



To: Public Works and Transportation Committee **Date:** December 23, 2009
From: Victor Wei, P. Eng.
Director, Transportation **File:** 01-0100-20-TSAD1-01/2009-Vol 01
Re: **TRAFFIC SAFETY ADVISORY COMMITTEE – PROPOSED 2010 INITIATIVES**

Staff Recommendation

1. That the proposed 2010 initiatives for the Traffic Safety Advisory Committee, as outlined in the attached report from the Director, Transportation, be endorsed.
2. That a copy of the above report be forwarded to the Richmond Council-School Board Liaison Committee for information.

Victor Wei, P. Eng.
Director, Transportation
(604-276-4131)

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ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Community Bylaws	Y	<input checked="" type="checkbox"/>	N		
RCMP	Y	<input checked="" type="checkbox"/>	N		
Fire & Rescue	Y	<input checked="" type="checkbox"/>	N		
REVIEWED BY TAG	YES	<input checked="" type="checkbox"/>	NO	REVIEWED BY CAO	YES
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	DEPUTY	<input checked="" type="checkbox"/>
					NO
					<input type="checkbox"/>

Staff Report

Origin

Council endorsed the establishment of the Traffic Safety Advisory Committee (TSAC) in 1997 to create a co-operative partnership between City staff, community groups and other agencies that seek to enhance traffic and pedestrian safety in Richmond. The Committee provides input and feedback on a wide range of traffic safety issues such as school zone concerns, neighbourhood traffic calming requests and traffic-related education initiatives. TSAC has representation from the following groups: Richmond District Parents Association (RDPA), ICBC, Richmond School District, Richmond RCMP, Richmond Fire-Rescue, and the City's Transportation and Community Bylaws Divisions. This report summarizes the Committee's activities in 2009 and identifies proposed initiatives for 2010.

Analysis

1. Activities and Accomplishments in 2009

The Committee's major activities and accomplishments in 2009 are summarized below.

1.1 "V-Calm" Driver Awareness Signs

A second pair of V-Calm driver awareness units was installed in late December 2008 on No 5 Road between Williams Road and Blundell Road, which is a corridor noted for experiencing vehicle speeding issues. Under this multi-agency initiative, ICBC funded the capital cost of the units, the City covers installation and operating costs, and the Richmond RCMP provide enforcement.

A media event was held at the subject location in June 2009 with TSAC members in attendance. Based on the data downloaded from these V-calm units, the Richmond RCMP have been able to conduct targeted traffic enforcement during peak vehicle speeding periods, which has helped to address vehicle speed violations in the area.

1.2 Traffic Calming and Road Safety Measures

The Committee provided input on the following traffic calming measures:

- installation of temporary speed humps on Riverdale Drive between Westminster Highway and Granville Avenue;
- review of the special crosswalk at 4400-block Hazelbridge Way to determine if it warranted being upgraded to a full pedestrian signal;
- enforcement by Richmond RCMP at railway crossings in Richmond to ensure driver compliance;
- review of traffic safety concerns regarding trucks queuing at commercial/industrial locations in East Richmond;
- engineering options to address traffic safety issues at the S-curve section of No. 6 Road between Westminster Highway and Blundell Road, including super-elevation of the curve section of the roadway, applying non-skid micro surfacing to the roadway, and applying enhanced reflective and non-skid pavement markings; and
- participation in ICBC's 2009 Intersection Traffic Safety Awareness campaign to raise awareness of unsafe behaviours at intersections and increase the perception of police

enforcement of intersection violations. As part of this campaign, a local media launch was held in November 2009.

1.3 On-going School Zone Traffic Safety Activities

The Committee contributed to enhancing traffic safety around schools through continued participation in the “Keep Our Future Safe” education and enforcement campaign during *Traffic Safety Awareness Week* (March 2-6, 2009), which involved the following activities:

- placement of bright yellow plastic lawn signs (sponsored by Autoplan Insurance Brokers of BC) in school zones with the message “School Zone Please Slow Down”;
- “Walking Yellow Wednesday,” which is an inter-school challenge to achieve the highest participation rate of students walking to school. The 2009 kick-off event at Spul’u’kwuks Elementary School in Richmond (which had 100% participation) featured a walk for schoolchildren with Councillor Dang, Speed Watch staff and Richmond RCMP in attendance;
- support of and distribution of material on the *Way to Go! Program* to Richmond schools, which is a multi-agency program that seeks to increase the number of students who walk, bike, carpool or use transit to get to/from school, while still ensuring their safety; and
- a presentation of “In the Driver’s Seat,” sponsored by BCAA Traffic Safety Foundation, at Steveston-London Secondary School that provided important road safety information to new drivers and their parents.

Additional activities to improve school zone traffic and pedestrian safety include:

- enforcement of school zone traffic regulations, particularly during back to school periods such as the beginning of school terms in September;
- providing input on the improvement of parking and circulation layouts at schools; and
- identifying the requirement for and providing input on the installation of new walkways and crosswalks as well as upgrading existing crosswalks to improve pedestrian access to schools.

