

**CRD TRAFFIC SAFETY COMMISSION  
MINUTES OF MEETING  
Tuesday, February 13, 2024**

**Members:** Neil Arason, Island Health  
Doug Baer, Capital Bike  
Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact  
Dr. Frederick Grouzet, Centre for Youth and Society, UVic  
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit  
Todd Litman, Walk On, Victoria  
Steve Martin, Community Member (Chair)  
Dean Murdock, CRD Board (Vice-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:** Sgt. Doug Cripps, Saanich Police  
John Hicks, CRD  
Sgt. Jason Jewkes, Oak Bay Police

**Guest:** Adam Defrane, MADD Victoria

**Regrets:** Ron Cronk, Vancouver Island Safety Council  
Dr. Murray Fyfe, Island Health  
Natalia Heilke, RoadSafetyBC  
Myke Labelle, Commercial Vehicle Safety and Enforcement  
Keith Vass, Media

**Recording Secretary:** Arlene Bowker

The meeting was called to order at 1:00 pm.

**1. Territorial Acknowledgement**

Chair Martin provided a territorial acknowledgement.

**2. Approval of Agenda**

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

**3. Approval of Minutes – January 9, 2024**

**MOVED** by Paweena Sukhawathanakul, **SECONDED** by Neil Arason, that the minutes of the meeting held on January 9, 2024 be approved. **CARRIED**

**4. Chair's Remarks**

No remarks

**5. Presentation – Adam Defrane, MADD (Mothers Against Drunk Driving) Victoria**

Chair Martin commented on how critical MADD has been to road safety in BC and noted that the Immediate Roadside Prohibition program wouldn't be in place if it wasn't for MADD being vocal and lending their written support for that program before it went to Cabinet in 2010.

Adam Defrane gave a brief outline of his work with MADD. He sits on the national Board of Directors for MADD and is also the community leader in Victoria. MADD is a national organization with two main mandates. The first is prevention and education around impaired driving, both by drugs and alcohol, and the second is to provide assistance to victims and families who have been impacted by impaired driving. He has been in this role for about a year and his role as a community leader is to make the connections within the community to build relationships and partnerships, promote the messaging, and work with stakeholders to build education and support for joint causes. He is a

Saanich Police Officer, and was aware of the Traffic Safety Commission. He is hoping to work with Commission members to build partnerships and see what can be accomplished together.

Sgt. Doug Cripps commented that Adam has been a member of Alexa's Team for several years. This is a program that recognizes police officers who make an extraordinary contribution to reducing the number of impaired drivers every year. It is an honour to be on Alexa's Team and it represents a tremendous effort in targeting impaired drivers.

Discussion took place on how the Commission could best include MADD. Adding a new member to the Commission requires the opening up of the bylaw, which is a long process. In the interim we may want to think about another way to bring MADD into the fold and work more closely with them. If we are going to change the bylaw, it needs to be a much more fulsome change and it will likely be done after the service establishment goes through for the transportation service which may be approximately 18 months. From MADD's perspective, Adam noted that it is about building relationships. He is currently the only local member and is working on making connections and partnerships, and still learning how he could assist. He wants to learn more about what kind of things the Commission is doing and see how MADD and the Commission can work together.

It was suggested that some Commission members meet with Adam to go over in more detail what the Commission does and look at how MADD sees itself fitting in and then report back. In the meantime, Adam is welcome to attend Commission meetings on an ad hoc basis.

It was also suggested that if we are planning to open up the bylaw, we should look at it in its entirety, including any other proposed membership changes. Commission members could give some thought to this to see if there are other organizations that might be a good fit on the Commission.

