

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, February 13, 2020
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
Dr. Murray Fyfe, Island Health (Vice-Chair)
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)
Janelle Hatch, Island Health
Bill Laughlin, Vancouver Island Safety Council
Don Legault, MOTI (for Shawn Haley)
Todd Litman, Walk On, Victoria
Cliff McNeil-Smith, CRD Director (Chair)
Joe Perkins, Media
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: John Hicks, CRD
Sgt. Ryan O'Neill, Victoria Police
Dr. Richard Stanwick, Island Health

Regrets: S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Chris Foord, Community Member
Marnice Jones, School Districts
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Guests: Jocelyn Pedder, Transport Canada

Recording Secretary: Arlene Bowker

The agenda was amended as follows:

- Reverse the order of Nos. 4 and 5 - Priority Business and Business Arising
- Under Other Business add item on communications from Erin Anderson. The additional item from Dr. Frederick Grouzet will be dealt with under Updates.

1. Approval of Agenda

MOVED by Murray Fyfe, **SECONDED** by Corey Burger, that the agenda be approved as amended.

CARRIED

2. Approval of Minutes – January 9, 2020

MOVED by Bill Laughlin, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on January 9, 2020 be approved as distributed.

CARRIED

3. Chair's Remarks

Chair McNeil-Smith welcomed Joe Perkins from CHEK TV as the new media representative on the Commission.

4. Business Arising from the Previous Minutes

Chair McNeil-Smith updated the action items from the January meeting.

- **2020 Priorities**
Will be discussed later in the meeting.
- **List of Campaigns completed over the last two years**
In progress. Carry forward to the next meeting.
- **Working Group on Communications Options**
No meeting was held, however, Erin Anderson has brought forward an item related to communications and it will be discussed under Other Business.

➤ **Working Group on Evidence and Data**

Action: *Vice-Chair Fyfe and Dr. Frederick Grouzet are developing a plan and will provide an update at the next meeting*

➤ **Clarification of TSC Mandate**

Chair McNeil-Smith and John Hicks met with CRD Board Chair (and former TSC Chair) Colin Plant to get clarification on the TSC mandate. This was as a result of a request from Walk On, Victoria for support for a letter they wanted to send to the CRD regarding safety on trails. Chair McNeil-Smith read two sections of the bylaw relating to the TSC mandate and commented that the mandate as originally conceived in the bylaw was to deal with traffic. Also, in terms of enforcement, the Motor Vehicle Act pertains to roadways, not the regional trails. A change of mandate would be needed for the Commission to take on regional trails in terms of education, engineering and enforcement. Chair McNeil-Smith also noted that the Commission does report directly to the Planning, Transportation and Protective Services Committee of the CRD Board. The Parks Committee of the Board is responsible for the regional parks and trails so if the TSC mandate encompassed trails, issues pertaining to those would actually go through the Parks Committee and that structure is not set up for reporting for our mandate at this time. Board Chair Plant suggested that the TSC could request CRD Parks staff to give a presentation at a future meeting on what initiatives around safety and signage are currently underway.

Corey Burger, GVCC, questioned the definition of traffic in the TSC mandate and suggested that walking and biking are part of traffic, regardless of whether it is on a roadway or trail. Initially CRD trails were managed only for recreational use but that has changed, and they are now seen as transportation trails. He would like to see the Commission mandate include trails and have the bylaw changed to reflect this.

Chair McNeil-Smith reiterated that under the establishment bylaw, the TSC reports to the Transportation Committee and that Committee only has responsibility for the roadways. If the TSC is going to make recommendations to the Parks Committee regarding regional trails, then the mandate would have to be changed. We are already able to share information through to Parks colleagues.

A change to the TSC membership was made in 2017 to include the Greater Victoria Cycling Coalition and Walk On, Victoria and that change was made in appreciation of pedestrians and cyclists interacting with the road network. It wasn't about pedestrians and cyclists using the trails. Our current challenge is to determine our priority for this year around road safety and move forward with an action plan on that as soon as possible.

Other points raised during discussion were:

- The TSC has regularly experienced spill-over of campaigns into other areas and over the years has struggled with the mandate. We need to live with what we have now, and to accomplish what we have the mandate to do.
- In the broader scope of things, we can frame this in terms of the changing paradigm that transportation professionals use. The new paradigm is multimodal and transportation planning institutions will need to change in order to accommodate the new paradigm.
- We do have multimodal representation on the TSC, and the issue is where do we focus it. We need to focus on a campaign that we can deliver on as opposed to having a conversation about all these different pieces. We can be more effective by pinpointing and coming up with an actual education campaign.
- The suggestion of having Parks come to a meeting and give a presentation is a good one. We could benefit from collaboration without changing the mandate and this is something we could consider later in the year. Our current focus needs to continue to be based on where people are seriously injured or killed and that tends to be on the roadways, not on trails, and at points of conflicts such as intersections.

Chair McNeill-Smith wrapped up the discussion by stating that if there is a consensus, we could consider requesting a mandate change later this year. A follow-up meeting with Colin Plant and John Hicks would be needed in terms of the process. Currently, we need to focus on establishing priorities and getting a campaign delivered.

