

**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, May 10, 2018**  
*The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria*

**Members:** Erin Anderson, RoadSafetyBC  
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit  
Chris Foord, Community Member (Vice-Chair)  
Janelle Hatch, Island Health  
Bill Laughlin, Vancouver Island Safety Council  
Alan Perry, Media  
Colin Plant, CRD Director (Chair)  
Edward Pullman, Greater Victoria Cycling Coalition  
Dr. Richard Stanwick, Island Health (for Dr. Murray Fyfe)  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement  
Colleen Woodger, ICBC Road Safety Division

**Associates:** Kate Berniaz, CRD (for John Hicks)  
S/Sgt. Marc Chateau, Saanich Police  
Sgt. Al Gurzinski, Saanich Police  
Sgt. Shannon Perkins, Victoria Police

**Regrets:** Judy Dryden, Child Passenger Safety Program, BCAA Community Impact  
Shawn Haley, Ministry of Transportation and Infrastructure  
Marnice Jones, School Districts  
Todd Litman, Walk On Victoria  
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 12:01 p.m.

**1. Approval of Agenda**

**MOVED** by Rudi Wetselaar, **SECONDED** by Bill Laughlin, that the agenda be approved. **CARRIED**

**2. Approval of Minutes – April 12, 2018**

**MOVED** by Richard Stanwick, **SECONDED** by Alan Perry, that the minutes of the meeting held on April 12, 2018 be approved as distributed. **CARRIED**

**3. Chair's Remarks**

- Chair Plant thanked Vice-Chair Foord for chairing last month's meeting in his absence.
- The CRD has issued a press release advising that the Cst. Sarah Beckett Memorial Scholarship is being awarded by the TSC for the second year. Applications will be accepted until June 30 and then the scholarship subcommittee will review the applications and bring a recommendation for the winning applicant to the July meeting for approval.
- Under other business, Chair Plant will be asking for suggestions for new messaging to replace our existing head rest signs. Funds were allocated for this at the March 8 meeting.

**4. Media Clips**

There were no media clips

**5. Presentation on Vision Zero – Erin Anderson, RoadSafetyBC**

Erin is the senior manager for Road Safety Strategy and Stakeholder Relations, as well as a TSC member. She thanked the TSC for the opportunity to present on Vision Zero and what that means for BC.

Vision Zero was first conceived in Sweden in 1994 and in 1997, the Swedish parliament passed Vision Zero into law. The bill set an alternate target for no deaths or serious accidents on Sweden's roads. Since then, it has spread across Europe and North America.

Vision Zero is an approach to road safety that aims to reduce the number of traffic fatalities and serious injuries to zero and puts the burden first on the road system design. Vision Zero is not only a prerogative of national and provincial governments, it also calls for direct local government involvement. Central to Vision Zero is the safe systems approach consisting of four elements: safe speeds, safe roads, safe vehicles and safe road users. They each interact with the other so that the risk of a fatal or serious injury is minimized. The safe systems approach also maintains that road safety is achieved through collaboration between multiple stakeholders.

On average in BC, 285 people are killed in road crashes each year, with over 1800 seriously injured. BC's commitment to Vision Zero grew out of the recognition that while improvement has been made, greater reductions are possible and the Vision Zero commitment in the province can be traced to the BC road safety strategy which was developed in 2013. The provincial strategy was created to align with the Canada road safety strategy 2015. In 2016, RoadSafetyBC and its partners released an update called "Moving to Vision Zero: Road Safety Strategy Update and Showcase of Innovation in BC." This report expanded BC's goal by explicitly endorsing Vision Zero and linking BC's goal to the Vision Zero movement internationally.

An important aspect of Vision Zero is the idea of shared responsibility and partnerships. The road safety strategy brings together approximately 150 representatives from 60 road safety partner organizations. The road safety strategy was designed to promote partnerships and the road safety strategy steering committee is headed up by the Superintendent of Motor Vehicles and provides leadership for the five working committees: safe vehicles, safe roads and communities, research and data, safe road users, and education and awareness.

Erin outlined some of the efforts that the working committees have undertaken and successes they have had.

