

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, May 9, 2023

Members: Neil Arason, Island Health
Corey Burger, Capital Bike
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Todd Litman, Walk On, Victoria
Steve Martin, Community Member
Dean Murdock, CRD Board
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: S/Sgt. Doug Cripps, Saanich Police
John Hicks, CRD

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
Dr. Murray Fyfe, Island Health
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Myke Labelle, Commercial Vehicle Safety and Enforcement
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:10 pm.

1. Territorial Acknowledgement

Chair Murdock provided a territorial acknowledgement.

2. Approval of Agenda

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

3. Approval of Minutes – April 11, 2023

MOVED by Colleen Woodger, **SECONDED** by Corey Burger, that the minutes of the meeting held on April 11, 2023 be approved. **CARRIED**

4. Chair's Remarks

We all share a common interest in ensuring people are safe as they are travelling around our region, and we are here to work collaboratively towards that goal. We should remember that although we have various interests and backgrounds, we are here for the same purpose, and keep our discussions positive and optimistic.

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

At the last meeting, the Group received an update from the Ministry of Transportation and Infrastructure policy department who are working on an amendment to the Motor Vehicle Act which focused mainly on improving road safety for vulnerable users. The Group also had a detailed discussion about the pilot programs which are in place and relate largely to e-mobility. The pilot program as it stands will cease as of April 2024 and under the new Motor Vehicle Act amendment, there is potential for geographic exemptions to the Motor Vehicle Act for pilot programs. The Group will continue to work with the Province as that is rolled out. The next meeting of the Transportation Working Group will be in June.

John Hicks provided a brief update on governance in the CRD and how the Commission relates back into that. The CRD Board is made up of the 13 mayors across the region and the 3 electoral area directors, plus additional seats are provided based on population, for a total of 24 Board members. The Board makes determination on regional matters which fall under their jurisdiction.

Under the Board there are a series of different committees, including the Transportation Committee which the Commission falls under. The current priority of the Transportation Committee is governance in terms of transportation in the region. A staff report highlighting that will be going forward next week to the Committee with some recommendations and we will get a better indication of what that looks like after the meeting.

The Transportation Working Group falls under the Transportation Committee and is representative of operational staff (largely the Director of Engineering) from each of the municipalities and electoral areas within the region. Meetings are held every two months. A key focus for the Group is bringing forward the initiatives and priorities that have been determined by the Committee and the Board and getting alignment of regulations and bylaws across the region. There is currently a lot of diversity in simple things such as street and trail crossing, paint work requirements, signage, placement of bollards, etc., and the Group is working closely to move these things forward. It will make a big difference as to how people travel across the region.

The Traffic Safety Commission is an entity upon itself and is under a commission structure, rather than a committee structure. The commission structure gives more flexibility in terms of membership, hence we have a large number of voting members from representative bodies which allows for a voice from a diverse range of people with a lot of expertise and gives the ability to push information out to members' work groups or stakeholders. It was set up in a unique way as it didn't sit under a committee and reported indirectly to the Board. Initially, it was done largely through Island Health. As things changed it was determined that the role of the Commission needed to be more defined in terms of roles and responsibilities and it was brought back into the CRD and now there is a direct reporting structure through the Commission back up to the Transportation Committee. It's not clear at this time how the Transportation Working Group and the Commission relate back to each other and that is something that is being worked on. Any advocacy piece which comes back to us impacts the operational requirements of the municipalities so we would need the buy in from the engineers. It is important that these two voices speak with synergy. Later this year we will have a better idea of what that correlation will look like.

The membership of the Commission is determined by the service establishment bylaw. Chair Murdock commented that Commission membership is something we may want to think about to ensure that we have the representation we want to achieve to make certain we are being considerate of the viewpoints that need to come to bear in terms of road safety.

Corey Burger commented that the Province has adopted accessibility legislation which creates legal requirements for municipalities and regional districts to create a disability committee. The CRD is in the process of setting that up so that may be something we need to think about in terms of how the Commission will interact with that committee.

