

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, September 14, 2021

Members: Erin Anderson, RoadSafetyBC (EP)
Corey Burger, Capital Bike (EP)
Chris Foord, Community Member (EP)
Dr. Frederick Grouzet, Centre for Youth and Society, UVic (EP)
Fred Haynes, CRD Director (Chair) (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: Sgt. Davinder Dalep, Oak Bay Police (EP)
John Hicks, CRD
S/Sgt. Andy Walsh, Saanich Police (EP)

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
Shawn Haley, Ministry of Transportation and Infrastructure
Jereme Leslie, CRD Integrated Road Safety Unit
Todd Litman, Walk On, Victoria
Joe Perkins, Media
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

EP – Electronic Participation

The meeting was called to order at 12:05 pm.

1. Territorial Acknowledgement

Chair Haynes acknowledged that we are privileged to live, work and play on the unceded territories of our local First Nations whose rights to this land continue to this day and we appreciate their stewardship of the land and look forward to doing our part.

2. Approval of Agenda - August 10 and September 14

MOVED by Colleen Woodger, **SECONDED** by Chris Foord, that the agendas be approved as distributed. **CARRIED**

3. Approval of Minutes – July 13, 2021 and August 10, 2021

MOVED by Chris Foord, **SECONDED** by Colleen Woodger that the minutes of the meetings held on July 13 and August 10 be approved as distributed. **CARRIED**

Corey Burger noted that he should have recused himself from the vote on the City of Victoria grant application at the August 10 meeting and expressed his regrets to the Commission. At the time he did not realize that Capital Bike would be part of the project.

As the vote for approval of the application was unanimous, the outcome would not be affected.

4. Chair's Remarks

No remarks

5. Presentation by Dr. Karen Laberee re near miss data for vulnerable road users

Chair Hayes introduced Dr. Karen Laberee from BikeMaps.org. Summary points from the presentation are listed below.

- Since beginning in 2014, 10,800 reports have been collected worldwide. Most of the reports are in Canada and on the west coast where BikeMaps.org started and have done most of the

- promotion. The idea for BikeMaps.org came from Trisalyn Nelson who was a geography professor at UVic after a near miss incident while biking to work. Her idea was to harness citizen science to fill in data gaps.
- It is hard to get a handle on how few bike crashes with vehicles are reported but it is estimated that only about one-third are reported.
 - Bicycling safety data comes from police reports, ICBC claims, hospital admin data, and coroner's reports. Crowd sourcing platforms such as BikeMaps.org can contribute by providing precise spatial data, information on injury data; context of what happened; weather, direction of travel, etc.
 - For every 500 incidents reported, there are another 3600 that were unreported. Near misses might offer a way to highlight some locations that are problematic. BikeMaps.org shines a light on a different subset of data.
 - Reports can be made on falls, collisions and near misses and other hazards. Near miss reporting identifies potential dangers and highlights uncomfortable scenarios for cyclists. With the large data base BikeMaps.org now have, they are starting to understand the ratio of near misses and how that changes depending on context.
 - Recently published data took all the reports made in nine different Canadian municipal areas and divided them into different types of bike incidents which helps to understand which incidents people tend to report. This research also looks at how likely people are to report and seek medical treatment. The types of incidents most likely to result in medical treatment are collisions with left turning vehicles, animals (deer) and railroad tracks.
 - They do get out into the community quite a bit to speak with cyclists and remind them to use BikeMaps.org although these efforts have been somewhat curtailed in the past 18 months. The information collected on BikeMaps.org is shared with municipalities wherever possible which allows them to identify hot spots and can be used to fix some problematic areas.
 - To summarize, some of the benefits of using BikeMaps.org are that it is a single point, easy to use, and data is available immediately. It allows municipalities to keep track of issues and hazards for free and highlights local issues. It also provides municipalities with data to support their active transportation planning and allows them to do surveillance on new issues and provides data for research on cycling safety.

Discussion on various issues was held after the presentation including how Commission members can help. Dr. Labaree said continuing to let people know about the platform would be beneficial. Also, although they work closely with some municipalities, they would like to work with others so sharing their information with more municipal staff would be useful.

