

City of Richmond

Report to Committee

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

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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, P. Eng.

Acting Director, Transportation

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Att. 2

FOR ORIGINATING DIVISION USE ONLY						
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REVIEWED BY TAG	YES	NO	REVIEWED BY CAO	YES	NO	

Staff Report

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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		
Richmond	90.8		
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

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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.

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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

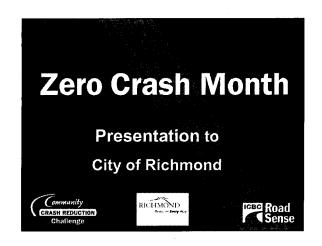
The Community Crash Reduction Challenge is a province-wide competition to provide participating communities with an opportunity to help reduce vehicle crashes and road-related harm. Continued City participation in the Challenge will help raise awareness among residents of the risks of driving and how 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.

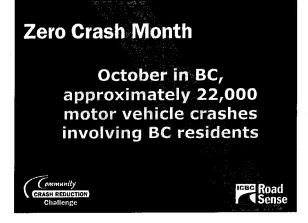
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Transportation Planner

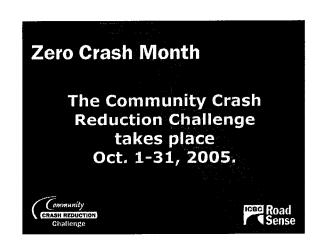
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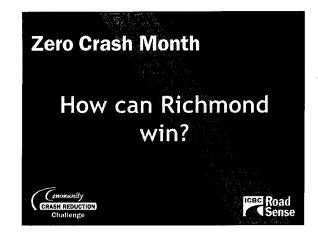




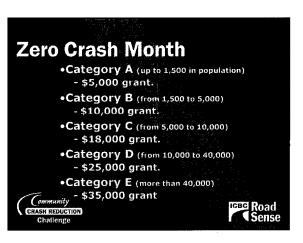












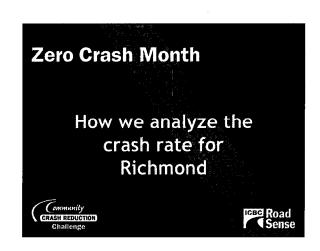




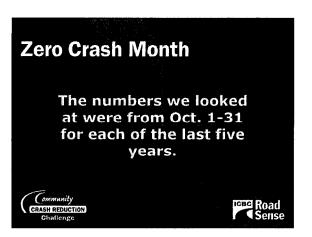














From this data, we have predicted a "crash rate" for Richmond residents.





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



cue Road



	Office of the Mayor			
British Columbia				
Ot	fficial 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, THERI	EFORE I,, DO HEREBY PROCLAIM			
	as a supporter of the Community Crash Reduction Challenge.			