

**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, August 8, 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)  
Dr. Murray Fyfe, Island Health (Chair)  
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)  
Janelle Hatch, Island Health  
Bill Laughlin, Vancouver Island Safety Council  
Todd Litman, Walk On, Victoria  
Cliff McNeil-Smith, CRD Director  
Alan Perry, Media  
Cpl. Scott Seutter, CRD Integrated Road Safety Unit (for S/Sgt. Ron Cronk)

**Associates:** S/Sgt. Marc Chateau, Saanich Police  
John Hicks, CRD  
Jocelyn Pedder, Transport Canada  
Dallas Perry, BC Transit

**Regrets:** Corey Burger, Greater Victoria Cycling Coalition  
Shawn Haley, Ministry of Transportation and Infrastructure  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Recording Secretary:** Arlene Bowker

**1. Approval of Agenda**

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

**2. Approval of Minutes – July 11, 2019**

**MOVED** by Chris Foord, **SECONDED** by Alan Perry, that the minutes of the meeting held on July 11, 2019 be approved as distributed. **CARRIED**

**3. Chair's Remarks**

Chair Fyfe gave a summary of his presentation to the CRD Transportation Committee in mid-July on recent activities and upcoming initiatives of the TSC and noted the presentation was well received. Among other topics, Chair Fyfe talked about the TSC intersection campaign carried out in the past year and initiatives around car seats. There was also interest in the Cst. Sarah Beckett Memorial Scholarship and Committee members were pleased to hear about the \$20,000 donation received from the Sarah Beckett memorial run. Upcoming projects with UVic and the Be Truck Aware campaign were discussed and the feedback received was that the truck awareness campaign would be very valuable, along with anything that can be done to encourage visibility. Vision Zero was also discussed and the Committee encouraged the Commission to continue to try and pursue Vision Zero and see what can be done within the CRD.

It was suggested that TSC members could attend Transportation Committee meetings more often to offer advice, in addition to doing education campaigns. Appreciation was expressed for the work of the TSC.

**4. Priority Business**

➤ **Budget Update**

John Hicks advised there have been no changes to the budget. There is approximately \$10,000 that has been set aside for advertising, and an additional \$3,000-\$4,000 remaining after that.

➤ **Advertising**

- **Chek TV/CTV**

Alan Perry contacted Chek TV regarding the proposal they had sent earlier to get additional information. He also asked CTV for a proposal and that has just been received.

**Action: Alan Perry, Chris Foord, and Murray Fyfe will review the CTV proposal and bring a recommendation back to the September meeting.**

➤ **Strategic Planning for 2019**

Alan asked for ideas around what a headline would be to grab attention for the message on each of the proposed campaigns. Proposed ideas will be sent to Frederick Grouzet and his team for review.

• **Be Truck Aware Campaign**

Todd Litman commented that we should be using the term “shy distance” which is the technical term for the space left between vehicles or cyclists and pedestrians when passing. The bigger the vehicle/the faster you’re going, the more shy distance you need. It would be a useful part of the campaign to teach people about shy distance. Bill Laughlin said that with motorcycling, people say watch your space cushion. Other headlines or slogans suggested were: No View - Leave Room; Alert Today – Alive Tomorrow; Drive like Hell, You’ll Get There; Don’t Cut it Close.

• **Cruise with Courtesy**

The following points were raised during discussion:

- John Hicks advised that Regional Parks will be doing an etiquette campaign in September/October so we can hopefully tie into their messaging. John will bring information on that messaging when it is available.
- Re cyclists, some suggested headlines for messages were Ring your Bell when Passing Pedestrians; Bell or Yell before Passing; Obey the Law; A Consequence for your Action.
- John Hicks said that CRD Parks do a detailed survey every September where users report on a whole series of things. It is too late for this year, but in future years, some questions could be added to see if particular messages are getting across.
- Todd Litman said research suggests that most bicycle crashes are caused by motorist errors and he would be concerned if our primary message is that it is cyclists that are causing the crashes. He believes the campaign should convey the message of rights and responsibilities, recognizing the rights of cyclists and pedestrians to use the roads, but with that, come responsibilities.
- Chris Foord commented that we may need two messages as there would be a different message on trails than for general traffic on the road. John Hicks said the biggest complaint received by the CRD re trails is the mixing of pedestrians and cyclists. Pedestrians don’t feel comfortable with the speed differential.
- Marc Chateau said it’s not about targeting cyclists. There are bad road users in every group, but the reality is that whoever makes the mistake, it is the vulnerable road user who ends up dying. Everybody must be aware and be in the moment.
- Chris Foord would like to see speed limit signs on the trails and also noted that he sees a lot of cyclists not wearing helmets. John Hicks said there aren’t any speed limits set on the trails. When the manual bike counts are done in May and October, volunteers could be asked to identify some of the more at risk behaviours. Jocelyn Pedder commented that helmets are very effective in terms of preventing injuries and this would be a simple focal point as it is the law and enforceable. Alan Perry replied that it would be more effective to wait and see if the provincial government is going to raise the fine for not wearing a helmet to match that of seatbelts.
- Scott Seutter suggested that we tie messaging into Bike to Work Week as that is a time when there are lots of conversations taking place about cycling.
- Erin Anderson would like to see an emphasis on changing behaviour where serious injuries and fatalities happen and not just because of complaints.
- Todd Litman said CRD Parks does have signs on how to share trails, mostly outside of town. The key may be to do a better job of communicating how to share among different trail users.
- Fred Grouzet commented that the best way to change behaviour is to change the mindset. Target the users, more than the location.

