



## Notice of Meeting and Meeting Agenda Transportation Committee

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Wednesday, October 23, 2019

1:30 PM

6th Floor Boardroom  
625 Fisgard St.  
Victoria, BC V8W 1R7

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D. Blackwell (Chair), C. McNeil-Smith (Vice Chair), S. Brice, B. Desjardins, F. Haynes, L. Helps,  
J. Loveday, R. Martin, R. Mersereau, G. Orr, D. Screech, C. Plant (Board Chair, ex-officio)

### 1. Territorial Acknowledgement

### 2. Approval of Agenda

### 3. Adoption of Minutes

#### 3.1. [19-776](#) Minutes of the July 24, 2019 Transportation Committee

**Recommendation:** That the minutes of the Transportation Committee meeting of July 24, 2019 be adopted as circulated.

**Attachments:** [Minutes July 24, 2019](#)

### 4. Chair's Remarks

### 5. Presentations/Delegations

### 6. Committee Business

#### 6.1. [19-843](#) 2019-2022 Transportation Service Planning

**Recommendation:** That the Transportation Committee recommends to the Capital Regional District Board: That the initiatives proposed in the provisional budget related to the Transportation Committee mandate (Appendix A: Community Needs Summary -Transportation) be advanced to the October 30, 2019 Provisional Budget review process.

**Attachments:** [Staff Report: 2019-2022 Transportation Service Planning](#)  
[Appendix A: 2020 Community Needs Summary - Transportation](#)  
[Appendix B: 2019-22 Service Planning and Budget Process](#)

#### 6.2. [19-837](#) Traffic Safety Commission Minutes for Information

**Recommendation:** That the following minutes of the Traffic Safety Commission meetings be received for information:

1. July 11, 2019
2. August 8, 2019
3. September 12, 2019

- Attachments:**      [Minutes: Traffic Safety Commission - July 11, 2019](#)  
[Minutes: Traffic Safety Commission - August 8, 2019](#)  
[Minutes: Traffic Safety Commission - September 12, 2019](#)

**7. Notice(s) of Motion**

**8. New Business**

**9. Adjournment**

Next Meeting: November 27, 2019

## Meeting Minutes

### Transportation Committee

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Wednesday, July 24, 2019

1:30 PM

6th Floor Boardroom  
625 Fisgard St.  
Victoria, BC V8W 1R7

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**PRESENT:**

Directors: D. Blackwell (Chair), C. McNeil-Smith (Vice Chair), S. Brice, B. Desjardins, K. Harper ( for F. Haynes), L. Helps, J. Loveday, R. Martin, R. Mersereau, G. Orr, D. Screech, C. Plant (Board Chair, ex-officio)

Staff: R. Lapham, Chief Administrative Officer; K. Lorette, General Manager, Planning and Protective Services; E. Gorman, Deputy Corporate Officer; J. Hicks, Senior Transportation Planner, Regional and Strategic Planning; S. Closson, Committee Clerk (Recorder)

Guests: Peter Webber, Ministry of Transportation and Infrastructure; John Steiner, Urban Systems; Dr. M. Fyfe, Chair, Traffic Safety Commission

The meeting was called to order at 1:30 pm.

#### 1. Territorial Acknowledgement

Chair Blackwell provided the territorial acknowledgement.

#### 2. Approval of Agenda

**MOVED by Director Mersereau, SECONDED by Director Desjardins,  
That the agenda for the July 24, 2019 Transportation Committee meeting be  
approved, with additional time for both presentations.  
CARRIED**

#### 3. Adoption of Minutes

##### 3.1. [19-649](#) Minutes of the April 24, 2019 Transportation Committee Meeting

**MOVED by Director McNeil-Smith, SECONDED by Director Brice,  
That the minutes of the Transportation Committee meeting of April 24, 2019 be  
adopted as circulated.  
CARRIED**

#### 4. Chair's Remarks

Chair Blackwell updated the Committee on the recent call with Minister Trevena regarding the South Island Multi-Modal Transportation Plan.

#### 5. Presentations/Delegations

- 5.1. [19-700](#) Presentation: Peter Webber, Ministry of Transportation and Infrastructure and John Steiner, Urban Systems Re: South Vancouver Island Multi-Modal Transportation Plan Update

Peter Webber and John Steiner spoke to updates on the South Vancouver Island Multi-Modal Transportation Plan.

Discussion ensued on the following:

- Rail corridor
- Final plan by 2020
- Plans for public consultations

- 5.2. [19-701](#) Presentation: Dr. Murray Fyfe, Chair, Traffic Safety Commission Re: Annual Report

Dr. Murray Fyfe provided an update on the Traffic Safety Commission Annual Report.

Discussion ensued on the following:

- Funding sources
- Vision Zero
- Public education and campaigns
- Board recommendations

## 6. Committee Business

- 6.1. [19-548](#) Traffic Safety Commission Minutes for Information

**MOVED by Director Orr, SECONDED by Director Desjardins,  
That the following minutes of the Traffic Safety Commission meetings be received for information:**

1. January 10, 2019
2. February 14, 2019
3. March 14, 2019
4. April 11, 2019
5. May 9, 2019
6. June 13, 2019

**CARRIED**

## 7. Notice(s) of Motion

There were no Notice(s) of Motion.

## 8. New Business

There was no new business.

## 9. Adjournment

**MOVED by Director Orr, SECONDED by Director Martin,  
That the July 24, 2019 Transportation Committee meeting be adjourned at 3:26 pm.**

CARRIED

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Recorder



**REPORT TO THE TRANSPORTATION COMMITTEE  
MEETING OF WEDNESDAY, OCTOBER 23, 2019**

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**SUBJECT**    **2019-2022 Transportation Service Planning**

**ISSUE**

To provide the Transportation Committee with an overview of relevant initiatives undertaken by Regional and Strategic Planning in relation to transportation in 2019 and planned for 2020 to deliver on approved Board Priorities and the Corporate Plan.

**BACKGROUND**

The Board completed its strategic planning early in 2019 and subsequently approved the *Capital Regional District (CRD) Board Strategic Priorities 2019-2022*. Top priorities included:

1. Community Wellbeing – Transportation & Housing
2. Climate Action & Environmental Stewardship
3. First Nations Reconciliation
4. Advocacy, Governance & Accountability

Following Board confirmation of priorities, staff prepared the 2019-2022 CRD *Corporate Plan* to identify potential initiatives to advance Board priorities. The Corporate Plan also identified initiatives to deliver on the CRD's established service mandates, approved plans and corporate priorities. Progress on the priorities is reported quarterly under the corporate priorities dashboard.

The Corporate Plan identified six initiatives under *Community Wellbeing – Transportation*, that fall under the Transportation Committee's mandate. Appendix A *Community Needs Summary – Transportation* identifies core service levels and new initiatives proposed for 2020.

The Service Planning process gathered information necessary to assemble a provisional budget for Committee and Board review. The purpose of this report is to explain how the Regional and Strategic Planning provisional budget connects to Board Priorities and the Corporate Plan.

A staff report (Appendix B) outlines the 2019-2022 Service Planning and Budget Process and was received at the October 2, 2019 Governance and Finance Committee.

**ALTERNATIVES**

*Alternative 1:*

That the Transportation Committee recommends to the Capital Regional District Board:

That the initiatives proposed in the provisional budget related to the Transportation Committee mandate (Appendix A: *Community Needs Summary –Transportation*) be advanced to the October 30, 2019 Provisional Budget review process.

*Alternative 2:*

That the Transportation Committee recommends to the Capital Regional District Board:

That the initiatives proposed in the 2020 provisional budget related to the Transportation Committee mandate (Appendix A: *Community Needs Summary –Transportation*) be referred back to staff for additional information.

## **DISCUSSION**

Initiatives identified in the Corporate Plan (including Board Priorities) cannot be undertaken without resourcing. The Board determines resourcing through its annual review and approval of financial plans. To support the Board's decision-making, staff, through the service planning process, provide recommendations on funding, timing and service levels.

