

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, November 8, 2022**

Members: Kash Akinkuowo, RoadSafetyBC
Neil Arason, Island Health
Jen Dyer, Ministry of Transportation and Infrastructure
Dr. Murray Fyfe, Island Health
Margaret Gibbs, ICBC (for Colleen Woodger)
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Todd Litman, Walk On, Victoria
Steve Martin, Community Member
Joe Perkins, Media
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic (Vice-Chair)

Associates: Cst. Tim Cosgrove, Sidney North Saanich RCMP
S/Sgt. Doug Cripps, Saanich Police
Jay Douillard, CRD (for John Hicks)
Sgt. Manny Montero, Oak Bay Police
Cpl. Andy Sanchez, Sidney North Saanich RCMP

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Corey Burger, Capital Bike
Ron Cronk, Vancouver Island Safety Council
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

The meeting was called to order at 12:31 pm. Vice-Chair Sukhawathanakul acted as Chair.

1. Territorial Acknowledgement

Vice-Chair Sukhawathanakul provided a territorial acknowledgement.

2. Approval of Agenda

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

3. Approval of Minutes – October 11, 2022

MOVED by Neil Arason, **SECONDED** by Jen Dyer, that the minutes of the meeting held on October 11, 2022 be approved. **CARRIED**

4. Chair's Remarks

No remarks

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

At the last meeting of the Transportation Working Group, one of the key issues discussed was the regional cycling network. This is an effort to update the pedestrian cycling master plan to reflect current municipal plans in terms of the cycling network. By the next working group meeting, there should be an established regional cycling network which essentially rolls up all the active transportation plans into one document and provides an idea of places that don't currently have an active transportation plan. There was also discussion on aligning various bylaws throughout the municipalities to provide some standardization of regional trail crossings as this varies depending on the location.

A question was raised regarding to what degree walkability would be incorporated into the plan, however, there is currently insufficient data quality and consistency at the municipal level.

Building on coming up with some standardized indices for cyclability and walkability would be something we could consider. What are some factors that influence comfort and safety in using these trails. We can continue to have this discussion and do some research.

➤ **Demographics/data collected from collision information/violation tickets (from May meeting)**

This item was raised at the May meeting and moved forward to November for an update.

Kash Akinkuowo, RoadSafetyBC, confirmed that as mentioned in May, demographic data on ethnicity or similar themes is not collected on violation tickets. He will check to see if there are any discussions currently taking place on this issue.

Also, as noted in May, discussions around equity in transportation were taking place with the Community Social Planning Council. It was suggested that we get an update from John Hicks on these discussions.

It was agreed to table this issue until we can get more information on what data is already being collected. This is a challenging subject, and the Commission needs to think carefully about the priorities we put on collecting data. This issue may also be outside the scope of what the Commission can do.

Dr. Murray Fyfe suggested he could check with the Research Unit to see if this is something they would consider taking on.

Vice-Chair Sukhawathanakul will follow up with Corey Burger who initially raised this subject at the May meeting.

➤ **Commission Role in clarifying issues around Insurance (from May meeting)**

The context around this issue being raised in May was to do with an ICBC policy change to no longer seek recovery for costs from pedestrians and cyclists in some clearly defined situations. It was moved forward to November to see what effect the policy changes have had.

Members commented that, although there are many issues related to road safety that we could discuss, the Commission should be thinking of issues that align with our mandate and what we are trying to do. It was agreed that we should discuss our mandate at the next meeting in preparation for creating a strategic plan for 2023 at the January meeting. Clarification will be requested around whether the Commission can establish terms of reference.

Action: Add discussion on the Commission bylaw/mandate to December meeting agenda

6. **Priority Business**

➤ **Implementation of Low-cost Road Safety Measures**

Neil Arason offered to do a presentation to the Commission on ten low-cost things that local governments can do to improve road safety. From that presentation, the Commission could possibly put forward recommendations to the Transportation Committee. There are many low-cost things that could be done, and this could tie back to the Commission data project currently underway. There also could be an education component if some of the measures are implemented.

Members discussed that we need to find the best way to give advice to the CRD Board around what would be effective ways of reducing casualties on our roads, which could then be passed on as recommendations by the Board to member municipalities. It was suggested that the Commission could pilot one simple recommendation for a low-cost road safety measure and members agreed this would be a good direction for the Commission.

Action: Add presentation by Neil Arason to December meeting agenda

➤ **Provincial Taxes on Safety Equipment**

Steve Martin commented that this is the season where many pedestrians and cyclists would benefit from having safety equipment and being more visible. There is provincial tax on bike lights, bike vests, etc. Could we look at the issue and perhaps make recommendations for these items to be tax free. This might be something that could drive a public conversation and make

people aware of how invisible they are. How do we weave through the appropriate channels to do this.

It was suggested that we could bolster the case with evidence that cost is a deterrent for people to use safety equipment. We could consider commissioning a piece of work to look at this.

Action: Vice-Chair Sukhawathanakul will discuss further with John Hicks re advancing this initiative

➤ **2023 TV Advertising**

The proposal from CHEK for advertising for the next 12 months was discussed. The creative that we have been making with Chek is being shared on many different platforms, so it is not just related to TV ad time. A decision about this proposal needs to be made at this meeting as payment would start in December.

