

**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, September 12, 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  
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)  
Bill Laughlin, Vancouver Island Safety Council  
Todd Litman, Walk On, Victoria  
Dr. Richard Stanwick, Island Health (for Janelle Hatch)  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** John Hicks, CRD  
Dallas Perry, BC Transit

**Regrets:** Erin Anderson, RoadSafetyBC  
Corey Burger, Greater Victoria Cycling Coalition  
Shawn Haley, Ministry of Transportation and Infrastructure  
Marnice Jones, School Districts  
Cliff McNeil-Smith, CRD Director  
Alan Perry, Media  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

**Recording Secretary:** Arlene Bowker

**1. Approval of Agenda**

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

**2. Approval of Minutes – August 8, 2019**

**MOVED** by Chris Foord, **SECONDED** by Judy Dryden, that the minutes of the meeting held on August 8, 2019 be approved as distributed. **CARRIED**

**3. Chair's Remarks**

Chair Fyfe acknowledged the op-ed in the Times Colonist this week written by Todd Litman on the benefits of a diverse transportation system and commented that it was very well written, objective and informative.

We are working on confirming meeting space for next year and are waiting to hear back from the Greek Community Hall as to whether the current space will be available.

Chair Fyfe mentioned that he will be participating in a health and safety workshop next week which is being run by the CRD regional outcome monitoring group and will be talking about active transportation and traffic safety. There should be a good turnout from municipal planners at the meeting so hopefully there will be an opportunity to talk about some of the issues around Vision Zero.

**4. Presentation – Karen Bowman, Director, Drop It And Drive Program, Traffic Injury Research Foundation**

Chair Fyfe introduced Karen Bowman, Director of the Drop It And Drive Program of the Traffic Injury Research Foundation. A brief summary of Karen's presentation follows, and a copy will be forwarded with the minutes.

Karen started the Drop It And Drive Program on the lower mainland in 2010. The goal of the program was and still is to educate youth on some of the risky behaviours around distracted driving and to provide youth with evidence-based scientific facts to use in conversations with their parents. Studies show that the majority of distracted drivers are not teens, but their parents. Drop It And Drive also has an extensive corporate program and gives presentations across North America. In 2017, the President

of the Traffic Injury Research Foundation invited Karen to join their organization so the Drop It And Drive Program is now an education program of TIRF.

Karen described some of the many free resources that are available through TIRF. The TIRF sites Karen covered, including brief descriptions, are accessible through their main website: <https://tirf.ca/about-tirf/>. The Canadian Coalition on Distracted Driving e-Hub and the fact sheets she shared are available through the Drop It And Drive® website: <https://diad.tirf.ca/ehub/>.

In 2016, Drop It And Drive and TIRF launched the Canadian Coalition on Distracted Driving based on a national survey they did on the issue of distracted driving. The idea was to bring together like-minded people from within government, industry, and law enforcement across Canada. The 5th annual meeting will be held in Nanaimo next year. Through the Coalition, an e-Hub was created to make it easy for people to access information they need to increase safety in their community. In looking at all the technologies that are available, a framework was established that allows industry and communities to assess what's available and what best fits for them. No technologies are endorsed, but the information is provided in an unbiased way in a central repository.

Karen showed examples of some of the stakeholder tools that are available, including fact sheets, and talked about the need to transition language to what is more accurate, i.e., using the terms "crashes" and "collisions," not "accidents." There are also a couple of new infographics which can be printed off.

Karen talked about the distracted driver pilot program done in partnership with the Victoria Police Dept who wanted to take a different approach in trying to stop distracted driving as increasing fines, demerits and other sanctions across Canada are not achieving the desired goals. Some jurisdictions are reporting that distracted driving fatalities are exceeding impaired driving fatalities. One of the most challenging aspects with distracted driving is that it's a behaviour-based problem. In a study done in 2014 by Allstate Canada, 37% of Canadian drivers self-reported that it will take injuring themselves or killing/injuring someone else to prompt them to leave their phones alone while driving.

