



To: Public Works and Transportation Committee **Date:** January 4, 2021
From: Lloyd Bie, P.Eng.
Director, Transportation **File:** 01-0100-30-TSAD1-01/2021-Vol 01
Re: Traffic Safety Advisory Committee - Proposed 2021 Initiatives

Staff Recommendation

1. That the proposed 2021 initiatives for the Traffic Safety Advisory Committee, as outlined in the staff report titled "Traffic Safety Advisory Committee - Proposed 2021 Initiatives" dated January 4, 2021 from the Director, Transportation, be endorsed; and
2. That a copy of the staff report titled "Traffic Safety Advisory Committee - Proposed 2021 Initiatives" be forwarded to the Richmond Council-School Board Liaison Committee for information.

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Bylaws	<input checked="" type="checkbox"/>	<i>bl per Joe Erceg</i>
Fire Rescue	<input checked="" type="checkbox"/>	
RCMP	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: MO	APPROVED BY CAO

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 and adjacent roadway concerns, neighbourhood traffic calming requests and traffic-related education initiatives. This report summarizes the Committee's activities in 2020 and identifies proposed initiatives for 2021.

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 2020

While the Committee did not meet in 2020, the member agencies collectively participated in the following measures aimed at improving the safety of Richmond roads for all users, particularly in school zones.

- *In-Street Markers in School Zones:*
Installation of in-street signs in the following two school zones to advise motorists of the reduced speed limit (Figure 1):
 1. Lynas Lane at Blair Elementary School
 2. General Currie Road at General Currie Elementary School

The in-street placement of the signage effectively narrows the roadway and



Figure 1: In-Street Marker on Lynas Lane

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, Vancouver Coastal Health, and the City's Transportation and Community Bylaws Departments.

provides additional notification to motorists, thereby modifying driver behaviour and encouraging drivers to slow down.

- *School Zone Traffic Safety*: Traffic safety concerns at various schools across the city were reviewed and addressed. 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.

The issues were addressed by a variety of measures, each tailored to the specific site conditions at the school. For example, following a request from a local resident, an improved pick up/drop off area was established on Forsyth Crescent at Thompson Elementary School and Gibbons Park (Figure 2).



Figure 2: Pick up/Drop off Area at Thompson Elementary School and Gibbons Park

Community Bylaws and Richmond RCMP regularly provide coordinated enforcement in school zones. Other typical on-going measures include the deployment of Speed Watch volunteers and clearing of vegetation to improve sightlines at crosswalks.

- *Community Requests for Traffic Calming*: Assessment of and consultation with local residents regarding potential traffic calming measures to address speed-related concerns followed by implementation where warranted and supported. Through this process, speed humps were installed on McLean Avenue to enhance road safety around the neighbourhood park. Traffic studies were consultation was completed in 2020 for the planned implementation of speed humps in Spring 2021 on Monteith Road (two speed humps) and Shell Road East south of Williams Road (three speed humps, two of which will be raised crosswalks).
- *Traffic and Signal Operations*: Traffic cameras were added at 12 signalized intersections (for a total of 95 intersections) to optimize traffic operations and provide real-time photos to the public via the City's website. Ten signalized intersections were improved to include overhead LED street name signs to enhance intersection visibility. A further 10 intersections were upgraded with UPS (uninterrupted power supply) to provide continuous power in the event of an outage. The Blundell Road-No. 5 Road intersection was upgraded to include left-turn arrows to improve traffic operations and traffic safety.
- *Temporary Road Changes in Steveston Village*: Implemented in Summer 2020 to provide increased space for physical distancing per public health guidelines related to the COVID-19 pandemic, with the addition of supplementary signage, electronic display boards, wayfinding kiosks, and planters.

- *Speed Reader Boards*: Temporary installation in Summer 2020 of three speed reader boards on No. 1 Road (southbound), Bayview Street (westbound) and First Avenue (northbound) to enhance road safety within Steveston Village, which is a 30 km/h zone (Figure 3). 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, which encourages driver compliance. The devices also record traffic volumes and speeds that in turn help inform Richmond RCMP enforcement efforts.
- *Network Screening Study*: Initiated implementation of the recommended short-term improvements to improve traffic safety at the top 20 collision prone intersections with substantial completion anticipated in the first quarter of 2021.



Figure 3: Speed Reader Board on First Avenue

Traffic and Pedestrian Safety Campaigns in 2020

The Committee participated in the following ICBC- and Richmond RCMP-led road and pedestrian safety campaigns in 2020, which were reduced in number vis-à-vis 2019 due to the COVID-19 pandemic. Health protocols were followed including completion of a screening form by volunteers and RCMP officers to confirm fitness for work, physical distancing, and the use of masks, hand sanitizer, and gloves.

- *Pedestrian Safety*: In October, 16 Richmond RCMP officers and 18 community police volunteers conducted a total of four pedestrian safety education and enforcement campaigns that involved the distribution of 4,200 reflectors and proactive engagement with pedestrians (Figure 4). Tongs and a tray were used for handing out the reflectors. Locations focused on Canada Line Stations (Richmond-Brighouse, Bridgeport and Lansdowne) and the Minoru Centre for Active Living.



Figure 4: Pedestrian Safety Campaign

- *Distracted Driving*: As part of this campaign that is conducted year-round, Richmond RCMP officers and community police volunteers conducted two “Cell Watch” blitz days in March and two in September that included a total of six deployments (comprising 27 RCMP officers and 33 volunteers) who collectively checked 19,736 motorists. Targeted locations in March included Steveston Highway (Shell Road-Highway 99), Alderbridge Way-Hazelbridge Way, Garden City Road-Cook Road, and No. 3 Road-Lansdowne Road. Locations in September

featured No. 3 Road in the City Centre (at Ackroyd Road and at Lansdowne Road). A total of 44 violation tickets were issued.

Proposed Traffic Safety Activities for 2021

The Committee will resume meeting online in January 2021. 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 2021.

- *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 upgrading crosswalks to improve pedestrian safety.
- *Discouraging Vehicle Speeding*: Continue to jointly work on initiatives to curb vehicle speeding in the community. Pending Council approval to lower the speed limit to 30 km/h on Ferguson Road, a speed reader board will be installed in the first quarter of 2021 for westbound traffic on this street to support these efforts and complement Richmond RCMP enforcement activities.
- *Network Screening Study*: Review and provide comment on the recommended medium- and long-term improvement measures to enhance road safety at the top 20 collision prone intersections in Richmond (Attachment 1).
- *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, community consultation, 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 2021 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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Att. 1: Top 20 Collision-Prone Intersections in Richmond

Top 20 Collision-Prone Intersections in Richmond