- The Education and Awareness Working Committee unveiled BC's new Vision Zero logo and brand in December 2016. The purpose of the logo is to inform the public about the shared road safety vision of BC road safety stakeholder groups and to demonstrate the partnership approach to road safety. It is also intended to communicate and spread the message about BC's goal of eliminating motor vehicle deaths. Partner agencies are encouraged to use the logo as broadly as possible.
- The Safe Roads and Communities Working Committee will soon deliver on a major resource for municipalities called the BC Community Road Safety Toolkit, a knowledge resource for municipalities. The first module of the toolkit, focusing on road designs that protect people walking and cycling, is available on RoadSafetyBC's website. The second module will focus on road safety designs to protect all road users, and the third module will introduce tools and strategies for implementing the measures outlined in the other two modules. Modules two and three will be available soon.
- The Safe Vehicles Working Committee has developed an education, awareness and enforcement campaign to help improve safety issues related to the interaction between passenger vehicles and large trucks. Almost 20% of vehicle fatalities in the province occur in crashes involving heavy commercial vehicles and in response to this, the Be Truck Aware Campaign was developed to improve knowledge of how to behave and drive around large trucks.

Some upcoming projects are the Vision Zero promotional toolkit; indigenous community traffic safety strategy; road safety indicators which can be used by decision makers to implement system-wide road safety improvements; an education and training program for passenger safety restraints; and the best practices guide to road user education, which is a resource for communities, law enforcement, and health authorities on how to use and integrate nudging techniques and behavioural insights into education and awareness campaigns.

RoadSafetyBC is hosting the 2018 Canadian Association of Road Safety Professionals Conference in June in Victoria. The theme for this year's conference is "Next Generation Transportation—the Future of Road Safety."

Some of challenges and opportunities that BC is facing are:

- The impact of federal legalization of cannabis on road safety. BC will develop an educational awareness campaign about personal use health impacts, as well as impaired driving. The province introduced legislation to amend the Motor Vehicle Act which would give police new tools to be able to remove drug affected drivers from the road. This amendment has passed the committee stage and it is hoped that third reading will happen before the end of the month.
- An average of 84 crashes happen at each intersection safety camera site annually and speed is a big factor in this. The province recently announced that the red-light camera program will be upgraded to include ticketing vehicles that speed through intersections.
- In collaboration with partners, RoadSafetyBC has developed electronic violation tickets. Digital management of traffic violations will significantly improve information accuracy, increase the efficiency of processing tickets and enable earlier intervention against high risk drivers.

Looking forward, there is much more work for BC's road safety partners to do, i.e., continued collaboration on the road safety strategy; curbing distracted driving; crash rates and increasing traffic volumes; mitigating any negative effects of legalized cannabis; as well as considering the advancements of new technology in road safety.

A question and answer period followed the presentation.

Chair Plant asked what the TSC could do to advance Vision Zero and Erin replied that just endorsing Vision Zero itself would be a big step, getting the terminology and language out there and using the logo that was created by road safety strategy. Chair Plant suggested that the TSC consider making a recommendation to the CRD Board that they adopt the Vision Zero principles within the domains that they control. The Board could recommend to its municipalities and electoral areas that they consider endorsement.

**Action: Bring forward a motion to next month's meeting recommending (1) that Vision Zero be adopted as a principle of the TSC, and (2) that the TSC send a motion to the CRD Transportation Committee to recommend to the Board that they adopt a Vision Zero principle and recommend it to their municipal partners.**

Dr. Richard Stanwick suggested that in addition to endorsing Vision Zero, more discussion should take place on picking a specific item for the TSC to act on.

Arising from the presentation which alluded to the Malahat point to point interval camera program, and previous information given at the March TSC meeting that there had been considerable public feedback received, it was decided to ask the CRD Board to contact the Minister's office to see when a decision may be made.

**MOVED** by Chris Foord, **SECONDED** by Alan Perry, that the TSC ask CRD Board Chair Price to follow up with Minister Farnworth's office regarding the results of the public campaign for feedback on a proposed trial of point of point interval cameras on the Malahat. **CARRIED**

## 6. Priority Business

### ➤ Budget Update

Kate Berniaz advised that there is \$10,000 left unallocated in the current budget.

### ➤ TSC presentation to the CRD Transportation Committee

Alan Perry and Chris Foord will give a presentation to the CRD Transportation Committee outlining the work completed in the past year by the TSC. Chair Plant suggested that also may be an appropriate time for Erin Anderson to present to the Committee on Vision Zero.

