

**CRD TRAFFIC SAFETY COMMISSION  
MINUTES OF MEETING  
Tuesday, November 14, 2023**

**Members:** Neil Arason, Island Health  
Doug Baer, Capital Bike  
Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact  
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  
Natalia Heilke, RoadSafetyBC  
Todd Litman, Walk On, Victoria  
Steve Martin, Community Member (Vice-Chair)  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** John Hicks, CRD

**Regrets:** Dr. Murray Fyfe, Island Health  
Myke Labelle, Commercial Vehicle Safety and Enforcement  
Dean Murdock, CRD Board (Chair)  
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 1:04 pm. In the absence of Chair Murdock, Vice-Chair Martin acted as Chair.

**1. Territorial Acknowledgement**

Vice-Chair Martin provided a territorial acknowledgement.

**2. Approval of Agenda**

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

**3. Approval of Minutes – October 10, 2023**

**MOVED** by Neil Arason, **SECONDED** by Andy Harward, that the minutes of the meeting held on October 10, 2023 be approved. **CARRIED**

**4. Chair's Remarks**

Vice-Chair Martin commented that he hoped everyone took some time over the weekend to reflect on the many people that defend us today and have given up their lives or been injured as a result of conflict. It is always a bit of a somber day.

**5. Business Arising from Previous Minutes**

➤ **Update on Transportation Working Group**

The CRD has completed an engagement process with all the municipalities, electoral areas, BC Transit, BC Ferries, the Victoria Regional Transit Commission and the Ministry of Transportation and Infrastructure in terms of a governance structure across the region regarding regional transportation. Each of the municipalities came forward with their interest in moving forward in different areas and staff have highlighted the areas that had some degree of majority and would have the most likelihood of success. The findings of the engagement are coming out tomorrow at the CRD Transportation Committee meeting. There will also likely be a workshop with the municipal mayors, electoral area directors, and ideally senior staff. Part of that discussion may link back to the Traffic Safety Commission and particularly its relationship with the Transportation Committee and the Transportation Working Group to see how the processes can be aligned and how the input from the Commission and the Working Group can be used to inform decisions.

➤ **Update from RoadSafetyBC**

Natalia Heilke provided an update on the following items which had been discussed at an earlier meeting.

- **Capacity of existing CRD red light cameras to also monitor speed**

The existing cameras don't have that capacity and there would have to be a new installation to capture speed.

- **Potential of offering higher discounts for early payment of traffic fines**

This is something that possibly would be considered. It was noted that fine amounts are regulated by the Ministry of the Attorney General so any changes would have to go through them. RoadSafetyBC is undertaking a review generally of traffic fines so this could possibly be included. It would need to be determined if offering discounts would have the desired effect of decreasing traffic court attendance by police and ensure there aren't any unintended consequences of changes.

Vice-Chair Martin asked if there would be a consultation process when the review is undertaken. It is early in the process and Natalia is unsure if this has been determined yet, but she will ask.

John Hicks noted that there is a lot of political discussion on automated enforcement. It is something which has come up through various committees and he expects that there will be more of a push for it.

Vice-Chair Martin asked if there was any broader discussion taking place on automated enforcement other than traffic cameras. That is something that the RoadSafetyBC policy team has looked into and is continuing to do so.

Corey Burger talked about the Commission passing a motion advocating that the CRD Board support the UBCM motion around allowing local governments to implement traffic enforcement cameras. It was agreed to wait until after the Commission discussion on the papers that Neil Arason is preparing on point-to-point speed interval cameras and on red light cameras, which will come to the January Commission meeting.

***Action: Add agenda item re papers on point-to-point speed interval cameras and red light cameras to the December meeting***

6. **Priority Business**

➤ **Budget Update**

The budget is looking good and there is plenty of opportunity to accept more grants. There is about \$50-55,000 to be spent by the end of this year. There are two grant applications coming forward, but we are always open to more. The risk is that if we don't spend this money on projects we are interested in advancing, it may be rolled back.

***Action: Add agenda item re potential spending initiatives in support of strategic priorities to the December 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.

