

CRD TRAFFIC SAFETY COMMISSION

MINUTES OF MEETING

Thursday, March 8, 2018

The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
Corey Burger, Greater Victoria Cycling Coalition
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Dr. Murray Fyfe, Medical Health Officer, Island Health (Acting Vice-Chair)
Shawn Haley, Ministry of Transportation and Infrastructure
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)
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
Alex Yelovatz, CRD Integrated Road Safety Unit (for S/Sgt. Ron Cronk)

Associates: S/Sgt. Marc Chateau, Saanich Police
Cst. Jason From, Sooke RCMP
Sgt. Al Gurzinski, Saanich Police
John Hicks, CRD
Sgt. Shannon Perkins, Victoria Police
Dr. Richard Stanwick, Island Health

Regrets: Chris Foord, Community Member (Vice-Chair)
Todd Litman, Walk On Victoria

Recording Secretary: Arlene Bowker

The Chair called the meeting to order at 12:00 p.m.

1. Approval of Agenda

The following items were added to the agenda:

- Potential letter to the CRD Board advocating for red-light cameras for speed enforcement
- General feedback to ICBC

MOVED by Colleen Woodger, **SECONDED** by Rudi Wetselaar that the agenda be approved as amended. **CARRIED**

2. Approval of Minutes – February 8, 2018

MOVED by Colleen Woodger, **SECONDED** by Judy Dryden, that the minutes of the meeting held on February 8, 2018 be approved as distributed with the following revision to Page 1: the date for approval of minutes should read January 11, 2018, not January 8, 2018 as shown. **CARRIED**

3. Chair's Remarks

- Chair Plant thanked members who were involved in the process for getting feedback on a proposed point to point speed trial on the Malahat. There has been a lot of vocal opinions on social media and he has been responding as best he can. We haven't yet heard from the Province regarding what kind of response they received. Erin Anderson has some information on this and will provide an update later in the meeting.
- At last month's meeting, there was a proposal that we need to keep doing what we've always done and a counter-proposal that says we should see what needs to be fixed before we do it. Chair Plant commented that he believes we should do both and carry on with our education

campaigns for 2018 and look at doing more research for the 2019 campaigns. We don't want to become paralyzed while waiting for data.

4. Media Clips

Alan Perry reported on media coverage regarding the proposed point to point speed trial on the Malahat. It was covered on CTV and Chek News. The Chek Point Poll received 2229 responses which is very high, and responses were almost 2-1 in favour. There was a lot of coverage in the Times Colonist and Goldstream News Gazette and seven of the nine letters to the editor were in favour. Our YouTube video got 1496 views and we also had some engagement on Twitter.

Erin Anderson advised that she has talked to the Minister's correspondence unit and about 1400 letters and emails were received from the public on the Malahat campaign. They are currently analyzing the spread of what the feedback looks like. Chair Plant asked if Minister Farnworth will be sharing the results with Minister Eby and Minister Trevena.

Action: *Erin Anderson will contact the Minister's office to see if the feedback will be shared with the other Ministers*

Chair Plant commented on the success of the TSC in carrying out the campaign to get feedback on a small budget with volunteers. He is pleased that 1400 responses were received and is looking forward to hearing what the level of support is.

Dr. Murray Fye advised that the provincial injury group that he's part of is doing a provincial survey on the same thing but looking more broadly at the highway evidence speed on green cameras and at public support for all those things. He will advise of the results when they are available.

5. Priority Business

➤ Planning for 2018 Initiatives

This item has been carried forward for further discussion on initiatives proposed last month and on any new proposals.

Erin Anderson brought forward a new proposal that had been received by the Superintendent of Motor Vehicles, who asked that Erin bring it to the Commission. The proposal is from a citizen representing a media company and is looking for funding towards a video awareness campaign on social media about distracted driving.

Action: *Erin Anderson will follow up with advice back to the citizen that they should apply via the application form on the TSC website*

Discussion returned to initiatives that were proposed last month. John Hicks advised there is \$40,000 available for this year to use for all initiatives, including media.

