

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

Members: Erin Anderson, RoadSafetyBC
Corey Burger, Greater Victoria Cycling Coalition
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Chris Foord, Community Member (Vice-Chair)
Dr. Murray Fyfe, Island Health (Chair)
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)
Todd Litman, Walk On, Victoria
Cliff McNeil-Smith, CRD Director
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: Kate Berniaz, CRD
Deputy Chief Ray Bernoties, Oak Bay Police
S/Sgt. Marc Chateau, Saanich Police
Cst. Bruce Johnson, Sidney/North Saanich RCMP
Sgt. Shannon Perkins, Victoria Police
Dr. Richard Stanwick, Island Health

Regrets: S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Shawn Haley, Ministry of Transportation and Infrastructure
Janelle Hatch, Island Health
Bill Laughlin, Vancouver Island Safety Council
Alan Perry, Media
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

1. Approval of Agenda

MOVED by Frederick Grouzet, **SECONDED** by Chris Foord, that the agenda be approved as distributed. **CARRIED**

2. Approval of Minutes – June 13, 2019

MOVED by Judy Dryden, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on June 13, 2019 be approved as distributed with the following revision:

- Page 4, the third bullet under Youth and Children should read: 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. **CARRIED**

3. Chair's Remarks

Chair Fyfe mentioned the cheque that was presented to the TSC last month for the Sarah Beckett Memorial Scholarship in the amount of \$20,000, which were the proceeds of the Sarah Beckett Memorial Run. Chris Foord attended the official presentation on June 26. The application deadline for the scholarship has been extended to July 26.

Action: Chair Fyfe will discuss management of the scholarship funds with John Hicks

Chair Fyfe distributed a poster re perceptions of neighbourhood road safety and active modes of transportation that the Island Health provincial injury prevention working group had been working on. Fraser Health did a province-wide survey of over 800 people looking at perceptions on different aspects of neighbourhood safety that would either encourage or discourage people from using biking and walking as modes of active transportation. The poster shows data for the whole province but Chair Fyfe will get data for Vancouver Island and bring to a future meeting for the Commission to look at.

Erin Anderson asked if this was being filtered into the Ministry of Transportation's active transportation strategy. MOTI have a commitment to double the amount of active transportation by 2030 and one challenge they are having is data, i.e., what is the current baseline and how to measure the results.

They are requesting local governments and other organizations to help provide data. Chair Fyfe replied that he is not aware if this has been done but he will check.

The TSC has been invited to give their annual presentation to the CRD Transportation Committee on July 24. Chair Fyfe will attend and present information on last year's work and current priorities.

Chair Fyfe proposed that a communications working group be formed to work with Alan Perry on issues such as deciding on messaging around our priorities, engaging with the media, social media, etc. Chris Foord, Ray Bernoties and Cliff McNeil-Smith volunteered to be part of this working group.

Action: Chair Fyfe will request participation by John Hicks and follow up with Alan Perry

Chair Fyfe also proposed establishing a second working group to look at data and evidence. Our campaigns should be evidence-based so we need to look at various CRD data to see what it's telling us our priorities should be, then on an ongoing basis looking at their evidence and considering published literature, information from other jurisdictions, etc. Murray Fyfe, Frederick Grouzet, Corey Burger and Todd Litman will be on this working group.

Corey Burger mentioned the Interact mid-sized city project which is looking at biking in Victoria and other cities and how it is affecting physical activity and well-being. They will be doing a telephone survey in the fall and are asking to partner with groups like the CRD, City of Victoria, GVCC, etc. This will be an opportunity to be able to contribute to the project.

Chair Fyfe advised that we are waiting to get a quote back from the Greek Community Centre on the cost of holding the TSC meetings here again in 2020.

Cst. Shannon Perkins provided information from a recent meeting with the Traffic Injury Research Foundation re the Drop it and Drive education program which is focused on preventing distraction-related road user fatalities and injuries and looking at alternative measures for distracted driving tickets. Research indicates that education is more effective in modifying behaviour than monetary penalties and discussion is focusing on what is the best way to do this. Karen Bowman is the Director of Drop it and Drive and Shannon suggested we invite her to come and speak to a TSC meeting. Shannon's opinion is that a good place for the program to fall would be under the jurisdiction of the JJP, so that when a person receives a ticket and goes before the JJP, he/she can dispense alternative measures. Karen has data around what has been seen in terms of behaviour change for people that have been involved.

