



City of Richmond

Report to Committee

To: Public Works and Transportation Committee **Date:** October 20, 2017
From: Victor Wei, P. Eng.
 Director, Transportation **File:** 01-0154-04/2017-Vol 01
Re: **City of Richmond-TransLink TravelSmart Partnership – Completion of Pilot Program**

Staff Recommendation

1. That the staff report titled “City of Richmond-TransLink TravelSmart Partnership – Completion of Pilot Program”, dated October 20, 2017, from the Director, Transportation be received for information.
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)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Economic Development Community Social Development	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: CJ	APPROVED BY CAO

Staff Report

Origin

At its February 22, 2016 meeting, Council received an update report on joint activities undertaken through the City's partnership with TravelSmart, TransLink's branded transportation demand management (TDM) program, and resolved:

That staff continue to monitor the TransLink TravelSmart pilot program and relevant activities, as described in the staff report titled "City of Richmond-TransLink TravelSmart Partnership – Update", dated January 25, 2016, from the Director, Transportation and report back on the results following their completion.

As the pilot program has now concluded, this report provides a summary of the results.

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

Analysis

The TravelSmart pilot program focused on implementing TDM strategies that foster behaviour changes that lead to increased use of transit, carpooling, car-sharing, cycling, and walking as viable alternatives to a single occupant vehicle. The following sections highlight the key initiatives completed and their results.

School Travel Planning: Pilot Project at Three Elementary Schools

The ultimate goal of a School Travel Plan (STP) is to create an environment that encourages healthy and active transportation to and from school, improves the journey for those who use vehicles or take school busses, and improves transportation safety for everyone. TravelSmart contracted HASTe (Hub for Active School Travel) to develop customized STPs in collaboration with the Richmond School District, TravelSmart and the City at three elementary schools: Garden City, AB Dixon and Walter Lee.¹

The process was initiated in Fall 2015 and typically takes 18 months to progress through the five phases of set-up, baseline data collection, action plan development, action plan implementation, and evaluation. Completion of the pilot program was delayed from Spring 2017 to Fall 2017 due to the uncertainty arising from the potential for elementary school closures in Richmond, which included two of the three participating schools (i.e., AB Dixon and Walter Lee).

A customized STP for each school is the final outcome of the planning process and is intended to be a living document that belongs to the school and should be revisited regularly in order to update the status of the action plan items and incorporate future evaluation findings. Each STP has the following components:

¹ The three schools were identified by Richmond School District based on demonstrated interest from principals.

- *School Profile*: describes the school's history, special programs offered (e.g., French immersion), enrolment, and location.
- *Baseline Data*: summarizes the results of classroom and family take-home surveys regarding travel mode to/from school, factors that influence transportation decisions and local transportation concerns. Attachment 1 provides excerpts of the survey results for each school.
- *Travel Challenges*: summarizes the perceived barriers to active travel faced by students, families and staff based on input from parents and other members of the school community through meetings, surveys and observations during a school walkabout that included the participation of School District and City staff. This section also identifies potential measures to address the perceived issues. Attachment 2 summarizes the concerns identified for each school and staff's preliminary comments on each item.
- *Implementation*: describes the key initiatives undertaken to foster active transportation to and from school and improve traffic safety. Common elements across all schools include:
 - Best Routes to School Map: based on the baseline family take-home surveys, walkabout information and Parent Advisory Committee (PAC) consultation, the map outlines the safest and most accessible routes that students and families can take to walk or bike, and includes an overview of the local neighbourhood and tips for commuting safely. Attachment 3 provides excerpts of the map for each school.
 - Bike to School Week: this annual province-wide event that typically occurs during the last week of May was a key action item for promoting and encouraging active transportation to and from school.
 - Cool Routes to School: implementation of a comprehensive student leadership and engagement program to generate student-designed projects that are uniquely suited to the travel needs and cultures of individual schools. The approach works to engender a strong sense of ownership and accomplishment among participating students. Examples of creative activities and events that showcased students' understanding of sustainable and active school travel include:
 - PA announcements and publicity materials related to active travel (Figure 1);
 - Writing, rehearsing and performing an original play about active travel at a school assembly;

