

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, March 12, 2020
Greek Community Hall, 4648 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Dr. Murray Fyfe, Island Health (Vice-Chair)
Peggy Gibbs, ICBC (for Colleen Woodger)
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)
Janelle Hatch, Island Health
Marnice Jones, School Districts
Bill Laughlin, Vancouver Island Safety Council
Todd Litman, Walk On, Victoria

Associates: John Hicks, CRD
Dallas Perry, BC Transit

Regrets: Corey Burger, Greater Victoria Cycling Coalition
Chris Foord, Community Member
Shawn Haley, MOTI
Cliff McNeil-Smith, CRD Director (Chair)
Joe Perkins, Media
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Guests: Hailey Bergstrom Parker, BCAA

Recording Secretary: Arlene Bowker

Vice-Chair Murray Fyfe chaired the meeting in the absence of Chair Cliff McNeil-Smith.

1. Approval of Agenda

MOVED by Erin Anderson, **SECONDED** by Bill Laughlin, that the agenda be approved as amended. **CARRIED**

2. Approval of Minutes – February 13, 2020

MOVED by Judy Dryden, **SECONDED** by Peggy Gibbs, that the minutes of the meeting held on February 13, 2020 be approved as distributed. **CARRIED**

3. Chair's Remarks

Vice-Chair Fyfe noted that today is the last meeting for Judy Dryden who has been a member on the Commission for approximately 20 years, initially as a public health nurse, and then as the BCAA Child Passenger Safety Program representative. Judy introduced Hailey Bergstrom Parker who will be the new BCAA representative effective April 1.

In response to a question regarding the coronavirus, Vice-Chair Fyfe said that as the TSC is a small group, we should be able to continue to hold our monthly meeting but will have to see what happens in the next while. Having teleconferences instead may be a possibility.

Members who have suggestions for agenda items between meetings should email Chair McNeil-Smith and copy Vice-Chair Fyfe and Arlene Bowker.

4. Business Arising from the Previous Minutes

➤ **List of campaigns completed over last two years**

John Hicks distributed copies of a list of the most significant TSC campaigns and contributions provided over the last two years. The core has always been the advertising campaign through the media. Also, over the last three years, the Commission has provided substantial funding to the UVic Centre for Youth and Society for the project around youth traffic safety. Other campaigns/contributions are as follows: Beacon Community Services car seat program which the

TSC has supported for numerous years; the Cst. Sarah Beckett Memorial Scholarship; Walk and Wheel to School Program; Malahat study re point to point interval cameras; Victoria Police Department "Impaired is Impaired" campaign; and purchase and distribution of wrist bands in support of visibility/education campaigns.

Something that may need to be considered for this year is the wording on the road signs that are in several spots along the highway as they haven't been changed for two years.

Action: John Hicks will bring a list of TV advertising topics in the last two years to the next meeting

Vice-Chair Fyfe noted that it would be a good idea to have our signs reinforce the messages we are putting out with our ad campaigns and that could be discussed by the communications group.

➤ **Update from Working Group on Evidence and Data**

Vice-Chair Fyfe provided an update on the meeting held earlier this week with Frederick Grouzet and Corey Burger. The goals are to provide data that are going to inform TSC annual planning by identifying/confirming patterns of injury collisions that are high priority for the Commission to address and also provide data to allow for evaluation of TSC campaigns or programs that we implement or fund.

Objectives:

- Look at the impact of traffic incidents on population (injuries, fatalities)
- Confirm some of the highest risk locations for collisions
- Confirm the most common contributing factors (ideally by location)
- Identify prevalence of risk factors or safety behaviours associated with collisions or injuries among road users

Data sources:

- Collision data (locations, contributing factors, injuries)
- ICBC, police/TAS data, other possible source - ambulance (BCEHS)

Outcome data (injuries, fatalities)

- Hospitalizations; Emergency Dept.
- Coroner; Vital Stats

Behaviour data (restraint use, helmet use, substance use, distracted driving, etc.)

- Canadian Community Health Survey; BC Adolescent Health Survey; proposed local survey
- Observational surveys (i.e., Bike to Work Week, etc.)

Evidence reviews

- Goal is to provide up-to-date evidence to support TSC campaigns and programs

Approach

- Work with UVic Centre for Youth and Society
- Ongoing scan of relevant publications and key published literature (provide brief summary of a few of the most relevant research papers)
- Provide detailed reviews on specific topics identified by TSC members three times per year

Vice-Chair Fyfe said it is hoped to bring some information around evidence to the next meeting.

Action: Members to bring potential research topics for discussion at next meeting

Action: Peggy Gibbs will put in a request for ICBC crash data by intersection

➤ **Follow up on request for point-to-point cameras on the Malahat**

Action: Deferred to next meeting

➤ **Update from Communications Working Group**

Erin Anderson provided an update on the meeting held with Chair McNeil-Smith and Joe Perkins. Direction is required from the TSC regarding this year's priorities before a communications plan can be determined. Another meeting is planned for next week.

