

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, May 9, 2019
Greek Community Hall, 4648 Elk Lake Drive, Victoria

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

Associates: John Hicks, CRD
Sgt. Al Gurzinski, Saanich Police
Dr. Richard Stanwick, Island Health

Regrets: Erin Anderson, RoadSafetyBC
Corey Burger, Greater Victoria Cycling Coalition
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Shawn Haley, Ministry of Transportation and Infrastructure
Janelle Hatch, Island Health
Alan Perry, Media
Dr. Paweena Sukhawathanakul, UVic
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Guests: Peggy Gibbs, ICBC
Dr. Frederick Grouzet, UVic Centre for Youth and Society
Myles Maillet, UVic Centre for Youth and Society
Jocelyn Pedder, Transport Canada

Recording Secretary: Arlene Bowker

1. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Cliff McNeil-Smith, that the agenda be approved as distributed. **CARRIED**

2. Approval of Minutes – April 11, 2019

MOVED by Judy Dryden, **SECONDED** by Marnice Jones, that the minutes of the meeting held on April 11, 2019 be approved as distributed. **CARRIED**

3. Chair's Remarks

Chair Fyfe commented that it was good to see the announcement from Minister Farnworth this week regarding the intersection red-light cameras being activated 24 hours a day. Also, that cameras at 35 intersections will have technology installed to ticket anyone driving over the speed limit.

Chair Fyfe is part of a provincial injury prevention committee looking at indicators for injury prevention, including road safety indicators. The committee has been doing interviews, holding focus groups, doing surveys of experts and decision makers and are asking the experts to decide which indicators should be used to monitor how well we are performing around the different injury prevention fields. There were initially 70 road safety indicators and it is planned to cut it down to 20 by summer. Following that, Chair Fyfe will bring it back to a future TSC meeting and see if this is something the Commission would like to track and maybe have posted on our website about how well we're performing in the CRD related to these indicators.

Vice-Chair Foord mentioned that he did an interview on CBC this morning re the activation of the intersection speed cameras and he brought up the proposal to put point to point speed cameras on the Malahat. In a later interview, Minister Farnworth did say that this idea is still on the table.

4. Presentation – Myles Maillet, UVic Centre for Youth and Society – Shifting Gears: An Evidence-Based Review on Unsafe Cycling Behaviours among Youth

Myles Maillet is a graduate research assistant and Ph.D. candidate at UVic and a research affiliate for the Centre for Youth and Society. He presented on some of the research he has been working on around unsafe cycling behaviours among youth.

Victoria is an outlier when it comes to cycling as a means of transportation compared to much of Canada. Cycling is one of the fastest growing means of commuting among Canadians.

Data from Statistics Canada shows that youth are more likely to cycle and make up a large proportion of cyclists that commute. With cycling, obviously comes risks. Data from Transport Canada shows that it's not uncommon for youth to be involved in cycling collisions and to be injured or killed. Per kilometer, cycling involves twice the fatality risk than being in a motor vehicle and cycling accidents and fatalities are often the result of user error. For these reasons, Myles decided it would be important to develop a better understanding of unsafe cycling behaviours among youth and so conducted an evidence-based review of available literature on youth and cycling.

One significant area of unsafe cycling behaviour is impairment. Alcohol and marijuana impairment increase the likelihood of a collision and researchers found that 15% of injured cyclists had used marijuana prior to a crash and 14.5% had used alcohol. Research around alcohol and cycling shows that alcohol-impaired cycling is especially a problem in the evenings. People often viewed impaired cycling as less dangerous than impaired driving. For marijuana, this especially may be a problem as youth often view marijuana as less harmful or impairing than alcohol. There needs to be more research done around marijuana use and cycling.

Another significant area of unsafe cycling behaviour is distracted cycling. With cycling, the most common form of distraction tends to be headphone use. Youth may see distracted cycling or headphone use as normal and not dangerous. An experimental study was done in the Netherlands where cyclists completed obstacle courses under different conditions and were asked to listen to auditory signals and beeps and note how many they heard. The study showed listening to music reduced cyclists' auditory awareness and it was particularly bad when they had headphones in both ears. The music volume didn't seem to be a big factor. Other findings from the Netherlands show that distracted cycling tends to be more common among youth than older age groups and that 28% of cyclists attributed their accidents to distracted cycling.

The last category of behaviours are categorized as negligent cycling behaviours, ranging from not using helmets or bike lights properly; violating traffic laws; riding across crosswalks or sidewalks, etc. There is a lot of evidence to show that helmet use is effective in reducing fatalities and legislation in various countries has increased the helmet wearing rate. In 2017, an observational study in Vancouver found that an estimated 80% of cyclists across all ages were wearing helmets. Fatal cycling collisions are more likely to happen in the evening and bike lights are effective in reducing these collisions, but they are used less frequently than helmets for several reasons. An Australian study showed that cyclists overestimate their visibility when riding at night.

