

September 2023 Update



CRD TRAFFIC SAFETY
COMMISSION

Steve Martin , Vice Chair & Commission Member

Mandate of the TSC

(Partnerships Based Model)

- *Review traffic safety problems in the CRD and make recommendations to the CRD Board, through a CRD Board Committee, for the purpose of reducing or eliminating the problems; and,*
- *Plan and operate traffic safety education programs within the CRD, as provided for in the annual budget for the Commission, as approved by the CRD Board.*

Commission Membership

(Broad Stakeholder Base, Range of Expertise & Collaboration Across Sectors)

- Public Health
- Police/RCMP
- Community Member (with related experience)
- ICBC
- School District
- RoadSafetyBC
- BCAA Road Safety
- University of Victoria
- Commercial Vehicle Safety
- Transportation Planning
- V-I Safety Council
- Media
- MoTI
- BC Transit
- Walk-On Victoria
- BC Coroners Service
- Cycling Coalition

NOTE: Filling Commission vacancies is a priority

Strategic Priorities

Establishing Strategic Priorities

The Commission decided to undertake a strategic priority setting process in 2023 that would guide its actions in pursuit of addressing road safety problems

The process involved an evidence-based review of road safety problems including Commission member discussions on how best to address these problems

Strategic Priorities

**Evidence &
Data***



Top 3 Contributing Factors to Crashes

1. Distracted Driving (All Distractions)
2. Speeding
3. Impaired Driving (Drugs & Alcohol)

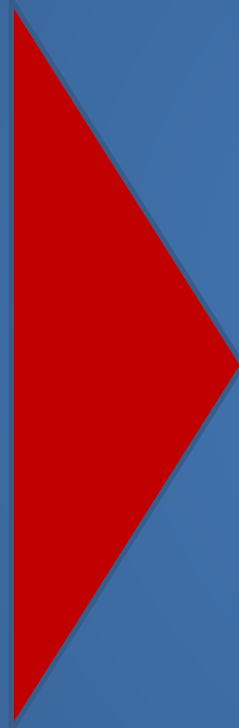
Top 3 Fatalities by Victim

1. Driver
2. Pedestrian
3. Passenger

* See also Attachments

Strategic Priorities

Evidence & Data (Cont.) *




Intersections are the leading(75%) location for all injuries

Intersections represent the greatest risk for vulnerable road users (e.g. pedestrians & cyclists)

* See also Attachments

Strategic Priorities

Based on the priority setting process, the Commission proposes focus its energy to address the top 3 road safety problems

- 
1. Distracted Driving (All Distractions)
 2. Speeding
 3. Impaired Driving (Drugs & Alcohol)

Strategic Priority Action Areas*

Education & Awareness (see Attachment for examples)

- Pedestrians crossing at intersections and cross walks
- Intersections (all users)
- Support for impaired, driver inattention and speed campaigns
- Promote leading jurisdiction “best in class” measures to address road safety

