

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, December 14, 2021**

Members: 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)
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)
Angela Wheeler, Island Health (EP)
Colleen Woodger, ICBC Road Safety and Community Involvement (EP)

Associates: John Hicks, CRD (EP)
Sgt. Ryan O'Neill, Victoria Police (EP)
Dallas Perry, BC Transit (EP)

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

Recording Secretary: Arlene Bowker (EP)

EP – Electronic Participation

The meeting was called to order at 12:34 pm.

1. Territorial Acknowledgement

John Hicks provided a territorial acknowledgement.

The CRD conducts its business in Coast Salish and Nuuchalnu territories and works to be increasingly mindful of its commitment to more inclusive governance with our neighbours. I would like to acknowledge the 11 neighbouring First Nations governments with whom we are committed to building stronger working relationships: Songhees; Esquimalt; Scia'new (Chee-Ah-nook); T'Sou-ke (SOWK); Pacheedaht; Tseycum; Tsartlip; Tsawout; Pauquachin; Malahat; and Penelekut Tribe.

2. Approval of Agenda

MOVED by Frederick Grouzet, **SECONDED** by Colleen Woodger, that the agenda be approved with the following amendments: **CARRIED**

- Information on alternative funding method for Sarah Beckett Memorial Scholarship to be included under Budget Update in Item 6
- Feedback on fourth video to be included under Working Group for UVic Centre on Youth and Society Joint Project update
- Education Campaign on Visibility at Night

3. Approval of Minutes – November 9, 2021

MOVED by Chris Foord, **SECONDED** by Ron Cronk, that the minutes of the meeting held on November 9, 2021 be approved with the following amendment:

- Under the MOTI update on page 4, remove “30” in the reference to bus bays **CARRIED**

4. Chair's Remarks

Chair Haynes extended good wishes for the season. He also commented on the tragic pedestrian fatality in Saanich and noted that work is still being done on the investigation report. Saanich is proposing to reduce the completion time of their active transportation work from 30 years to 15 years.

5. Business Arising from Previous Minutes

- **Input from police members related to safe passing and lane position re cycling**
Sgt. Ryan O'Neill said that he had canvassed his team and they confirmed his comments made at the last meeting which were that this issue is handled on a case-by-case basis and with a common sense approach. Some advertising has gone out to the public, possibly from ICBC, which states that cyclists should be one metre from the curb, and vehicles should be one metre from cyclists. Colleen Woodger noted that the ICBC Drive Smart Manual says that the standard is one metre. From the education side, whatever the regulation is, she promotes it in all her presentations to schools, seniors, etc. She has no position on whether it needs to be changed or not. Frederick Grouzet noted that the video recently completed on safe driving around cyclists talks about safe space between a car and bike.

6. Priority Business

- **Budget Update**
John Hicks said this year's budget is being finalized. There are still two invoices to come through and then the final update can be done. There will be a carryover of approximately \$30,000. The new budget comes through on January 1 and will be about \$70,000 plus the carryover. Also, work is in progress on taking the Sarah Beckett Memorial Scholarship fund outside the budget which will make it much cleaner for next year.
- **Literature review on reduction of default speed in rural areas (50 km to 40 km)**
Chair Haynes raised the question whether there would be an effect on road safety if rural road speeds were reduced from 50 to 40 km. There does seem to be an interest in speed reduction in rural areas.

Points raised during discussion were:

- Recommending engineering changes takes us away from our work around education. Seems to be out of context to what the Commission does.
- What is the goal of the literature review? Would it be a push to engineering or lobby government to change the Motor Vehicle Act or is it about education? Are we saying we need to do more enforcement or are we trying to reduce speeds, which is outside of our mandate?
- There could be an educational piece for drivers on rural roads re slowing down, depending on what the literature review shows.
- We have been asked in the past by the Transportation Committee to comment on areas outside our mandate. Education can just be a statement on what the research is and can also be education for engineers and politicians in the region, not just the public.
- If we are gathering information and our goal is to educate end users, we can take our educational piece and advocate for change with the engineers and government.
- Difficult to keep people to reasonable limits at any speed and we should keep working on advocating for the use of speed cameras.
- Any literature review should include two elements, i.e., the impact of witnessing speed in rural areas, and how regulation of this kind could have an impact on the population and how would it be received. Any education campaign needs to use the right message, or it won't be well received. The main objective of the Commission is education.
- The CRD has a regional working group made up of municipal engineers, the Ministry of Transportation and Infrastructure and BC Transit. What came up in terms of priorities for rural areas was around safe access. We could bring this up with the targeted groups from those municipalities as it would be helpful to have their input to determine if there would be support before the Commission moves ahead.
- Part of the Traffic Safety Commission bylaw states that the Commission will review traffic safety problems in the CRD and make recommendations to the CRD Board. This puts a speed limit review within the bounds of what we can do.

