

CRD TRAFFIC SAFETY COMMISSION

MINUTES OF MEETING

Thursday, January 12, 2017

The Lakes' Banquet Room, 4670 Elk Lake Road, Victoria

Members: Leo Belanger, Commercial Vehicle Safety and Enforcement
Kim Bruce, Prevention Services, Island Health
A/S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Chris Foord, Community Member (Vice-Chair)
Dr. Murray Fyfe, Medical Health Officer, Island Health
Jeff Groot, RoadSafetyBC
Marnice Jones, School Districts
Bill Laughlin, Vancouver Island Safety Council
Alan Perry, Media
Colin Plant, CRD Director (Chair)
Tina Rogers, Ministry of Transportation and Infrastructure
Colleen Woodger, ICBC Road Safety Division

Associates: Sgt. Marc Chateau, Saanich Police
Sgt. Andy Duke, Central Saanich Police
Cpl. Dawn Gilhen, Sooke RCMP
John Hicks, Active Transportation, CRD
Sgt. Ray Maxwell, Oak Bay Police
S/Sgt. Rob Piercy, Saanich Police
Cst. Krysti Seutter, West Shore RCMP
Dr. Richard Stanwick, Office of the Chief Medical Health Officer, Island Health
Sgt. Alex Yelovatz, CRD Integrated Road Safety Unit

Regrets: Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Barb McLintock, BC Coroner's Service
Dr. Holly Tuokko, Institute on Aging and Lifelong Health, University of Victoria

Recording Secretary: Arlene Bowker

The Chair called the meeting to order at 12:05 p.m.

1. Approval of Agenda

MOVED by Colin Plant, **SECONDED** by Jeff Groot, that the agenda be approved with an amendment to move the Chair and Vice-chair elections to be the first item after approval of the minutes.

CARRIED

2. Approval of Minutes – December 8, 2016

MOVED by Chris Foord, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on December 8, 2016 be approved as distributed.

CARRIED

3. Election of Chair, Vice-chair and Treasurer

There hasn't been a Treasurer position in the past and after discussion, it was agreed that there wasn't a need to appoint one. John Hicks will continue his work in dealing with the budget process and report back to the Commission.

MOVED by Alan Perry, **SECONDED** by Colin Plant, that Dr. Richard Stanwick be appointed to conduct the election of the Chair and Vice-chair.

CARRIED

Dr. Stanwick called for nominations for the position of Chair for a one year period. Colleen Woodger nominated Colin Plant. As there were no other nominations, Colin Plant was appointed by acclamation.

Dr. Stanwick called for nominations for the position of Vice-chair for a one year period. The following nominations were made: Colin Plant nominated Chris Foord; Murray Fyfe nominated Kim Bruce. Voting took place by secret ballot. After the ballots were counted, Chris Foord was declared the winner and appointed as Vice-chair.

4. Chair's Remarks

Chair Plant thanked Kim Bruce and Barb McLintock for the work they have done over the past year as Chair and Vice-chair. He remarked that he is appreciative of the opportunity to be Chair and would like the TSC to have as much impact as possible on traffic safety in the region and asked that everyone commit to doing all they can.

At the inaugural meeting of the CRD Board yesterday, the Board Chair established a new Transportation Select Committee which the TSC will now report to. Previously it was the Planning, Transportation and Protective Services Committee and transportation has been separated.

Chair Plant also advised that he was reappointed as the CRD representative on the TSC, while the new alternate will be Central Saanich Mayor Ryan Windsor.

5. Media Clips

Alan Perry recently attended the annual consumer electronics show in Las Vegas and talked about a couple things related to traffic safety. One is the Chrysler Portal vehicle which will be coming out in the next three-four years. Some of the features from a safety perspective are: doors that slide open to either side with a horizontal safety beam when the doors are closed and a side mirror that contains three cameras which swivel and recognizes your face when you walk up to the car and unlocks the door (no door handle or key). It also controls all the settings including the position of the seat. There is a screen behind every seat and also a centre screen that goes over top.

There are many safety features which will become standard on all vehicles in the near future, e.g., anti-sideswipe, rear end crash warning, emergency obstacle braking, emergency stopped traffic braking, and enhanced steer-around systems.

Alan also showed a video on Drive ID which is powered by Cellcontrol and can be used to prevent people from using a cell phone while they are driving. Drive ID is motion activated which allows a sensor to determine when the car is moving and place the phone into safe mode when it is in the driver zone.

