

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

Members: Corey Burger, Greater Victoria Cycling Coalition
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
Marnice Jones, School Districts
Bill Laughlin, Vancouver Island Safety Council
Cliff McNeil-Smith, CRD Director
Alan Perry, Media
Sally Reid, Walk On, Victoria (for Todd Litman)
Dr. Paweena Sukhawathanakul, UVic
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: S/Sgt. Marc Chateau, Saanich Police
Cst. Glen Davies, Central Saanich Police
John Hicks, CRD
Dr. Richard Stanwick, Island Health

Regrets: Erin Anderson, RoadSafetyBC
Chris Foord, Community Member (Vice-Chair)
Shawn Haley, Ministry of Transportation and Infrastructure
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Guest: Dr. Frederick Grouzet, UVic Centre for Youth and Society

Recording Secretary: Sue-Anne Carter, Regional and Strategic Planning, CRD

1. Approval of Agenda

MOVED by Judy Dryden, **SECONDED** by Colleen Woodger, that the agenda be approved with no additions or amendments. **CARRIED**

2. Approval of Minutes – February 14, 2019

MOVED by Paweena Sukhawathanakul, **SECONDED** by Ron Cronk, that the minutes of the meeting held on February 14, 2019 be approved as distributed. **CARRIED**

3. Chair's Remarks

The position of the CRD Board was discussed regarding an alternate route over the Malahat and their opposition to new highway infrastructure development that is open to the public through Sooke Hills Regional Park. The CRD Board recommendation from March 13th meeting was discussed with no questions of position coming through yet from the public to the TSC. The TSC is taking no position on this issue as it is a transportation issue, not traffic safety. Alan Perry reiterated staying out of the debate as the recommendation is not about traffic safety.

The next CARSP conference is starting May 29th in Calgary. There are going to be some good speakers and all are encouraged to attend.

4. Presentation – Dr. Frederick Grouzet, UVic Centre for Youth and Society

Please refer to PowerPoint presentation for overview

Questions and clarification:

Colleen Woodger asked if information presented could be shared with her Program Manager and ICBC Team.

Corey Burger asked if TSC ads developed could be sent to UVic for comment and feedback, within reasonable timeline (within 3-4 months response). Focus groups and youth response take time, but possible.

Cliff McNeil-Smith asked about test messaging and who creates it and the response was that the Youth Innovation Lab at UVic develops material for testing. Data sharing timelines, data sample sizes and long term campaign testing and trending were discussed. Sample sizes are now being refined by age categories.

Richard Stanwick referred to taking advantage of remaining tightly coordinated with data, messaging and evaluation of the UVic research and their findings. This will allow TSC to tailor messages better to the youth target audiences.

Other discussion took place around harm reduction strategies, tailoring ad messaging based on data received, the UVic survey completion by youth, as a positive reinforcement, can change attitudes to more positive behaviour. Road Stars parallel drawn to this program and value of youth involvement in messaging.

Chair Fyfe clarified timelines for recommendations coming to TSC from UVic, formalizing priorities on ad messaging, with those ad messaging priorities to be explored over the next 12 months with UVic. A committee was established for liaising with UVic on messaging for upcoming TSC ad campaigns.

5. Priority Business

➤ Budget Update

Discussion was held on the following two items that are coming forward for funding approval.

- **UVic Centre for Youth and Society**

Funding for \$50,000 was initially approved in 2017, with an additional \$15,000 last year. Another \$15,000 is requested for this year for continuing the program and work. The scope is targeting younger age group.

Cliff McNeil-Smith inquired about the provisional budget and John Hicks confirmed the amount was \$35,000 (approval by CRD Board in April). Funds approved in 2017 and 2018 were allocated for the initial setup and program development.

Clarification on analysis and completion of data was requested. The answer will be brought back to the group once clarified. Age group changes and data sampling were changed so information will be brought forward at a later date.

MOVED by Alan Perry, **SECONDED** by Colleen Woodger, that funding be given in the amount of \$15,000 to the UVic Centre for Youth and Society for the continuation of the partnership for 2019.

CARRIED

- **Cst. Sarah Beckett Memorial Scholarship**

Funding in the amount of \$2,000 for continuation of this scholarship is requested. An advisory panel will need to be established to administer the scholarship which is intended to be used to further education in the area of law enforcement.

MOVED by S/Sgt. Ron Cronk, **SECONDED** by Cliff McNeil-Smith, that funding be given in the amount of \$2,000 for the Cst. Sarah Beckett Memorial Scholarship.

CARRIED

An advisory panel was established with Colleen Woodger, S/Sgt. Ron Cronk, and Cliff McNeil-Smith to administer the scholarship for 2019. Applications will be sent to School Districts with scholarship applications being completed by applicants and sent through to the TSC website for consideration. Information is redacted to remove identifying information for advisory panelists. Scholarship applicants must be residents of the CRD.