In conclusion, Myles said there are gaps in the literature, one being that there aren't very many studies that are youth specific or that involve Canadian samples. More Canadian specific research is needed, and it is important to develop a better understanding of when and why youth are engaging in the unsafe cycling behaviours, as well as what leads them to adopt safe behaviours.

Questions/Discussion

Chair Fyfe said that given the findings that cyclists often have an incorrect perception of how visible they are, this is something we might want to focus on. Could we take this to the UVic focus groups in June to help identify a way of changing that perception? Myles confirmed there are a lot of different ways focus groups could be used and this would give an opportunity to propose different kinds of messages.

Vice-Chair Foord said that several years ago an idea had been proposed to work with the bike stores so that no new bike left the store without at least a rudimentary lighting system and suggested that something similar may be worth trying again.

5. Presentation – Todd Litman, Victoria Transport Policy Institute - A Multimodal Malahat Highway Safety Strategy

Todd Litman from the Victoria Transport Policy Institute gave a presentation on a multimodal Malahat Highway safety strategy.

There is a new way to think about traffic safety that recognizes the role of exposure, i.e., the amount of vehicle travel that people engage in as a risk factor and therefore vehicle travel reduction strategies as safety strategies. To put this into perspective, Todd obtained data on per capita traffic fatality rates for about 50 US cities which showed that the five cities with the lowest fatality rates have better transit systems. Seattle is considered a poster child in the success of their public transit system. The significant increase in transit ridership and reductions in vehicle travel in Seattle almost exactly match a reduction in traffic fatalities. Between 2010 and 2017, in downtown Seattle, a 30% automobile trip mode share reduction and an 18% transit ridership increase were achieved. Similarly, Vancouver has increased their walking, cycling and public transit road share from 48% to 52% or about a 10-12% reduction in vehicle trips.

Past proposals on ways to improve safety on the Malahat have included ideas such as a bridge; bypass routes; double stacking the highway, etc. The cost of a lot of these proposals exceeded a billion dollars. The cheaper option that Todd proposes is a transit and TDM (transportation demand management) strategy which includes hourly bus service (more frequently during peak periods), plus affordable transit fares, encouragement for van pools, commute trip reduction programs for employers, etc. One question is whether we are going to do everything we can to maximize the value we get from the investment in bus lanes and provide the additional incentives for people to maximize the use.

Credible research indicates that each 1% car to transit shift provides greater than 1% reduction in crashes. Marginal changes in vehicle mileage cause proportional or larger changes in traffic fatality rates. Two factors contribute to this:

- Higher risk drivers (young, senior, impaired, drivers with unreliable vehicles) are particularly likely to shift travel mode
- Reductions in traffic density reduce the frequency of interactions between vehicles. Since 70% of casualty crashes involve multiple vehicles, this reduces risk to all road users. In thinking about risk, we often think just about the risk we bear, and not also the risk we impose.

A bus improvement and TDM program that shifts 10% of personal travel from cars to buses should reduce crashes on affected roads by 15-20%. There are several strategies under TDM to encourage people to drive less. It has been shown that when people have incentives it does result in changes to their travel behaviour.

Youths 15-25 years tend to have about twice the traffic fatality rates as the total population average. We are seeing that a lot of young people would walk, cycle or use public transit if it is convenient, rather than drive. This is partly because on a bus or train, they can use their phones. Both total and youth fatality rates tend to decline with increased transit ridership. Transit-oriented cities have about half the average youth and total traffic fatality rates than more automobile-oriented cities.

The crash rate on the Malahat is typical for busy highways and only a small portion of total regional crashes occur there. The reason that the Malahat has such a bad reputation is that when there is a crash, it closes the highway down and causes major delays. Bus and TDM improvements that reduce crashes 15-20% on the entire corridor would provide far greater total benefits than improvements to the Malahat alone. Previous project evaluation studies overlooked these additional impacts which undervalues multimodal solutions.

Speeding is associated with about 30% of all casualty crashes, and if point to point speed cameras were implemented, and speeding was reduced, fatalities could be reduced by about 15%. But if we get people to drive less and rely more on public transit and if it does provide 15-20% reduction in traffic fatalities, you would provide a far larger total traffic benefit because it is reducing traffic on other corridors besides the Malahat. It could conceivably be worth 2-4 times the safety benefit of projects we have already engaged in. A multimodal solution, i.e., instead of changing the way people drive, we

change the way they travel, and improve walking, cycling and public transit, provides several additional benefits. There is a direct consumer benefit to improving public transit over the Malahat.

Todd has produced a paper entitled "Rethinking Malahat Solutions: Or, Why Spend A Billion Dollars If A Five-Million Dollar Solution Is Better Overall?" (<http://www.vtpi.org/malahat.pdf>). A couple of days ago, the US Transportation Research Board included Todd's report as one of the few non-US Government documents they recommended in their latest newsletter.

Todd requested that the Commission form a committee to review this paper and if supported, send a letter to the Transportation Committee of the CRD requesting that the CRD Board ask the Ministry of Transportation and Infrastructure to include this as part of their Malahat improvement program.

