



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Public Works and Transportation Committee
FROM: Gordon Chan, P. Eng.
Manager, Transportation
RE: **SCHOOL ZONE TRAFFIC SAFETY ENHANCEMENT INITIATIVES**

To PWS&T - Oct 4/00
DATE: August 31, 2000
FILE: 6450-09

STAFF RECOMMENDATION

1. That Council endorse the following initiatives as part of the City's continuing effort of enhancing school zone traffic safety through the application of various engineering, enforcement, and educational measures:
 - (a) That staff continue to work with other road safety and enforcement agencies, educational institutions and other stakeholders to pursue innovative means of enhancing school zone traffic safety.
 - (b) That the attached second edition of the "*Traffic Safety Around Schools and Playgrounds*" brochure be endorsed as a traffic safety educational tool; that the brochure be shared with other municipal jurisdictions upon request to broaden the school zone traffic safety enhancement efforts; and that the financial contributions and support of the ICBC RoadSense Team in the production of the brochure be officially acknowledged by Council.
 - (c) That staff pursue a funding partnership with ICBC in upgrading the existing inventory of blue pentagon school zone signs to the new standard of high visibility (neon yellow-green) advance school zone signs.
 - (d) That the City continue to work with the "Way to Go" Program to encourage travel to school by alternative modes of transportation and reduce the number of vehicle trips to schools.
2. That the co-ordinated efforts and support of ICBC, Richmond School District, Richmond District Parents Association, Way to Go! Program, RCMP, Richmond Bylaw Enforcement, and Richmond Fire and Rescue, and in particular the financial contribution of ICBC, towards implementing various local traffic safety initiatives be formally acknowledged by Council.

Gordon Chan

Gordon Chan, P. Eng.
Manager, Transportation

Att. 1

<p>FOR ORIGINATING DIVISION USE ONLY</p> <p>CONCURRENCE OF GENERAL MANAGER</p> <p><i>David Miller</i></p>
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STAFF REPORT

ORIGIN

Over the course of 1998 and 1999, staff have carried out an extensive review of traffic conditions around various Richmond elementary schools as part of the City's continuing effort of enhancing traffic safety on major arterial roads and in local areas. This effort also included working with schools and other agency stakeholders to reduce the number of home-to-school trips made by car. In April, 1999, Council endorsed a number of staff recommendations related to the City's proactive and consultative approach to enhancing traffic safety around Richmond schools.

Since that time, staff have worked with Richmond School District staff and other stakeholders to implement a number of traffic safety enhancement measures in school zones. In terms of education, staff have taken part in various initiatives aimed at encouraging schools to become involved in the "Way to Go" school trip reduction program. The educational initiatives also include the preparation of a second edition of the brochure entitled "*Traffic Safety Around Schools and Playgrounds*." This brochure is proposed to be distributed to all Richmond schools and community centres in Fall, 2000. In terms of enforcement, RCMP and City Bylaw Enforcement have co-ordinated their enforcement programs to maximize the effectiveness of enforcement in school zones. In addition, engineering and traffic control measures such as new crosswalks, pavement markings, advance school zone signs, and other signage have also been implemented to further enhance traffic safety around schools.

This report presents the feedback received on the co-ordinated efforts by the City and other agencies/stakeholders in promoting school zone traffic and recommends that staff continue to carry out further work to achieve a high level of traffic safety in the City. A proposal to pursue financial contribution from ICBC to fund the upgrading of all existing school zone signs to the high visibility standard is also contained in this report.

ANALYSIS

1. Feedback Received on the City's School Zone Traffic Safety Program

Local schools have commended the City of Richmond, parent groups, various agencies, municipalities, school districts, and members of the Institute of Transportation Engineers for its efforts in enhancing traffic safety in school zones. The following summarizes the overall feedback from the various agencies.

- Richmond Schools, Parents and Agency Stakeholders – Staff have received letters from various Richmond schools, parent groups, and agencies expressing appreciation of the City's consultative and proactive approach to addressing traffic safety issues around schools. There has also been a great deal of positive feedback from the same stakeholders on both the new high visibility advance school zone signs and the "*Traffic Safety Around Schools and Playgrounds*" brochure.
- Municipalities and School Districts - Information on the City's approach to enhancing traffic safety around schools has been requested by Vancouver School District, New Westminster School District, Corporation of Delta, Edmonton School District, and North Vancouver Health Board. Some municipalities and school districts have distributed brochures and installed the new advance school zone signage after Richmond's example and there are a number of school districts that have expressed interest in reproducing the City's brochure.