***Action: Chair Martin and Vice-Chair Murdock to meet with Adam Defrane and report back to the March meeting***

## 6. Business Arising from Previous Minutes

### ➤ Update on Transportation Working Group

An update was provided on both the Transportation Working Group and the Transportation Committee. For clarification, the Transportation Working Group is the staff committee mainly made up of the municipal directors of engineers from across the region. Meetings are held every couple of months to go over key priority areas. One of the current priorities is the governance discussion, also the consistency of bylaws. At present, they are focusing heavily on the new housing initiative and how it ties into transit. There have been a lot of informal meetings held outside of the formal structure trying to get an understanding of what that looks like and how that impacts us in terms of the road network. The Housing Act provides for increased density around identified transportation-oriented areas, which are essentially the transit exchanges. It also has other implications based on the service quality of certain routes. It is mandated that density around certain bus routes be increased, and municipalities have until June to make changes to their bylaw.

The next meeting of the Transportation Committee will be on Wednesday. There is an agenda item on the issue of micromobility as it relates to the CRD, and the report done for the Commission by Paweena and her team will be going forward. The provincial electric kick scooter pilot program has been extended for a year. The province has provided an updated regulation which is very prescriptive as to how and where e-scooters can be used which is a big change from the first pilot and it doesn't necessarily require a municipality to update their bylaws, but just to apply and get the exemption from the Motor Vehicle Act. Locally, there is currently only one municipality wanting to apply. This will cause challenges in terms of policing, enforcement and education so they are working towards having a much broader discussion in terms of what that looks like. The CRD itself has volunteered to do some of the data collection.

Another agenda item is relating to bollards and there will be a staff report going forward on that. There are two opposing perspectives from two municipalities, with one asking for the bollards to be removed, and the other asking for them to be retained. There have been some challenges with recent accounts of vehicles driving on trails, but from another standpoint, there have been concerns expressed that the bollards cause a safety challenge with the increasing size of cargo bikes, etc. From an operational perspective, bollards are seen as being effective in terms of requiring cyclists

to slow down when approaching an intersection. The CRD has separated bollards further out to allow for more space.

Other issues raised were whether there was any data available on number of people hitting the bollards, (there aren't any clear data sets); suggestion to think about other ideas for keeping cars off trails; identify areas where bollards are a problem as it doesn't need to be an all or none approach; there could be a role for the Commission in terms of education.

➤ **Potential role for the Commission in the upcoming BCACP calendar road safety monthly awareness campaigns**

As put forward at last month's meeting, further discussion was held on what role the Commission may be able to play in helping to expand the messaging. Previously, the Commission had a spokesperson and would issue a release in support of the awareness campaigns. Adding our voice along with other organizations such as police departments and ICBC giving the same message has more impact. It was also suggested that we could reach out to Chek. As part of our advertising agreement with them, they have agreed to do some public outreach for us.

Colleen Woodger said she can share the resources she has and liaise with someone who can produce a release, but we would need a spokesperson. After further discussion, it was agreed that John Hicks can coordinate the media release through the CRD communications team with assistance from Colleen Woodger and Jereme Leslie. We could use the same language as ICBC and police departments and add a piece about what the Commission has done. This would fall within our education mandate. Chair Martin agreed to be the spokesperson.

7. **Priority Business**

➤ **Budget Update**

Budgets for this year haven't been finalized yet. We did manage to get our surplus down quite substantially. We will be getting approximately \$72,000 this year plus a small surplus.

➤ **Review of Strategic Priorities**

Based on data and evidence and our priority setting process that took place from January through March 2023, the Commission decided to focus on the top three road safety problems which are distracted driving, speed and impaired driving. Within those, we came up with the following strategic priority action areas: impaired driving; driver inattention campaigns and speed campaigns; intersections – all users; and promote leading jurisdiction best in class road safety measures. From an advocacy perspective, support for speed interval cameras and red-light cameras. All our efforts should be focused on those three areas and within those priority action areas in support of the data and evidence.

The following points were raised during discussion on this topic.

