



City of Richmond

## Report to Committee

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**To:** Public Works and Transportation Committee      **Date:** November 25, 2002  
**From:** Gordon Chan, P. Eng.  
Director, Transportation      **File:** 0100-20-TSAD1-01  
**Re:** **TRAFFIC SAFETY ADVISORY COMMITTEE - PROPOSED 2003 INITIATIVES**

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### Staff Recommendation

That the proposed 2003 initiatives for the Traffic Safety Advisory Committee, as outlined in the attached report, be endorsed.

Gordon Chan, P. Eng.  
Director, Transportation

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<b>CONCURRENCE OF GENERAL MANAGER</b>

## Staff Report

### Origin

Council endorsed the establishment of the Traffic Safety Advisory Committee (TSAC) in 1997 to create a co-operative partnership between staff, community groups and other agencies that seeks to enhance traffic and pedestrian safety in Richmond. The Committee provides input and feedback on a wide range of traffic safety issues from school zone items to community-wide traffic safety concerns such as street racing. This report summarizes the Committee's activities in 2002 and identifies proposed initiatives for 2003.

### Analysis

#### 1. Committee Mandate and Membership

The overall mandate of TSAC is to enhance traffic and pedestrian safety in Richmond through the collective efforts of the City, community groups, external agencies and other stakeholders. The Committee achieves this mandate by initiating or providing input on traffic management and engineering measures to address identified traffic safety concerns and by promoting traffic safety through various joint education and enforcement programs. TSAC has representation from the following groups: City Transportation Department, City Community Bylaws Department, Richmond RCMP, Richmond Fire-Rescue, Richmond School District, Richmond District Parents Association, and ICBC. The efforts of Committee members, both collectively through TSAC and individually through their own traffic safety initiatives, have been key factors in the significant annual reduction in reported traffic accidents in the city since the formation of TSAC and the start of the ICBC/City *Road Safety Improvement Program* partnership in 1997.

#### 2. Activities and Accomplishments in 2002

The Committee's major activities and accomplishments in 2002 are summarized below. Highlights include supporting a new education campaign during Traffic Safety Awareness Week, providing input on a number of traffic control and traffic calming proposals, and identifying strategies and actions to address traffic and parking violations related to safety.

##### 2.1 School Zone Traffic Safety

The Committee contributed to enhancing traffic safety around schools by participating in the following activities:

- planning and introduction of the new "Keep Our Future Safe" education and enforcement campaign during Traffic Safety Awareness Week, which involved the distribution and placement of bright yellow plastic lawn signs in school zones that had messages such as "Slow Down School Zone" and "30 km/h Monday-Friday 8 am – 5 pm";
- expansion and support of the *Way to Go! Program* in Richmond elementary schools, which is a multi-agency program that seeks to increase the number of students who walk, bike, carpool or use transit to get to school, while still ensuring their safety;
- distribution of material to secondary schools on the *Off Ramp Program*, which is a vehicle trip reduction program that seeks to reduce the number of vehicle trips to and from secondary schools;

- enforcement of school zone traffic regulations, particularly during back to school periods such as the beginning of September;
- improvement of parking and circulation layout at various schools; and
- installation of new walkways and crosswalks to improve pedestrian access to school.

## 2.2 City-Wide Traffic Safety

The Committee contributed to improved traffic safety throughout the city via its participation in the following programs and initiatives:

- review and monitoring of the traffic pattern changes and the traffic and safety issues related to the operation of traffic signals and U-turns on No. 3 Road;
- continuation of a city-wide phased program to upgrade the minimum standard of arterial road crosswalks from shoulder-mounted or overhead signs to internally lit overhead signs with downward lighting and pedestrian-actuated amber flashers;
- review of and input on the transportation plan to support Richmond Tall Ships 2002;
- input on proposed strategies to discourage street racing and aggressive driving;
- review of proposed road improvement projects submitted for cost-sharing with external agencies;
- enhancement of traffic control signage and devices; and
- installation of new walkways and crosswalks to improve pedestrian access and safety.

## 2.3 Traffic Calming Measures

The Committee provided input on the following traffic calming measures and policies:

- formulation of a new policy to streamline the implementation of traffic calming measures;
- narrow centre medians on Albion Road in the vicinity of McNair Secondary School;
- curb extensions on McNeely Drive in front of McNeely Elementary School as well as traffic delineators along the centre line of the “90 degree bend” in the road;
- curb extensions in front of Westwind Elementary School on Kingfisher Drive;
- three speed humps in the laneway east of Minoru Boulevard between Alderbridge Way and Lansdowne Road; and
- several projects that are currently in the planning and design phase (e.g., Odlin Road, Finn Road, Barnard Drive, Georgia Street).