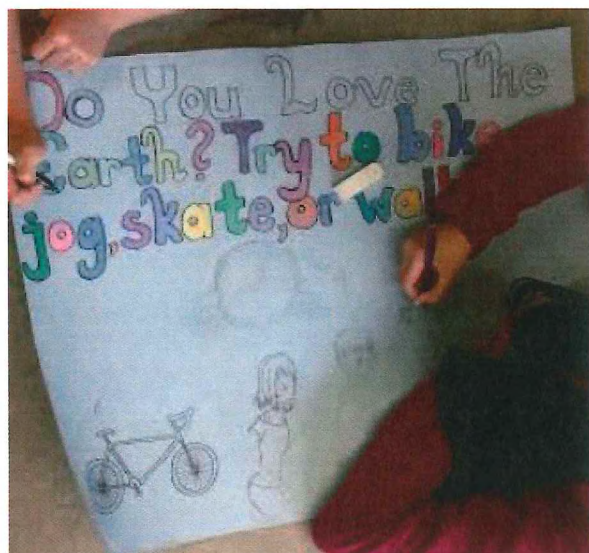


Figure 1: Publicity material created by Garden City Elementary School students

- Creation of launch material for a school assembly including a video, a collection of active travel interviews, active travel posters, outdoor signage, and announcements;
 - Promotion of Bike to School Week including sharing information at a school assembly; and
 - Participation at the Richmond Earth Day Youth Summit in April 2016 to speak about the STP process.
- Action Plan: informed by the school walkabout, the Plan categorizes potential measures to address the perceived barriers to active travel by stakeholder group including HASTE, Richmond School District, the City, Richmond RCMP, HUB Cycling, ICBC, school principal, and the PAC.

Suggested measures within the City's responsibility typically involve pedestrian infrastructure improvements (e.g., repair of existing and/or new walkways, new crosswalks, curb bulges to reduce crossing distances), additional parking restrictions near school zones and studies to determine the need for traffic calming measures in school zones. Further to the preliminary staff comments provided in Attachment 2, staff will undertake a detailed review of the proposed measures and, if deemed feasible and/or warranted, implement them over the forthcoming several years as resources and other City priorities allow via the City's annual capital budget (i.e., projects such as pedestrian walkways and new crosswalks would be funded from Council-approved annual capital programs including the Neighbourhood Walkway Program and the Traffic Calming Program).

Business Retention Initiative: Employee Transportation at Riverside Business Park

A high priority action item in the Richmond Resilient Economy Strategy is to retain and support businesses already in Richmond. Data collected through the City's Business Development Program has shown that employee transportation is the number one barrier to workforce attraction and business retention. This issue is most pronounced in the City's business parks, such as the Riverside Business Park (500+ businesses with 6,000+ employees) located off No. 5 Road to the south of Steveston Highway. The City's partnership with TravelSmart provided an additional resource to help staff explore alternative transportation solutions for industrial park tenants and their employees as a business and workforce retention initiative.

Staff undertook considerable communication, research and facilitation work to introduce Riverside businesses to a variety of alternative transportation solutions for their employees, including public transit, biking and walking, ride-sharing, car-sharing and a private shuttle. The private shuttle option emerged as the most feasible near term solution to improved employee access.

A pricing/cost share model for a shuttle pilot was developed by a private operator with input from a champion group of four major Riverside businesses. Despite initial enthusiasm to engage, the four business champions ultimately opted out of the shuttle pilot, citing cost. To conclude staff's facilitation work, the opportunity of a private shuttle pilot was communicated to all participating businesses (23 in total) and interested businesses were invited to contact the shuttle operator directly to register their interest in a private shuttle solution. As well, a summary of all available solutions was distributed to the greater Riverside business group for their future consideration.

A major outcome of this initiative was increased awareness of Richmond businesses’ transportation challenges by TransLink, the Province of B.C., and other regional stakeholders. Medium and longer term solutions continue to be developed by the City and TransLink and include potential transit enhancements via the current work of the Southwest Area Transport Plan, as well as improvements to pathways, lighting, transit shelters, and landing pads at bus stops via the City’s capital improvement programs (e.g., as part of the 2018 capital budget process and pending Council approval, staff are proposing the construction of pedestrian pathways to and landing pads at all bus stops within the Riverside Industrial Park).

Community Outreach

As outlined in Table 1, TravelSmart staff participated in City events to promote and raise awareness of sustainable travel modes and provided presentations on transit to a number of local community groups during 2017 and will continue to do so in the future.