The first pilot program was done in 2017 with first time offenders being given the opportunity to either pay a fine or attend a 3-hour session on distracted driving. More than 80% chose to attend, rather than pay a fine. The program was very successful, and a second pilot program was done in November 2018. Three, six, and twelve-month evaluation follow-ups are being done and 100% of participants said they believe that the pilot program can help change behaviour around distracted driving.

It was suggested that any program needs to be evidence-based and there should also be follow up with people who chose to just pay the fine to see if that proved to be any kind of deterrent. Karen noted that it is still early in the program and the sample size was relatively small. Funding is always a challenge and they need the opportunity to be able to go further with the program.

Regarding participant demographics, in both 2017 and 2018 there was a fairly even split in gender, and in terms of age, the two larger age groups were 26 – 34 and 35 - 50. We need to recognize that the issue of distracted driving is not just about millennials but is across the board. Participant comments were positive and showed that they had a much better understanding of the risks of distracted driving after attending the session. Karen noted that it was interesting to be delivering a seminar to a group of unhappy people who felt offended that they had to attend and the transition in their beliefs over the three hours gave her a lot of hope.

Dallas Perry asked if there were stats somewhere that break down the particular distracted driving behaviours. Karen replied that it is hard to get accurate data on all the different distractions, so their focus is to raise people's awareness about what does it mean to be distracted. Ron Cronk commented that it's difficult getting data on cell phone use vs other distractions. Section 144(1)(b) (driving without reasonable consideration) is used for distracted driving other than cell phones. Karen commented that TIRF is evidence-based and DIAD uses that science to translate it into something that is personally relevant to people and asks, "is your choice behind the wheel helping everyone get home safe or putting everyone at risk?"

Richard Stanwick said that the 3-hour presentation on distracted driving should be mandatory for the executive teams of major companies who are the ones making and enforcing policies. Karen said they have done some seminars for public health in Ontario and also presented to one large forest company,

initially just to those driving, and now it's mandatory attendance for everybody. There are lots of opportunities and they have just scratched the surface of some of those industries.

Todd Litman commented on the idea of "don't stop texting, stop driving." Many people who use public transit are on their phones or computers. Todd noted that a lot of safety strategies are based on the assumption that some people will reduce their driving and asked if that message is incorporated into DIAD's work, i.e., it is reasonable to respond by reducing driving? Karen replied that it hadn't occurred to her to build that into their program, but she said it is an interesting idea and she will discuss it with the President of TIRF.

Chair Fyfe thanked Karen for her presentation.

## 5. Priority Business

### ➤ Budget Update

John Hicks reported that there is no change in the budget.

### ➤ Advertising

- Chek TV/CTV

**Action: Defer until the October meeting when a decision will need to be made so that we can get on with our planned communications**

### ➤ Strategic Planning for 2019

- Be Truck Aware Campaign
- Cruise with Courtesy
- Pedestrian/Cyclist Safety and Visibility
- Road/Sidewalk/Trail User Attitudes – Take it Seriously
- Cannabis and other Impairment

**Action: Defer until the October meeting**

### ➤ Cst. Sarah Beckett Memorial Scholarship

As discussed at last month's meeting, Chair Fyfe talked with Sarah Beckett's husband, Brad Aschenbrenner, about his preference for using the funds raised by the Sarah Beckett Memorial Run, i.e., either to increase the amount of the scholarship or give out a second scholarship. He didn't have a preference and would appreciate whatever the Commission thinks is the best way to go.

**MOVED** by Colleen Woodger, **SECONDED** by Chris Foord, that in subsequent years, if there are enough well qualified candidates, a second Cst. Sarah Beckett Memorial Scholarship will be offered. **CARRIED**

Chair Fyfe provided the names of the two successful candidates for the Cst. Beckett Memorial Scholarship. They are Adam Sawyer, graduate from Claremont Secondary, who is pursuing his dream of becoming a police officer through the Justice Institute of BC; and EJ Weston, a graduate of Royal Bay Secondary who is studying Criminal Psychology and Behaviour at Durham College. Both recipients have long histories of volunteering within their communities. The scholarships were presented at a ceremony on August 29.

