

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, October 10, 2023**

Members: Neil Arason, Island Health
Corey Burger, Capital Bike
Ron Cronk, Vancouver Island Safety Council
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Todd Litman, Walk On, Victoria
Steve Martin, Community Member (Vice-Chair)
Dean Murdock, CRD Board (Chair)
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: S/Sgt. Doug Cripps, Saanich Police
John Hicks, CRD
Sgt. Manny Montero, Oak Bay Police

Guest: Ahneke van Lankvelt, UVic student

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Dr. Murray Fyfe, Island Health
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Myke Labelle, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:04 pm.

1. Territorial Acknowledgement

Chair Murdock provided a territorial acknowledgement.

2. Approval of Agenda

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

3. Approval of Minutes – September 12, 2023

MOVED by Colleen Woodger, **SECONDED** by Andy Harward, that the minutes of the meeting held on September 12, 2023 be approved. **CARRIED**

4. Chair's Remarks

Thanks to Paweena and her team for their work in moving ahead with the research on micro-mobility as it relates to safety in the CRD. Also, thanks to Commission members for your ongoing work in improving road safety in our community. We read headlines too often about people who have been killed or seriously injured on our roads and the actions of each of the organizations around this table help make a significant difference in preventing that and we are grateful for your time and dedication.

5. Business Arising from Previous Minutes

➤ **Commission Highway Safety Awareness Signs**

Colleen Woodger has discussed the signs with Owen Page and Owen will ask Emcon to check the quality of the signs. Provided the signs are in good condition, they could be rotated. There are five in total, two are in Sooke, one in front of Saanich City Hall, one by the ferry and one in a location that needs to be determined. If we decide to replace the signs, Colleen suggested that prior to that being done, we should look at tying new messaging into the look and feel of the wording in the education campaigns through Fred Grouzet's work at UVic so there is consistency. Owen noted that if we are going to replace the signs with new messaging, we would need to run it through the

Ministry of Transportation and Infrastructure's engineering group because there are guidelines around the size and type of lettering used.

Action: (1) Colleen Woodger to locate the fifth sign and look into rotating them.
(2) Owen Page to talk to Emcon about checking condition of the signs and whether they would rotate the signs for no cost.
(3) Colleen Woodger to connect with Fred Grouzet re possible messaging for new signs and get a quote for replacement.

➤ **Update on Transportation Working Group**

The next meeting will be held on October 30. This meeting will be largely based on an engagement session that was held in terms of governance and what the need is between local and regional governance and where there are any gaps that could be brought forward and worked on at a more regional scale.

➤ **Communication plan**

John Hicks brought forward information on a draft communication and social media plan he and his team have been working on based on what had been discussed previously by the Commission. The general messaging has been trialed out with the Ready Step Roll Program. They looked at the underlying behaviours that relate to safety--being alert, being visible, being predictable, and being courteous just as a starting point for consideration. The intent is to make sure that when the Commission are doing campaigns, we are looking at underlying behaviours. We can start working on that messaging, including the colours, patterns, the way it looks and feels. We will tie our material in with the region and work with municipalities also. It is key for us to start building consistent shared messaging.

John is hoping to start working on the campaigns that Fred has been doing and bringing those into another context so that the social media campaign can be tied directly to that. Once the plan is in further along, it will come back to the Commission for more input.

Funding in the amount of \$5000 is requested to start working with graphic designers to get the templates done.

MOVED by Colleen Woodger, **SECONDED** by Ron Cronk, that the Commission approve funding in the amount of \$5,000 to continue to advance the communications plan and graphic design work.

CARRIED

Action: John Hicks to bring the communications plan back to the Commission at the November or December meeting for discussion.

6. **Priority Business**

➤ **Follow-up on Commission Presentation to the Transportation Committee**

Vice-Chair Martin gave an update on the presentation he made to the Transportation Committee in October. He noted it was a very positive experience to see how engaged Committee members are in road safety, and how supportive and encouraging they are. They were very complimentary of our evidence-based strategy to guide our priorities. Two things they are interested in us coming to them with are some advocacy related proposals for red light cameras and interval cameras. Vice-Chair Martin reached out to Neil Arason who has done a lot of research in both those areas and asked him to bring back information to the Commission on this in the next couple of months which can then be forwarded to the Committee in January, along with the micro-mobility study. The Committee needs to have the research and evidence around these issues and some sense of how they would approach furthering those interests to more senior levels of government.

Chair Murdock, who is also Chair of the Transportation Committee, expressed his appreciation for Vice-Chair Martin's presentation of the Commission work and noted that the Committee is enthusiastic about the work that is going on and would like to see recommendations coming forward from the Commission. Chair Murdock suggested any recommendations the Commission does pass along should be in a solution-oriented format.

John Hicks also noted that the presentation was very well received and commented that the advocacy piece is a challenge in terms of how it gets to the Committee. Someone would need to be a spokesperson and advocate. Vice-Chair Martin said we would have to do an overview of the evidence and provide the Committee with concrete proposals.