Table 1: TravelSmart Outreach Activities in Richmond in 2017

Activity	Details
City Event	<ul style="list-style-type: none"> Attended with TransLink’s community engagement bus (Figure 2) to answer any transit-related questions Participated in Ships to Shore (May 6) and Public Works Open House (May 13)
TravelSmart for Business	<ul style="list-style-type: none"> Provide organizations with a strategic approach to employee commuting and transportation issues (e.g., manage demand for parking) Provided 2 sessions in 2017
TravelSmart for Newcomers	<ul style="list-style-type: none"> Work with individual newcomers, settlement service agencies, and community groups to provide newcomers with tools, resources, and tips on how to effectively use public transit and other modes of sustainable transportation Provided 6 presentations in 2017
TravelSmart for Seniors	<ul style="list-style-type: none"> Work with Senior Centres and advocacy groups to provide seniors with information on the wide array of transportation options available Provided 9 presentations in 2017
TravelSmart	<ul style="list-style-type: none"> Presentation to the Board of the Richmond Centre for Disability (May 16)

Potential Future Initiatives

Staff will continue work with TravelSmart and Richmond School District to identify on-going and potential future initiatives such as:

- City events that TravelSmart may attend to provide information and awareness,
- further school- and business-focused outreach efforts, and
- public education sessions such as transit training sessions for seniors and recent immigrants.

Staff will work with TravelSmart to develop evaluation and monitoring tools to measure



Figure 2: TransLink Community Engagement Bus

the effectiveness of such initiatives (e.g., installation of bike counters on cycling routes, the change over time of the travel mode share of walking, cycling, transit, and carpooling).

Financial Impact

None. The STP process was funded by TravelSmart. Any City capital projects arising from the action plans for each school would be funded from Council-approved capital budgets.

Conclusion

Following the launch of the City-TravelSmart partnership in December 2014, staff from different departments worked with TravelSmart to collectively improve the community's awareness and understanding of transportation options and build positive attitudes about sustainable transportation choices. Two key initiatives, a pilot project to undertake school travel planning with three elementary schools and business engagement at Riverside Industrial Park, have been completed. Both have identified constructive suggestions that all stakeholders can pursue to help encourage sustainable travel modes.

Staff will continue to work with TravelSmart to advance the City's progress towards its targets to reduce greenhouse gas emissions and increase the mode share of active transportation as well as improve personal health and enhance community safety.