Proposed Advocacy

- Example: Malahat speed interval cameras

* Areas of alignment between TSC member input/discussions and evidence/data

Funding of Community Partner Projects

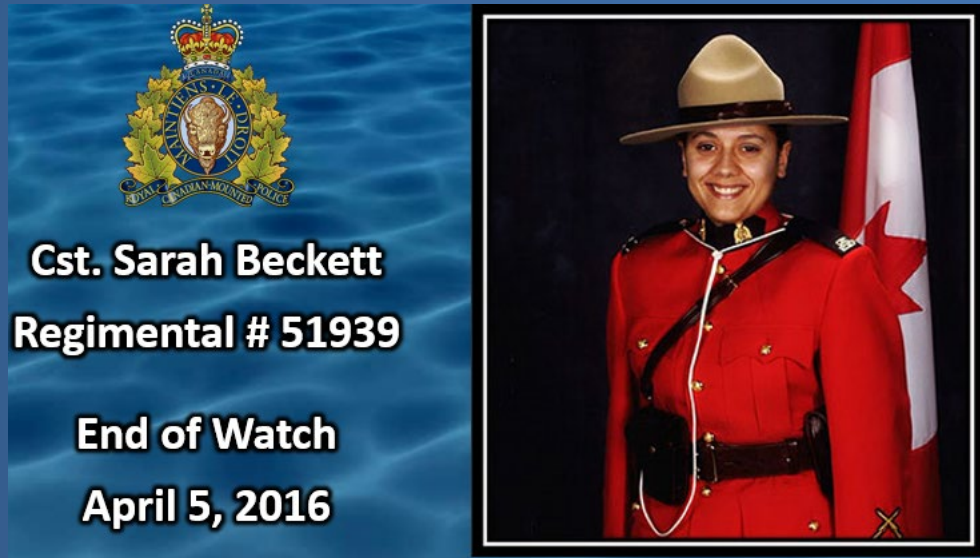
Evaluation Criteria

- Quality of project
- Merit of project
- Proposed evaluation of project
- Match with TSC priorities
- Likelihood of success
- Recognition of challenges
- Budget / matching funds

Funded Projects

- Micro-Mobility Options Study for Transportation Committee
- UVic Centre for Youth and Society Joint Project
- Safety and Etiquette on shared cycling and walking paths/trails
- CHEK TV TSC Campaigns
- Walk and Wheel to School
- Let's Get Visible
- VISC Rider Refresher Training
- Red light camera intersection safety
- Cycling skills training
- School crosswalk safety

