

**CRD TRAFFIC SAFETY COMMISSION  
MINUTES OF MEETING  
Tuesday, March 9, 2021**

**Members:** Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact (EP)  
Corey Burger, Greater Victoria Cycling Coalition (EP)  
Ron Cronk, Vancouver Island Safety Council (EP)  
Chris Foord, Community Member (EP)  
Dr. Frederick Grouzet, Centre for Youth and Society, UVic (EP)  
Fred Haynes, CRD Director (Chair)  
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit (EP)  
Todd Litman, Walk On, Victoria (EP)  
Dr. Paweena Sukhawathanakul, Institute of Aging and Lifelong Health, UVic (EP)  
Jade Yehia, Island Health (EP)

**Associates:** John Hicks, CRD  
S/Sgt. Andy Walsh, Saanich Police (EP)

**Regrets:** Erin Anderson, RoadSafetyBC  
Shawn Haley, Ministry of Transportation and Infrastructure  
Joe Perkins, Media  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Recording Secretary:** Arlene Bowker

EP – Electronic Participation

The meeting was called to order at 12:00 pm.

**1. Approval of Agenda**

**MOVED** by Todd Litman, **SECONDED** by Chris Foord, that the agenda be approved as distributed. **CARRIED**

**2. Approval of Minutes – February 9, 2021**

**MOVED** by Ron Cronk, **SECONDED** by Todd Litman, that the minutes of the meeting held on February 9, 2021 be approved as distributed. **CARRIED**

**3. Chair's Remarks**

No remarks

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

➤ **Election of Vice-Chair**

Dr. Paweena Sukhawathanakul has agreed to serve as Vice-Chair.

**MOVED** by Chris Foord, **SECONDED** by Jade Yehia, that Dr. Paweena Sukhawathanakul be appointed as the Traffic Safety Commission Vice-Chair. **CARRIED**

➤ **Commission membership/vacancies**

More work will be done on this and it will be carried forward to the next meeting.

**Action: Carry forward to the April meeting**

➤ **Update on information on the effectiveness of red-light cameras in the region**

John Hicks advised that Erin Anderson has provided some base data and staff are currently working to get a summary of the data into a more user-friendly format. When it is ready, it will be brought back to the Commission before it is forwarded to the Transportation Committee.

**Action: Carry forward to the May meeting**

➤ **Update on near miss data for vulnerable road users**

John Hicks commented that it is difficult to collect near miss data. He has the bike map information, however, a lot of near misses are not recorded so that is very challenging. Corey Burger commented that BikeMaps.org are planning on starting a walk, roll map as well which will capture near misses for people who are walking and cycling. He has obtained data from them in the past and they are open to sharing it. He questioned what we do with it after we get it. John noted the information is accessible, however, it is lacking in terms of pedestrians and motor bikes. Chair Haynes suggested that we look at the information and quality of data and see what we might consider for improving it or using what is there.

**Action: Carry forward to the May meeting**

## 5. Priority Business

➤ **Budget Update**

John Hicks reported there has been little change to the budget and we are still in a healthy financial position. Regarding the grant application that was given conditional approval at last month's meeting, he confirmed the requested information has been received from the applicant, and funding can now move forward. He thanked Dr. Paweena Sukhawathanakul and her sub-committee members for the good job they did working through the evaluation criteria and working with the applicant to strengthen their business case.

➤ **Project/Grant Ideas**

Members were asked to try and get the message out to stakeholder groups and groups they are working with that there is grant money available in relation to traffic safety. The application form is available on the Commission website. John Hicks commented that he is happy to respond directly to anyone who may be interested and walk them through the process if necessary.

Chair Haynes mentioned two possibilities for potential grants, and he has put both groups in touch with John Hicks. One is a Global Perspectives class at Claremont Secondary which are looking at various projects, including one regarding road safety. The other one is an inquiry received from the Chair of SCAN (Saanich Community Association Network) which is comprised of 16 community associations in Saanich, many which have traffic committees. They are interested in trying to scope out a suitable type of project re traffic safety issues at the community level in Saanich. John commented that in the past we have approved a variety of grants up to about \$20,000. Community grants are usually around \$4,000-8,000. There is some flexibility and in kind can be considered as well. Chair Haynes said that we should be active in getting word out about these grant opportunities.

