

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, June 13, 2019
Greek Community Hall, 4648 Elk Lake Drive, Victoria**

Members: S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
 Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
 Dr. Murray Fyfe, Island Health (Chair)
 Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. Paweena Sukhawathanakul)
 Janelle Hatch, Island Health
 Colleen Hildebrandt, RoadSafetyBC (for Erin Anderson)
 Marnice Jones, School Districts
 Todd Litman, Walk On, Victoria
 Cliff McNeil-Smith, CRD Director
 Alan Perry, Media
 Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Associates: Deputy Chief Ray Bernoties, Oak Bay Police
 Sgt. Al Gurzinski, Saanich Police
 John Hicks, CRD
 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
 Bill Laughlin, Vancouver Island Safety Council
 Colleen Woodger, ICBC Road Safety and Community Involvement

Guests: Brad Aschenbrenner
 Cst. Elyse Patten, West Shore RCMP

Recording Secretary: Arlene Bowker

Cst. Sarah Beckett Memorial Scholarship

Chair Murray Fyfe introduced two guests, Brad Aschenbrenner and Cst. Elyse Patten from the West Shore RCMP. Brad is the husband of Cst. Sarah Beckett, and along with Cst. Patten, they organized the Sarah Beckett Memorial Run. Proceeds of the run in the amount of \$20,000 were presented to the Commission for the Cst. Sarah Beckett Memorial Scholarship which is given each year to a student who is pursuing a career in law enforcement. The \$20,000 donation will ensure funding of the scholarship for a long time in the future.

1. Approval of Agenda

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

2. Approval of Minutes – May 9, 2019

MOVED by Cliff McNeil-Smith, **SECONDED** by Judy Dryden, that the minutes of the meeting held on May 9, 2019 be approved as distributed. **CARRIED**

3. Chair's Remarks

Chair Fyfe mentioned that Bike to Week Work has just finished and it looks like it was very successful. Alan Perry commented that one day the bike counter on Harbour Road was at 10,000.

4. Priority Business

➤ **Budget Update**

John Hicks advised there have been no new expenditures. Determination of the budget for the remainder of the year will be made after allocation of funds for advertising campaigns.

➤ **Advertising**

• **Proposal from Chek TV**

Alan Perry outlined the three options in the advertising proposal which had been received from Chek TV. Over half of the Chek TV audience is older than 65 so advertising with them would work well for any TSC projects that are targeting seniors. By comparison, the target demographic for CTV is age 25-49.

Alan Perry commented that the best medium for our target demographic has evolved to be social media. The advantage is that it doesn't cost much, and it then also gets picked up by traditional media.

Ray Bernoties said that the Oak Bay Police do tweet quite a bit and suggested that if agencies represented on the Commission could jointly tweet, that would create some momentum. There is a real opportunity to be creative and get into circles that you wouldn't otherwise.

Richard Stanwick commented that Bonnie Leadbeater from UVic has just produced a video on cannabis which is basically youth speaking to youth. It will be put on YouTube. This could be an interesting opportunity going forward in terms of speaking to different aspects of the youth component. Also, other groups such as seniors that can speak to the topic and get the message out. People can relate to this type of peer messaging.

Several of the TSC member agencies have communications officers who tweet. BC Transit and RoadSafetyBC will check with their communications staff to see if they are open to tweeting out TSC messages. The CRD communications staff could tweet out the bigger TSC items especially around campaigns, however, the challenge is monitoring the account. It was suggested that we use some of the advertising budget to hire someone to do this on behalf of the Commission, possibly a UVic student. The difficulty would be designating a point person on the Commission.

It was agreed that Twitter works better in an organization where there is someone who is responsible to communicate out daily, rather than a Commission such as the TSC which only meets once a month. Alan Perry proposed that we use Facebook for specific campaigns and leave Twitter until we find someone who could monitor it and respond. John Hicks could do some Twitter through CRD on the good news stories, but not for anything controversial.

Ray Bernoties suggested that we focus on the content, and maybe look at creating a catchy, 30-second video, putting it on YouTube and then hopefully Twitter followers will retweet. That doesn't take an ongoing maintenance program.

