

March 5, 2018

Secretary, SPC on Transportation

**Re: 2017 Annual Report – Traffic Safety Committee
(File No. CK. 430-59)**

The mandate of the Traffic Safety Committee is to provide advice to City Council on policy matters relating to traffic safety. The Committee reports to City Council through the Standing Policy Committee on Transportation. The Committee also provides education and awareness programs relating to traffic safety.

The Traffic Safety Committee membership for 2017 was as follows:

Councillor Sarina Gersher
Mr. Joseph Chan, representing SGI – Traffic Safety Promotion Division
Mr. Ken Claffey, representing the Board of Education for Saskatoon Public Schools – Driver Education
Mr. David Cook, representing the general public
Mr. Warren Gherasim, representing the general public
Mr. Brock Girling, representing the Trucking Industry
Mr. Doug Hingston, representing the general public
Sergeant Dean Hoover, representing the Saskatoon Police Service – Traffic Division
Ms. Cora Janzen, representing the Saskatoon Health Region
Mr. Ahsan Kamboh, representing the general public
Mr. Carl Kuhnke, representing the general public (January – July 2017)
Mr. Al Reichert, representing the Saskatoon and District Safety Council
Mr. Steve Shannon, representing the Board of Education for Saskatoon Public Schools – School Community Council Assembly

REPORT**Summary of Activities for 2017**1. Traffic Safety Education and Awareness

The Committee created short public service ads with a school zone safety theme as the primary 2017 education and awareness activity. The “Do You See Me?” campaign ran at specific times of day (7:45 – 8:45 am and 3:00 – 4:00 pm) during September when children were going to and from school. The ads utilized children and youth’s voices indicating they were actively getting to school (e.g., riding bike, crossing the crosswalk)

and asked the oncoming motorist 'do you see me?' This was followed by an adult voice delivering key messages that motor vehicle collisions are a leading cause of injury, be alert and patient while driving and for motorists to do their part to keep children and youth safe on their way to and from school. Comments received by Committee members indicated the ads were well received.

2. Process & Content Knowledge

The Committee received presentations from Chris Schulz, Growth Plan Manager, Community Services Department and Jay Magus, Transportation Engineering Manager, Transportation & Utilities Department on the Growth Plan and Active Transportation Plan respectively. The purpose was to apprise the Committee on these foundational plans that will guide growth and multi-modal transportation modes as well as identify policy-level synergies with the Committee regarding traffic and/or transportation safety.

Transportation Engineering Manager Magus provided a subsequent presentation to the Committee on two City policies regarding the selection of intersections and corridors for studies and/or improvements. This assists the Committee membership in understanding the policy-level decisions made regarding intersection and corridor improvements so future policy advice (made by the Committee to the Standing Policy Committee on Transportation) is applicable and aligns with Administration's identified prioritization processes.

The Traffic Safety Committee received the following reports throughout the year from the Administration for information and discussion:

- Transportation 2016 Annual Report;
- Complete Street Design and Policy Guide;
- Neighbourhood Traffic Management—Feedback on Vertical Traffic Calming Devices; and
- Automated Speed Enforcement—Pilot Program Update.

The Committee identified an interest in learning more about Vision Zero and available members participated in a Canadian Association of Road Safety Professionals (CARSP) webinar regarding Vision Zero (February, 2017). Information was also shared with the Committee from the member who attended the CARSP conference regarding the subject.

3. Engagement Opportunities

Members of the Committee attended a Protected Bike Lane Demonstration Project Stakeholder meeting to discuss the project to date and to identify key concerns as well as benefits of the project. In addition, the Committee was represented at the City of Saskatoon's Vision Zero Starter Session.

A number of Committee members also participate in other committees, groups and/or processes that are related to traffic and/or transportation safety. This robust experience

and exposure adds value to the member's contributions to the Traffic Safety Committee as well as helps to inform possible opportunities and actions of the Committee for policy and education/awareness purposes.

During the 2018 City of Saskatoon committee recruitment process, CBC requested an interview regarding the experience of serving on a committee. The Committee Chair participated to highlight the role committee members play on a civic committee, the experience and the importance of residents engaging in civic processes.

4. Issues Identified by Committee Members

Throughout the year, the Committee identified a number of traffic safety concerns that the Administration reviewed and took appropriate action if required, as well as responding to the Committee.

- Snow removal in school zones inquiry to better understand the policy and to share that information back with concerned schools and parents when the issue arose again in the future (done through the Committee rep for Saskatoon Public School Division School Community Council Assembly).
- Unlicensed equipment on roadway. Invitation from Administration to participate in their discussion regarding slow moving vehicles/construction equipment on Circle Drive.
- The Committee forwarded a request they received to the Standing Policy Committee on Transportation to consider the installation of emergency lights in taxicabs which would indicate when a driver is in distress. The Standing Policy Committee on Transportation subsequently resolved that the information be received and referred to the Administration.
- A request to Administration to identify pedestrian safety themes arising through the Neighbourhood Traffic Review processes.
- NOTE: Any items brought forth on the agendas that did not have policy and/or education implications were shared with Administration for their consideration (as per their process for intake and prioritization). The Committee members were encouraged to use the customer service line as well as the website applications ('Report a Traffic Issue/Neighbourhood Traffic Concern' and 'Report a Pothole') for reporting these in the future.

Plans for 2018

The "Do You See Me?" media campaign was identified as a priority to continue in 2018. The Committee will be using the pedestrian safety themes identified through the Neighbourhood Traffic Reviews, collision data, SGI 2018 Traffic Safety Awareness Calendar and other applicable data and resources to identify the focus of the 2018 "Do You See Me?" campaign, as well as the timing. Consultation with Administration will occur to ensure that any transportation safety messages and campaigns align and complement theirs.

At the year's end, the Committee completed a reflective process to identify strengths, opportunities and strategies to achieve its mandate. The Committee will continue to keep

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abreast of relevant projects and engage in opportunities (e.g., Vision Zero and the Downtown All Ages and Abilities Network) as they pertain to traffic/transportation safety policy and/or education implications and to interact with the Standing Policy Committee on Transportation as warranted.

Yours truly,

A handwritten signature in black ink, appearing to be 'C. Janzen', with a long horizontal flourish extending to the right.

Cora Janzen, Chair
Traffic Safety Committee

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