## 7. Business Arising from the Previous Minutes

## 8. Member Updates

### ➤ RoadSafetyBC

Erin Anderson provided the following update:

- Bill 17 amending the Motor Vehicle Act passed the committee stage and is waiting for third reading
- The province is currently looking at intersection crash data to decide on the most appropriate locations for the red-light cameras to be upgraded to also record speed

### ➤ ICBC

Colleen Woodger provided the following update:

- Currently in high risk driving month and there are lots of projects and work being done with the police
- It is also motorcycle safety month, promoting “all the gear, all the time.” Education is taking place for drivers to be aware of motorcyclists, scan intersections, etc., and for riders on wearing proper clothing
- There is a lot of youth-related activity going on, including a mock car crash event taking place at Parkland School. The school asked for this as they have been seeing a lot of overloading of students in vehicles at lunch hour, as well as chatting on the phone
- There will be a focus on impaired driving in July and a couple of different strategies are being worked on
- Also rolling out in July will be the DriveSmart Program which is a reflection and accountability campaign and call to action for each driver to assess their own behaviours
- A volunteer symposium is being held for local road safety volunteers
- Colleen brought about half the order of wrist bands being used as part of the campaign around intersections and asked that members take them and find ways to distribute them at intersections. She has done two draft commercials through CTV, targeting specifically drivers in intersections who are turning left and hopes they will be rolled out in the next couple of weeks.

**Action: Hold a media event where the wrist bands are being given out at intersections with GVCC and Victoria Police being involved.**

### ➤ Youth and Children

No update

### ➤ Seniors

No update

### ➤ Active Transportation

No update

### ➤ IRSU

S/Sgt. Ron Cronk provided the following update:

- Talked about eticketing last month and that is on the forefront
- May 19 is national high-risk driving enforcement day
- An agreement has been entered into with the Ministry of Transportation and Infrastructure for some more enforcement on the Malahat. Completion date for construction on the Malahat is the end of September

### ➤ CVSE

Rudi Wetselaar provided the following update:

- Conducting checks here and across the island. Focusing on speed enforcement on the Malahat and recently did a brake safety day on the Malahat. Currently gearing up for international road check which is coming up

➤ **Vancouver Island Safety Council**

Bill Laughlin provided the following update:

- Extremely busy with new rider training right now

➤ **GVCC**

Edward Pullman provided the following update:

- Looking forward to Bike to Work Week and encouraged by increased numbers on the Galloping Goose counter

Chris Foord commented that many schools are wanting to participate in Bike to Work Week and looking ahead, skills courses will be a huge focus for the Greater Victoria Bike to Work Society.

➤ **Walk On Victoria**

No update

➤ **Municipal Police Forces**

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

- Will be participating in the high-risk driving provincial calendar, with Victoria and Saanich doing some joint projects. This month in Victoria the focus is on the bike lanes and working with engineers, looking at what's not working and how do we address it. It is difficult to emulate the vehicle/bike intersections in parts of Europe because of road space. There is still conflict occurring and ongoing dialogue is taking place

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

- Saanich is also participating in the high-risk driving provincial calendar. It's also time to be thinking about counterattack roadblocks and setting dates

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

Dr. Richard Stanwick advised that Director Fred Grouzet from the UVic Centre for Youth and Society will be taking responsibility for ensuring that the Roy Watson Scholarship continues smoothly as it has in the past. Dr. Stanwick will invite Director Grouzet to attend the June 14 meeting to give an update on our joint project with the Centre.

## 9. Other Business

Ideas for new messages on the existing head restraint signs were discussed. Suggestions put forward were: look twice for pedestrians, cyclists, and motorcyclists (three different signs); look, scan and shoulder check at intersections; put your phone down (with dollar fine amount shown); watch flaggers on construction sites (it was noted that a cone zone campaign is coming up); cannabis impairment (look at signs from other jurisdictions). Colleen Woodger is meeting with MOTI and will ask what a reasonable rotation would be, and whether the signs can be made taller on the same post.

Regarding our new ads with CTV, Alan Perry confirmed they are in progress.

## 10. Next Meeting

The next meeting will be held on Thursday, June 14, 2018 at noon in The Lakes banquet room.

On motion, the meeting adjourned at 1:39 pm.