City of Richmond

Report to Committee

To:	Public Works and Transportation Committee	**Date:**	October 21, 2026
From:	Roeland Zwaag General Manager, Engineering and Public Works	**File:**	10-6500-01/2025-Vol 01
Re:	**Proposed Expansion of 30 km/h Roads**		

Staff Recommendations

1. That the proposed expansion of 30 km/h speed limit on roads as described in the report titled "Proposed Expansion of 30 km/h Roads", dated October 21, 2026, from the Director, Transportation be approved; and

2. That staff bring forward bylaw amendments to facilitate the speed limit reduction, as described in the report titled "Proposed Expansion of 30km/h Roads", dated October 21, 2026, from the Director, Transportation.

Executive Summary

In June 2026, Council approved bylaw amendments to lower the speed limit from 50 km/h to 30 km/h on local streets in approximately 50 residential neighbourhoods.

Staff were also directed to assess Arcadia Road, Eckersley Road, Spires Road, Bennett Road, and Jones Road in the City Centre to determine their suitability for a 30 km/h speed limit. This report recommends expanding the 30 km/h speed limit initiative to include these roads, as well as certain collector roads requested by the public west of No. 1 Road and determined suitable for a 30 km/h speed limit.

The proposed speed limit reduction improves road safety and fosters more active and livable neighbourhoods.

Staff Report

Origin

At the June 8, 2026 Council meeting, Council approved lowering the posted speed limit to 30 km/h as described in the report titled "Proposed Approach to Lowering Speed Limits", dated May 20, 2026, from the Director, Transportation and the following motions were endorsed by Council.

(1) That staff bring forward bylaw amendments to facilitate the speed limit reduction, as described in Option 3 in the report titled "Proposed Approach to Lowering Speed Limits", dated February 17, 2026, from the Director, Transportation;

(2) That staff bring forward amendments to the Traffic Calming Related Measures - Policy 7018, as described in the report titled "Proposed Approach to Lowering Speed Limits", dated February 17, 2026, from the Director, Transportation;

(3) That Council approve Option B for the public education plan as described in the report titled "Proposed Approach to Lowering Speed Limits", dated February 17, 2026, from the Director, Transportation;

(4) That the Proposed 30 km/h Residential Neighbourhood Speed Zones map be adjusted to include the West Cambie block; and

(5) That staff conduct analysis for Arcadia Road, Eckersley Road, Spires Road, Bennett Road, and Jones Road in the City Centre area to determine suitability for a 30 km/h speed limit.

Items 1 to 4 are complete. This report responds to Item 5.

This report supports Council's Strategic Plan 2022-2026 Focus Area #3 A Safe and Prepared Community:

> *Community safety and preparedness through effective planning, strategic partnerships and proactive programs.*

Analysis

Background

The default speed limit on municipal roads is 50km/h as set by the BC Motor Vehicle Act (MVA). The MVA does permit 30 km/h speed zones on roads fronting schools and parks with signage. Municipalities have the authority to set lower speed limits on municipal roads through local bylaws.

Benefits of Reducing Speed Limits

Research shows that lowering vehicle speeds from 50 km/h to 30 km/h can reduce pedestrian fatality rates from 85 per cent to 10 per cent in the event of a collision and reduce the number of collisions in the first place.

Vision Zero and the policy direction for the region as outlined in TransLink's Transport 2050 plan advocate for 30 km/h on local roads. Slower speeds in residential areas support quieter, more livable neighbourhoods and enhance the environment for cyclists and pedestrians.

Vision Zero recognizes that a 50km/h speed limit on arterial roads is necessary due to the high volume of traffic these roads need to transport.

30 km/h Speed Zone Initiative

<u>New 30 km/h Speed Limit Initiative Update</u>

In June 2026, Council adopted bylaw amendments to implement 30 km/h speed limit on approximately 500 kilometres of roadway in 50 residential neighbourhoods (Figure 1). The installation of new signage for the 30 km/h speed zones was completed in August 2026.