Action: Information to be sent to all committee members for broad distribution of scholarship application

➤ **Strategic Planning for 2019**

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

- **Info on Be Truck Aware Campaign**

Action: To be brought forward for discussion at April meeting

- **Cruise with Courtesy Campaign**

John Hicks said this campaign was run four years back with the purpose being to educate cyclists and drivers on shared responsibility. Ads were tracked and reported back to the TSC. The success of the program was challenging to gauge. Discussion took place around reuse of ads. Costs associated were provided in a report which John will make available to Corey Burger for analysis. John Hicks to come forward with a budget allocation recommendation for advertising, if needed. In kind advertising is free. Ad strategy may need to be relooked at for current messaging. It is planned to have this up and running by May.

Action: To be brought forward for discussion at April meeting. John Hicks to follow up on Trail Ambassador program running for 2019 again and Cruise with Courtesy Campaign logo requested to be incorporated onto the back page of the 2019 revised Bike Map, as it was in the 2015 version.

- **Pedestrian/Cyclist Safety and Visibility**

Corey Burger stated GVCC has completed one Be Bright pop up campaign and one more pop up will be held in April to coincide with turn in weather.

Action: Ideas to be brought forward for new advertising campaigns that carry the coordination of current campaigns. Current ads to be sent to Dr. Frederick Grouzet, UVic Centre for Youth and Society, by Alan Perry for analysis.

- **Road/Sidewalk/Trail User Attitudes – Take it Seriously**

Action: To be brought forward for discussion at April meeting. Invite speakers for ad topics

➤ **TSC Membership**

Action: To be brought forward for discussion at April meeting when Chris Foord returns

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

➤ **CRD Information on Cyclist Numbers**

John Hicks spoke about Galloping Goose/Selkirk Trestle increase in ridership numbers (350-375 am/pm peak). Cory Burger stated there is a 15-30% steady increase yearly in ridership numbers.

➤ **TSC Report to the Board**

Chair Fyfe will finalize the report going to the CRD Transportation Committee in May. It will discuss current data priorities from 2018 and 2019 as well as current data on traffic related issues in the CRD.

➤ **Recommendation re Walk and Wheel to School Week Funding Application**

Dr. Paweena Sukhawathanakul spoke about the application. Evaluation of the proposal by the working group established at last month's meeting put it in the range for funding support. Conditional approval was given, with request for additional information to be provided. Educational content and budget for program as well as limitations/potential challenges will be requested as they are currently missing from the application. The project doesn't take place until the fall.

Action: John Hicks to follow up with request for additional information from the applicant to address concerns and bring back to the April meeting

MOVED by Alan Perry, **SECONDED** by Colleen Woodger, that the \$3,000 funding request be conditionally approved, pending satisfactory submission of requested information. **CARRIED**

Corey Burger, GVCC, abstained from voting

7. Member Updates

➤ RoadSafetyBC

No update

➤ ICBC

- Colleen Woodger spoke about the success of the distracted driving campaign with concentrated enforcement of distracted driving by regional police. There is also a focus on mature driving education prior to crisis. Westshore RCMP pedestrian safety campaign (rural and bus) was also discussed. Strategic Planning with the Information Management Team to start an Annual Report was discussed as well. Look at a higher level CRD based request for data for a broader look at campaigns for balance. No mapping capability. Over 2000 requests in queue already. Corey Burger, GVCC, would be happy to assist with GIS mapping component if needed.

➤ Youth and Children

- Judy Dryden spoke about Beacon Community Services assistance with helping a family obtain a car seat, through the TSC education funding.

➤ Seniors

- Paweena Sukhawathanakul offered assistance to ICBC for reaching seniors for Mature Driving program.

➤ CRD

- John Hicks spoke about Active Travel Planning - Safe Routes to School. Additional CRD funding has been provided for another five schools.

➤ IRSU

- S/Sgt. Ron Cronk - Stay off your phone!

➤ CVSE

No update

➤ Vancouver Island Safety Council

No update

➤ GVCC

Corey Burger discussed Be Bright campaign, lighting and separating the Galloping Goose Trail, bus/bike lane safety issues, Active Transportation Strategy – new design guide by MOTI and attending seminar

➤ Walk On, Victoria

No update

➤ Municipal Police Forces

No update

➤ BC Transit

No update

➤ **MOTI**
No update

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

8. Other Business

Richard Stanwick discussed 180km MAX speed by Volvo as a big change for industry.

9. Next Meeting

The next meeting will be held on April 11, 2019 at noon at the Greek Community Centre.

On motion, the meeting adjourned at 1:34 pm.