

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, April 9, 2024**

Members: Neil Arason, Island Health
Ron Cronk, Vancouver Island Safety Council
Dr. Murray Fyfe, Island Health
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Todd Litman, Walk On, Victoria
Steve Martin, Community Member (Chair)
Dean Murdock, CRD Board (Vice-Chair)
Owen Page, Ministry of Transportation and Infrastructure
Joel Satre, Capital Bike
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

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Myke Labelle, Commercial Vehicle Safety and Enforcement
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit
Keith Vass, Media

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:05 pm.

1. Territorial Acknowledgement

Chair Martin provided a territorial acknowledgement.

2. Approval of Agenda

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

3. Approval of Minutes – March 12, 2024

MOVED by Ron Cronk, **SECONDED** by Neil Arason, that the minutes of the meeting held on March 12, 2024 be approved. **CARRIED**

4. Chair's Remarks

There has been a lot of media attention around impaired drivers and impaired driving fatalities throughout the province which means we still have a lot of work to do. In view of this, Chair Martin proposed that a discussion item be added to the agenda around potential actions we can take with respect to high-risk youth.

MOVED by Owen Page, **SECONDED** by Colleen Woodger, that the agenda be amended to include a discussion of potential actions with respect to high-risk youth. **CARRIED**

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

The Transportation Working Group is made up of the municipal directors of engineering, along with the Ministry of Transportation and Infrastructure and BC Transit. The Group is working on the transportation service which looks at consolidating all the existing functions of the CRD into one transportation service and then adding more functions to meet the community needs with a focus on safety being a big priority. Currently, staff consultation is underway and political representatives will be meeting in May for a discussion about a process to implement things which have already been identified and what the requirements to do that would be in terms of bylaws and regulations, etc. One of the areas flagged as part of the safety focus is Vision Zero.

Another significant item is the e-scooter program. The number of municipalities that have applied to participate in the pilot is quite significant. At this stage, it is nearly the entire core, i.e., View Royal, Saanich, Victoria, and Langford, with Esquimalt and Central Saanich taking it to Council this month. Some municipalities have chosen not to participate and once there is a better idea of what that looks like, this issue could come to the Commission to potentially do a public information campaign in terms of what it means for the scooters. The Province has indicated they won't be doing one.

The pilot will be much more regulated than previously, however, the reality is that once the scooters cross into non-participating areas they technically will still be breaking the law and that will be a challenge. The CRD can't join the pilot but will be making bylaw amendments and are looking at getting direction from the different committees and the Board to move forward. It will be a couple of weeks before there is a final count of the number of participating municipalities.

The City of Victoria has also reached out as a member of the Working Group regarding doing an information campaign relating to flaggers so that people understand what the responsibilities of all users are. There are changes coming with some automated approaches. Their request will likely be that we do a program with them and roll it out with other municipalities as well and reach out to some of the other groups and industry associations who run similar campaigns.

The other big piece is the etiquette campaign on regional trails. With the number of micro-mobility devices on the roads and trails, the etiquette campaign is getting more interest. People need to understand that there are rules that need to be followed when using an electric device. The Commission has done some campaigns re etiquette in the past and may look at bringing some of those back.

The next meeting of the Transportation Working Group will be in June and John Hicks will likely come back with a recommendation from that Group to the Commission.

Discussion ensued as follows:

- Sgt. Doug Cripps said that Saanich Police are seeing a lot of collisions occurring where the Galloping Goose trail crosses with streets. What commonly happens is that scooters are hitting the side of cars. Given the speed scooters can achieve, he would like to find a way to slow them down. He asked about lighting requirements on scooters as nighttime is a particular concern. Vice-Chair Murdock noted there is a requirement for scooters to have lights front and back and for users to wear a helmet.
- It was noted that Saanich is in charge of the crossings, while the CRD has responsibility on the trails. It was mentioned that in some locations, visibility for cars is limited. The lighting and widening study underway could have an impact on improving lighting. At certain high crash locations, all types of devices and vehicles need to be slowed down. John Hicks will flag this for his next meeting with Saanich.
- Todd Litman commented there are many different overlapping initiatives, i.e., how to be legal, how to be safe, how to be courteous. They need to be addressed for both trails and roads for all devices, with the information being consistent and available in one place. It was noted that this is something that the CRD are doing so that any time a campaign is done it will be based on the same five areas where appropriate. There may be a role for the Commission in making sure this type of material is developed and John Hicks will have more information on this after the next Transportation Working Group meeting.
- Frederick Grouzet mentioned that his group is currently working on the video re intersections. After that is completed, as per today's discussion, the next video could be on the topic of regional trail and road crossings. Members agreed that would be a good topic for our next ad. Frederick Grouzet will touch base with Sgt. Doug Cripps.
- John Hicks said he is currently meeting with each municipality about the transportation service discussion and a big piece of that is talking about the role the Commission plays. A lot of people don't understand what the Commission does and how they can work with the Commission to move forward with projects so there is an opportunity to build up our profile.
- Paweena Sukhawathanakul said that the ad should show the busyness of crossings from all perspectives. Not only do bikes and scooters need to have lights, be visible and slow down but also vehicles as well. It is everybody's responsibility to make this happen. The video could use a broad approach, and possibly give examples of where most of the problems occur.

