



City of Richmond


Report to Committee

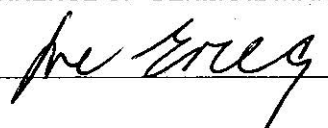
To: Public Works and Transportation Committee
From: Victor Wei, P. Eng.
Director, Transportation
Re: **TRAFFIC SAFETY AWARENESS WEEK – MARCH 3-7, 2008**

To Public Works & Transportation -
Date: February 4, 2008 *Feb 20, 2008*
File: 10-6450-09-01/2008-
Vol 01

Staff Recommendation

1. That Council endorse:
 - (a) the 2008 Traffic Safety Awareness Week (March 3-7, 2008) activities initiated by the Richmond District Parents Association, sponsored by ICBC Road Safety, the Autoplan Broker Road Safety Program and the Richmond School Board with the participation of the *Way to Go!* School Program and the BCAA Traffic Safety Foundation, as outlined in the attached report, and
 - (b) staff involvement in the 2008 Traffic Safety Awareness Week activities as part of the City's on-going traffic safety education initiatives.
2. That the report be referred to the Council/School Board Liaison Committee for information.


Victor Wei, P. Eng.
Director, Transportation
(4131)

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ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Parks Design, Construction & Programs ..		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
Community Recreation		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
		<input checked="" type="checkbox"/> <i>VW</i>	<input type="checkbox"/>	YES	
				<input checked="" type="checkbox"/> <i>AJ</i>	
				NO	
				<input type="checkbox"/>	

Staff Report

Origin

Since 1996, the Richmond District Parents Association (RDPA), with the involvement of the City, has held an annual campaign to promote traffic safety for students and parents and to encourage the use of alternative travel methods to and from school. This year's 11th annual event, which involves all Richmond elementary schools, is sponsored by ICBC Road Safety, the Autoplan Broker Road Safety Program and the Richmond School Board and also has the participation of the City, the *Way to Go!* School Program, Richmond RCMP, and the BCAA Traffic Safety Foundation.

This report provides highlights of the 2007 Traffic Safety Awareness Week campaign and describes the planned activities for the 2008 event. This event is an important element of the City's overall traffic safety enhancement initiatives. Council endorsement of this event will help publicize and raise awareness of the campaign and traffic safety within the community.

Analysis

1. Purpose of Traffic Safety Awareness Week

Traffic Safety Awareness Week has contributed greatly to an enhanced level of traffic safety within the community, particularly around school zones. This annual event, notable among Lower Mainland municipalities for its longevity, is now in its 11th year and is a proactive campaign aimed at educating the public on traffic safety, particularly in school zones, and promoting alternative transportation modes for travelling to and from school. The primary purposes of this event are to:

- educate students about traffic safety at an early age;
- raise awareness of traffic safety among elementary and secondary school students;
- educate all drivers, including parents who drive their children to and from school, of the importance of respecting school zone traffic regulations, such as no stopping areas and the reduced speed limit of 30 km/hr;
- encourage the use of alternative travel methods (walking, public transit and cycling) for the trip between home and school; and
- engage the involvement of various community groups and external agencies in the promotion of traffic safety in the city.

2. Past Year Campaign Activities

A number of special events were organized at Richmond schools during last year's Traffic Safety Awareness Week, held March 5-9, 2007. Highlights of the campaign, which again featured the theme of "Keep Our Future Safe," are listed below.

- Distribution of Traffic Safety Awareness Week resource and information kits to all elementary and secondary schools.
- Decoration of telephone poles and sign posts in the vicinity of schools with yellow RoadSense Team tape and yellow balloons to serve as visual reminders and warnings to drivers of the presence of pedestrians and schoolchildren.

- “Walking Yellow Wednesday” kick-off day at Mitchell Elementary School that featured four walks for schoolchildren with one led by Mayor Brodie and Richmond School Trustees Linda McPhail and Bobby Singh as well as the ICBC Captain Click mascot, walking school buses and student presentations.
- Participation of elementary schools in the inter-school “Walking Yellow Wednesday” challenge to achieve the highest student participation rate. Spul’u’kwuks, Maple Lane and Walter Lee Schools each recorded 100% participation and were co-winners of the Mayor’s Golden Shoe Award. A total of six schools achieved participation rates greater than 90%.
- Increased RCMP and City Bylaw enforcement of school zone traffic regulations and participation of local Speed Watch groups.
- Continued promotion of the Safer Traffic Around Richmond Schools (STARS) initiative, which provides community stakeholders, such as parents, teachers, and local neighbours, with a framework to work together to analyze and generate solutions to traffic safety concerns around schools.