(a) Cst. Sarah Beckett Memorial Scholarship

MOVED by Colleen Woodger, **SECONDED** by Bill Laughlin, that \$2000 be allocated for the continuation of the Cst. Sarah Beckett Memorial Scholarship.

CARRIED

It was agreed that we would be open to accepting donations towards this. John Hicks commented that he has been contacted by police looking to fund a running event, so it is likely we will get some additional funding.

Chair Plant suggested a committee be struck to deal with the scholarship posting and to help select a winner. Committee members will be Colin Plant, Barb McLintock, Colleen Woodger, Cst. Jason From and a member from the Westshore RCMP. It is planned to have a recommendation for a winner at the June meeting.

Action: *Colleen Woodger will reach out to Westshore RCMP to ask for a representative on the committee*

(b) Head Restraint Signs

It is suggested that we begin to circulate the signs and each year look at adding a new sign so eventually we would have a rotating group of signs based on the season. We create the artwork for the signs and Mainroad Contracting will maintain them and move them around. Discussion was also held around possibly having the signs made wider and looking into the possibility of placing some signs within Victoria and Saanich Municipalities.

MOVED by Corey Burger, **SECONDED** by Judy Dryden, that up to \$3000 be allocated to replace the four existing head restraint signs and add two additional signs. **CARRIED**

(c) Ad Campaign focusing on Intersections

This would be a year-long ad campaign focusing on intersections and showing the perspective of all users, i.e., drivers, motorcyclists, pedestrians and cyclists and would also be tied back into the website. The intersection component would fit in with ads we are already doing through our existing contract with CTV which runs until the end of June. We would look at doing two ads to start to roll out for May and those would be the driver and motorcyclist. The ads produced could also be used on social media.

MOVED by Colleen Woodger, **SECONDED** by Bill Laughlin, that we move forward with the intersection campaign with two ads prior to the expiration of the 2018 contract with CTV at the end of June. **CARRIED**

Dr. Richard Stanwick suggested doing short "teaser" ads on chosen topics that would point people back to the website to get more information, and Alan Perry said this would be possible.

Alan Perry raised the idea of radio advertising and showed a potential schedule for ads on CFAX. It would be a one-year commitment and the cost would be \$12,000. At this time, there hasn't been a campaign identified for radio advertising.

(d) Data to guide Future Campaigns

There is a lot of data available already through different organizations, but it was suggested that a compilation of existing local data sources would be valuable, and discussion took place on what the best way to get data would be. Corey Burger suggested using the UVic Spatial Analysis Lab.

Action: John Hicks will contact UVic regarding ways to move forward with getting data

(e) Distributing Wrist Bands and other Material

Colleen Woodger had obtained some quotes for wrist bands, possibly to be used as part of the campaign around intersections and at other events. CME came in with the best price. It would have to be decided what wording we would like printed on them and how many to order. Some suggestions for distribution would be through TSC member organizations, police officers, reserves and auxiliaries, CRD staff in parks and on trails and by Island Health at various events.

MOVED by Murray Fyfe, **SECONDED** by Alec Yelovatz, that up to \$10,000 be allocated for the purchase of wrist bands in support of visibility and education campaigns in 2018. **CARRIED**

It was suggested that there could be a link on the website so that individuals or groups wanting to request some could send an email.

➤ CTV VI Advertising

We are currently committed to July of this year for \$10,000 of our \$40,000 budget and need to decide if we want to allocate funds to maintain the partnership with CTV VI until July 2019.

MOVED by Bill Laughlin, **SECONDED** by Colleen Woodger, that \$20,000 be allocated to continue our partnership with CTV VI until July 2019. **CARRIED**

Action: Return this item to the April agenda for additional discussion on ads

6. Business Arising from the Previous Minutes

- **Update on Campaign re proposed Malahat Point to Point Speed Trial Project**
Discussed earlier in the meeting
- **Letter to the Province re MVA Revisions**
Defer to April meeting
- **Guidelines for Funding Applications**
The revised guidelines were distributed via email and Holly Tuokko outlined the revisions that were made to incorporate changes suggested at last month's meeting. The project application form on the website will be updated.