## 6. Business Arising from the Previous Minutes

Chair Fyfe referred to the invitation extended by BC Transit at last month's meeting for TSC members to have the opportunity to drive a bus on October 7. Some people have responded but the information will be sent out again in case anyone else is interested in participating.

## 7. Member Updates

### ➤ RoadSafetyBC

No update

### ➤ ICBC

No update

- **Youth and Children**
  - Judy Dryden reported she has been very busy all over the island, not just in the CRD
- **Seniors**

No update
- **CRD**
  - John Hicks said that Kate Berniaz, his alternate on the TSC, has left the CRD and hasn't been replaced yet
  - Nine permanent bike counters are being put out on the trails over the next month or so
  - Traffic counts will be done in October, along with classification counts so that will identify the truck entrances and exits to all the major road networks in the region
- **IRSU**
  - Ron Cronk noted that the distracted driving campaign is taking place this month as part of the enforcement campaign calendar
  - Next week the BC Association of Chiefs of Police Traffic Safety Committee will meet in Vancouver. The focus is on education enforcement and there are representatives from every traffic unit across the province. Distracted driving will likely be on the agenda as well as some of the changes to cannabis legislation and drug impaired driving. The Committee forwards the position of the police officers to the Chiefs who then lobby the Government for change. It's time to look at strengthening distracted driving laws for repeat offenders and maybe take cars away as the fines aren't having enough of an impact
- **CVSE**

No update
- **Vancouver Island Safety Council**
  - Bill Laughlin commented that the owner of King Brothers had written an editorial in the paper about issues downtown so out of interest Bill went downtown to see and said he was shocked at the number of signs in the area of Wharf and Fort Streets. He believes it is very difficult for cyclists, pedestrians and motorists to pay attention to all of them, as well as being a safety hazard, particularly for cyclists, and questioned if they are all necessary
- **GVCC**

No update
- **Walk On, Victoria**
  - Todd Litman questioned whether the TSC mandate includes traffic on multi-use trails. The TSC in the past has done campaigns that include the trails. Walk on, Victoria are going to draft a letter to CRD Parks on this issue. There is currently a lot of concern about what constitutes an e-bike and the speed at which some e-bikes are being ridden on trails

**Action: Todd will circulate the Walk on, Victoria letter to TSC members prior to the next meeting and it will be added as an agenda item**
- **Municipal Police Forces**

No update
- **BC Transit**

No update
- **MOTI**

No update
- **Working Group for UVic Centre on Youth and Society Joint Project**
  - Frederick Grouzet commented that he met this morning with a group of students who are creating videos and he is impressed with what they have done. They know exactly how to speak to youth using their own language and references.

**Action: Dr. Grouzet will bring some of the videos to the November meeting**

- He also mentioned that he was in Belgium this summer and said that although there are many cyclists, nobody wears helmets. It may be something to potentially look at to see the differences. He noted that scooters are everywhere in Europe and the issues around accidents and prevention are being studied. This may be worth looking into before they arrive here. Todd Litman mentioned the diversity of devices you see in the bike lanes downtown, including e-bikes and scooters. Ron Cronk commented that if your bike looks like a scooter, there is a good chance it is not compliant with the MVA as a limited speed cycle. There are retailers that are selling the non-compliant bikes as e-bikes. ICBC policy does not recognize them. It is a huge education piece and he believes that the Government, ICBC and the people who are regulating that are not doing a good job. It is buyer beware.

Chair Fyfe commented that we don't have any good monitoring data on the numbers and how they are increasing and the conflicts that may be occurring between them and other trail users. Frederick Grouzet said that component was added to the survey so there will be some data coming.

On another note, Chris Foord observed that the transit U-Pass program that he had the pleasure of starting is now 20 years old.

**8. Other Business**

**9. Next Meeting**

The next meeting will be held on October 10, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:25 pm.