

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, February 14, 2019
Greek Community Hall, 4648 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Dr. Murray Fyfe, Island Health (Chair)
Janelle Hatch, Island Health
Bill Laughlin, Vancouver Island Safety Council
Alan Perry, Media
Dr. Paweena Sukhawathanakul, UVic
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: Deputy Chief Ray Bernoties, Oak Bay Police
Sgt. Al Gurzinski, Saanich Police
John Hicks, CRD
Sgt. Shannon Perkins, Victoria Police
Dallas Perry, BC Transit
Dr. Richard Stanwick, Island Health

Regrets: Corey Burger, Greater Victoria Cycling Coalition
Chris Foord, Community Member (Vice-Chair)
Shawn Haley, Ministry of Transportation and Infrastructure
Marnice Jones, School Districts
Todd Litman, Walk On, Victoria
Cliff McNeil-Smith, CRD Director
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Guests: Andy Dunstan

Recording Secretary: Arlene Bowker

The following items were added to the agenda:

- Cycling Numbers
Dr. Stanwick raised the issue of some areas becoming dangerous because of the volume of cyclists, in particular the area near the Selkirk Trestle. John Hicks said that the CRD tracks cyclist numbers and this area has been examined and they are looking at ways to separate cyclists and pedestrians.

Action: John Hicks to bring information on cyclist numbers to next month's meeting

- Report from The Centre for Addiction and Mental Health, Ontario
Dr. Stanwick said that there is a major report on alcohol coming out from The Centre for Addiction and Mental Health which is focused on different aspects in terms of health effects and includes alcohol and driving. This may be of interest to the TSC and he will pass it on to members as soon as it is available.

1. Approval of Agenda

MOVED by Alan Perry, **SECONDED** by Ron Cronk, that the agenda be approved as amended.

CARRIED

2. Approval of Minutes – January 10, 2019

MOVED by Colleen Woodger, **SECONDED** by Janelle Hatch, that the minutes of the meeting held on January 10, 2019 be approved as distributed.

CARRIED

3. Chair's Remarks

Chair Fyfe said that he is looking forward to the coming year. The TSC has done some great work in the past and he believes this will be another productive year. We have a good multi-sectoral group here which is unique in BC.

Injury prevention is a public health priority for Island Health and provincially. Motor vehicle crashes are one of the main contributing causes and a big priority for everyone here.

The TSC annual report to the CRD Board needs to be done within the next couple of months so we will work on deciding what we want to include and go over that at the March meeting.

Chair Fyfe commented on the current campaign by The Community Against Preventable Injuries which focuses on using the terms “collision” or “crash” instead of accident because the word “accident” has the connotation that it’s not preventable.

4. Priority Business

➤ Budget Update

Funding in the amount of \$10,000 to Beacon Community Services was approved at the January meeting, with \$1550 being withheld pending receiving additional details from them. John Hicks reported that this information has been received and it will be discussed later in the meeting.

The motion regarding funding for the project with UVic will be deferred until next month when Dr. Grouzet will be attending to give a project update.

➤ Strategic Planning for 2019

Discussion took place on the following issues which the Commission has decided to give priority to in 2019.

- **Interacting with Commercial Vehicles**

Erin Anderson said that through the Road Safety Strategy a campaign called Be Truck Aware was conducted a couple of years ago. There is a lot of information and an extensive report available from that campaign and it may be something that the Commission could leverage for a campaign locally. It was also an enforcement campaign and was linked in with CVSE and law enforcement partners. Although the campaign was considered to be successful, the recent Auditor General’s report on commercial vehicle safety noted that with education campaigns in general there needs to be a way to measure success. Alan Perry commented that the specific crash rate in the local area could be looked at before and after.

Dr. Richard Stanwick remarked that the lack of training of some commercial truck drivers has been in the media lately and the Federal Minister of Transport has remarked that they will be looking into getting some Canadian standards on training.