## **FINANCIAL IMPLICATIONS**

All Transportation initiatives identified in Appendix A – Community Need Summary are funded through Regional and Strategic Planning and the Traffic Safety Commission core budgets and reserve transfers. Inclusion of proposed new initiatives would have no new budget implications for 2020.

### 2a-1

CRD staff will continue to work closely with the Ministry of Transportation and Infrastructure (MoTI) and BC Transit staff on both the technical working group and steering committee of the South Vancouver Island Multi-Modal Transportation Plan. This work is being done with existing resources.

### 2a-2

CRD staff continue to engage with MoTI staff on both the E and N corridor assessment and the freight and commuter service assessments. This work is being done with existing resources.

### 2b-1

CRD staff continue to work with staff from municipal governments, electoral areas, BC Transit, MoTI and other provincial government departments and crown corporations to advance multi-modal transportation initiatives in the region. The CRD coordinates regional transportation meetings and seminars amongst all key partners. This work is being done with existing resources.

### 2b-2

Each year the CRD works with five schools from across the region to encourage children and their caregivers, staff and the local community to choose active transportation trips as part of their daily routines. CRD staff work very closely with municipal and electoral area partners, and the school community to achieve an uptake in active transportation. This work is being done with existing resources.

### 2c-1

Each year the CRD delivers cycling and traffic counts for key transportation corridors across the region. This is done through a combination of automated counters and a dedicated pool of over 100 community volunteers. The data is shared on publically accessible websites and is widely used in decision making and reporting by both public and private sector organizations. There is also a high demand for this data from academic institutions undertaking localized research studies. Additional data is collected on less regular cycles including the extensive Origin and Destination Household Travel Survey that provides regional and municipal mode share splits and a wealth of data on how residents move across the region. This work is being done with existing resources.

2d-1

The CRD oversees the operation of the CRD Traffic Safety Commission which delivers transportation education and marketing campaigns. The Commission is made up of experts in transportation safety from such entities as the Coroners Service, the Chief Medical Office, ICBC, municipal police forces, RCMP, media experts and school board staff. This work is being done with existing resources.

**BOARD PRIORITY IMPLICATIONS**

Transportation initiatives advance Board priorities and the Corporate Plan. Board approval of the budget/financial plans will enable staff to effectively and efficiently deliver services as outlined in the Board's priorities and Corporate Plan.

**CONCLUSION**

Effectively and transparently aligning financial planning to Board Priorities/Corporate Plans is considered a governance best-practise. Regional and Strategic Planning Initiatives that advance Board priorities and the Corporate Plan will be funded through the division and Traffic Safety Commission core budgets and transfers from reserves. Regional and Strategic Planning has identified no new budget implications for 2020.

**RECOMMENDATION**

That the Transportation Committee recommends to the Capital Regional District Board:

That the initiatives proposed in the provisional budget related to the Transportation Committee mandate (Appendix A: *Community Needs Summary –Transportation*) be advanced to the October 30, 2019 Provisional Budget review process.

Submitted by:	John Hicks, MCIP, RPP, Transportation Planner, Regional & Strategic Planning
Concurrence:	Kevin Lorette, P.Eng., MBA, General Manager Planning & Protective Services
Concurrence:	Nelson Chan, MBA, CPA, CMA, Chief Financial Officer
Concurrence:	Robert Lapham, MCIP, RPP, Chief Administrative Officer

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Attachments: Appendix A: 2020 Community Needs Summary – Transportation  
Appendix B: 2019-2022 Service Planning and Budget Process



# COMMUNITY NEED SUMMARY

## Transportation

### Strategy

#### Target Outcome

We envision that residents have access to convenient, green and affordable multi-modal transportation systems that enhance community well-being.

#### Related Strategies

- [Regional Transportation Plan](#)
- [Regional Housing Affordability Strategy](#)
- [Regional Growth Strategy](#)

#### Core Service Levels

- Conduct annual bicycle and vehicle counts and provide public access to data
- Apply regional transportation data model to regional and sub-regional projects, on demand
- Contribute data and expertise to support inter-jurisdictional transportation projects and initiatives
- Implement and monitor the Regional Transportation Plan including the Pedestrian and Cycling Master Plan
- Fulfill custom information, data and mapping requests, on demand
- Conduct special studies as directed
- Provide support, expertise and information to CRD divisions and departments, etc.
- Enable the CRD, local governments and other agencies to advance active transportation infrastructure and programming
- Deliver active school travel planning services
- Undertake safety education campaigns
- Facilitate evidence based research on safety initiatives and work with partners to apply

#	Initiatives	Description	Implement- ation Year	New FTEs For 2020	Budget Impact
2a-1	Multi-modal Transportation System	Work with government/community partners to plan for & deliver an effective, long- term multi-modal transportation system & to increase use of public transit, walking & cycling	2020		Already funded
2a-2	E&N Corridor	Protect the E&N Corridor as a transportation corridor & participate in a Provincial working group to come to agreement on the future use of the E&N corridor	2019		Already funded
2b-1	Partner Collaboration for Multi-modal Transportation	Collaborate with partners to increase the number of people walking, biking or taking the bus	2019		Already funded
2b-2	School Transportation Planning	Deliver active & safe routes to school planning services	2019		Already funded
2c-1	Regional Transportation Data	Enhance collection & dissemination of regional transportation data	2019		Already funded
2d-1	Traffic Safety Education	Collaborate with stakeholders to provide traffic safety education	2020		Already funded

# Business Model

## Value Proposition

The Regional and Strategic Planning division collaborates with municipalities, electoral areas and provincial agencies to improve inter-municipal transportation for people and goods movement. The division collects and disseminates transportation data and is responsible for the Regional Transportation Plan. The division also provides administrative oversight of the Traffic Safety Commission and delivers school travel planning services.

## Who Contributes

- All municipalities
- All EAs
- Tsawout Nation
- Songhees Nation

# Metrics

## Metric #1

**Target:** Achieve a transportation system that sees 42% of all trips made by walking, cycling and transit by 2038.

**Current Status:** Progress is being made toward this target. The past three Origin Destination Surveys show steady increases in active transportation and transit mode share over the past decade and is currently at 26.7%.

## Metric #2

**Target:** Five schools to participate in the regional active and safe routes to school travel planning process each year.

**Current Status:** This target has been achieved.



Making a difference...together

## REPORT TO THE GOVERNANCE AND FINANCE COMMITTEE MEETING OF WEDNESDAY, OCTOBER 2, 2019

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**SUBJECT**    2019-2022 Service Planning and Budget Process

### **ISSUE**

To provide the Governance and Finance Committee with an overview of initiatives undertaken in 2019 and planned for 2020 to deliver on approved Board Priorities and the Corporate Plan.

### **BACKGROUND**

The Board completed its strategic planning early in 2019 and subsequently approved the *CRD Board Strategic Priorities 2019-2022*. Top priorities included:

1. Community Wellbeing – Transportation & Housing
2. Climate Action & Environmental Stewardship
3. First Nations Reconciliation
4. Advocacy, Governance & Accountability

Related to the above, the Board also identified 18 specific initiatives to be started/completed over its four-year term (Attachment 1).

Following Board confirmation of priorities, staff prepared the 2019-2022 CRD *Corporate Plan* to identify potential initiatives to advance Board Priorities. The Corporate Plan also identified initiatives to deliver on the CRD's established service mandates, approved plans and corporate priorities. Progress on the priorities is reported quarterly under the Corporate Priorities Dashboard.

Following completion of the Corporate Plan, staff commenced annual Service Planning. The Service Planning process identified resource implications to implement the Corporate Plan initiatives (including Board Priorities) as well as proposed adjustments to service levels and other departmental initiatives. The Service Planning process gathered information necessary to assemble a provisional budget for Committee and Board review.

