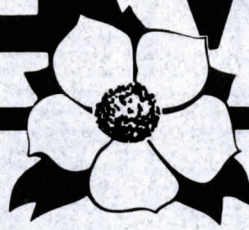


DISTRICT OF COQUITLAM NEWS



Traffic Safety

October 1990

Special Edition

New School Term Prompts Traffic Safety Awareness

With the 1990-91 school term just under way, Coquitlam RCMP are watching the driving behaviour of motorists travelling through school zones, marked crosswalks and intersections.

'Since it is the start of another school year, we expect motorists to take greater care than usual,' says Cpl. Bill Shumborski, a traffic accident analyst with the Coquitlam RCMP Detachment.

'Our members will be strictly enforcing speed limits and traffic regulations to ensure the safety of students—particularly new students.'

Drivers should be careful not to stop in or too close to crosswalks or in no-stopping zones, says Cpl. Shumborski.

And they should exercise caution when pulling alongside a vehicle stopped at an

intersection or crosswalk. Cpl. Shumborski points out that the other driver has usually stopped for a good reason, such as allowing a pedestrian to cross.

In recent years, as high as 56.5 percent of all Coquitlam traffic accidents occur at intersections.

'Based on the success of last year's intersection campaign, we will be closely monitoring intersections this fall,' adds the RCMP spokesman.

Later in the year, the increasingly successful CounterAttack program will swing into effect. Proof of the CounterAttack campaign's effectiveness can be seen in the fact that in 1989 the number of alcohol-related accidents was the lowest since 1977.

ICBC Traffic Safety Education

The Insurance Corporation of B.C. deals with the aftermath of most traffic accidents and tallies the cost in terms of dollars, injuries and lives cost.

But another facet of ICBC is traffic safety and accident prevention. In addition to the highly successful CounterAttack program, ICBC runs several education programs aimed at children and adolescents.

The On Our Way traffic safety program was designed by ICBC for primary grade children. It features a traffic safety book which addresses topics such as pedestrian

safety, traffic signs and signals, safety belts, passenger safety and bicycle safety. Participating students receive stickers to put in their Passport to Traffic Safety, once they have demonstrated understanding about various traffic safety skills.

The On Our Way program is recommended by the Ministry of Education as a resource for the Learning for Living section of the new elementary curriculum.

The Captain Click program teaches elementary children about the importance of



wearing seatbelts through teaching aids, songs and brochures.

Secondary school programs feature curriculum guides on safe driving and the dangers of drinking and driving, including a mock trial of an impaired driver.

Traffic accidents are the leading cause of death among British Columbians aged 16 to 20. Over 100 die in accidents every

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Message from Council

Children are precious. As school starts, traffic safety should be first and foremost in the minds of students and motorists alike.

Motorists should remember that for our younger students, this may be their first experience in crossing streets without a parent being there to assist.

Coquitlam is a 'safety aware' community. Individuals, parent groups, service clubs all contribute to improving our traffic safety environment. For instance, Coquitlam's Traffic Advisory Committee, made up of representatives of School District 43, the Royal Canadian Mounted Police, the Insurance Corporation of British Columbia and the District of Coquitlam, considers hundreds of safety items each year.

We congratulate our citizens and safety organizations on a job well done. This edition of the District newsletter is dedicated to the volunteers and professionals who know that traffic safety programs are not confined to the road. As our community awareness increases, so we recognize our individual obligation for safe driving habits.



Front row, left to right: Alderman Jon Kingsbury, Mayor Louis Sekora, Alderman Eunice Parker; back row, left to right: Alderman Dave White, Alderman Brian Robinson, Alderman Walter Ohirko, Alderman Bill LeClair

School District 43 Adopts 'Safe Route to School'

Making sure students get to and from school safely is a priority of many people, from parents and crossing guards to principals and traffic planners. In this regard, School District 43 is working with municipal authorities, the RCMP, ICBC and parent groups on a number of traffic safety initiatives.

The Safe Route to School program, the first of its type in B.C., provides parents with a map showing recommended routes to school and the locations of traffic and pedestrian signals and school crossing guards. Parents also receive guidance about advising children on 'how to' cross streets, operate a pedestrian signal, and walk on roadways without sidewalks. Safe Route to School materials are issued at the beginning of each school year.

The increase in the number of parents driving children to school has created traffic congestion problems and increased the risk of accidents in front of schools. All new schools must provide pupil drop-off facilities, designed to minimize conflicts between pedestrians, cyclists, and motorists.

The School District is upgrading drop-off facilities at existing schools in a prioritized order. Schools scheduled for upgrading this year are Alderson and Hillcrest elementaries.

The Coquitlam RCMP patrols at least one elementary school per day during the times in which children are walking to or from school. Each elementary school is patrolled at least once every three weeks. Schools with known incidents of traffic violation are patrolled more often.

Overhead crosswalk signs or pedestrian

signals are provided at all marked crosswalks on arterial roadways which are part of the Safe Route to School.