- The CRD are currently working on a project to film the entire trail network over the summer and fall and focusing on some of the problem areas.

➤ **Report on Meeting with Adam Defrane of MADD**

Deferred until next meeting.

6. **Priority Business**

➤ **Budget Update**

Deferred until next meeting.

➤ **Discussion of potential actions we can take with respect to high risk youth**

Sgt. Doug Cripps spoke about the number of junior hockey players that have been involved in collisions resulting in serious injury or death. He has been talking to Colleen Woodger about some ideas for a program and would like to involve anyone who is interested. We could approach the junior hockey clubs in the late summer/fall during their training camps to deliver some sort of messaging on the perils of driving. Statistics show 18-25 year old males are in a high risk category. They would like to go in and talk to these kids, and also provide pizza for them. He asked for feedback on this idea from Commission members and discussion ensued as follows.

- Ron Cronk noted that the Victoria Royals used to have a police liaison officer associated with them who would deliver these kinds of messages. That might be a place to look and possibly get some ideas.
- Colleen Woodger commented that ICBC just finished their first pilot with the BC Hockey League and a junior A hockey team. Part of that was having some players delivering messages. Having peers talking to peers along with police has a bigger impact. Ways to bring that message include visuals, providing food, hearing from someone who has lived it and the consequences of their actions. Colleen referenced Kevin Brooks as someone who is a very powerful speaker and really resonates with youth. She is in full support and will help where possible. We could do a season of BC hockey, get feedback, and then look at offering it to other groups.
- Paweena Sukhawathanakul commended the idea of needing to target the strategy and messaging specifically. The typical approach to youth awareness campaigns is adult centric. It needs to be about resonating with youth to talk about the social considerations. It's more effective to have someone younger who they can connect with and give them a platform to share what the challenges are. Young people analyze cost and benefit very differently from adults and sometimes the health risks get ignored.
- Colleen Woodger said the information should be presented so they can be empowered to make an informed decision. How they use it is their own choice. Hockey players seem to keep surfacing as high risk.
- Chair Martin noted we have done the data and research, so should be able to move ahead. This project seems to line up with our priorities and we have funds available. Could this be fleshed out and a motion brought back to our next meeting.
- Neil Arason commented that this is a great initiative. It is an opportunity to do something simple and we have our UVic Commission members to help understand how the message can be delivered.
- Murray Fyfe said that as part of their tobacco prevention program, Island Health have partnered with Junior B leagues. They find captains who are keen and get them to take the message out to younger students. He is happy to share their package. We could think about getting some of the messaging around driving included in the P.A.R.T.Y. Program. He also mentioned that we should follow up on getting school district representation on the Commission again.

Action: Add Proposal re Junior B Hockey Youth Outreach to the May 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.

Colleen Woodger said the March distracted driving campaign has just wrapped up. It was a great campaign with a lot of support. In May the speed and high-risk driving campaign takes place and there is lots happening. She will be looking at a regional approach of enforcement and awareness. Police will be making their plans and setting dates for enforcement. She would like to see a message of support coming out from the Commission. Natalia Heilke noted that RoadSafetyBC will be putting out a proclamation that May is motorcycle safety awareness month.