- To have a strategic plan, revisit it regularly and stay on track is important. The decision we just made regarding magnifying the work of our partners parallels the first priority. Need to keep thinking about these three areas.
- Not just about the behaviour of drivers, but also infrastructure. Need to change infrastructure.
- One of the other key objectives of the Commission has always been to multiply the effect of our partners' work and have our partners multiply our work as we have just discussed.
- Suggestion that a couple of other things should be considered. One is changes in travel demands. The latest travel survey shows that automobile trips in the CRD have declined while active transportation has increased. Responding to changes in consumer demands does justify putting more emphasis on pedestrian and cycling safety. In the CRD, 30% of bike trips are by e-bikes which indicates it will be a more important safety issue in the future. Campaigns should pay a fair share of attention to active transportation, including infrastructure. A related issue is that the CRD and province have targets to reduce automobile travel. To what degree are our programs consistent with supporting those goals?
- Vulnerable road users are addressed in all ICBC provincial campaigns. The key messaging ICBC will be sharing for our media releases will include that.
- Looking at our three-tiered strategy, and our priority action area to promote leading best in class safety strategies, infrastructure would fit there. Also, if changes to travel demands and

modal shift suggest new best practices around infrastructure that would fit there as well. Everything can fit here but we should stay on these three things and not keep adding more.

- The research we've done informs a lot of this work. The latest work done by Paweena and her team was really good in focusing on those vulnerable road users. It gave a lot of pros and cons and highlighted that as a means of getting to a modal shift but also a means of looking at the safety-first type of approach. We are committed to doing an evidence-based approach and the work we are doing on this is giving a voice to the active users.
- The issue of educating people on how to ride e-bikes safely and properly was raised. It was noted that Capital Bike does run a program.
- The BCAA Call Centre is getting a significant number of calls about e-bikes and car seats. People are putting small children who should be in proper car seats on e-bikes that are going 30-40 km/h, and it is a concern. Is there any direction we can point people in?

➤ **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. Jereme Leslie noted that coming up in March is the distracted driver/occupant restraint campaign. That is a provincial campaign and officers, along with ICBC, will be promoting that.

Rolling into May and through the May long weekend, is the high risk driving campaign. There will be a large number of officers out mostly on the main corridors looking to reduce crashes through speed reduction. There will be a lot of social media posts, etc.

In July and again in December the impaired driving campaigns take place and those will also roll into the national campaign for impaired driving, both for alcohol and drugs.

In September distracted driving/occupant restraint campaigns take place again, which usually dovetails with some back-to-school education.

In October when it's time to change to winter tires, it's the drive relative to conditions campaign.

8. **Other Business**

9. **Member Updates**

➤ **RoadSafetyBC - Natalia Heilke**

No update

➤ **ICBC – Colleen Woodger**

- Will be working with Saanich police on the distracted driving campaign. Have a great group of volunteers and going to try to educate and train as many as possible to get out and do the cell watch throughout the region.
- Will be holding a connections program to try and draw new volunteers. They are the boots on the ground in some of this work.

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

- Will be training some Oak Bay firefighters in March for car seat education so that they can become educators. Trying to reach out to more community members as well to get them trained up.