6. Business Arising from the Previous Minutes

➤ **Budget update and discussion on allocating surplus funds**

John Hicks provided a budget update. There is a surplus of approximately \$67,000 with some allocations from last year still to come out of that. There needs to be a formal process whereby once expenditures are approved they can then be attached to their budget account. In order for the functions to be separated out more clearly, there should be a meeting and administration expense line. John explained the budget information form that had been distributed with the agenda.

A forecast budget needs to be determined so that funds can be allocated and then drawn from those allocations. The internal document will show the allowances and can be broken down into programs, advertising and media expenses and administration with each item shown separately.

Discussion was held on a spending plan for the surplus funds. Initiatives that were put forward last year that didn't go ahead need to be reviewed and a decision made on whether they are still appropriate and should be continued, along with any new initiatives. The funds allocated for the video contest and the website will be spent this year.

Colleen Woodger gave an update on the video contest which is moving forward. The idea is to ask students 18 and under and post-secondary students (two different categories) to put a video together with a peer message around the issues of driving after smoking marijuana and develop a commercial which would then be the property of the TSC to promote on TV, in schools, YouTube, etc. It is hoped that we can partner with CTV and have an opportunity for contestants to have a creative briefing in a TV station with the producers. There should be some context around the issue from an enforcement perspective and support from the police is needed—possibly through a drug enforcement expert.

Cst. Seutter mentioned that in the last year she has worked on two drug impaired/driving collisions which reached full Criminal Code and they both involved prescription drugs which had been taken above the prescribed dose.

Dr. Fyfe said that he attended a BC road safety meeting in Vancouver in December and listened to a presentation from an emergency physician who is also a researcher. For several years he has been doing a “culpability analysis” of people who come into the Emergency Department after a crash. A blood sample is taken and analyzed for various substances and based on that, an assessment is made as to whether the person is impaired to the point that they are responsible for the crash. Marijuana did not stand out in that initial analysis. Certainly prescription drugs are standing out as a concern. Further work is being done.

Jeff Groot talked about conversations he has been involved in at the provincial level and nationally. Because of the uncertainty about what changes might come to penalties around marijuana or other drug impaired driving, focusing an education message on marijuana specifically at this point is challenging. It’s also not necessarily the biggest problem right now.

Dr. Stanwick referred to Dr. Bonnie Leadbeater’s research which discovered that it is rare that individuals restrict themselves to just one substance. It is usually the alcohol which is at the base of it and marijuana is a secondary drug.

There was agreement that the video contest be opened up to target all drug impaired driving, not just marijuana.

In further discussion about spending the surplus funds, Dr. Stanwick brought up the issue of an “alternatives to driving” campaign targeted for seniors who are no longer able to drive. Dr. Fyfe commented that this topic goes beyond just traffic safety and suggested maybe a discussion could take place with the new CRD Transportation Select Committee regarding the role that we might play.

As another idea for spending surplus funds, Bill Laughlin asked if there would be any money available to put towards an IRSU sponsored motorcycle safety event to be held at Camosun for a second year. In response, Bill was advised that application could be made for funds for this project. Kim Bruce advised that this ties in with the work being done by the structures subcommittee and there will be a draft funding application template ready for the February meeting.

Conversation took place on the best use of advertising funds. Currently we are not running any ads on CTV. A decision had been made to stop them after a discussion that was held around doing more social media marketing in order to reach a larger demographic. Alan Perry is doing research on what we can get on social media for our available money. Our advertising should be more closely targeted to the initiatives that we are pursuing.

Additional ideas should be submitted to Colin or Arlene for adding to next month’s discussion.

➤ **Commission Membership**

There is a member vacancy for a BC Ambulance representative, however, there is currently nobody available to attend the TSC meetings. We will revisit this in six months.

Alan Perry had contacted the Capital Bike and Walk Group about attending TSC meetings as a non-voting member but hasn't yet heard back.

Chair Plant said that he believes our goal should be to have a full Commission with all the roles filled. There is a member vacancy for a second media person and this will be discussed further at next month's meeting. Two possibilities mentioned were Jack Knox from the Times Colonist and Cliff LeQuesne from The Q radio station.

Action: Alan Perry will try again to contact the Capital Bike and Walk Group about attending the TSC as a non-voting member and report back.

Action: Revisit BC Ambulance participation on the TSC in six months.

Action: Alex Yelovatz will check with Cliff LeQuesne.

➤ **Letter to CRD Board recommending mandatory use of bike helmets on trails**

Barb McLintock is working on a draft of this letter.