- Institute of Transportation Engineers Members – At the October 29, 1999 Institute of Transportation Engineers (ITE) special workshop on “Safety in School Zones,” the City of Richmond was generally recognized as a leader in school zone traffic safety initiatives in the region. In particular, the City was commended for taking a proactive approach, which includes extensive consultation with schools, parents, and agency stakeholders. The “*Traffic Safety Around Schools and Playgrounds*” brochure developed by the City was also highly commended.

2. “Traffic Safety Around Schools and Playgrounds” Brochure

Staff are seeking Council’s endorsement of a second edition of the “*Traffic Safety Around Schools and Playgrounds*” brochure (Attachment 1) to respond to the positive feedback received on the brochure over the past year. The brochure is proposed to be distributed to all Richmond schools and community centres (30,000 copies) in Fall, 2000. The cost of printing the brochure will be borne by the ICBC RoadSense Team.

The City has received requests from a number of jurisdictions to reproduce the City’s school zone traffic safety brochure. At this time, staff are also seeking direction from Council on sharing the brochure with other municipalities to re-enforce the City’s leading effort in pursuing school traffic safety initiatives. Staff suggest that the City and other agencies involved in developing the original brochure be acknowledged in any reproduction of the brochure by other municipalities or organizations.

3. High Visibility School Zone Signs

As part of earlier school zone traffic safety initiatives, a new yellow-green high visibility advance warning sign was developed by the City for use in 30 km/hr zones in addition to the existing blue pentagon school speed zone signs. The warning sign is being used in locations where there is less than 80 metres of sight distance to the speed zone sign, or where the road is serving as a through road and has a persistent speeding problem.

The yellow-green colour sign has since been adopted as an official colour for school zones and pedestrian facilities in the national “Manual of Uniform Traffic Control Devices”. It is expected that the Motor Vehicle Act will be amended in Fall, 2000 to officially recognize the yellow-green sign as an alternative to the blue pentagon sign. With this amendment, the yellow-green sign will be enforceable. It is therefore recommended that staff pursue a funding partnership with ICBC in an upgrade program to replace the existing inventory of blue pentagon school zone signs with the new neon yellow-green advance school zone signs. The estimated cost of this upgrade program is \$12,000. Discussion will be held with ICBC to pursue a partnership in this initiative. City Public Works staff will be consulted to identify the related operating cost impacts and implementation details.

4. Way to Go Program

In April, 1999, the City worked with Richmond School District staff to encourage all elementary schools in the City to participate in the Way to Go Program. The purpose of the program is to promote the use of alternative transportation modes for travel to/from school in order to reduce vehicular trip making and improve school zone safety. About thirty of fifty Richmond Elementary schools now have a trip reduction program in place based on the Way to Go Program. R.J. Tait School, in particular, has achieved exceptional participation in its program with over 100 students participating in “walking school bus” groups. Staff expect that R.J. Tait school will bring forward a Mayor’s Environmental Award application for their significant achievements in reducing the number of vehicle trips to the school and increasing the number of trips made by

non-polluting alternative modes of transportation. Staff will continue to work with various school officials to achieve an even higher participation rate in the program.

"International Walk A Child to School Day" on October 4, 2000 is a major event being promoted by the Way to Go Program. About twenty Richmond schools will be participating in this event. Staff will make use of events such as this to stress the importance of enhancing traffic safety in school zones and the need to address the problem at the source – the dependence on the automobile for the home to school journey.

5. **Acknowledgement of Agency Involvement**

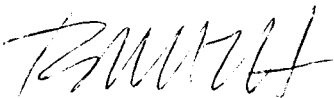
Significant contributions have been made by ICBC, Richmond School District and District Parents Association, Way to Go Program, RCMP, Richmond Bylaw Enforcement, and Richmond Fire & Rescue in enhancing school zone traffic safety in the City. The efforts of these partners should be formally acknowledged. The input from Richmond School District and Parent Association on the various measures implemented in the vicinity of schools have been key to the success of the City's program. The City also could not have achieved such significant results so soon without the funding contributions from ICBC for educational materials and traffic control devices. Staff have observed an increase in compliance to the 30 km/hr school zone speed limit through the co-ordinated enforcement and educational efforts of the RCMP, Richmond Fire and Rescue, and Bylaw Enforcement. An encouraging reduction in the number of children being driven to school has also been observed as a result of the Way to Go Program. The success of the various traffic safety programs could not have been achieved without the contributions made by these partners.

