

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, April 11, 2019
Greek Community Hall, 4648 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Chris Foord, Community Member (Vice-Chair)
Janelle Hatch, Island Health
Marnice Jones, School Districts
Bill Laughlin, Vancouver Island Safety Council
Todd Litman, Walk On, Victoria
Cliff McNeil-Smith, CRD Director
Alan Perry, Media
Dr. Richard Stanwick, Island Health (for Dr. Murray Fyfe)
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: John Hicks, CRD
Dallas Perry, BC Transit

Regrets: Corey Burger, Greater Victoria Cycling Coalition
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Shawn Haley, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, UVic
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Guests: Marg Deibert, BCAA Community Impact
Dr. Frederick Grouzet, UVic Centre for Youth and Society
Jocelyn Pedder, RONA Kinetics

Recording Secretary: Arlene Bowker

1. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Judy Dryden, that the agenda be approved as distributed. **CARRIED**

2. Approval of Minutes – March 14, 2019

MOVED by Bill Laughlin, **SECONDED** by Alan Perry, that the minutes of the meeting held on March 14, 2019 be approved as distributed. **CARRIED**

3. Chair's Remarks

Vice-Chair Foord mentioned that there hasn't been any word about the possible implementation of point to point speed cameras on the Malahat. Erin Anderson said that the priority right now is to upgrade the intersection safety cameras to help identify vehicles that are speeding through intersections. There will be an announcement coming out soon identifying which intersections will be getting the speed activated cameras. It is a huge undertaking to get these up and running. An important piece of this is the monitoring of the data and working with the municipalities. This will be a transparent process and there will be signage in place so that people are aware of the cameras and it is believed that will influence driving behaviours in those areas.

A detailed analysis of the current locations with red light cameras was done to see where the highest number of crashes were and how many of those were highly impacted by speed.

4. Priority Business

➤ **Budget Update**

John Hicks advised that our media commitments run through to the end of June and then the Commission will need to decide about plans for advertising. Currently there is approximately \$20,000 allocated for that.

The invoice for the Beacon Community Services Child Passenger Safety Program has come through and has been paid.

➤ **Strategic Planning for 2019**

- **Information from the Be Truck Aware Campaign**

Erin Anderson provided information from the Be Truck Aware Campaign that was held in conjunction with several other partners through the Road Safety Strategy. The campaign was fully funded by partners, not by Government, and the dedicated budget was approximately \$52,000. Enforcement was also incorporated, and police were on the lookout for dangerous behaviours by passenger vehicles while driving around large trucks. One very interesting piece was dash cam video from the Teamsters showing truck drivers being cut off, etc.

Additional research was also undertaken, and a panel was held through ICBC as well as through Insights West looking at behaviours of passenger vehicles when driving around commercial vehicles. Erin has contacted some of the partners about the TSC being able to use materials from the Be Truck Aware campaign and the approach that was proposed was that the Commission would be able to use the key messages and materials that are on the website but there would need to be a dialogue with the original partners before proceeding. Erin would be able to help facilitate this and would want to advise other partners of what the TSC would like to use and how it will be used.

Alan Perry has spoken to CTV and there wouldn't be a problem for them to create new advertising, using the same concept.

Dr. Richard Stanwick commented that he doesn't think the current information is conveying the dangers strongly enough. It is a good starting point but the consequences of behaviour need to be shown. What is it that is going to resonate with people? Possibly pictures of vehicles that have been hit by a large truck could be shown.

Erin said the dash cam video footage from the campaign was very successful in showing the dangers.

- **Information re Cruise with Courtesy Campaign**

John Hicks talked to CRD staff who ran this program and looked at the design and products that had been created. If the Commission wanted to move forward with this campaign, the only impact would be the advertising space. All the media, etc., is already in place. The TSC needs to consider if this is something of interest and then price out the media time.

- **Pedestrian/Cyclist Safety and Visibility**

Colleen Woodger said that she has distributed thousands of reflectors and other items and gives them out at every opportunity. Also, Victoria Police have their own pedestrian campaign and reflectors that they distribute. The TSC has done a visibility campaign in the past.

Colleen mentioned that an important message is to emphasize making eye contact with the drivers before stepping out into the intersection. Richard Stanwick suggested that could be the complementary campaign, i.e., the only safe way to enter an intersection is to make eye contact first. Alan Perry said that would be an easy one for TV advertising and he will check into that.

Dr. Fred Grouzet suggested something could be included in packages for students at the beginning of term. Colleen will make a note of that for their next campaign.

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

Alan Perry commented that we have been trying to create a messaging package that would embody this and ran it by CTV but didn't come up with anything that would "grab" people's attention.

Action: Be Truck Aware will be the first campaign and then cyclist/pedestrian visibility in the fall. Erin Anderson will check on availability of materials for Be Truck Aware.

➤ **TSC Membership**

Action: Alan Perry to contact Chief Coroner Lisa Lapointe to see about a replacement for Barb McLintock

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

➤ **TSC Report to the Board**

Dr. Murray Fyfe is working on this. John Hicks reminded members that the intent of the report is to present to the CRD Transportation Committee on the work that the TSC has done in the past year and clarify priorities for the current year.

