

CRD TRAFFIC SAFETY COMMISSION

MINUTES OF MEETING

Thursday, February 8, 2018

The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria

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

Recording Secretary: Arlene Bowker

The Chair called the meeting to order at 12:01 p.m.

1. **Approval of Agenda**

MOVED by Holly Tuokko, **SECONDED** by Colleen Woodger, that the agenda be approved.

CARRIED

2. **Approval of Minutes – January 11, 2018**

MOVED by Janelle Hatch, **SECONDED** by Bill Laughlin, that the minutes of the meeting held on January 11, 2018 be approved as distributed.

CARRIED

3. **Chair's Remarks**

- Chair Plant extended thanks to the TSC working groups that are doing work away from the regular monthly meeting, specifically the groups that met to discuss the UVic Centre for Youth and Society project; the Malahat project; and to prepare draft guidelines for funding applications
- Looking forward to hearing today about potential initiatives that members would like to pursue this year
- An update was provided on the transportation service that the CRD wants to establish. The service is not seeing any new requisition but would be a change of funding and would primarily be the collecting and sharing of data. Chair Plant will keep the TSC updated as this develops

4. **Media Clips**

Alan Perry will show some clips when the Malahat project is discussed later in the agenda.

5. Priority Business

➤ Planning for 2018 Initiatives

At the last meeting, Chair Plant had asked members to bring forward initiatives they would like to see the TSC pursue this year. The following suggestions were presented.

Colleen Woodger: A year-long ad campaign that would focus on intersections as 60% of vehicle crashes occur in intersections and in the case of pedestrian accidents, 75% are hit in crosswalks. All road users travel through intersections and there are 32 points of conflict in an intersection. Commercials would be created giving the perspective of each road user, i.e., driver, pedestrian, cyclist, and motorcyclist and showing four scenarios where each road user makes an error. It would be tied back into the website which would provide resources from the different organizations represented on the TSC. It would be simple and practical, illustrating what is happening on our roads and how it can be addressed. Social media would also be an important piece of this.

Barb McLintock: Proposing a campaign which is similar to Colleen's idea and would focus on having people have a last look around intersections before proceeding. A summary of fatalities in 2017 in the CRD was distributed. The highest ever number of fatalities in one year was 38 in 2000 and now it is down to an average of 6-8 per year. This is likely a combination of engineering, enforcement and safety campaigns.

Corey Burger: His idea goes back to targeting places where there are problems. Data could be pulled in from police and ICBC to create a picture where crashes and near misses happen. It would be a data aggregation process which would allow the TSC to target educational enforcement campaigns in the locations where the problems occur, focusing on drivers.

Colin Plant: 1) Continue with the Cst. Sarah Beckett Memorial Scholarship. 2) Change the head rest adjustment sign placements and consider rotating signs, maybe seasonally. 3) Update our ads. 4) Distribute reflective bracelets for pedestrians and bells for cyclists at appropriate locations as part of an education campaign.

Murray Fyfe: 1) Explore the adoption of vision zero for the TSC and recommending it to the CRD Board for adoption. As vision zero encompasses the three e's of education, enforcement and engineering, there is a role for us and we could post on our website that we are a vision zero organization. 2) Look at the five RoadSafetyBC tool kits that are coming out and see if we are comfortable endorsing them and, if so, a link could be added to the website. We can view it as an education opportunity because the toolkits are meant for local governments, neighbourhood associations, etc., to look at ideas around preventing traffic fatalities and injuries within communities. Erin Anderson commented that RoadSafetyBC is also working on a kit to promote the vision zero logo that has been created by Road Safety Strategy. It will be available in the next couple of months.

Barb McLintock – Suggests holding back some funding for when marijuana is legalized. The latest study from Colorado shows very high numbers of marijuana-caused fatality and serious injury crashes since it has been legalized there.

