

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, June 8, 2021

Members: Erin Anderson, RoadSafetyBC (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) (EP)
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit (EP)
Todd Litman, Walk On, Victoria (EP)
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic (Vice-Chair) (EP)
Colleen Woodger ICBC Road Safety and Community Involvement (EP)
Jade Yehia, Island Health (EP)

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

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Corey Burger, Capital Bike
Shawn Haley, Ministry of Transportation and Infrastructure
Joe Perkins, Media
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

EP – Electronic Participation

The meeting was called to order at 12:02 pm.

1. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Ron Cronk, that the agenda be approved as distributed. **CARRIED**

2. Approval of Minutes – May 11, 2021

MOVED by Colleen Woodger, **SECONDED** by Paweena Sukhawathanakul, that the minutes of the meeting held on May 11, 2021 be approved as distributed. **CARRIED**

3. Chair's Remarks

Chair Haynes commented on the citizens survey that was done in Saanich. In previous surveys, affordability and housing has been the top item mentioned, however, in the latest survey, it was road safety and pedestrian safety which was further down the list in past surveys.

4. Business Arising from the Previous Minutes

➤ **Update on advertising**

Frederick Grouzet reported that he had met with CHEK news last week and work is proceeding on the ad for driving with cyclists on the road. Various scenarios will be shown, and the ad will end with the driver realizing the cyclist is himself and the message "that could be you."

Work is also underway on the second ad regarding distraction by vehicle passengers and feedback was requested on whether the message at the end should be directed at the driver or passengers or both. Commission members commented that ultimately it is the responsibility of the driver to be under control. Ron Cronk suggested that the ad could end with all the different passengers with various distracting behaviours standing on the side of the road as the car drives away. This would be a powerful message for both the driver and passengers.

The first ad should be ready by the end of July and the second ad later in the summer. Filming has been delayed because of COVID restrictions. It was also confirmed that both ads will be

available in social media format and Frederick Grouzet will contact CHEK to confirm that the previous ads are available in social media format as well.

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

This information request came from the Transportation Committee. Erin Anderson, Paweena Sukhawathanakul and John Hicks met to come up with a plan where the Commission and RoadSafetyBC could both collaborate and agree on the same goal.

They recommended that the best way to get the requested information back to the Committee would be for a presentation from the provincial program area to the Committee outlining what the program looks like and what goes into site selection, as well as having a bit of a local view on some of the sites. Along with that, it was suggested that a literature review on the advocacy and effectiveness of the red-light cameras based on other global efforts out there would be a valuable contribution by the Commission and would complement what RoadSafetyBC are already doing. The literature review could be packaged alongside the presentation and delivered around the same time.

The presentation and information would be shared with Commission members, as well as any questions and answers that come from the Committee. Commission members could attend the presentation if desired as Committee meetings are open.

The proposed timeline for presentation to the Committee would be October.

MOVED by Chris Foord, **SECONDED** by Jade Yehia, that the Traffic Safety Commission approve funding of up to \$8000 to commission a student to undertake preliminary evaluation and literature review to align with work being undertaken by the province to evaluate the effectiveness of red-light cameras. **CARRIED**

Paweena has offered to supervise a student for this work.

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

This information request came from the Transportation Committee. John Hicks commented that we are in the same position as last month as this data is not easily accessible, so it is challenging to respond. On the bikemaps.org website, people can self-report cycling crashes, near misses, thefts, etc. Although it does provide some indication, because it is self-reported it is not statistically valid or at the level of data that the Committee was hoping for.

Colleen Woodger said that ICBC has updated their crash stats but near miss data is not collected and she is not aware of police collecting it other than through general complaints. Ron Cronk commented that there is a bit of an inherent bias in self-reporting of data, and it is not reliable. Situations can be open to review and the data needs a sober second look.

Several members commented that the mandate of the Commission is education, not advocacy or engineering, and we should be focusing on getting back to doing education campaigns.

Jade Yehia suggested that we contact Karen Laberee of Team INTERACT/Bike maps.org about doing a presentation to the Commission. It was proposed that we have Karen and her team look at what gaps there may have been in education and identify those gaps where there seems to be an apparent misunderstanding around road rules. It was agreed that this could help inform some of our future education campaigns and address some of the issues around educating vulnerable road users.

MOVED by Jade Yehia, **SECONDED** by Paweena Sukhawathanakul, that a request be made to Team INTERACT to provide a presentation and update to the Traffic Safety Commission to inform membership about potential education opportunities. **CARRIED**

Concern was expressed about the data being one-sided, however, members agreed that it would be worth listening to the presentation and then processing it through the lens of the Commission members to decide if there is something useful we can act on around education for both cyclists and motorists. This also needs to tie in with our previously identified priorities.

Action: John Hicks will check with Karen Laberee and her team to see about a timeline for a presentation

➤ **Process for putting forth recommendations**

John Hicks reported that this process is still moving forward. Work is being done on the policy framework and a bit of an overhaul of the various CRD Commissions. John will try to work our piece into that and said the Commission might end up being a pilot case as to how this moves forward. Our internal process works well, but the more challenging piece is getting a recommendation back to the Transportation Committee. If we are bringing a recommendation forward to the Committee, a summative staff report will be required and it must have the data, the stats, and the rationale for the recommendation. It will be a more procedural type of process. If a motion goes forward without support, it will be called back.

MOVED by Ron Cronk, **SECONDED** by Colleen Woodger, that this update be received for information.