➤ **Chek Advertising Proposal**

We have received an advertising proposal from Chek, and we need to decide if we want to continue our partnership with them for 2024. They have indicated they would like to continue with the contract and with the work that Fred Grouzet is doing. We would get three ads per year. Chek would do the creative and then transfer ownership to us, which is a big win for us. The general pricing is very much in line with what we are currently paying. It is \$10,570 every six months so a \$21,140 purchase for the year. We have gone a long way with the project work that Fred is doing already. If we continue with the social media and communications planning, we can start branding that even more closely to the Commission.

MOVED by Colleen Woodger, **SECONDED** by Andy Harward, that a contract in the amount of \$21,140 be awarded to Chek media for the 2024 Traffic Safety Commission media campaign.

CARRIED

Other discussion took place around getting metrics and looking at how we are measuring success. Chek does give us a breakdown of demographics and show us the different time schedules for our ads. They also target different time slots and give us priority placement on unfilled advertising space. Some of the work Fred Grouzet is doing will give us information on the success of our messaging.

We could also work with Chek to have some of our messaging disseminated online. They are very open to any suggestions we have.

Neil Arason asked to return to the previous topic re follow-up on the Commission presentation to the Transportation Committee to get some clarity on next steps and get confirmation that we want to have papers developed on point-to-point speed interval cameras and on red light cameras. Neil commented that he has lots of access to information on these issues. He noted that in a recent public opinion poll, the majority of British Columbians support automated speed enforcement. The idea would be to put together best research and best practices. To get this information back to the Committee, Chair Murdock commented that he could ask that it be included on the Committee agenda and then schedule a delegation for presentation.

Action: Neil Arason to develop papers on point-to-point speed interval cameras and on red light cameras and bring to the Commission in December.

➤ **Budget Update**

We still have a substantial amount left in the budget. If there are any proposals for funding to come forward before the end of the year, please bring them to next month's meeting.

➤ **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**

➤ **Review of Micro-mobility Devices and Implications for Use and Safety**

This item came forward as a directive from the Transportation Committee for the Commission to do a review of micro-mobility as it relates to personal use and safety in the CRD. Paweena Sukhawathanakul has been overseeing work on this project to assess research in terms of how micro-mobility affects daily use and what are some factors to consider when adopting this type of device to use for transportation. Ahneke van Lankvelt, the student working on this project with Paweena, presented a summary of the research. A more extensive presentation will be provided at the November meeting.

Micro-mobility devices in this review refer to e-scooters and e-bikes. Micro-mobility devices can play a transformational role in the lifelong health of older adults and will be effective for individuals from a wide range of demographics.

What are the needs of the CRD? Addressing that there is a need to develop infrastructure that can address climate action targets, promote active transportation to support healthy living and sustainability, as well as ensuring that everyone can use the road and trail network safely. The big focus is on how this need can be addressed and using this research to inform policy.

The literature review conducted from studies around the world resulted in four main categories: Demographic factors; environmental impacts; infrastructure and city planning; and life-long health. Within demographic factors individuals with higher education attainment and socioeconomic status are more often users of the devices, and found that gender, age and physical ability are big impacts in the ability to use them. With e-scooters, the demographic is much more into younger people, while e-bike users are more represented in the 60+ age category. In terms of environmental impacts, they have the capacity to alleviate congestion, lower carbon emissions, etc. There are still concerns about the production and recycling of the components. Studies also found that supportive infrastructure is a prerequisite for encouraging safe use. Bike lanes and pathways are perceived as the most comfortable and safest for users. Looking to lifelong health, the majority of studies show that e-bike riders can achieve physical activity targets. Most of the concerns relate to interactions with motor vehicles, and rider error.

Recommendations are: (1) continue with equity focused subsidies; (2) focus on creating more bike lanes and pathways and integrating micro-mobility with public transport; creating weather conductive infrastructure; (3) environmental impact mitigation with sustainable recycling, as well as placing more responsibility on manufacturers; (4) address safety through education and enforcement; (5) Tailoring safety regulations to specific demographics. Also, reassessment is very crucial with the devices as the technology is evolving quickly and continued economic and industry research is recommended.

For their next steps, Paweena and her team have been working on an active transportation longitudinal aging study (ATLAS) that is going to look more at the intersection infrastructure and lifelong health of individuals. It is hoped that will fill a lot of the gaps in this research and serve as an aid to some of these previous recommendations.

Other items raised during discussion were:

- Lack of regulatory framework for these devices in BC
- Add reference to CRD key transportation targets to the study
- Micro-mobility devices don't fit cleanly into either motor assisted cycle regulations or limited speed motorcycle regulations. A lot of the micro-mobility is currently illegal as they require a driver's license, insurance and registration and none of that is there. There needs to be some kind of legislation or controls.
- Not seeing the numbers here yet. Ironic that we control the speed and location of e-scooters, and don't do the same for motor vehicles. It might be useful when this is brought forward to the Committee to talk about objective vs subjective - comfort vs safety on multi-use trails. Lot of interest at the Committee table.
- Suggests better environmental effects than might be the reality Any examples of countries that are getting this right? Struggles everywhere – nobody has really figured out a gold standard yet. Various places have started tracking injuries specifically related to e-scooters and e-bikes.
- Give micro-mobility devices equal consideration to electric cars. Very interesting results from the CRD travel survey showing that 10% of bikes are e-bikes but 30% of bike trips in the

region are by e-bikes. Technology is only five years old. Recommend that be incorporated into the report. E-bikes essentially doubles the demand and benefits for biking. Make very clear what are safe speeds. On trails we should be thinking about having an automated system for speed control enforcement.