### **DISCUSSION**

Initiatives identified in the Corporate Plan cannot be undertaken without resourcing. The Board determines resourcing through its annual review and approval of financial plans. To support the Board's decision-making, staff, through the Service Planning process, provide recommendations on funding, timing and service levels to achieve the initiatives in the Corporate Plan.

In past years, service planning was undertaken division-by-division, with review and consideration of alignment and connection to Board Priorities and the Corporate Plan made primarily at the executive level. Staff have revised the Service Planning process to better align budget proposals to Board Priorities.

The revised Service Planning process centres on the preparation of business cases that outline the operational and cost implications of each initiative in the Corporate Plan as well as any proposed new operational initiatives. Specifically, the business cases capture the following information:

- drivers for new initiatives (is it a Board Priority, Corporate Priority or an initiative from an approved strategic plan?);
- community needs being responded to;
- how the initiative will make a difference;
- whether there is a need for additional resources;
- timing of the proposed initiative;
- cross-divisional staff effort required to complete the initiative;
- costs;
- funding sources;
- readiness to proceed;
- alternatives; and
- risks.

Divisional Managers completed business cases for their areas of responsibility, much like they previously completed divisional service plans. Departmental General Managers reviewed the business cases. Finally, the Executive Leadership Team assessed the business cases and prioritized/recommended those now being advanced for Committee/Board approval. Business cases were prepared and reviewed in consideration of the core service mandate and responsibility, key drivers, community needs, the most effective service delivery approach and the impact on other departments in the organization. In addition, departments identified the value proposition and key performance metrics associated with each community need.

Among the Board-directed initiatives, the items being advanced to the Standing Committees and Commissions are either currently underway or if requiring additional resources, have been incorporated in the proposed 2020 provisional budget. Remaining items are proposed to be considered for the 2021-2022 budgets unless Committees/Commissions direct advancing these initiatives earlier. Staff have also identified a number of departmental initiatives that will advance items that are strategies or have been identified by Committees and Commissions. The proposed new initiatives that require additional funding have been reflected in the provisional budget.

## **IMPLICATIONS**

Committee/Commission/Board feedback on proposed new initiatives will be used to finalize budgets and financial plans. The budget review will identify the impact of core inflation, highlight key cost drivers, and explain changes in year over year costs. The provisional budget has been prepared in alignment with the Board approved budgeting guidelines and will be presented at the October 30, 2019 Committee of the Whole meeting.

Board approval of the budget/financial plans will enable staff to effectively and efficiently deliver services. Service delivery feedback will set the stage for the Board's annual review of its priorities.

**CONCLUSION**

Staff has revised the Service Planning process to effectively and transparently align financial planning to implement Board Priorities and the Corporate Plan. As this is a significant process change additional work will be undertaken to improve this process each year. The initiatives brought forward for 2020 have been evaluated in consideration of the organizational capacity, alignment with existing core service delivery and with regard to the financial impacts.

**RECOMMENDATION**

That the Governance and Finance Committee received this report for information.

Submitted by:	Kevin Lorette, P.Eng., MBA, General Manager Planning & Protective Services
Concurrence	Nelson Chan, MBA, CPA, CMA, Chief Financial Officer
Concurrence	Robert Lapham, MCIP, RPP, Chief Administrative Officer

Attachments: Attachment 1 - 2019-2022 CRD Board Priorities on a Page

Priorities	Community Wellbeing – Transportation & Housing	Climate Action & Environmental Stewardship	First Nations Reconciliation	Advocacy, Governance & Accountability
Initiatives	<ul style="list-style-type: none"> <li>• Work with government/community partners to plan for and deliver an effective, long-term regional multi-modal transportation system and to increase use of public transit, walking and cycling.</li> <li>• Protect the E&amp;N Corridor as a transportation corridor and participate in a Provincial working group to come to agreement on the future use of the E&amp;N corridor.</li> <li>• Create and deliver more affordable housing across the region in a manner aligned with the Regional Growth Strategy in order to address the needs of a diverse &amp; growing population, including vulnerable residents.</li> </ul>	<ul style="list-style-type: none"> <li>• Declare a Climate Emergency and take a leadership role to pursue regional carbon neutrality by 2030.</li> <li>• Work with local governments to further reduce emissions from buildings, transportation and solid waste.</li> <li>• Explore additional opportunities for resource recovery and identify best practices to further reduce waste, increase recycling and find beneficial uses for waste.</li> <li>• Ensure appropriate funding for parks and trails infrastructure, improvements and maintenance by updating the Regional Parks Strategy with consideration to ecological, recreation and reconciliation principles, land acquisition capacity, and expanded partnerships with First Nations and parks user groups.</li> <li>• Develop model bylaws and best practices for use by municipalities and electoral areas.</li> </ul>	<ul style="list-style-type: none"> <li>• Look to First Nations for leadership in understanding how to create new regional planning and decision-making systems together on their Traditional Territories.</li> <li>• Seek partnerships, share information and deliver fair and equitable services in working with First Nations on achieving their economic goals.</li> <li>• Work with First Nations on taking care of the land and water while providing space for cultural and ceremonial use, food and medicine harvesting, traditional management practices and reclaiming Indigenous place names.</li> <li>• Prepare an ecological asset management plan that includes natural infrastructure, First Nations guiding principles, First Nations language and place names, historical uses and invasive species management.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an advocacy strategy to ensure all occupied properties have the opportunity to access high-speed internet services.</li> <li>• Develop a comprehensive strategy and operational review to reflect the unique needs and governance of each electoral area.</li> <li>• Explore more comprehensive regional coordination of emergency services, including an assessment of regional hazards, risks and vulnerabilities.</li> <li>• Achieve triple bottom-line sustainable budgets through innovation and streamlining while recognizing the need for infrastructure revitalization and accountability to taxpayers.</li> <li>• Seek 100% participation in the CRD arts function and facilitate a discussion of the region’s art facility needs.</li> <li>• Explore how the CRD can best contribute to regional economic development.</li> </ul>
Desired Outcomes	<ul style="list-style-type: none"> <li>• We envision that residents have access to affordable housing and convenient, green and affordable multi-modal transportation systems that enhance community wellbeing.</li> </ul>	<ul style="list-style-type: none"> <li>• We envision reduced GHG emissions, triple-bottom line solutions and progress on adaptation.</li> </ul>	<ul style="list-style-type: none"> <li>• We envision strong relationships with First Nations based on trust and mutual respect, partnerships and working together on shared goals.</li> </ul>	<ul style="list-style-type: none"> <li>• We envision effective advocacy, coordinated, collaborative and transparent governance of our committees and commissions, and fiscal/corporate accountability.</li> </ul>

# CRD Corporate Priorities on a Page

## Business Capacity & Continuity

We will further advance our workforce planning and Organizational Health & Safety programs to support organizational capacity and resilience.

## Fiscal Responsibility

We will integrate asset management and risk analysis into our capital planning processes to strengthen our fiscal management practices and support resource sustainability.

## Transparency

We will streamline our service planning tools and establish KPIs to effectively track and report progress on Board Priorities, Corporate Priorities and operational service activities, thereby enhancing accountability.

## Efficiency & Collaboration

We will develop a partnership directory and guidelines document to guide staff and existing/potential partner groups and enable greater collaboration.

## Customer Service

We will enhance our systems and policies to respond to evolving best practices, adhere to legislative requirements, and provide efficient, accessible, customer service.