CARRIED

5. Priority Business

➤ **Invitation from Saanich Active Transportation Advisory Committee – re presentation and update on safety initiatives for vulnerable road users**

Covered under Updates

➤ **Budget Update**

John Hicks reported there is no change in the budget, and we are in a healthy financial position. It is a particularly good year to bring projects forward. It is preferable that we don't have a lot of carryover into next year. If the budget isn't being spent, it may be decreased.

There may be one application coming through one of the school districts in terms of some new school programming in the Westshore. We are waiting for them to formalize something and bring it back to the Commission. There may also be potential to look at payment in advance for some of the media work.

Discussion took place about possible projects and funding opportunities. In past years there have been more requests from outside agencies for funding, but with the pandemic, a lot of groups have not been meeting regularly so those funding requests haven't come in. It was suggested that the Commission look at resurrecting some of our past ads and bring forward to the next meeting a list of priorities that had been discussed earlier this year. We need to be strategic in our messaging and use social media as well. We could extend the BCACP summer impaired driving campaign into August and look at adapting it into the current context around opening up after the pandemic.

In terms of getting this work done, John Hicks said he will talk to the CRD media relations specialist who could possibly assist. Colleen Woodger will get more detail on what the provincial perspective is so we can have consistent messaging. Chris Foord said he can assist as well.

MOVED by Chris Foord, **SECONDED** by Jade Yehia, that up to \$10,000 be allocated towards a summer impaired campaign that would look to extend campaigns beginning in July and that would include past messaging, as well as messaging pertinent to coming back safely post pandemic.

CARRIED

Action: Bring forward to the July meeting

➤ **BCACP Calendar**

- July – Summer Impaired Driving Campaign
- September – Distracted Drivers Campaign/Occupant Restraint Campaign

See previous discussion under Budget Update

6. Member Updates

Chair Haynes commented that he would like to start doing a territorial acknowledgement at the next meeting. He will send a suggested acknowledgement out through John Hicks and members can provide feedback if they wish.

- **RoadSafetyBC – Erin Anderson**
 - As the culmination of a couple of months work, the BC Road Safety Strategy 2025 was announced last month. The link for that will be forwarded to Commission members. RoadSafetyBC and other partners across government as well as the non-profit sector have fed into the new strategy. It is exciting to have that launched. It revitalizes what they continue to work on in the province and that is Vision Zero with the ultimate goal of reducing and eliminating traffic fatalities and serious injuries but realistic goals are also needed to help along the way. BC has committed to the international target of reducing road fatalities and serious injuries by 50% by 2030. That is signed on by Canada as well as through the international Stockholm declaration.
- **ICBC – Colleen Woodger**
 - The speed campaign ran for the month of May and some great work took place with high schools through their speaker program. A crashed car display was done with speed bumper stickers (#noneedforspeed) placed down both sides of the car so when students were taking pictures of the car, they were getting the reinforcement message. Lots of work with the police and Colleen focused on small communities. Hearing from a significant number of residents concerned about speed around schools zones and on their own streets.
 - Working with the Saanich summer students getting them prepped to do speed watch and cell watch getting them out in supporting some of the ICBC programs.
 - Through her work in promoting the Sarah Beckett scholarship, Colleen may have to step off the selection committee because of the relationships she has developed with students.
 - Getting thoughts together re work on impaired driving as they will be sending resources to golf courses and places like that. Reaching out to some of the larger police departments to look at some more high-profile education.
 - Schools are having some issues with speeding and distracted driving and Colleen is working with seven different schools in the region on Think of Me program which has a lot of pedestrian safety.
 - Still working with Grade 10's in talking about the graduated licensing program and starting to bring police in helping to create some of that dialogue.
- **Youth and Children – Hailey Bergstrom-Parker**

No update
- **Seniors – Dr. Paweena Sukhawathanakul**
 - Noted all the wonderful work that Colleen has been doing.
 - Youth and young adults are eager to get back to being more involved with the community. If organizations need student volunteers, particularly in the area of road safety, please contact Paweena.
- **CRD – John Hicks**
 - A letter was received from the Saanich Active Transportation Advisory Committee asking for a presentation on regional safety initiatives for vulnerable road users. John will do the presentation on June 24 and it will be a summary of some of the work we have done. He will share the summary notes with Commission members at our next meeting.
- **Integrated Road Safety Unit - Sgt. Jereme Leslie**
 - The May high risk driving campaign was successful. A number of drivers were taken off the road and their vehicles impounded. The focus was on the main corridors, i.e., the Pat Bay Highway and Trans-Canada Highway. As mentioned last month, there is an ongoing issue with speed on the Malahat. The summer impaired driving campaign starts in July and then starting to project towards the many different fall campaigns.
 - S/Sgt. Adam Tallboy is the new unit commander and will now be the CRD Integrated Road Safety Unit representative on the Commission.
- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**

No update
- **Vancouver Island Safety Council – Ron Cronk**
 - May was motorcycle awareness month and Ron did a shout out on CFAV

- **Capital Bike – Corey Burger**
No update
- **Walk On, Victoria – Todd Litman**
No update
- **Municipal Police Forces – S/Sgt. Andy Walsh, Saanich Police**
 - Gearing up for the summer impaired campaign. Roadblocks will take place during the month of July.
- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure – Shawn Haley**
No update
- **Island Health - Jade Yehia**
No update
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
No update

7. **Other Business**

8. **Next Meeting**

The next meeting will be held on July 13, 2021 at noon. On motion, the meeting adjourned at 1:20 pm.