Sgt. Andy Harward noted that the national impaired driving campaign will take place in December and includes the province wide “Light up the Highway” campaign. In the CRD, they will be doing a cross jurisdictional impaired driving check stop program. There will be ten CRD Integrated Road Safety Unit members participating, along with members from various RCMP detachments in the CRD, Saanich, Oak Bay and Central Saanich police, and ICBC.

Colleen Woodger said that the campaign carries on to Port Hardy and her peers on the lower mainland will target all the bridges and main highways, so it is really “Light up the Province.” ICBC partners with McDonald’s to provide designated driver certificates for coffee. MADD Victoria will be providing giveaways at the roadblocks as well. It is hoped to have the national representative for MADD on Vancouver Island attend a Commission meeting in the future.

## 7. Other Business

### ➤ Funding Applications

#### - Vancouver Island Safety Council

This funding application for motorcycle skills training is currently being reviewed and will come back to the December meeting.

**Action: Add agenda item re Vancouver Island Safety Council funding application to the December meeting**

#### - Evaluation of the P.A.R.T.Y. Program (Prevent Alcohol and Risk-Related Trauma in Youth)

Neil Arason spoke about this funding application. The Commission had a presentation on this program in July by Amelia Smit, the program coordinator. The program heavily focuses on the role of alcohol and teaches mostly 15-year-olds about the relationship between alcohol and trauma. In the CRD, the program is offered at Spectrum, Oak Bay, Stelly’s and Claremont. Island Health runs the program, however, there isn’t any evaluation of it in the Island Health Region. There have been discussions between Neil, Paweena Sukhawathanakul, Fred Grouzet and Amelia Smit and a proposal has been put forward requesting funding for an evaluation of the program in the amount of \$21,420. Students at the four secondary schools participating would be surveyed before and after participating in the program. This would be a first step towards finding out if the program is effective.

Since the pandemic, the program has been presented online, rather than in person as in the past. Some members commented that, although the online version of the program is effective, it doesn’t have the same impact as the in-person program did and doesn’t reach as many students. However, without evidence, it is hard to justify shifting back to an in-person program. It is hoped that as part of the evaluation there could be a piece where the students who completed the in-person program could be surveyed.

Fred Grouzet commented that they are unable to directly compare the in-person and online programs because it is only currently being done online. This is a preliminary evaluation, and the long-term objective is to have a full evaluation and comparison with the in-person program, also looking at the type of message that is sent and received by youth directly related to what we are doing with Chek News and the videos and how to address the message so it is well received by youth. The short-term immediate objective is to look at the program as it is right now, and the long-term objective is to see how the program itself could be improved.

Colleen Woodger said that there may be an opportunity for 400 kids to participate in a one day in-person program in May and have them complete a survey that could be used as part of the evaluation. Fred and Colleen will discuss, and Colleen will bring back an update in January.

**Action: Add agenda item on P.A.R.T.Y. Program Evaluation update to the January meeting**

**MOVED** by Neil Arason, **SECONDED** by Colleen Woodger, that funding in the amount of \$21,420 be approved to undertake an evaluation of the P.A.R.T.Y. Program (Prevent Alcohol and Risk-Related Trauma in Youth). **CARRIED**

## 8. Member Updates

### ➤ RoadSafetyBC - Natalia Heilke

- RoadSafetyBC has a new social media person, and they are hoping to expand their social media presence beyond Twitter.
- They will be participating in the December counterattack campaigns.

### ➤ ICBC – Colleen Woodger

- Waiting to hear back from MOTI re the quality of our existing highway signs to see if they are in good enough condition to rotate for now. After that, we could look at the theme of our next ads re possible new messaging on signs.  
Sgt. Harward commented on the large number of cell phone infractions occurring in front of the Westshore detachment and suggested that one of the signs be moved to that location.
- ICBC just finished their pedestrian campaign and focused much of their messaging on drivers and distractions. Many reflectors were distributed to pedestrians at various locations.
- There are three speakers travelling in the area this year on the speaker's tour which targets grades 11 and 12 on high risk driving and decision making.
- They will be focusing on counterattack in December and there will be TV, radio and social media on that. Special events kits are available for anyone who would like to hand them out at large events.