Action: In progress. Deferred to the February meeting.

➤ **Meeting with BC Transit regarding transportation of fragile seniors**

Dr. Stanwick advised that he has looked into this and the interest is not there as it is a very limited market. This topic could be added as a section in a potential transportation for seniors project.

Action: Remove from the agenda and add as a section to transportation for seniors project if it goes ahead.

➤ **Updates from planning groups**

Communications Sub-committee:

Tina Rogers and Colleen Woodger provided an update on the website:

- A meeting was held with Caorda, the company that has been hired to design the website. Content is being reviewed and information was distributed showing a proposed layout. The next step is to start populating the website and it is hoped that members can provide a short write-up pertaining to their area of expertise including identifying the programs the TSC has supported in each particular area, along with any available visuals. The goal to have a sample up on the screen for the next TSC meeting.

Action: Write-ups will be provided as follows: Child safety – Judy Dryden; Impaired driving – Jeff Groot; Distracted driving – Colleen Woodger; Speed enforcement/Malahat safety campaign – Ron Cronk; Pedestrian and cycling safety – John Hicks; Past campaigns – Chris Foord/Alan Perry; Making the Malahat safer campaign– Alan Perry; Procession of the dead – Barb McLintock; Mature driving – Holly Tuokko; Seasonal campaigns, i.e., Slow down, move over and Shift into winter – Tina Rogers

- Additional funds over the \$5,000 that has been allocated may be required. This will be discussed at the February meeting when decisions are made regarding spending of surplus funds.

Structures Sub-committee:

Kim Bruce provided an update:

- A draft of the funding application template will be brought to the next meeting.

Video contest:

Chair Plant provided an update:

- Further to today's discussion, the contest will be opened up to have youth create videos about not driving while drug impaired (not just marijuana as originally planned). The goal will be to get these commercials on TV. It is planned to have a wrap-up screening night for all the students that enter and potentially make it into a media event. There will be a creative

- brief held where the students who are in the contest can actually learn from the TV people and it is hoped to turn that into a news story. Information on the contest will be sent to all four local school districts, libraries and rec centres, as well as advertising through social media.
- Sgt. Yelovatz suggested approaching someone like Canadian director and former Victoria resident Atom Egoyan as a special guest at the screening night. As he was a former high school friend, Sgt. Yelovatz will try to contact Mr. Egoyan.

Future Media Campaigns:

- A date for a meeting of the working group formed in December to establish a plan for developing future media campaigns will be determined following the February meeting.

7. Member Updates

➤ **RoadSafetyBC**

Jeff Groot provided the following update:

- A federal report on marijuana has a section on impaired driving that includes a number of recommendations. Following is the link to the impaired driving summary and recommendations from the federal government's marijuana legalization task force report: <http://healthycanadians.gc.ca/task-force-marijuana-groupe-etude/framework-cadre/index-eng.php#a4.5>. The overarching news release is at: http://news.gc.ca/web/article-en.do?nid=1168789&_ga=1.258472010.1596274399.1481647827

➤ **ICBC**

Deferred to next meeting

➤ **Youth and Children**

Kim Bruce provided the following update on behalf of Judy Dryden:

- The annual report from Beacon Community Services was distributed via email in December.
- A webinar on safe transportation for children with orthopedic conditions will be held on February. The link is: <http://www.caphc.org/caphc-presents/>.

➤ **Seniors**

Deferred to next meeting

➤ **Active Transportation**

John Hicks provided the following update:

- The active and safe routes to school program is ongoing through 20 schools across the four local school districts. The preliminary survey data shows that a large proportion of the families live within 400-500 meters of a school but they still won't let their children walk or ride independently.

➤ **IRSU**

Ron Cronk provided the following update:

- There are changes to leadership and membership at IRSU and they are currently working through that.

➤ **CVSE**

Leo Belanger brought up the issue of buses not being able to move when traffic has slowed and questioned if something could be done through legislation, etc., to change this. Allan Perry replied that BC Transit is working with municipalities and the province to put in the activator signals that are currently at a few intersections.

Although this is an important issue, it is not something that is within the purview of the TSC.

➤ **Vancouver Island Safety Council**

Deferred to next meeting

8. Other Business

Chris Foord advised that he would be on CFAX on Thursday afternoon and asked if there were specific things people would like to see brought up. The issue of distracted driving was mentioned.

9. Next Meeting

The next meeting will be held on **Thursday, February 9, 2017 at noon in The Lakes banquet room.**

On motion, the meeting adjourned at 1:45 pm.