- Alan Perry noted that besides only undertaking campaigns that are going to be effective, we should add a second filter to make sure that the effectiveness is preventing crashes or injuries, not just stopping annoying behaviours.
  - Chair Fyfe commented that he, Todd Litman, Corey Burger and Fred Grouzet are going to meet and talk about data and evidence. One thing they will be looking at is what kind of data are available that we could use to support our programming, both in terms of where we should be going and whether we are doing what we could.
  - John Hicks said he would like to see campaigns done across all modes, so it doesn't look like we are targeting one mode in particular. It's the responsibility of everybody on the road.
- **Pedestrian/Cyclist Safety and Visibility**  
Not discussed
  - **Road/Sidewalk/Trail User Attitudes – Take it Seriously**  
Not discussed
  - **Cannabis and other Impairment**  
Fred Grouzet will bring some results from the research project to the October meeting.

**Action: Alan Perry, Chris Foord, Cliff McNeil-Smith, Ray Bernoties, and Fred Grouzet to meet and come up with some final decisions around campaigns. Alan will also talk to the creative team at CTV.**

➤ **Cst. Sarah Beckett Memorial Scholarship**

Members of the Scholarship Committee had reviewed the scholarship applications and brought forward a recommendation for a winner. There were seven qualified applicants from the CRD with graduates from all four school districts who were at various stages of post-secondary training for law enforcement. In addition to the \$2,000 allocated annually for this scholarship, \$20,000 was received from the Sarah Beckett memorial run and as there were some very well qualified applicants, Chair Fyfe asked if the Commission wanted to provide two scholarships instead of one.

**MOVED** by Bill Laughlin, **SECONDED** by Chris Foord, that two Cst. Sarah Beckett Memorial Scholarships in the amount of \$2,000 each be offered this year. **CARRIED**

Chair Fyfe outlined the qualifications of the two applicants who were ranked highest by the committee based on the established criteria.

**MOVED** by Cliff McNeil-Smith, **SECONDED** by Chris Foord, that applicant no. 1 be offered a \$2,000 Cst. Sarah Beckett Memorial Scholarship. **CARRIED**

**MOVED** by Cliff McNeil-Smith, **SECONDED** by Alan Perry, that applicant no. 2 be offered a \$2,000 Cst. Sarah Beckett Memorial Scholarship. **CARRIED**

John Hicks will advise the selected applicants and a public presentation will be made. Cliff McNeil-Smith has agreed to participate in the presentation.

**MOVED** by Chris Foord, **SECONDED** by Janelle Hatch, that two Cst. Sarah Beckett Memorial Scholarships in the amount of \$2,000 each be offered every year if there are suitable applicants.

Questions were raised during discussion of this motion about how best to use the \$20,000 donation. Options suggested were to invest the money, give out two scholarships every year if there are qualified applicants, or increase the amount of the scholarship given. Chair Fyfe suggested we talk to Brad Aschenbrenner (Sarah Beckett's husband) before a decision is made. No vote was held on the motion.

**Action: Chair Fyfe will talk to Brad Aschenbrenner and report back to the next meeting.**

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

➤ **TSC Membership**

Chris Foord advised that he has been in contact with the Coroners Service regarding a representative and has been given the name of Carolyn Maxwell. Chris will contact Carolyn and invite her to the September TSC meeting.

➤ **BC Transit Invitation**

Dallas Perry extended an invitation for interested TSC members to drive a bus on a course set up on Transit property in Langford. Dallas will send details on this for distribution to members.