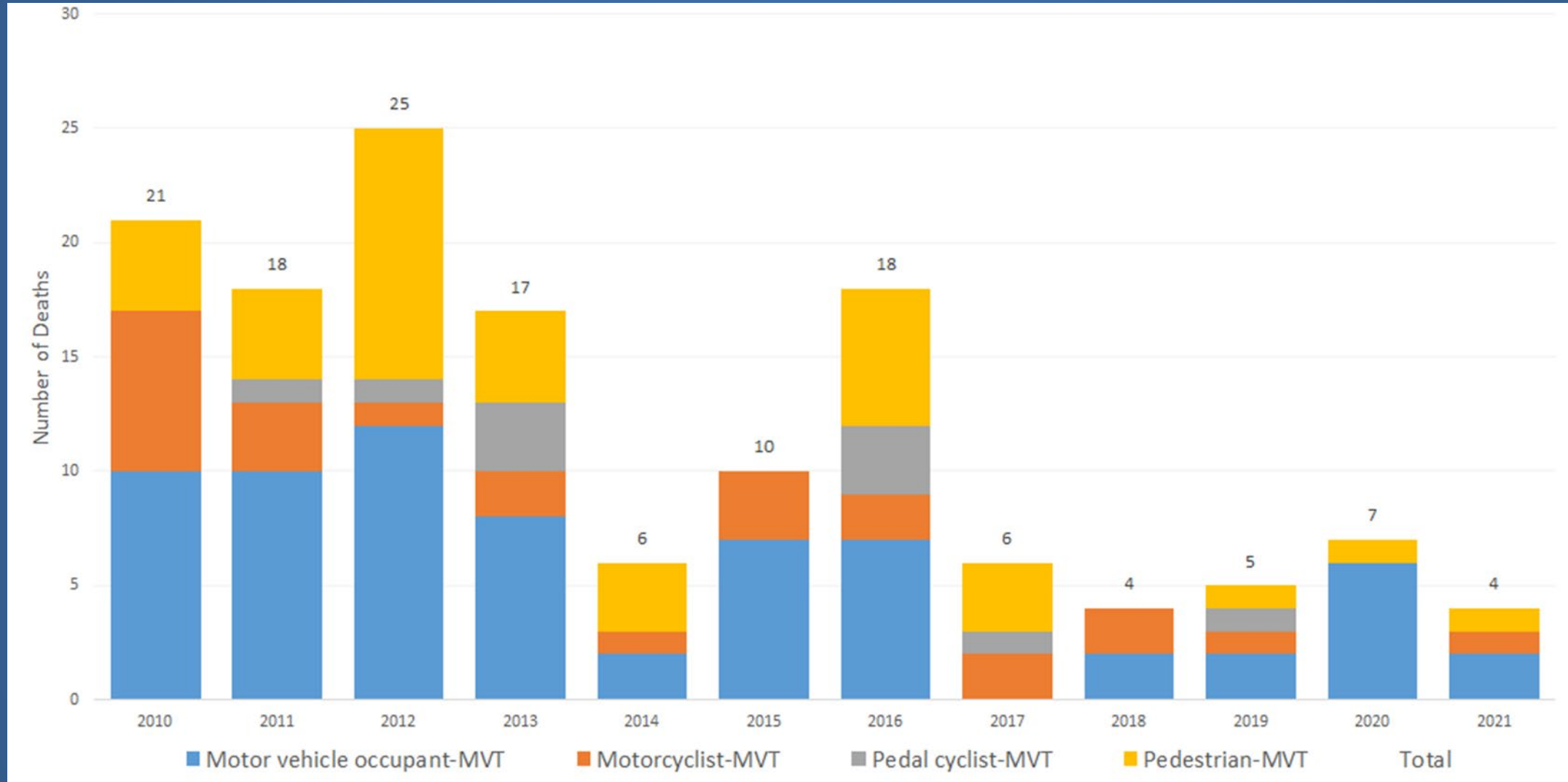
2022 Sarah Beckett Memorial Scholarship



- **Hanna Davids** was awarded 2022 scholarship
 - graduated from Edward Milne Community School
 - studying for a Bachelor of Arts in Criminology at Vancouver Island University, intending to join the police force on completion.

Attachments

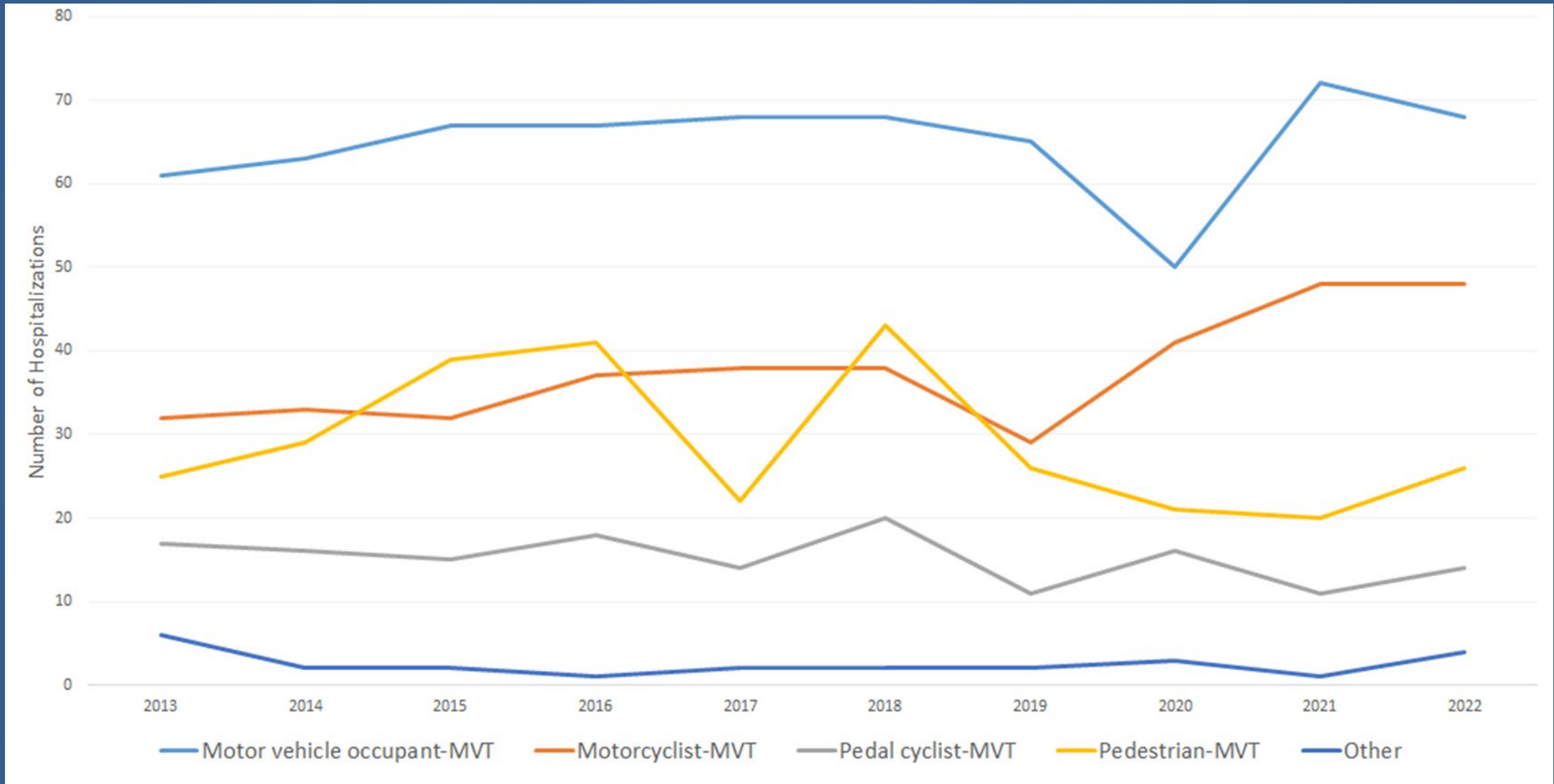
Number of Motor Vehicle Traffic Crash Fatalities by Road User Type, CRD, 2010 - 2021