Chair Plant asked John Hicks for a brief budget update, prior to getting input from members on the suggested initiatives. John said there is approximately \$40,000 available to the TSC on top of the money already committed to Beacon Community Services and the Malahat point to point campaign. There is also a small carryover from last year.

The following comments were made on the proposed idea for an ad on intersections:

- Sgt. Marc Chateau – Likes the intersection idea and showing the perspective of all road users as proposed by Colleen Woodger and Barb McLintock. Many crashes occur at intersections and they are usually the most serious ones. Awareness of the people that are on the roads is extremely important. Data on high crash locations is already being used to focus some enforcement efforts.

- Janelle Hatch – It would be important to identify who the target population for an education campaign would be and how we can most effectively target them through a campaign.

Action: Alan Perry will provide demographic information from CTV for distribution.

- John Hicks – Supportive of this approach as it is based on statistics on intersection crash rates. It also shows a good way of sharing the roads by looking at all the different users.
- Corey Burger – Would conditionally support this but one concern is who we are targeting. Vulnerable road users are often targeted but it is most often driver behaviour that causes crashes and he couldn't support a campaign that goes back to victim blaming. We would need to be careful of the wording of the ads.
- Ron Cronk – Sees an opportunity to blend the idea of the intersection ad together with using data and going to the intersections where the numbers show there are problems.

Due to time constraints, it was decided to table discussion on the proposed initiatives until the next meeting and to obtain and distribute additional information.

Action: Colleen Woodger to do some further work on what the intersection ad campaign might cost and talk to CTV partners as to what's possible; Corey Burger to suggest strategies on how we could do this work; and Murray Fyfe to look into finding someone who could present to us at a future meeting about vision zero. Information from Colleen and Corey to be distributed prior to the March meeting.

➤ **UVic CFYS Project Application**

This application was distributed via email prior to today's meeting. The funds we provided for the initial phase of this project were leveraged and UVic was able to obtain an additional \$22,000 for the first year which enables them to expand their outreach program and try to get a demographic mix that is more representative of the regional population. They are open to any suggestions we have in terms of research topics and questions. They are looking for 1000 people between ages 12-30 from across the CRD to participate in the survey.

MOVED by Bill Laughlin, **SECONDED** by Colleen Woodger, that approval be given to the application for \$15,000 to fund the "Innovative Approaches to Youth Traffic Safety: Evidence and Education" project with the UVic Centre for Youth and Society as initially approved in August 2017.

CARRIED

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

➤ **Possible recommendation or advertising campaign re Dr. Teschke's presentation**

MOVED by Corey Burger, **SECONDED** by Murray Fyfe, that a working group be struck to request approval from the CRD Board to forward a letter to the Province voicing support for reform of the Motor Vehicle Act based on the position paper from the Road Safety Law Reform Group of BC, the Road Safety Strategy and other documents that have recommended changes.

CARRIED

OPPOSED: S/Sgt. Ron Cronk

Sgt. Al Gurzinski commented that this is a good starting point, but that the whole Motor Vehicle Act needs to be reviewed, not just certain sections.

Members on the working group will be Corey Burger, Sgt. Al Gurzinski, Todd Litman, and Barb McLintock.

Action: Corey Burger to arrange a meeting of the working group.

➤ **Guidelines for Funding Applications**

A working group comprised of Holly Tuokko, Murray Fyfe and John Hicks met to prepare some draft guidelines for funding applications. The draft guidelines were distributed via email prior to today's meeting for members to review. The working group looked at what the goals of the TSC are and then generated some criteria for evaluation of funding applications. The proposed

areas for evaluation are quality of project; merit of the project; demonstrated project evaluation approaches; TSC priority planning/practicality; likelihood of success; recognition of challenges; and budget and matching funds. The budget/matching funds piece was left with some flexibility. A scoring system has been proposed but can be changed.

After discussion on the draft guidelines, it was agreed that the following revisions would be made:

- Double the value of item 2 on merit
- Revise item 3 to require an actual evaluation plan to be attached
- Revise item 7 to have a clear and realistic budget justification in relation to the overall merit of the project
- Simplify the scoring

Action: The working group will make some revisions as per the above and bring back to the March meeting for approval.

