

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, December 13, 2018
Greek Community Hall, 4648 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Chris Foord, Community Member (Vice-Chair)
Bill Laughlin, Vancouver Island Safety Council
Barb McLintock, BC Coroner's Service
Cliff McNeil-Smith, CRD Director
Alan Perry, Media
Dr. Richard Stanwick, Island Health (for Dr. Murray Fyfe)
Dr. Paweena Sukhawathanakul, UVic
Colleen Woodger, ICBC Road Safety Division

Associates: Deputy Chief Ray Bernoties, Oak Bay Police
S/Sgt. Marc Chateau, Saanich Police
Sgt. Al Gurzinski, Saanich Police
John Hicks, CRD
Cst. Bruce Johnson, Sidney North Saanich RCMP
Sgt. Shannon Perkins, Victoria Police
Inspector Tim Walton, RCMP Traffic Services

Regrets: Corey Burger, Greater Victoria Cycling Coalition
Shawn Haley, Ministry of Transportation and Infrastructure
Janelle Hatch, Island Health
Marnice Jones, School Districts
Todd Litman, Walk On, Victoria
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

The following items were added to the agenda:

- TSC Facebook and Twitter Accounts
- Auditor General's Report on Commercial Traffic Safety
- Cannabis Education

1. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Richard Stanwick, that the agenda be approved as amended. **CARRIED**

2. Approval of Minutes – November 8, 2018

MOVED by Colleen Woodger, **SECONDED** by Judy Dryden, that the minutes of the meeting held on November 8, 2018 be approved as distributed. **CARRIED**

3. Chair's Remarks

Vice-Chair Foord commented that over the past month he has been talking to the media a couple of times a week on various road safety issues and expects that will continue.

4. Media clips

Alan Perry showed an ad that the Province has put out on cannabis and driving. Erin Anderson said that the focus of the ad is that if you are going to use, then don't drive. Alan also showed an Australian ad on distracted driving.

5. Priority Business

➤ Budget Update

John Hicks advised that the last of the invoices from this year have come in and there will be a carryover to next year of approximately \$5,000-7,000.

➤ Strategic Planning for 2019

The following items were carried forward from the November meeting for further consideration.

- Cannabis legalization – Action moving forward
- Bike helmets – Possible education campaign
- Education campaign re speed/point to point cameras on the Malahat
- Pedestrian safety campaign focused on the island and rural communities
- Distracted driving
- Establishing metrics for evaluating all TSC spending
- Ways to reach out to younger demographic
- Support for safe and active routes to school program
- Motorcycle safety
- Vision Zero/Support for February conference
- Data synthesis
- Proper seat belt use
- Information for elderly drivers
- Distribution of wrist bracelets
- Distribution of bike bells for cyclists on trails
- Interacting with commercial vehicles

Discussion took place on picking three or four priorities from the list above that the Commission would like to pursue in 2019. A brief summary of the discussion follows.

John Hicks advised that rural communities, i.e., Metchosin, the Highlands, and the Islands would like to be considered and acknowledged in TSC campaigns. Colleen Woodger said that she has heard from rural communities that their biggest concerns are impaired driving and pedestrian safety. ICBC is currently approaching BC Ferries about some possible messaging on the ferries and Colleen will report back on that. Dr. Richard Stanwick commented that this ties in with Vision Zero and would be a good chance to work collectively with municipal planners who will be the individuals who will help design safer communities.

Colleen Woodger noted that the last two ads as part of this year's intersection safety campaign were to be on pedestrians and cyclists.

John Hicks pointed out that the UVic study needs to be listed on the budget allocations for 2019 as we have already committed \$15,000 for that. Dr. Stanwick talked about the TSC partnership with the UVic Centre for Youth and Society on that study and how that will assist us in finding a new way to reach the younger population other than through traditional media. Part of the project will be the creation of the knowledge base and then how to turn it into useful product.