Questions/Discussion

Vice-Chair Foord commented that the province has just awarded the south island transportation study to Urban Systems and they will have one year to complete this work.

John Hicks said that he met with Ministry of Highways staff yesterday and they are aware of and have seen Todd's research.

Cliff McNeil-Smith mentioned that there was a presentation from Urban Systems at the last CRD Transportation Committee meeting and they presented the scope and terms of reference for the project. The Ministry will be receiving information from CRD staff, Transit Commission and others and there will be a public engagement section which is yet to be determined. The TSC would need to see Todd's full report before making any decisions and then the Transportation Committee would need to review it and perhaps have a presentation before making any recommendation to the Board. John Hicks agreed with Cliff's comments that this would be a lengthy process and work on the project would be well underway before anything even got to them.

Todd Litman commented that transit service between Victoria and Duncan/Nanaimo and between Victoria to Vancouver are both very poor. It would be essential to convey the importance of having a good service if we want to achieve true safety benefits.

Cliff McNeil-Smith talked about the differences in Vancouver and Victoria and transit operating dollars per capita. Is there a difference between large and mid-size cities? He thinks it would likely be higher in big cities because of the volume of commuters. Given the population on the Malahat corridor, how many people are going to do a mode shift?

Action: Todd Litman will send a copy of his report to all TSC members. This item will be brought back to the next meeting to see if there is an interest in forming a committee and sending a letter to the CRD Transportation Committee.

6. Priority Business

➤ Budget Update

John Hicks advised there hasn't been any new expenditures. The current advertising commitment goes until the end of June and the Commission needs to decide about advertising after that.

➤ Advertising

- Proposal from Chek TV

Action: Defer until next meeting. The proposal has been circulated and members are asked to review the options presented.

➤ Strategic Planning for 2019

- Be Truck Aware Campaign

As discussed at the last meeting, it was decided this will be the first campaign the Commission will undertake this year and hopefully we will have something ready for summer. Erin Anderson was going to advise what information from the Road Safety Strategy truck campaign we could

use. Alan Perry also has suggested that it would be easy to develop new material. As neither Erin nor Alan were able to attend today's meeting, this item will be deferred.

Action: Bring back to next meeting

- **Cruise with Courtesy Campaign**
No discussion on this item

- **Pedestrian/Cyclist Safety and Visibility**
It is planned to conduct this campaign in the fall. It would be helpful to have the youth focus groups at UVic come up with any new ideas that could be incorporated.

Action: Chair Fyfe will ask Alan Perry to send relevant material to Dr. Grouzet at UVic for the focus groups to review

- **Road/Sidewalk/Trail User Attitudes – Take it Seriously**
No discussion on this item

➤ **TSC Membership – Vacancies; possible membership changes**

Chair Fyfe said that the Coroner's office had been contacted about a replacement for Barb McLintock, but we haven't heard back yet. Alan Perry was going to follow up.

There is a member position designated for BC Ambulance, however, they haven't attended for many years. Chair Fyfe suggested the possibility of taking our vacant positions and transitioning them to a different sector or organization. This would require a bylaw amendment.

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

➤ **TSC Report to the Board**

Chair Fyfe reported that this won't get on the CRD Transportation Committee agenda until early fall due to other priority business they are dealing with.

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

John Hicks reported that the additional requested information has been received and he will send it to members. A motion could be brought forward at the next meeting.

8. **Member Updates**

➤ **RoadSafetyBC**
No update

➤ **ICBC**

- Colleen Woodger reported that a high-risk driving campaign is taking place which has a major focus on speed. She said that any support members could provide through their organizations in disseminating the information would be appreciated. There is lots of activity going on in the community.
- Regional volunteer training is taking place for all the community policing volunteers on speed watch, distracted driving, high speed, and auto crime.
- Colleen attended the BC youth leadership seminar yesterday and took two varieties of reflectors to distribute. She noticed in talking to the youth attending, that many had a poor perception of their risk as pedestrians.
- Colleen has done a promotion of the Sarah Beckett scholarship through her stakeholder base and is going to put something on Twitter. She encouraged other members through their network to promote the scholarship. Applications are due by the end of June.

➤ **Youth and Children**
No update

➤ **Seniors**
No update

- **CRD**
No update
- **IRSU**
No update
- **CVSE**
No update
- **Vancouver Island Safety Council**
No update
- **GVCC**
No update
- **Walk On, Victoria**
No update
- **Municipal Police Forces**
Sgt. Al Gurzinski said that the Saanich Police did a joint project with the Victoria Police Department on high-risk driving, i.e., speeding up and down Highway 17. In 2 ½ hours, 40 plus tickets were issued. Tomorrow they will be doing two-strikes.
- **BC Transit**
No update
- **MOTI**
No update
- **Working Group for UVic Centre on Youth and Society Joint Project**
No update

9. **Other Business**

10. **Next Meeting**

The next meeting will be held on June 13, 2019 at noon at the Greek Community Centre.

On motion, the meeting adjourned at 1:35 pm.