



City of Richmond

Report to Committee

To: Community Safety Committee **Date:** March 27, 2012
From: John McGowan,
 Fire Chief, Richmond Fire-Rescue **File:** 09-5000-01/2012-Vol
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 Rendall Nessel,
 Officer in Charge, Richmond RCMP Detachment
Re: **Pedestrian Safety Campaign 2012 Update**

Staff Recommendation

That the Pedestrian Safety Campaign 2012 Update report dated March 27, 2012, from the Fire Chief, Richmond Fire-Rescue and Officer in Charge, Richmond RCMP Detachment, be received for information.

John McGowan, Fire Chief
 Richmond Fire-Rescue
 (604-303-2734)

Rendall Nessel, Superintendent
 Officer in Charge, Richmond RCMP Detachment
 (604-278-1212)

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Transportation	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO Deputy YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	

Staff Report

Origin

One of Council Term Goals is to:

Ensure Richmond remains a safe and desirable community to live, work and play in through an interdisciplinary approach to community safety and improve perception of Community Safety by the community.

In 2011, the City of Richmond had five fatal pedestrian collisions at different locations throughout the city and there have already been two fatalities this year. While each collision had its own unique set of circumstances, pedestrian error has been a contributing factor. Sadly, most of these collisions could have been prevented.

As a result the first Pedestrian Safety campaign was held in Richmond and launched on Thursday, February 23, 2012.

Program

The program was a joint initiative with RCMP, Richmond Fire-Rescue, Corporate Communications, Transportation and ICBC all working closely together. Assistance is required and strongly encouraged from the community as far as changing behaviours that contribute to pedestrian related collisions. These dangerous behaviours include jaywalking, wearing dark, non-reflective clothing in dim light, listening to music while walking and assuming that vehicles will stop.

RCMP along with ICBC designated high traffic and pedestrian areas including the Canada line transit stations, Blundell and No. 1 Road, Saba and No. 3 Road, Garden City and Lansdowne Road, River Rock transit station and Cambie and No. 3 Road. The initiative was directed at both pedestrians and drivers citywide.

Reflective wrist/arm bands were distributed along with a pamphlet on pedestrian safety. Richmond Fire-Rescue Suppression Crews and Community Relations team aided in the distribution of the safety materials. Everyone involved lead by example and wore an armband while distributing over 1,000 safety tips and reflective armbands to the community along with educating them about increasing their visibility in the dark.

Key Pedestrian safety messaging included:

- Pedestrians should remove headphones and refrain from using cell phone or other electronics when crossing the street. Full attention is important to hear, see and respond to what is going on.
- Pedestrians should make eye contact with the driver and not assume that the driver has seen the pedestrian.
- Be cautious and pay attention to traffic as drivers may not always stop and obey traffic control devices.

- Dress to be seen and wear bright or light coloured clothing. In bad weather or in low light pedestrians should wear reflective clothing.
- If there are no sidewalks pedestrians should walk facing traffic. Use the outside edge or shoulder of the roadway to see oncoming traffic.
- When crossing the street pedestrians should look in all directions and shoulder check for any vehicles that may be turning as well as watching out for approaching vehicles.
- Listen for approaching vehicles that may not yet be visible from around the corner, over a hill or approaching from a driveway.
- Pedestrians should use crosswalks whenever possible and not cross on the “do not walk” signal.

Delivery of the program was well received by the public who were very receptive to the safety messaging and also commented positively on the close working relationship between RCMP and Richmond Fire-Rescue.

It is planned that the Pedestrian Safety Campaign runs again with a broadened program to include the following potential ideas:

- RCMP and Richmond Fire-Rescue Firefighters board transit busses and the Canada Line to interact with commuters to promote safety messaging.
- Safety messaging to be created for bus shelters and exit doors of busses promoting pedestrian safety.
- BCAS, Richmond Fire-Rescue and ICBC provide additional funding to purchase slap-bands and messaging tools for future campaigns.
- An ongoing re-evaluation of existing approaches to Pedestrian Safety.
- Explore synergy through partnership with City of Vancouver on their recently launched pedestrian safety campaign.
- Examine cost-effectiveness of retaining external pedestrian safety experts in assisting the City to achieve increased public awareness.

This year’s campaign costs for wristbands were jointly funded by RCMP, Richmond Fire-Rescue BCAS and ICBC. The BCAS have indicated that they would be interested in contributing funds towards future programs.

The program would continue under the Community Safety partnership model.

As in the past, Richmond RCMP will continue driver education programs in regard to pedestrians. Driver education has mainly consisted of targeted enforcement at locations throughout the City that have been identified as significant risks. These locations may have been identified by the public, City of Richmond Traffic Operations Department, ICBC crash statistics and the observations of police officers working at Richmond Detachment. A further step in driver awareness may be an information, enforcement and media campaign similar to the one put in place to target pedestrians.

Key driver safety messaging will include:

- Slow down at rainy nights or when visibility is poor.
- Watch out for jay-walking pedestrians when a transit bus is approaching or departing a bus stop in proximity.
- Stop for pedestrian at all crosswalks and intersections.
- Make sure tires and brakes are in good working order.

ICBC future involvement with driver and vulnerable road user education programs will also include:

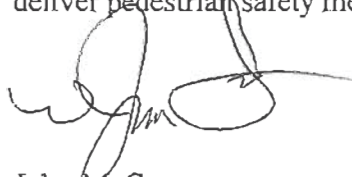
- Education tips/information to encourage all vulnerable road users to watch out for each other.
- Ongoing materials available on their website to support driver education for all road safety issues.

Financial Impact

None.

Conclusion

Program was well received by the community and delivered successfully by a community safety partnership model. The Pedestrian Safety program will continue to evolve based on opportunities to deliver pedestrian safety messages and community needs.



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