

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, September 13, 2022**

Members: Kash Akinkuowo, RoadSafetyBC
Neil Arason, Island Health
Corey Burger, Capital Bike
Jen Dyer, Ministry of Transportation and Infrastructure
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Fred Haynes, CRD Director (Chair)
Todd Litman, Walk On, Victoria
Steve Martin, Community Member
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic (Vice-Chair)
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: John Hicks, CRD
Cst. Dean Johnston, Oak Bay Police
Sgt. Manny Montero, Oak Bay Police
Dallas Perry, BC Transit

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Joe Perkins, Media
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

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

1. Territorial Acknowledgement

Dallas Perry provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Andy Harward, that the agenda be approved as distributed. **CARRIED**

3. Approval of Minutes – July 12, 2022

MOVED by Colleen Woodger, **SECONDED** by Andy Harward, that the minutes of the meeting held on July 12, 2022 be approved. **CARRIED**

4. Chair's Remarks

Chair Haynes noted that it was good to be back to an in-person meeting.

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

This group is made up of municipal engineers or senior planning staff, Ministry of Transportation staff, BC Transit staff and electoral area senior managers. Meetings are held approximately once a month and the objective is to move forward certain key transportation areas. Currently the group are looking at aligning bylaws across the municipalities. The intent is to be as consistent and transparent as possible with some of the changes across the region. The next meeting will be held in October and will be focused on the regional trail network and the connectivity into the local road network.

It was noted that it can take up to two-three years to have bylaws adopted or amended, but the process has started.

➤ **Cst. Sarah Beckett Memorial Scholarship**

Thanks to the members who reviewed the applications. A scholarship recipient was recommended and will be awarded the \$2000 scholarship. The recipient is dedicated to moving forward towards a career in policing.

The idea of awarding more than one scholarship was discussed, however, this would require a change to the Commission bylaw as it stipulates one \$2000 award. We have been able to give an additional scholarship in the past by using the donations received from various groups because donated money can be treated differently. John Hicks had also investigated tying our funds into a non-profit organization which could manage them on our behalf, but a substantial amount of funding would be lost by doing that.

Action: John Hicks to arrange a date for a presentation by the Commission Chair to the scholarship winner

➤ **Commission Mandate**

Neil Arason talked about the Commission mandate and asked if we could have a process to think about some of the big things we could work on that would have a greater impact on road safety in relation to our mandate, other than public education and awareness only. He suggested we should have a robust plan of attack and focus on a number of different things such as infrastructure changes, speeds, enforcement, etc.

Steve Martin commented that whatever we do, our priorities should be guided by data and evidence. That way we would know strategically if we were putting our emphasis in the areas which have the most chance of impacting fatalities and injuries.

Colleen Woodger noted that ICBC is putting as much data on their website as possible. If the website doesn't have the required information, a request can be made for a special report to be done. It can take up to 6-8 months to get the information.

Discussion was held about next steps to getting data. Besides the ICBC website, there are several other data sources, such as RoadSafetyBC, iDot, etc. Once the data has been obtained, there is funding available to hire a student to get it into a format that is understandable and useable. If it can be scoped out, it would give the Commission more credibility to ask for the funds.

The first step would be to define the scope and then we can get an understanding of what is required to get to the next level. Neil Arason volunteered to write that up. It was agreed that the scope should be kept broad and open ended at this time.

Support would be also required from the Transportation Committee which reports to the Board. We would need to find a formal process to take it through, i.e., have a Commission member go forward to do the presentation, introduce it, show the evidence and rationale, show the advocacy which has been done in advance and show the support garnered through the Commission. This would be a later step and can come out of the process as we go through it.

MOVED by Neil Arason, **SECONDED** by Steve Martin, that an ad hoc committee be formed to advance the scoping project for injury and fatality data. The committee chair will be Neil Arason and members will be Steve Martin, Corey Burger, Todd Litman and Paweena Sukhawathanakul.

CARRIED

➤ **Data re Crash Rates**

As per discussion under previous agenda item

6. **Priority Business**

➤ **Budget Update**

There is virtually no change in the budget. There is still a significant carryover for next year so please bring forward any projects you may have. Anything that could be brought forward this year would be appreciated.

