

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, January 14, 2025**

Members: Neil Arason, Island Health
Douglas Baer, Capital Bike
Ron Cronk, Vancouver Island Safety Council
Dr. Murray Fyfe, Island Health
Dr. Frederick Grouzet, Collaborative for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit
Todd Litman, Walk On, Victoria
Steve Martin, Community Member (Chair)
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic

Associates: S/Sgt. Doug Cripps, Saanich Police
Adam Defrane, MADD
Jay Douillard, CRD

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Myke Labelle, Commercial Vehicle Safety and Enforcement
Dean Murdock, CRD Board (Vice-Chair)
Sean Powell, School District 61
Keith Vass, Media
Colleen Woodger, ICBC Road Safety and Community Involvement

Guests: Dr. Tribesty Nguyen, Medical Resident working with Island Health

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:02 pm.

1. Election of Chair and Vice-Chair

Nominations were called for the position of Chair for a one-year period. Ron Cronk nominated Steve Martin, seconded by Murray Fyfe. As no other nominations or expressions of interest were received, Steve Martin was acclaimed as Chair for 2025.

Nominations were called for the position of Vice-Chair for a one-year period. Steve Martin nominated Dean Murdock, seconded by Jereme Leslie. As no other nominations or expressions of interest were received, Dean Murdock was acclaimed as Vice-Chair for 2025.

2. Territorial Acknowledgement

Chair Martin provided a territorial acknowledgement.

3. Approval of Agenda

MOVED by Frederick Grouzet, **SECONDED** by Murray Fyfe, that the agenda be approved as distributed.

CARRIED

4. Approval of Minutes – December 10, 2024

MOVED by Neil Arason, **SECONDED** by Jereme Leslie, that the minutes of the meeting held on December 10, 2024 be approved.

CARRIED

5. Chair's Remarks

We have a very full meeting today. Frederick Grouzet will be making a presentation, and we want to leave a good amount of time for that.

6. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

There has been no meeting of this group since our last Commission meeting. Their next meeting is scheduled for February 11.

➤ **Malahat Bus Improvement – Recommendation (Todd Litman)**

As agreed at the last meeting, Todd has brought forward a one-page summary and recommendations for improvement to bus service over the Malahat. The proposed recommendations are as follows:

The Traffic Safety Commission recommends that the CRD Transportation Committee request the Province to:

1. Recognize public transit improvements and incentives as traffic safety strategies.
2. Provide frequent and affordable BC Transit service between the CRD and the CVRD, with at least hourly departures and interregional fares no more than two local fares.
3. Apply the Province's enhanced funding model to this and other interregional routes that have significant unmet public transit travel demands.

Issues raised during discussion follow:

- This is a big ask. One of the points that isn't in here is whether we are aligned with the Cowichan traffic safety committee. Like the idea of recognizing this as a safety strategy but it is out of our lane to dictate when the buses should leave. Also, it is not our issue to figure out funding. That is a government issue.
- Supportive of this as it is important from a public health perspective. In terms of actual recommendations, suggest we say that we are supportive of increasing the frequency of transit without dictating what that should be. It needs to be affordable, comfortable and frequent enough, but we shouldn't get into the specifics. Are we able to find out about the utilization, i.e., how many people are on the buses?
- There are about 25 people per bus, with four buses a day over the Malahat. There are no trips from the Capital Regional District to the Cowichan Valley Regional District because the buses originate in the CVRD, and they manage the bus system.
- In terms of safety, people believe it is safer to be on a bus. Adding that this would also take drivers off the road is something that would convey multiple layers of safety.

Chair Martin noted he had discussed this with Vice-Chair Murdock and there was alignment with some of the comments made here. Chair Martin suggested the following motion that we could make to the Transportation Committee: That the Traffic Safety Commission recommends to the CRD Board that the CRD Board advocate to the Province for improved interregional bus service in recognition that affordable transit improvements and their frequency play a role in traffic safety.

It was suggested that the word "improvements" be deleted and the wording changed to "its frequency."

Todd commented that there is a structural gap. Local transit authorities are being asked to fund half of the cost of interregional transit services. It would be useful for the Commission to make it clear that there is significant safety potential for improving affordable and frequent transit service on interregional corridors and the funding is a critical factor.

It was agreed to vote on the two motions and determine which of the motions, if any, we would like to pass.

