



To: Public Works and Transportation Committee **Date:** January 27, 2003
From: Gordon Chan, P. Eng. **File:** 6450-09
Director, Transportation
Re: **TRAFFIC SAFETY AWARENESS WEEK – MARCH 3-7, 2003**

Staff Recommendation

1. That Council support the 2003 Traffic Safety Awareness Week (March 3-7, 2003) activities initiated by the Richmond District Parents Association, sponsored by ICBC, the Autoplan Broker Road Safety Program and the Richmond School Board with the participation of the *Way to Go!* School Program, as outlined in the attached report, and endorse staff involvement as part of the City's on-going traffic safety education strategy.

2. That (as per Policy #7703), Council approve the installation of ICBC-sponsored street banners that promote traffic safety in various locations throughout the City.

Gordon Chan, P. Eng.
Director, Transportation

Att. 3

FOR ORIGINATING DIVISION USE ONLY		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Parks Design, Construction & Programs	Y <input checked="" type="checkbox"/> N <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 event, which again involves all Richmond schools, is sponsored by ICBC Loss Prevention, the Autoplan Broker Road Safety Program and the Richmond School Board and also has the participation of the City, the Richmond *Way to Go!* School Program and Better Environmentally Sound Transportation's *Off Ramp* Program.

This report provides highlights of the 2002 Traffic Safety Awareness Week campaign and describes the planned activities for 2003, including two new complementary traffic safety initiatives proposed to be implemented in conjunction with the event: an educational brochure on special crosswalks (i.e., those with pedestrian-actuated yellow flashers) on arterial roads and the installation of ICBC-sponsored street banners to promote traffic safety awareness in 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 is a key component of the City's traffic safety education strategy that seeks to address traffic safety at the source by changing driver behaviour and encouraging alternative modes of transportation.

Traffic Safety Awareness Week is a proactive campaign aimed at educating the public on traffic safety, particularly at and in the vicinity of school sites, 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 the 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; and
- encourage the use of alternative travel methods (walking, public transit and cycling) for the trip between home and school.

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 4-8, 2002. Highlights of the campaign, which featured the theme of "Keep Our Future Safe," are described below.

School Zone Signage

- Distribution of bright yellow plastic lawn signs (sponsored by ICBC Loss Prevention and the Autoplan Broker RoadSense Team) to elementary schools participating in the "Keep Our

Future Safe” campaign. The signs have messages of “Please Slow Down School Zone,” “30 km/h Monday – Friday 8 am – 5 pm” and “School Zone Begins/Ends.”

- Parent volunteers placed the signs along the roadway within the school zone area around the school. The signs were displayed starting at the end of February and remained in place through the end of Traffic Safety Awareness Week. Thereafter, signs continued to be displayed 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 elementary and secondary schools.
- Elementary school packages included posters on traffic safety themes, yellow RoadSense Team tape that was tied along walking routes to schools, traffic safety pamphlets and brochures, *Way to Go!* school program information and classroom exercises that promoted safe pedestrian practices.
- Secondary school packages included information on alternative transportation choices and City of Richmond cycling network maps and bicycle safety brochures.

Way to Go! Program

- 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.
- Kick-off day at McKinney Elementary School, which was where the RDPA Global Traffic Safety Committee originated and from where Traffic Safety Awareness Week first started six years ago. Lassam Street was decorated with yellow ribbons and the event featured the RCMP Safety Bear mascot.
- Participation of 22 elementary schools (up from 16 in 2001) in the inter-school “Walking Yellow Wednesday” challenge to achieve the highest student participation rate. All participating schools received a *Way to Go!* Certificate of Achievement and Grauer Elementary School, the winner at 100 percent, was awarded a trophy of a gilded shoe that was donated by former Mayor Greg Halsey-Brandt.

Enforcement and Education

- Increased RCMP presence along corridors in the vicinity of schools and increased RCMP and City Bylaw enforcement of school zone traffic regulations.
- Participation of local Speed Watch groups who monitored and displayed traffic speeds in the vicinity of schools.

Publicity and Participation

- Separate press releases by the RDPA, ICBC and the City to advertise and raise awareness of the event.
- Television and newspaper coverage of the kick-off day at McKinney Elementary School.
- Participation of Mayor Brodie, Councillor Greenhill, RDPA representatives, and City staff in “Walking Yellow Wednesday” at McKinney Elementary School.

