

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, January 11, 2022

Members: Kash Akinkuowo, RoadSafetyBC (EP)
Corey Burger, Capital Bike (EP)
Dr. Frederick Grouzet, Centre for Youth and Society, UVic (EP)
Shawn Haley, Ministry of Transportation and Infrastructure (EP)
Todd Litman, Walk On, Victoria (EP)
Joe Perkins, Media (EP)
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic (Vice-Chair) (EP)

Associates: Cst. Vince Clandening, Central Saanich Police (EP)
Sgt. Davindar Dalep, Oak Bay Police (EP)
John Hicks, CRD (EP)
Sgt. Cordell Phillips, Saanich Police (EP)
Cpl. Andy Sanchez, Sidney/North Saanich RCMP (EP)

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
Fred Haynes, CRD Director (Chair)
Jereme Leslie, CRD Integrated Road Safety Unit
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement
Angela Wheeler, Island Health
Colleen Woodger, ICBC Road Safety and Community Involvement

Recording Secretary: Arlene Bowker (EP)

EP – Electronic Participation

The meeting was called to order at 12:31pm.

Vice-Chair Paweena Sukhawathanakul will act as Chair in Director Haynes' absence.

1. Election of Chair and Vice-Chair

John Hicks spoke about the bylaw for the Traffic Safety Commission which lays out the rules under which the Commission operates, the funding and partnerships we have and the mandate and procedures that we follow. Part of that procedure today is the election of the Chair and Vice-Chair which is required at the beginning of the year.

The bylaw states that the Traffic Safety Commission will (1) undertake education campaigns and advertising campaigns for the betterment of road safety across the region, and (2) make recommendations to the CRD Transportation Committee and Board on potential traffic safety improvements across the region. The CRD has recently established a new working group of regional engineers, BC Transit, and the Ministry of Transportation and Infrastructure, and as that progresses throughout this year, we will be working on a process as to how that group and the Commission will work together to bring forward recommendations. He also asked police officers in attendance to bring forward any traffic safety issues that they feel could benefit from advertising as we move forward this year with our education campaigns.

CRD Director Fred Haynes and current Commission Chair has advised that he will stand for Chair again. Other nominations for Chair were called for three times and as none were received, Director Fred Haynes was acclaimed as Chair for 2022.

Current Vice-Chair Paweena Sukhawathanakul has advised that she will stand for Vice-Chair again. Other nominations for Vice-Chair were called for three times and as none were received, Paweena Sukhawathanakul was acclaimed as Vice-Chair for 2022.

2. Territorial Acknowledgement

Paweena Sukhawathanakul provided a territorial acknowledgement.

3. **Approval of Agenda**

MOVED by Frederick Grouzet, **SECONDED** by Shawn Haley, that the agenda be approved as distributed. **CARRIED**

4. **Approval of Minutes – December 14, 2021**

MOVED by Corey Burger, **SECONDED** by Shawn Haley, that the minutes of the meeting held on December 14, 2021 be approved. **CARRIED**

5. **Chair's Remarks**

Acting Chair Sukhawathanakul welcomed everyone back for the new year and talked about moving forward with our mandate to carry out education campaigns related to traffic safety issues.

6. **Business Arising from Previous Minutes**

➤ **Feedback from regional transportation working group re literature review on reduction of default speed in rural areas (50 km to 40 km)**

As per discussion at last month's meeting, John Hicks has reached out to engineers in rural areas through the working group of regional engineers, to see their interest in moving forward with this. This will be discussed in more detail over the next couple of months and will be brought back to a future Commission meeting when more information is available.

Action: In progress. This item will be brought back to a future meeting after more discussion with regional engineers.

7. **Priority Business**

➤ **Budget Update**

The new budget for this year is approximately \$72,000, along with a carryover of around \$30,000 which gives us about \$100,000 for the year. Vice-Chair Sukhawathanakul reminded members that we do provide funds to groups for projects which support traffic safety in the CRD, and we should encourage applications when we can.

Frederick Grouzet advised that next month he will be bringing more information forward on the use of TikTok for messaging as per the motion made at the December meeting.

➤ **BCACP Calendar**

- 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. We could do the advertising ourselves or support any of our partners with additional funding to expand their campaigns.

