



City of Richmond

Report to Committee

To: Public Works and Transportation Committee
From: Victor Wei, P. Eng.
Director, Transportation
Date: March 21, 2018
File: 01-0100-30-TSAD1-
01/2018-Vol 01
Re: **Traffic Safety Advisory Committee – Proposed 2018 Initiatives**

Staff Recommendation

1. That the proposed 2018 initiatives for the Traffic Safety Advisory Committee, as outlined in the staff report titled "Traffic Safety Advisory Committee - Proposed 2018 Initiatives" dated March 21, 2018 from the Director, Transportation, be endorsed.
2. That a copy of the above staff report be forwarded to the Richmond Council-School Board Liaison Committee for information.

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

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

Staff Report

Origin

Council endorsed the establishment of the Traffic Safety Advisory Committee (TSAC) in 1997, in order 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: 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. This report summarizes the Committee's activities in 2017 and identifies proposed initiatives for 2018.

This report supports Council's 2014-2018 Term Goal #1 A Safe Community:

Maintain emphasis on community safety to ensure Richmond continues to be a safe community.

1.4. Effective interagency relationships and partnerships.

This report supports Council's 2014-2018 Term Goal #3 A Well-Planned Community:

Adhere to effective planning and growth management practices to maintain and enhance the livability, sustainability and desirability of our City and its neighbourhoods, and to ensure the results match the intentions of our policies and bylaws.

3.3. Effective transportation and mobility networks.

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.

5.2. Strengthened strategic partnerships that help advance City priorities.

Analysis

The Committee's major activities and accomplishments in 2017 are summarized below.

Road and School Zone Safety Initiatives in 2017

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.

- *Pedestrian Zone Markers in School Zones*: Given the past success of in-street mounted signage in school zones and other locations in Richmond, two signs were installed within the school zone on Smith Drive fronting Hamilton Elementary School. Similar signs were also

installed on Jack Bell Drive near Cambie Secondary School where there is a slight curve to advise approaching motorists of a crosswalk (Figure 1).



Figure 1: In-Street Pedestrian Zone Markers on Jack Bell Drive

- *School Travel Planning*: Completion of a pilot program with the Richmond School District, TravelSmart (part of TransLink) and HASTe (Hub for Active School Travel, contractor to TravelSmart) to develop a customized School Travel Plan for three elementary schools: Garden City, AB Dixon and Walter Lee. The Plans aim 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.
- *No. 2 Road-Francis Road*: In response to area residents' concerns and the crash history, a traffic safety review of the Francis Road-No. 2 Road intersection was undertaken in conjunction with ICBC to identify safety issues and potential collision causes, and generate and assess potential mitigation measures. Based on the findings of the review, improvements will be made to better protect residents at the northeast corner from off-road collisions (i.e., installation of decorative crash barrels).
- *River Road (No 6 Road-Westminster Highway)*: Identification of potential road safety improvement measures on River Road to address on-going concerns related to motorist speeding and conflicts with cyclists.

Traffic and Pedestrian Safety Campaigns in 2017

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

- *Pedestrian Safety*: In Fall 2017, Richmond RCMP in partnership with ICBC and Richmond Fire-Rescue conducted four pedestrian safety education and enforcement campaigns that involved the distribution of over 7,000 reflectors and proactive engagement with pedestrians. Locations focused on No. 3 Road around the Richmond-Brighouse and Lansdowne Canada Line Stations including on the trains, and the Minoru Library/Cultural Centre.

- *“Project Swoop”*: During this event held in May, Speed Watch volunteers set up a speed reader board at a high incident crash location and those drivers who choose to continue to speed even after being clocked by the Speed Watch volunteers will receive a speeding ticket from an RCMP officer a few blocks down the road. Nine officers and 29 volunteers were deployed at eight locations and checked nearly 7,000 motorists. Locations included the 8,000-block No. 5 Road, River Road-Nelson Road, Westminster Highway-No. 8 Road, and Alderbridge Way-May Drive. A total of 14 charges and two 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 September that involved a total of 41 deployments (comprising 22 RCMP officers and 99 volunteers) who collectively checked over 41,000 motorists. Targeted locations in March included the Alderbridge Way corridor, Steveston Highway in the vicinity of Ironwood Plaza and streets connecting to Highway 99 in north Richmond (e.g., Great Canadian Way and Bridgeport Road). Locations in September featured No. 3 Road in the City Centre and streets in the vicinity of Ironwood Plaza (e.g., Steveston Highway, Horseshoe Way). A total of 82 charges and 41 written warnings were issued.
- *Auto Crime Awareness*: As part of this annual campaign, RCMP officers and community police volunteers conducted seven “Lock Out Auto Crime” blitz days throughout the year and issued nearly 4,000 notices. At the same, nearly 8,700 licence plates were checked as part of the Stolen Auto Recovery program, which uses up-to-date information on stolen vehicles (provided by the BC Crime Prevention Association) to search licence plates of parked and moving vehicles. If a plate number comes up as a match, the volunteers notify police. Locations focused on parking lots for shopping malls, hotels and other destinations such as Lansdowne Mall, Richmond Centre, Riverport, Richmond General Hospital, and Seafair Shopping Centre.

Proposed Traffic Safety Activities for 2018

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 2018.

- *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.
- *School Zone Traffic Safety*: 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. The three schools involved in the School Travel Planning process noted above (i.e., Garden City, AB Dixon and Walter Lee) are anticipated to be included in the reviews for 2018.
- *Pedestrian and Traffic Safety Projects and Campaigns*: Continue to provide input on potential road safety improvement measures on River Road (No. 6 Road-Westminster

Highway) and 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.

- 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 deployment of Speed Watch volunteers in various school zones when requested by principals and the targeted enforcement program of Richmond RCMP.
- Special Events: Provide comment and input from a traffic safety perspective on the development and implementation of traffic management plans to support special events (e.g., World Festival, Harvest Fest).


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). 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 2018 initiatives of the Committee be endorsed and this staff report forwarded to the Richmond Council-School Board Liaison Committee for information.


for Donna Chan, P.Eng., PTOE
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(on behalf of the Traffic Safety Advisory Committee)


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