

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, August 13, 2020
CRD Boardroom, 625 Fisgard Street**

Members: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Chris Foord, Community Member
Dr. Murray Fyfe, Island Health (Vice-Chair)
Shawn Haley, MOTI
Janelle Hatch, Island Health
Bill Laughlin, Vancouver Island Safety Council
Todd Litman, Walk On, Victoria
Cliff McNeil-Smith, CRD Director (Chair)
Joe Perkins, Media
Dr. Paweena Sukhawathanakul, UVic

Associates: John Hicks, CRD
Dallas Perry, BC Transit

Regrets: Corey Burger, Greater Victoria Cycling Coalition
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement
Colleen Woodger, ICBC Road Safety and Community Involvement

Participating Remotely: Erin Anderson, RoadSafetyBC
S/Sgt. Marc Chateau, Saanich Police
Dr. Frederick Grouzet, UVic Centre for Youth and Society

Guests: Faith Brown, Scholarship winner (and her parents)
Dr. Charuka Maheswaren, Island Health
Cassandra Olson, Scholarship winner
Retired RCMP Staff Sgt. Major Kathy Rochlitz, Vancouver Island Slain Police Officers Fund

Recording Secretary: Arlene Bowker

Chair McNeil-Smith called the meeting to order at 12:10 pm and welcomed members, associates and guests.

Vice-Chair Fyfe introduced his guest, Dr. Charuka Maheswaren, a medical resident who is currently working with Island Health.

1. Approval of Agenda

MOVED by Ron Cronk, **SECONDED** by Chris Foord, that the agenda be approved. **CARRIED**

2. Approval of Minutes – July 9, 2020

MOVED by Janelle Hatch, **SECONDED** by Shawn Haley, that the minutes of the meeting held on July 9, 2020 be approved as distributed. **CARRIED**

3. Presentation of Cst. Sarah Beckett Memorial Scholarship

Chair McNeil-Smith spoke about the Cst. Sarah Beckett Memorial Scholarship that was established after Cst. Sarah Beckett from the West Shore RCMP Detachment lost her life in 2016 in an automobile crash while on duty. A scholarship is awarded annually to a post-secondary student living in the CRD who demonstrates academic achievement, financial need, community service and an expressed interest in pursuing a career in law enforcement.

Members of the Scholarship Committee had reviewed the scholarship applications and brought forward a recommendation for a winner. Two scholarships will be awarded this year due to a donation received from the Vancouver Island Slain Police Officers Fund and Chair McNeil-Smith introduced the winners who are in attendance at today's meeting:

- Cassandra Olsen, winner of this year's Cst. Sarah Beckett Memorial Scholarship. Cassandra is a graduate of Belmont Secondary and has been accepted into the University of Alberta Criminology Program this fall. Cassandra has shown exceptional commitment to her academic, music and sporting goals over the years. Her end goal is to enter a career in law enforcement. John Hicks, CRD, presented the scholarship to Cassandra.
- Faith Brown, winner of the additional scholarship funded by the Vancouver Island Slain Police Officers Fund. Faith attended Stelly's Secondary where she worked hard to achieve her academic and sporting goals. She has a long history of volunteering in the community. Faith has long dreamed of following her father into a career in policing and is excited to have accepted an undergraduate degree position at the University of Victoria for the fall semester with a goal of eventually joining the RCMP. The scholarship was presented by retired RCMP Staff Sergeant Major Kathy Rochlitz representing the Vancouver Island Slain Police Officers Fund. Chair McNeil-Smith also acknowledged Faith's parents who were in attendance.

4. Chair's Remarks

Chair McNeil-Smith commented that it was a pleasure to award the scholarships on behalf of the Commission.

5. Business Arising from the Previous Minutes

➤ List of campaigns completed over the last two years

John Hicks provided a list of TV campaigns that were carried out over the last two years as follows: Headrest positioning; Don't be Dead Right; Crotches Kill; Leave your Phone Alone; Get Home Safe; Slow down, Move over; ICBC – Designated Dog; and ICBC – Driving Blind.

