

**CRD TRAFFIC SAFETY COMMISSION  
MINUTES OF MEETING  
Tuesday, September 10, 2024**

**Members:** Neil Arason, Island Health  
Douglas Baer, Capital Bike  
Ron Cronk, Vancouver Island Safety Council  
Natalia Heilke, RoadSafetyBC  
Todd Litman, Walk On, Victoria  
Steve Martin, Community Member (Chair)  
Dean Murdock, CRD Board (Vice-Chair)  
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** Natalie Bandringa, CRD

**Regrets:** Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact  
Dr. Murray Fyfe, Island Health  
Dr. Frederick Grouzet, Collaborative for Youth and Society, UVic  
Myke Labelle, Commercial Vehicle Safety and Enforcement  
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit  
Owen Page, Ministry of Transportation and Infrastructure  
Keith Vass, Media

**Recording Secretary:** Arlene Bowker

**Guests:** Otis Geddes, UVic Graduate Student  
Amelia Smit, Island Health

The meeting was called to order at 1:07 pm.

**1. Territorial Acknowledgement**

Chair Martin provided a territorial acknowledgement.

**2. Approval of Agenda**

**MOVED** by Neil Arason, **SECONDED** by Ron Cronk, that the agenda be approved as distributed.

**3. Approval of Minutes – July 9, 2024**

**MOVED** by Colleen Woodger, **SECONDED** by Ron Cronk, that the minutes of the meeting held on July 9, 2024 be approved. **CARRIED**

**4. Chair's Remarks**

Chair Martin referred to the report presented at the June Commission meeting on research re efficacy of using automatic speed enforcement cameras and red-light cameras in the CRD. This report will be on the Transportation Committee's agenda this month and Chair Martin suggested the Commission develop some recommendations to the Committee and more senior governments on how we would go about implementation. If we are recommending intersection-based cameras, we could look at the top three areas of highest risk, e.g., school zones, etc. From a highway perspective it could possibly be started as a pilot for those difficult to enforce areas. There are several things that we could add.

Chair Martin asked for a couple of volunteers to meet and brainstorm on how we would recommend implementing automated speed enforcement, both on highways and in the city. It's an excellent report but we can add to it to set the table for success and a bit of a blueprint for how we could advocate for that, both from our perspective and the Transportation Committee's perspective. Paweena Sukhawathanakul and Neil Arason agreed to assist with this work and Chair Martin will reach out to Jereme Leslie from IRSU to see if he could join. Ron Cronk also agreed to attend the initial meeting of the working group.

**Action: Paweena Sukhawathanakul will send out a copy of the research re efficacy of using automatic speed enforcement cameras and red-light cameras in the CRD**

5. **Business Arising from Previous Minutes**

➤ **Report on Island Health Meeting with School District Superintendents re representative on the Commission**

Defer to October meeting

➤ **Information handout to motorists (during impaired driving campaigns) reminding them of consequences (e.g., IRP sanctions)**

Chair Martin has proposed putting together an information handout on the consequences of IRP sanctions. There has been an increase in impaired driving and not everyone is aware of the consequences for drivers. This would fit into our public education mandate. We would need a small group to get together to develop the handout. Chair Martin will also be talking to the CRD to see if the Commission could have some dedicated staff time to help move valuable public education road safety items along.

Members agreed this would be a good idea. The cost of sanctions could end up being over \$1000 and it would be worthwhile to remind drivers of that. We would need to talk to the police to confirm that this is something they would want to use. ICBC has developed cards under the “Think of Me” program with children’s drawings on the front and safety messages on the back which the police distribute.

**Action: Colleen Woodger will forward sample copies of the “Think of Me” cards**

It was agreed to start with impaired driving messages and go from there. It is hoped to have this done for the December impaired driving campaigns.

**MOVED** by Steve Martin, **SECONDED** by Natalia Heilke, that the Commission allocate \$1500 to develop an information handout to be distributed to motorists during impaired driving campaigns to remind them of consequences around IRP sanctions. **CARRIED**

Members of the working group will be Chair Martin, Neil Arason and Natalia Heilke. Chair Martin will also reach out to Jereme Leslie to see if he can participate.

➤ **Update on Transportation Working Group**

There were three presentations at last week’s meeting.

- BC Transit - BC Transit staff presented that they have engaged with federal and provincial officials on the Canada Public Transit Fund announcement and call for expression for interest. It is expected the federal funding program will contribute regular and predictable funding support. At this time, BC Transit is planning to act as the lead applicant in submitting Expressions of Interest to the Baseline and Metro Agreement funding streams on behalf of our local government partners. For the Baseline Funding Stream, that is expected to take place in the coming weeks (by the September 16 deadline) and for the Metro Agreement Funding Stream, BC Transit will collaborate more extensively with local and regional government partners in the development of Integrated Regional Plans for Metro Regions.
- CRD staff update on the CRD Trails Widening and Lighting Project - The project scope includes 6 km of trail widening on the Galloping Goose and Lochside trails. Some tasks have been added to the scope of the project, i.e., a review of the rigid bollards on regional trails and a complete comprehensive safety study in light of the growth of personal mobility devices and e-bikes on trails. Trail widening and lighting construction will begin in 2025 and is expected to be completed in 2028. Work will be done in stages and triple A detours will be provided. Plans are for a 6.5m separated-use pathway with lighting.
- As per Board direction, Regional Planning staff have been working on developing a Regional Transportation Service Bylaw. This new Bylaw will be going forward to tomorrow’s Transportation Committee and Board meetings for consideration. The full staff report and Bylaw can be viewed online.