➤ **Commission Annual Report to Transportation Committee**

The Commission annual report to the Transportation Committee is likely going to be done in July. Steve Martin will present on behalf of the Commission. As we finalize our strategic priorities today, we should also be thinking about what items we would like to share with the Committee.

6. **Priority Business**

➤ **Budget Update**

We have approximately \$40,000 for advertising, some of which is pre-committed for our contract with CHEK. We also have about \$43,000 for third party payments, which is basically our grant program.

As mentioned at our February meeting, the Board has recommended that we do a review of e-bikes and micro-mobility as it relates to personal use and safety in the CRD. This is something we could coordinate through UVic to have a student do the research.

Action: John Hicks will work with Dr. Paweena Sukhawathanakul to move this forward

Corey Burger referred to the presentation on the Commission data review project given at the last meeting and suggested that additional data is needed to bring equity into decision making on

transportation projects. John Hicks commented that Saanich is doing that work already and we can learn from the approach they are taking, rather than creating something new.

Action: Add to June meeting agenda for further discussion

➤ **Governance Presentation**

Note: See governance update given under Item 5 – Update on Transportation Working Group

➤ **Strategic Planning**

Vice-Chair Martin provided a draft outline on strategic priority setting that he compiled from the member comments and discussion at the March and April meetings and the data presentation at the April meeting. He looked at what the top issues were that came through from the data, then considered the member input, and looked for alignment between the evidence and member comments. The evidence is clear from the UVic work that the top three contributing behavioral factors are distracted driving, speeding and impaired driving. The top three fatalities ranked by victim are driver, pedestrian and passenger. Intersections are by far the leading location for all injuries and also represent the greatest risk for vulnerable road users. The top three locations for crashes and injuries are urban residential, urban business/shopping and rural residential. Vice-Chair Martin noted there was alignment between member input and evidence in the following areas: pedestrians crossing at intersections and crosswalks, intersections (all users), Malahat speed interval cameras, support impaired, driver inattention and speed campaigns and promote leading jurisdictions “best in class” measures that would address top road safety issues. In terms of continuous improvement what came through was the need to collect and refine evidence in relation to top road safety issues, foster a relationship with Mothers against Drunk Drivers (MADD), fill Commission member vacancies, review “best in class” road safety measures in relation to addressing evidence-based top road safety issues. Our two main avenues to pursue our strategic priorities are education and awareness and advocacy, but we also support enforcement, municipal road safety plans and the CRD Transportation Committee and the Transportation Working Group.

Chair Murdock commented that after having a couple of sessions on strategic planning, we need to move ahead with setting our priorities. Discussion followed as summarized below.

- Sgt. Doug Cripps would like to see a simple advertising campaign on crosswalk safety with three ads targeting each mode of transportation - pedestrians, drivers and cyclists. He noted that in Saanich, fatalities or serious injuries are usually occurring at intersections or crosswalks. There is often inattentiveness by kids and adults running for buses. They press the button and cross the street without waiting to make sure traffic has stopped. Frederick Grouzet commented that this is good timing as youth focus groups are currently being held ahead of creating new ads this summer and the issue of crosswalk safety has already been identified in the focus groups.
- The Commission could support municipal road safety plans by doing education campaigns as new infrastructure such as elephant's feet and pedestrian leading intersections are rolled out.
- There are new reduced speed limits in Victoria, Saanich, Oak Bay, View Royal and Esquimalt. It would be helpful in areas that have reduced speed limits to post the yellow signs indicating a new speed limit, rather than just a sign that states the new speed. It was also noted that data has shown speed reduction seems to have more success when it is put in place over a larger area.
- Neil Arason voiced his support for the proposed strategic priorities, with the two major activities being education and awareness and advocacy, along with working at system changes whatever they are. He questioned whether we should be using the term “advocacy” and discussion on that followed. Chair Murdock said that the Committee expects some level of advocacy from the Commission so he doesn't see it as an issue. Vice-Chair Martin noted that the advocacy refers to the top three road safety issues of distracted driving, speeding and impaired driving as identified by the evidence. Some members stated they would have to abstain from voting on motions which advocated to government as it would be a conflict of interest. Todd Litman suggested we use the term “identify new opportunities for safety actions” rather than “advocate.”

