



Pedestrian Safety Study & Action Plan

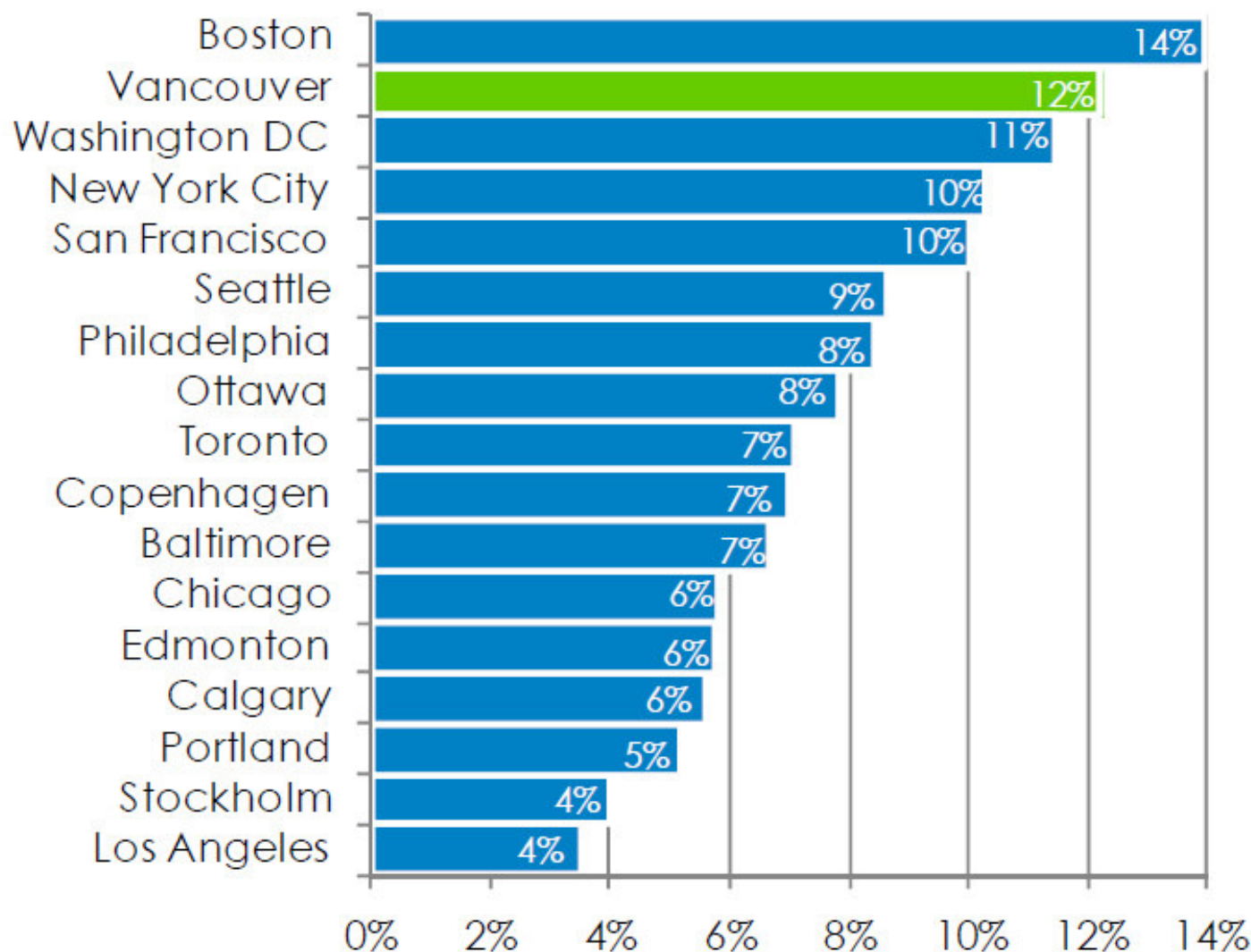


Study Objectives

1. Compare pedestrian safety in Vancouver to other cities
2. Analyse pedestrian collision data from ICBC and VPD for 2005 to 2010
3. Research and review safety measures
4. Identify areas of focus to improve pedestrian safety