**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, July 11, 2019**  
**Greek Community Hall, 4648 Elk Lake Drive, Victoria**

**Members:** Erin Anderson, RoadSafetyBC  
Corey Burger, Greater Victoria Cycling Coalition  
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact  
Chris Foord, Community Member (Vice-Chair)  
Dr. Murray Fyfe, Island Health (Chair)  
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)  
Todd Litman, Walk On, Victoria  
Cliff McNeil-Smith, CRD Director  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** Kate Berniaz, CRD  
Deputy Chief Ray Bernoties, Oak Bay Police  
S/Sgt. Marc Chateau, Saanich Police  
Cst. Bruce Johnson, Sidney/North Saanich RCMP  
Sgt. Shannon Perkins, Victoria Police  
Dr. Richard Stanwick, Island Health

**Regrets:** S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit  
Shawn Haley, Ministry of Transportation and Infrastructure  
Janelle Hatch, Island Health  
Bill Laughlin, Vancouver Island Safety Council  
Alan Perry, Media  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

**Recording Secretary:** Arlene Bowker

**1. Approval of Agenda**

**MOVED** by Frederick Grouzet, **SECONDED** by Chris Foord, that the agenda be approved as distributed. **CARRIED**

**2. Approval of Minutes – June 13, 2019**

**MOVED** by Judy Dryden, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on June 13, 2019 be approved as distributed with the following revision:

- Page 4, the third bullet under Youth and Children should read: Judy was in the Oak Bay Police booth at the Oak Bay market on June 12 with a Child Passenger Safety Educator from the Oak Bay Police Department staff. They were able to talk to approximately 60 families about car seats and booster seats. **CARRIED**

**3. Chair's Remarks**

Chair Fyfe mentioned the cheque that was presented to the TSC last month for the Sarah Beckett Memorial Scholarship in the amount of \$20,000, which were the proceeds of the Sarah Beckett Memorial Run. Chris Foord attended the official presentation on June 26. The application deadline for the scholarship has been extended to July 26.

**Action: Chair Fyfe will discuss management of the scholarship funds with John Hicks**

Chair Fyfe distributed a poster re perceptions of neighbourhood road safety and active modes of transportation that the Island Health provincial injury prevention working group had been working on. Fraser Health did a province-wide survey of over 800 people looking at perceptions on different aspects of neighbourhood safety that would either encourage or discourage people from using biking and walking as modes of active transportation. The poster shows data for the whole province but Chair Fyfe will get data for Vancouver Island and bring to a future meeting for the Commission to look at.

Erin Anderson asked if this was being filtered into the Ministry of Transportation's active transportation strategy. MOTI have a commitment to double the amount of active transportation by 2030 and one challenge they are having is data, i.e., what is the current baseline and how to measure the results.

They are requesting local governments and other organizations to help provide data. Chair Fyfe replied that he is not aware if this has been done but he will check.

The TSC has been invited to give their annual presentation to the CRD Transportation Committee on July 24. Chair Fyfe will attend and present information on last year's work and current priorities.

Chair Fyfe proposed that a communications working group be formed to work with Alan Perry on issues such as deciding on messaging around our priorities, engaging with the media, social media, etc. Chris Foord, Ray Bernoties and Cliff McNeil-Smith volunteered to be part of this working group.

**Action: Chair Fyfe will request participation by John Hicks and follow up with Alan Perry**

Chair Fyfe also proposed establishing a second working group to look at data and evidence. Our campaigns should be evidence-based so we need to look at various CRD data to see what it's telling us our priorities should be, then on an ongoing basis looking at their evidence and considering published literature, information from other jurisdictions, etc. Murray Fyfe, Frederick Grouzet, Corey Burger and Todd Litman will be on this working group.

Corey Burger mentioned the Interact mid-sized city project which is looking at biking in Victoria and other cities and how it is affecting physical activity and well-being. They will be doing a telephone survey in the fall and are asking to partner with groups like the CRD, City of Victoria, GVCC, etc. This will be an opportunity to be able to contribute to the project.

Chair Fyfe advised that we are waiting to get a quote back from the Greek Community Centre on the cost of holding the TSC meetings here again in 2020.

Cst. Shannon Perkins provided information from a recent meeting with the Traffic Injury Research Foundation re the Drop it and Drive education program which is focused on preventing distraction-related road user fatalities and injuries and looking at alternative measures for distracted driving tickets. Research indicates that education is more effective in modifying behaviour than monetary penalties and discussion is focusing on what is the best way to do this. Karen Bowman is the Director of Drop it and Drive and Shannon suggested we invite her to come and speak to a TSC meeting. Shannon's opinion is that a good place for the program to fall would be under the jurisdiction of the JJP, so that when a person receives a ticket and goes before the JJP, he/she can dispense alternative measures. Karen has data around what has been seen in terms of behaviour change for people that have been involved.

**Action: Chair Fyfe will contact Karen Bowman about presenting to the TSC in September**

#### 4. Priority Business

➤ **Budget Update**

No change from last month

➤ **Advertising**

• **Chek TV/CTV**

Deferred to next meeting

➤ **Strategic Planning for 2019**

• **Be Truck Aware Campaign**

Erin Anderson provided an update and said there is an approval form that needs to be completed in order to be able to use the original materials that had been produced for the Road Safety Strategy truck campaign. Erin confirmed that the materials must remain as they were originally developed and not be modified.

Corey Burger asked whether sideguard issues had been considered in the campaign and whether this is something that RoadSafetyBC will be looking at in the future. Erin replied that the campaign was about educating drivers on how to drive around commercial vehicles and did not get into any type of specifications around the trucks themselves. The Auditor General has put out a report on commercial vehicle safety, with education and awareness being a topic of that. Conversation is taking place within government on what that might look like in terms of education. Erin will keep the issue of sideguards in mind as discussions take place.

A link to the RoadSafetyBC Be Truck Aware materials was recently distributed. The TSC would be able to use pieces of this material and replace others if desired, e.g., dash cam video. Chair Fyfe said we may need to use the existing material so that we can get this campaign started.

- **Cruise with Courtesy Campaign**

This campaign could possibly be done in the fall and it was suggested we could use some of the existing CRD information.

**Action: Kate Berniaz will bring the CRD information to next month's meeting for review**

- **Pedestrian/Cyclist Safety and Visibility**

There were ideas presented on this topic at last month's meeting. The UVic focus group can assist with reviewing possible messaging. Colleen Woodger commented that the ICBC pedestrian visibility campaign will be rolled out in October/November.

The following issues were raised during discussion on this topic.

- Todd Litman mentioned that he had sent around some ideas taken from other jurisdictions and commented that Cruise with Courtesy was not very specific in giving motorists guidance on how to interact with pedestrians and cyclists. There are some good examples from other communities that emphasize the importance of passing distance, and some other guidance clarifying pedestrian rights to cross roads, what a crosswalk is, and breaking it down to very simple messages and emphasizing that those pedestrians and cyclists are your neighbours. Todd suggested that over time we could either copy those materials or develop our own. He is concerned that the key message we are conveying this year is that cyclists and pedestrians need to take more responsibility for being visible, while research finds that the majority of pedestrian/cyclist casualties are at least partly caused by driver error. He would like to see more messages conveying to motorists what their responsibility is.
- Colleen Woodger said that messaging is balanced for all road users. She believes that vulnerable road users do need to be more careful as they have nothing protecting them and she doesn't believe it is a negative thing. Corey Burger commented that he disagrees with the word balance. When the City of Vancouver looked at collisions around walking and biking, the majority of fault was with motorists. Our purpose is to make CRD roads safer and most of our messaging should be aimed at the people who are causing the problems on the road.
- Shannon Perkins commented that each road user has a responsibility to make sure they are safe, and all road users can benefit from education which will improve road safety for everyone.
- Chair Fyfe noted that we don't want to lose the visibility message as any message around speed or distraction will save the lives of vulnerable road users. If there's an opportunity for getting out a specific message that evidence shows we are missing, then we should do that.
- Todd Litman said that we need to clarify messaging around pedestrians and cyclists right to use roads, right to cross even if there's not a marked crosswalk, the concept of shy distance and the general message that pedestrians and cyclists are particularly vulnerable which adds a very specific point about why motorists should drive slower.
- Erin Anderson mentioned that as part of the Road Safety Strategy, a best-practices guide for road user education has been prepared and is now being finalized. The main scope of the document is to pull together examples of education campaigns, and to attach some nudging aspects to those campaigns. Nudging is something to help someone to make a good decision. The guide addresses all road users and gives nudge type activities to help shape or change behaviour. It is oriented to organizations that want to undertake education campaigns and could be relevant for the TSC.
- Richard Stanwick said he believes that there needs to be a bridge between the communications and evidence committees and suggested that they should meet periodically.
- Shannon Perkins commented that the Vic PD are working on something funny to try and get people to pay attention. They are thinking of getting little cars, bikes, and motorcycles and filming an educational video at an intersection. She will bring it to the TSC once it is completed. Frederick Grouzet said that short videos of less than a minute work,

especially for youth. Ray Bernoties commented that having youth engaged goes a lot further. If they create it, they will put it on various social media and it will have a chance of more viral response by youth.

