

MINUTES OF MEETING

Thursday, September 14, 2017

*The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria*

- Members:** Leo Belanger, Commercial Vehicle Safety and Enforcement  
A/S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit  
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact  
Chris Foord, Community Member (Vice-Chair)  
Dr. Murray Fyfe, Medical Health Officer, Island Health  
Jeff Groot, RoadSafetyBC  
Janelle Hatch, Island Health  
Marnice Jones, School Districts  
Bill Laughlin, Vancouver Island Safety Council  
Barb McLintock, BC Coroner's Service  
Alan Perry, Media  
Colin Plant, CRD Director (Chair)  
Tina Rogers, Ministry of Transportation and Infrastructure  
Colleen Woodger, ICBC Road Safety Division
- Associates:** Sgt. Al Gurzinski, Saanich Police  
John Hicks, CRD  
Sgt. Shannon Perkins, Victoria Police  
Dr. Richard Stanwick, Island Health
- Guests:** Dr. Geoff McKee, Island Health  
Rudy Wetselaar, Commercial Vehicle Safety and Enforcement
- Regrets:** Edward Pullman/Corey Burger, Greater Victoria Cycling Coalition  
Todd Litman, Walk On Victoria  
Dr. Holly Tuokko, Institute on Aging and Lifelong Health, University of Victoria

**Recording Secretary:** Arlene Bowker

The Chair called the meeting to order at 12:02 p.m.

1. **Approval of Agenda**

The following item was added to the agenda:

- Motion regarding not paying for indirect costs re grant to UVic Centre for Youth and Society

**MOVED** by A/S/Sgt. Ron Cronk, **SECONDED** by Leo Belanger, that the agenda be approved as amended. **CARRIED**

2. **Approval of Minutes – August 10, 2017**

**MOVED** by Jeff Groot, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on August 10, 2017 be approved. **CARRIED**

3. **Chair's Remarks**

Chair Plant noted that CVSE representative Leo Belanger is retiring and thanked Leo for his service over the past year. He will be replaced on the Commission by Rudy Wetselaar.

At yesterday's Board meeting, Janelle Hatch from Island Health was confirmed as a TSC member to replace Kim Bruce.

Regarding the proposed Malahat campaign, the Cowichan Valley Regional District had initially asked for a presentation to get more information but have changed their mind and have sent a

motion to say they are interested in co-sponsoring a joint submission with the CRD to the province. Chair Plant has drafted a letter to Attorney General David Eby and Solicitor General Mike Farnworth asking that a pilot study be undertaken on the use of interval cameras on the Malahat. It is currently in CRD administrative hands for review and a copy of the final letter will be distributed to TSC members. The CRD communications director will be asked to do a media release. Dr. Stanwick suggested that the letter should reflect that this is a population concern as much as a bureaucratic concern.

The Transportation Committee is the CRD body that receives our motions and Chair Plant mentioned that at their meeting yesterday a discussion was held about creating a regional transportation service. That relates to the TSC because there would probably a role for us to play.

There is an opportunity to make a presentation to the Colwood Council on October 10 regarding contributing to the Transportation Safety Commission.

#### 4. **Media clips**

Alan Perry showed a clip from CBC News Edmonton regarding revenue from speed cameras being down by \$3 million as Edmonton drivers are slowing down. Electronic signs posting vehicle speeds have caused drivers to drop their speeds from on average six to twelve km/hr. The City has created an on-line weekly list showing where the cameras will be placed.

Dr. Stanwick will ask the Edmonton Medical Health Officer about those numbers and report back.

#### 5. **Priority Business**

##### ➤ **Budget Update/2018 Budget**

John Hicks gave an update on the budget. The budget requirement has been met for this year and spending of the surplus has been approved. The budget will remain the same for next year at approximately \$69,000 and is currently going through the standard budget approval procedure.

##### ➤ **Advertising**

Alan Perry had received an initial advertising proposal from Chek but after discussion, they are going to reconsider it and get back to Alan.