Colleen Woodger said that at last month’s meeting the discussion was around educating regular drivers about driving around commercial vehicles and that is something we could move forward on without too much legwork.

Chair Fyfe mentioned that in the report by the Auditor General there was also some criticism about BC compared to the TACT Program in Washington State where they link education with enforcement. If the Commission thought this was something worthwhile doing, it could be part of the campaign message. S/Sgt. Ron Cronk said that CVSE does have the authority to ticket regular drivers as well as commercial vehicle drivers, but they prefer to have the police involved when that happens. Sgt. Shannon Perkins advised that the municipal police forces do work on education, enforcement and engineering.

Action: Erin Anderson will provide information from the Be Truck Aware Campaign for the March meeting

- **Cannabis and Other Impairments**

John Hicks said that the original intent of establishing strategic planning priorities was to keep our conversations focused throughout the year and to have applications for funding link back into the TSC priorities. His understanding is that the focus and messaging would be “impairment is impairment,” whether it is from cannabis, alcohol, prescription drugs, etc.

Sgt. Shannon Perkins commented on the Victoria Police campaign on cannabis impaired driving called "Wait until you get home" which will be launched at the end of February. Metropol will be distributing 1500 posters primarily in the downtown area on poles and some storefronts. On February 22, there will be a media launch, and police will be going to dispensaries and distributing posters. They will be stopping vehicles leaving dispensaries and educating those drivers and going to nightclub lineups and doing some questions and answers and live videos. The police will also be setting up a roadblock and doing questions and answers with a drug recognition expert. It will be a big social media night for the Victoria PD. Shannon will bring posters to the next TSC meeting for members to use or distribute and she will send a copy of the finished image. The Commission contributed \$2,000 in funding toward the creation, production and distribution of the poster.

Discussion was held on advertising and which of the four identified priorities we want to focus on for the next TV ad. Sgt. Shannon Perkins said she would like to see something around the issue of ceasing the conflict between road users. Each person has a responsibility, and everyone needs to work together on road safety and show respect for others. It was agreed that this could be a good ad, with the words "responsibility" and "respect" being a key message. Chair Fyfe mentioned the CRD "Cruise with Courtesy" campaign from a couple of years ago which could possibly be reinvigorated.

Action: Add to next month's agenda for further discussion

Deputy Chief Ray Bernoties commented that it's not about educating drivers on each of these dangerous issues, it's about changing the culture and public acceptance and about it not being acceptable among your peers. That could be a good media chord to strike.

Dr. Stanwick said that because of challenges we may be facing as a consequence of broader influences on society than just the road safety, our campaigns need to hit the mark much harder than in the past.

- **Pedestrian/Cyclist Safety and Visibility**
Defer to next meeting
- **Road/Sidewalk/Trail User Attitudes – Take it Seriously**
Defer to next meeting

➤ **Process for Review of Funding Applications**

An application for funding has been received for Walk and Wheel to School Week. The working group that was formed last year consisting of Paweena, Dallas, Judy, Alan and Janelle will be reestablished to review the application and make funding recommendations to the March meeting. Janelle excused herself from participating in review of this application due to a conflict.

➤ **Summary of Vision Zero Symposium**

John Hicks provided a brief overview on BC's first-ever Vision Zero summit which was held recently in Surrey. Surrey also planned to release their own Vision Zero strategy at that time and John suggested that members have a look at it if they have the opportunity. Speakers from both Canada and the States talked about the complexities behind Vision Zero. They had some very interesting data and feedback from areas where Vision Zero has been adopted. All of them acknowledged the fact that it is a vision—they are not expecting to get to zero, but anything that can be done to mitigate or minimize the number of fatalities is what they are aiming for. John commented that it was good to see the very strong representation from health officers, as well as representation from both Saanich and Victoria Engineering Departments, and police from some of the local municipal forces.

Erin Anderson presented at the summit and said that in BC our targets are continuous decreases towards zero and that is the premise of Vision Zero for the province.