3. Planned School Activities for 2003 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 builds on 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 with messages of “Please Slow Down School Zone,” “30 km/h Monday – Friday 8 am – 5 pm” and “School Zone Begins/Ends.”
- 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 elementary and secondary schools.
- Elementary school packages will include yellow survey tape to be tied along walking routes to schools, traffic safety pamphlets and brochures, curriculum resource and *Way to Go!* information to promote safe pedestrian and cycling practices that can be implemented by individual schools.
- Secondary school packages will include “Road Sensibilities,” which is a new resource package from the Autoplan Broker Road Safety Program aimed at youth to foster a safe youth driving culture. It is one element of the CARS BC program that helps initiate road safety clubs in secondary schools. Additional material will have information from B.E.S.T. and *Off-ramp*, a program to encourage a reduction in the number of motor vehicle trips to and from secondary schools, and a number of cycling resources such as copies of the City of Richmond’s on-street cycling network map.

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, 2003.
- Kick-off day at Grauer Elementary School (last year’s winner of the Walking Yellow Wednesday challenge) that will feature the RCMP Safety Bear mascot and walking school buses.
- 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.

4. Education and Enforcement Initiatives

At the June 24, 2002 regular Council meeting, Council approved several education and enforcement initiatives to complement the City’s multi-year program to upgrade all crosswalks on arterial roads to the higher standard of overhead illuminated pedestrian crossing signs with pedestrian-actuated yellow flashers. The following joint City and RCMP initiatives would be launched at the start of Traffic Safety Awareness Week in a co-ordinated effort to raise awareness of and driver compliance at the special crosswalks. These supplemental activities would be in addition to the increased presence and enforcement of traffic regulations in school zones and along corridors in the vicinity of schools by Richmond RCMP and City Bylaw and the monitor and display traffic speeds in school zones by local Speed Watch groups.

4.1 Education Initiatives

The focal education initiative is the production and distribution of a new brochure (see Attachment 1) that highlights the responsibilities of pedestrians and motorists when the crosswalks are in use. The "Special Crosswalks: A Guide for Drivers and Pedestrians" brochure is intended to educate pedestrians on the correct use of special crosswalks and provide general safety tips when using any crosswalk. With respect to motorists, the brochure is intended to increase driver compliance at crosswalks by emphasizing the correct driving behaviour when approaching and stopped at crosswalks.

The brochure will be distributed to all City facilities (e.g., City Hall, community centres and libraries), shopping malls, local Autoplan insurance brokers and driving schools, and the Motor Vehicle Branch and ICBC Claim Centre. An advertisement will also be placed in the City Notice Board of the *Richmond News* to announce the new brochure and identify where copies of the brochure can be obtained. The brochure will also be posted on the City's web site.

4.2 Enforcement Initiatives

During Traffic Safety Awareness Week, Richmond RCMP would undertake increased enforcement at selected crosswalks and intersections as well as provide enhanced enforcement on weekends through its criminal driving behaviour and CounterAttack programs with the assistance of the Richmond Citizens Crime Watch Patrol.

5. Street Banners

ICBC has proposed to provide a number of street banners (see Attachment 2) free of charge to the City as public service announcements to promote traffic safety in the community. The agency has undertaken similar initiatives in Delta, Burnaby, Surrey and Maple Ridge. ICBC would supply a maximum of 18 banners that would be mounted in high crash locations and/or in the vicinity of school zones based on input from staff from the Transportation and Parks Departments and Richmond RCMP. For the first time under this municipal/ICBC partnership initiative, the bottom of the banners would display the logos of the City of Richmond, Richmond RCMP and ICBC. The banners would be mounted in late February and remain in place until the end of September 2003, after which they would become the property of the City and be available for re-use annually. The banners would not only help promote Traffic Safety Awareness Week initiatives but also create public awareness of high crash locations and provide a longer term reminder to drive safely. The proposal also complements Richmond's past practise of working in partnership with the community and business for neighbourhood beautification.