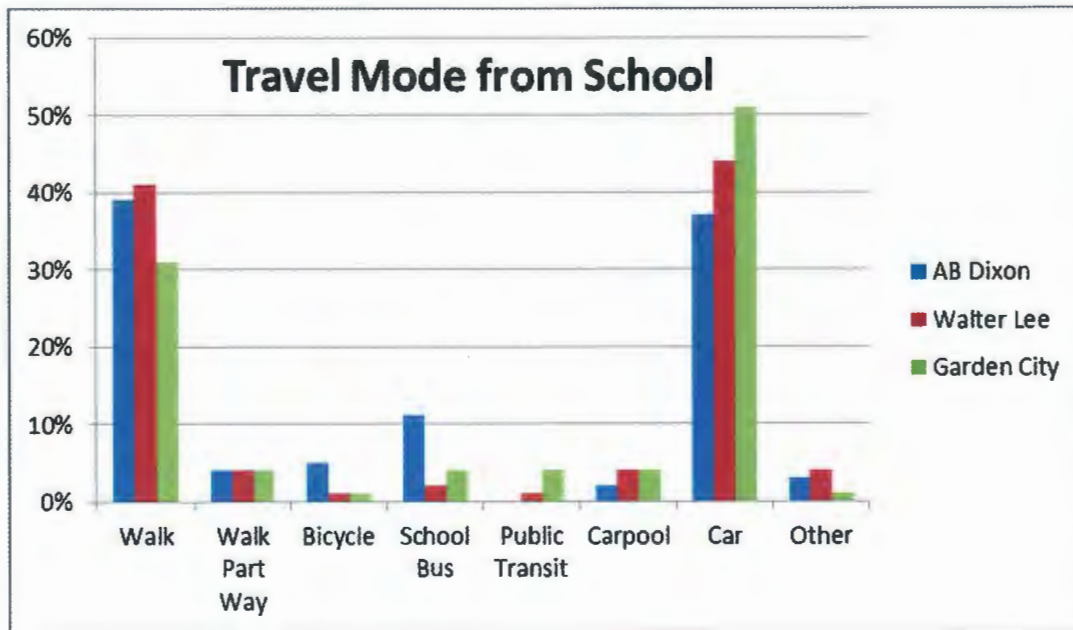
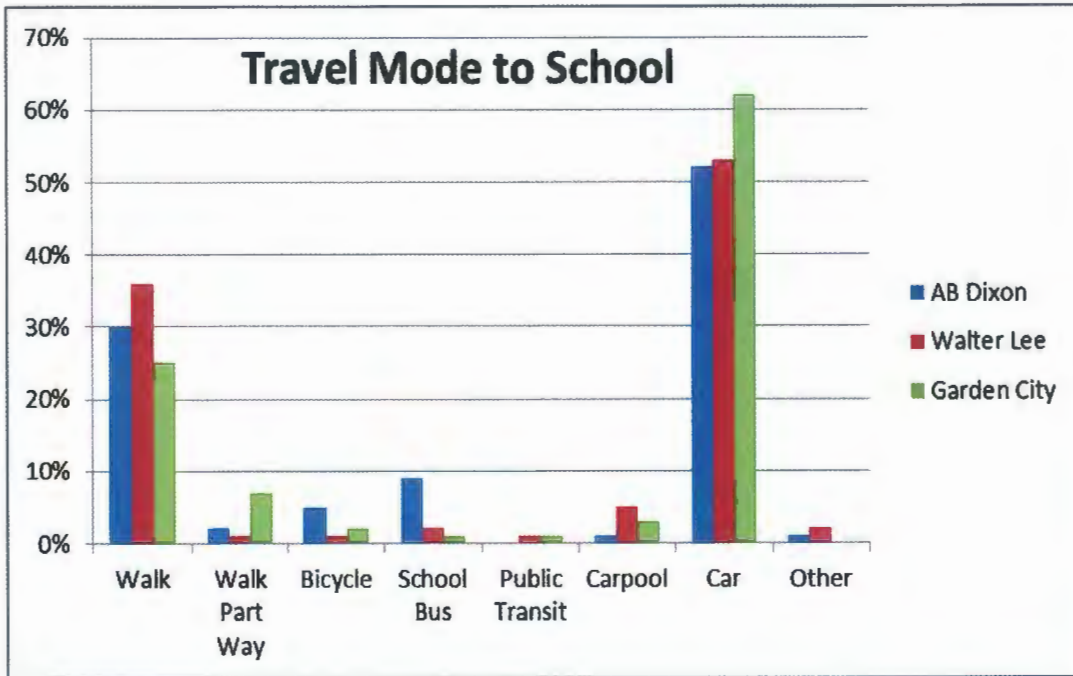