Action: John Hicks to get input on this issue from the regional transportation working group and bring to January meeting for discussion

➤ **Education Campaign re Visibility at Night**

It was suggested that the Commission consider undertaking an education campaign on visibility at night. Chair Haynes noted there are a higher number of incidents on rural roads from mid-January to mid-March and it is difficult to see people in dark clothing where there are no lights or sidewalks. It could be a safety campaign for all road users and encourage cyclists and pedestrians to wear lighter colours or use a light.

Points raised during discussion were:

- Transportation engineers have a whole menu of strategies for increasing safety on rural roads and if this is a concern, there is much more we can do.
- Suggestion that driving in difficult weather could be a topic for an ad in 2022 and can be discussed in youth focus groups to see if it is an issue for that age group.
- If we're going to talk to one group of users regarding their actions as they relate to safety, then we need to make sure we are following the research and that means talking to all users about their actions, i.e., telling drivers to buy light colour cars and that high bumper vehicles are dangerous for vulnerable road users. Also, telling engineers that one of the best crash mitigating factors is adding lights to all roads.
- The campaign would talk to many users and each video talks to a particular user group. Unfortunately, the infrastructure to light up all rural roads is very expensive and difficult and is many years away, but a pedestrian or cyclist can easily wear something light coloured and there has been proven research on this in many countries.
- Our messaging should follow on who causes the most harm so the predominant message should be directed to vehicle drivers. We should have serious discussions about how we message users, and we need to have some metrics going forward.
- We can increase messaging for certain populations but not at the detriment of other messages. It is important to continue to target all users.
- This is one tool in our toolbox and doesn't take away from any other campaigns we might be doing. We do get a lot of requests from the public for the visibility campaign, and it has been very successful. There has been a lot of demand, particularly from parents, for this type of program, acknowledging that it is just one piece of a bigger picture.
- We should look at what we want to achieve, which is fewer crashes, injuries and fatalities and if encouraging people to be more visible, wear reflectors and light colours decreases injuries and deaths, then that's a good focus.
- A recently completed pedestrian campaign and distribution of 13,000 reflectors in one month to all user groups was very well received. What we are trying to do is to get people to talk about it and raise the awareness. All road users need the message. We need to avoid the blame game and the divide that is coming between different road users. We are all looking to reduce collisions and while research is important, so is common sense. The challenge is that we all need to be behind this, so we come across as united in our message. We want to help lift each other up in our campaigns and continue to focus on keeping all road users safe.

➤ **Examine implications of renaming Commission to Road User Safety Commission**

Discussion was held around the implications of renaming the Commission to the Road User Safety Commission. Members commented that the term traffic safety is broad and inclusive and does focus the discussion. Also, the Traffic Safety Commission branding has a long history behind it and people are familiar with it. There was general agreement amongst the membership that the name should remain as the Traffic Safety Commission.

➤ **Presentation for departing members**

Commission member Chris Foord was recognized for his long service to the Commission as this will be his last meeting. Chris has been a Commission member since about 1996 and will be sorely missed. His passion for traffic safety has focused a lot of attention on the Commission. Chris spoke about some of the good work that the Commission has done over the years and said he will keep advocating for the use of speed cameras.

➤ **Let's Get Visible campaign**

John Hicks talked about the CRD Let's Get Visible Campaign. The campaign has started, however, it was decided to postpone any new projects after last week's pedestrian fatality. Next week they

will be out on regional trails handing out reflectors and talking to people about visibility. The campaign has been very well received.

➤ **BCACP Calendar**

- December – Winter Impaired Driving Campaign
- March – Distracted Drivers Campaign/Occupant Restraint Campaign
- May – High Risk 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.

Re future advertising, Frederick Grouzet said that there are students at the Centre who are active on TikTok and if the Commission is interested, some messaging could be created around being visible. Members agreed that anything that can be done to engage this age group would be a good idea. If it is successful, it could be used for messaging on other topics.