FINANCIAL IMPACT

None to the City at this time. All of the cost of printing the second edition of the school zone traffic safety brochure (approx. \$4000) will be borne by the ICBC RoadSense Team. The financial details of the school zone replacement program will be presented in a separate future report as the funding and implementation details are defined.

CONCLUSION

Since April, 1999, the City has received a great deal of positive feedback on its efforts in enhancing school zones traffic safety and is now generally recognized as a leader in school zone traffic safety initiatives. Staff will continue to work with other agencies and stakeholders to continue to identify and implement innovative traffic safety initiatives. Staff are seeking Council's endorsement of the second edition of the "*Traffic Safety Around Schools and Playgrounds*" and sharing the brochure with other jurisdictions. Staff also recommend that a funding partnership with ICBC be pursued for upgrading the existing blue pentagon school zone signs to the new neon yellow-green advance school zone signs. It is further recommended that the City continue its efforts in school zone traffic safety and that the significant contributions from other agencies and stakeholders involved in these initiatives be formally acknowledged.



Tegan Smith, M.C.P.
Transportation Planning Analyst

Traffic Safety DRAFT

Around Schools & Playgrounds

A traffic safety initiative promoted jointly by:



Insurance Corporation
of British Columbia



Royal Canadian
Mounted Police



School District
No. 38 (Richmond)



City of Richmond

Traffic control measures and regulations are put in place to create safe conditions for all road users.

Parking officers and RCMP play an important role in the community by educating the public and ensuring that all road users do their part to keep roads safe.

Richmond Fire-Rescue works with the community to promote traffic safety.



How Can You Help to Improve Traffic Conditions Around Schools and Playgrounds?

In B.C., almost 50% of all children are driven to school. By driving children to school, parent-drivers may be creating dangerous traffic conditions around schools and playgrounds. To help create a safe traffic environment around schools and playgrounds, leave your car at home and encourage children to walk, in-line skate, cycle, or take transit to school.

Parents and school officials have a joint obligation to establish clear traffic safety expectations for students.

You can contribute toward enhancing traffic safety for children and other road users by respecting all school zone traffic control measures, parking regulations, and exercising these traffic safety practices:

- Respect the 30 km/hr school zone and playground speed limit.
- Do not stop in a "No Stopping" zone for any reason.
- Do not park in a "No Parking" zone.
- Yield the right-of-way to pedestrians at all intersections and crosswalks.
- Do not pass other vehicles in a school zone.
- Do not pass a stopped school bus with the red flashing lights on.
- Give pedestrians the right-of-way when they are walking on a roadway with no sidewalks.
- Avoid driving into the school parking lot to pick-up/drop-off children.

If your children walk to school, make sure that these practices are followed:

- Pedestrians should wear fluorescent or brightly coloured clothing to be visible to drivers.
- Pedestrians should watch carefully for approaching traffic when crossing the road.

Traffic Safety

Regulations

Safety Regulation # 1

School or Playground Speed Zone "30 km/hr"



Regulation:

Travel at 30 km/hr or less near a school from 8:00 a.m. to 5:00 p.m. on school days and near a playground from dawn to dusk every day.

Travelling at 30 km/hr or less near a school or playground increases the ability of a driver to stop his/her vehicle to allow a child to cross the road safely.

What is the penalty?

The penalties for speeding in a 30 km/hr zone include a fine of \$173 to \$460 and driver premium points.

Safety Regulation # 2

"No Parking"



Regulation:

Do not park in a "No Parking" zone.

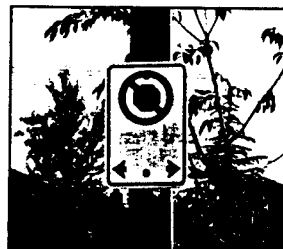
Stopping briefly to drop-off or pick-up a passenger is allowed in a "No Parking" zone. However, waiting in your vehicle or leaving your vehicle unattended is not allowed. By parking in a "No Parking" zone, a driver could be causing traffic congestion or even a traffic collision, and obstructing the visibility of other drivers and pedestrians.

What is the penalty?

