

**Penticton Youth Park Advisory Committee
PROPOSAL TO COUNCIL
Recommendations to Maximize Use of Helmets by Skateboarders in Penticton**

Goal: *To implement a strategy that will ultimately get more skateboarders and bikers in Penticton wearing helmets.*

Helmet Education & Awareness Program:

1. Positive Ticketing Campaign
 - Six month campaign May – October, 2007.
 - 100-150 tickets to be distributed each month in the community by Youth Park Ambassador staff, SOSBIS staff and the RCMP to skateboarders and bikers wearing a helmet.
 - 6 sponsors to participate (eg, skate/bike shops, youth friendly businesses, City of Penticton, etc.) by sponsoring one month of tickets (100-150) which will feature coupon/discounts/freebies for the receipt of a ticket.
 - Posters highlighting this campaign and the sponsors posted throughout the community.
 - Tracking sheet developed and filled out by those giving out the tickets documenting name, age, location and date of ticket. Tracking sheets to be compiled at the end of the program for statistical and evaluation purposes.
 - At the end of each month, all names of people receiving a ticket goes in to a draw for a great prize.

Target date: kick off at the 1st Annual Skatfest Event during Youth Week 2007 (Saturday May 5, 2007)
2. Mandatory helmets at all events, demonstrations, competitions, and rentals at the Penticton Youth Park to be enforced by event staff and/or rental group.
Target date: ongoing; effective immediately
3. Hire a SOSBIS funded Youth Park Ambassador who will have special training and a focus on promoting and educating Youth Park users on the importance of helmet use to work with 2 City sponsored Youth Park Ambassadors. Expand working hours of Youth Park Ambassadors (City sponsored) to work May 15 – October 15, 2007. Apply for Federal Government funding. This will allow staff to provide supervision in the Youth Park weekends and evenings in the Spring as well as work on implementing the Helmet Education & Awareness Campaign.
Target date: hiring process to begin April 2007, staff to start May 15, 2007
4. SOSBIS sponsored helmets to be distributed through the skate/bike shops to people with financial limitations.
Target date: May 2007

5. Financial assistance program for helmets administered through the Penticton Community Centre. Financial donations in a PCC recoverable account – people with financial limitations can apply for full or partial subsidy of a helmet – PCC to provide coupon to take to local business to purchase a helmet – local shop invoice the PCC – PCC writes cheque to business from the recoverable account. A local business has already indicated that they would like to contribute a donation to provide sponsorship of helmets to low income families.
Target date: May or June 2007
6. Helmet Trade Show. Invite helmet companies to an event (eg. an Extreme Sports Video Presentation at the Cleland Theatre) to set up a trade show displaying all their helmets. The companies would provide information on the different types of helmets, feature pro/celebrities wearing their helmets, and provide helmets for sale at a discounted price.
Target date: Spring 2007
7. SOSBIS, Youth Park Ambassadors and Recreation Staff to develop and coordinate “cool” yet informative presentations on the importance of helmets in the elementary and middle schools. The presentation could include 7th *Generation* (local and popular hip hop band – lead singer a 2006 Youth Park Ambassador) doing a couple of hip hop songs incorporating the helmet message (custom made song). Followed by presentations from some locals and/or high profile people who have suffered a brain injury and other successful demonstrations implemented by SOSBIS in the past (eg. melon drop).
Target date: June 2007
8. To connect with high school students, set up portable ramps at the high school parking lots at noon hour to provide skate / bike demonstrations (featuring skater / bikers with helmets), provide information on helmets, and conduct some visual demonstrations (eg. melon drop). Have the ramps available afterschool for youth to participate (only if wearing a helmet).
Target date: May/June 2007
9. Clinics, programs and lessons at Youth Park - more advanced skaters teaching younger / inexperienced skaters proper technique, safety and promote helmets.
Target date: Spring Break and throughout 2007
10. Advocate that local sponsored skate teams wear helmets (local “pros”) and act as helmet role models in our community.
Target date: ongoing
11. SOSBIS to sponsor a local skate team (younger target group than shops) which promote helmets in exchange for getting sponsored gear.
Target date: Spring 2007

12. Media Education – write letters to local media thanking them for their ongoing coverage of the Youth Park but to plead that they not print any pictures of skateboarders / bikers without a helmet. Ensure that all press releases of upcoming events and activities at the Youth Park specifically promote that helmets are mandatory and re-state the message to media to please not feature any pictures of non-helmet wearing skateboarders / bikers.
Target date: Initial letter February 2007 (prior to Spring Break activities), press releases ongoing
13. Simple and visible signs at the Youth Park promoting helmet use.
Target date: Spring 2007
14. Penticton Youth Park website (linked to the City website) promoting our world-class facility as well as promotion of helmet use. Feature video clips of local riders wearing helmets.
Target date: sponsorship / funding required

Advocate for Provincial Legislation of a BC Helmet Law:

1. Write a letter and meet with Bill Barisoff (get local MLA on board)
2. Encourage City Council and sub committees to write letters and push for this legislation.
3. Get direction from SOSBIS and City Council on process and how this Committee can move forward on this initiative.

Helmet Bylaw for Penticton:

The Penticton Youth Park Advisory Committee recommended THAT:

1. Implementation of the Helmet Education & Awareness Program begins in 2007 (as outlined in this proposal).
2. Implementation of a Helmet Bylaw be implemented in 2008 with the following recommendations:
 - THAT the bylaw is effective city-wide (not just the Youth Park).
 - THAT there are proper resources allocated for enforcement (RCMP or Bylaw).
 - THAT an Enforcement Policy is created before the bylaw is passed.
 - THAT Youth Park Ambassadors remain Ambassadors and NOT enforcement officers.

The Penticton Youth Park Advisory Committee believes that by focusing attention, energy, and resources on a Helmet Education & Awareness Program for 2007 and a promotional campaign providing awareness that a helmet bylaw is coming will

provide better results in increasing helmet use in Penticton especially for youth in our community. Rather than slapping a punitive strategy right away, this allows community stakeholders (RCMP, SOSBIS, Youth Ambassadors, city staff, etc.) to build positive relationships with youth and hopefully get them to have a positive attitude about wearing helmets before it becomes the law.

This also allows 1 year of promotion of the upcoming bylaw so that tourists are aware that when they come back to Penticton the following year, they will need to bring a helmet.

The PYPAC strongly recommends that if a helmet bylaw is passed that appropriate enforcement is included otherwise that bylaw will not be respected nor followed. The PYAPAC is concerned that adequate resources may not be currently available due to heavy workloads of RCMP and Bylaw Officers and asks that Council consider that in the 2008 budget deliberations. The PYAPAC also recommends that by having an Enforcement Policy it will be very clear in the community how this policy will be enforced and who is responsible for the enforcement.

The PYPAC agrees that our Youth Park Ambassadors should not be responsible for enforcing the bylaw once it is implemented. These staff should focus their energy on education and awareness of helmets and on the other responsibilities of the Youth Park (addressing bullying, drug/alcohol use, promoting proper use of the Park, welcoming tourists, building relationships with youth and parents, coordinating events and programs, etc.). YPA staff are not trained to deal with responsibilities (and risks) of being a law enforcer and this responsibility would take 100% of their time.