Alan Perry proposed going back to Chek to ask them for a quote on a campaign-by-campaign basis to get an ad that runs on Chek news at 5, 6 and 10, and permission to use the content elsewhere. As our current CTV contract expires soon, Alan will ask them for a similar quote.

MOVED by Ron Cronk, **SECONDED** by Cliff McNeil-Smith, that Alan Perry follow up with Chek-TV and CTV to get quotes for ads on specific campaigns during the news broadcasts.

CARRIED

➤ **Strategic Planning for 2019**

• **Be Truck Aware Campaign**

Colleen Hildebrandt talked about the Be Truck Aware campaign that was created through the Road Safety Strategy with members of the Safe Vehicles Committee. The campaign was very successful, and they are currently looking to expand it. They have gone back to the committee that created the campaign to talk about content and usage and an application for a third-party use form is being created so that materials from the campaign can be downloaded and used. The next committee meeting is scheduled for early July and hopefully the form would be approved at that time and could be used after that.

Ron Cronk asked how the success of the campaign was measured and whether it influenced driving behaviour and how that was tracked. Colleen replied that they looked at social media metrics and traditional media hits. It takes a long time to influence driving behaviour, but

increased awareness is a first step. Campaign materials are on the RoadSafetyBC website and Colleen will share the link for that.

Chair Fyfe said besides using materials from RoadSafetyBC, we may also want to create some of our own, including dash cam video, and Alan Perry replied that we could have CTV do that.

Discussion took place on what issues we could target that would have the most effect on changing behaviour.

- Janelle Hatch mentioned that in previous discussions, there was agreement that youth was one area we wanted to focus on. Alan Perry said that we are waiting for feedback from UVic focus groups to see what issues around youth we should be targeting.
- Ray Bernoties said that many crashes are caused by general inattention and carelessness and maybe we need to run a campaign focusing on that.
- Dallas Perry suggested we look at something that includes as many partners as possible, e.g., safety and visibility
- Chair Fyfe commented that with the Be Truck Aware campaign, we should check to see what the appropriate target demographic would be as we may need to do a couple of productions to reach different demographics.
- Richard Stanwick suggested some general public education re speed and what speeds mean in terms of injuries or survivability when someone is hit. Show the general consequences of speeding.
- Todd Litman commented that active transportation (walking, biking) is over-represented as casualties so it would be worthwhile to be thinking about messaging. He has started a review of traffic safety messages related to pedestrians and cyclists. There is great material coming from other jurisdictions highlighting specific risks and how to reduce them. Todd will distribute.
- Ray Bernoties said the social media approach regarding speed might be to mock people so that they contemplate their own driving behaviour.
- Marnice Jones proposed going a bit deeper and looking at why people speed.
- Alan Perry said that a campaign to stress the need to make eye contact with drivers before crossing a street could have a very measurable impact. Municipalities could be asked to include that message on their crosswalk signs.

Action: Erin/Colleen will report back at the July 11 meeting re using the Road Safety Strategy information from the Be Truck Aware campaign. UVic panel to review existing material. Alan Perry will look into creating new material.

- **Cruise with Courtesy Campaign**

No discussion held

- **Pedestrian/Cyclist Safety and Visibility**

The proposed campaign re making eye contact before crossing a street could fall under this topic. Janelle Hatch commented that it would be great to have this idea coincide with Walk and Wheel to School Week in October and have some messaging that could be put out to schools at the same time.

Action: Alan Perry will get creative ideas on visibility to UVic panel to review

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

No discussion held

5. Business Arising from the Previous Minutes

- **Multimodal Malahat Highway Safety Strategy**

Chair Fyfe reported that this information has gone forward to the CRD Board so this item will be put on hold for now and brought back to a future meeting if needed. Depending on what happens at the Board, there may be pieces of it that the TSC could take a leadership role on. Todd Litman said that multimodal solutions are an evolving perspective so, if needed, it could be very powerful for the TSC to at least point out their safety value.