Adult crossing guards are employed to assist children at major arterial crossings. It is the School District's general policy to not provide adult crossing guards at signalized crosswalks. However, the School District

will review crossing locations as they become signalized prior to any removals of existing cross guards.

Parents with concerns about particular traffic problems are encouraged to attend Parent Group meetings at the appropriate elementary school. The meeting schedule is printed on page 4.



Lift-Equipped Bus Service Reaches Coquitlam

The District of Coquitlam is proud to be an active participant in Canada's first wheelchair lift-equipped bus service.

BC Transit began offering the new service Sept. 3 on 22 regular routes within the Vancouver Regional Transit System, including Coquitlam routes 147 and 148. Two additional Coquitlam routes—154 and 155—will be added in October.

The District has provided wheelchair accessible bus stops at approximately 25 percent of existing locations along the above routes. In addition, additional wheelchair accessible stops reflecting the travel needs of the disabled are to be identified with the assistance of Coquitlam's Committee of the Disabled, chaired by Ald. Eunice Parker.

Coquitlam is also constructing wheelchair letdowns or ramps on 17 existing street corners, thus providing physically challenged residents with greater mobility.

The ramps will provide the disabled, seniors and shoppers with an improved level of service and safety.



Intersections Pose Danger

Intersections are a terrible place to meet someone unexpectedly. Last year in B.C., there were more than 47,000 motor vehicle crashes at intersections, resulting in over 21,000 injuries and 117 deaths. In 1989 there were approximately 430 motor crashes at intersections in Coquitlam.

Intersection accidents are caused by drivers who fail to yield the right of way; drive without due care; follow too closely or enter intersections at unsafe speeds.

You can lessen your chances of having an accident by allowing plenty of time to get to your destination and keeping a safe distance from the car in front of you.

In Coquitlam, Port Coquitlam and Port Moody be alert at: King Edward and Lougheed; Blue Mountain and Foster; Westwood and Lougheed; Coleman and Lougheed; Johnson and Glen; Mary Hill Bypass and Broadway; Lougheed and Coast Meridian; Lougheed and Shaughnessy; Prairie and Coast Meridian; Coquitlam and Oxford; Ioco and Barnet; Ioco & Guildford, & St. Johns where it intersects with Moody, Moray and the Barnet Highway. (Statistics courtesy ICBC).

Drive the Green Wave

'Transportation 2000,' a \$2.4 million traffic system which positions the District of Coquitlam well ahead of surrounding areas in terms of traffic management, is fully operational.

The new system is one of the most modern of its kind and includes a preemption system for emergency vehicles such as fire trucks.

The six arterial routes to which the state of the art system applies are Austin, Como Lake and Brunette Avenues, Blue Mountain Street, North Road and Mariner Way. An intricate computerized network will allow Coquitlam to monitor traffic flow through key intersections and to make necessary adjustments.

Installation of the new system, by Delcan Corporation under contract to the District, included 18 new traffic signals, six new pedestrian signals and 14 audible pedestrian signals for the benefit of the visually impaired.

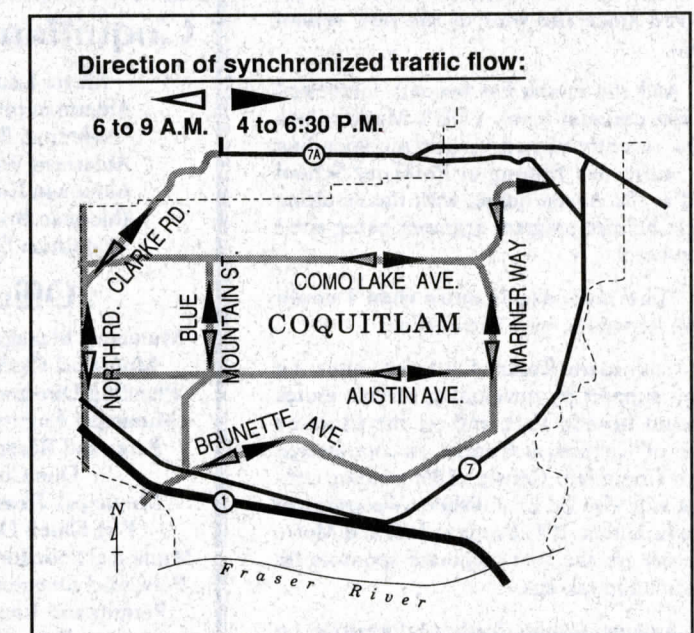
The new system is expected to reduce the number of rush hour stops along main routes when motorists travel at the posted speed limit. Initially, the system will be programmed to keep westbound traffic flowing smoothly from 6-9 a.m. and for eastbound traffic from 4-6:30 p.m.

Other anticipated benefits include reduced fuel consumption, fewer accidents, less traffic congestion and less exhaust emission.