Action: Bring back to the May meeting

➤ **Walk and Wheel to School Week Funding Application – Additional Information**

Action: John Hicks has requested additional information on this funding application and will bring to the May meeting

6. **Member Updates**

➤ **RoadSafetyBC**

- Erin Anderson said that besides the intersection safety cameras which she had talked about earlier in the meeting, RoadSafetyBC is continuing to work with law enforcement on the implementation of the drug impaired driving laws.

➤ **ICBC**

- Colleen Woodger talked about starting the process to get some baseline ICBC data on collisions. Corey Burger from GVCC had requested information so that he could map it. If there is anything that people would like to see, please email Colleen. She will start working on this in June. It will be a long-term project and the goal is to make it so that it can be refreshed on an annual basis.

Alan Perry asked if it would be possible to have crash data broken down by municipality, however, Colleen said the idea was not to go by municipality because we are a regional body. Alan said even knowing how many crashes happen a day, how many involve injury, and how many of those crashes are vehicle, motorcycle, bicycle or pedestrian would be very valuable.

Dr. Richard Stanwick suggested that our annual data requests should be tied into our campaigns to be able to have them more evidentiary-based. That would mean thinking well ahead. The general data would be very useful but if we could work with Colleen to tie it into planning future initiatives, that would really strengthen the rationale we're using to do our campaigns.

Todd Litman said he has been using ICBC's website crash reports which are mapped and useful for certain types of analysis and asked Colleen if she was thinking of an annual report that would break down CRD area crash statistics in various ways? Colleen said she is collecting a wish list of what people would like and then will see what response she gets and how long it will take. We may have to go to another source to get more detailed information. She is thinking of a general report that the TSC as a group can look at.

➤ **Youth and Children**

- Judy Dryden reported that she will be doing a roadside session next week with Saanich police on car seats. Also, later today, both federal and provincial representatives are getting together to discuss special needs vehicle seating for children and see if some issues can be sorted out.
- Janelle Hatch commented that the McCreary Centre Society report on the results of the 2018 BC adolescent health survey came out last month. This survey of BC Grade 7-12 students across the province is done every five years. It contains a lot of good data on youth and there is a small section on transportation. More regional reports will be coming out over the next few months. The link to the report is: https://www.mcs.bc.ca/pdf/balance_and_connection.pdf

- **Seniors**
 - Colleen Woodger reported that ICBC has been invited to do a presentation at an event on seniors driving through Cosco (Council of Senior Citizens' Organizations of BC) on the 24th. There will be two events held on the island in the next couple of weeks—one in Qualicum and one in Victoria.

- **CRD**
 - John Hicks said that the Bike to Work week launch was yesterday. It was well received, and the numbers show a lot of corporate participation. The regional district bike counts are being done in May. There will be more permanent counters on the trails and validation is being done with manual counts to the automated counts. There are a lot of volunteers this year.
 - A Cst. Sarah Beckett memorial run coordinated through the RCMP will be taking place this weekend and any funds raised are being donated back to the CRD TSC Sarah Beckett scholarship.
 - Updated population projections are now available and will be used to work backwards on crash stats, etc. Municipal planners are meeting on Friday to go through the numbers and then they will be released after that.

- **IRSU**

No update

- **CVSE**

No update

- **Vancouver Island Safety Council**
 - Bill Laughlin advised that the VISC is holding an open house motorcycle event on June 26. The Victoria and Saanich Police, Westshore RCMP and IRSU have been invited and have agreed to do some demonstrations. It is intended as a PR event to get some interaction with the general public and try to get more of a good rapport.

- **GVCC**

No update

- **Walk On, Victoria**

Todd Litman asked some questions as follows:

 - Re the messaging that the TSC is preparing to do around pedestrian/cyclists being more visible, how much do we know about how that risk compares with other risks? Could we get statistics about what proportion of pedestrian/cyclist crashes occur at dusk or after dark? Also, currently our messaging is to pedestrians and cyclists and not to motorists. Alan Perry commented that in the majority of fatalities, the pedestrian was in the right, so the TSC has always focused on “don't be dead right.” Todd commented that the structural response the City of Victoria is considering to deal with this is to look at changing the maximum speed limit off the arterials to 30 km/h.
 - John Hicks replied that the role of the TSC is part of a broader systems approach and our part is getting the education messaging out. There are a lot of different partners running separate types of messaging and campaigns, and most sectors are being targeted by various organizations. Colleen Woodger noted that the TSC did two TV ads last year targeting drivers. One was for drivers making a left hand turn and stressed the need to scan and shoulder check and was a strong visual message to drivers. The second piece was the distracted driving messaging.

- **Municipal Police Forces**

No update

- **BC Transit**
 - Dallas Perry said that it looks like there will be some movement on the southbound lanes on the highway as there has been on the northbound lanes. Also, “million milers” awards are currently being handed out to transit operators who have gone 20 years with no preventable collisions.

- **MOTI**
No update

- **Working Group for UVic Centre on Youth and Society Joint Project**
 - Dr. Frederick Grouzet said that in May/June a series of focus groups will be started. Any information from campaigns such as a video, poster, picture, etc., that could be evaluated by focus groups can be sent to him. By September he will have some data for the Commission.

7. **Other Business**

8. **Next Meeting**

The next meeting will be held on May 9, 2019 at noon at the Greek Community Centre.

On motion, the meeting adjourned at 1:16 pm.