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

This application was given conditional approval at the March meeting pending receiving additional information around resources for schools, and clarification of what the TSC funds were to be used for. This information has now been received.

MOVED by Alan Perry, **SECONDED** by Frederick Grouzet, that the Walk and Wheel to School Funding application be given final approval.

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

Alan Perry spoke to Andy Watson from the BC Coroners Service and, subject to TSC agreement, it was suggested that one of the local coroners could become the TSC representative. Andy would be available to provide provincial perspective as needed.

Action: Alan Perry will follow up with the BC Coroners Service to confirm

6. Member Updates

➤ **RoadSafetyBC**

- Colleen Hildebrandt reported that on May 7, the BC Government announced that 35 intersection safety camera sites on the lower mainland will be upgraded to include speed enforcement

➤ **ICBC**

No update

➤ **Youth and Children**

- Judy Dryden noted five agencies in the CRD have recently received car seats from the BCAA/United Way of the Lower Mainland program. They are Artemis Young Parent Program; Victoria Immigrant and Refugee Centre Society; Boys' and Girls' Club Prenatal and Parenting Program; Victoria Pregnancy Centre Society; and Pauquachin Head Start Program
- Judy was recently out with Saanich Police checking car seats roadside
- Judy was in the Oak Bay Police booth at the Oak Bay market on June 12 with a Child Passenger Safety Educator from the Oak Bay Police Department staff. They were able to talk to approximately 60 families about car seats and booster seats

➤ **Seniors**

No update

➤ **CRD**

No update

➤ **IRSU**

- S/Sgt. Ron Cronk reported that they are continuing to follow the traffic enforcement campaign calendar and coming up to the summer impaired driving checks. From a unit perspective, they are reaching out to the more remote communities, e.g., Salt Spring Island, Port Renfrew and will be out on the other Gulf Islands as well
- New regulations around party buses/limousines state that it is the responsibility of the service provider to have an adult safety monitor on board

➤ **CVSE**

- Rudi Wetselaar reported that CVSE has been active from end to end of the island over the last while
- CVSE recently did a targeted enforcement and inspection campaign with counterparts at the Passenger Transportation Board, as well as Victoria Police traffic unit, and RCMP West Shore traffic unit to inspect all the party buses for the grad season. A major blitz took place in Victoria, Duncan and Parksville trying to capture as many of those vehicles on the island as possible. It was very successful
- Last week CVSE took part in International Roadchecks, which is a 72-hour event that happens across North America in each jurisdiction. Vehicles are selected at random and statistics right across North America showed that 17 trucks or buses were inspected every minute

- **Vancouver Island Safety Council**
 - In Bill Laughlin's absence, Ron Cronk reported on the motorcycle skills day which will be held on June 26 at Western Speedway, hosted by VISCS, in partnership with Victoria and Saanich Police, Westshore RCMP and IRSU
- **GVCC**

No update
- **Walk On, Victoria**
 - Todd Litman mentioned the positive feedback from Walk On, Victoria for Share the Road advertising
- **Municipal Police Forces**
 - Sgt. Al Gurzinski reported that there are eight summer counterattacks coming up in Saanich from late June through to late August
 - Enforcement will be moved from school zones to playground zones for the summer
 - Saanich Police will be targeting a gathering called "rev scene" which involves a large number of vehicles and young people on Friday nights at the Tim Hortons parking lot on Ravine Way. There have been comments and concerns expressed about the speeding which occurs to the event and after the event and the road worthiness about some of the modified vehicles.
- **BC Transit**
 - Dallas Perry said that last year, in order to show what Transit operators face on a day-to-day basis, some Victoria councillors were invited to go out to the BC Transit property in Langford to drive buses through an arranged scenario. Dallas extended the same offer to Commission members.

Action: Add to the August meeting agenda
- **MOTI**

No update
- **Working Group for UVic Centre on Youth and Society Joint Project**
 - No working group meeting has been held recently but Richard Stanwick reported that we are waiting for data from the UVic focus groups. There will be opportunities to suggest future research topics.

7. Other Business

8. Next Meeting

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

On motion, the meeting adjourned at 1:31 pm.