- **Update re Coroners Service representative**
Vice-Chair Fyfe contacted the Coroners Service regarding a representative on the Commission. He was advised that they do want to participate in the TSC but are currently undergoing a workload reorganization within in the office and will appoint a representative at a future date.
- **Producing more safety related mass materials**
Not discussed

5. Priority Business

- **Budget Update**
John Hicks reported that the budget has come through for the year. We receive approximately \$74,000 annually and there is an additional carryover from last year of \$18,000. In addition, there is \$20,000 allocated for the Constable Sarah Beckett Memorial Scholarship. The Commission will decide each year how much will be spent on the scholarship.
- **2020 Priorities**
Members had been asked to rank their top three priorities for 2020 from the suggestions made last month. Results were as follows:
 1. Speed, distracted driving, and impaired driving; High risk driving behaviour (These two items can be combined and linked in to the BCACP initiatives calendar)
 2. Cannabis, including edibles (There is already something underway on this. It could be considered under impaired, however, as it is new it was felt there needed to be some specific education on it.)
 3. Intersection safety – all road users (A campaign was done on this two years ago, however, it was not sustained)
 4. Vision Zero. This could possibly be linked to education campaigns as part of messaging. It was suggested the first step would be to ask the CRD Board to endorse Vision Zero. Chair McNeil-Smith commented that would need to go through the Transportation Committee and perhaps could be done concurrently with the next campaign.

Three other items each received one priority vote as follows:

- Vulnerable road users. Do we want to do a specific campaign to target drivers in terms of their role in ensuring the safety of vulnerable road users? Driver distraction is the leading cause of pedestrians being hit. This is not just about cell phones, but about paying attention to those road users in all situations.
- Ways to align traffic safety with other regional planning activities, e.g., vehicle reduction targets as part of climate efforts
- Look at having campaigns target all road users (that can come within how we set our priorities for campaigns)

Action: Chair McNeil-Smith will work with Vice-Chair Fyfe and John Hicks to prepare a list of campaigns completed over the last two years and bring to the next meeting to help determine what the next campaign will be from the suggested priorities

- **Malahat Safety Strategies**
The Province's current priority is to roll out the intersection safety cameras and Minister Trevena has ruled out implementation of point-to-point cameras at the present time. Also, the Ministry decided not to implement any Malahat bypass routes but has committed to continuing with additional safety measures. It was suggested that discussion be held on other Malahat corridor safety improvement strategies that the TSC could support.

Action: Chair McNeil-Smith will check with the CRD Board Chair re following up on the request for point-to-point cameras and then the TSC can determine how they would like to proceed

6. Member Updates

➤ **RoadSafetyBC**

Erin Anderson reported that they are coming up to a time in the BC Road Safety Strategy where they are looking to renew it and plan for the next five years. They are hosting an assembly meeting in April to bring some of their partners together to talk about future plans.

➤ **ICBC**

Colleen Woodger talked about the new enhanced care model that is focusing on improved care and bringing rates down. She encouraged people to check out 2021.icbc.com. There is lots of information coming out.

➤ **Youth and Children**

Jocelyn Pedder commented on a meeting held with Judy Dryden and Dr. Richard Stanwick with a specific focus on special needs. It is a real challenge for people needing special needs restraints in motor vehicles. In Canada there are very few Canadian Motor Vehicle Safety Standards certified special needs seats. The problem is that the Provincial At Home Program will only fund CMVSS certified child seats and this has caused a major problem for many special needs families. Dr. Stanwick is going to try and pursue this at a high level.

➤ **Seniors**

No update

➤ **CRD**

John Hicks reported that the active and safe routes to schools program planning for the five selected schools is moving ahead. More applications than there is space for have been received for next year. Other than that, it is a very busy grant period with many municipalities getting their projects ready for funding.

➤ **IRSU**

No update

➤ **CVSE**

No update

➤ **Vancouver Island Safety Council**

Bill Laughlin mentioned that the Government has issued a press release to say that changes to the Motor Vehicle Act are coming. Erin Anderson clarified that they are mostly housekeeping amendments.

➤ **GVCC**

Corey Burger noted that the Greater Victoria Cycling Coalition and the Greater Victoria Bike to Work Society have merged, effective December 5. The new name is the Bike Victoria Society and Corey will serve as President. Related to that, February 14 is the 2020 Winter Bike to Work Day. Corey also mentioned that it is the 25th anniversary of Victoria's first bike lane.

➤ **Walk On, Victoria**

Todd Litman said that Walk On is working on a project to review the status of pedestrian plans by jurisdiction in this region. In reply to a question, John Hicks advised that there are plans to update pieces of the 2011 regional pedestrian bicycle plan in terms of the mapping and the networks. Walk On is going to see what other jurisdictions are doing and which jurisdictions have targets for certain levels of pedestrians and bikes.

➤ **Municipal Police Forces**

Ryan O'Neill, Victoria Police, noted that the focus this month is on intersection safety and police are actively working on that. The focus for next month will be distracted driving with a big campaign planned.

➤ **BC Transit**

No update

- **MOTI**
No update
- **Working Group for UVic Centre on Youth and Society Joint Project**
Frederick Grouzet said they have been working with CHEK to create a video on cannabis edibles with the message “you won’t know until it hits you.” He showed some of the scenes that have been shot. The filming is now done, and the ad should be ready within two weeks.

7. Other Business

(a) Social Media/Communications Contractor

Erin Anderson raised the idea of hiring a communications contractor to put together an actual campaign and rollout plan. The TSC needs to decide what modes of communication we want to employ and if we don’t have the capacity at this table to do it, perhaps we should be hiring someone.

Joe Perkins commented that part of the new CHEK media campaign will include CHEK Around (a short magazine style interview) which will be looking at the research going on at UVic. In terms of what the contract entails, there will be some short interviews included in the 6:00 news around whatever our current campaign/message is and those can be molded however we want. Also, as part of the contract, there will be statements from a TSC member giving support to CHEK News and perhaps linking the statements to a campaign. Joe said that CHEK are excited to be involved and are willing to provide a little more than just what the Commission is paying for. He also commented that the Commission should be on Instagram, Facebook, and Twitter.

Action: Chair McNeil-Smith, Erin Anderson, and Joe Perkins will meet prior to the next meeting to discuss communications

8. Next Meeting

The next meeting will be held on March 12, 2020 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:38 pm.