Comparison to Peer Cities

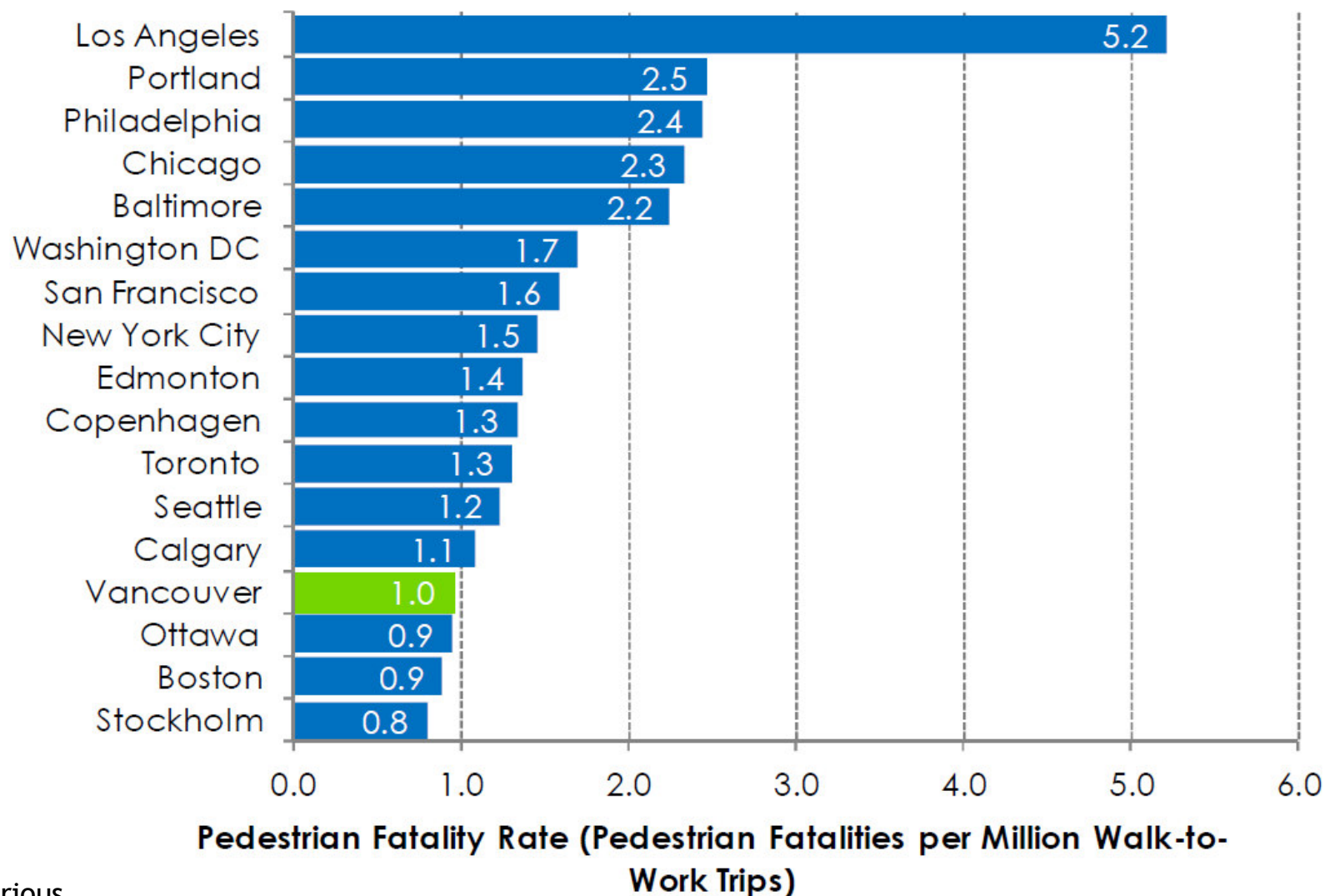
Walk Mode Share



Key Message 1:

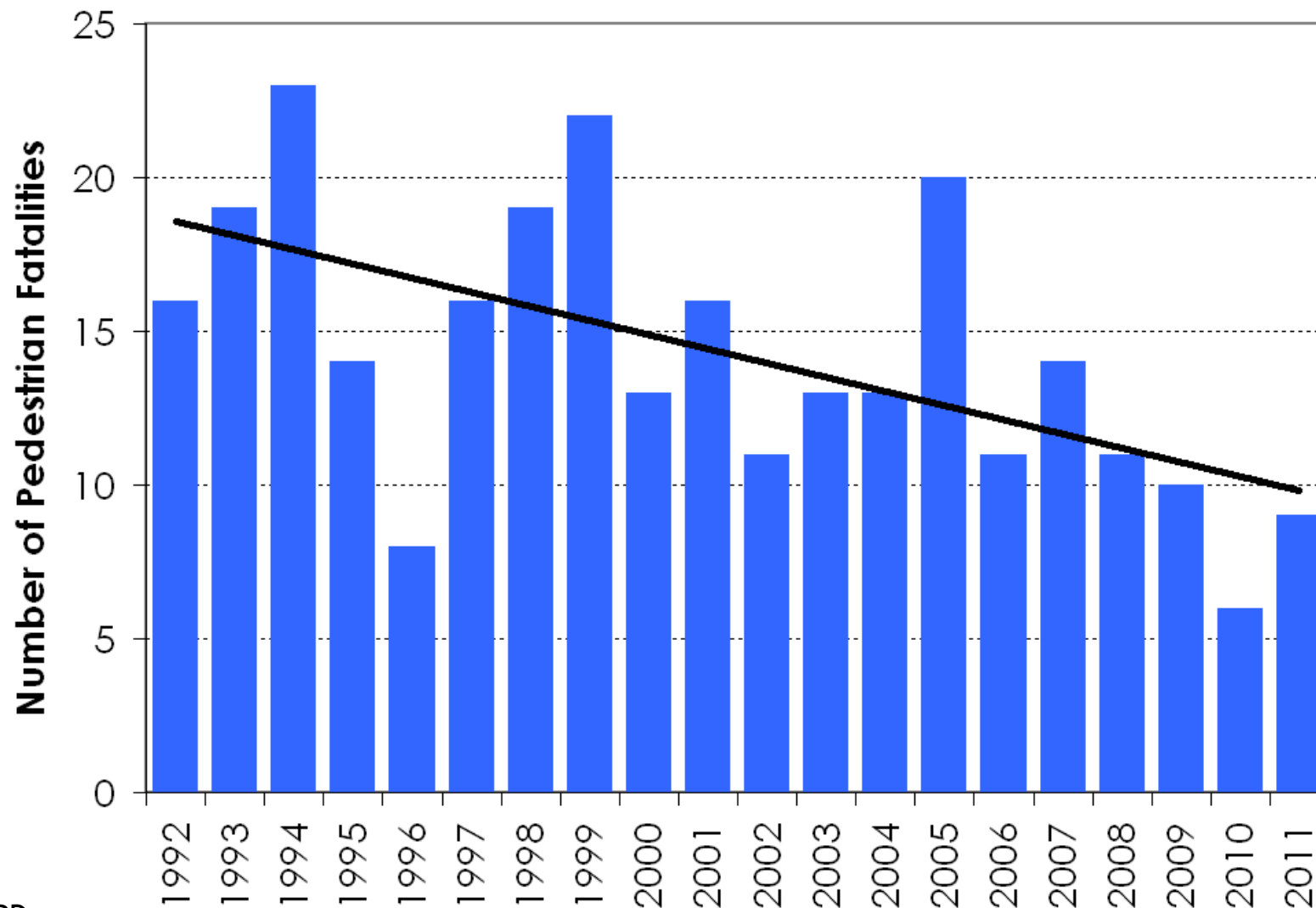
Vancouver fares well compared to peer cities

Pedestrian Fatalities per Million Walk-to-Work Trips



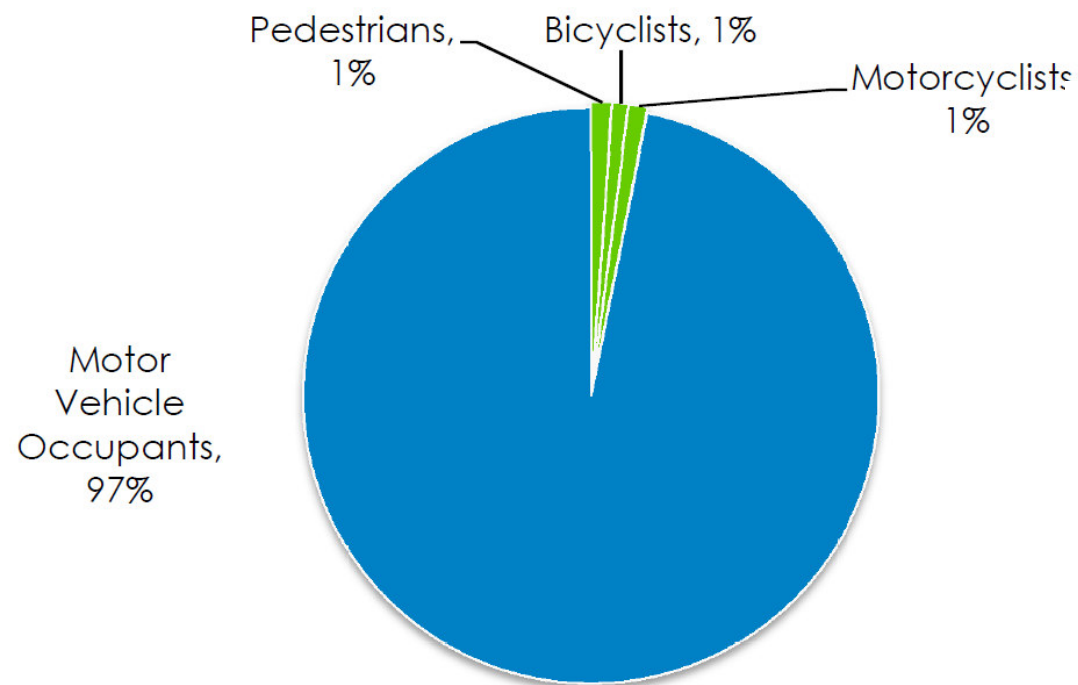
Key Message 2: Pedestrian safety is improving