Other general campaigns carried out were impaired driving; motorcycle safety; making the Malahat safer; backroad impaired "Even out Here;" stupid distractions; and cycling safety.

Chair McNeil-Smith noted that at last month's meeting a motion was passed to make distracted driving the focus for the next TSC campaign, to be ready for September. There were two ads on distracted driving from other jurisdictions that were of interest to the Commission, however, approval hasn't yet been received for use of these.

Frederick Grouzet gave an update on how the distracted driving campaign ad is proceeding. A meeting was held with CHEK news this morning and the script for the ad had been reviewed. It is proposed that the video would feature a cell phone ringing while a young woman is driving, and a small "self" sitting on her shoulder asking her to respond. The message at the end of the video would be "put your phone on airplane mode and enjoy the drive." Shooting for the ad could take place by the end of August and it should be ready around the beginning of September. He requested feedback on the proposed message.

During discussion, members expressed the view that a message about putting a phone on airplane mode while driving could be confusing. If someone is holding their phone (even if it is on airplane mode) or the phone is visible in the car, a fine for distracted driving could still be given. Case law is clear that the phone should either be attached to the car or not be visible. It was agreed that the message needs to be clear and concise and a better message would be "put your phone away while driving."

➤ Discussion on future research topics

Vice-Chair Fyfe said that the Data and Evidence Group consisting of himself, Corey Burger and Frederick Grouzet haven't met but they will try to get together within the next month. He asked members for suggestions for topics for literature review that could be done to get the latest evidence on something that could help influence future campaigns. Suggestions should be forwarded to Murray or Fred within the next few weeks.

➤ Update from Communications Working Group

Chair McNeil-Smith said he, Erin Anderson and Joe Perkins will meet soon to discuss how to move forward with the messaging around the upcoming distracted driving campaign.

Joe Perkins provided an update around some of the things happening with CHEK. The campaign that has been running through the summer is coming to an end and the new campaign on distracted driving will run through fall and winter. CHEK has been covering safety issues all summer, with COVID-19 taking much of the focus. Corey Burger was on CHEK recently to talk about cycling and new federal funding for transportation infrastructure projects. In terms of opportunities for the Commission, a new weekly podcast is starting on CHEK and will provide TSC members the opportunity to talk about safety. It is CHEK's first experience with podcasting and the format allows for them to take some time on various topics. Also, the sales team is interested in having a TSC member on the newscast to talk about issues that the Commission wants to discuss publicly and 8-10 minutes on the weekend show would be available for that.

Joe also commented that in terms of email received, the number one issue is bike lanes.

- **Approval for using ads from other jurisdictions**
Already discussed

6. Priority Business

- **Budget Update**
John Hicks advised that this year's budget is being closed off. We will have a \$32,000-35,000 carryover and because of this, there hasn't been a cost of living increase requested for next year.
- **Recommendations re Funding Applications**
Paweena Sukhawathanakul provided information on the evaluation of the two applications for funding that she, Janelle Hatch and Dallas Perry had carried out. The applications submitted were for a Light the Night Campaign by the Bike Victoria Society and a Be Bright intersection safety campaign by the Greater Victoria Placemaking Network.

The applications were evaluated using the TSC funding criteria. Based on this, only one application matched the criteria and that was the "Light the Night" campaign and conditional approval for funding is recommended subject to the submission of some additional information. The other funding application did not meet the established criteria.

MOVED by Paweena Sukhawathanakul, **SECONDED** by Bill Laughlin, that the "Light the Night" campaign organized by the Bike Victoria Society conditionally receive the requested funding of \$4,030.50 pending the submission of additional information. **CARRIED**

- **Review of Cst. Sarah Beckett Scholarship application form and criteria**
Further to last month's discussion regarding the terms for awarding the scholarship as per the bylaw, John Hicks commented that if we want to award more than one scholarship, the bylaw needs to be changed. It may be worth having a look at the bylaw in detail to see if there are any other revisions the Commission would like to make.

