



CITY OF CHILLIWACK  
OFFICE OF THE MAYOR

June 29, 2017

Danyta Welch  
Local Government Program Service, Union of BC Municipalities  
525 Government Street  
Victoria, BC V8V 0A8

Dear Danyta,

**RE: 2017 Community Excellence Awards – Application Form – Partnerships**

It is my pleasure to contact you today with the application form for the 2017 Community Excellence Awards showcasing our Safer City Program.

The Safer City Program was initiated in 2003 and has been continually evolving with our growing community. Today, it offers Chilliwack residents a focused program that they can rely on to address their road safety concerns. The number of stakeholders committed to the program has grown over the years and now this dynamic team of organizations is actively addressing road safety throughout the community.

Thank you for the opportunity to submit Safer City as a candidate for the 2017 Community Excellence Award in Partnerships. If there are any questions regarding the City of Chilliwack application, please feel welcome to reach out to my Executive Assistant, Zoya Stoochnoff, at 604.793.2900 or by email at [stoochnoff@chilliwack.com](mailto:stoochnoff@chilliwack.com)

Warm regards,

A handwritten signature in black ink, appearing to read 'Sharon Gaetz'.

Sharon Gaetz  
Mayor



## 2017 Community Excellence Awards

### Application Form - Partnerships

Please complete and return the application form by **Friday, June 23, 2017**. If you have any questions, contact UBCM at awards@ubcm.ca or (250) 356-5193.

#### SECTION 1: Applicant Information

**Local Government:** City of Chilliwack

**Complete Mailing Address:** 8550 Young Road,  
Chilliwack, BC V2P 8A4

**Contact Person:** Samantha PIPER

**Position:** Public Safety Specialist

**Phone:** 604-793-2907

**E-mail:** piper@chilliwack.com

#### SECTION 2: Staff Contact

An invitation to attend the UBCM Community Excellence Awards Breakfast Reception will be sent out via e-mail in early September. **Winners will not be named before the ceremony.**

Please provide the contact information for the person in your office who should receive and reply to the invitation, on behalf of the elected officials/staff who will be in attendance at the UBCM Convention.

**Staff Contact Person:** Zoya Stoochnoff

**Position:** Executive Assistant Mayor/Council

**Phone:** 604-793-2900

**E-mail:** stoochnoff@chilliwack.com

#### SECTION 3: Project/Program Information

**1. Name of the Project/Program:**

Safer City

**2. Project/Program Summary.** Please provide a summary of your project/program in 150 words or less

The Safer City Program is the City of Chilliwack's road safety program. The program has been actively evolving over the years maintaining the primary focus of improving the level of road safety throughout the community. To support its objective, Safer City works cooperatively to make road safety a priority in all levels of community decision-making; encourages cooperation between community stakeholders who have the potential to

contribute to improved levels of road safety; addresses road safety issues through an integrated 3 E's approach (Engineering, Education, Enforcement); promotes informed decision making on road safety issues; encourages active community participation in identifying and finding solutions to road safety issues; and approaches road safety on a proactive basis.

**3. Partners.**

**A)** Please list all the partners involved in this initiative. (no word limit)

Chilliwack RCMP Detachment; Fraser Valley Traffic Services (RCMP); ICBC; Chilliwack School District; Chilliwack School PAC's; Community Policing Services (Speed Watch); Mothers Against Drunk Driving (MADD) Canada; Commercial Vehicles Safety Enforcement (CVSE); Ministry of Transportation; First Canada (Transit); Chilliwack Fire Department; CN Police; WorkSafe BC; Wally's Autobody (local tow company); Fraser Valley Brain Injury Association; StarFM (local radio station); and StreetWise Traffic (traffic control company)

**B)** Why did you choose to work with this/these particular partner(s)?

Each organization has an interest and passion for improving local road safety

**SECTION 4: Project Details**

Please answer each question in 250 words or less (our judges value directness and brevity). If you experience difficulty answering a particular question, consider the aspects of your program that may relate to the question and show us how they are linked. Remember to include measurable results whenever possible.