Chair Fyfe also attended the summit and said a consistent point made in the presentations was to start with the data and map it out to identify high risk areas and areas that are doing well. The

mapping was often done by the type of road users so hot spots for vehicle users or pedestrians, etc., were identified. Education, enforcement and engineering must go hand in hand and political support is essential, along with public engagement. Dr. Tarek Sayed, UBC Professor and the Transportation Safety Research Chair for Canada, presented on some of the work that he's doing that may be interesting for the TSC to look at. Dr. Sayed finds it unacceptable that we base our response on collisions and wait until there is enough collisions before there is a high-risk designation made. He uses cameras at intersections to look at near misses and basically identifies risky areas based on things that might have happened but didn't. He has worked with several municipalities and cities to identify some high-risk situations and make improvements. Chair Fyfe will bring some more information on Dr. Sayed's work and possibly we could look at having him present to the TSC at some point.

The TSC has discussed Vision Zero in the past but haven't come to any conclusions. The challenge is that it is a collaborative approach and all partners need to be on board. If we can get support from the larger municipalities, i.e., Saanich, Victoria and Langford, then there is a good chance of moving things forward. Chair Fyfe suggested that Vision Zero could be included in the Commission's annual presentation to the CRD Board.

5. Business Arising from the Previous Minutes

➤ Funding Application from Beacon Community Services

Funding in the amount of \$10,000 for Beacon Community Services was approved at the January meeting subject to Beacon providing an account of last year's work. This report has now been received and will be distributed to members. Beacon were also asked to provide clarification as to the balance of requested funding in the amount of \$1550 prior to approval. John Hicks reported that Beacon has advised that the \$1550 will be used for print materials, e.g., information pamphlets for families and the professionals who work with those families.

MOVED by Alan Perry, **SECONDED** by Colleen Woodger, that the balance of funding in the amount of \$1550 requested by Beacon Community Services be approved. **CARRIED**

Also, in response to our concerns regarding sustainable funding, Beacon acknowledged that relying on annual funding from the TSC is problematic and they are looking at that.

Action: John Hicks to reinforce the message to Beacon Community Services regarding TSC funding

6. Member Updates

➤ RoadSafetyBC

No update

➤ ICBC

Colleen Woodger provided the following update:

- Currently doing a lot of work with the senior population around winter driving, and work around driver licensing
- Working on putting together an intermunicipal distracted driving enforcement and education campaign with police and volunteers

➤ Youth and Children

Judy Dryden provided the following update:

- More work is being done on the special needs documentation with agencies to see about getting some changes made to the special needs program

➤ Seniors

No update

➤ CRD

As discussed last month, John Hicks advised that the TSC Twitter account has been deactivated

- **IRSU**
S/Sgt. Ron Cronk provided the following update:
 - The provincial traffic enforcement calendar next month will be targeting distracted driving and IRSU is ramping up for that
- **CVSE**
No update
- **Vancouver Island Safety Council**
No update
- **GVCC**
No representative was present, but Corey Burger provided the following written update:
 - The GVCC's Be Bright has the first of its pop-up lighting stations tonight on the Janion Plaza from 5-7pm. There will be further pop-ups near UVic, Camosun Interurban and in downtown Langford over the next few weeks, weather dependent. Lights and materials have been developed and we have partnered with both MEC and Goldstream Bikes to get those.
- **Walk On, Victoria**
No update
- **Municipal Police Forces**
No update
- **BC Transit**
Dallas Perry provided the following update:
 - Transit has been very busy with the snow and just trying to get people moving and provide basic service in this weather
- **MOTI**
No update
- **Working Group for UVic Centre on Youth and Society Joint Project**
No update

7. Other Business

8. Next Meeting

The next meeting will be held on Thursday, March 14, 2019 at noon at the Greek Community Centre.

On motion, the meeting adjourned at 1:27 pm.