Fred Grouzet asked if Transit had any videos done from the perspective of the driver. Dallas will check.

➤ Chair Fyfe advised that Karen Bowman from Drop It and Drive will present to the September TSC meeting.

## 6. Member Updates

- **RoadSafetyBC**

- Erin Anderson advised that no decision has been made yet on looking into point to point speed cameras on the Malahat. It would require some change to legislation even to pilot it and that would have to be looked into before any pilot project is entertained. The current focus is to roll out the remainder of the intersection safety cameras. After that is complete, a more in-depth look at other projects can be done. The cameras will be rolled out five at a time and will be completed by the end of this year or potentially the beginning of next.

- **ICBC**

No update

- **Youth and Children**

- Judy Dryden said that it is getting very busy with training for child passenger safety educators. There is a group of occupational therapists and nurses at Vic General who are interested, and the Oak Bay Fire Department has offered their facility for training. There is also a wait list of about 20 other hospital staff who want to take it.

- **Seniors**

No update

- **CRD**

- John Hicks said that the CRD are putting out seven permanent cycle counters across the trail system and that data can then be used to offset reported near misses and any actual documented accidents. There are also six mobile counters which can be used in more problem areas and they will be used on municipal roads as well. The intent is to expand that so over time the whole trail system will be covered.
- Thanks to the support of the TSC for the pilot program, the Active and Safe Routes to School initiative has become a permanent program.
- The province has indicated that safety will become one of their priority topic areas under the South Island Transportation Plan so there will be subsections in that report based on safety.

- **IRSU**

No update

- **CVSE**

No update

- **Vancouver Island Safety Council**

- Bill Laughlin commented that there is a lot of training still going on. Motorcycle fatalities have dropped this year compared to last.

- **GVCC**

No update

- **Walk On, Victoria**

- Todd Litman said that GVCC and Walk on, Victoria have been talking a lot about a column in the Times Colonist by Steven Wallace suggesting there is a war on cars. There is concern that it challenges non-drivers' rights to use public roads. In other jurisdictions the term war on cars has been used to oppose speed limits and red-light enforcement cameras, etc. GVCC and Walk on, Victoria are concerned about that as a threat and that it will contradict some of the CRD traffic safety efforts and they are going to ask the Times Colonist to take a different position. The article also contains a lot of misconceptions and misrepresentations. Todd asked what other members thought about the article.
- Bill Laughlin said that while he wouldn't use the term war on cars, he does think that there is definitely an anti-car movement downtown.
- Marc Chateau commented that on local radio, there are a lot of motorists that call in with the same sentiment and a lot of cyclists that call in with the opposite view. Each group feels like they are being targeted. Every day police get calls from both angry motorists and cyclists.
- Todd Litman said that from a policy perspective, if you want traffic safety there are good reasons to invest in cyclist/pedestrian facilities, i.e., bike lanes and sidewalks and crosswalks. Research shows that reducing urban traffic speeds increases safety so there is a strong case for the TSC to support the City of Victoria's efforts to lower speeds to 30 km/h off arterials. Traffic fatalities decline as cycling and walking increases. Marc Chateau commented that he believes that lowering the speed limits is as much as a political viewpoint, as it is evidence. Alan Perry said we need to be careful that as a body we are evidence based, but at what point do we get dragged into or kept out of politics on this debate.

**Action: The article from the T/C will be circulated to TSC members.**

- **Municipal Police Forces**

- S/Sgt. Chateau said that they have had some staffing challenges lately. Distracted driving continues to be a huge issue and is causing problems for everybody.

- **BC Transit**

- Dallas Perry wants to show what transit operators are facing on the road and provided some statistics. In the first quarter of this year, there were 131 vehicle crashes; 7 staff assaults; and 238 security events reported. Chair Fyfe said it would be interesting to have more detail behind the crashes and what some of the causal factors are. This could fit into the commercial vehicle campaign. Dallas will get that information.

- **MOTI**

No update

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

- Frederick Grouzet provided a brief summary of the meeting that was held last week with the advisory group. They are currently working on several projects within the larger youth project. Have some interesting data and will collect more in the fall through the survey. Videos on YouTube promoting safe behaviours have been collected and looked at by a group of research assistants to see what kind of messages they are sending, what emotions they are generating, how often they are viewed, commented on, and liked to see if there is any pattern. What would increase the likelihood that the message will be shared? It is hoped to have more evidence by October on what is most efficient in terms of well received and shared. It is also planned to analyze local campaigns and how they could be received and shared.

## 7. Other Business

## 8. Next Meeting

The next meeting will be held on September 12, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:37 pm.