category D (from 10,000 to 40,000)
- \$25,000 grant.
- Category E (more than 40,000)
- \$35,000 grant



Zero Crash Month

Community Registration

Online:

www.zerocrashmonth.com



Zero Crash Month

or fax or mail their registration to the nearest regional loss prevention office.



Zero Crash Month

Individuals can
win too.



Zero Crash Month

Individuals that pledge to
drive safely are eligible
for a grand prize:

**\$35,000 towards the
purchase of a new car!**



Zero Crash Month

For contest rules and
details, go to
zerocrashmonth.com.



Zero Crash Month

How we analyze the
crash rate for
Richmond



Zero Crash Month

CRASH RATES
ICBC analyzed the
number of crashes
involving residents of
every community in B.C.



Zero Crash Month

The numbers we looked
at were from Oct. 1-31
for each of the last five
years.



Zero Crash Month

From this data, we have predicted a "crash rate" for Richmond residents.



Zero Crash Month

Here is the City of Richmond's crash profile for October:

- Crashes involving residents: 1,557
- Residents injured in crashes: 322
- Crash rate per 10,000 pop: 90.8



Zero Crash Month

By taking part in the Challenge and reducing crashes, you can prove our prediction wrong.



Zero Crash Month

While winners in each category will be recognized....

Fewer crashes lead to decreases in property damage, injuries and fatalities.



Zero Crash Month

City of Richmond
Are you up to the Challenge?



Zero Crash Month



Zero Crash Month



Office of the Mayor

British Columbia

Official Proclamation

Community Crash Reduction Challenge

Oct. 1 – 31, 2005

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

_____ 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 the Community Crash
Reduction Challenge.*