5.1 Proposed Locations

In consultation with the Parks Department and Richmond RCMP, the following potential locations have been identified:

- Cambie Road and No. 5 Road – this intersection is a high crash location in the city;
- Williams Road and No. 4 Road – the location is near McNair Secondary School;
- Granville Avenue and Railway Avenue – Burnett Secondary School is adjacent to the site;
- Blundell Road between Gilbert Road and No. 2 Road – to be placed in the vicinity of Blundell Elementary School; and

- No. 4 Road and Alderbridge Way – this site is a gateway into the city where motorists transition from higher speed highway driving conditions to an urban environment with a lower speed limit.

The banners would be mounted on three consecutive light poles on both sides of the street, if possible. Exact locations would be determined based on site specific characteristics (e.g., presence of hardware, street trees, etc).

5.2 Enabling City Policy

The areas proposed for the banner displays are located outside of the City Centre. The City of Richmond Policy #7703 (Attachment 3) provides the following policy direction:

“4. Outside City Centre

For banner displays in other areas outside City Centre, consideration will be based in part on:

- (a) how banners will contribute to and enhance the distinct character of the area;*
- (b) whether display of the banners is consistent throughout the area; and*
- (c) the geographic coverage proposed by the applicant being satisfactory to the City.”*

5.3 Examples of Similar Street Banner Sponsorship Initiatives

The ICBC traffic safety street banner proposal complements five recent corporate-sponsored and/or recycled street banner initiatives within the city:

- Telos Technologies: sponsorship and provision of hardware for 38 street banners along Jacombs Road in East Richmond in 2001;
- Progressive Construction: on-going financial sponsorship of recycled street banners from previous years community competitions, the supply of hardware and the annual financing for the installation/removal of banners outside the City Centre on Barnard Drive in Terra Nova;
- Royal Bank: sponsorship of street banners along Minoru Boulevard to recognise the 1999 United Nations International Year of Older Persons. Banner tail flags recognised the Royal Bank as a ‘proud sponsor’;
- Asia International Services Corporation (AIC): sponsorship of street banners along No. 3 Road, Hazelbridge Way and Cambie Road in 1998/99. Banner tail flags recognised AIC as a ‘proud sponsor’; and
- Steveston Village: annual recycling of City Centre street banners along Moncton Street and Bayview Street in Steveston.

6. Publicity and Awareness Activities

The following events are planned to raise public awareness of Traffic Safety Awareness Week and the school, education and enforcement activities being undertaken to promote traffic safety within the community:

- Campaign Launch – City-organized event at a local high school to launch Traffic Safety Awareness Week on Monday, March 3rd. Potential participants to be invited include local high school students involved in traffic safety activities (e.g., CARS BC members) and

representatives from City Council, RCMP, ICBC and the Richmond District Parents Association. This event would announce the week-long campaign, highlight increased RCMP enforcement during the week, announce the new City brochure on special crosswalks, and unveil the new street banners that promote traffic safety.

- Notice Board Ad – placement of advertisement in the City Notice Board of the *Richmond News* announcing the campaign and the new City brochure on special crosswalks.
- Press Releases – separate press releases by the City, RCMP and ICBC to raise awareness of the campaign launch on Monday, March 3rd, “Walking Yellow Wednesday” on March 5th and the various additional activities during the week.
- “Walking Yellow Wednesday” – the press releases will encourage television and radio coverage of the kick-off day at Grauer Elementary School. The principal of the school will invite Mayor and Councillors to participate in the event and players with the Richmond Sockeyes have been requested to attend the event.

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 have no direct financial impact to the City. Printing costs for 2,500 colour copies of the special crosswalk brochure are estimated at \$875. ICBC would provide the street banners at no cost (which have an estimated value of \$1,800) and City costs would be limited to the banner pole hardware (if required) and labour costs associated with the installation of the street banners, both of which would be cost-shared 50/50 with ICBC. The City’s share of these costs is estimated at \$900 and may be reduced depending on the availability of existing hardware at the proposed locations. Both the banner installation costs and the cost of the brochure printing would be funded from the Neighbourhood Traffic Safety Enhancement Program, subject to Council approval of the 2003 Capital Plan.

Conclusion

Traffic safety education is a cornerstone of the City’s strategy to enhance traffic safety around schools. The 2003 Traffic Safety Awareness Week campaign (March 3-7, 2003) is a proactive program intended to educate elementary and secondary school 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 the distribution of a new brochure highlighting the responsibilities of pedestrian and motorists when using special (or any) crosswalks, increased enforcement activities by Richmond RCMP and installation of ICBC-sponsored street banners that promote safe driving. Staff therefore request that Council endorse the 2003 Traffic Safety Awareness Week campaign, the distribution of the “Special Crosswalks: A Guide for Drivers and Pedestrians” to all City facilities and various organizations in Richmond and the installation of street banners promoting safe driving at various locations throughout the city.



