

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

Members: Kash Akinkuowo, RoadSafetyBC
Neil Arason, Island Health
Corey Burger, Capital Bike
Ron Cronk, Vancouver Island Safety Council
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
Dean Murdock, CRD Board
Owen Page, Ministry of Transportation and Infrastructure
Joe Perkins, Media
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: S/Sgt. Doug Cripps, Saanich Police
John Hicks, CRD
Sgt. Manny Montero, Oak Bay Police
Ivan Sylvester, District of Central Saanich Engineering Department
Kristine Ethier, Ministry of Transportation and Infrastructure

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Dr. Murray Fyfe, Island Health
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic (Vice-Chair)
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

The meeting was called to order at 12:35. Steve Martin acted as Chair.

1. Territorial Acknowledgement

Acting Chair Steve Martin provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Frederick Grouzet, **SECONDED** by Neil Arason, that the agenda be approved with the following addition under Other Business. **CARRIED**

- 2023 Commission Meeting Location

3. Approval of Minutes – November 8, 2022

MOVED by Colleen Woodger, **SECONDED** by Andy Harward, that the minutes of the meeting held on November 8, 2022 be approved. **CARRIED**

Corey Burger noted that further to the discussion on demographics at the November meeting, he will be bringing additional information on this issue back to the Commission.

4. Chair's Remarks

Acting Chair Martin expressed appreciation and thanks to our law enforcement colleagues on the Commission for their work out on the streets and noted that from a road safety perspective, enforcement is pivotal.

5. Presentation – Low-cost Road Safety Measures – Neil Arason

Neil Arason gave a presentation on low-cost road safety measures.

Road crashes kill 1.3 million people annually worldwide. Canada and BC don't compare well internationally, with double the trauma compared to best performers such as Europe and Japan, and we're not making very good progress around pedestrians and cyclists.

The leading thinking in the world to reduce the number of road crashes is the Safe System Approach in Vision Zero. Hundreds of cities with populations over 50,000 have achieved Vision Zero, which is the elimination of fatalities and serious injuries. Safe System thinking is like the “Swiss cheese” model. There are different layers, i.e., roads, vehicles, speeds, behaviours, and there are holes and wherever an event can get through a hole, that’s when a trauma incident occurs. Safe System thinking is simple—you just plug up the holes. We need better programs for drivers, vehicles, roads, and speeds so the catastrophic serious injury event has a harder time getting through the layers.

The presentation today focuses on urban design and the five principles.

- Principle 1 – Basic infrastructure. Infrastructure needs to be in good shape.
- Principle 2 – Reduced speeds. Speed exponentially contributes to the likelihood of a crash and there are many ways to reduce speeds.
- Principle 3 – Greater separation between different road user types through time or space. Only in North America do vehicles have a green light to turn at the same time as pedestrians have a walk signal. We need to move away from permissive turns where concurrent movements happen, to protected turns where only one thing can happen at a time. There is also separation through space with the use of bollards, sidewalk bulges, etc.
- Principle 4 – Highly supported and “nudged” decision-making, i.e., more measures to help drivers do the right thing.
- Principle 5 – Modal shift. The more people that are getting around by public transit, walking, or cycling, the safer it is.

Eight low-cost road safety improvements are: Reduced speeds; Speed feedback signs; Use of curbs and bollards to calm traffic at crosswalks; Turn calming devices; Rapid rectangular flashing beacons; Raised crosswalks; Protected turning movements; and Leading pedestrian interval.

One of the best places to look for evidence is the Crash Modification Factors Clearinghouse funded by the United States Department of Transportation maintained by the University of North Carolina and Neil provided statistics from that website.

Local governments have an opportunity to make improvements and Neil recommended that all these low-cost measures be considered. Just for Island Health alone, injuries cost \$428 million annually and road crashes are a significant part of that and are one of their top three priorities.

The following points were raised during discussion after the presentation.