MOVED by Holly Tuokko, **SECONDED** by Colleen Woodger, that the guidelines for evaluating project funding requests be adopted. **CARRIED**

7. Member Updates

- **RoadSafetyBC**
Erin Anderson gave the following update:
 - The Minister of Public Safety announced this morning that the existing red-light program will be updated to include speed enforcement in certain intersections. In the coming months the province will analyze the speed and crash data at some intersections and more announcements will be coming on which intersections will be chosen.
- **ICBC**
Colleen Woodger gave the following update:
 - Public engagement is taking place until April 5 on making the system fairer for those who drive well and charging high risk drivers more. It is estimated one-third will pay more and two-thirds will pay less. Details are online at <http://engage.gov.bc.ca/ratefairness>.
 - A distracted driving awareness campaign is taking place. With the number of violations being found, there is clearly still a lot of work to be done. Information on the campaign will be distributed to members via email and hopefully we can get a conversation going about taking a break from phones when driving.
- **Youth and Children**
No update
- **Seniors**
No update
- **Active Transportation**
No update
- **IRSU**
No update
- **CVSE**
No update
- **Vancouver Island Safety Council**
Bill Laughlin provided the following update:
 - Calls were received questioning why the Safety Council was supporting point to point cameras. Callers were advised that the Safety Council was part of the TSC who were just asking people to get involved in giving feedback.
- **GVCC**
Corey Burger provided the following update:

- Transport Canada is currently consulting on trucks and vulnerable road users and they are looking for information on what safety measures they should look at. There is a push amongst bike groups to get side guards.
- The Coroner's report on the death of cyclist Eileen Evans was released and the president of the GVCC was on the radio talking about some of the recommendations from that.

➤ **Walk On Victoria**

No update

➤ **Municipal Police Forces**

Cst. Jason From, Sooke RCMP, gave the following update:

- Impaired and high risk driving behaviour are being targeted. The community is very keen to see enforcement along the highway out to Sooke and beyond out to Otter Point, Port Renfrew, Shirley, and Jordan River areas and there has been some success in targeting excessive speeding out towards Jordan River. There have been 18 impaired driving violations already which is high for Sooke.

Sgt. Shannon Perkins, Victoria Police, gave the following update:

- Further to the pilot project regarding an education program alternative to a fine for distracted driving as mentioned at the January meeting, Victoria Police met with RoadSafetyBC and agreed to do it one more time to provide more statistical information.
- With all the new bike lanes, construction, and the congestion that is occurring, Victoria PD are getting a lot more complaints from all road users and everyone is pointing the finger at the other. Their community message this year is that every road user partner has a part to play in road safety.
- Distracted driving is society's number 1 thing we're wrestling with. Education campaigns by the Commission have a big part to play in changing driving behaviour. Sgt. Alec Yelovatz commented that they are consistently seeing significant fine reductions when people go to court and it is a huge challenge.

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

- The area-wide distracted driving campaign held recently was very successful from an enforcement perspective. It's a major misconception that it is young people that are using their phone when driving.

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

Dr. Richard Stanwick and Barb McLintock reported that a meeting took place and progress is being made. Within the next two months the survey questions will be available and will be shared with TSC members.

8. Other Business

Two items had been added to the meeting agenda. The potential letter to the CRD Board advocating for red-light cameras for speed enforcement will be deferred to the April meeting. The feedback to ICBC was discussed earlier in the meeting.

Regarding the idea proposed last month that the TSC adopt Vision Zero, Chair Plant asked if anyone would be able to suggest a speaker on this topic to present to the Commission.

Action: Erin Anderson will look into finding a speaker on Vision Zero for the April meeting

9. Next Meeting

The next meeting will be held on **Thursday, April 12, 2018 at noon in The Lakes banquet room.**

On motion, the meeting adjourned at 1:49 pm.