7. Other Business

➤ **School District Representative on the Commission**

Chair Martin noted he would like to follow up on getting a school district representative back on the Commission. John Hicks commented we have reached out to them on a couple of occasions, but we could try again. There are regular meetings held with the school districts and there is contact through the school planning programs. Dr. Murray Fyfe said there are some meetings coming up with school district superintendents over the next couple of months and he will raise this with them and report back in June.

Action: Dr. Murray Fyfe to report back in June re meeting with school district superintendents and possible school district representative on the Commission

8. Member Updates

➤ Vice-Chair Murdock said that the public consultation on the Saanich Road Safety Action Plan has wrapped up. The final version of the plan will be going to Council for approval next month. It will set a solid work plan for Saanich to address some of their high risk corridors and crossings.

➤ **RoadSafetyBC - Natalia Heilke**

- Their comms team are looking at the potential for a whole website update.
- Re social media, they are still only on Twitter, but will be starting up on Facebook and Instagram soon.
- The BC Road Safety Strategy steering committee is back up and running with a new governance. Working groups will be formed and key partnership consultations done soon. There will be a community practice up and running and that is open to more participation. Please reach out if interested. The Steering Committee has held two strategic sessions to figure out what the strategic direction is. A new Road Safety Strategy for BC will be created by the end of 2025 to go through until 2030.
- The interlock ignition program related to impaired driving just got an update. Information is up on the website. Smart Start Canada will be the new service provider and there will be a new fee structure associated with that.
- Safe Systems will be updated as well and will match what a lot of the municipalities are using.

➤ **ICBC – Colleen Woodger**

- The volunteer symposium will be taking place on Monday.
- The Association of Vancouver Island and Coastal Communities convention is on this weekend. ICBC will be there pushing the conversation on road safety.
- They are supporting the CRD active transportation Ready Step Roll program.

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

No update

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

- The evaluation of the online adaption of the P.A.R.T.Y. Program is going to be happening soon and part of that will be surveying students pre and post.
- A project with Public Safety and Solicitor General is getting underway to look at high risk drivers who use cannabis on a regular basis. Please advise Paweena if you know of anyone who would be interested in participating. They are getting a focus group together wanting to understand

participants' self regulatory process, e.g., how do they make decisions before getting behind the wheel. There is compensation for participation.

➤ **CRD – John Hicks**

No update

➤ **Integrated Road Safety Unit – Sgt. Jereme Leslie**

No update

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

No update

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

- May is Motorcycle Awareness Month. Some motorcyclists are making their presence felt on the internet with excessive speeding. Hopefully the motorcycle community will help police identify who they are.

➤ **Capital Bike – Joel Satre**

- Continuing with grants for various programs.
- Still in the process of hiring for leadership positions.

➤ **Walk On, Victoria – Todd Litman**

- Has been contacted by journalists twice in the last month wanting to talk about pedestrian safety issues and has shared the information from the UVic study. Is there any public information to promote about that? A pedestrian walking on a sidewalk has about half the crash rate than if they are forced to walk out on the street and there is a need for better thinking about how to finance filling in the gaps on sidewalks. Having the information available for planners would be helpful for them to respond to criticism re active transportation.
It was noted that we are looking at putting reports on the website to make them available to the public.

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

- There have been some impaired driving crashes in the media lately. They ran their stats in Saanich yesterday and there have been 139 impaired files for the year.

➤ **BC Transit – Dallas Perry**

No update

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

- The maintenance contractor began their sweeping operation for the spring. They have finished Highway 14 and will be moving to the Trans-Canada Highway, then the Pat Bay Highway.

➤ **Island Health – Neil Arason/Murray Fyfe**

- Appreciated hearing from Saanich staff at last month's meeting. It is valuable to connect with people like that.
- They received 23 applications for the Vision Zero grant program and were able to fund 10 throughout the Island. Three are in the CRD: Livable Roads for Rural Saanich –some work on Oldfield Road and Old West Saanich Road around traffic calming; Songhees First Nation – focus on street lighting; Capital Bike - comprehensive cycle and road safety training to middle school students in the CRD.
- There used to be a Coroner's rep on the Commission and could possibly try again to get someone.

➤ **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**

- In the process of working on the video on intersections and trying to get permission for filming on the roads. It is planned to do the next video this summer on road and trail crossings.

9. **Next Meeting**

The next meeting will be held on May 14, 2024 at 1:00 pm. On motion, the meeting adjourned at 2:35 pm.