Coquitlam adopted the new technology as a means of reducing current and future traffic problems resulting from unprecedented growth.

Making roads more efficient reduces road repairs and neighbourhood disruptions as traffic volumes continue to grow.

RCMP traffic enforcers will receive special information from detector loops embedded in the pavement. When full deployment is achieved the system will reduce speeds as well as volumes on major routes instantaneously. Watch out, speeders!



ICBC Traffic Safety Education

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year. These statistics make young driver education a high priority.

The Youth Leadership program is a special extra-curricular initiative which encourages young people to form traffic safety committees in order to learn more about and promote safe driving practices. ICBC sponsors educational conferences for the youth leaders and provides guidance resources.

Student committees then work within schools and communities to educate their peers about safe driving.

Special events coordinated by committees include alcohol and drug free dances and grad events; alcohol quiz weeks; Safe Car rallies in which drivers test their road skills and safety knowledge; information assemblies; CounterAttack displays, and mock trials.

Coquitlam Leads in Bicycle Safety

Thanks to the efforts of District resident Glenna Ayerst, Coquitlam is setting the bicycle safety standard for all of Canada.

Since launching a cycle helmet education program last spring, interest in the program has exploded. Already, the program has been presented in over 200 Lower Mainland and Fraser Valley schools.

More than 100 inquiries have been received since the start of the new school term.

And the media has become interested at the national level. CBC's Marketplace crew recently visited Coquitlam, spending an entire day filming at Parkland School and at the Ayerst home, with the resulting cycle helmet program segment being aired October 9.

'The response is more than I could have hoped for,' says Mrs. Ayerst.

Coquitlam Rotary Clubs are showing their support by developing bicycle routes around Mundy Park and on the Pinetree side of Coquitlam Centre, in cooperation with Coquitlam Centre. Bike training centres will also be established. Westminster Credit Union, ICG Propane Inc. and Metro Motors are the first corporate sponsors for these undertakings.

Anyone wishing further information on the helmet safety program may call Glenna Ayerst at 936-3913.

Charles Best Sets Best Traffic Safety Example

If there's one School District 43 school that sets an example in the promotion of traffic safety, it's clearly Coquitlam's Dr. Charles Best Junior Secondary.

This can be seen in the fact that Charles Best has won the ICBC award as the province's top school in promoting traffic safety. It can also be seen in the exceptionally high level of student participation, with more than 115 students active members of the Charles Best Traffic Safety Club.

'Charles Best is the ideal example of how a school can do much more than hand out traffic safety literature,' says Kathy Friederici, the Manager of Community Programs for ICBC's Traffic Safety Education Department.

One of the reasons Charles Best has such an exceptional program can be found in the effort put forward by teacher Skip Roberts, who just happens to be the school's Traffic Safety Coordinator.

'Our Traffic Safety Club has grown from four students to the largest in B.C., and we regularly send more delegates to ICBC's youth leadership conferences than other Lower Mainland schools,' says Mr. Roberts.

'We hold regular meetings with guest speakers, attend conferences and forums and participate in bike safety clinics and other such programs. It takes a lot of time to organize club events but it's well worth the effort.'

RCMP Promote Safety Education

When it comes to educating students on traffic safety, the younger the better, says the officer who coordinates the highly effective Coquitlam RCMP program.

'We make our greatest impression at the primary level,' says Const. Pat McTierman, who spends a good deal of his time scheduling RCMP visits to local schools.

'We try to keep traffic safety in the minds of all students by talking to the students, showing them the latest films, helping organize bike rodeos and by participating in other traffic safety related activities.'

At the junior and senior secondary levels, we also spend a considerable amount of time outlining the dangers of drinking and driving.'

Parent Advisory Group Meetings

A number of Parent Advisory Group meetings are scheduled over the next several weeks at various elementary schools.

Representatives of the Coquitlam Traffic Advisory Committee will be in attendance to discuss parent concerns. Following is the meeting schedule:

October 18 at 7:30 p.m.

Leigh Elementary

October 24 at 7:00 p.m.

Eagle Ridge

October 25 at 7:30 p.m.

R.C. MacDonald

October 29 at 7:00 p.m.

Alderson

November 5 at 7:30 p.m.

Nestor Street

November 28 at 7:00 p.m.

Mountain View

Coquitlam Council

Mayor Louis Sekora
Alderman Jon Kingsbury
Alderman Bill LeClair
Alderman Walter Ohirko
Alderman Eunice Parker
Alderman Brian Robinson
Alderman Dave White

Officials

Municipal Manager: Norman Cook
Municipal Clerk: Ted Klassen
Planning Director: Don Buchanan
Municipal Engineer: Neil Nyberg
Parks and Recreation Director:
Don Cummings
Municipal Treasurer: Val Dong
Fire Chief: Doug Johnson
Municipal Solicitor: David Dunnigan
Personnel Director: Fred Klewchuk
Permits and Licensing Director:
Peter Olynyk