Cliff McNeil-Smith asked for clarification on Vision Zero and Vice-Chair Foord replied that it is a move to a goal of zero fatalities within a specified geographic area. John Hicks pointed out that Vision Zero hasn't been approved by municipalities or the CRD and there is nothing formal in place. Erin Anderson said that the Province has adopted Vision Zero and it is premised on the safe systems approach with all sectors working together to ultimately eliminate serious injuries and fatalities. Barb McLintock said that the TSC sees Vision Zero more as an aspirational target.

There has been a lot of media attention recently around commercial vehicle safety. A report on commercial vehicle safety has just been released by the Auditor General and the link to that is <http://www.bcauditor.com/pubs/2018/independent-audit-commercial-vehicle-safety>. After some discussion, it was agreed that commercial vehicle safety is an important topic and will be carried forward to January for further consideration in 2019 planning. Erin Anderson commented that through the Road Safety Strategy there was a Be Truck Aware Campaign which was more about

passenger vehicles learning how to drive around large commercial vehicles and so there is a full template from that education campaign available.

Sgt. Shannon Perkins suggested that cannabis should be one of the topics to be carried forward for attention in 2019. S/Sgt. Ron Cronk agreed and commented that putting energy into the cannabis issue would also encompass many of the other items on the list.

S/Sgt. Marc Chateau said that he looks at what is causing the crashes in Saanich that have fatalities and serious injuries. Barb McLintock will bring stats on fatalities to the January meeting but basically this past year, it has been pedestrians and motorcyclists.

Deputy Chief Ray Bernoties commented on the casual approach people have toward driving. A campaign focused on “taking it seriously” could capture almost everything on the list. John Hicks reminded members that we need to focus the conversation in terms of what our mandate is, i.e., education and programs.

Sgt. Shannon Perkins asked where we could have the most impact for change. It is time to move to something else besides distracted driving. She has seen a lot of pedestrian and cyclist collisions this year and believes that pedestrians and cyclists need some education. Cyclists are often all over the place and it is to their own peril. Regarding the point that Deputy Chief Bernoties raised, John Hicks said there is no reason we couldn't put all these things under that same type of label, i.e., “it's everyone's responsibility.” Keep it consistent and target all road users. People are tuning out the term distracted; but the approach of responsibility goes across the various sectors.

Action: It was agreed that the following are topics the Commission would like to pursue, and they will be brought back to the January meeting for additional discussion and planning for 2019.

- ***Interacting with commercial vehicles***
- ***Cannabis and other impairments***
- ***Pedestrian/cyclist safety and visibility***
- ***Road/sidewalk/trail user attitudes – Take it seriously***

John Hicks pointed out that there are groups waiting to apply for funding in January and so we will need to determine how we want to allocate the budget for that and whether we want to give funding priority to projects that deal with the four topics as listed above.

Action: Add wording to criteria on TSC website regarding funding priority

TSC Twitter and Facebook accounts were discussed. John Hicks said that we need to be careful about how the TSC represents itself to the public and the media. The Commission falls under the CRD Board and our recommendations go directly through to the Transportation Committee and up through the Board so unless the Board has approved a particular action or item, we can't really speak to that in our role as members. Other than our education campaigns, programming, and activities, members need to be careful that we aren't speaking on behalf of the Commission. Regarding Facebook and Twitter, Colin Plant managed the Twitter account himself and it is a big commitment for anyone doing that. If you're not constantly on social media, the value isn't there. We need to decide if we want to keep those platforms and, if so, there needs to be a process behind that in terms of what can be communicated and who's communicating it.