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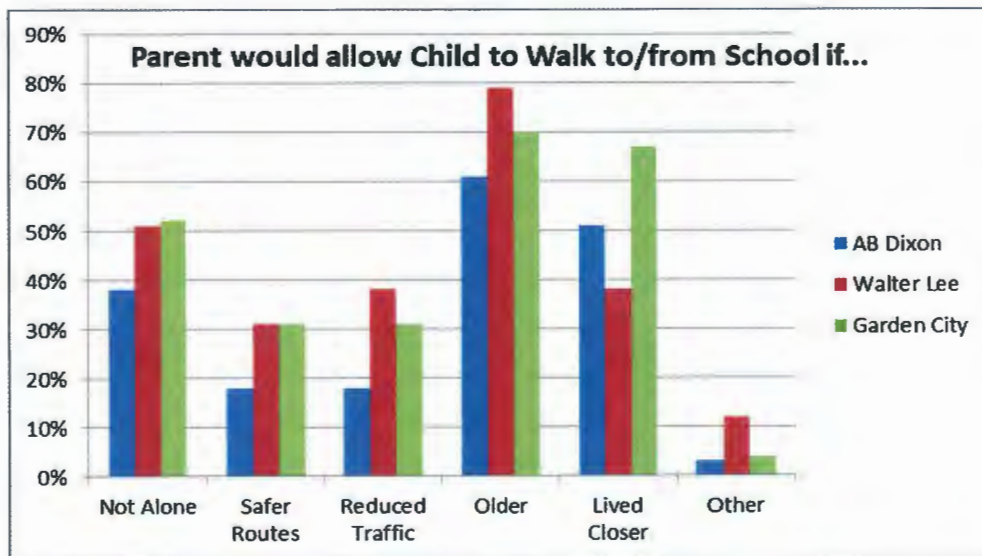
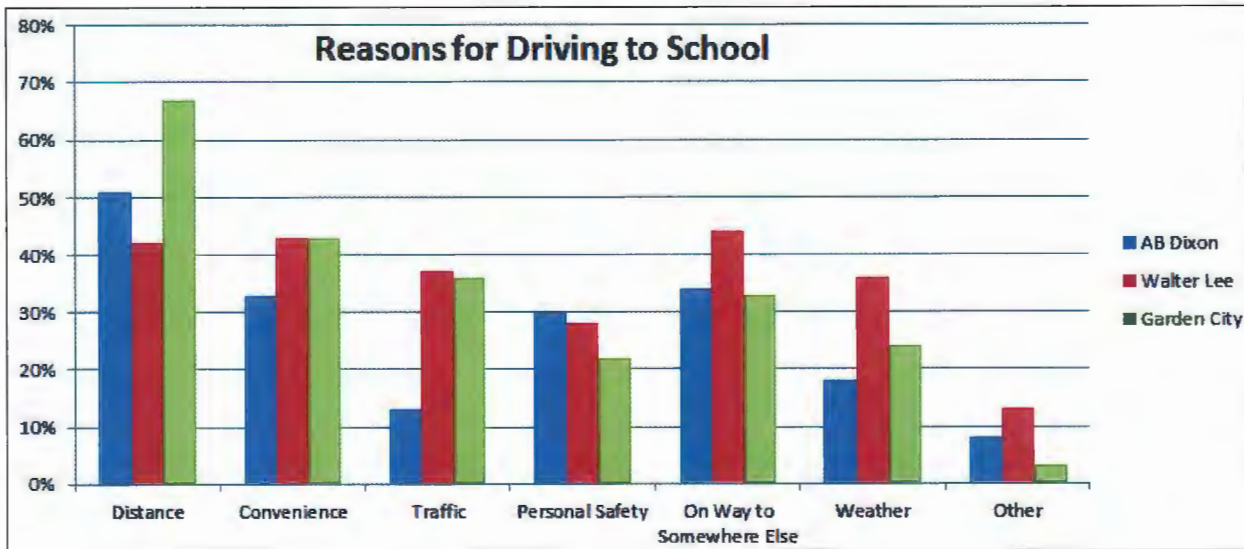
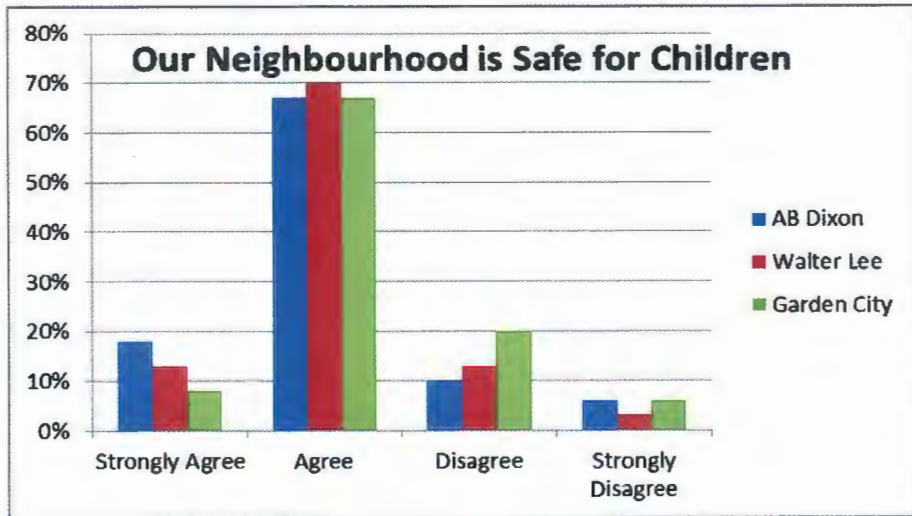
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- Att. 1: Summary of School Travel Planning Survey Results
- Att. 2: Summary of Travel Challenges identified in School Travel Planning Process
- Att. 3: Draft Best Routes to School Maps