- Emerging concern about e-bike battery fires, particularly with people using them as courier bikes. Check to see if there are standards for bike batteries. If not, could be added as a recommendation.
- Would like to see in the report that enforcement has been consulted and there is an enforcement perspective on this.
- Interesting to explore a section about what potentially could be done about e-bikes that have been modified.
- Desire from municipal engineers to see that this is not done in a piecemeal way and is done through a regulatory framework led by the province. Ideally, one piece we would be getting from this report is some sort of advocacy approach to the province and how to move forward with regulations.

Paweena commented that the report can be revised to best represent the conversation today and clarify the recommendations.

In terms of the next steps, John Hicks recommended the report go back through the Transportation Working Group to get their input. After that, there would need to be a transmittal report to go with it back to the Transportation Committee along with a practical recommendation. It would be an advocacy piece in terms of what role the Committee could play in advancing the recommendations. Before the staff report is moved forward, John will bring it back to the Commission.

Action: John Hicks to take the report to the Transportation Working Group for input.

8. Member Updates

➤ RoadSafetyBC - Natalia Heilke

No update

➤ ICBC – Colleen Woodger

- Thanks to everyone who participated in the distracted driving enforcement campaign.
- ICBC Pedestrian Safety Campaign has launched. We are delivering driver awareness messaging and reflectors. You can only see pedestrians if you look for them. Focus on the road, be ready to stop for pedestrians and reduce your speed when pedestrians are present.
- ICBC is funding car seat training for Esquimalt & Songhees nation at the View Royal Fire Dept in partnership with the Westshore RCMP.
- Colleen has been approached by MADD Canada. Very passionate to join in or take part in education specifically targeting schools. Colleen may bring as a guest to a Commission meeting. MADD Canada does have multimedia presentations for schools and there may be an opportunity to put some funding into some of the youth related driving initiatives.

➤ Youth and Children – Hailey Bergstrom-Parker

No update

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

- Working with colleagues at the Ministry of Public Safety and Solicitor General looking at the self-regulation of cannabis use and how it relates to impaired driving. Will have some data by the end of the year. The purpose is to inform a public safety campaign coming out next year.

➤ CRD – John Hicks

No update

➤ Integrated Road Safety Unit – Sgt. Andy Harward

- September was the distracted driving and occupant seatbelt month. Joint force project on the 15th of September and wrote about 60 tickets in four hours. The majority were for distracted driving. Last month his unit wrote over 200 tickets for distracted driving and seatbelts.

- This month is speed relative to conditions. That coincides with getting darker earlier and want to make sure that people are driving at appropriate speeds.
- December is the winter impaired driving campaign. In preparation to have Vancouver Island wide light up the highway impaired driving campaign.
- Have seen a massive spike in drivers having no insurance and unlicensed vehicles.

➤ **Commercial Vehicle Safety Enforcement – Myke Labelle**

No update

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

- This will be the last weekend for motorcycle training for the year before shutting down until February. It was a good year, and they were sold out for all their training by June.
- It is hoped they will be able to get another grant from the Commission. The funding received this year was money well spent and the feedback was very good. Ron will work on putting together a presentation of the data, possibly for January.

➤ **Capital Bike – Corey Burger**

- Go by Bike Week is October 16-29 and will be out with celebration stations. Also it is CRD bike count week.
- Working on some branding for their bike skills training.
- AGM will be taking place in late November.

➤ **Walk On, Victoria – Todd Litman**

- Attended the regional ITE lunch and learn presentation by Saanich engineering. They are developing their speed limit standards and are extremely thoughtful and methodical about how they are doing it.

➤ **Municipal Police Forces/RCMP
S/Sgt. Doug Cripps, Saanich**

- Unfortunately, they are still seeing a lot of impaired driving by alcohol in Saanich and are getting one or two a day. Last weekend over the four-day Operation Impact, a Canadian Association of Chiefs of Police program, they ended up with 11 impaired driving files.
- There was another pedestrian fatality in a crosswalk last month and messaging and advertising around crosswalk safety can't come soon enough.

➤ **BC Transit – Dallas Perry**

No update

➤ **Ministry of Transportation and Infrastructure - Owen Page**

- October 1 marked the first day of the winter season for their maintenance contractors. They are wrapping up final summer activities and getting their equipment ready for plow attachments and making sure their salt stockpiles are topped up.
- Looking to do a mock chain check exercise at the Malahat for commercial vehicles around the end of October. October 1 also marks the start of the season for pedestrian vehicles to have snow rated tires to go over high mountain passes.
- The road recovery project on the Malahat should be concluded in the next couple of weeks.

➤ **Island Health – Neil Arason**

No update

➤ **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 November 14, 2023 at 1:00 pm. On motion, the meeting adjourned at 2:38 pm.