- Richard Stanwick noted that a recent survey of viewing habits of youth showed that 50% of individuals did not exclusively look at programming, but were doing other things concurrently. How do you get the point across that something is such a difficult activity that it really does require your full attention?
- Todd Litman commented that we can be too youth oriented. Senior drivers have a particularly high per km crash rate and we should have more education oriented to seniors. Richard Stanwick replied that a 15-year review showed messaging has been over skewed to seniors and this is an attempt to get some balance back.
- Corey Burger suggested that messaging be flipped to propose places people can text, i.e., public transit, rather than just saying don't text. Colleen Woodger commented that this message has already been on the side of buses. She also said that ICBC has really ramped up their education for seniors province-wide.
- Frederick Grouzet said messaging should focus on time, not place, i.e., it's not urgent, you can wait until the next opportunity to text.
- Judy Dryden commented regarding seniors and driving that it would be easy to promote the message that things have changed and encourage people to go online and review the driver's manual. Colleen Woodger said ICBC does encourage everyone to do this.

**Action: Chair Fyfe will follow up with Alan Perry**

- **Road/Sidewalk/Trail User Attitudes – Take it Seriously**  
No discussion

- **Cst. Sarah Beckett Memorial Scholarship**  
Update already given

#### 5. **Business Arising from the Previous Minutes**

- **TSC Membership – Confirmation of representative from Coroners Service**  
Deferred to next meeting.

#### 6. **Member Updates**

- **RoadSafetyBC**
  - Erin Anderson reported that later this month an announcement will be made regarding the first five cameras that will be coming on-line for speed activation as part of the intersection safety camera program.
- **ICBC**
  - Colleen Woodger said that it's impaired driving month. The police are doing an amazing job of getting roadblocks out and unfortunately finding some impaired drivers. If anyone has an opportunity to support that messaging, please get it out as far as you can. She also noted that a significant number of mature Drive Smart programs are taking place and that she has been spending a lot of time with speed watch volunteers. She has started to work on planning the distracted driving campaign for September.
- **Youth and Children**
  - Judy Dryden reported that along with Dr. Stanwick and Jocelyn Pedder, they have been working on a special needs reporting document. It was sent out to therapists to get feedback. Some adjustments have been made and it will be sent out again for field testing. The document is pertaining to children who can't be accommodated in standard seats or in special needs seats that are available in Canada and looking at what sorts of resolutions are available, and also gathering some data. Richard Stanwick said the idea is to produce a local product, refine its utility, test it province-wide and then make it widely available.
- **Seniors**  
No update

➤ **CRD**

- Kate Berniaz noted that Walk and Wheel to School Week will be in October. Thanks to the TSC for funding the new bookmarks with safety information. She also mentioned that the provincial active transportation strategy was recently released and that includes a new active transportation design guide. Training opportunities for municipal staff are being looked at so the guidelines can be used. As well, out of that strategy, hopefully there will be some funding coming for youth bike skills.

➤ **IRSU**

No update

➤ **CVSE**

No update

➤ **Vancouver Island Safety Council**

No update

➤ **GVCC**

- Corey Burger noted that the contractor has finished the Be Bright Campaign and he will bring more information on that to the August meeting. Good feedback was received on what could be done next time in terms of reaching out to people.

➤ **Walk On, Victoria**

- Todd Litman invited feedback on the document he circulated if anyone has any more information on effective safety campaigns oriented to active transportation.

➤ **Municipal Police Forces**

- S/Sgt. Marc Chateau, Saanich Police, said that on Wednesday the police had a strict enforcement day and issued over 100 tickets for speeding and distracted driving in a very short period, and towed vehicles for excessive speeding.
- Cst. Bruce Johnson, Sidney/North Saanich RCMP, noted they are focusing on impaired enforcement on Friday and Saturday nights and have received some extra funds from IRSU.
- Sgt. Shannon Perkins, Victoria Police, said they are dealing with conflict between user groups, partly due to traffic congestion, road construction, and the increase in tourism, all of which are causing a lot of frustration. It's interesting to see that what's really happening compared to what people think is happening can be quite different. The police have been working with CVSE because all the large trucks used for the construction projects are a concern. The construction on the Bay Street bridge is causing a lot of problems as well.
- Deputy Chief Ray Bernoties said one issue of concern is speeding on residential streets. A lot of the vehicles are going only a few kilometres over the speed limit and it is really isn't enforceable, however, for pedestrians it feels like the vehicles are going very fast. The police will sometimes go with the homeowner who has complained and show them the radar. There seems to be general driver apathy for road safety.

➤ **BC Transit**

No update

➤ **MOTI**

No update

➤ **Working Group for UVic Centre on Youth and Society Joint Project**

It is planned to meet before the August TSC meeting

7. **Other Business**

8. **Next Meeting**

The next meeting will be held on August 8, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:27 pm.

**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, August 8, 2019**  
**Greek Community Hall, 4648 Elk Lake Drive, Victoria**

**Members:** Erin Anderson, RoadSafetyBC  
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact  
Chris Foord, Community Member (Vice-Chair)  
Dr. Murray Fyfe, Island Health (Chair)  
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)  
Janelle Hatch, Island Health  
Bill Laughlin, Vancouver Island Safety Council  
Todd Litman, Walk On, Victoria  
Cliff McNeil-Smith, CRD Director  
Alan Perry, Media  
Cpl. Scott Seutter, CRD Integrated Road Safety Unit (for S/Sgt. Ron Cronk)

**Associates:** S/Sgt. Marc Chateau, Saanich Police  
John Hicks, CRD  
Jocelyn Pedder, Transport Canada  
Dallas Perry, BC Transit

**Regrets:** Corey Burger, Greater Victoria Cycling Coalition  
Shawn Haley, Ministry of Transportation and Infrastructure  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Recording Secretary:** Arlene Bowker

**1. Approval of Agenda**

**MOVED** by Janelle Hatch, **SECONDED** by Cliff McNeil-Smith, that the agenda be approved as distributed. **CARRIED**

**2. Approval of Minutes – July 11, 2019**

**MOVED** by Chris Foord, **SECONDED** by Alan Perry, that the minutes of the meeting held on July 11, 2019 be approved as distributed. **CARRIED**

**3. Chair's Remarks**

Chair Fyfe gave a summary of his presentation to the CRD Transportation Committee in mid-July on recent activities and upcoming initiatives of the TSC and noted the presentation was well received. Among other topics, Chair Fyfe talked about the TSC intersection campaign carried out in the past year and initiatives around car seats. There was also interest in the Cst. Sarah Beckett Memorial Scholarship and Committee members were pleased to hear about the \$20,000 donation received from the Sarah Beckett memorial run. Upcoming projects with UVic and the Be Truck Aware campaign were discussed and the feedback received was that the truck awareness campaign would be very valuable, along with anything that can be done to encourage visibility. Vision Zero was also discussed and the Committee encouraged the Commission to continue to try and pursue Vision Zero and see what can be done within the CRD.

It was suggested that TSC members could attend Transportation Committee meetings more often to offer advice, in addition to doing education campaigns. Appreciation was expressed for the work of the TSC.