7. Member Updates

➤ RoadSafetyBC

Erin Anderson gave the following update:

- On February 5, the BC Government announced additional policy decisions around cannabis legalization including regional framework, personal possession limits, cultivation and drug impaired driving. Some of the changes will be creating a new 90-day administrative driving prohibition for drug impacted driving as well as expanding the zero tolerance restrictions. Additional legislation will come into effect with more details.

➤ ICBC

Colleen Woodger gave the following update:

- Currently working on a large regional distracted driving campaign
- Will be offering a volunteer symposium for all communities and volunteers who work on ICBC programs
- The speaker tour on distracted driving has been arranged
- Association of Vancouver Island and Coastal Communities AGM is being held in Victoria from April 13-15
- The Alexa Awards are coming up

➤ Youth and Children

Judy Dryden gave the following update:

- In response to a question from a previous meeting, Judy confirmed that Beacon Community Services do talk about pedestrian and cycling safety with their families. This is separate from the car seat program.

➤ Seniors

No update

➤ Active Transportation

No update

➤ IRSU

S/Sgt. Ron Cronk gave the following update:

- Recently attended a meeting with the BC Chiefs of Police traffic safety executive, which is a subgroup within the BC Association of Chiefs of Police. Superintendent of Motor Vehicles Sam MacLeod spoke to the group and two items which are relevant to the TSC were mentioned. Point to point speed cameras on the Malahat. The feasibility of such a project on the Malahat is being investigated by RoadSafetyBC from a cost and legal perspective. One of the biggest challenges when looking at point to point is that the tickets will be charged to the vehicle's registered owner and as the person driving the vehicle would have to acknowledge that, this could be "legally vulnerable." The highlight is that we've been

heard, and questions are being asked. The second item is that the idea of red light cameras being fully operational at high crash intersections is being investigated.

➤ **CVSE**

Rudi Wetselaar provided the following update:

- CVSE province-wide will be shifting their monthly general focus targeted enforcement to cover high risk behaviour such as distracted driving, as well as specifically targeting serious mechanical defects that are leading to accidents

➤ **Vancouver Island Safety Council**

No update

➤ **GVCC**

Corey Burger provided the following update:

- The GVCC has been accepted to talk on how they use safety research in their advocacy efforts at the upcoming Canadian Assn of Road Safety Professionals conference

➤ **Walk On Victoria**

No update

➤ **Municipal Police Forces**

S/Sgt. Marc Chateau, Saanich, provided the following update:

- A joint project with Commercial Vehicle Safety and Enforcement has been set up to do some work around commercial vehicles
- Saanich PD will be joining with the Victoria PD to work on some bigger traffic projects this year

➤ **Working Group for UVic Centre on Youth and Society Joint Project**

- Further to the information on this project that was provided earlier in the meeting when discussing the funding application, Barb McLintock advised that the project focus is on general high risk behaviour and how it targets attitudes towards a whole range of high risk driving behaviours, as well as in passengers, cyclists and pedestrians. Marijuana is part of that research which they recognize as urgent because of the change in legislation. The questions will be available in March or April.

8. **Other Business**

➤ **Proposed Malahat Point to Point Speed Trial Project**

The Province has extended the deadline for receiving input until the end of February and the working group met and created a plan where we will be conducting a campaign for people to provide input from February 15-28. Alan Perry has prepared draft scripts for three ads on CTV and for radio ads on CFAX and Kool, and information will be posted on Facebook and Twitter. The idea is to get people to go to the TSC website to look at the video and then click on the link to send an email giving their feedback directly to Minister Farnworth.

9. **Next Meeting**

The next meeting will be held on **Thursday, March 8, 2018 at noon in The Lakes banquet room.**

On motion, the meeting adjourned at 1:53 pm.