

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, February 8, 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)
Fred Haynes, CRD Director (Chair) (EP)
Sgt. Andy Harward, 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)
S/Sgt. Adam Tallboy, CRD Integrated Road Safety Unit (EP)
Angela Wheeler, Island Health (EP)
Colleen Woodger, ICBC Road Safety and Community Involvement (EP)

Associates: Sgt. Mark Fisher, Oak Bay Police (EP)
John Hicks, CRD (EP)
Dallas Perry, BC Transit (EP)

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
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 12:30 pm.

1. Territorial Acknowledgement

Chair Haynes provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Paweena Sukhawathanakul, **SECONDED** by Corey Burger, that the agenda be approved with the following addition: **CARRIED**

- Grant application from the Oak Bay Police for a crosswalk safety project. This item will be added after Chair's remarks.

3. Approval of Minutes – January 11, 2022

MOVED by Paweena Sukhawathanakul, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on January 11, 2022 be approved. **CARRIED**

4. Chair's Remarks

Chair Haynes commented that it is good to be back in the new year and he is looking forward to the Commission's work this year.

5. Grant Application (agenda item added)

Vice-Chair Sukhawathanakul provided information on a funding application received from Oak Bay Police for a crosswalk safety program. Funds are requested for two handheld LED stop signs and ten LED visible vests. The application is partially in response to the increased incidence of pedestrians being hit at crosswalks and in relation to issues around sustainability of the crossing guard program. This is an educational program which will have police present to engage students in conversations about safety. Although the evaluative component of the application needs to be strengthened, it would be in the interests of the Commission to support this type of pilot program. We can work with the applicant to strengthen the evaluative component, perhaps by providing ways in which we can

engage more feedback from the participants, etc. It is a valuable program and affordable for the Commission to fund.

MOVED by Paweena Sukhawathanakul, **SECONDED** by Colleen Woodger, that approval in principle be given to provide funding in the amount of \$1700 to the Oak Bay Police Department for an educational program around crosswalk safety. **CARRIED**

Discussion was held regarding providing additional funds to strengthen the evaluative component of the application. The Commission has the resources to do this, and we could possibly get some university students involved to provide more assistance. The members of the grant sub-committee will need to have further discussion about how to make this grant stronger, but we do want to support police led educational campaigns.

Additional comments on the application were as follows:

- Colleen Woodger said she is excited to see this application and fully supports the program. It is rare that we see enforcement officers take a lead on this kind of outreach.
- Frederick Grouzet commented that he understands the importance of this but would want it documented, so it's not just one shot, one location. Evaluation is important.
- Corey Burger remarked that the funding of crossing guards has been challenging throughout the region. He doesn't see any regionalized picture with this application; what are other issues associated with this? Hopeful this will be a pilot project that will pick up some of the issues and bring them forward which would be useful for us to go out to the larger region.
- John Hicks said that he has had conversations with the Oak Bay Police regarding the application and said that they are committed to doing monthly activity sheets with patrol times and areas where there are patrols; recording any traffic offences, including warnings issued to drivers; and noting any file numbers that involve incidents at crosswalks or crossings in and around Willows School. A police officer will be present working with students and crossing guards. Oak Bay Engineering is on board as is Willows School, so they have made sure there is a strong partnership. The intent is to see from the information collected whether it's a workable option for other jurisdictions.
- Sgt. Mark Fisher from Oak Bay Police echoed what John had to say and said there is obviously a need for some evaluation around the project and they are fully invested in that. There is a lot of pre-enforcement data to rely on from the work the police do in that school zone which would provide a bit of a baseline.
- Corey Burger commented that everyone is on their best behaviour when police are present and suggested that one of the evaluation pieces we should be asking for is looking at that difference. What impact will what we're funding have when police aren't present; is there a characteristic difference between before and after when police aren't present?
- Frederick Grouzet suggested that as part of the evaluation, UVic students could be used to observe when police are present and when they're not.

Vice-Chair Sukhawathanakul noted that the Commission has some clear expectations of how to measure impact in terms of assessing the amount of safety with police presence and without. If you have specific measures you would like to see included, please advise her or any of the grant application subcommittee members (Colleen Woodger, Dallas Perry, Frederick Grouzet). They do want to work with the applicant to provide options, measures of success, etc.

MOVED by Todd Litman, **SECONDED** by Corey Burger, that approval be given to provide added funding for this grant application in the amount of \$1500 to allow for additional support and evaluation with assistance from UVic. **CARRIED**

6. Business Arising from Previous Minutes

➤ Update on proposed use of TikTok for messaging

Frederick Grouzet provided information on the proposed use of TikTok for messaging. He explained that we would need to work with influencers that are already connected. They would record and disseminate one message re traffic safety each month for us, with the message topic to be provided one month in advance. We would use the model that has been used for our videos and messages would align with the BC Association of Chiefs of Police traffic enforcement calendar.

