



City of Richmond

Report to Committee

To: Public Works and Transportation Committee

Date: January 6, 2020

From: Lloyd Bie, P.Eng.
Director, Transportation

File: 01-0100-30-TSAD1-01/2019-Vol 01

Re: Traffic Safety Advisory Committee - Proposed 2020 Initiatives

Staff Recommendation

1. That the proposed 2020 initiatives for the Traffic Safety Advisory Committee, as outlined in the staff report titled "Traffic Safety Advisory Committee - Proposed 2020 Initiatives" dated January 6, 2020 from the Director, Transportation, be endorsed.
2. That a copy of the staff report titled "Traffic Safety Advisory Committee - Proposed 2020 Initiatives" be forwarded to the Richmond Council-School Board Liaison Committee for information.

Lloyd Bie, P.Eng.
Director, Transportation
(604-276-4131)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Bylaws	<input checked="" type="checkbox"/>	
Fire Rescue	<input checked="" type="checkbox"/>	
RCMP	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:	APPROVED BY CAO
	CS	

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.¹ 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. This report summarizes the Committee's activities in 2019 and identifies proposed initiatives for 2020.

This report supports Council's Strategic Plan 2018-2022 Strategy #1 A Safe and Resilient City:

Enhance and protect the safety and well-being of Richmond.

1.1 Enhance safety services and strategies to meet community needs.

This report supports Council's Strategic Plan 2018-2022 Strategy #6 Strategic and Well-Planned Growth:

Leadership in effective and sustainable growth that supports Richmond's physical and social needs.

6.3 Build on transportation and active mobility networks.

Analysis

Road and School Zone Safety Initiatives in 2019

The Committee provided input on and/or participated in the following measures aimed at improving the safety of Richmond roads for all users, particularly in school zones.

- Speed Reader Boards: Installation of two solar-powered speed reader boards in the following school zones (Figure 1):
 1. Shell Road at Thomas Kidd Elementary School
 2. Westminster Highway (North) at Choice School

The devices use radar to measure motorists' speeds and provide feedback to drivers of the speed they are travelling relative to the 30 km/h speed limit during school hours, which encourages driver compliance. The devices also record traffic volumes and speeds that in turn help inform Richmond RCMP enforcement efforts.



Figure 1: Speed Reader Board on Shell Road

¹ TSAC has representation from the following groups: Insurance Corporation of BC (ICBC), Richmond School District, Richmond RCMP, Richmond Fire-Rescue, Richmond District Parents Association, and the City's Transportation and Community Bylaws Departments.

- *In-Street Markers in School Zones:* Installation of in-street signs in the following three school zones to advise motorists of the reduced speed limit (Figure 2):

1. Fourth Avenue at Manoah Steves Elementary School
2. Kingfisher Drive at Westwind Elementary School
3. Blanshard Drive at Spul'u'kwuks Elementary School



Figure 2: In-Street Marker on Fourth Avenue

The in-street placement of the signage narrows the roadway, thereby modifying driver behaviour and encouraging drivers to slow down.

- *School Zone Traffic Safety:* The Committee reviewed and responded to a number of traffic safety concerns at various schools across the city. These concerns were typically related to motorist speeding and illegal parking/stopping in school zones, driver behaviour within school sites (e.g., prohibited turns when exiting parking lots) and pedestrian crossing facilities near schools.



Figure 3: Crosswalk on Gormond Road and pathway to Dixon Elementary School

The issues were addressed by a variety of measures, each tailored to the specific site conditions at the school. A new crosswalk on Gormond Road and connecting pathway protected by delineators to serve Dixon Elementary School was installed in Summer 2019 prior to the start of the school year (Figure 3). Community Bylaws and Richmond RCMP regularly provide coordinated enforcement in school zones; during the 2018-2019 school term, Community Bylaws conducted 360 school zone patrols. Other on-going measures include the deployment of Speed Watch volunteers and clearing of vegetation to improve sightlines at crosswalks.

- *Speed Limit Enforcement:* Richmond RCMP continue to provide targeted enforcement of speed limits along several corridors including No. 6 Road (Blundell Road-Steveston Highway), Steveston Highway and No. 5 Road (north of Steveston Highway). Vehicle speeding accounts for approximately one-third of all traffic violation tickets issued in Richmond. Richmond RCMP recently purchased upgraded radar equipment that will enhance enforcement capabilities.
- *Commercial Vehicle Enforcement:* Community Bylaws continued to provide enforcement of commercial vehicles including overweight vehicles travelling on weight restricted roads, failure to display a valid BC Commercial Vehicle Licence Decal, and on-street parking during restricted hours.