Summary of School Travel Planning Survey Results



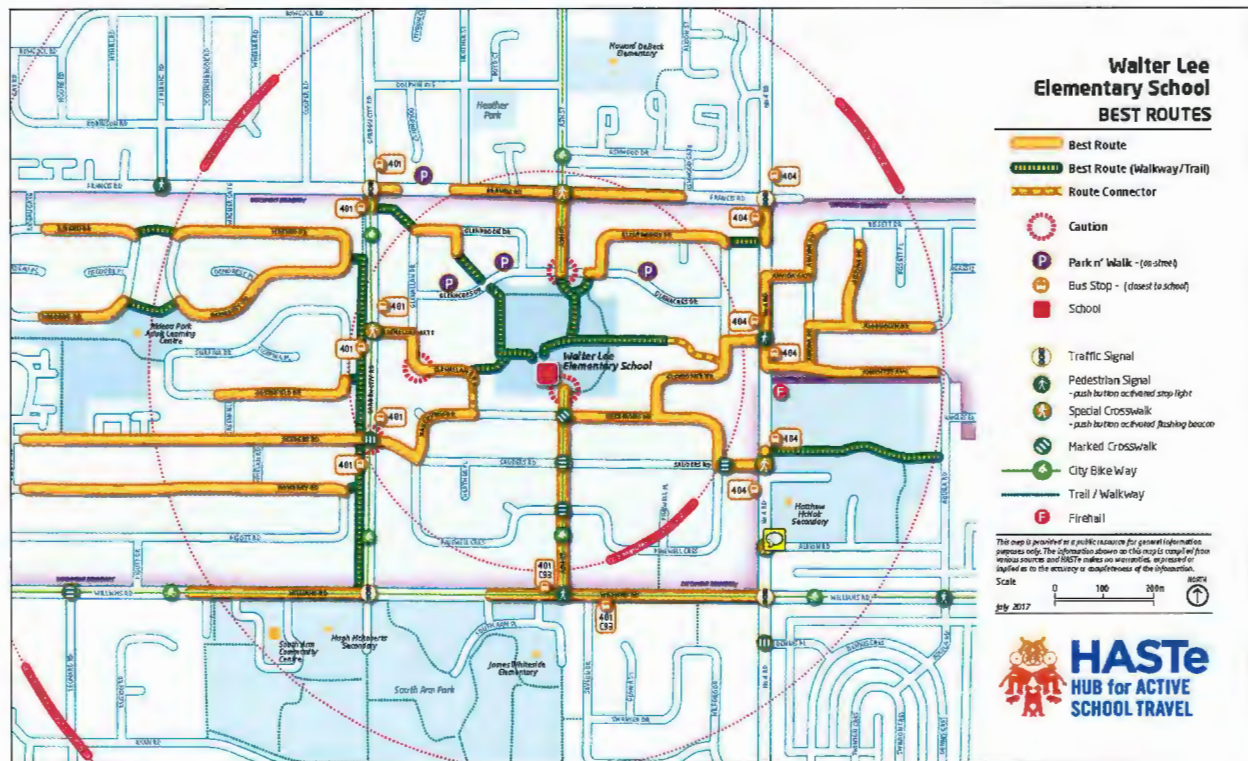
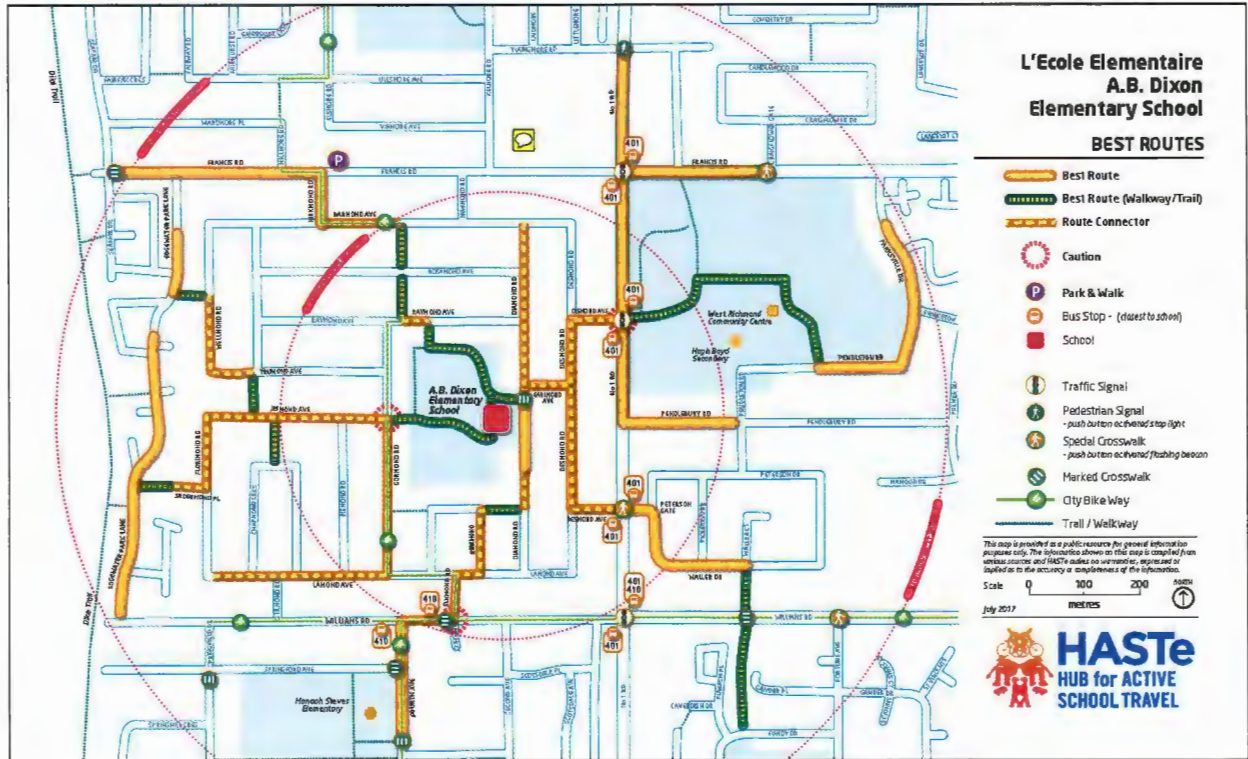
Summary of School Travel Planning School Survey Results