➤ **Video re Cannabis Edibles**

The video on cannabis edibles that has been completed for our first campaign this year was shown to members. It was produced as part of the funding given to the UVic Centre for Youth and Society to provide this type of material aimed at the younger demographic. It is now playing on CHEK TV and will be making its way into social media. Frederick Grouzet said the response to the video on social media will be tracked.

5. **Priority Business**

➤ **Budget Update**

John Hicks reported that there hasn't been any change to the budget.

➤ **2020 Priorities**

Erin Anderson commented that we should focus on topics that are already generating material through Frederick Grouzet's group so that as we are thinking about communications, we can leverage the content being created. Frederick said that besides cannabis, the second topic identified is distracted driving. Work has just started on that and a meeting will take place with CHEK next week. Other possible topics for the younger demographic are cycling, pedestrians, and other modes of transportation, e.g., scooters, skateboards.

Discussion was held about the monthly priorities as listed in the Safety Committee calendar of the BC Association of Chiefs of Police. The focus for March is distracted driving and we should look at what's coming up in April and May so we can plan for that.

Erin Anderson said that through the Road Safety Strategy there is a collective campaign calendar that includes BCACP, police, ICBC, as well as other partners like MADD, etc., The link to the calendar is: <https://www2.gov.bc.ca/assets/gov/driving-and-transportation/driving/publications/bc-road-safety-calendar-2020.pdf>. This month the focus is on seatbelts and distracted driving. Next week, RoadSafetyBC is launching a campaign on "Buckle Up BC" which goes along with supporting the campaigns being done by the police and ICBC. When we are planning communications, we should look at the calendar so we can leverage the campaigns that are already out there and boost our message.

MOVED by Ron Cronk, **SECONDED** by Bill Laughlin, that the next campaign to be undertaken will be on distracted driving. **CARRIED**

Action: Erin Anderson will connect with Frederick Grouzet's group re planning around communications on distracted driving and other topics

Erin Anderson talked about the proposal to hire a contractor to manage social platforms for the TSC as suggested at last month's meeting. If desired, we could also add a graphic design component for the road signs, etc. At the next communications meeting, a proposal request could be developed with the parameters, a potential dollar amount, and what the deliverables from the contractor would be. Erin will bring this information to the next meeting to be put to a vote and then contractors could be asked to submit a quote.

Frederick said it would be a good idea to work together regarding campaign approaches and commented that he has a core of youth and young adults that can review messaging, test new campaign material to see the response, etc.

➤ **Cst. Sarah Beckett Memorial Scholarship**

The updated application for 2020 will be added to the website, with the deadline for applications to be June 26th. A working group consisting Ron Cronk, Colleen Woodger, Cliff McNeil-Smith, and Murray Fyfe will review the applications and recommend a winner(s).

6. **Member Updates**

➤ **RoadSafetyBC**

Erin Anderson noted that the "Buckle Up BC" campaign will be launched next week

➤ **ICBC**

Peggy Gibbs commented that the road safety campaign for this month is distracted driving

➤ **Youth and Children**

- Judy Dryden said that child passenger safety educator training was held in Oak Bay last week and nurses from Vic General were among the participants.
- The special needs part of Judy's job will be taken over by a child passenger safety instructor from Merritt who works with children with special needs. Special needs updates will be provided through Hailey Bergstrom Parker, Richard Stanwick, or Jocelyn Pedder who will be aware of what's happening.
- Judy stated that Dr. Richard Stanwick has done a resolution to the Canadian Paediatric Society which is for Transport Canada to revise and update their 2008 document related to transporting infants and children with special needs in personal vehicles due to the many issues faced by families/caregivers.

➤ **Seniors**

No update

➤ **CRD**

John Hicks advised that the active and safe routes to schools will be announced next week

➤ **IRSU**

No update

➤ **CVSE**

No update

➤ **Vancouver Island Safety Council**

No update

➤ **GVCC**

No update

➤ **Walk On, Victoria**

No update

Vice-Chair Fyfe commented that as we are developing campaigns, we need to consider both sides, i.e., drivers and vulnerable road users. For the upcoming distracted driving campaign, we may want to have a component that talks about the impact on vulnerable road users. As campaigns develop, we need to have that ongoing discussion. Todd Litman said this might be a good research topic for targeted research.

➤ **Municipal Police Forces**

No update

➤ **BC Transit**

- Dallas Perry commented that not only do transit drivers watch for road safety but also community safety
- The transit lanes are just about done
- Transit has plans in place in case of the coronavirus worsening

➤ **MOTI**

No update

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

Frederick Grouzet said that his group is continuing to code videos and test messaging

7. **Other Business**

8. **Next Meeting**

The next meeting will be held on April 9, 2020 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:05 pm.