

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, July 13, 2021

Members: Erin Anderson, RoadSafetyBC (EP)
Corey Burger, Capital Bike (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)
Todd Litman, Walk On, Victoria (EP)
Joe Perkins, Media (EP)
Jade Yehia, Island Health (EP)

Associates: John Hicks, CRD
Sgt. Davinder Dalep, Oak Bay Police (EP)

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Shawn Haley, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic (Vice-Chair)
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 12:03 pm.

1. Territorial Acknowledgement

We appreciate that we are working today on the territorial and historic lands of the coast Salish peoples. It is our privilege to be here as their guests and we appreciate the responsibility that this brings.

2. Approval of Agenda

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

CARRIED

3. Approval of Minutes – June 8, 2021

MOVED by Ron Cronk, **SECONDED** by Chris Foord, that the minutes of the meeting held on June 8, 2021 be approved as distributed.

CARRIED

4. Chair's Remarks

No remarks

5. Business Arising from the Previous Minutes

➤ **Update on advertising**

Joe Perkins provided a link to our second ad which is currently running on Chek. Frederick Grouzet advised that the script is ready for the third ad, but the actor used in the previous two ads is not available. Once another actor is found, filming will take place, and the ad will run on Chek when completed.

At the June meeting, \$10,000 was allocated towards a summer impaired campaign that would look to extend campaigns beginning in July. John Hicks gave an update on work being undertaken on this by CRD staff in two ways, i.e., to supply some additional funding to groups already doing the campaign, and a follow-up messaging package which we can use to extend the profile as well. The intent is to extend the length of that program and keep the momentum going over the whole summer.

➤ **Update on near miss data for vulnerable road users re possible presentation**

Paweena Sukhawathanakul provided a written update. She met with Karen Laberee from www.BikeMaps.org and Project INTERACT. Karen has data she can share with us regarding near misses integrating information from BikeMaps, ICBC, and Island Health. They also have a pedestrian version of BikeMaps that they are currently developing that will provide more data with regards to accessibility and safety of different areas. Karen and her team would be delighted to present this information to the Commission.

Action: Karen Laberee will be invited to present to the Commission at the September meeting

Corey Burger commented that he spoke to the Saanich Active Transportation Advisory Committee last month about this topic. He noted that although the near miss data being reported is volunteered information, it does provide some decent data, but it needs more work.

Ron Cronk said his concern is that the near miss data is one-sided as it is self-reported. Qualitative data is not helpful to figure out what is going on, but it is helpful to tell us where there are conflicts. We should be cautious about relying on this data in the absence of collision data, etc.

Corey Burger said the BikeMaps data provides a textual description and as well as being self-reported, there are reports by witnesses. There are some powerful things we can look at.

It was agreed that the presentation by Karen Laberee will help answer some of these questions and concerns.

Jade Yehia commented that there is also the INTERACT study that Karen Laberee is involved in. It is self-reported as well but there is a mechanism for people to use their iPhone to track their routes, so it has the power of mapping routes, not just identifying crash data.

➤ **Update on work re Summer Impaired Driving Campaign**

Update given under Advertising

➤ **Review of Established Priorities**

John Hicks provided a list of priorities previously established by the Commission.

1. Speed, distracted driving, and impaired driving. These have been the focus for our recent advertising on Chek.
2. Cannabis, including edibles. This was included in a previous ad on Chek.
3. Intersection safety – all road users. A campaign was done on this 2-3 years ago, however, it was not sustained.
4. Vision Zero. This has not been a focus for the Commission, but it has been identified through the CRD regional transportation priorities. At this stage we don't have confirmation as to where the CRD sits on this, but it is something that is likely to come forward again next year.

Three additional items which had been ranked as a lower priority by members were:

- Vulnerable road users – making sure all Commission advertising could be used for all modes of transportation

Motorcyclists have received limited attention in Commission advertising over the past few years, but they weigh heavily in the crash stats and significant injury stats. It would be a good opportunity for the Vancouver Island Safety Council to bring this forward as a focus for the Commission to make sure that we are targeting the vulnerable road users based on research and evidence.

- Sharing the trail system and shared use paths
We have received a grant application from the City of Victoria for a trail safety campaign. Volume on trails has increased significantly during the pandemic.