Chair Haynes commented that regional mayors hold regular meetings via Zoom and suggested possibly BikeMaps.org could do a presentation in November or December which may help motivate some other mayors to come on board in terms of activity. Dr. Labaree confirmed she is interested in doing this and Chair Haynes will follow up. Chair Haynes also said he would inform the Saanich Police Board and Saanich Council on the presentation by Dr. Labaree and recommend they invite both BikeMaps.org and Capital Bikes for a presentation.

Dr. Labaree noted that they are going to be launching a new platform for pedestrians in the next few weeks similar to the bike maps platform.

Chair Haynes said there are interest groups such as Block Watch and community associations that are trying to identify traffic issues and asked Dr. Labaree if they are aware of those. Dr. Labaree said they are not plugged into all of them but she is always interested in making new connections. Chair Haynes indicated he would contact Saanich Block Watch to let them know about BikeMaps.org and suggest they have a presentation, along with Capital Bikes.

A copy of Dr. Labaree's presentation will be forwarded to Commission members.

6. Business Arising from Previous Minutes

➤ Update on advertising

John Hicks provided an update on the \$10,000 that was approved for a partnership agreement with ICBC to extend the ICBC summer impaired campaign. It has worked out as a successful first

attempt at partnering with one of our organizations and gave the Commission a social media presence. Thanks to Colleen Woodger for her work on this.

After discussion, it was agreed that more messaging on impaired driving is important, and it was suggested that additional funds be allocated to ICBC to support the winter impaired campaign. It was noted this does align with the priorities previously identified by the Commission.

MOVED by Chris Foord, **SECONDED** by Colleen Woodger, that up to \$10,000 be allocated to support the ICBC winter impaired driving campaign. **CARRIED**

Frederick Grouzet provided an update on filming for the third video which was supposed to take place at the end of August. Filming has been postponed by Chek, but it is hoped that it will be done next week and that the video will be ready by next month's meeting.

Action: Frederick Grouzet will provide links to John Hicks so the ad can be shared on social media

➤ **BCACP Calendar**

- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign (Speed/Pedestrian), Shift into Winter
- December – Winter Impaired Driving Campaign

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

7. **Priority Business**

➤ **Budget Update**

John Hicks noted that the Cst. Sarah Beckett memorial scholarship winners were notified and were extremely happy and appreciative. They both have been provided with a cheque, but they are also happy to come in at a time when the Commission is meeting in person to thank members personally. A second scholarship was able to be awarded through funds donated by another organization.

John has been working with the CRD Finance Department re the budget carryover for next year. At this stage it is provisional, so we do have the capacity to spend more if desired until the budget is given final approval. We have been able to get the budget down due to funding provided for a UVic student to do a literature review re the advocacy and effectiveness of red-light cameras, and the partnership initiative with ICBC.

As mentioned at the last meeting, John talked about some reflector strips that are available at a greatly reduced price by a company that will no longer be producing them. A campaign called "Let's get Visible" will be run through municipalities and their partner agencies with the reflectors being distributed at various activities. We could store them at the CRD and provide to partner agencies for any engagement sessions they are doing. It was suggested that up to \$10,000 be allocated to buy these reflectors.

In discussion, members agreed that the reflectors would be useful in helping to promote safety and visibility for cyclists and pedestrians.

MOVED by Paweena Sukhawathanakul, **SECONDED** by Colleen Woodger, that up to \$10,000 be allocated for the purchase of reflector strips for use by Commission partner agencies. **CARRIED**

➤ **Grant Applications**

John Hicks reported there is an outstanding grant application from the Walk and Wheel to School Program which was forwarded to Paweena Sukhawathanakul for review by the sub-committee and Paweena commented as follows. We have funded this in the past and the \$3000 amount requested is the same. Subcommittee members noted merit of the application and its alignment with the Commission's safety objectives. Concern was expressed that because this is a grant application that outlines specific criteria for evaluation and we do want to challenge our applicants to keep track of how they measure the success of these campaigns, it was felt that this section was a bit sparse,

as well as articulating the challenges. The difference with the campaign this year is that rather than all the schools doing it at a particular time in October, it has been changed to a kind of on-demand model where schools and classrooms can access the walk and wheel resources throughout the school year and run an event that's most convenient for them, however, this is not well articulated with regard to the need and how many schools will be registered this year. The sub-committee recommended that conditional approval be given to provide funding in the amount of \$3000 subject to the applicant articulating more comprehensive strategies.