Alan presented some information on social media ad buying tips he had received from two authorities in the provincial government and summarized these as follows:

Facebook: Know your objective, i.e., awareness – are you trying to drive traffic to the website or change behaviour or some combination; Seek comments, instead of likes, but make sure you have people ready to respond to comments, especially to correct inaccuracies; Choose your demographics, i.e., age, geography, and interests; Do you want to optimize your campaign for reach or engagement; Decide if you want pay-for-click. It was recommended that an agency be used for fine-tuning what is wanted; if you provide a “shopping list,” they will give you the campaign. It was cautioned that if content is changed during a campaign, all the stats are wiped out. Try and anticipate and have three different sets of creative ready to go.

Posting our videos on YouTube is free and strongly recommended. In terms of trying to advertise those or trying to put up little pop-up ads, statistics received from Microsoft say that if the content of an ad interests someone, the likelihood of them clicking on it decreases by 60-80% on average if it pops up over content they're consuming and decreases by as much as 300% if it's a video in which they are heavily engaged. It decreases by less in pop-ups in reading content vs video content.

Discussion on social media advertising took place as follows.

Unless we have a very specific campaign, it was suggested that we put our ads up on YouTube and leave it at that for now. There are two options with Facebook: one is setting up a page

where we try to get engaged and/or post proactively. This would need monitoring and someone to answer posted comments with a consistent message and could possibly be shared between a few members. The other option is buying ad space where graphics run through as part of the feed and we don't look for engagement. With Twitter, we should look for engagement opportunities as opposed to only education.

There isn't any money for social media advertising this year so this issue will be brought back in the spring when funds are being allocated for next year. We want to do more with the advertising budget than just spending it all on TV as social media advertising would reach a different demographic. What we are really trying to do is change behaviour.

➤ **National Teen Driver Safety Week - October 15-21**

Dr. Murray Fyfe advised that he had forwarded this issue for awareness. More information can be found on-line at <http://www.parachutecanada.org/ntdsw>.

Colleen Woodger said that there is a large community-based event taking place in Cowichan for that week.

➤ **Ernst and Young Report – “ICBC - Affordable and Effective Auto Insurance”**

Chair Plant noted that the link to this report had been sent out last month for discussion at today's meeting. Alan Perry had put together a summary of the initiatives that were proposed in the report: Increase intersection safety camera activation from 25-100%; expand intersection safety camera program to 240 units; enable speed on green; fixed cameras; point-to-point systems; and variable speed limits.

Solutions for consideration given in the report are: Conduct a penalty review to assess the effectiveness of the existing penalties; double the number of full-time officers within IRSU; and consider implementing, alongside a revised impaired driving prevention program, a comprehensive public awareness campaign illustrating the effects of drinking and driving on road safety and the risks and impacts that violations would have on driver records.

Leo Belanger commented that people aren't aware that there are two types of driver abstract history for commercial vehicle drivers. The driver abstract is not looked at, only the moving violation, i.e., the public print. Commercial vehicle drivers often have many infractions. Penalty review for commercial vehicle drivers needs to include all aspects. Fine amounts can be high, however, they are often reduced in court. The contributing factor to 86% of commercial vehicle crashes is driver error. Enforcement penalty reviews should be comprehensive enough to include every aspect of commercial vehicles.

Chair Plant commented that we could recommend to the CRD Board that a letter be written to the Ministry of Transportation to request that the reviews that are referenced in the Ernst and Young report include this issue. It was suggested that Leo Belanger and Rudy Wetselaar bring some language to next month's meeting to use in a potential motion. This will be a recommendation for a policy change outside of our domain. Barb McLintock said that the Coroner's Service has just finished a review of fatalities involving commercial vehicles across the province and it has a lot of good back-up material that would be useful to Rudy and Leo.

Sgt. Gurzinski noted that when people go to court for a violation, they usually ask for a reduction in fines and often get it, except for speeding. The review might include trying to stop these idiosyncrasies in court. Sgt. Gurzinski will talk to Leo and Rudy about coming up with a couple of points that we recommend to the Board in response to the Ernst and Young report.

Alan Perry cautioned that prior to writing a letter, we need to ask what are the chances of what we are suggesting actually happening. What are the things on the list that this government might realistically do if we helped give them a nudge?