MOVED by Colleen Woodger, **SECONDED** by Chris Foord, that the Traffic Safety Commission give support in principle to using TikTok for messaging around visibility and other traffic safety issues. **CARRIED**

7. **Other Business**

8. **Member Updates**

- **RoadSafetyBC – Kash Akinkuowo**
No update
- **ICBC – Colleen Woodger**
 - The pedestrian campaign was very well received. It was a lot of work and volunteers, and reserves were out. She is available to help promote the Let's Get Visible campaign if needed.
 - The December 3 impaired driving event was the largest joint forces traffic project Colleen has ever attended. Chief Superintendent of BC Highways Patrol Holly Turton came out; also, the Alexa bus was there. There were 40 officers out that evening. Will be doing it again with the North Cowichan/Duncan RCMP on December 17. Crash car will be out and wrapped with Christmas lights to make a spectacle of the event.
 - The CRD top up for social media is up and running for our area.
 - Still working with schools to do the Think of Me program.
 - Will partner again with CRD active transportation Ready, Step, Roll next year and working with some schools this year on their active transportation work.
 - March is distracted driving month and she is hoping to do a large awareness campaign. She will be making her plans in late January, so by the February meeting the Commission could look at what they would like to do to help deliver that message of getting drivers focused and present behind the wheel.
- **Youth and Children – Hailey Bergstrom-Parker**
No update
- **Seniors – Dr. Paweena Sukhawathanakul**
No update
- **CRD – John Hicks**
 - Next month's meeting of the working group of district engineers across the region will focus on reviewing all safety initiatives which have been undertaken in recent years at a local level. The intent is to be able to leverage that information amongst all partners and provide it to anyone who wants to use it. John will report back with that information to this group at some stage. We can use that working group, and they can use the Commission to highlight some of their biggest concerns. It's about making that partnership with our local partners stronger.

- **Integrated Road Safety Unit – Jereme Leslie**
 - The winter impaired driving campaign is ongoing. They are out 3-4 evenings a week conducting roadblocks and have been taking impaired drivers off the road every night. The campaign will continue to the new year.
- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**

No update
- **Vancouver Island Safety Council – Ron Cronk**
 - They are rolling out the schedule for the coming year for motorcycle safety for the novice learner through to the experienced driver. There are about 150 people on the wait list to register so we can expect to see a lot of new riders. We will be teaching them how to ride safely and have a proper mindset when they're out on the road so they don't make mistakes.
- **Capital Bike – Corey Burger**
 - Deeply concerned and saddened by the recent pedestrian death and have been talking internally and with others about what needs to happen to prevent this.
 - Other work continues, with the recent Christmas lights ride and the AGM is coming up in January. It has been a lot of work to merge two organizations.
- **Walk On, Victoria – Todd Litman**
 - Very concerned about the recent traffic death and the high proportion of pedestrian and cyclist traffic deaths. At the provincial level, 22% of traffic deaths in BC are cyclists and pedestrians. Cyclists and pedestrians represent about 5-10% of vehicle kilometres so are over-represented by 2-3 times. A draft list of actions has been developed that the region could implement to increase safety. They are based on the most recent research concerning how the community wide structural factors affect safety. We're hoping that this can be used as an opportunity to identify some actions that local government could take to increase safety.
- **Municipal Police Forces – Sgt. Ryan O'Neill, Victoria Police**
 - They are in the middle of their winter impaired driving campaign program and had a great joint operation with the CRD Integrated Road Safety Unit, West Shore RCMP and Saanich Police. There was an incident where a driver who was impaired came into the roadblock and almost ran over an officer. They have some more dates in mind for the campaign.
- **BC Transit – Dallas Perry**
 - BC Transit are looking for transit operators so please put the word out if you know of anyone who would be interested.
- **Ministry of Transportation and Infrastructure – Shawn Haley**

No update
- **Island Health – Angela Wheeler**
 - Participated in the webinar series for the Healthy Built Environment Alliance which included a presentation on Vision Zero. She gained a lot of information and ideas from that which she can use to respond to local government looking at community planning and advocate for safer engineering aspects in roadways.
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
 - Frederick Grouzet shared the most recent ad which featured distraction by vehicle passengers. Members thought it was well done and the message came across very well. Besides being shown on Chek, it will be on YouTube, and other social media. Responses and number of views will be tracked.

9. Next Meeting

The next meeting will be held on January 11, 2022 at 12:30 pm. On motion, the meeting adjourned at 1:56 pm.