- John Hicks commented that some of the municipal engineers have been invited to attend a Commission meeting early next year and talk about the things that they are doing in the region. This is also being discussed at the Transportation Working Group.
- Colleen Woodger noted that driver education is needed as new features or infrastructure are introduced.
- Todd Litman said that the CRD, municipal governments and the province all have targets to reduce vehicle travel by 20%. This is usually presented as climate action, but his research suggests that you get proportional reduction in crashes also and he would like to see that message communicated as well. He also commented that he hopes our local traffic engineers are encouraged to implement traffic circles and roundabouts to replace mechanical signals whenever possible as they can provide substantial safety benefits.
- In terms of next steps, John Hicks said the intent is to have the engineers involved. He will take this information back to the Transportation Working Group to see if there’s any alignment or misfit between what the Commission is thinking and what the Ministry and other municipalities are doing. It tends to be that as one or two jurisdictions start to move forward, others usually do too. There is some great work going on that we can feed into as well.
It’s also a matter of doing what Colleen suggested as well. Education is needed when new infrastructure comes in, e.g., elephant’s feet. Next year, some municipalities will be coming forward to request that the Commission assist with an education campaign as the new bylaws roll out. The first piece for us is to hear from the engineers and when they come to a Commission meeting, they can hear our perspective. A lot of the options that Neil mentioned in his presentation are already being undertaken or thoroughly investigated. It behooves us to wait until the engineers come and then go from there.

- Education for all road users is needed and we will be looking at that as part of the 2023 strategic planning.
- Corey Burger commented that there is a need for data when looking at who is responsible in crashes.

Neil said that to sum up, education is important, but we shouldn't focus on that alone. Jurisdictions that have made the most progress do it all and use the Safe System Approach. We need to make progress in all these areas, not just one.

Ron Cronk asked that with 13 municipalities, how do we have a consistent message across the board when infrastructure is being implemented. John Hicks replied that is the scope of work for the Transportation Working Group. The whole intent is to try and get consistency across the region in key areas. It is a challenge, but progress is being made in amending bylaws for consistency.

6. Business Arising from Previous Minutes

➤ Update on Transportation Working Group

As per comments above

➤ Provincial Taxes on Safety Equipment

With reference to a previous suggestion that the Commission look into making recommendations for safety equipment to be exempt from provincial sales tax, it has been determined that this is already the case.

7. Priority Business

➤ Commission Bylaw

There is a Service Establishment Bylaw which spells out the role for the Commission, but there are no working terms of reference. The CRD Board determined that this is a function that they had prioritized when they established the Bylaw so any significant changes in terms of mandate or terms of reference would have to go back through a process to the Board. We can provide recommendations, but the Board is the decision body.

The next round of the Board's strategic planning is coming in January and that's when they will get more into the details of the Board priorities. From general discussions to date, there is a strong interest in transportation but how that will pan out remains to be seen. We can tie back into the Board priorities as much as possible.

It is planned to devote a significant portion of time in the Commission January and February Commission meetings to strategic planning and discussion around our bylaw/mandate. Before the February meeting, there will be some data available from the Commission's Data and Evidence Sub-Committee and we can talk about our priorities and how the evidence supports the priorities.

It was suggested that it would be very beneficial for the discussion on priorities for the police to give consideration as to what they would like to see from their perspective. There has been great success this year with the Oak Bay Police and some programs with the schools.

➤ Budget Update

This year's budget is currently being finalized. The funds that had been approved for the purchase of reflective arm bands will revert to the budget, as it was discovered that the quality of the arm bands was not good. We will have a carryover of approximately \$40,000, plus our annual budget of about \$73,000. It is a substantial amount that could be used to fund some good programs so we can start to think about how to best utilize the funding as we go through strategic planning. Also, please encourage any community groups that you know of that are looking at doing some sort of road safety initiative, to apply directly.

➤ BCACP Calendar

- December – Winter Impaired Driving Campaign
- March – Distracted Drivers Campaign/Occupant Restraint 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 said that Counterattack campaigns are currently underway and ICBC and RoadSafetyBC are doing their education piece. ICBC has partnered with McDonald's on designated driving coffee coupons which have been distributed around the South Island for detachments to hand out at roadblocks. They have also created special events kits which include materials to help you encourage your guests to use a designated driver or other safe options to get home safely. ICBC are always looking for different organizations that help support the message of safe ride home through their social media package. It's surprising that we still need to send out this message.