- Colleen Woodger noted that looking at the draft outline, there are obvious items that we could move ahead with to develop ads over the summer, so they are ready to go for fall. We need to move forward and come up with something tangible soon.
- Corey Burger suggested the Commission put together some information on what the evidence says is the best way to lower speed limits to assist some municipalities who are looking for additional data. This could help fill the information gap.
- Todd Litman referenced Neil Arason's December presentation on road safety best practices and commented that it would be an interesting exercise to look at those safety strategies and see how we could support them being implemented. A particular perspective is that local, regional and provincial government all have vehicle travel reduction strategies and there is overlap between safety and vehicle travel reduction targets. Could we explore that and make sure that our safety interventions support the vehicle reduction targets.
John Hicks noted that the VTK topic has come up a lot and the challenge is that there is no way of measuring it. It is a target that has been put in place without a way to measure the results. The CRD has taken a bit of a step back until the Province has determined how this can be rolled out.

Chair Murdock commented that members are seeing their priorities reflected in the draft document at a high level, and although there may be specific initiatives that are not identified, we haven't precluded the opportunity for those initiatives. One thing that has emerged that may require modification is the use of the term "advocacy." Vice Chair Martin said that he believes that people understand what advocacy is and although he accepted some members may have to recuse themselves from voting in some instances, we shouldn't confuse the issue by using a different term that isn't well understood. Members agreed to move ahead using the term "advocacy."

MOVED by Colleen Woodger, **SECONDED** by Neil Arason, that we work with the UVic Centre for Youth and Society to develop ads for an intersection safety campaign showing the perspective of all road users. **CARRIED**

MOVED by Corey Burger, **SECONDED** by Neil Arason, that inattentive driving, speeding and impaired driving be approved as the Commission's strategic priorities for 2023 and that these form the focus of the education awareness and advocacy campaigns of the Commission. **CARRIED**

Action: Neil Arason to distribute list of low-cost safety measures

Action: Add strategic planning actions to June meeting agenda

➤ **BCACP Calendar**

- March – Distracted Drivers Campaign/Occupant Restraint Campaign
- May – High Risk Driving Campaign
- July – Summer Impaired Driving Campaign (Alcohol/Drug)
- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign
- 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.

7. **Other Business**

8. **Member Updates**

- **RoadSafetyBC - Natalia Heilke**

- May is Motorcycle Safety Awareness Month. Natalia will send information out to members.

- **ICBC – Colleen Woodger**
 - The provincial speed campaign is up and running with volunteers and police out on the road. There will be a media push through various municipalities to remind motorists to observe the speed limit. Colleen will send out information to members and asks it be shared where possible.
- **Youth and Children – Hailey Bergstrom-Parker**
No update
- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
No update
- **CRD – John Hicks**
 - Next week there will be CRD volunteers out on the roads doing bike counts and they will be counting gender, children and volume at intersections and pathways across the region.
 - The annual Sarah Beckett Memorial Scholarship is open, and applications will be accepted until July 7. The application form and criteria are posted on the Commission website.
- **Integrated Road Safety Unit – Sgt. Andy Harward**
No update
- **Commercial Vehicle Safety Enforcement – Myke Labelle**
No update
- **Vancouver Island Safety Council – Ron Cronk**
No update
- **Capital Bike – Corey Burger**
 - Spring Go by Bike Week is May 29 – June 4
- **Walk On, Victoria – Todd Litman**
No update
- **Municipal Police Forces/RCMP**
No update
- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure - Owen Page**
No update
- **Island Health – Neil Arason**
 - May 14-20 is Trauma Awareness Week and their theme is road safety which they will be promoting with a number of road safety messages and social media posts.
- **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 June 13, 2023 at 1:00 pm. On motion, the meeting adjourned at 2:31 pm.