Source: BC Vital Statistics

*Cause unknown or pending causes of death in Vital Statistics data (~2-7% of all recent deaths) may update historical data as data becomes complete

Number of Motor Vehicle Traffic Crash Hospitalizations by Road user Type, CRD, 2013 - 2022



Source: Discharge Abstract Database

Casualty Crashes by Intersection, CRD, 2018-2022

Top 15 Intersections	# of Crashes
BURNSIDE RD E & BURNSIDE RD W & HARRIET RD	122
DOUGLAS ST & MCKENZIE AVE & PATRICIA BAY HWY	116
PATRICIA BAY HWY & SAYWARD RD	114
MILLSTREAM RD & TRANS-CANADA HWY & VETERANS MEMORIAL PKY	112
ADMIRALS RD & HUNTER ST & MCKENZIE AVE & TRANS-CANADA HWY	109
BLANSHARD ST & SAANICH RD	108
GALLOPING GOOSE TRAIL & ISLAND HWY & OCEAN BLVD & WALE RD & BUS LANE	97
BOLESKINE RD & DOUGLAS ST & SAANICH RD	94
E RAIL TRAIL & GOLDSTREAM AVE & VETERANS MEMORIAL PKY	91
GLANFORD AVE & MCKENZIE AVE	91
CEDAR HILL GOLF COURSE TRAIL & CEDAR HILL RD & FINLAYSON ST & NORTH DAIRY RD	90
DOUGLAS ST & TOLMIE AVE & TOLMIE LANE	90
MCKENZIE AVE & QUADRA ST	86
GALLOPING GOOSE TRAIL & TILLICUM RD & TRANS-CANADA HWY	82
GLEN LAKE RD & HAPPY VALLEY RD & SOOKE RD	80

* Includes interchanges, on-ramps and off-ramps

Source: Insurance Corporation of British Columbia: ICBC crash data is gathered from reports made to ICBC by insured registered vehicle owners, drivers, pedestrians and cyclists.