MOVED by Todd Litman, **SECONDED** by Doug Baer, that the Traffic Safety Commission recommends that the CRD Transportation Committee request the Province to:

1. Recognize public transit improvements and incentives as traffic safety strategies.
2. Provide frequent and affordable BC Transit service between the CRD and the CVRD, with at least hourly departures and interregional fares no more than two local fares.
3. Apply the Province's enhanced funding model to this and other interregional routes that have significant unmet public transit travel demands.

DEFEATED

Amendment to Motion:

MOVED by Steve Martin, **SECONDED** by Ron Cronk, that the Traffic Safety Commission recommends to the CRD Board that the CRD Board advocate to the Province for improved interregional bus service in recognition that affordable transit and its frequency play a role in traffic safety.

CARRIED

Abstained: Natalia Heilke; Owen Page

➤ **Update on Working Group re Automated Speed Enforcement Implementation Recommendations (Steve Martin)**

The working group consisting of Chair Martin, Jereme Leslie, Doug Baer, Ron Cronk, Neil Arason and Paweena Sukhawathanakul have been working to prepare implementation recommendations for automated speed enforcement. Chair Martin will circulate the draft recommendations to members within the next week. The draft consists of a half-page background, a recommendation and five principles for implementation. It is hoped this will ultimately be used as a blueprint for the Transportation Committee, the CRD and us to advocate for automated speed enforcement.

The five principles are public education; evidence-based deployment; transparency; dedicated revenue; and start small and build support. Trying to set the table for success is the concept behind these principles. A recommendation will be brought to our next meeting as follows: The Traffic Safety Commission recommends the Transportation Committee and CRD advocate for automated speed enforcement and request that the provincial government develop enabling legislation that would permit regional governments the ability to decide, fund and implement automated speed enforcement (both fixed cameras and point to point cameras). According to a September 2024 report by the Traffic Injury Research Foundation eight other jurisdictions in Canada have designated cities or regional governments as their lead agencies to operate automated speed enforcement. Chair Martin noted that Alberta is pulling back on automated speed enforcement camera zones because of local governments using it as a revenue grab.

Comments made during discussion follow:

- Is there any additional benefit in advocating for the CRD to take it to the Union of BC Municipalities Convention? This could be used as a presentation point to the Board suggesting UBCM as a potential point of advocacy.
- Three different organizations have conducted public opinion polls, and they all show that most people in BC support automated speed enforcement. Hopefully, we can get that message out to the Committee.
- If there is any data on why it would be advantageous for municipalities to have that level of control it would be good to include it.
Lobby groups have effectively rallied against this sort of thing by targeting the provincial government and convincing them that it is a bad idea. There is a much better chance of implementation at a regional level than a provincial level.

Chair Martin asked Neil to send out the information on the public opinion polls and Alberta automated speed enforcement and Paweena to circulate her original report so that everyone has all the information on hand for a discussion in February.

Action: Add Automated Speed Enforcement Implementation Recommendations to the February meeting agenda

7. Priority Business

➤ Budget Update

The goal for the year is that we spend some of our third-party money sooner in the year, rather than trying to spend it out at the end of the year. There will be a small surplus from last year and an update on this will be provided at the next meeting.

➤ BCACP Calendar

- March – Distracted Drivers Campaign/Occupant Restraint Campaign
- May – High Risk Driving Campaign
- July – Summer Impaired Driving Campaign (Alcohol/Drug)
- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign
- December – Winter Impaired Driving Campaign

The purpose of putting the BCACP calendar initiatives on our agenda is to act as a reminder for the Commission re the focus of our partners and to try and frame our advertising to support them. We could do the advertising ourselves or support any of our partners with additional funding to expand their campaigns.

Jereme Leslie said that the winter impaired driving campaign has finished. There were a number of impaired drivers taken off the road in December and it has been a record-breaking year overall for impaired driving. In a few short hours into the new year, the Integrated Road Safety Unit had already taken nine impaired drivers off the road by 7:00 am. Jereme has just received some information from a Saanich traffic analyst which showed that most impaired drivers are age 39 and younger, and 30% of impaired drivers are from novice to age 29.

As discussed at a previous meeting, Chair Martin commented that we should think about doing some public information outreach on the consequences of impaired driving and have it in place before the summer.

8. Other Business

➤ Proposal for Public Awareness Initiative on Traffic Related Changes (Neil Arason/Frederick Grouzet)

Frederick Grouzet gave a presentation on a proposal for a public awareness initiative on traffic related changes. A summary follows.