3. Planned Activities for 2008 Campaign

The goal of the RDPA during Traffic Safety Awareness Week is to raise awareness of traffic issues among both drivers and students and create safer traffic environments at schools. This year’s campaign continues the “Keep Our Future Safe” theme and features the following events.

School Zone Signage

- Elementary schools participating in the “Keep Our Future Safe” campaign will display bright yellow plastic lawn signs (sponsored by the Autoplan Broker RoadSense Team) with the message “Please Slow Down - School Zone.”
- Parent volunteers will place the signs along the roadway within the school zone area around the school. The signs will be displayed during Traffic Safety Awareness Week and on a rotating basis throughout the remainder of the school year.

School Resource Kits

- Distribution of Traffic Safety Awareness Week resource and information kits to all public and private elementary and secondary schools as well as community centres and libraries.
- Packages will include yellow survey tape to be tied along walking routes to schools, traffic safety pamphlets and brochures, information on the City’s STARS initiative and healthy living programs, and curriculum resource and *Way to Go!* information to promote safe pedestrian and cycling practices that can be implemented by individual schools.

Way to Go! Program

- Encouragement of schools to participate in the *Way to Go!* Program, which is aimed at reducing the number of vehicle trips to and from school, by organizing a “Walking Yellow Wednesday” on March 5, 2008.
- The event host school will be Jessie Wowk Elementary School (5380 Woodward Road) and will include a walk to the school with school staff and the ICBC Captain Click, RCMP Safety Bear and BCAA Traffic Safety Foundation mascots. The school’s principal will invite our Mayor, Councillors and Richmond School Trustees to participate.
- Inter-school challenge to achieve the highest student participation rate on “Walking Yellow Wednesday.” All participating schools will receive a *Way to Go!* Certificate of Achievement and the winner will be awarded the Golden Shoe trophy.

Enforcement Initiatives

- Initiation of pilot operation of two V-Calm driver awareness units on Woodward Road (between Railway Avenue and No. 2 Road) in the vicinity of Wowk Elementary School and Richmond Christian Elementary School. These devices detect and display vehicle speeds along with an optional message (i.e., "Speed Limit" or "Slow Down"). The installation of these devices in other communities (i.e., Township of Langley) have resulted in notable decreases in vehicle speeds.
- Increased presence and enforcement of traffic regulations in school zones and along corridors in the vicinity of schools by Richmond RCMP and City Bylaws.
- Monitor and display of traffic speeds in school zones by local Speed Watch groups.



Sample V-Calm Sign & Display Message

Publicity and Awareness Activities

- Placement of advertisement in the City Page of the *Richmond Review* announcing the campaign and describing its objectives.
- Road safety messages featured on community centre display boards.
- Press releases by the City and RCMP to raise awareness of the campaign launch and of "Walking Yellow Wednesday" on March 5, 2008.
- The press releases will encourage television and radio coverage of the events at Wowk Elementary School.

Measurement of Success of Event

- Through the forum of the City's Traffic Safety Advisory Committee, members will investigate the feasibility of an annual survey of schoolchildren to track their mode of travel to and from school and gauge the effectiveness of various traffic safety education initiatives.
- Work with the City's Bylaws Division to monitor the frequency of traffic incidents around school zones and, based on the results of the monitoring, develop targeted enforcement and educational initiatives.

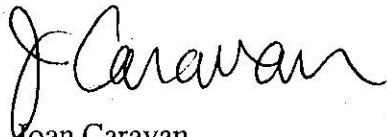
Financial Impact

Staff provide organizers of the annual Traffic Safety Awareness Week with time, resources and technical support as part of the City's on-going traffic safety initiatives. These activities are part of the Transportation Division's regular work program related to traffic safety enhancement and require no additional financial resources.

Conclusion

Traffic safety education is a cornerstone of the City's strategy to enhance traffic safety around schools. The 2008 Traffic Safety Awareness Week campaign (March 3-7, 2008) is a proactive program intended to educate students on traffic safety, emphasize the importance of parents and other motorists observing traffic regulations particularly at and around school sites, and encourage alternative travel modes to and from school. These activities will be complemented by increased enforcement activities by Richmond RCMP and educational notices to be placed in

the City Page of the *Richmond Review*. Staff therefore recommend that Council continue to endorse the annual Traffic Safety Awareness Week campaign activities in 2008.

A handwritten signature in cursive script that reads "Joan Caravan". The signature is written in black ink and is positioned above the printed name.

Joan Caravan
Transportation Planner (4035)