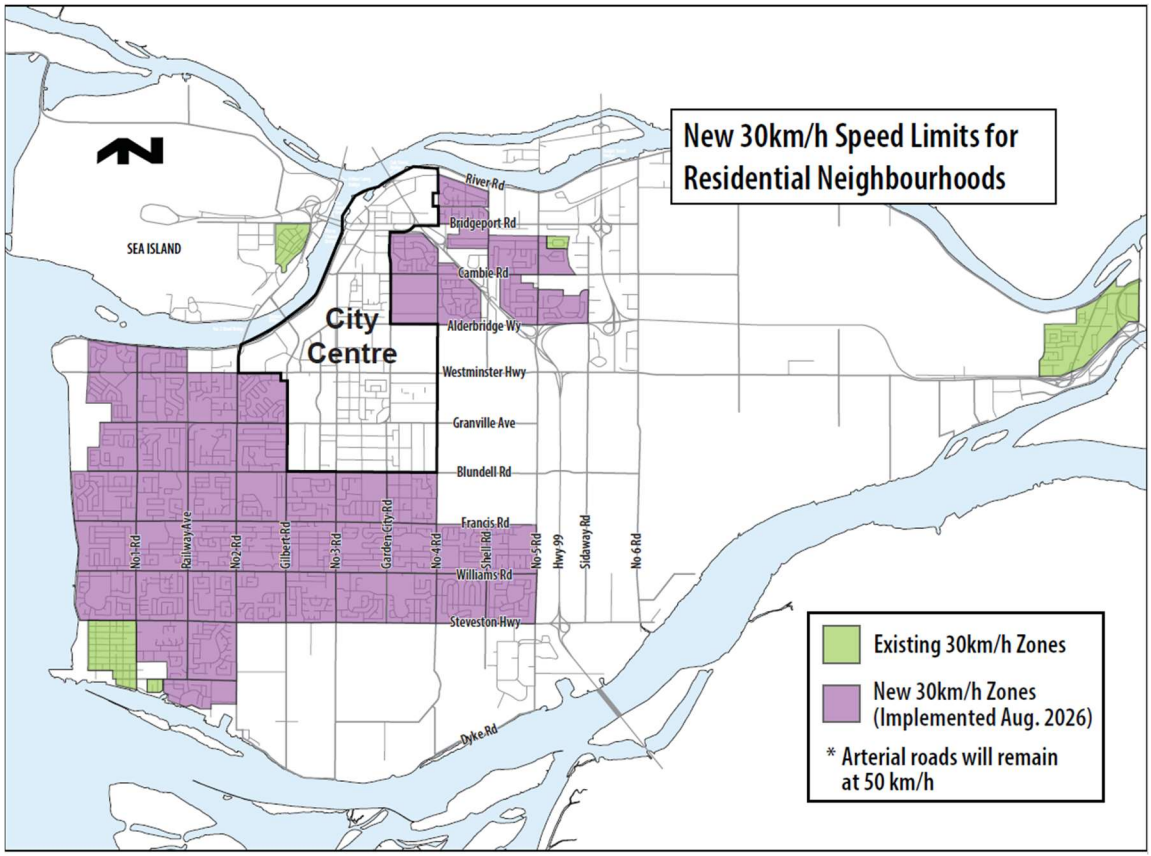


Figure 1: Neighbourhoods within 30km/h Speed Limit Zones

The City's ongoing "Slow Your Roll" public awareness campaign continues to support the rollout of the new speed zones through news releases, a dedicated webpage, social media posts and bus shelter advertisements (Figure 2).

To date, the social media campaign has generated more than two million impressions.



Figure 2: Images from "Slow Your Roll" Campaign

Overall, resident feedback has been positive. The primary comment received is that residents feel safer walking and cycling in in their neighbourhood. Residents have also expressed support to maintaining arterial roads at 50km/h to ensure the efficient movement of vehicles and goods throughout Richmond. Additional speed limit signs have been implemented in response to requests.

Staff have observed some general comments on social media with respect to needing increased enforcement for this initiative. However, we have not yet received any specific requests for increased RCMP enforcement.

Review of Additional 30 km/h Speed Limit Roads

Roads Suited to 30 km/h

The following criteria, established to determine the existing 30 km/h roads, was also applied in reviewing additional roads in the City. Roads are considered suitable for a 30 km/h speed limit because they are:

- Contained within a neighbourhood residential zone bounded by arterial roads;
- Carry low volumes of traffic travelling short distances;
- Have narrow pavement widths with typically no centreline;
- Provide access to predominantly single-family or mostly residential land uses;
- Generally, permit on-street parking; and
- Have a 30 km/hr speed limit in place on roads fronting schools and neighbourhood parks.

Arterial roads that carry higher through traffic, transit and goods movement are not proposed for reduced speed limits.

Additional Roads Proposed for 30km/h

Staff conducted analysis for the specified roads in the referral (Arcadia Road, Eckersley Road, Spires Road, Bennett Road, and Jones Road) and determined suitability for a 30 km/h speed limit.

Requests have also been received to consider a 30 km/h speed limit on roads west of No. 1 Road. While the internal local roads in this area have already been reduced to 30 km/h, the requests include extending the 30 km/h speed limit to sections of Blundell Road, Francis Road, Williams Road, and other collector roads west of No. 1 Road. Westminster Highway and the majority of Granville Avenue, west of No. 1 Road, are already 30 km/h.

Although these roads are classified as collector roads, they exhibit characteristics more typical of local roads. They primarily serve residential land uses, accommodate street parking and serve short-distance trips terminating at the West Dyke.

Figure 3 illustrates the additional roads proposed for inclusion in the City's 30 km/h speed limit initiative. Attachment 1 provides a list of the proposed roadways for 30 km/h.