He also referred to the issue of equity in the scholarship criteria as raised last month and asked if the Commission wants to formally articulate some sort of equity piece in the criteria or leave as is.

Action: Defer to next meeting. The criteria will be circulated to members.

Chris Foord noted that he had received a report on the Roy Watson Traffic Safety Award which is administered by UVic. This year there is about \$7,000 available, which includes a \$3,000 carryover.

7. Member Updates

- **RoadSafetyBC**
Erin Anderson commented that RoadSafetyBC is ramping up communications around distracted driving and seatbelts. They will be running a social media campaign called "Buckle up BC" targeting back to school from August 8-20 and during the month of September to support the distracted driving campaigns that ICBC and the BCACP traffic safety committee will launch.
- **ICBC**
No update

- **Youth and Children**
Hailey Bergstrom-Parker noted that “slow down, kids playing” signs are available for families and can be picked up at service centres across the Island. Also, online video training sessions are now being offered to local family organizations for car seat and child passenger safety.
- **Seniors**
No update
- **CRD**
No update
- **IRSU**
S/Sgt. Ron Cronk commented they are wrapping up the impaired driving campaign held in July. It was challenging with COVID-19 to find ways to detect impaired drivers. They are working through different processes and talking with health officials re best practices.
For September, distracted driving and seatbelt compliance will be targeted and police will be on street corners and in rush hour traffic.
- **CVSE**
No update
- **Vancouver Island Safety Council**
Bill Laughlin noted that “The Upside” portion of CHEK news did a segment on the Safety Council which received an immediate response. Besides cycling, motorcycling has also increased a lot. It has been a good season with lack of crashes and a high profile.
- **Media**
Joe Perkins mentioned that “The Upside” is a new segment CHEK has been doing since COVID started and it has been a huge success. It runs for about eight minutes every night and showcases something in the community. They are open to suggestions if anyone has any ideas on how to use this as an additional way to get the safety message out.
- **GVCC**
No update
- **Walk On, Victoria**
Todd Litman mentioned that there is a current discussion about whether to reduce speed limits in BC from 50 km/h to 40 or 30 in urban areas and referred to a study from Toronto that showed when speed limits were reduced to 30, there was a very substantial reduction in pedestrian crashes and severity. He suggested that looking at those impacts could be a TSC research project and looking at how that could be applied in the CRD could be a future discussion topic.
- **Municipal Police Forces**
No update
- **BC Transit**
Dallas Perry noted that in June, BC Transit held a successful 4-day seatbelt campaign targeting their morning and afternoon operators. When operators came through the gates, a visual check was done to see if seatbelts were being worn.
He also commented that within the next few days, mask wearing will become mandatory on buses.
- **MOTI**
Shawn Haley gave an update on highway projects: the McKenzie Interchange should be complete in the next few weeks; pavement replacement has been completed on a couple kilometers on Highway 14 and also some ramps on the Trans-Canada Highway; a Sooke pedestrian enhancement project is about to start; a contract has recently been awarded for 11 km of highway widening on Highway 14 from Otter Point to Woodhaven; the high friction surface treatment on some intersections is being redone this summer; the Gillespie flyover project is currently out for tender; and Otter Point Road is being widened. Altogether there is about \$150 million worth of projects taking place.

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

No update

- **Island Health**

Janelle Hatch noted that back to school guidelines are encouraging active forms of transportation to and from school to try and lessen bus travel with distancing issues on school buses so hopefully there will be more kids walking and cycling.

Vice-Chair Fyfe commented that a meeting with school districts is being held next week re back to school plans and they do want to encourage active transportation. Janelle mentioned that the Walk and Wheel to School Week which usually occurs the first week of October has been cancelled.

8. **Other Business**

9. **Next Meeting**

The next meeting will be held on September 10, 2020 at noon at the CRD Boardroom, 625 Fisgard Street. On motion, the meeting adjourned at 1:16 pm.