Jeff Groot commented that the Motor Vehicle Act has become quite an unwieldy piece of legislation because of the number of changes that have occurred over the last several years.

Perhaps there is opportunity there to consider what penalties are appropriate based on behaviour and level of risk.

It was suggested that a letter could be written suggesting a penalty review rather than increased penalties and include some examples.

If there are any items from the Ernst and Young report that members would like to see added to the letter, please forward them to Colin or Arlene.

**Action: Letter to be prepared at next month's meeting**

➤ **Child Passenger Safety related to Uber**

Judy Dryden brought this issue forward for discussion after seeing a news item about the possibility of having Uber allowed in BC. One of the issues that has come up is about car seats. There is an exemption for taxi drivers in the Motor Vehicle Act Regulations and Judy asked if Uber will come under the same classification. Colleen Woodger commented that anywhere it says taxi in the legislation, it will be the same for Uber. This issue is currently under review.

Jeff Groot advised that the Motor Vehicle Act and Regulations only authorize tickets being given to the driver. Government hasn't indicated its approach regarding ride sharing, whether it's Uber or otherwise. Currently, Uber will fall under the same regime as taxis. The policy intention is to balance public and road safety of the people in taxis and helping make sure that families with young children still have access to public transportation.

Sgt. Shannon Perkins suggested that legislative changes are needed to make someone be accountable for child safety as this is currently not being enforced or addressed.

There is currently no action to be taken but the issue will be monitored.

6. **Business Arising from the Previous Minutes**

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

John Hicks commented that this is not identified as a priority from the regional parks perspective and doesn't believe this recommendation would get approved. Sgt. Gurzinski had previously suggested a solution with the wording of definitions given in the Motor Vehicle Act and Transportation Act and he will forward this information to members again. John Hicks will ask for an internal legal review.

**Action: Defer until October meeting**

➤ **Reaching out to New Government**

The TSC has reached out with letters through the CRD Board

**Action: Remove from agenda**

➤ **Distributing Bike Lights**

It was confirmed that bike lights could be distributed as part of an education campaign.

**Action: Defer until October meeting**

7. **Member Updates**

➤ **RoadSafetyBC**

Jeff Groot provided the following update:

- RoadSafetyBC has been working on moving to electronic ticketing and, in conjunction with other jurisdictions, will pilot an electronic ticketing initiative. Jeff will invite someone from Road Safety Initiative to come to the October meeting to give a presentation about this.

- **ICBC**  
Colleen Woodger provided the following update:
  - The distracted driving campaign is currently taking place
  - Looking at doing a project with Island Health
- **Youth and Children**  
No updates
- **Seniors**  
No updates
- **Active Transportation**  
John Hicks provided the following update:
  - Very appreciative of the funds received from the TSC towards the back to school traffic safety campaign. Signs have gone out to schools and speed watch volunteers and have been well received.
  - Schools are finishing up their work on the active and safe routes to school program thanks in part to funds from the TSC. The District of Saanich is continuing with their own program.
- **IRSU**  
A/S/Sgt. Ron Cronk provided the following update:
  - It is distracted driving month and IRSU has been working with Saanich, ICBC and West Shore to target distracted drivers.
  - IRSU has been very engaged with the RoadSafety BC electronic ticketing initiative and have provided input into bringing it to fruition.
- **CVSE**  
No updates
- **Vancouver Island Safety Council**  
No updates
- **GVCC**  
No updates
- **Walk On Victoria**  
No updates

8. **Other Business**

**Motion regarding not funding indirect costs related to grant to UVic Centre for Youth and Society**

**MOVED** by Leo Belanger, **SECONDED** by Chris Foord, that the TSC will not pay for any indirect costs related to funding the “Innovative Approaches to Youth Traffic Safety: Evidence and Education” project with the UVic Centre for Youth and Society. Funds in the amount of \$50,000 this year and any additional funds in subsequent years must be dedicated exclusively to research.

**CARRIED**

9. **Next Meeting**

The next meeting will be held on Thursday, October 12, 2017 at noon in The Lakes banquet room.

On motion, the meeting adjourned at 1:38 pm.