**4. Objective.** Please explain the decision-making and thought process behind your decision to take on this initiative.

In 2003, ICBC approached the City of Chilliwack with a pilot project named Safer City emphasizing the benefits of a comprehensive approach to addressing road safety in a community. The City welcomed the opportunity to participate and recognized the value to residents from the pilot project. Chilliwack is a growing community with a growth rate of 1.5% and an expanding population of 90,000 which has led to increased traffic and safety concerns on many roads. The pilot project was well received by the partners, school PAC's, resident associations, and the public at large so Council made the decision to make the program permanent after the pilot program ended in 2008.

**5. Challenges.** Please provide examples of challenges you faced in taking on this program/project and how you overcame them.

Over the past 14-years Safer City has undergone a variety of challenges including a changeover of the Safer City coordinator position; staff changes within stakeholder's positions which introduced multiple changes in the level of support for the Safer City program; fluctuating volunteer resources; visibility of the program in the community; and inter-organization communication challenges. Working through these challenges have made the team stronger. The team developed an effective communication strategy that now showcases a weekly report that is distributed to the team at the end of each week; the report assigns locations or projects to the applicable partner and also showcases the variety of road safety concerns that residents are experiencing. Reassurance to the team and open communication guided the transition periods during the staff changes with

stakeholders. A focus on visibility in the community was set as a goal by the team and followed through by having Safer City booths at a variety of community events; working with the local radio station to broadcast a variety of educational road safety reminders; and committed to sending information to residents through print ads, social media and website information. Although change can be challenging for any team, it also serves as an opportunity to allow new ideas to emerge and provides time for reflection to ensure a team is moving in the right direction. It is due to the strong commitment of the team's stakeholders that any period of change that the team experiences now is looked upon as an opportunity and not necessarily a potential negative.

**6. Goals.** What did you set out to accomplish with the program/project? How effectively did you meet your goals?

The Safer City program stands on the three pillars of Engineering, Education and Enforcement as its foundation for all of its activities and approach to solutions. The primary goal of the program is to reduce the number of crashes, traffic related injuries and deaths within the municipality and do so through the 3 pillar approach.

**7. Benefits.** Please provide examples of how this program/project benefited the community.

The Safer City program provides benefits back to the community in several ways:

- Provides a direct resource for residents: direct access to the program facilitator who fields public concerns, and describes the program initiatives available to address their road safety concerns.
- Encourages active community participation in identifying road safety issues
- Consistency: the program is in effect 365 days a year which provides a consistent thread to problematic areas; a focus on reoccurring issues; and a main contact that is the go-between amongst the various Stakeholders and the public
- Stakeholders resource: ongoing development of new partnerships; initiative/program organization, coordination and funding where needed
- Public engagement: a variety of public engagement activities are undertaken each year as a way to build the knowledge of traffic related topics through education and public participation
- Pioneering of evidence based projects

**8. Innovation.** What makes this program/project innovative and creative?

Safer City is innovative and creative in nature due to the diversity of its Stakeholders it's team based approach to address local road safety. The City has an effective working resource in the program that values the benefits of maintaining strong partnerships and creating innovative solutions to problems. Safer City is often visualized as the hub in a wheel and the external partners as the spokes in the wheel; each part plays an important role in making the wheel operate.

**9. Sustainability.** What measures have you put in place to ensure the continued operation of this initiative? (e.g. staff time, resources, financial)

When the City of Chilliwack solely took over the program in 2008 it did so because there was value for investment realized. A full time municipal staff person facilitates the

program and operates under the City's Engineering Department budget. With the growth of the program especially with public engagement initiatives, additional staff is deployed to ensure success of the project.

**10. Best Practices.** How do the processes behind the program/project, and the subsequent results, serve as an example of best practices?