It was noted that the Commission hasn't done much occupant restraint advertising in the past few years so there may be interest in doing something on that. Kash Akinkuowo commented that RoadSafetyBC follows the BCACP calendar and will be doing a Twitter campaign for two weeks in March called Buckle Up BC. They will be preparing a social media package and can share their campaign documents with interested partners. Acting Chair Sukhawathanakul suggested that some of the proposed TikTok messages could be aligned with the Buckle Up BC campaign.

John Hicks noted there are funds available to help expand the RoadSafetyBC campaign if desired.

8. **Other Business**

9. **Member Updates**

• **RoadSafetyBC – Kash Akinkuowo**

- As already mentioned, the Buckle Up BC campaign will take place in March.

- Looking forward to working together with the CRD to get campaign information out, along with education and learning opportunities.
- John Hicks advised that the topic of interval speed cameras came up again at the CRD Board meeting so there may be correspondence coming through with an update on that.
- **ICBC – Colleen Woodger**
No update
- **Youth and Children – Hailey Bergstrom-Parker**
No update
- **Seniors – Dr. Paweena Sukhawathanakul**
No update
- **CRD – John Hicks**
 - As part of the Let's Get Visible campaign, John, along with a Parks ranger and the school travel planning coordinator visited regional trails and distributed the reflectors that were purchased last year. It was very successful and well received. There was a lot of conversation about safety with trail users, and it was a good opportunity for the Parks ranger to reinforce some of the rules on the trails.
- **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**
 - Saanich Municipality last night talked about accelerating their active transportation plan and Vision Zero which is something the Commission has also discussed. Saanich staff have been asked to come back with a plan. Saanich Council was unanimous in getting this first step moving forward. There was another hit and run in Saanich last night so it's clear there is a traffic safety issue there that needs to be solved.
- **Walk On, Victoria – Todd Litman**
 - Walk On is also very concerned. They have been unable to come up with regional data, but on a provincial level, walking and cycling casualties represent 22% of all traffic fatalities. Approximately 15% of trips are made by active modes but those trips tend to be short, so there's probably less than 10% of travel by walking and cycling, and yet that makes up 22% of fatalities. If the crash rate in the CRD is similar to the province wide rate, then there is a huge over representation of active travel. Local, regional and provincial governments have targets to essentially double active transportation over the next decade. There are very good reasons to say that improving active transportation safety is justified. The research initiative by regional transportation professionals looking at how to reduce traffic speeds and increase safety through various strategies is particularly interesting. Simply changing speed limits is not adequate; there needs to be structural reforms in terms of transportation and land use.
 - Acting Chair Sukhawathanakul noted that discussion was held at the last meeting about increasing our focus on campaigns around visibility, but it is more complex than that. How can we promote synergy between drivers and pedestrians and cyclists? There is a lot of work that needs to be done to coordinate our campaigns.
- **Municipal Police Forces**
No update

- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure – Shawn Haley**
 - It was previously announced that there would be three new bus stops on East Sooke Road through the Beecher Bay First Nations, but that has been upgraded to eight new bus stops along East Sooke Road.
 - Maintenance crews have largely shifted to winter maintenance. With the forecast of another atmospheric river, they are making sure catch basins are clear to prevent flooding. There are over 100 road recovery sites that are currently being monitored. With the state of emergency in place, it is a very busy time.
- **Island Health – Angela Wheeler**
No update
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
 - A youth focus group was held last week, and it is planned to put together a video as quickly as possible on paying attention to people who are not visible. Walkers and cyclists need to be visible, but it is important that drivers are paying attention. The script is being worked on. Lots of ideas were received from youth in focus groups and it is hoped to have something ready by next month. Will be holding more focus groups next week with a larger youth group. If anyone has suggestions, please forward them. The impact of the videos is being monitored based on reactions on social media.
 - John Hicks provided context for the new Commission members regarding the funding provided by the Traffic Safety Commission for a joint project with the UVic Centre on Youth and Society to do research with youth. Students are working on the creative and Chek News are doing the television ads. Ideas for advertising, particularly re youth, are welcome.
 - One message would be to assume that nobody will stop for you. From a pedestrian perspective, assume nobody can see you and always be cautious. Making eye contact with the driver is a reasonable message but it can't be the only one we talk about. Eye contact can't happen when it is dark and raining, and with cars getting bigger and taller, that also makes eye contact more difficult.

10. Next Meeting

The next meeting will be held on February 8, 2022 at 12:30 pm. On motion, the meeting adjourned at 1:14 pm.