



# City of Richmond

## Report to Committee

**To:** Public Works and Transportation Committee      **Date:** December 23, 2010  
**From:** Victor Wei, P. Eng.  
 Director, Transportation      **File:** 01-0100-20-TSAD1-01/2010-Vol 01  
**Re:** **TRAFFIC SAFETY ADVISORY COMMITTEE – PROPOSED 2011 INITIATIVES**

### Staff Recommendation

1. That the proposed 2011 initiatives for the Traffic Safety Advisory Committee, as outlined in the 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	<input type="checkbox"/>	
RCMP .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Fire & Rescue .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
<b>REVIEWED BY TAG</b>	YES	NO	<b>REVIEWED BY CAO</b>		
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## 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), Insurance Corporation of BC (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 2010 and identifies proposed initiatives for 2011.

### Analysis

#### 1. Activities and Accomplishments in 2010

The Committee's major activities and accomplishments in 2010 are summarized below.

##### 1.1 Road Safety Measures

The Committee provided input on and/or participated in the following measures aimed at improving the safety of Richmond roads for all users:

- Traffic Calming: potential installation of speed humps and other traffic calming measures on various roadways to address vehicle speeding concerns.
- Railway Crossings: review and monitoring of railway crossings with respect to potential enhanced pavement markings to discourage drivers from proceeding past the stop bar to wait at the pedestrian crosswalk during red light phases (e.g., westbound on Westminster Highway at Shell Road).
- "Cycling in Cities" Research: the Committee welcomed Professor Kay Teschke who is with the School of Population & Public Health at UBC and oversees a program of research (called "Cycling in Cities") that is investigating what factors encourage or discourage the use of bicycles for transportation; and which types of transportation infrastructure are associated with increased or decreased risks of injuries to cyclists. Professor Teschke gave a highly informative presentation of the research results to date that identified the bike route types most preferred by existing and potential cyclists. The data suggests that, in order to attract new cyclists, municipalities should focus on the construction of off-street paths and, if the facility is on-street, then provide a barrier if the route is next to a major street and provide traffic calming if the route is on a local street.
- "V-Calm" Driver Awareness Signs: as data indicates that the units currently installed on No. 5 Road (between King Road and Blundell Road) have not been effective in permanently reducing vehicle speeds along this section of roadway, the Committee is considering relocating the units to an intersection location, likely Steveston Highway and No. 2 Road.
- Arterial Road Crosswalks: 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.

- ICBC Road Improvement Program: review of potential road safety projects for submission to ICBC for cost-share consideration as part of its annual Road Improvement Program. ICBC contributed a total of \$205,100 towards 14 projects in 2010.

## 1.2 On-going School Zone Traffic Safety Activities

The Committee contributed to enhancing school zone traffic and pedestrian safety through the following activities:

- Garden City Elementary School: as this school is adjacent to an arterial road, the vehicle speed limit cannot be reduced to the 30-km/h speed limit that is implemented in front of schools on local roads. To mitigate concerns of motorists speeding in the school zone, the Committee investigated potential measures to increase the awareness of drivers that they are in a school zone and that extra caution should be exercised when driving. A possible method being considered is the installation of modified versions of the speed detector/reader board devices similar to the V-Calm units.
- Errington Elementary School: reviewed several traffic- and pedestrian-related safety issues in the vicinity of the school including the lack of pedestrian facilities and vehicles parking on Herbert Street during student drop-off/pick-up times.
- Bridge Elementary School: assessed traffic and pedestrian safety concerns on Leonard Road and Ryan Road in the vicinity of the school.
- Enforcement: on-going enforcement of school zone traffic regulations, particularly during back to school periods such as the beginning of school terms in September.
- Parking & Access: providing input on the improvement of parking and circulation layouts 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.

Due to the combined circumstances of the lack of representation on the Committee of the RDPA and the timing of the 2010 Winter Olympic Games and O Zone activities in February 2010, the annual *Traffic Safety Awareness Week* campaign was not held in the first week of March 2010.

## 1.3 Road Safety Campaigns

The Committee participated in various ICBC- and RCMP-led road safety campaigns including:

- Legislation re Handheld Devices (Apr-May 2010): as part of an ICBC pedestrian/motorist distraction education campaign to create an understanding of the new provincial law and the dangers of using a handheld device while driving, ICBC held a media campaign involving TV, radio, bus tail, and cinema advertisements during April and May.
- Intersection Safety (June 2010): a media event was held in Richmond that showcased a new police enforcement strategy of staging plain-clothed officers in advance of an enforcement zone to radio ahead to the zone when traffic infractions are observed. The enforcement campaign took a holistic approach regarding intersection safety by including a broad range of issues as part of the campaign including vehicle seatbelt usage, pedestrian traffic safety, cell phone use by drivers, and red light infractions.
- Driver Distractions (Sep-Oct 2010): initiated by ICBC, province-wide surveys at various intersections, including Westminster Highway and No. 3 Road, were conducted to ascertain any changes in driver behaviour since the new motor vehicle distractions legislation (i.e., operating cell phones while driving) was introduced in BC.

- Speed Relative to Road Conditions (Oct-Nov 2010): ICBC launched this campaign at the Riverport entertainment complex, which included an interactive demonstration involving drivers attempting to stop their vehicles under different road conditions.

#### 1.4 Other Activities

- 2010 Torch Relay & Winter Olympic Games: provided input into the development and implementation of the City's traffic management plan for the events; and
- Neighbourhood Zero Emission Electric Vehicles: as part of the one-year review of the amendment of the City's Traffic Bylaw to allow the operation of slow-moving zero emission electric vehicles on municipal roadways in Richmond, members provided feedback regarding the impacts, if any, to date.

## 2. Proposed Initiatives for 2011

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 Road Safety and Traffic Calming Measures

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

- Pedestrian Safety: develop a multi-agency (e.g., City, ICBC, BC Automobile Association, Richmond RMCP) holistic pedestrian safety initiative aimed at improving public awareness of pedestrian safety issues from both pedestrian and motorist perspectives (e.g., pedestrians should wear light-coloured and/or reflective clothing at night, drivers should look for two-way pedestrian traffic when making right turns);
- Traffic Safety: continue to support and participate in on-going multi-agency efforts to increase the level of traffic safety, such as annual campaigns held by ICBC and Richmond RCMP;
- Accessible Pedestrian Signals: provide input on the implementation of accessible pedestrian signal features at signalized intersections and 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;
- Traffic Calming: the assessment, implementation and monitoring of road safety and traffic calming measures where warranted in local neighbourhoods, together with consultation with Richmond RCMP and Richmond Fire-Rescue prior to the implementation of any traffic calming measures; and
- Road Safety for Scooter Users Brochure: provide input into the update of this brochure (first published in 2000) to reflect new information and technology.

### 2.2 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 2011 event remains uncertain, as the Committee currently has no representation from the RDPA, which initiated and annually leads the event, despite requests made to the RDPA to appoint a new Traffic Safety representative. Notwithstanding, TSAC will endeavour to ensure that the event continues.

### 2.3 Other Programs and Initiatives

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

- *Official Community Plan (2041) Update*: specific topics for feedback and comment include incorporating traffic safety features as part of a “complete streets” design concept, neighbourhood traffic safety requirements and traffic safety considerations to support the City’s sustainability focus of improving alternative travel modes.
- *Tall Ships 2011*: provide comment and input from a traffic safety perspective on the development and implementation of the traffic management plan to support the event;
- *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); and
- *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)