Joan Caravan
Transportation Planner

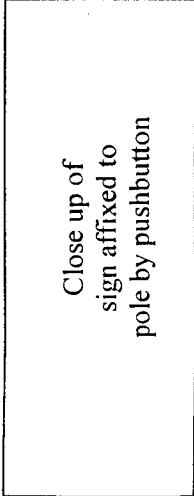
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Rules for Pedestrians

When using a special crosswalk as a pedestrian, you should follow the procedures noted below:

1. (Insert pointed finger) Press the button to activate the flashing yellow lights. The strobe lights indicate that the yellow lights are flashing.
2. (Insert extended hand icon) Hold your hand out to indicate your intent to cross the street.
3. (Insert eye icon) Look left, right and left again and always make eye contact with drivers of approaching vehicles. Make sure the driver has seen you and has committed to stopping in advance of the crosswalk.
4. (Insert stop icon) Make sure all vehicles are stopped before stepping out on the roadway. Before you enter each traffic lane, check for on-coming traffic before completing the crossing.

5. (Insert caution icon) The flashing yellow lights do not grant you protection to cross. **The best protection is to use caution while crossing and not to assume all cars will stop for you.**



Signage at each special crosswalk illustrates the proper procedure for pedestrians.

(Insert light bulb icon) **Drivers should remember:**

- It is the law that drivers must yield to pedestrians crossing the street at a marked crosswalk or intersection, even if the intersection does not have specific pavement markings, signs, flashing light and/or a traffic signal.

(Insert light bulb icon) **Pedestrians should remember:**

- Although the law states that pedestrians have the right of way at marked crosswalks and intersections, protect yourself by paying attention to traffic control and approaching cars when crossing.
- Always use a marked crosswalk where available even if you have to walk further.

For further information, please contact:

City of Richmond
Transportation Department
604-276-4032

Richmond RCMP
Traffic Section
604-278-1212

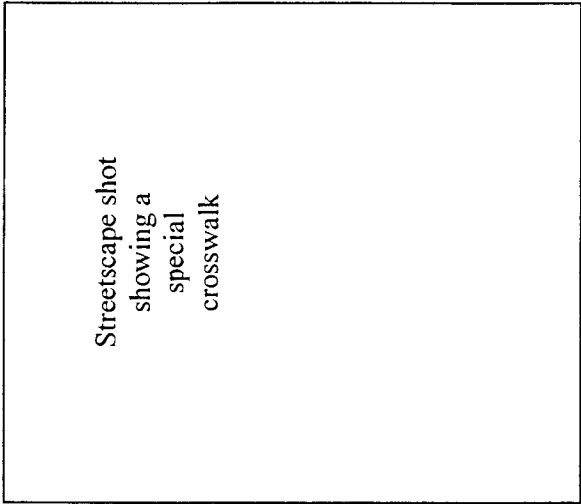
ICBC
Road Safety & Loss Prevention
604-507-3619

This information is also available on the City's web site at:
www.city.richmond.bc.ca

Nothing in this brochure affects the applicability of the Motor Vehicle Act.

What to do at

Special Crosswalks

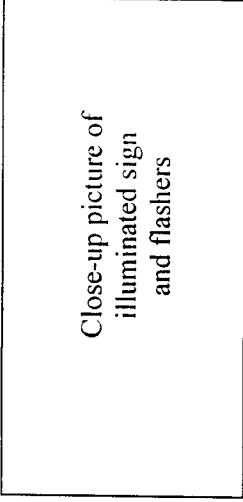


A Guide for Drivers and Pedestrians



City of Richmond
Transportation Department

What are Special Crosswalks?

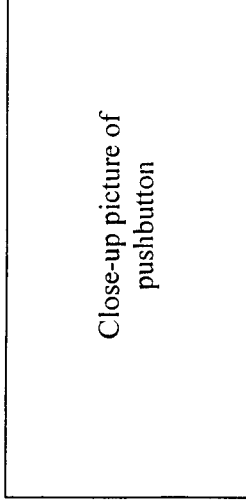


A special crosswalk is a traffic control device with pedestrian-activated overhead flashing yellow lights and downward lighting designed to do two things:

- to draw the attention of drivers to the presence of a crosswalk ahead, and
- to assist pedestrians in crossing the street by increasing their visibility.