### ➤ Youth and Children – Hailey Bergstrom-Parker

- BCAA's School Safety Patrol Program helps promote school zone safety by training students in grades 5-7 to become crosswalk patrollers. Their program provides all the equipment and training resources.
- BCAA offers *Slow Down Kids Playing* lawn signs to all British Columbians, one per household, available at any BCAA location.
- BCAA partnered with Queensborough Landing Return-It on the mainland to dispose of used, damaged, or expired car seats. They are finding that people are ignoring the expiry dates on car seats and often have been pushing their kids up to the next size seat too soon. Over 2000 car seats were diverted from the land fill. BCAA donated \$5 for every car seat collected to the Mamas for Mamas group. Hailey is pushing to have this program available on the island as well.
- Hailey does the car seat training for the island. Lots of communities are very open to it, but unfortunately some are not.

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

No update

### ➤ CRD – John Hicks

- Let's Get Visible campaigns are going out again this year and will be in Oak Bay, Langford and Esquimalt on the trail intersections, providing some reflective gear and bike lights. They have been very well received previously. They aim for a broad demographic and find that by moving into the town core after doing the trail intersections they can get a lot more pedestrians.
- Doing the workplace project with D and D. They have been extremely supportive with the highest number of survey results ever seen of people expressing interest in various campaigns.

### ➤ Integrated Road Safety Unit – Sgt. Andy Harward

- IRSU have been focusing on cell phones. One member has issued 350 tickets himself this year so it is certainly not something that is going away.
- Sgt. Harward has been to a number of fatal crashes where the cause is people paying attention to their phone, and not the road.

### ➤ Commercial Vehicle Safety Enforcement – Myke Labelle

No update

- **Vancouver Island Safety Council – Ron Cronk**
  - Their season is over, and they are currently populating their next series of courses. They will be starting back in March. The feedback from the rider refresher course this year was positive and it is planned to do it again next year.
  
- **Capital Bike – Corey Burger**
  - They are in the middle of a refresh of their bike skills courses.
  - Capital Bike supports the Ministry of Transportation and Infrastructure sponsored program *Everyone Rides Grades 4-5*.
  - Go by Bike Week was held a couple of weeks ago and there were lots of people out. There will be a winter bike to week work.
  - Corey referred to motions by the District of North Vancouver regarding two items: right on red restrictions, and writing a letter to the province re red light speed cameras.
  - Interesting research has just come out from the Insurance Institute for Highway Safety looking at bumper height and curb hood design leading to pedestrian injuries and fatalities. Modern giant trucks with their huge hoods are a lot more dangerous for pedestrians. It is an emerging problem we may have to tackle.
  - Doug Baer will be the co-chair this year. Corey is stepping away from the Board and December will likely be his last Commission meeting. Doug or someone else will be taking over.
  
- **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**
  - Island Health vision zero and road safety grant program is now open until January 15. This is year 3 of the program and grants up to \$20,000 are available.
  - Building up public health within Island Health and hiring some additional injury prevention specialists and a healthy school specialist as well.
  
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
  - They are working on the script for the new video which will focus on crosswalks and look at the perspective of the driver, cyclist, and pedestrian.
  - Has been in contact with Chek news about the videos that will be presented in December and January. We have six videos available now. Chek presents two per month and try to show videos that are relevant to the time of the year. In December they will be showing videos about paying attention when it is dark outside, and about people being distracted by passengers. In January they will be showing videos about how driving when fatigued can be a source of distraction, and about the use of cell phones.
  - They are currently testing the impact of the videos and plan to use that information to inform new videos in terms of the components. They would like to use UVic as a mini lab to see the impact of the messages from one student to another and see how the information is distributed, not just using social media, but how the video will be shared among other people. They are working on how to assess that and see how quickly a video circulates after it is launched.

## 9. Next Meeting

The next meeting will be held on December 12, 2023 at 1:00 pm. On motion, the meeting adjourned at 2:19 pm.