Fredrick Grouzet talked about the context around the advertising videos that have been produced, prior to showing them to the Commission. About five years ago, the Commission started looking at how to reach youth and young adults re road safety messaging and entered into a partnership with the UVic Centre for Youth and Society. The Centre undertook surveys, focus groups, and reviewed existing videos to see what was well received, and had youth groups working on identifying what the key behaviours are that need to be addressed. It was originally planned to have youth create the videos, however, three years ago it was decided to start working with CHEK to create something more professional. Since then, four 30-second PSA videos have been created on the following topics: cannabis edibles; put your phone away when you drive; distraction by passengers; and sharing the road with bikes. Two other videos are currently in production on visibility and driving when fatigued. Besides being shown on CHEK, the videos are on YouTube, and traditional social media. The format would need to be changed to put them on TikTok.

It was suggested that there be more continuity in the videos so people can recognize right off that they are safety messages from the CRD Traffic Safety Commission.

MOVED by Murray Fyfe, **SECONDED** by Frederick Grouzet, that the partnership with CHEK Media for advertising in the amount of \$21,140 be continued for the next 12 months. **CARRIED**

➤ **Budget Update**

There are still significant funds available to provide project grants, but applications must be submitted before the December 13 meeting.

➤ **BCACP Calendar**

- 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.

Sgt. Andy Harward advised that IRSU and partner agencies will be taking part in the national campaign for roadblocks on December 3.

7. **Other Business**

8. **Member Updates**

➤ **RoadSafetyBC – Kash Akinkuowo**

- They continue to follow the BCACP traffic enforcement calendar for their campaigns.
- November 16 is a National Day of Remembrance for road crash victims. A proclamation from the Minister will be going out and some messaging will be shared on social media.

- **ICBC – Margaret Gibbs (for Colleen Woodger)**
 - The ICBC Road Improvement Program (RIP) aligns with Neil Arason’s upcoming discussion in December of low-cost countermeasures, as the RIP cost-shares with municipalities on a number of these types of countermeasures. The RIP has committed \$590,000 in cost-share funding to CRD municipalities this fiscal year (2022/23), including for countermeasures such as sign upgrades, pedestrian flashers, curb extensions, new and upgraded crosswalks, new sidewalks, School Zone markings, speed reader boards, traffic calming measures, and Leading Pedestrian Intervals at signalized intersections.
 - A reminder that ICBC now provides interactive Open Data sets on its website, where data on ICBC-reported crashes, police-reported (TAS) crashes, Contraventions, and Vehicle Registrations can be accessed and (to a degree consistent with client confidentiality) searched. So, for example, with reference to the last bullet point in Item 5 (Business Arising from Previous Minutes) of the Minutes of the October 2022 meeting, regarding data on enforcement: As mentioned in the meeting, the online ICBC Open Data includes searchable data on Contraventions (click on “Contraventions Data Set” tab near the top of the webpage) that may be useful.

- **Youth and Children – Hailey Bergstrom-Parker**

No update

- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
 - A graduate student under the supervision of Vice-Chair Sukhawathanakul is working on compiling data re factors that contribute to serious injury and fatal collisions in the CRD and recently met with ICBC to talk about what quality of data they have. A preliminary report is currently being compiled and it is hoped that can be circulated in December. It is being modelled after RoadSafetyBC’s report on injuries and fatalities for the whole province. Meetings will take place with RoadSafetyBC and Island Health in the next week.

- **CRD – John Hicks**
 - The “Let’s Get Visible” campaign had a pop-up at the Switch Bridge last week. Four representatives of Saanich Police were in attendance, and ICBC and BikeMaps gave out lots of reflective materials.
 - Doing some procurement for reflective arm/leg bands which will be another potential giveaway item.

- **Integrated Road Safety Unit – Andy Harward**
 - A campaign on speed related road conditions was held in October

- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**

No update

- **Vancouver Island Safety Council – Ron Cronk**

No update

- **Capital Bike – Corey Burger**

No update

- **Walk On, Victoria – Todd Litman**
 - Pleased that the new Saanich mayor has made a commitment to increasing safety and is considering some speed reduction targets

- **Municipal Police Forces/RCMP**
 - Thanks to Tim Cosgrove and Colleen Woodger for reestablishing the volunteer group and training them for the Speed Watch program.
 - Saanich Police will be running their counterattacks every weekend in December.

- **BC Transit – Dallas Perry**

No update

- **Ministry of Transportation and Infrastructure – Jen Dyer**
 - Held another chain check exercise on the Malahat this morning.
 - Emcon are having their winter preparedness meeting tomorrow and giving an update on how they are preparing for the winter season.

- **Island Health – Neil Arason**
 - Year 2 of the Vision Zero grant in road safety grant program has been launched and is open for applications. The link is visionzerobc.ca.

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

Joe Perkins from CHEK mentioned that he is always open to receiving information on safety related campaigns/events taking place that could be mentioned on the newscast.

9. **Next Meeting**

The next meeting will be held on December 13, 2022 at 12:30 pm. On motion, the meeting adjourned at 2:01 pm.