MOVED by Todd Litman, **SECONDED** by Colleen Woodger, that funding in the amount of \$2000 be allocated to pay for a monthly subscription for influencers to disseminate traffic safety messaging via TikTok. **CARRIED**

Colleen Woodger said that she can assist with providing key messaging and there is also general messaging on the ICBC website that could be used.

7. Priority Business

➤ Budget Update

There are no changes to the budget. It will be about \$100,000 including the carryover which is being finalized at the end of this week. There is a very healthy budget to support campaigns, and we should continue to advertise that funding opportunities are available.

➤ Traffic Safety Commission Membership Vacancies

John Hicks advised that, due to Chris Foord leaving the Commission, there is a vacancy for a member at large with experience in transportation or safety. If members know of anyone who has that background experience, have them contact John.

We are also currently missing members from Island Health (Medical Health Officer), the Coroner's Service, and School Districts. Due to the demands of the pandemic, these organizations are unable to participate right now. It is expected they will be back once things are at a calmer level for them.

Vice-Chair Sukhawathanakul commented that she has some school counsellor contacts and may reach out to see if there is a school district representative available.

➤ BCACP Calendar

- March – Distracted Drivers Campaign/Occupant Restraint Campaign
- May – High Risk Driving Campaign
- July – Summer 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. We could do the advertising ourselves or support any of our partners with additional funding to expand their campaigns.

Colleen Woodger noted that March 1-31 is the provincial distracted driving campaign and police across the province will be focusing enhanced efforts on motorists who are distracted behind the wheel. There will be two projects on the Island, one working the Peninsula, and one Island wide which will have two large enforcement awareness days involving police, volunteers, reserves and the Ministry of Transportation. ICBC will also have their social media campaigns, and from the education/awareness side, there is a big push on all their presentations during that time focusing on distracted driving.

Frederick Grouzet commented that the new ad being produced will align well and will be ready for March. Also, he will share the BCACP calendar with Chek so that we can plan the rotation of the ads according to the calendar.

8. Other Business

9. Member Updates

➤ RoadSafetyBC – Kash Akinkuowo

- RoadSafetyBC has a new Director of Public Priorities who has replaced Erin Anderson. Kash will remain as a member on the Commission, but the new Director would also like to attend a Commission meeting.
- Their campaigns are ongoing and supporting the ICBC distracted driving campaign as well. Also, the Buckle Up BC campaign will take place in March. There will be a social media package and their campaign documents can be shared with interested partners.

- **ICBC – Colleen Woodger**
 - Central Saanich Municipality have started a speed watch group.
 - Doing GLP presentations with schools.
 - Working with the Malahat nation doing car seat training for their community.
 - Had the opportunity to go out with Westshore RCMP to support some of the Ready, Set, Roll school programs.
- **Youth and Children – Hailey Bergstrom-Parker**

No update
- **Seniors – Dr. Paweena Sukhawathanakul**
 - Thanks to Angela Wheeler, John Hicks, Todd Litman and Corey Burger for helping to support the ATLAS project. Will be looking for more funding opportunities for that project.
- **CRD – John Hicks**
 - The next Let's Get Visible date will be March 1 at UVic. Karen Laberee from BikeMaps.org will be there along with representatives from the CRD School Travel Planning and the Traffic Safety Commission doing the Let's Get Visible work focusing on pedestrians and cycling.
- **Integrated Road Safety Unit – Adam Tallboy**
 - Sgt. Andy Harward will be the new member representing the Integrated Road Safety Unit.
 - IRSU is working with police partners around the CRD doing education and enforcement and working with ICBC on the BCACP campaigns in March.
- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**
 - No update
- **Vancouver Island Safety Council – Ron Cronk**
 - No update
- **Capital Bike – Corey Burger**
 - Their AGM was held two weeks ago and Corey will be on the Board for the next two years.
 - It is currently Winter Go by Bike Week and you can log your cycling trips.
 - Still working through pieces of the Motor Vehicle Act reform. It is slowly moving forward. Looking for clarity around safe passing and lane positioning.
- **Walk On, Victoria – Todd Litman**
 - No update
- **Municipal Police Forces – Sgt. Mark Fisher, Oak Bay Police**
 - Happy to hear that Colleen Woodger is doing work on child seat training as there is a big demand for this.
 - Thanks to the Commission for supporting the crosswalk education program application.
- **BC Transit – Dallas Perry**

No update
- **Ministry of Transportation and Infrastructure – Shawn Haley**

No updates
- **Island Health – Angela Wheeler**
 - The Vision Zero and road safety grant program adjudication is coming up this week and eight applications will be reviewed in that process.
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
 - No update

10. Next Meeting

The next meeting will be held on March 8, 2022 at 12:30 pm. On motion, the meeting adjourned at 1:20 pm.