The penalty for parking in a "No Parking" zone is \$60 and your vehicle could be towed.

Safety Regulation # 3

"No Stopping" and "No Stopping 8:00 a.m. to 5:00 p.m."



Regulation:

Do not stop in a "No Stopping" zone for any reason.

"No Stopping" zones are designated in areas where a stopped vehicle could obstruct the visibility of other drivers and pedestrians and increase the likelihood of a traffic collision.

The following "No Stopping" zones may or may not be signed: no stopping within 1.5 metres of a driveway; 5 metres of a fire hydrant; 6 metres of a crosswalk; and 6 metres of an intersection.

What is the penalty?

The penalty for stopping in a "No Stopping" zone can be as much as \$60 and your vehicle could be towed.

Safety Regulation # 4

School Zone: "Do Not Pass"



Regulation:

Do not pass other vehicles in a school zone.

"Do Not Pass" restrictions are designated on arterial roads adjacent to elementary schools.

What is the penalty?

The penalties for passing another vehicle in a "Do Not Pass" school zone include a fine of \$86 and driver premium points.

Safety Regulation #5

Stop for Pedestrians at Crosswalks



Regulation:

Drivers are required to yield the right-of-way to pedestrians at all intersections regardless of whether a crosswalk has specific pavement markings, signs, and/or a traffic signal

and follow the directions of crossing guards when present. Drivers must also wait until all pedestrians have crossed the street before proceeding and should not pass other vehicles that have stopped for pedestrians.

What is the penalty?

There is a \$144 penalty for each of the following crosswalk related traffic violations: failing to yield to a pedestrian in a crosswalk; passing a vehicle that is slowing down for a pedestrian; and disobeying the direction given by a crossing guard; the penalty also includes driver premium points.

Safety Regulation #6

Do Not Pass a School Bus with Red Flashing Lights



Regulation:

Do not pass a school bus with the red flashing lights on.

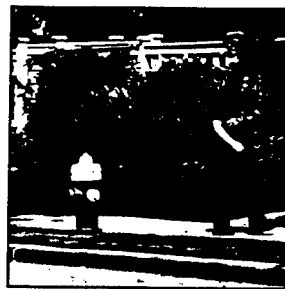
When overhead red lights are flashing on a stopped school bus, all traffic must stop and must not proceed until the bus has started moving again.

What is the penalty?

The penalties for passing a stopped school bus with the red flashing lights include a fine of \$144 and driver premium points.

Safety Regulation #7

Pedestrians on Roadways



Regulation:

Drivers are required to give pedestrians the right-of-way on roadways with no sidewalks. Pedestrians should respect the following regulations and traffic safety tips.

On streets with no sidewalks, pedestrians should walk facing traffic, as far to the left as possible. On streets with sidewalks, pedestrians should use the sidewalk. Children should be encouraged to use a route to school with sidewalks and crosswalks, even if it is a slightly longer walking distance.

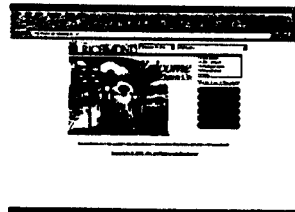
What is the penalty?

The penalty for drivers failing to give reasonable courtesy to other road users is \$100. The penalty for pedestrians failing to walk facing traffic on streets with no sidewalks or, failing to use the sidewalk on streets with sidewalks is \$86. The penalty also includes driver premium points.

What is the Real Penalty?

The real penalty for not obeying school zone traffic regulations is that you may jeopardize the safety of children and other road users. It is important that drivers respect the traffic control regulations and safety practices discussed in this pamphlet to keep our roads safe especially around schools and playgrounds.

Visit us on the Web!



For more information visit the City's Website at:
www.city.richmond.bc.ca

Traffic Safety Tips ✓

Safety Tip # 1

No U-Turns and No Backing-Up

Drivers should not make "U-Turns" or "back-up" their vehicle in a school zone. It is difficult for drivers who are making a "U-Turn" or "backing-up" to see small children crossing the street. "U-Turns" can be confusing for children as they may not be able to anticipate such irregular vehicular movements.

Safety Tip # 2

Pedestrian Visibility

Pedestrians should wear fluorescent, brightly coloured, or reflective materials on their coats and backpacks to be more visible to drivers.

Safety Tip # 3

Avoid Driving Into the School Parking Lot

Avoid driving into the school parking lot to pick-up/drop-off children. Encourage children to walk, in-line skate, cycle, or take transit to school.