Discussion took place about the need for more messages around the consequences of breaking the impaired driving laws. We also need to look at what influences people's decision making, other than the consequences. Another aspect of this is that research shows impaired driving declines when viable alternatives exist.

8. Other Business

➤ 2023 Commission Meeting Format/Location

After a brief discussion, it was agreed by most Commission members that the preference was to have in-person meetings, rather than hybrid.

9. Member Updates

➤ RoadSafetyBC – Kash Akinkuowo

- New Superintendent Amy Miller will be starting in January so should see some of the RoadSafetyBC projects pick up the pace.
- Kash is temporarily moving to the Office of the Attorney General so he will be replaced on the Commission, and he will advise when someone has been designated.

➤ ICBC – Colleen Woodger

- It has been announced that an application has been made with the BC Utilities Commission for a two-year freeze on insurance rates.
- Colleen had the honour of training the first civilian Saanich Speed Watch team. They will initially be focusing primarily on school zones.
- Lots of planning going into the speaker program this year. Schools are very excited to have in person presentations again.

➤ Youth and Children – Hailey Bergstrom-Parker

No update

➤ Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul

No update

➤ CRD – John Hicks

- The Ready, Step, Roll Active School Planning Program is moving into a work force type of project as well and will be working with the DND Graving Dock and Seaspan in Esquimalt on some very structured and targeted safety messaging for distinct demographics who will be participating in the program. Something for us to think about early next year as well.

➤ Integrated Road Safety Unit – Andy Harward

- Impaired driving campaigns are the focus for December. There was a series of them held on December 3 in conjunction with other municipalities. Unfortunately, still seeing numbers of impaired drivers out there.

- **Commercial Vehicle Safety Enforcement – Rudi Wetselaar**
No update

- **Vancouver Island Safety Council – Ron Cronk**
 - VISC teaches people how to ride motorcycles safely and is the third largest motorcycle training facility in the province. VISC is also represented on a graduated licensing program review with the government on motorcycles and young motorcyclists.
 - VISC teaches about 400-500 new motorcycle riders every year. In response to highlights in the Coroners Service report on motorcycle fatalities, one of the target groups being addressed for training are people who have gotten back into riding a motorcycle after having been away from it for several years and may not have had any formal motorcycle training. They will be running five courses this year to teach the basics through to road safety situational awareness. Ron is planning to bring some education ideas back to the Commission for Motorcycle Awareness Month in April.

- **Capital Bike – Corey Burger**
 - Preparation of a cycling road map is the final stages.
 - The AGM is in January, and it is expected there will be a new Board. Corey may be stepping away from Capital Bike, so that would mean a new representative on the Commission.

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

- **Municipal Police Forces/RCMP**
Sgt. Manny Montero, Oak Bay Police
 - Doing their Counterattack campaigns this month. Also, dealing with speeders as an ongoing issue.
 - Their School Liaison Officer will be working with schools again in the new year re safe crossing.
Sgt. Doug Cripps, Saanich Police
 - Counterattack campaigns are still going on for the month of December.

- **BC Transit – Dallas Perry**
No update

- **Ministry of Transportation and Infrastructure – Owen Page**
 - Jennifer Dyer, who has been the MOTI rep at the last two Commission meetings, is leaving the Ministry next month so they will be looking at a new alternative member on the Commission.
 - They have a portable speed reader board that can be used where needed, so if anyone has a suggested location, let them know
 - The Highway 14 four lane project will be changing the traffic patterns at the end of this week
 - The Mt. Newton bus lanes have been completed, however, they haven't been opened as the bus shelters are not up yet. It is expected that will be happening very soon.

- **Island Health – Neil Arason**
No update

- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
 - Two new videos have just been completed and he will send links for them.

10. Next Meeting

The next meeting will be held on January 10, 2023 at 12:30 pm. On motion, the meeting adjourned at 2:06 pm.