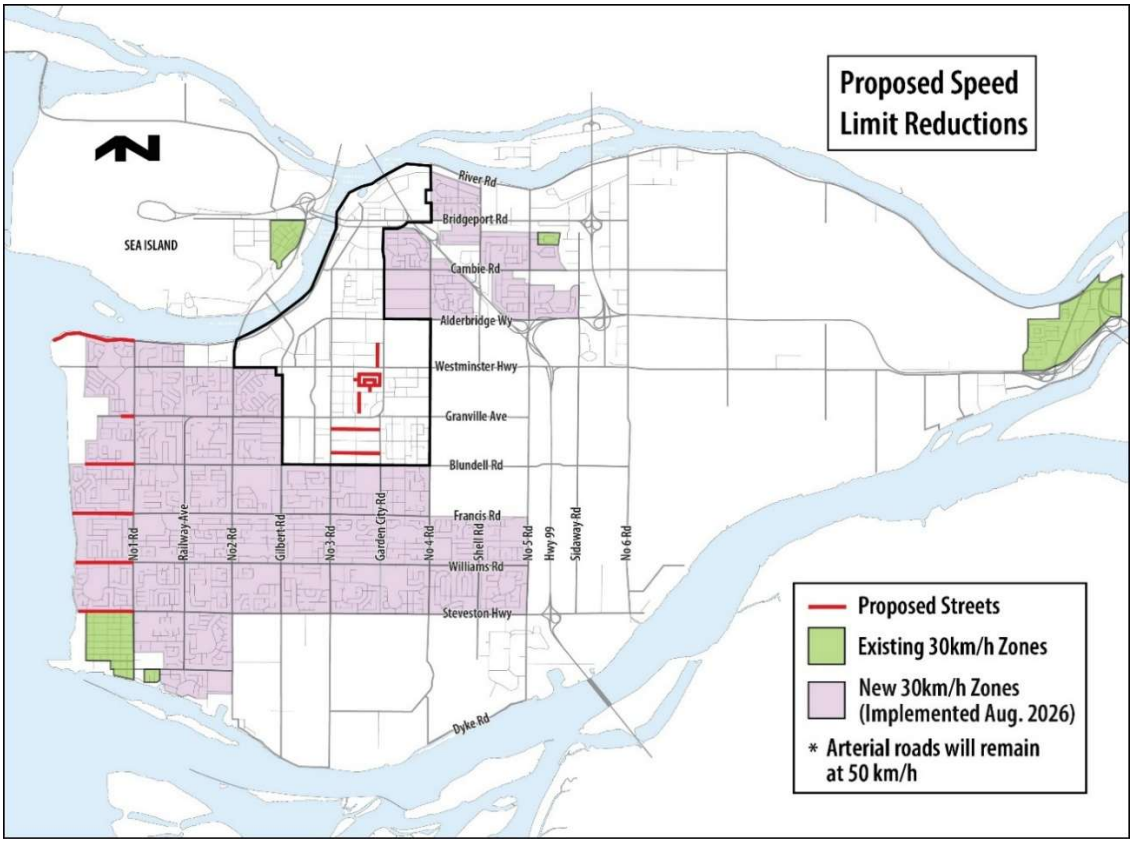


Figure 3: Proposed Speed Limit Reduction

Public Awareness Campaign

The existing "Slow Your Roll" public awareness campaign would be extended to support the implementation of the additional roads. This includes the targeted paid digital advertising campaign to reach Richmond residents, most likely to be impacted by the changes. The campaign will use geographically targeted ads on platforms such as Facebook, Instagram and Google to promote key messages and direct residents to the project's webpage. This approach has helped ensure information is broadly accessible, improve reach beyond organic communications and support transparency by providing residents with timely and consistent updates.

Budgetary Implications

The estimated cost for signage is $15,000. Funding can be accommodated through the Council-approved 2026 Traffic Calming Program.

Conclusion

Implementation of the 30 km/h speed limit in 50 residential neighbourhoods, as approved by Council was completed in August 2026.

Staff have assessed Arcadia Road, Eckersley Road, Spires Road, Bennett Road, Jones Road as well as certain collector roads west of No. 1 Road and determined suitability for a 30 km/h speed limit.

Should Council approve lowering the speed limit on these roads, staff will bring forward the associated bylaw amendments.

Respectfully submitted,

Lloyd Bie, Director, Transportation

Report Contributors

This report was prepared by Sonali Hingorani, Manager, Transportation Planning and New Mobility and reviewed by the RCMP and Corporate Communications.

Endorsed by Serena Lusk, CAO

Att. 1: Roads Proposed for 30km/h

Roads Proposed for 30 km/h

	Road
City Centre Roads	Arcadia Road
	Eckersley Road
	Spires Road
	Spires Gate
	Cook Gate
	Cook Crescent
	Bennett Road
	Jones Road
Collector Roads West of No. 1 Road	River Road
	Granville Avenue (No. 1 Road to Barnard Drive)
	Blundell Road
	Francis Road
	Williams Road
	Steveston Highway