If you must drive your children to the school, park legally on a street near the school and walk to the school. Fewer cars in school parking lots and in front of schools reduce conflicts between pedestrians and vehicle traffic. All signs and pavement markings that outline safe pick-up/drop-off practices must be respected.

Safety Tip # 4

Watch Carefully for Approaching Traffic When Crossing

Parents should teach children to look left, right, and left again and always make eye contact with drivers of approaching vehicles before crossing the road. The practice of making eye contact with drivers is to ensure that the driver has seen the pedestrian and has the intention of stopping. Pedestrians should continue watching for traffic as they cross the road. It is important for children to learn not to assume that all drivers will stop.

Safety Tip # 5

Prepare for the Unexpected

It is difficult for children to see approaching traffic when they are attempting to cross the road between parked cars. Drivers should be cautious when driving near a school or playground as children may enter the roadway suddenly. Respect the speed limits and prepare for the unexpected!



Bicycle Safety

Tips



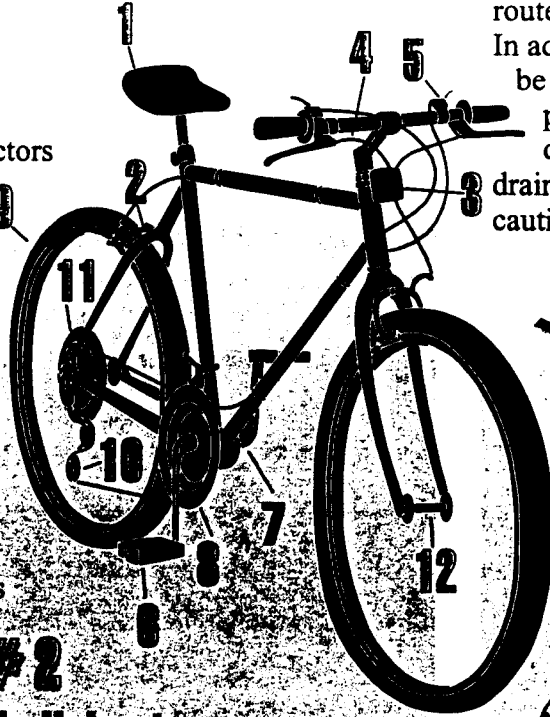
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Safety Tip # 1

12 Point Bicycle Inspection

Before you ride, the following 12 point inspection should be done to ensure that a bicycle is in safe riding condition.

1. Saddle
2. Brake Pads
3. Lights & Reflectors
4. Brake Cables
5. Shifter Levers
6. Pedals
7. Pedal Cranks & Bottom Bracket
8. Chain Sprocket
9. Tires & Spokes
10. Derailleur
11. Gear Cluster
12. Wheel Bearings



Safety Tip # 4

Cycling on Roadways

Cyclists should ride at the far right of the roadway in the direction of the flow of traffic on bicycle routes and low volume roadways wherever possible. In addition, all traffic signals and road signs should be obeyed and hazards such as parked vehicles pulling away from the curb, the opening of doors of parked cars, rocks, potholes, and storm drains/utility covers should be avoided. Use extra caution when crossing driveways.

Safety Tip # 5

Entering the Flow of Traffic

Cyclists should always shoulder check and hand signal before entering the flow of traffic and always make eye contact with drivers of approaching vehicles. The practice of making eye contact with drivers is to ensure that the driver has seen the cyclist and has the intention of yielding.



Right



Left



Stop

Safety Tip # 2

Wear a Bicycle Helmet

In BC, it is mandatory that all cyclists wear bicycle helmets. 80% of all bicycle-related deaths are caused by head injuries and 85% of serious head injuries can be prevented by wearing a bicycle helmet.

What is the penalty? The penalty for cycling without a bicycle helmet is \$29.

Safety Tip # 3

Cyclist Visibility

Cyclists should wear fluorescent or brightly coloured clothing with reflective materials. All bicycles should be equipped with front and rear reflectors and lights.

Safety Tip # 4

Crossing Intersections

Cyclists should always check for traffic and pedestrians before entering an intersection, or passing a driveway or lane. Cyclists may ride through the intersection on the roadway or walk the bicycle at the pedestrian crossing area.

This leaflet has been produced using information provided by the ICBC Road Sense Team.