## 2.4 Enforcement of Traffic and Parking Regulations

The Committee contributed to the following traffic safety programs and parking and traffic regulation enforcement efforts:

- increased RCMP and City Bylaw Enforcement presence at various locations in response to identified speeding and parking violation concerns; and
- continued input and support of Speed Watch and targeted traffic enforcement efforts, including those directed at street racing and aggressive driving.

### 3. Proposed Initiatives for 2003

In addition to developing and providing input on corrective measures to address identified traffic safety concerns, the Committee has identified a number of proactive initiatives to enhance traffic safety and promote traffic safety education. The major initiatives proposed for 2003 seek to achieve these objectives through the co-ordinated implementation of education, enforcement and engineering measures in partnership with external agencies and stakeholders.

#### 3.1 Strategies to Discourage Street Racing and Aggressive Driving

The Committee will provide input to and support for the implementation of various strategies to discourage street racing and aggressive driving, particularly those proposals related to education. Education initiatives include continued support for existing programs (e.g., RCMP school liaison officers and ICBC CARS BC program) as well as support and participation in proposed new initiatives such as the inclusion of road safety education as part of the mandatory school curriculum, a mandatory education program for driving offences and further public forums.

#### 3.2 Traffic Calming Guidelines

In 2002, the Committee provided input on the development of a policy to streamline the implementation of traffic calming measures. During 2003, the Committee will participate in a review of industry-wide traffic calming policies and procedures and the development of broader traffic calming guidelines that will address the types of applications, criteria for prioritization and implementation, public consultation process, and funding consideration.

#### 3.3 Update of City Traffic Accident Inventory System

The Committee will provide input into the planned upgrade of the City's traffic accident inventory system with respect to improving the input and output mechanisms, maintaining compatibility with existing data sources, and identifying desired reporting features (e.g., graphic and tabular results, summary statistics, etc). The enhanced system will enable easier identification of locations with a persistent trend of high traffic accident frequency.

#### 3.4 School Zone Traffic Safety

The Committee will continue its involvement in the on-going review and improvement of traffic and pedestrian safety in school zones through:

- continued participation in an expanded Traffic Safety Awareness Week campaign and the "Yellow Ribbon" back to school promotion;
- increasing the participation rate of schools in the *Way to Go!* and *Off-Ramp* programs;
- co-ordinating the enforcement of school zone traffic violations;
- improving parking and circulation layout at schools; and
- introducing new walkways and crosswalks to improve pedestrian safety.

#### 3.5 Education and Enforcement via Partnerships

The Committee will partner with the City, Richmond RCMP, external agencies and the community to support the following traffic safety education and enforcement initiatives:

- RCMP targeted enforcement of criminal and aggressive driving, corridor speed limits and Speed Watch campaigns;
- education strategies on the use of special crosswalks (i.e., crosswalks with pedestrian-actuated amber flashers);
- joint ICBC/City corridor traffic safety studies;
- knowledge sharing with neighbouring municipalities, provincial agencies and other industry contacts on various traffic safety initiatives; and
- joint undertakings with external agencies and the community to address various traffic safety concerns and prevent automobile crime.

### 3.6 Localized Application of Traffic Safety Audit and Accident Prediction Techniques

The Committee will participate in the development and application of local traffic safety audit and accident prediction techniques. These procedures will focus on identifying safety hazards at the design stage of new projects and incorporating remedial measures in the final design to address safety concerns.

### 3.7 Funding Partnerships

The Committee will participate in City initiatives to further pursue external funding sources to support the implementation of various traffic safety measures. The City has received funding from ICBC (*Road Safety Improvement Program*) and TransLink (*Major Road Network Minor Capital Program* and *Transit Related Road Infrastructure Program*) in the past for such projects; the Committee will support investigation of opportunities to expand applications to these existing programs as well as potential new sources of funding, such as public-private partnerships.

### 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 continues to be a highly effective community forum for enhancing pedestrian and traffic safety in Richmond. 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. The Committee's proposed initiatives for 2003 focus on supporting strategies to discourage street racing and aggressive driving, the development of traffic calming guidelines, the upgrade of the City's traffic accident inventory system, and the continuation of partnerships on education, enforcement and funding programs.



Gordon Chan, P. Eng.  
Director, Transportation  
(on behalf of the Traffic Safety Advisory Committee)