Paweena noted that the sub-committee is recommending that the evaluation criteria be revisited because it is felt that the criteria unnecessarily handicaps the evaluations and should be weighted differently. The subcommittee members will get together to adjust grant application criteria so that it is more representative of what we are looking for. We want applicants to outline the strategy for evaluation, but we understand that the quality can vary depending on the program and project.

Action: Final approval of the Walk and Wheel grant application will be moved once additional information is brought forward

Corey Burger noted that he won't be participating in the vote due to a conflict of interest.

➤ **Annual Presentation to Transportation Committee**

Under our bylaw we are required to do an annual presentation to the Transportation Committee on the Commission's activities in the past year. The meeting will take place in October. RoadSafetyBC will also be presenting at that meeting on the intersection safety cameras. Chris Foord agreed to do the presentation and John Hicks will send him the date and other details.

Chair Haynes noted that in looking at applications for the Sarah Beckett scholarship, there were many high-quality applicants that the committee would like to have provided with funding but were unable to due to the conditions of the Commission bylaw. There is a suggestion that we might be able to work with the Saanich legacy foundation. John Hicks commented that we have a guaranteed \$2000 coming into our budget every year for the scholarship and on top of that we have received donations from other organizations. The challenge we have had is to release those funds once they go into the budget.

Action: John Hicks to have a conversation with the Saanich Legacy Foundation, which acts as a non-profit, auspice group to enable donations to be received, tax receipts issued, and the funds to be directed to predetermined causes. This could provide a possible vehicle for the Traffic Safety Commission to consider.

8. **Member Updates**

• **RoadSafetyBC – Erin Anderson**

- RoadSafetyBC is supporting the campaign this month from ICBC as well as the BC Association of Chiefs of Police focusing on distracted driving. In the next couple of months they will be supporting the focus on shift into winter and driving relative to conditions campaigns and then in December the winter impaired driving campaign.
- RoadSafetyBC will be presenting to the Transportation Committee with an update on the intersection safety camera program and will focus on the program itself and some of the details on criteria and placement of cameras. Erin will follow up with Paweena on the literature review being conducted around the advocacy and effectiveness of intersection safety cameras.

• **ICBC – Colleen Woodger**

- Distracted driving enforcement is the current focus. Limited on the number of volunteers coming back. The municipal volunteers are very focused on school zones and having a presence there.
- Actively getting out the "Think of Me" message which is a partnership with CRD active transportation, and it is being well received.
- Colleen has put in a request to get sample ads from the summer impaired campaign that could be included in the presentation to the CRD Transportation Committee.
- Schools are reaching out for ICBC programming.

- **Youth and Children – Hailey Bergstrom-Parker**
No update
- **Seniors – Dr. Paweena Sukhawathanakul**
No update
- **CRD – John Hicks**
 - Active school travel planning will be running slightly differently this year. They have had a great opportunity in working with School District 62 in advance of the opening of their new schools so as the schools are opening, catchment maps and walkability information will be available.
 - As part of the CRD Transportation Committee's mandate, they have asked for more transportation demand management to be done so will be working with partners across the region, MOTI, BC Transit, as well as DND on how to do a program specifically for the base.
- **Integrated Road Safety Unit – Jereme Leslie**
No update
- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**
No update
- **Vancouver Island Safety Council – Ron Cronk**
No update
- **Capital Bike – Corey Burger**
 - Go by Bike Week will be September 27 to October 3 and it hoped to have in-person celebration stations again. Also, moving forward they will be having some discussions around masking and vaccinations. Something the Commission may want to think about is that enforcement and education require in-person communication and what that means in an era where Covid is more transmissible than it has been in the past.
- **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**
Looking at doing some restaffing so will get a new delegate in the next month or two
- **Island Health - Jade Yehia**
No update
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
No update

9. **Other Business**

No additional business

10. **Next Meeting**

The next meeting will be held on October 12, 2021 at 12:30. On motion, the meeting adjourned at 1:26 pm.