- Working on a recycling program. On the mainland last year, pop-ups were held over four days and over 2000 car seats were recycled. Trying to reach out and get connected with Pacific Mobile Depot locally to get some pop-ups going on the Island.
  - Over 600 car seats were donated last year across BC to assist people who can't afford them.
- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
- Rolling out a study in partnership with the Ministry of Public Safety and Solicitor General looking for regular users of cannabis and doing a focus group to understand the process underlying their decision making with regard to decisions on when to get into a vehicle, how they monitor their use, what types of past knowledge do they have to inform their risk perceptions, how they plan to get home safely. This is in anticipation of the province possibly entertaining safe consumption sites. They plan to start recruiting participants soon and will be looking for 18-25 year old regular cannabis users. There is a questionnaire on their website that must be completed in order to be eligible.
- **CRD – John Hicks**
- Have done two additional Let's Get Visible campaigns on trails, giving out bike lights and flashing reflectors for pedestrians and cyclists sponsored by the Commission. They were very well received. Had over 400 people at the Selkirk trestle and another 250-300 outside the DND base where there is a large commuting base.
  - Applications are out for the Ready Step Roll school cohort program which is open to elementary and middle schools. Doing some back up on what has happened since the program started and working with the municipalities and documenting that.
  - The sustainable commute planning pilot being done with Seaspan and CFB Esquimalt is going extremely well. It is kind of like the adult version of the Ready Step Roll school program. There is a huge commitment from CFB in particular and they are expediting funding for various infrastructure on site.
  - Doing Google Street view of the regional trail network which is basically a mapping exercise so people can see the entire trail network. It will focus on some of the trickier intersections and will give an indication of what the trail system looks like for people who aren't familiar with it. Will be able to highlight some of the pinch points and do some education training around that.
  - The RSP team has been working on scoping out transportation governance and there will likely be some potential for changes in the way education is done. Staff have had training in the 529 garage bike registration app. Will be reaching out to local police to get their understanding of how that works. There won't be any public campaigns on that until such time as there is a better understanding of how the governance structure works.
- **Integrated Road Safety Unit – Sgt. Jereme Leslie**
- The Slow Down and Move Over campaign for BC Highway Patrol is taking place until the end of February to remind drivers to move over when emergency vehicles are approaching or there is construction on the side of the road, etc.
- **Commercial Vehicle Safety Enforcement – Myke Labelle**  
No update
- **Vancouver Island Safety Council – Ron Cronk**  
No update
- **Capital Bike – Doug Baer**
- Their advocacy committee has a work group looking at Triple A - all ages and abilities definition. Engineering departments across the region generally don't appear to be willing to include Triple A specifications in their active transportation plans, arguing there is no solid definition of Triple A. The CRD does have a definition which will likely be very close to the one they end up using.
  - An emerging issue has to do with traffic signal phasing. In many municipalities where there are bicycle specific lights, they are on the same phase as pedestrians. The biggest problem has to do with a cyclist getting injured when drivers make right-hand turns because they have the green light at the same time as a cyclist and believe the phasing should include cyclists.

- They have a work group starting to look at the Motor Vehicle Act. There is a provincial work group also which may be working from position papers done by cycling organizations in 2016. Need to take a closer look at the MVA to see what's working and what's not, particularly where bike infrastructure intersects with car infrastructure.
- **Walk On, Victoria – Todd Litman**
  - Walk On, Victoria hasn't had a meeting in a couple of months but in his professional work Todd has been doing a review of CRD travel surveys which shows a significant shift in mode share. The CRD is halfway to achieving its target of a 20% reduction in car travel. He can share his research with anyone who is interested.
- **Municipal Police Forces/RCMP**  
**Sgt. Doug Cripps, Saanich**
  - There was an unfortunate incident last week with a pedestrian killed on the Pat Bay Highway. There won't be any criminal charges coming out of that.
  - Continuing to see a lot of impaired drivers at all times of the day and night, and still writing a lot of tickets in the reduced speed corridors.
- Sgt. Jason Jewkes, Oak Bay Police**
  - Oak Bay is continuing to see an upward trend in excessive speeders and enforcement is ongoing.
- **BC Transit – Dallas Perry**  
No update
- **Ministry of Transportation and Infrastructure - Owen Page**
  - There are four capital projects going out to tender in the next couple of months that will be starting to break ground in the CRD this summer. Two of them are on Salt Spring, with a 3 km section heading south out of Ganges where there will be shoulder widening, and road shoulder improvements, and a bridge construction project 3 km south of the first project.
  - On Highway 1 heading out by the McKenzie interchange they will be doing a bus lane shoulder project. Also, there will be work done on a pinch point at Colquitz Bridge to accommodate a third lane for buses.
- **Island Health – Neil Arason**
  - Neil is the injury prevention specialist for South Island and Island Health is now hiring for injury prevention specialist positions for Central Island and North Island. Neil can send a link for the postings for anyone interested.
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
  - Currently working on the video on intersections. It is more complicated than anticipated as they have to get permission to film.
  - The Centre for Youth and Society is undergoing a transition and merging into a bigger institute with some changes to the naming.

## 10. Next Meeting

The next meeting will be held on March 12, 2024 at 1:00 pm. On motion, the meeting adjourned at 2:27 pm.