Action: Add to January agenda for further discussion

6. Business Arising from the Previous Minutes

- **Update re VISC discussion with Coroner's Service**
Defer to next month

7. Member Updates

- **RoadSafetyBC**
Erin Anderson provided the following update:

- Further implementation of the ADP (administrative driving prohibition) is taking place and working with that through the drugs and driving initiative
- The Roadside Survey will be coming out soon and Erin will share that with the Commission when it is published

➤ **ICBC**

Colleen Woodger provided the following update:

- Participated in the 2-day South Island Safety Conference last month. Though it was targeted toward health and safety, a lot of other areas were covered, and many different organizations were represented. The conference was well attended
- December is impaired driving month with “Light up the Highway” taking off and counterattack road blocks are ongoing. Thanks to all the officers who are out there in the cold and rain
- There are a lot of safety expos coming up that ICBC will be involved in with some that will target young children and rural pedestrian safety in the Westshore
- A Youth Leadership Conference will be coming up in April that ICBC will be supporting and Colleen will provide more information about this when it is available
- Colleen’s role at ICBC has been expanded and will have significant focus on community involvement
- Considerable focus is being placed on the volunteer programs on speed education around the CRD and looking at doing some spring training

➤ **Youth and Children**

Judy Dryden provided the following update:

- In November an enforcement session on car seats was held with the Saanich Police
- Currently looking at funding sources around the province for special needs seating for kids who don’t fit into standard car seats and what we can find to help these families get funding

➤ **Seniors**

No update

➤ **Active Transportation**

John Hicks provided the following update:

- Some of the municipalities are working on their transportation plans and mobility strategies. If you have the capacity or inclination to get involved, it’s great to get an influence outside of the normal advocacy groups. Victoria is doing their mobility strategy and Sooke is doing their transportation and trails plan at the moment

➤ **IRSU**

S/Sgt. Ron Cronk provided the following update:

- Participated in “Light up the Highway,” specifically out near Sooke
- Everyone has worked hard to get impaired drivers off the road. Team Alexa is a program that’s been in place for almost ten years and members make the team once they have issued 12 IRP’s in a year. With one more impaired, Sgt. Cronk’s entire unit makes the team

➤ **CVSE**

No update

➤ **Vancouver Island Safety Council**

No update

➤ **GVCC**

No update

➤ **Walk On Victoria**

No update

➤ **Municipal Police Forces**

Sgt. Shannon Perkins, Victoria PD, provided the following update:

- Sgt. Perkins thanked the TSC for the funds provided toward the poster for the Victoria Police Dept education campaign on cannabis impaired driving called "Wait Until You Get Home." The focus of the campaign is "impaired is impaired" not on the controversial aspects such as how much a person can have, etc. She shared a copy of the poster to see if Commission members wanted to make any changes. She suggested possibly a series could be done so that all demographics are addressed, e.g., prescription medications, sleep deprivation, etc. The poster will be shared with all municipalities, placed on telephone poles, distributed to cannabis dispensaries and used in a social media campaign. They will also possibly be distributed to schools after discussing with the school districts
- Impaired driving is being targeted in Victoria and the police are changing their schedule to try and address that more
- A graduated enforcement campaign for the month of December is being done for the bus lanes and then ticketing will start

S/Sgt. Marc Chateau, Saanich PD, provided the following update:

- S/Sgt. Chateau commented that many emails are received from people who are upset about perceived speeding in their neighbourhoods. Saanich believes in an evidence-based approach and uses speed reader boards. With some of the people who are very vocal, the police look into the crash stats and the violation tickets that have been issued to see if in fact there is a problem with speeding

➤ **BC Transit**

No update

➤ **MOTI**

No update

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

No update

8. **Other Business**

➤ **Cannabis Education**

Dr. Stanwick talked about education around cannabis. In Washington and Oregon, it was found that the best way to reach young people was through their peer groups, rather than the general media. The cannabis industry has done a good job of selling their product as safe and innocuous and promoted their different products at 200 concerts and other events last summer. There may be a huge education opportunity to provide some basic information on cannabis so the public can at least make an informed decision.

9. **Next Meeting**

The next meeting will be held on Thursday, January 10, 2018 at noon at the Greek Community Centre.

On motion, the meeting adjourned at 1:38 pm.