Traffic and Pedestrian Safety Campaigns in 2019

The Committee participated in the following ICBC- and Richmond RCMP-led road and pedestrian safety campaigns in 2019.

- Pedestrian Safety*: In February and October, 11 Richmond RCMP officers and 38 community police volunteers conducted a total of six pedestrian safety education and enforcement campaigns that involved the distribution of over 5,000 reflectors and proactive engagement with pedestrians. Locations focused on No. 3 Road around Richmond-Brighthouse station, Steveston Village, Blundell and Grauer Elementary Schools (both of which are located on arterial roads), and Hamilton Elementary School.
- “Project Swoop”*: During this annual event held in May, Speed Watch volunteers set up a speed reader board at a high incident crash location that displays the motorist’s speed (Figure 4). Those drivers who continue to speed even after being clocked by the Speed Watch volunteers receive a speeding ticket from an RCMP officer a few blocks down the road. Twelve officers and 27 volunteers were deployed at a total of six locations and checked nearly 7,000 motorists. Locations included No. 5 Road-Kingsbridge Drive, No. 1 Road-Francis Road, No. 2 Road-Woodwards Road, Steveston Highway-Southdale Road, Gilbert Road-Gilhurst Gate, and Russ Baker Way. A total of 54 violation tickets and five written warnings were issued.
- Distracted Driving*: As part of this campaign that is conducted year-round, RCMP officers and community police volunteers conducted two “Cell Watch” blitz days in March and two in September that included a total of 18 deployments (comprising 25 RCMP officers and 61 volunteers) who collectively checked nearly 38,000 motorists. Targeted locations in March included Alderbridge Way-May Drive, Garden City Road-Westminster Highway, and No. 3 Road-Lansdowne Road. Locations in September featured No. 3 Road in the City Centre, Cambie Road-Sexsmith Road, and Bridgeport Road-Shell Road. A total of 112 violation tickets were issued.
- Auto Crime Awareness*: As part of this annual campaign, seven RCMP officers and 22 community police volunteers conducted two “Lock Out Auto Crime” blitz days in February and April. Over 1,000 notices were issued. At the same time, over 2,600 licence plates were checked as part of the Stolen Auto Recovery program. If a plate number comes up as a match, the volunteers notify police. Locations focused on parking lots for shopping malls and supermarkets.



Figure 4: Speed Watch on Shell Road at Kidd Elementary School

Proposed Traffic Safety Activities for 2020

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 in 2020.

- *School Zone Traffic Safety*: Review and provide comment on the development of a standard toolkit of engineering measures to address traffic safety-related issues within school zones and adjacent roadways while also improving consistency in the application of measures across the city. The Committee will also provide 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, and introducing new walkways and crosswalks as well as upgraded crosswalks to improve pedestrian safety.
- *Discouraging Vehicle Speeding*: Continue to jointly work on initiatives to curb vehicle speeding in the community. To support these efforts and complement Richmond RCMP enforcement activities on two corridors known for speeding, speed reader boards will be installed in Q1 2020 in each direction at the following locations: Steveston Highway near Mortfield Gate, and No. 5 Road near Kingsbridge Drive.
- *Network Screening Study*: Review and provide comment on the recommended short-, medium- and long-term improvement measures to enhance road safety at the top 20 collision prone intersections in Richmond.
- *Pedestrian and Traffic Safety Projects and Campaigns*: Continue to support and participate in on-going multi-agency efforts to increase the level of pedestrian and traffic safety, such as the annual campaigns held by ICBC and Richmond RCMP in various locations.
- *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.

Costs associated with the implementation of 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). If successful, staff will report back on the amount of financial contribution obtained from these external agencies through the annual staff reports on ICBC and TransLink cost-sharing programs respectively.

Financial Impact

None.

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 input on and support of various traffic safety improvements and programs and initiated a range of successful measures encompassing engineering, education and enforcement activities. Staff recommend that the proposed 2020 initiatives of the Committee be endorsed and this staff report forwarded to the Richmond Council-School Board Liaison Committee for information.



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