1.4 BC Coalition of People with Disabilities (BCCPD) – Request for Support for Ban on Handheld Communication Devices while Operating a Motor Vehicle

The Committee considered a request to the City from the BCCPD seeking support in advocating for a ban on the use of handheld communications devices while operating a motor vehicle, with exemption provided for police and other emergency personnel. The request was subsequently superseded by provincial legislation that became effective January 1, 2010.

1.5 Operation of Neighbourhood Zero Emission Electric Vehicles on City Streets

The Committee provided comments on the potential impacts of amending the City’s Traffic Bylaw to allow the operation of slow-moving zero emission electric vehicles on municipal roadways in Richmond. Members identified both positive and negative impacts and their comments were incorporated into a staff report on the topic.

1.6 Pedestrian Safety at Crosswalks

The Committee supported the following initiatives intended to increase the level of pedestrian safety at crosswalks:

- annual pedestrian safety campaign conducted by Richmond RCMP that involved auxiliary officers handing out brochures and educating the public on crosswalk safety with regular members also present to carry out enforcement;
- continuation of a city-wide phased program to upgrade the minimum standard of arterial road crosswalks to “special crosswalks” with internally lit overhead signs with downward lighting and pedestrian-actuated amber flashers and beacons;
- enhancement of traffic control signage and devices; and
- installation of new walkways and crosswalks to improve pedestrian access and safety.

2. Proposed Initiatives for 2010

In addition to developing and providing input on corrective measures to address identified traffic safety concerns, the Committee will undertake a number of proactive initiatives to enhance traffic safety and promote traffic safety education.

2.1 Intersection Safety

The Committee will participate in the following measures to improve the safety of all road users at intersections:

- *Pedestrian Safety*: continue to support on-going multi-agency efforts to increase the level of pedestrian safety at crosswalks, such as Richmond RCMP’s annual pedestrian safety campaign. A focus of this initiative will be the pedestrian crossing on No. 3 Road in front of the Richmond-Brighthouse Canada Line Station.
- *Accessible Pedestrian Signals*: provide input on the implementation of accessible pedestrian signals at signalized intersections as well as the development of a new audible tone specific to special crosswalks, as there are currently no industry guidelines for the use of accessible features at special crosswalks;
- *Overhead Illuminated Street Name Signs*: provide input on priority locations for the installation of overhead LED illuminated street name signs, which will improve wayfinding for all road users, particularly at night.

2.2 Road Safety and Traffic Calming

The Committee will also continue to participate in and provide input into:

- the assessment, implementation and monitoring of road safety and traffic calming measures where warranted in local neighbourhoods (including Gilbert Road), together with consultation with Richmond RCMP and Richmond Fire-Rescue prior to the implementation of any traffic calming measures;
- ICBC’s annual intersection traffic safety campaign; and
- a one-year review of the operation of neighbourhood zero emission vehicles in Richmond.

2.3 School Zone Traffic Safety – On-Going Programs

The Committee will continue its involvement in the on-going review and improvement of traffic and pedestrian safety in school zones through:

- improving vehicle parking and circulation layout at schools;
- supporting the enforcement of school zone traffic violations;

- introducing new walkways and crosswalks as well as upgraded crosswalks to improve pedestrian safety; and
- support of the annual *Traffic Safety Awareness Week* event. At this time, the scope of the 2010 event remains uncertain, as the Committee currently has no representation from the RDPA, which initiated and annually leads the event. Notwithstanding, TSAC will endeavour to ensure that the event continues.

2.4 Other Programs and Initiatives

The Committee will continue to work on and/or provide input to the following programs and initiatives:

- *Canada Line Project*: provide comment and input from a traffic safety perspective on operating issues such as pedestrian jaywalking to access stations and activities around kiss and ride locations;
- *Richmond Parking Advisory Committee*: provide input to this Committee as required, as some items may have traffic safety implications (e.g., installation of crosswalks and changes to on-street parking regulations);
- *Discouraging Vehicle Speeding*: the member agencies of the Committee will continue to jointly work on initiatives to curb vehicle speeding in the community, such as the targeted enforcement program of the Richmond RCMP.

Financial Impact

There is no specific budget for this Committee. Costs associated with the installation of traffic control devices, walkway construction and other road and traffic safety improvements are normally accommodated in the City's annual capital budget and considered as part of the annual budget review process. Some of these projects are eligible for financial contribution from external agencies (e.g., ICBC and TransLink).

Conclusion

The Traffic Safety Advisory Committee is one of the few multi-agency forums in the region dedicated to enhancing pedestrian and traffic safety within its home municipality. Since its inception in 1997, the Committee has provided valuable input on and support of various traffic safety improvements and programs and initiated a range of successful measures encompassing engineering, education and enforcement activities. Upon Council endorsement of these initiatives, staff will forward a copy of this report to the Richmond Council/School Board Liaison Committee for its information.



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(on behalf of the Traffic Safety Advisory Committee)