**4. Priority Business**

➤ **Budget Update**

John Hicks advised there have been no changes to the budget. There is approximately \$10,000 that has been set aside for advertising, and an additional \$3,000-\$4,000 remaining after that.

➤ **Advertising**

- **Chek TV/CTV**

Alan Perry contacted Chek TV regarding the proposal they had sent earlier to get additional information. He also asked CTV for a proposal and that has just been received.

**Action: Alan Perry, Chris Foord, and Murray Fyfe will review the CTV proposal and bring a recommendation back to the September meeting.**

➤ **Strategic Planning for 2019**

Alan asked for ideas around what a headline would be to grab attention for the message on each of the proposed campaigns. Proposed ideas will be sent to Frederick Grouzet and his team for review.

• **Be Truck Aware Campaign**

Todd Litman commented that we should be using the term “shy distance” which is the technical term for the space left between vehicles or cyclists and pedestrians when passing. The bigger the vehicle/the faster you’re going, the more shy distance you need. It would be a useful part of the campaign to teach people about shy distance. Bill Laughlin said that with motorcycling, people say watch your space cushion. Other headlines or slogans suggested were: No View - Leave Room; Alert Today – Alive Tomorrow; Drive like Hell, You’ll Get There; Don’t Cut it Close.

• **Cruise with Courtesy**

The following points were raised during discussion:

- John Hicks advised that Regional Parks will be doing an etiquette campaign in September/October so we can hopefully tie into their messaging. John will bring information on that messaging when it is available.
- Re cyclists, some suggested headlines for messages were Ring your Bell when Passing Pedestrians; Bell or Yell before Passing; Obey the Law; A Consequence for your Action.
- John Hicks said that CRD Parks do a detailed survey every September where users report on a whole series of things. It is too late for this year, but in future years, some questions could be added to see if particular messages are getting across.
- Todd Litman said research suggests that most bicycle crashes are caused by motorist errors and he would be concerned if our primary message is that it is cyclists that are causing the crashes. He believes the campaign should convey the message of rights and responsibilities, recognizing the rights of cyclists and pedestrians to use the roads, but with that, come responsibilities.
- Chris Foord commented that we may need two messages as there would be a different message on trails than for general traffic on the road. John Hicks said the biggest complaint received by the CRD re trails is the mixing of pedestrians and cyclists. Pedestrians don’t feel comfortable with the speed differential.
- Marc Chateau said it’s not about targeting cyclists. There are bad road users in every group, but the reality is that whoever makes the mistake, it is the vulnerable road user who ends up dying. Everybody must be aware and be in the moment.
- Chris Foord would like to see speed limit signs on the trails and also noted that he sees a lot of cyclists not wearing helmets. John Hicks said there aren’t any speed limits set on the trails. When the manual bike counts are done in May and October, volunteers could be asked to identify some of the more at risk behaviours. Jocelyn Pedder commented that helmets are very effective in terms of preventing injuries and this would be a simple focal point as it is the law and enforceable. Alan Perry replied that it would be more effective to wait and see if the provincial government is going to raise the fine for not wearing a helmet to match that of seatbelts.
- Scott Seutter suggested that we tie messaging into Bike to Work Week as that is a time when there are lots of conversations taking place about cycling.
- Erin Anderson would like to see an emphasis on changing behaviour where serious injuries and fatalities happen and not just because of complaints.
- Todd Litman said CRD Parks does have signs on how to share trails, mostly outside of town. The key may be to do a better job of communicating how to share among different trail users.
- Fred Grouzet commented that the best way to change behaviour is to change the mindset. Target the users, more than the location.

- Alan Perry noted that besides only undertaking campaigns that are going to be effective, we should add a second filter to make sure that the effectiveness is preventing crashes or injuries, not just stopping annoying behaviours.
  - Chair Fyfe commented that he, Todd Litman, Corey Burger and Fred Grouzet are going to meet and talk about data and evidence. One thing they will be looking at is what kind of data are available that we could use to support our programming, both in terms of where we should be going and whether we are doing what we could.
  - John Hicks said he would like to see campaigns done across all modes, so it doesn't look like we are targeting one mode in particular. It's the responsibility of everybody on the road.
- **Pedestrian/Cyclist Safety and Visibility**  
Not discussed
  - **Road/Sidewalk/Trail User Attitudes – Take it Seriously**  
Not discussed
  - **Cannabis and other Impairment**  
Fred Grouzet will bring some results from the research project to the October meeting.

**Action: Alan Perry, Chris Foord, Cliff McNeil-Smith, Ray Bernoties, and Fred Grouzet to meet and come up with some final decisions around campaigns. Alan will also talk to the creative team at CTV.**

➤ **Cst. Sarah Beckett Memorial Scholarship**

Members of the Scholarship Committee had reviewed the scholarship applications and brought forward a recommendation for a winner. There were seven qualified applicants from the CRD with graduates from all four school districts who were at various stages of post-secondary training for law enforcement. In addition to the \$2,000 allocated annually for this scholarship, \$20,000 was received from the Sarah Beckett memorial run and as there were some very well qualified applicants, Chair Fyfe asked if the Commission wanted to provide two scholarships instead of one.

**MOVED** by Bill Laughlin, **SECONDED** by Chris Foord, that two Cst. Sarah Beckett Memorial Scholarships in the amount of \$2,000 each be offered this year. **CARRIED**

Chair Fyfe outlined the qualifications of the two applicants who were ranked highest by the committee based on the established criteria.

**MOVED** by Cliff McNeil-Smith, **SECONDED** by Chris Foord, that applicant no. 1 be offered a \$2,000 Cst. Sarah Beckett Memorial Scholarship. **CARRIED**

**MOVED** by Cliff McNeil-Smith, **SECONDED** by Alan Perry, that applicant no. 2 be offered a \$2,000 Cst. Sarah Beckett Memorial Scholarship. **CARRIED**

John Hicks will advise the selected applicants and a public presentation will be made. Cliff McNeil-Smith has agreed to participate in the presentation.

**MOVED** by Chris Foord, **SECONDED** by Janelle Hatch, that two Cst. Sarah Beckett Memorial Scholarships in the amount of \$2,000 each be offered every year if there are suitable applicants.

Questions were raised during discussion of this motion about how best to use the \$20,000 donation. Options suggested were to invest the money, give out two scholarships every year if there are qualified applicants, or increase the amount of the scholarship given. Chair Fyfe suggested we talk to Brad Aschenbrenner (Sarah Beckett's husband) before a decision is made. No vote was held on the motion.

**Action: Chair Fyfe will talk to Brad Aschenbrenner and report back to the next meeting.**

5. **Business Arising from the Previous Minutes**

➤ **TSC Membership**



Chris Foord advised that he has been in contact with the Coroners Service regarding a representative and has been given the name of Carolyn Maxwell. Chris will contact Carolyn and invite her to the September TSC meeting.

➤ **BC Transit Invitation**

Dallas Perry extended an invitation for interested TSC members to drive a bus on a course set up on Transit property in Langford. Dallas will send details on this for distribution to members.

Fred Grouzet asked if Transit had any videos done from the perspective of the driver. Dallas will check.

➤ Chair Fyfe advised that Karen Bowman from Drop It and Drive will present to the September TSC meeting.

## 6. Member Updates

- **RoadSafetyBC**

- Erin Anderson advised that no decision has been made yet on looking into point to point speed cameras on the Malahat. It would require some change to legislation even to pilot it and that would have to be looked into before any pilot project is entertained. The current focus is to roll out the remainder of the intersection safety cameras. After that is complete, a more in-depth look at other projects can be done. The cameras will be rolled out five at a time and will be completed by the end of this year or potentially the beginning of next.

- **ICBC**

No update

- **Youth and Children**

- Judy Dryden said that it is getting very busy with training for child passenger safety educators. There is a group of occupational therapists and nurses at Vic General who are interested, and the Oak Bay Fire Department has offered their facility for training. There is also a wait list of about 20 other hospital staff who want to take it.