Since 1997, these special crosswalks have become a new standard for crosswalks on main streets throughout Richmond. Similar devices are also in use in other Lower Mainland municipalities.



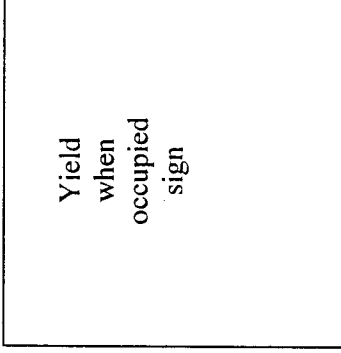
The flashing yellow lights are activated by a pedestrian pushing a button at the curb. These flashing lights are timed to stay on long enough to allow pedestrians to cross the street.

Special crosswalks in Richmond also have strobe lights visible to pedestrians to indicate that the overhead yellow lights are flashing.

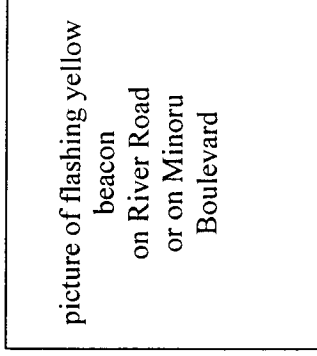
Advance Warnings

Some special crosswalks in the city have advance warning signs or lights to alert approaching drivers.

The "Yield When Occupied" sign reminds drivers to yield to pedestrians when the crosswalk is occupied.



Special crosswalks on some curved streets have a **flashing yellow beacon** placed in advance to warn drivers that a pedestrian has pushed the button to cross the street.



Examples of these advance yellow beacons can be found at special crosswalks on:

- Minoru Boulevard across from Richmond Centre Mall, and
- River Road at Hollybridge Way.