The origin of the proposal is the observation that people are frustrated about a lot of things they are asked to do and don't understand why. People don't like doing things that don't make sense and don't like being told what to do. People need autonomy and self-determination.

Some rules have never been explained or have been forgotten and there are new and complex rules around new infrastructure, increased considerations for multi-users, etc. Some of the things that need to be explained are: reduced urban speed limits; traffic calming measures; elimination of right-turn bay (slip lane) at intersections; decreased lane widths; dedicated bicycle lanes; leading pedestrian intervals that give pedestrians a head start of 4-12 seconds at intersections; pedestrian scramble intersections (PSI); ban on right turn red; curb extensions and centre median pedestrian islands; "elephant's feet" at crosswalk locations.

Explain the rules to people in a positive way and incorporate humor. Besides using videos, other media can be used, e.g., comic strips. An advantage of using comic strips is that you can create a character which people will remember. Identify a central character that can be followed in different situations and conditions.

The potential impact of using this approach would be social media coverage; partnerships with local journals; a way to target all age groups and future road users; and possibly a mascot for the Commission which could be used to educate and explain different things.

This can be achieved through research, character builder and tests (January-February), comic strip design and tests (March-April), dissemination (May-December – 1 every month) and evaluation (June and December – report to/presentation at Commission meeting).

The cost for this project would be \$16,800 (research assistants, graphic design, material).

Issues raised during discussion follow:

- Concerned that by seeking to explain some things, you can problematize something that people would just adapt to anyways.
- One metre passing rule for vulnerable road users needs to be added.
- There is a difference between telling and explaining. It's the way that things are explained. There are some elements that would be much easier than others. We need a group of advisors to work on this list.
- The list is just to get us started. There are lots of examples and they can be looked at one by one.
- Differentiate and treat differently things we are seeking public support for, and things where we are seeking compliance behaviours.
- Humor is difficult and it can fall flat. Equally important to humor is fairness which can evoke an emotional response so another approach would be communicating a message about fairness.
- Messages will be positive, in contrast to those that are negative or fear based and will be tested before using.
- When the characters are being developed and thinking about our priorities, would those characters work for broader priorities? May need two different characters. Also, keep in mind when developing the characters, there are real life victims.
- Testing and research are important. When representing the Commission, need to be careful of what you do and how you do it.
- Take some of the perspectives mentioned today and channel them to the students.

MOVED by Neil Arason, **SECONDED** by Jereme Leslie, that the Traffic Safety Commission approve funding in the amount of \$16,800 for Dr. Frederick Grouzet and his students to develop a public awareness campaign on traffic-related changes.

CARRIED

Abstained: Frederick Grouzet

9. Member Updates

➤ RoadSafetyBC - Natalia Heilke

- No ADM currently

➤ ICBC – Colleen Woodger

No update

➤ Youth and Children – Hailey Bergstrom-Parker

- Training in both regular child car seats and special needs car seats will be taking place in February at Queen Alexandra Centre for a group of Victoria General nurses, occupational therapists and physiotherapists.

- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
No update
- **CRD – Jay Douillard**
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**
No update
- **Capital Bike – Doug Baer**
 - Possible agenda item for next meeting would be to get a motion to recommend to the Province that they add bicycles to the regulations under 153 of the Motor Vehicle Act so cyclists can travel on the right side of the bus lanes, rather than the left side.
- **Walk On, Victoria – Todd Litman**
 - Interested in the new technologies that allow municipal governments to inventory their sidewalks. In the past, determining where the sidewalks are has been expensive but the costs have come way down. Is it appropriate for us to ask the status of inventorying sidewalks and developing a sidewalk completion plan where the CRD would set the standards?
Jay Douillard replied that kind of policy and inventory would be at the municipal level.
- **Municipal Police Forces/RCMP – S/Sgt. Doug Cripps**
 - The hockey program is starting to roll out and will have an update next month.
- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure - Owen Page**
No update
- **Island Health – Murray Fyfe**
 - Introduced Dr. Tribesty Nguyen who is a physician in training currently working with Island Health.
- **Working Group for UVic Collaborative for Youth and Society Joint Project – Dr. Frederick Grouzet**
No update
- **Adam Defrane, MADD Canada**
No update
- **Sean Powell, School Districts**
No update

10. Next Meeting

The next meeting will be held on February 11, 2025 at 1:00 pm. On motion, the meeting adjourned at 2:30 pm.