- **Seniors**

No update

- **CRD**

- John Hicks said that the CRD are putting out seven permanent cycle counters across the trail system and that data can then be used to offset reported near misses and any actual documented accidents. There are also six mobile counters which can be used in more problem areas and they will be used on municipal roads as well. The intent is to expand that so over time the whole trail system will be covered.
- Thanks to the support of the TSC for the pilot program, the Active and Safe Routes to School initiative has become a permanent program.
- The province has indicated that safety will become one of their priority topic areas under the South Island Transportation Plan so there will be subsections in that report based on safety.

- **IRSU**

No update

- **CVSE**

No update

- **Vancouver Island Safety Council**

- Bill Laughlin commented that there is a lot of training still going on. Motorcycle fatalities have dropped this year compared to last.

- **GVCC**

No update

- **Walk On, Victoria**

- Todd Litman said that GVCC and Walk on, Victoria have been talking a lot about a column in the Times Colonist by Steven Wallace suggesting there is a war on cars. There is concern that it challenges non-drivers' rights to use public roads. In other jurisdictions the term war on cars has been used to oppose speed limits and red-light enforcement cameras, etc. GVCC and Walk on, Victoria are concerned about that as a threat and that it will contradict some of the CRD traffic safety efforts and they are going to ask the Times Colonist to take a different position. The article also contains a lot of misconceptions and misrepresentations. Todd asked what other members thought about the article.
- Bill Laughlin said that while he wouldn't use the term war on cars, he does think that there is definitely an anti-car movement downtown.
- Marc Chateau commented that on local radio, there are a lot of motorists that call in with the same sentiment and a lot of cyclists that call in with the opposite view. Each group feels like they are being targeted. Every day police get calls from both angry motorists and cyclists.
- Todd Litman said that from a policy perspective, if you want traffic safety there are good reasons to invest in cyclist/pedestrian facilities, i.e., bike lanes and sidewalks and crosswalks. Research shows that reducing urban traffic speeds increases safety so there is a strong case for the TSC to support the City of Victoria's efforts to lower speeds to 30 km/h off arterials. Traffic fatalities decline as cycling and walking increases. Marc Chateau commented that he believes that lowering the speed limits is as much as a political viewpoint, as it is evidence. Alan Perry said we need to be careful that as a body we are evidence based, but at what point do we get dragged into or kept out of politics on this debate.

**Action: The article from the T/C will be circulated to TSC members.**

- **Municipal Police Forces**

- S/Sgt. Chateau said that they have had some staffing challenges lately. Distracted driving continues to be a huge issue and is causing problems for everybody.

- **BC Transit**

- Dallas Perry wants to show what transit operators are facing on the road and provided some statistics. In the first quarter of this year, there were 131 vehicle crashes; 7 staff assaults; and 238 security events reported. Chair Fyfe said it would be interesting to have more detail behind the crashes and what some of the causal factors are. This could fit into the commercial vehicle campaign. Dallas will get that information.

- **MOTI**

No update

- **Working Group for UVic Centre on Youth and Society Joint Project**

- Frederick Grouzet provided a brief summary of the meeting that was held last week with the advisory group. They are currently working on several projects within the larger youth project. Have some interesting data and will collect more in the fall through the survey. Videos on YouTube promoting safe behaviours have been collected and looked at by a group of research assistants to see what kind of messages they are sending, what emotions they are generating, how often they are viewed, commented on, and liked to see if there is any pattern. What would increase the likelihood that the message will be shared? It is hoped to have more evidence by October on what is most efficient in terms of well received and shared. It is also planned to analyze local campaigns and how they could be received and shared.

## 7. Other Business

## 8. Next Meeting

The next meeting will be held on September 12, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:37 pm.

**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, September 12, 2019**  
**Greek Community Hall, 4648 Elk Lake Drive, Victoria**

**Members:** S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit  
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact  
Chris Foord, Community Member (Vice-Chair)  
Dr. Murray Fyfe, Island Health (Chair)  
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)  
Bill Laughlin, Vancouver Island Safety Council  
Todd Litman, Walk On, Victoria  
Dr. Richard Stanwick, Island Health (for Janelle Hatch)  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** John Hicks, CRD  
Dallas Perry, BC Transit

**Regrets:** Erin Anderson, RoadSafetyBC  
Corey Burger, Greater Victoria Cycling Coalition  
Shawn Haley, Ministry of Transportation and Infrastructure  
Marnice Jones, School Districts  
Cliff McNeil-Smith, CRD Director  
Alan Perry, Media  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

**Recording Secretary:** Arlene Bowker

**1. Approval of Agenda**

**MOVED** by Richard Stanwick, **SECONDED** by Judy Dryden, that the agenda be approved as distributed. **CARRIED**

**2. Approval of Minutes – August 8, 2019**

**MOVED** by Chris Foord, **SECONDED** by Judy Dryden, that the minutes of the meeting held on August 8, 2019 be approved as distributed. **CARRIED**

**3. Chair's Remarks**

Chair Fyfe acknowledged the op-ed in the Times Colonist this week written by Todd Litman on the benefits of a diverse transportation system and commented that it was very well written, objective and informative.

We are working on confirming meeting space for next year and are waiting to hear back from the Greek Community Hall as to whether the current space will be available.

Chair Fyfe mentioned that he will be participating in a health and safety workshop next week which is being run by the CRD regional outcome monitoring group and will be talking about active transportation and traffic safety. There should be a good turnout from municipal planners at the meeting so hopefully there will be an opportunity to talk about some of the issues around Vision Zero.

**4. Presentation – Karen Bowman, Director, Drop It And Drive Program, Traffic Injury Research Foundation**

Chair Fyfe introduced Karen Bowman, Director of the Drop It And Drive Program of the Traffic Injury Research Foundation. A brief summary of Karen's presentation follows, and a copy will be forwarded with the minutes.

Karen started the Drop It And Drive Program on the lower mainland in 2010. The goal of the program was and still is to educate youth on some of the risky behaviours around distracted driving and to provide youth with evidence-based scientific facts to use in conversations with their parents. Studies show that the majority of distracted drivers are not teens, but their parents. Drop It And Drive also has an extensive corporate program and gives presentations across North America. In 2017, the President

of the Traffic Injury Research Foundation invited Karen to join their organization so the Drop It And Drive Program is now an education program of TIRF.

Karen described some of the many free resources that are available through TIRF. The TIRF sites Karen covered, including brief descriptions, are accessible through their main website: <https://tirf.ca/about-tirf/>. The Canadian Coalition on Distracted Driving e-Hub and the fact sheets she shared are available through the Drop It And Drive® website: <https://diad.tirf.ca/ehub/>.

In 2016, Drop It And Drive and TIRF launched the Canadian Coalition on Distracted Driving based on a national survey they did on the issue of distracted driving. The idea was to bring together like-minded people from within government, industry, and law enforcement across Canada. The 5th annual meeting will be held in Nanaimo next year. Through the Coalition, an e-Hub was created to make it easy for people to access information they need to increase safety in their community. In looking at all the technologies that are available, a framework was established that allows industry and communities to assess what's available and what best fits for them. No technologies are endorsed, but the information is provided in an unbiased way in a central repository.

Karen showed examples of some of the stakeholder tools that are available, including fact sheets, and talked about the need to transition language to what is more accurate, i.e., using the terms "crashes" and "collisions," not "accidents." There are also a couple of new infographics which can be printed off.

Karen talked about the distracted driver pilot program done in partnership with the Victoria Police Dept who wanted to take a different approach in trying to stop distracted driving as increasing fines, demerits and other sanctions across Canada are not achieving the desired goals. Some jurisdictions are reporting that distracted driving fatalities are exceeding impaired driving fatalities. One of the most challenging aspects with distracted driving is that it's a behaviour-based problem. In a study done in 2014 by Allstate Canada, 37% of Canadian drivers self-reported that it will take injuring themselves or killing/injuring someone else to prompt them to leave their phones alone while driving.