Pedestrian Fatalities by Year

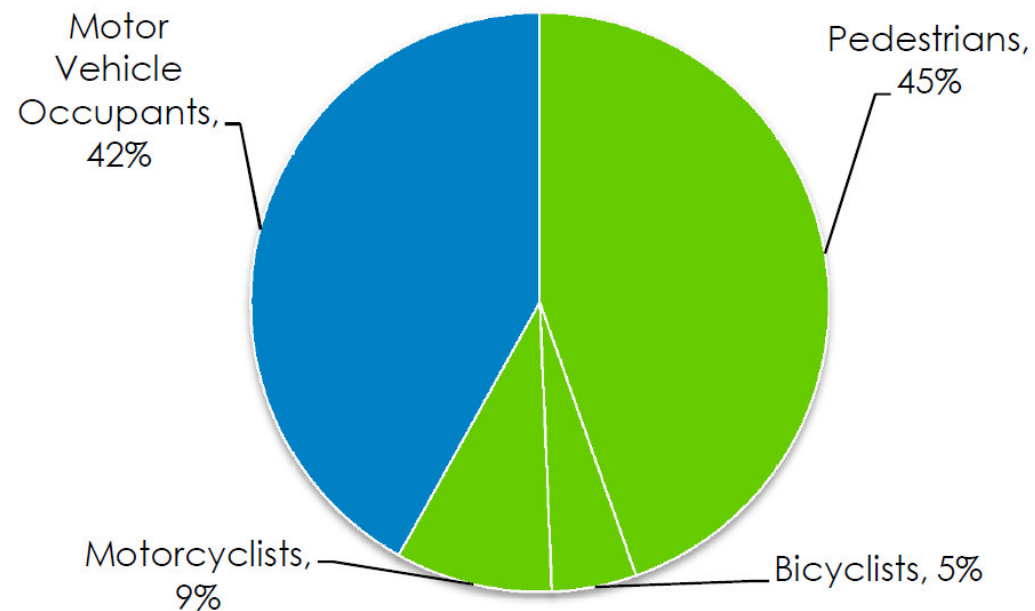


Key Message 3: Pedestrians are vulnerable

Traffic Collisions & Fatalities by Mode



Collisions

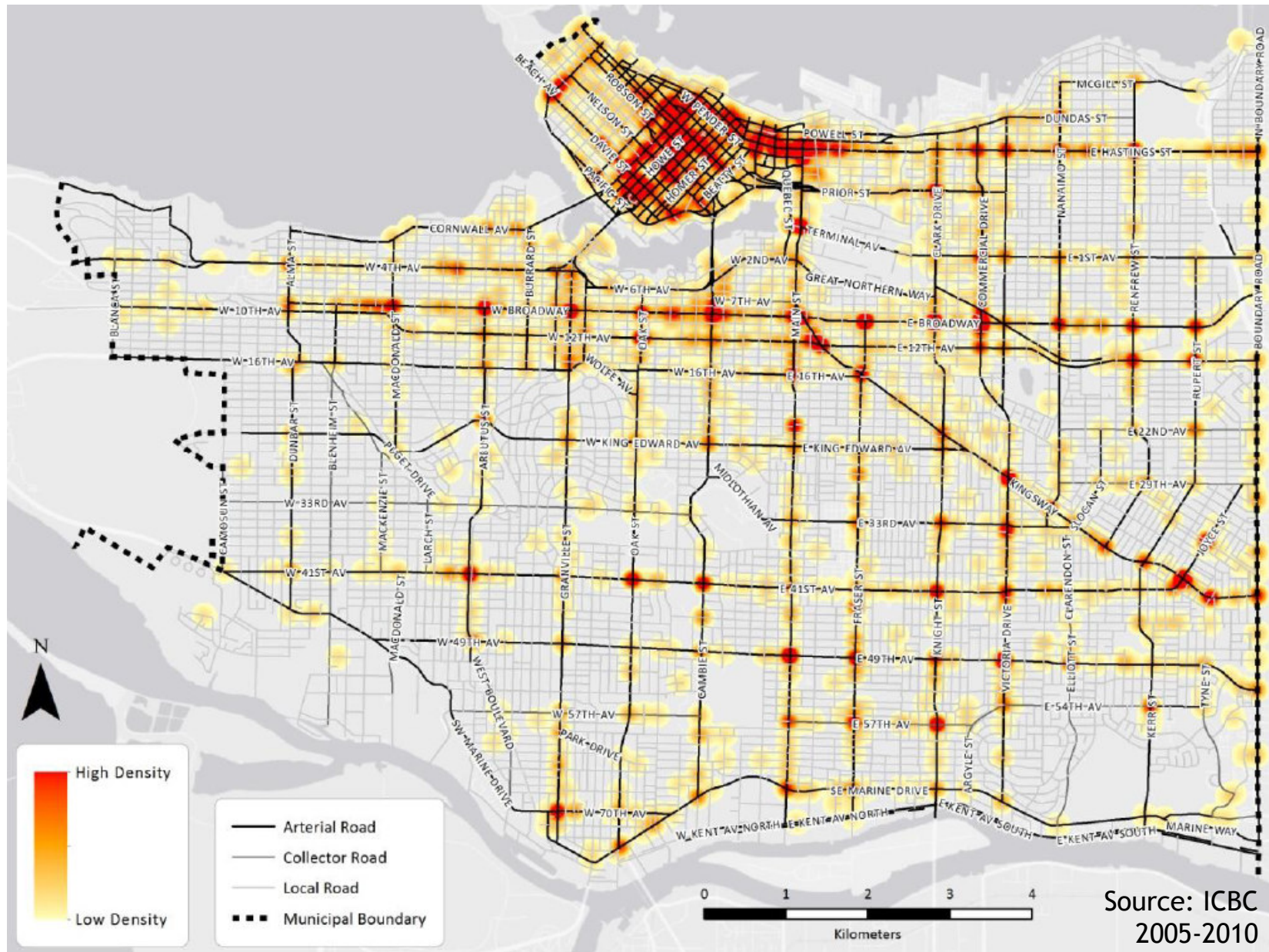


Fatalities

Key Issues

- WHO: Young adults & seniors
- WHEN: 3 to 8 pm & in hours of darkness
- WHERE: Busy intersections
- HOW: Conflicts with left and right-turning vehicles

Pedestrian Collision Locations



The 3 E's

- Education
- Enforcement
- Engineering

Key Education Actions

- Partner with other agencies on road safety awareness campaigns
 - Yield to pedestrians at intersections
 - Be more cautious in dark and rainy conditions
 - Respect the rules of the road
 - Pay attention!
- Educate children and youth on safe pedestrian behaviour
 - VSB's School Active and Safe Transportation Program
 - Add pedestrian safety to VFRS' Fire Safety House program

Key Enforcement Actions

- Focus VPD enforcement at:
 - Intersections with high pedestrian collisions
 - Intersections with high turning collisions
 - 3 to 8 pm
- Advocate for more intersection safety cameras (red light cameras)

Key Engineering Actions

- Upgrade lighting levels at intersections with high night-time collisions
- Upgrade crossing facilities in areas with high concentrations of seniors
- Upgrade intersections with high turning collisions

Measuring Success

- Continue to benchmark Vancouver against peer cities
- Continue to monitor pedestrian collisions and fatalities per year
- Conduct before/after evaluations where safety measures are implemented
- Review data regularly for new trends or ‘hotspots’
- Consider conflict analysis to assess ‘close calls’ at select locations

Next Steps

- Implement actions using existing budgets
- Use findings to inform long-term transportation plans
- Partner with other agencies to consolidate data and achieve synergies
- Monitor success