The best practices for the Safer City program is based on bringing together a variety of Stakeholders who have the potential to contribute to improved levels of road safety, and to partner in the coordination of their activities; address road safety issues through an integrated 3 E's approach; promote informed decision-making on road safety issues; approach these issues through consultation and the application of state-of-art techniques; encourage active community participation in identifying road safety issues and approach road safety on both a proactive and reactive basis. This strong foundation has contributed to the stability of the program over the years.

**11. Transferability.** How is this program/project transferable to other local governments?

The Safer City program could be deployed as a program in a box with the potential for growth by placing these initial essentials in place prior to launching:

- political support
- stakeholder buy-in
- dedicated staff person(s)
- community need
- financial support

**12. Knowledge Sharing.** What helpful advice would you share with other communities looking to embark on a similar project?

The Safer City program can be looked upon as a success due in part to the longevity and also in part to its dedicated stakeholders. Bring together a small core team to begin and after measurable successes, expand the team to include stakeholders that may have the same interests but may only participate on the team on a less frequent basis. Starting small and gaining some successes in your community will provide incentive for team members and build on the importance of those key stakeholder roles as the team grows. Set achievable goals that include both small and large achievements. The coordinator of the program must showcase dedicated loyalty to the program as well as team members; this comes with building relationships and a clear understanding of how to work with external agencies and their internal pressures, priorities and resources. Without this understanding, frustration has the potential to fester for both the program coordinator and stakeholders. Open and frequent communication is essential to the success of the team.

**13. Additional Information.** Please share any other information you think may help support your submission.

The City of Chilliwack has two main partners in the Safer City program, ICBC and the RCMP; this means there is daily or weekly interaction with these organizations. Their comments on the Safer City program showcases the importance of the program as well the

benefit their organizations experience as being a part of the team.

"Together we have set attainable goals and increased the visibility and productivity of the road safety initiative in Chilliwack through this combined approach." (UFVRD – Chilliwack RCMP)

"This program has made road safety a priority and continues to raise the awareness of safety on our roads. Safer City has developed a cohesive relationship with all agencies to work together and reduce collisions. Strong relationships with all agencies has benefited the community. This has been a fantastic program and the results speak for themselves with reduced crashes." (ICBC)

Recognition for the Safer City program will showcase to other municipalities the benefits of having an in-house road safety program. The program is anticipated to evolve as it has over time. Staff often refer to the program as the little program that could; it started out on a trial basis and demonstrated deep value to the community. The outreach of the program is extensive and includes a dynamic amount of initiatives which include: 3-Strikes program (speed reduction); Safer School Travel Program; 2-week Back to School education and enforcement activities; Kindness Crew Projects (partnership with local radio station rewarding good driving behaviour); Hey Neighbour, Slow Down! program (speed reduction temporary sign program); Intersection projects (pedestrian safety, driver behaviour); Auto Crime Awareness; Distracted Driving; Impaired Driving; In Car Safety (child seat inspections); Roundabout Education sessions (how to drive in a roundabout); Road Safety Fair; Community Action Plans (addressing speeding, public perspective, public engagement); Speed Surveys; Commercial Vehicle Checks; Scooter/Electric Cycle education; and Farm Vehicle Safety. All of these programs are deployed through effective communication and the dedication of each interested stakeholder.

### SECTION 5: Signature

Applications are required to be signed by an authorized representative of the applicant.

Name: **SHARON GAETZ, MAYOR**

Title:

Signature:



Date:

JUNE 30, 2017

  
SIGNATURE

**JANICE L. McMURRAY**

Deputy City Clerk

Applications should be submitted as Word or PDF files. If you choose to submit your application by e-mail, hard copies do not need to follow.

Submit applications to Local Government Program Services, Union of BC Municipalities

E-mail: [awards@ubcm.ca](mailto:awards@ubcm.ca) or mail: 525 Government Street, Victoria, BC, V8V 0A8