Education Campaigns

60% of crashes occur
at intersections



Education Campaigns



Let's Get Visible

BE ALERT
BE BRIGHT
STOP!
Pick up your reflective strips here.

CRD Traffic Safety Commission logo



Click Into Safety
ALWAYS IN FASHION

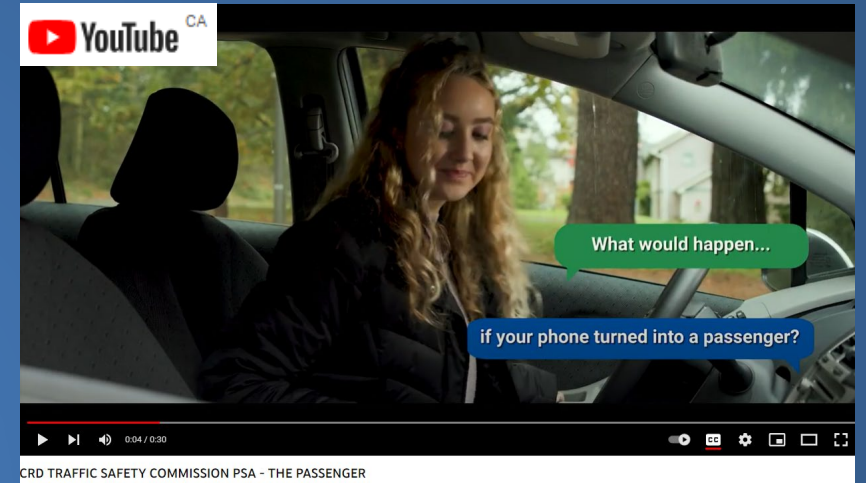
www.traffic-safety.ca



STUPID
DISTRACTION

www.Traffic-Safety.ca

CRD Traffic Safety Commission logo

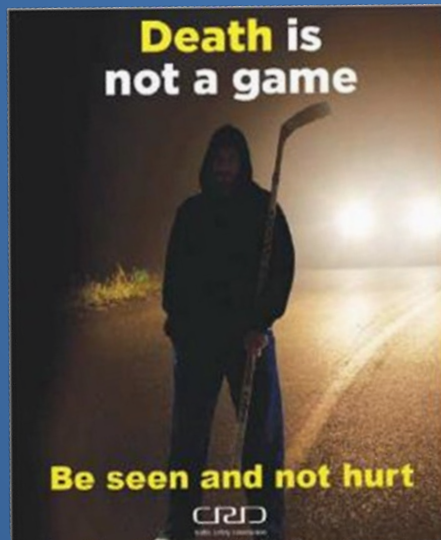


YouTube CA

What would happen...
if your phone turned into a passenger?

CRD TRAFFIC SAFETY COMMISSION PSA - THE PASSENGER

Death is not a game



Be seen and not hurt

CRD Traffic Safety Commission logo

C Get Home Safe - Traffic Saf...



GET HOME SAFE!



Protect your neck.
Adjust your head restraint.

CRD Traffic Safety Commission logo

LOOK, SCAN & SHOULDER CHECK



CRD Traffic Safety Commission logo



Keep Kids Safe In The Back Seat

www.traffic-safety.ca

CRD Traffic Safety Commission logo

Recent/Current Campaigns

New Creative in partnership with CHEK

Social Media and Broadcast

YOU'LL NEVER KNOW
WHEN IT'S GOING TO HIT YOU.

a message from



CRD TRAFFIC SAFETY
COMMISSION


generously supported by



CENTRE FOR YOUTH
AND SOCIETY



Put your phone away before you drive.

a message from




CRD TRAFFIC SAFETY
COMMISSION

generously supported by



CENTRE FOR YOUTH
AND SOCIETY





What if that cyclist was you?



00:30



Commission Working Groups

- Funding Applications Working Group
- Sarah Beckett Memorial Scholarship Working Group
- Project Specific Data and Evidence Working Group

Thank you!



CRD TRAFFIC SAFETY
COMMISSION