6. **Priority Business**

➤ **Budget Update**

The budget is currently 54% spent. There is \$30,000 remaining in payments to third parties so it would be good to spend that down on supporting activities or campaigns. As agreed at last month’s meeting, the rechargeable light up slap bands have been purchased and will be

distributed as part of the Traffic Safety Commission and CRD branded “Let’s Get Visible” campaign.

- **Review of Applications for the Sarah Beckett Memorial Scholarship**  
Five applications were received. Colleen Woodger and Ron Cronk volunteered to review them according to the established criteria and bring back a recommendation on awarding the scholarship to next month’s meeting.

**Action: Add to October meeting agenda**

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

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

The distracted driving campaign is taking place this month and extra signage has been placed in school zones. In October, a pedestrian safety campaign will take place and reflectors will be distributed. Impaired driving campaigns will begin in December.

## 7. Other Business

- **Presentation of Findings Related to the Evaluation of the P.A.R.T.Y. Program and Fall Implementation Plan**  
Paweena Sukhawathanakul introduced this presentation and noted that the Commission allocated funds last year for a formal evaluation of the Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y.) Program. The program was presented to two schools in the spring, and pre and post assessments were done. It is hoped to do more data collection in the fall.

Otis Geddes, UVic Graduate Student, provided an overview of findings related to the evaluation. The program is a one-day injury awareness and prevention program for youth aged 15 and older and has been operating since 1986. Previous evaluations have shown short-term improvements in students’ attitudes toward safety, knowledge about injuries and risk and their ability to evaluate unsafe behaviour. Since Covid the program has moved to online delivery and the intention of this evaluation was to look at its effectiveness.

Oak Bay and Stelly’s Secondary Schools participated, with surveys being given to 128 students before and after completing the program. Along with the surveys, discussions were held with the students about the program. The survey included measuring students’ attitudes towards safety, and their level of knowledge about injury and risk, and looking at their substance use and their engagement in risky behaviours. Students had significantly safer attitudes after the program. The attitudes that shifted most after taking the program were the importance of making a plan before going out and the effect that taking a risk has on other people. Student scores on safety evaluation were also better after the program. Besides changes in the measures, the relationships towards attitudes, knowledge and safety evaluations with substance use and risky behaviour were also looked at. Overall, the most reliable strongest relationships were between safety evaluations and the behaviours.

Some of the comments and feedback from students after the program were that they were familiar with a lot of the information provided but thought it would be good for their peers; majority of students felt that an in-person program would be more effective; the practical skills they learned were the most useful; some were skeptical that a one-day program could alter the decisions they and their classmates made.

Initial results suggest the on-line program is effective and the safety evaluation measure had the strongest relationships with actual behaviour. These preliminary results were based on a smaller sample than had been expected so it is planned to do a larger sample more representative of the region in October.

Paweena Sukhawathanakul commented that they will be asking the Commission for additional funds to do the data collection in the fall and include more schools. Amelia Smit noted there are already four signed up this fall.

➤ **Malahat Highway Bus Improvements to Promote Traffic Safety – Todd Litman**

The Ministry has recently issued a progress report on the South Island Transportation Strategy which was released in 2020. It includes several highway projects, including budgeting \$164 million to improve safety on the highway going through Goldstream Park, along with widening the road and adding retaining walls. First Nations bands oppose this and have asked for an environmental review. The Strategy does include some urban transit improvements and another review of the possibility of reestablishing rail service between Victoria and Campbell River, however, it does not include any bus improvements. There are four buses a day between Victoria and Duncan which are oriented towards Duncan commuters, and people cannot get from Victoria to Duncan and back on the same day. There are seven buses from Duncan to Nanaimo with no evening or Sunday service and a fare of \$10. Between Victoria and Sooke there are 43 trips a day with a fare of \$2.50.

Bus travel is much safer than driving, especially on highways and considering the types of people who would be likely to shift if there was frequent and affordable bus service. If the Malahat Highway could achieve the transit mode share that we have between Victoria and Sooke, traffic casualties on that highway should decrease by at least 10%, but possibly by as much as 25%. It would be more cost effective and beneficial to do this, instead of spending \$164 million to widen the highway. There is no planning system or good funding structure for creating an inter-regional bus service.

Todd is President of a new organization called Better Island Transit which is promoting frequent and affordable bus service on Vancouver Island, and he is proposing three things: (1) the Commission could investigate this and look at the degree to which public transit improvements increase safety; (2) request that the CRD Transportation Committee and the Victoria Regional Transit Commission ask for more affordable and frequent service on the Malahat and ask the CRD to support this as a public safety strategy; and (3) ask the province to correct this gap in the planning system that allows good local transit and highway planning but no good inter-regional bus service.

Members were generally supportive of the concept to have affordable bus transportation between Victoria and Duncan as there is a potential road safety connection. The strength of the road safety connection would depend on available service associated with ridership uptake.

**Action: Chair Martin asked Todd to circulate his slide presentation for members to review and bring comments back for discussion at the October meeting.**

8. **Member Updates**

Defer to October meeting

9. **Next Meeting**

The next meeting will be held on October 8, 2024 at 1:00 pm. On motion, the meeting adjourned at 2:29 pm.