➤ **BCACP Calendar**

- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign (Speed/Pedestrian)
- 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. We could do the advertising ourselves or support any of our partners with additional funding to expand their campaigns.

Colleen Woodger commented that the distracted driving campaign is currently underway with lots of enforcement region wide. IRSU issued a number of violations at the Quadra and McKenzie intersection which is a high crash corridor. As part of the distracted driving campaign, ICBC leans on their volunteers to get out and do cell watch.

In October, the focus will be on a drive relative to conditions campaign, targeting drivers to slow down if it is raining, as well as strong pedestrian education. The December focus will be counterattack road checks.

Colleen is always looking for organizations or different groups to support the social media component because that's where people are getting their news and she has resource material which she will forward. Dallas Perry suggested bringing these items to people in your own organization, perhaps through occupational health and safety committees. Colleen noted that she offers presentations for education within different groups.

➤ **Trail Etiquette**

The issue of trail etiquette has been raised on several occasions and we have the opportunity to bring back the Cruise with Courtesy campaign which the Commission did several years ago. The CRD Regional Parks Department are running a campaign directly targeted at the regional trails network and John Hicks spoke to them about building on the work they have done and focusing on the hard-to-reach demographic of young adults. The Cruise with Courtesy approach is all about reminding people there is an etiquette to follow with minding your speed, and alerting people that you're coming up behind them. For \$5,000 we could build on the CRD campaign through social media and displays at UVic and Camosun College.

MOVED by Steve Martin, **SECONDED** by Neil Arason, that \$5,000 be allocated to the Cruise with Courtesy trail etiquette campaign, with specific focus on young adults. **CARRIED**

➤ **Fall Let's Get Visible Campaign**

October 27 has been set as the date to continue the Let's Get Visible Campaign. CRD Regional Parks and Planning staff will be out on the trail network giving out reflectors and using it as an opportunity to engage people in conversations re trail etiquette.

7. **Other Business**

8. **Member Updates**

➤ **RoadSafetyBC – Kash Akinkuowo**

- RoadSafetyBC is supporting the distracted driving and Buckle Up BC campaigns as per the BCACP calendar. They will be sending out a package by the end of this week.

➤ **ICBC – Colleen Woodger**

- Their pedestrian campaign launch will take place on October 4 and will be working with local police agencies on distracted driving as this is one of the main causes of people being hit in crosswalks. It will be a blend of the two campaigns and educating the drivers to be more aware behind the wheel.
- Going back into schools with the graduated licensing program with driver examiners and some police.

- The speaker tour is coming back into the schools. Speakers are crash survivors or family members left behind who talk to Grade 11 and 12 students about their story. They will be targeting 45 secondary schools on the island, and it is a very powerful program.
- Hoping to work with the P.A.R.T.Y. program again (Prevent Alcohol and Risk-Related Trauma) which is a one-day injury and prevention program for youth aged 15 and older.

- **Youth and Children – Hailey Bergstrom-Parker**
No update

- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
No update

- **CRD – John Hicks**
No update

- **Integrated Road Safety Unit – Andy Harward**
 - Saanich Staff Sgt. Jason Bland will be stepping down from the Commission and Staff Sgt. Doug Cripps will be taking over his position in October.

- **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 October 3-9.
 - Capital Bike has partnered with a number of other organizations to ask municipal candidates about their support for various things, e.g., low traffic neighbourhoods; and 30 km/h speed limits.

- **Walk On, Victoria – Todd Litman**
No update

- **Municipal Police Forces**
No update

- **BC Transit – Dallas Perry**
 - Transit operators are needed. Without operators, Transit can't put a bus on the road and can't expand or get people out of cars.

- **Ministry of Transportation and Infrastructure – Owen Page**
No update

- **Island Health – Neil Arason**
 - Island Health has seen a significant increase in serious injuries in off road cyclists, looking at a 4-year period, then 2 years, compared to the most recent 2 years. These are cyclists not involved with motor vehicles or on the public road, so were likely to be cyclists on trails or mountain biking. With no motor vehicles involved, it would be very much a behavioral issue.

- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
No update

9. Next Meeting

The next meeting will be held on October 11, 2022 at 12:30 pm. On motion, the meeting adjourned at 1:51 pm.