Action: Chair Fyfe will contact Karen Bowman about presenting to the TSC in September

4. Priority Business

➤ **Budget Update**

No change from last month

➤ **Advertising**

• **Chek TV/CTV**

Deferred to next meeting

➤ **Strategic Planning for 2019**

• **Be Truck Aware Campaign**

Erin Anderson provided an update and said there is an approval form that needs to be completed in order to be able to use the original materials that had been produced for the Road Safety Strategy truck campaign. Erin confirmed that the materials must remain as they were originally developed and not be modified.

Corey Burger asked whether sideguard issues had been considered in the campaign and whether this is something that RoadSafetyBC will be looking at in the future. Erin replied that the campaign was about educating drivers on how to drive around commercial vehicles and did not get into any type of specifications around the trucks themselves. The Auditor General has put out a report on commercial vehicle safety, with education and awareness being a topic of that. Conversation is taking place within government on what that might look like in terms of education. Erin will keep the issue of sideguards in mind as discussions take place.

A link to the RoadSafetyBC Be Truck Aware materials was recently distributed. The TSC would be able to use pieces of this material and replace others if desired, e.g., dash cam video. Chair Fyfe said we may need to use the existing material so that we can get this campaign started.

- **Cruise with Courtesy Campaign**

This campaign could possibly be done in the fall and it was suggested we could use some of the existing CRD information.

Action: Kate Berniaz will bring the CRD information to next month's meeting for review

- **Pedestrian/Cyclist Safety and Visibility**

There were ideas presented on this topic at last month's meeting. The UVic focus group can assist with reviewing possible messaging. Colleen Woodger commented that the ICBC pedestrian visibility campaign will be rolled out in October/November.

The following issues were raised during discussion on this topic.

- Todd Litman mentioned that he had sent around some ideas taken from other jurisdictions and commented that Cruise with Courtesy was not very specific in giving motorists guidance on how to interact with pedestrians and cyclists. There are some good examples from other communities that emphasize the importance of passing distance, and some other guidance clarifying pedestrian rights to cross roads, what a crosswalk is, and breaking it down to very simple messages and emphasizing that those pedestrians and cyclists are your neighbours. Todd suggested that over time we could either copy those materials or develop our own. He is concerned that the key message we are conveying this year is that cyclists and pedestrians need to take more responsibility for being visible, while research finds that the majority of pedestrian/cyclist casualties are at least partly caused by driver error. He would like to see more messages conveying to motorists what their responsibility is.
- Colleen Woodger said that messaging is balanced for all road users. She believes that vulnerable road users do need to be more careful as they have nothing protecting them and she doesn't believe it is a negative thing. Corey Burger commented that he disagrees with the word balance. When the City of Vancouver looked at collisions around walking and biking, the majority of fault was with motorists. Our purpose is to make CRD roads safer and most of our messaging should be aimed at the people who are causing the problems on the road.
- Shannon Perkins commented that each road user has a responsibility to make sure they are safe, and all road users can benefit from education which will improve road safety for everyone.
- Chair Fyfe noted that we don't want to lose the visibility message as any message around speed or distraction will save the lives of vulnerable road users. If there's an opportunity for getting out a specific message that evidence shows we are missing, then we should do that.
- Todd Litman said that we need to clarify messaging around pedestrians and cyclists right to use roads, right to cross even if there's not a marked crosswalk, the concept of shy distance and the general message that pedestrians and cyclists are particularly vulnerable which adds a very specific point about why motorists should drive slower.
- Erin Anderson mentioned that as part of the Road Safety Strategy, a best-practices guide for road user education has been prepared and is now being finalized. The main scope of the document is to pull together examples of education campaigns, and to attach some nudging aspects to those campaigns. Nudging is something to help someone to make a good decision. The guide addresses all road users and gives nudge type activities to help shape or change behaviour. It is oriented to organizations that want to undertake education campaigns and could be relevant for the TSC.
- Richard Stanwick said he believes that there needs to be a bridge between the communications and evidence committees and suggested that they should meet periodically.
- Shannon Perkins commented that the Vic PD are working on something funny to try and get people to pay attention. They are thinking of getting little cars, bikes, and motorcycles and filming an educational video at an intersection. She will bring it to the TSC once it is completed. Frederick Grouzet said that short videos of less than a minute work,

especially for youth. Ray Bernoties commented that having youth engaged goes a lot further. If they create it, they will put it on various social media and it will have a chance of more viral response by youth.