Summary of Perceived Travel Challenges identified in School Travel Planning Process

School	Perceived Travel Challenge	Preliminary Comments from Staff
AB Dixon	Driveway to school from Gormond Ave lacks pedestrian facilities	<ul style="list-style-type: none"> Review feasible options for pedestrian facilities subject to limited right-of-way
	Lack of pedestrian facilities within school zone on Diamond Ave	<ul style="list-style-type: none"> Identify as future City capital project subject to resources and other priorities
	Crossings of major arterial road (No. 1 Road) can be uncomfortable	<ul style="list-style-type: none"> Review sightlines, signage and markings of crossings Undertake warrant analysis to determine if upgrade of a crossing is required Request RCMP enforcement of driver compliance at crosswalks
Garden City	Traffic volumes and speeds along Garden City Road detract from pedestrian comfort	<ul style="list-style-type: none"> Review sightlines, signage and markings of crossings Undertake warrant analysis to determine if upgrade of a crossing is required Request RCMP enforcement of driver compliance at crosswalks
	Crossing of major arterial road (Garden City Road) can be uncomfortable	<ul style="list-style-type: none"> Review sightlines, signage and markings of crossings Undertake warrant analysis to determine if upgrade of a crossing is required Request RCMP enforcement of driver compliance at crosswalks
	Pedestrian access through school site	<ul style="list-style-type: none"> Responsibility of Richmond School District Richmond School District staff will review and liaise with City staff on any planned actions that may involve City right-of-way
Walter Lee	Crossing of major arterial road (Garden City Road) can be uncomfortable	<ul style="list-style-type: none"> Review sightlines, signage and markings of crossings Undertake warrant analysis to determine if upgrade of a crossing is required Request RCMP enforcement of driver compliance at crosswalks
	Lack of driver compliance at crosswalks	<ul style="list-style-type: none"> Request RCMP enforcement of driver compliance at crosswalks
	Lack of crosswalk at Ash St-Glenacres Dr	<ul style="list-style-type: none"> Undertake warrant analysis to determine need for crosswalk
	Pedestrian access through school site	<ul style="list-style-type: none"> Responsibility of Richmond School District Richmond School District staff will review and liaise with City staff on any planned actions that may involve City right-of-way

Draft Safe Routes to School Maps



Draft Safe Routes to School Maps