The first pilot program was done in 2017 with first time offenders being given the opportunity to either pay a fine or attend a 3-hour session on distracted driving. More than 80% chose to attend, rather than pay a fine. The program was very successful, and a second pilot program was done in November 2018. Three, six, and twelve-month evaluation follow-ups are being done and 100% of participants said they believe that the pilot program can help change behaviour around distracted driving.

It was suggested that any program needs to be evidence-based and there should also be follow up with people who chose to just pay the fine to see if that proved to be any kind of deterrent. Karen noted that it is still early in the program and the sample size was relatively small. Funding is always a challenge and they need the opportunity to be able to go further with the program.

Regarding participant demographics, in both 2017 and 2018 there was a fairly even split in gender, and in terms of age, the two larger age groups were 26 – 34 and 35 - 50. We need to recognize that the issue of distracted driving is not just about millennials but is across the board. Participant comments were positive and showed that they had a much better understanding of the risks of distracted driving after attending the session. Karen noted that it was interesting to be delivering a seminar to a group of unhappy people who felt offended that they had to attend and the transition in their beliefs over the three hours gave her a lot of hope.

Dallas Perry asked if there were stats somewhere that break down the particular distracted driving behaviours. Karen replied that it is hard to get accurate data on all the different distractions, so their focus is to raise people's awareness about what does it mean to be distracted. Ron Cronk commented that it's difficult getting data on cell phone use vs other distractions. Section 144(1)(b) (driving without reasonable consideration) is used for distracted driving other than cell phones. Karen commented that TIRF is evidence-based and DIAD uses that science to translate it into something that is personally relevant to people and asks, "is your choice behind the wheel helping everyone get home safe or putting everyone at risk?"

Richard Stanwick said that the 3-hour presentation on distracted driving should be mandatory for the executive teams of major companies who are the ones making and enforcing policies. Karen said they have done some seminars for public health in Ontario and also presented to one large forest company,

initially just to those driving, and now it's mandatory attendance for everybody. There are lots of opportunities and they have just scratched the surface of some of those industries.

Todd Litman commented on the idea of "don't stop texting, stop driving." Many people who use public transit are on their phones or computers. Todd noted that a lot of safety strategies are based on the assumption that some people will reduce their driving and asked if that message is incorporated into DIAD's work, i.e., it is reasonable to respond by reducing driving? Karen replied that it hadn't occurred to her to build that into their program, but she said it is an interesting idea and she will discuss it with the President of TIRF.

Chair Fyfe thanked Karen for her presentation.

## 5. Priority Business

### ➤ Budget Update

John Hicks reported that there is no change in the budget.

### ➤ Advertising

- Chek TV/CTV

**Action: Defer until the October meeting when a decision will need to be made so that we can get on with our planned communications**

### ➤ Strategic Planning for 2019

- Be Truck Aware Campaign
- Cruise with Courtesy
- Pedestrian/Cyclist Safety and Visibility
- Road/Sidewalk/Trail User Attitudes – Take it Seriously
- Cannabis and other Impairment

**Action: Defer until the October meeting**

### ➤ Cst. Sarah Beckett Memorial Scholarship

As discussed at last month's meeting, Chair Fyfe talked with Sarah Beckett's husband, Brad Aschenbrenner, about his preference for using the funds raised by the Sarah Beckett Memorial Run, i.e., either to increase the amount of the scholarship or give out a second scholarship. He didn't have a preference and would appreciate whatever the Commission thinks is the best way to go.

**MOVED** by Colleen Woodger, **SECONDED** by Chris Foord, that in subsequent years, if there are enough well qualified candidates, a second Cst. Sarah Beckett Memorial Scholarship will be offered. **CARRIED**

Chair Fyfe provided the names of the two successful candidates for the Cst. Beckett Memorial Scholarship. They are Adam Sawyer, graduate from Claremont Secondary, who is pursuing his dream of becoming a police officer through the Justice Institute of BC; and EJ Weston, a graduate of Royal Bay Secondary who is studying Criminal Psychology and Behaviour at Durham College. Both recipients have long histories of volunteering within their communities. The scholarships were presented at a ceremony on August 29.

## 6. Business Arising from the Previous Minutes

Chair Fyfe referred to the invitation extended by BC Transit at last month's meeting for TSC members to have the opportunity to drive a bus on October 7. Some people have responded but the information will be sent out again in case anyone else is interested in participating.

## 7. Member Updates

### ➤ RoadSafetyBC

No update

### ➤ ICBC

No update

- **Youth and Children**
  - Judy Dryden reported she has been very busy all over the island, not just in the CRD
- **Seniors**

No update
- **CRD**
  - John Hicks said that Kate Berniaz, his alternate on the TSC, has left the CRD and hasn't been replaced yet
  - Nine permanent bike counters are being put out on the trails over the next month or so
  - Traffic counts will be done in October, along with classification counts so that will identify the truck entrances and exits to all the major road networks in the region
- **IRSU**
  - Ron Cronk noted that the distracted driving campaign is taking place this month as part of the enforcement campaign calendar
  - Next week the BC Association of Chiefs of Police Traffic Safety Committee will meet in Vancouver. The focus is on education enforcement and there are representatives from every traffic unit across the province. Distracted driving will likely be on the agenda as well as some of the changes to cannabis legislation and drug impaired driving. The Committee forwards the position of the police officers to the Chiefs who then lobby the Government for change. It's time to look at strengthening distracted driving laws for repeat offenders and maybe take cars away as the fines aren't having enough of an impact
- **CVSE**

No update
- **Vancouver Island Safety Council**
  - Bill Laughlin commented that the owner of King Brothers had written an editorial in the paper about issues downtown so out of interest Bill went downtown to see and said he was shocked at the number of signs in the area of Wharf and Fort Streets. He believes it is very difficult for cyclists, pedestrians and motorists to pay attention to all of them, as well as being a safety hazard, particularly for cyclists, and questioned if they are all necessary
- **GVCC**

No update
- **Walk On, Victoria**
  - Todd Litman questioned whether the TSC mandate includes traffic on multi-use trails. The TSC in the past has done campaigns that include the trails. Walk on, Victoria are going to draft a letter to CRD Parks on this issue. There is currently a lot of concern about what constitutes an e-bike and the speed at which some e-bikes are being ridden on trails

**Action: Todd will circulate the Walk on, Victoria letter to TSC members prior to the next meeting and it will be added as an agenda item**
- **Municipal Police Forces**

No update
- **BC Transit**

No update
- **MOTI**

No update
- **Working Group for UVic Centre on Youth and Society Joint Project**
  - Frederick Grouzet commented that he met this morning with a group of students who are creating videos and he is impressed with what they have done. They know exactly how to speak to youth using their own language and references.

**Action: Dr. Grouzet will bring some of the videos to the November meeting**

- He also mentioned that he was in Belgium this summer and said that although there are many cyclists, nobody wears helmets. It may be something to potentially look at to see the differences. He noted that scooters are everywhere in Europe and the issues around accidents and prevention are being studied. This may be worth looking into before they arrive here. Todd Litman mentioned the diversity of devices you see in the bike lanes downtown, including e-bikes and scooters. Ron Cronk commented that if your bike looks like a scooter, there is a good chance it is not compliant with the MVA as a limited speed cycle. There are retailers that are selling the non-compliant bikes as e-bikes. ICBC policy does not recognize them. It is a huge education piece and he believes that the Government, ICBC and the people who are regulating that are not doing a good job. It is buyer beware.

Chair Fyfe commented that we don't have any good monitoring data on the numbers and how they are increasing and the conflicts that may be occurring between them and other trail users. Frederick Grouzet said that component was added to the survey so there will be some data coming.

On another note, Chris Foord observed that the transit U-Pass program that he had the pleasure of starting is now 20 years old.

**8. Other Business**

**9. Next Meeting**

The next meeting will be held on October 10, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:25 pm.