- Richard Stanwick noted that a recent survey of viewing habits of youth showed that 50% of individuals did not exclusively look at programming, but were doing other things concurrently. How do you get the point across that something is such a difficult activity that it really does require your full attention?
- Todd Litman commented that we can be too youth oriented. Senior drivers have a particularly high per km crash rate and we should have more education oriented to seniors. Richard Stanwick replied that a 15-year review showed messaging has been over skewed to seniors and this is an attempt to get some balance back.
- Corey Burger suggested that messaging be flipped to propose places people can text, i.e., public transit, rather than just saying don't text. Colleen Woodger commented that this message has already been on the side of buses. She also said that ICBC has really ramped up their education for seniors province-wide.
- Frederick Grouzet said messaging should focus on time, not place, i.e., it's not urgent, you can wait until the next opportunity to text.
- Judy Dryden commented regarding seniors and driving that it would be easy to promote the message that things have changed and encourage people to go online and review the driver's manual. Colleen Woodger said ICBC does encourage everyone to do this.

Action: Chair Fyfe will follow up with Alan Perry

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

- **Cst. Sarah Beckett Memorial Scholarship**
Update already given

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

- **TSC Membership – Confirmation of representative from Coroners Service**
Deferred to next meeting.

6. **Member Updates**

- **RoadSafetyBC**
 - Erin Anderson reported that later this month an announcement will be made regarding the first five cameras that will be coming on-line for speed activation as part of the intersection safety camera program.
- **ICBC**
 - Colleen Woodger said that it's impaired driving month. The police are doing an amazing job of getting roadblocks out and unfortunately finding some impaired drivers. If anyone has an opportunity to support that messaging, please get it out as far as you can. She also noted that a significant number of mature Drive Smart programs are taking place and that she has been spending a lot of time with speed watch volunteers. She has started to work on planning the distracted driving campaign for September.
- **Youth and Children**
 - Judy Dryden reported that along with Dr. Stanwick and Jocelyn Pedder, they have been working on a special needs reporting document. It was sent out to therapists to get feedback. Some adjustments have been made and it will be sent out again for field testing. The document is pertaining to children who can't be accommodated in standard seats or in special needs seats that are available in Canada and looking at what sorts of resolutions are available, and also gathering some data. Richard Stanwick said the idea is to produce a local product, refine its utility, test it province-wide and then make it widely available.
- **Seniors**
No update

➤ **CRD**

- Kate Berniaz noted that Walk and Wheel to School Week will be in October. Thanks to the TSC for funding the new bookmarks with safety information. She also mentioned that the provincial active transportation strategy was recently released and that includes a new active transportation design guide. Training opportunities for municipal staff are being looked at so the guidelines can be used. As well, out of that strategy, hopefully there will be some funding coming for youth bike skills.

➤ **IRSU**

No update

➤ **CVSE**

No update

➤ **Vancouver Island Safety Council**

No update

➤ **GVCC**

- Corey Burger noted that the contractor has finished the Be Bright Campaign and he will bring more information on that to the August meeting. Good feedback was received on what could be done next time in terms of reaching out to people.

➤ **Walk On, Victoria**

- Todd Litman invited feedback on the document he circulated if anyone has any more information on effective safety campaigns oriented to active transportation.

➤ **Municipal Police Forces**

- S/Sgt. Marc Chateau, Saanich Police, said that on Wednesday the police had a strict enforcement day and issued over 100 tickets for speeding and distracted driving in a very short period, and towed vehicles for excessive speeding.
- Cst. Bruce Johnson, Sidney/North Saanich RCMP, noted they are focusing on impaired enforcement on Friday and Saturday nights and have received some extra funds from IRSU.
- Sgt. Shannon Perkins, Victoria Police, said they are dealing with conflict between user groups, partly due to traffic congestion, road construction, and the increase in tourism, all of which are causing a lot of frustration. It's interesting to see that what's really happening compared to what people think is happening can be quite different. The police have been working with CVSE because all the large trucks used for the construction projects are a concern. The construction on the Bay Street bridge is causing a lot of problems as well.
- Deputy Chief Ray Bernoties said one issue of concern is speeding on residential streets. A lot of the vehicles are going only a few kilometres over the speed limit and it is really isn't enforceable, however, for pedestrians it feels like the vehicles are going very fast. The police will sometimes go with the homeowner who has complained and show them the radar. There seems to be general driver apathy for road safety.

➤ **BC Transit**

No update

➤ **MOTI**

No update

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

It is planned to meet before the August TSC meeting

7. **Other Business**

8. **Next Meeting**

The next meeting will be held on August 8, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:27 pm.