Paweena Sukhawathanakul suggested expanding the criteria and using the grants as an opportunity to collect data, e.g., on the red-light cameras, near miss data, or other topics. Conceptualize what we are looking for and put an ad out with a call to people who may have an interest in these particular areas. John Hicks commented that is a valid point, however, we have had previous discussions about this, and it was clear that people wanted to encourage some of the smaller groups which do not necessarily have the same skill sets or resources. We rely on the Commission membership to get this information out.

## 6. Member Updates

- **RoadSafetyBC – Erin Anderson**  
No update
- **ICBC – Colleen Woodger**  
No update
- **Youth and Children – Hailey Bergstrom-Parker**  
No update
- **Seniors – Dr. Paweena Sukhawathanakul**  
No update

- **CRD – John Hicks**  
No update
- **Integrated Road Safety Unit - Sgt. Jereme Leslie**  
No update
- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**  
No update
- **Vancouver Island Safety Council – Ron Cronk**  
They are going full speed ahead with training and are getting an unusually large number of bookings which means there are a lot of people learning to ride motorcycles. It is encouraging that so many people are getting formal training.
- **Greater Victoria Cycling Coalition – Corey Burger**  
Training is taking place and they are looking at what their events might look like this year because of COVID. Their AGM was held recently, and they may be applying for more grant money from the Commission.
- **Walk On, Victoria – Todd Litman**  
No update
- **Municipal Police Forces**  
No update
- **BC Transit – Dallas Perry**  
No update
- **Ministry of Transportation and Infrastructure – Shawn Haley**  
No update
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**  
Discussion will take place re the next advertising campaign under Item 7 on the agenda. Also, new data will be available by mid-April.
- **Island Health - Jade Yehia**  
The Injury Data Online Tool which looks at injury data across the province has recently been updated and some excellent visualization tools have been created. Information on this will be distributed to members.

#### 7. **Topic for next advertising campaign/Aligning campaigns with BCACP calendar**

Discussion took place on which issue members would like to see addressed in the next advertising campaign as identified from the UVic pre COVID-19 focus groups and listed below. The other two topics previously identified were distracted driving and edibles and these were addressed in our first two ads.

- Youth drivers rate passengers as their greatest form of distraction
- Youth drivers who believe that drinking and driving is ok if it's only for a short distance
- Driving with cyclists on the road--how to work together

After discussion and voting on the preferred topics, it was decided that the next two ads done with Chek should be driving with cyclists on the road and distraction by vehicle passengers. Because of COVID-19 public health restrictions, it was felt that filming would be easier for the ad re driving with cyclists on the road so it will be the first one done, with distraction by passengers to follow in the late spring or summer.

Another topic raised for consideration for a future ad was drivers not knowing how to merge.

**MOVED** by Frederick Grouzet, **SECONDED** by Jade Yehia, that the topics for the next two advertising campaigns undertaken by the Traffic Safety Commission will be: (1) driving with cyclists on the road; and (2) distraction by vehicle passengers. **CARRIED**

Frederick Grouzet will work with Chek to get the next video made and it should be possible to get the second video done quickly also.

#### **Aligning campaigns with BCACP calendar**

John Hicks commented that we are trying to align our campaigns with the BC Association of Chiefs of Police enforcement calendar that has been distributed to members. The BCACP current enforcement campaign is targeting distracted driving, with a high-risk driving campaign coming up in May, and an impaired driving campaign in July and we will match our campaigns to these as much as possible.

#### **8. Other Business**

##### **(a) Additional Advertising**

Chris Foord remarked that one of the most effective TSC campaigns in the last 15-20 years was using the sides of public vehicles to display ads from some of the campaigns. For the cost of vinyl, we can get years of advertising. It was agreed that this was a good idea, and we can reach out through members or through CRD staff. The visual from some of the ads can be put onto a vinyl board and could also be used in other ways. We have the creative license with Chek to be able to do that.

##### **(b) Malahat Speed Cameras**

Chris Foord asked whether we have heard anything back from Minister Farnworth's office regarding speed cameras on the Malahat. John Hicks reported that this has gone and back forth on at least three occasions, but the government's current focus is on the intersection cameras and speed cameras are not on their priority list.

#### **9. Next Meeting**

The next meeting will be held on April 13, 2021 at noon. On motion, the meeting adjourned at 12:53 pm.