



PUBLIC AGENDA

TRAFFIC SAFETY COMMITTEE

**TUESDAY, MAY 12, 2015, 8:45 A.M.,
COMMITTEE ROOM "E", CITY HALL**

Mr. K. Claffey, Chair
Ms. C. Janzen, Vice Chair
Councillor A. Iwanchuk
Ms. S. Bater
Sergeant D. Bryden
Mr. J. Chan
Mr. B. Girling
Mr. D. Hingston
Mr. C. Kuhnke
Mr. R. Meier
Mr. A. Reichert
Ms. D. Taylor

- 1. CALL TO ORDER**
- 2. CONFIRMATION OF AGENDA**
- 3. ADOPTION OF MINUTES**
 - 3.1 Minutes of regular meeting of the Traffic Safety Committee held on April 14, 2015.**
- 4. TRAFFIC SAFETY COMMUNICATION/EDUCATION (File No. CK. 255-8)**

At the Traffic Safety Committee meeting held on April 14, 2015, the Committee was in receipt of a letter from Shannon Ell, SGI Traffic Safety Promotion and Kelly Froehlich, Provincial ABI Education and Prevention Coordinator regarding approved funding of \$2,000 for the Committee's bus tailboard traffic safety initiative.

At present, the bus tailboard ad is scheduled to run for 18 weeks on four buses as follows:

- April 13 – June 28, 2015; and
- September 7 – October 25, 2015

Prior to receiving the grant from SGI, there was approximately \$450 remaining in the Traffic Safety Committee's 2015 communication/education budget upon completion of the above campaign. With the addition of the SGI grant, there is now approximately \$2,450 remaining in the 2015 traffic safety communication/education budget.

At the last meeting the Committee resolved to defer consideration of the allocation of the funding to this meeting.

Also the Committee may wish to discuss the cycling videos which were created several years ago by the Committee and have recently been forwarded to members for information.

Recommendation

That the direction of the Committee issue.

5 REPORTS FROM THE ADMINISTRATION

5.1 Outstanding Issues Raised By Committee Members (File No. CK. 225-8)

The Transportation Division, Transportation and Utilities Department has provided the following updates to the outstanding issues raised at the April 14, 2015 meeting of the Committee.

- Area along College Drive between the CPR tracks and McOrmond Drive – why direct access from College Drive instead of service road.

Additional access between CPR and McOrmond Drive is currently being reviewed.

- Circle Drive – need for advanced wayfinding signs to downtown from Highway 11 (westbound).

Location of existing wayfinding sign to downtown from Highway 11 (on Circle Drive) is 1 km. This is adequate since only one lane change is required.

- Add questions in annual survey to measure effectiveness of bus tailboards. Which City of Saskatoon Department sends out survey? Is this possible?

Deadline for submissions for Civic Services survey has past. The draft is currently with the Leadership Team and in the process of being finalized. There may be options to submit questions to the survey next year. High fees associated.

The Communications Department recommended the Omnibus survey. This is a monthly survey. Fees described in the attachment. The Committee needs to decide which questions they'd like to submit.

- Circle Drive – “end of work zone” sign missing near CPR overpass

Comments forwarded to detour group to follow up.

- Photo radar – what is the process when a work zone is set up (i.e. Circle Drive)?

Photo radar settings can be adjusted to speed limits of construction zone (i.e. 60kph or 30kph on Circle Drive). Currently there are no intentions to ticket via photo radar on Circle Drive.

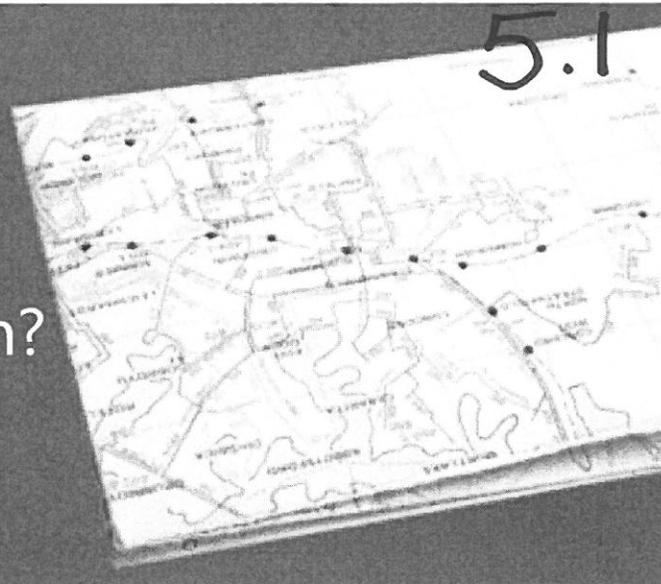
There is only one camera on Circle Drive that rotates between the five locations. Similarly for the five school zones. During the summer, the camera being used for the school zones may also be used on Circle Drive, allowing two cameras to be rotated between all Circle Drive locations. A schedule of the construction on Circle Drive has been sent to SGI; therefore the locations with construction will likely not be selected.

6. NEW ISSUES RAISED BY COMMITTEE MEMBERS (File No. CK. 225-8)

7. ADJOURNMENT

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The Schedule

Questions are due at 9:00 am on the first Friday of the month. The online data collection field window runs from Tuesday to Thursday and detailed tables are provided the next day! The detailed tables include the frequencies for all of your questions, cross-tabulations by standard demographic variables including gender, age, education, income, number of children in the household and region, and significance testing. Custom cross-tabulations and/or data-sets can also be provided upon request.

Saskatchewan OnTopic™ is an ideal tool for measuring advertising recall, brand image, public opinion, or any subject for which you want to take the pulse of the general population of Saskatchewan.

Pricing

Price varies by the type of questions asked on the omnibus. Volume discounts are available for those who purchase questions to run on multiple months.

SAMPLE

- ✓ Representative sample of 800 residents in Saskatchewan or, if greater accuracy is desired in the two major urban centres, 400 residents of Regina and 400 residents of Saskatoon
- ✓ Quotas are set to ensure that the sample matches the distribution of the population by region, age, and gender
- ✓ Statistically reliable results within each region of the province

PRICING

- | | |
|---------------------------------|-------------|
| ✓ Close-Ended | \$750 |
| ✓ One Grid Question | \$750 |
| ✓ Each Additional Grid Question | \$150 |
| ✓ *Partial Open-End | \$900 |
| ✓ *Wide Open-End | \$1,200 |
| ✓ Executive Summary | Please Call |

*Cost includes coding and cleaning

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