Discussion was held about whether trails are covered under the Commission mandate. There is rationale for our involvement regarding safety messaging/education and our service bylaw covers this in terms of the education component, however, the engineering/design component of trails would be outside our mandate.

Chris Foord suggested signage for trails regarding helmet wearing and speed limits but as there are no identified speed limits on trails, nothing could be enforced. If the City of Victoria's grant application is successful, we could work with them in terms of other safety messaging on the trail system.

6. Priority Business

➤ Budget Update

John Hicks reported there has been little change to the budget. We have plenty of funds compared to our forecast so we can move forward with issues that fall within the priorities of the Commission. Funding for \$10,000 was approved at the last meeting towards a summer impaired campaign and as already mentioned, we have received a grant application from the City of Victoria for \$15,000 which will need to be reviewed.

Action: Grant sub-committee to review the application from the City of Victoria and bring back a recommendation to the August meeting

➤ BCACP Calendar

- July – Summer Impaired Driving Campaign
- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign (Speed/Pedestrian)

The purpose of putting the BCACP calendar initiatives on our agenda is to act as a reminder for the Commission as to the focus of our partners and to try and frame our advertising to support them.

➤ Cst. Sarah Beckett Memorial Scholarship

We have received several applications for this scholarship. Fred Haynes, Chris Foord, and Jade Yehia have offered to review the applications and bring forward a recommendation for a scholarship winner.

Action: A recommendation for awarding the scholarship will be brought to the August meeting

John Hicks advised that we have received a \$300 donation to the scholarship in honour of retiring RCMP Deputy Commissioner Jennifer Strachan.

7. Member Updates

• RoadSafetyBC – Erin Anderson

- Supporting the BCACP calendar and impaired driving campaign over the summer through social media, as well as the Cone Zone campaign for roadside workers.

• ICBC – Colleen Woodger

No update

• Youth and Children – Hailey Bergstrom-Parker

No update

• Seniors – Dr. Paweena Sukhawathanakul

No update

• CRD – John Hicks

- Transportation priorities for the region are going forward to the Board tomorrow for approval and one big component of that is safety across all areas. After Board approval, there will be a committee working group of government agencies and local government staff to come forward with ways to fill that gap and that would likely end up linking back to the Traffic Safety Commission.

• Integrated Road Safety Unit - Sgt. Adam Tallboy

- CRD IRSU is focusing on the impaired driver summer campaign with check stops throughout the CRD for the month of July

- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**
No update
- **Vancouver Island Safety Council – Ron Cronk**
No update
- **Capital Bike – Corey Burger**
 - One of the key things that the merger allowed us to do is to take GVCC's recreational rides and add in bike skills instruction from the Bike to Work side so some education can be provided to people as they go for a recreational ride. The new event name is Go by Bike.
- **Walk On, Victoria – Todd Litman**
No update
- **Municipal Police Forces – Sgt. Davinder Dalep, Oak Bay Police**
 - Focus is on the summer impaired driving campaign. There have been several roadside prohibitions issued in the past week.

John Hicks suggested that if there are any issues from the police perspective that could benefit from some sort of messaging they should be brought forward to the Commission. Davinder will touch base with Chris Foord regarding information from previous campaigns that may be helpful.

- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure – Shawn Haley**
No update
- **Island Health - Jade Yehia**
 - Janelle Hatch provided an overview of the Middle Development Index (MDI) data that was recently published for SD61. There are 13 school districts on Vancouver Island that collect this data. In the CRD, SD61 is the only school district. This indicator collects information on critical years during the developmental phase and looks at the child as a whole.

There are different indices and compiled questions. For Grade 4, they collect data on 77 questions and for Grade 7, they collect 100 questions.

From this phase of data, Janelle highlighted a few data points: drop in protective adult relationships, lower numbers in nutrition and sleep, less than 50% consider themselves as healthy, decrease in connectedness (i.e., connection to adults in their lives and community). But of most pertinence to the Traffic Safety Commission is the data on transportation to and from school. The data is on page 15 for the Grade 6 report:
<http://earlylearning.ubc.ca/maps/mdi/nh/sd61/>
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
No update

8. Other Business

No additional business

9. Next Meeting

The next meeting will be held on August 10, 2021 at noon. On motion, the meeting adjourned at 1:00 pm.