



**To:** Public Works and Transportation Committee      **Date:** December 23, 2014  
**From:** Victor Wei, P. Eng.  
Director, Transportation      **File:** 01-0100-30-TSAD1-01/2014-Vol 01  
**Re:** **Traffic Safety Advisory Committee – Proposed 2015 Initiatives**

**Staff Recommendation**

1. That the proposed 2015 initiatives for the Traffic Safety Advisory Committee, as outlined in the report from the Director, Transportation, be endorsed.
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)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Bylaws Fire Rescue RCMP	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	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 currently has representation from the following groups: Insurance Corporation of BC (ICBC), Richmond School District, Richmond RCMP, Richmond Fire-Rescue, and the City's Transportation and Community Bylaws Divisions.<sup>1</sup> This report summarizes the Committee's activities in 2014 and identifies proposed initiatives for 2015.

### Analysis

The Committee's major activities and accomplishments in 2014 are summarized below.

#### Road and School Zone Safety Initiatives in 2014

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.

- Maple Lane School – Pilot Traffic Calming Measure on Tweedsmuir Avenue: While a traffic speed study in the school zone on Tweedsmuir Avenue confirmed the need for traffic calming measures, local residents did not support the implementation of speed humps. The Committee investigated alternative measures and received a presentation on street-mounted school zone vehicle speed limit signs or “pedestrian zone markers.” The placement of the device narrows the roadway, thereby modifying driver behaviour and encouraging drivers to slow down (see Figure 1). Compared to speed humps, there is no impact to response times for emergency services and no vibration to adjacent properties. If struck by a vehicle, the marker folds down upon impact then returns to its initial upright position. The device is



Figure 1: Pedestrian Zone Marker on Tweedsmuir Ave

<sup>1</sup> The Committee has been without a representative of the Richmond District Parents Association (RDPA) since July 2009. Staff have made several requests for a new member to Richmond School District staff as well as the Council-School Board Liaison Committee. As staff recognize that a volunteer parent may find it challenging to attend TSAC meetings, staff have advised the RDPA that individual Parent Advisory Committee (PAC) members are welcome to attend TSAC meetings to discuss any school-related traffic safety issues.

designed to resist any impact, even when struck by a vehicle at over 80 km/h. The traffic calming measure has been adopted by several municipalities in Eastern Canada with impressive results.

The devices were installed on Tweedsmuir Avenue in early June 2014 and kept in place until the end of the school year, following which they were removed for the summer break. While the intent was to conduct a traffic study during that time to determine the effectiveness of the measures, typical traffic patterns were disrupted on the street during this time as the school was closed for much of the period due to the labour dispute between the Province of BC and the BC Teachers Federation. The pedestrian zone markers were re-installed on Tweedsmuir Avenue in Fall 2014 and a traffic study will be conducted in early 2015 to determine the before/after impacts. If the post studies show a reduction in vehicle speeding, staff will consider the measure for other locations.

- *Anderson School – Proposed Traffic Calming on Alberta Road:* in response to concerns regarding motorist speeding during school hours as identified by the principal of Anderson Elementary School on Alberta Road, the Committee discussed potential traffic calming measures within the school zone, given that a traffic study along Alberta Road confirmed a speeding issue. Pending the early results of the traffic study to be conducted on Tweedsmuir Avenue, the installation of pedestrian zone markers will be considered for this location.
- *Brighthouse School – Proposed Traffic Calming Measures on Azure Road:* the Committee discussed potential traffic calming measures within the school zone, as a traffic study confirmed a speeding issue. Similar to Alberta Road, the installation of pedestrian zone markers will be considered for this location pending the early results of the traffic study to be conducted on Tweedsmuir Avenue.
- *Traffic Calming in Burkeville:* the Committee discussed potential measures for the Burkeville area in light of residents' concerns regarding motorist speeds and clarity of right-of-way at uncontrolled intersections. As a result, a number of stop signs were installed at T-intersections in 2014 and, as approved by residents via a survey, speed humps are planned on Catalina Drive (fronting the park) and Wellington Crescent (fronting Sea Island School) in 2015.

#### Traffic and Pedestrian Safety Campaigns in 2014

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

- *Distracted Driving & Speeding:* ICBC in partnership with the Richmond RCMP conducted traffic education and enforcement campaigns in Richmond focusing on distracted drivers (February 6 and 25, 2014) and speeding (May 8, 2014).
- *“Project Swoop”:* a targeted vehicle speed watch and traffic enforcement campaign was held on May 22, 2014 throughout the Lower Mainland involving ICBC and RCMP. The campaign included locations in Richmond.
- *“S.L.O.W.” Flash Mob:* as part of annual pedestrian safety campaigns held each Fall-Winter in the city, a special “flash mob” event was held on October 30, 2014 at the intersection of

No. 3 Road and Saba Road to further heighten awareness regarding pedestrian safety. The co-ordinated event involved staff and members of ICBC, Richmond RCMP, Richmond Fire-Rescue, the City of Richmond, BC Ambulance Service, TransLink Transit Police, and a number of community organizations dancing to the song “Stayin’ Alive” and promoting the message of “Stop, Look, Observe, Walk” (S.L.O.W.). Following the event, participants distributed reflectors to observers and passers-by to further enhance and promote pedestrian safety through education and awareness (see Figures 2 and 3).



**Figure 2: Flash Mob Participants**



**Figure 3: RCMP Distributing Reflectors**

#### Proposed Traffic Safety Activities for 2015

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 2015.

- *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.
- *Pedestrian & Traffic Safety Campaigns*: continue to support and participate in on-going multi-agency efforts to increase the level of pedestrian and traffic safety, such as annual campaigns held by ICBC and Richmond RCMP.
- *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 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.

- Richmond Parking Advisory Committee: provide input to this Committee as required, as some items may have traffic safety implications (e.g., changes to on-street parking regulations).

### **Financial Impact**

None. 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.

### **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.



Joan Caravan  
Transportation Planner  
(604-276-4035)  
(on behalf of the Traffic Safety Advisory Committee)