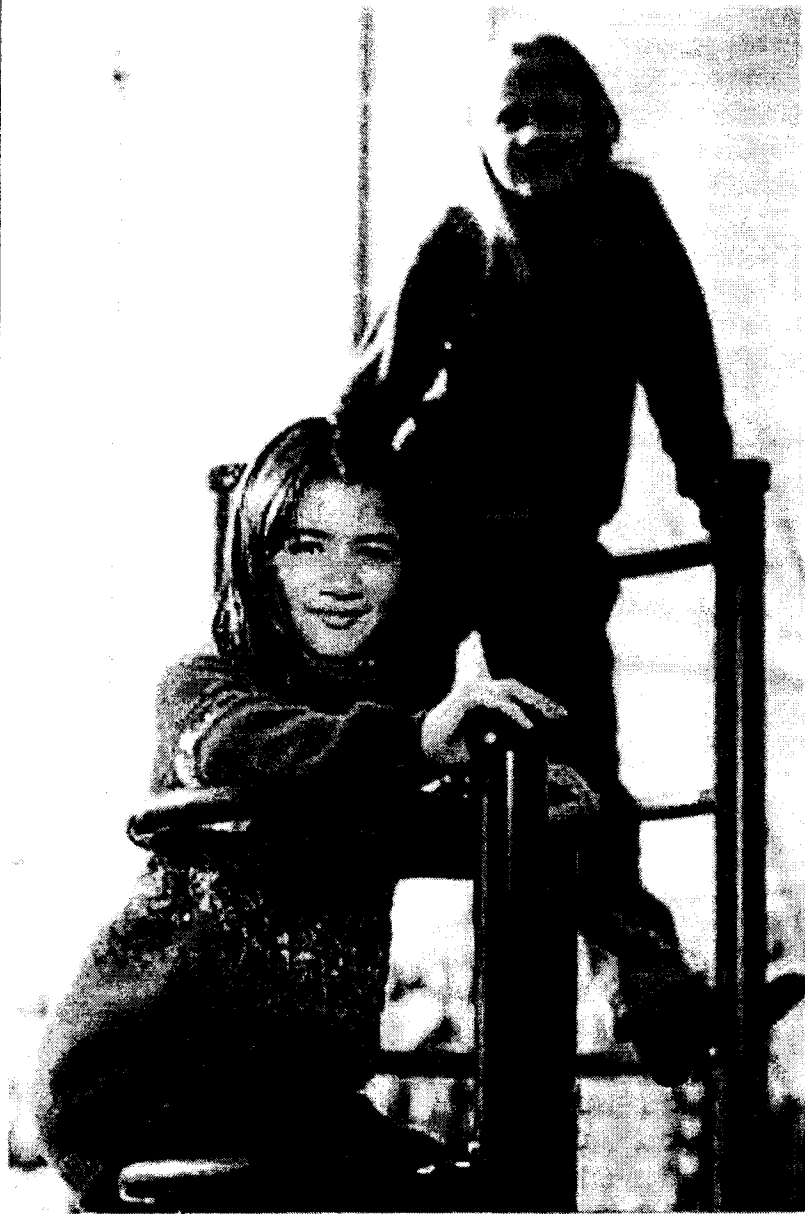
Rules for Drivers

When approaching a special crosswalk as a driver, you must observe the following rules:

- (Insert warning icon) Watch for pedestrians and stopped vehicles ahead at all times when approaching crosswalks, especially when visibility is poor. Always be prepared to stop.
- (Insert stop icon) You must stop for pedestrians at crosswalks, regardless of whether or not the flashing yellow lights are active.
- (Insert stay clear icon) If you are the first car to stop at a crosswalk, stop at least one car length back of the crosswalk or at the near side of the intersection so pedestrians can be seen from an approaching motorist in the next traffic lane.
- (Insert do not pass icon) Do not pass other vehicles that are stopped for pedestrians.
- (Insert wait icon) Wait until all pedestrians have crossed the centre line of the street to the other side and no other pedestrians are approaching before proceeding.

(Insert \$ icon) The fine for failing to yield to pedestrians in a crosswalk is \$144 plus 3 driver penalty points.

(Insert \$ icon) The fine for passing a vehicle yielding to pedestrians is \$144 plus 3 driver penalty points.



**KEEP OUR FUTURE
SAFE...PLEASE
SLOW DOWN**



City of Richmond



**POLICY 7703:**

It is Council policy that the following shall be considered the City's policy on sponsorship of Street Banners, and such policy shall be reviewed on an annual basis:

1. Who May Apply

Any interested party may apply to sponsor street banners although the City reserves the right to refuse any application.

2. Selection & Review

Applicants will apply to the City with their proposals indicating which banners and the number of banners they wish to sponsor, including banner designs if applicable. Staff will review submissions and forward appropriate applications to Council for approval. In the event there are conflicting applications for sponsoring street banners, staff recommend that the City review the applications on a first-come, first-served basis and reserve the right to refuse any application. The City will also reserve the right to limit the number of banners one applicant can sponsor at one time, and reserve the right to limit the length of time a promotional banner can be displayed. Each successful application should be reviewed at the end of the previously-agreed-upon sponsorship period.

3. Type of Sponsor Recognition

In exchange for sponsorship money, sponsors will have their name printed on community banners, or on a sponsorship flag affixed at the bottom of community banners.

4. Banner Location**City Centre**

Applicants may request specific locations for the placement of their sponsored banners. The winning street banners from the annual Richmond Street Banner Contest will be used for all areas within City Centre. The number and location of community banners which will have sponsors' names imprinted on them, or sponsorship flags, will be determined when applications are reviewed by staff.



Outside City Centre

For banner displays in other areas outside City Centre, consideration will be based in part on:

- (a) how banners will contribute to and enhance the distinct character of the area;
- (b) whether display of the banners is consistent throughout the area; and,
- (c) the geographic coverage proposed by the applicant being satisfactory to the City.

5. ***Design***

City Centre Banners

For the community banners submitted through the Richmond Street Banner Contest, the sponsors' name would appear on the banner in a type face, size, and location consistent with standards established by the City.

Banners Outside City Centre

Richmond Street Banner Contest winners will not be used for areas outside the City Centre. Banners from previous years, non-award-winning banner designs from the Contest or banners of a different design altogether may be used outside the City Centre. Designs would be approved by Council.

6. ***Cost to Sponsor***

Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware--if not already in place--and removing and replacing hardware and banners which are damaged.

(Community Services Division)