

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, December 12, 2023**

Members: Neil Arason, Island Health
Ron Cronk, Vancouver Island Safety Council
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Steve Martin, Community Member (Vice-Chair)
Dean Murdock, CRD Board (Chair)
Keith Vass, Media
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: Sgt. Doug Cripps, Saanich Police
John Hicks, CRD

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Corey Burger, Capital Bike
Dr. Murray Fyfe, Island Health
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Myke Labelle, Commercial Vehicle Safety and Enforcement
Todd Litman, Walk On, Victoria
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:11 pm.

1. Territorial Acknowledgement

Chair Murdock provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Ron Cronk, **SECONDED** by Colleen Woodger, that the agenda be approved as distributed. **CARRIED**

3. Approval of Minutes – November 14, 2023

MOVED by Ron Cronk, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on November 14, 2023 be approved. **CARRIED**

4. Chair's Remarks

No remarks

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

This group comprised predominantly of the directors of engineering from each municipality, along with representatives from BC Transit and the Ministry of Transportation and Infrastructure meets regularly to talk about various topics in relation to regional consistency in transportation. A lot of the work currently is focused on the governance discussion and looking at consistency with bylaws and messaging.

➤ **E-scooter Pilot Project**

John Hicks provided an update on this project on behalf of Corey Burger who had asked to have it added to the agenda but was unable to attend today's meeting. The project on electric kick scooters was established by the province in 2021 and was originally a three-year pilot in participating communities. It has now been extended for an additional four years. We have talked about this at the Commission previously and it has also been discussed at the Transportation Committee. We currently have some outstanding work on this which came about as a request from the Transportation Committee to the Commission to undertake some research on e-mobility as it

relates to the CRD. This work is being led by Paweena Sukhawathanakul and the report will be coming back to the Commission in January for review and comment after which it will go to the Transportation Committee in February. At this time, there is no direction or position from any of the municipalities or the CRD in terms of participation. Scooters technically are not allowed on the road network because they are not covered under the Motor Vehicle Act but that doesn't stop many of them from using the roads which causes issues in terms of liability and risk, etc.

Action: Add Report on e-mobility Research to the January meeting agenda

6. Priority Business

➤ Funding Application from Vancouver Island Safety Council

Ron Cronk provided some background. The Vancouver Island Safety Council is a non-profit organization which teaches people how to ride motorcycles and provides opportunities for new riders as well as returning riders to sharpen their skills. The program is run out of the Interurban campus of Camosun College and goes from March 1 to October 31 with classes being sold out by June. A BC Coroner's report found two age groups with high motorcycle fatalities, i.e., ages 16-25 and 50-75 and earlier this year the Safety Council, with the support of the Commission, rolled out a training program for riders who have a motorcycle license but never had any formal training. Before and after surveys showed it to be successful and the Safety Council would like to repeat the program next year and are requesting funding from the Commission.

In the absence of Paweena Sukhawathanakul, chair of the Funding Subcommittee, John Hicks provided information on the subcommittee's recommendations for this application. Members of the subcommittee conducted a formal evaluation of the funding application based on the pre-established criteria and found that the need and value of the refresher course was well articulated and aligns with the Commission's role and responsibilities. Based on the feedback from students of this year's program, it was clear that the course had delivered on its commitment. The subcommittee members saw considerable merit in this program and unanimously recommended approval of funding. Subcommittee members did note some considerations that the applicant may want to take into account, i.e., better articulation of challenges, evaluation plans and recognition there is a requirement for a sustainable funding option over time. Overall, it is recommended that funding be approved in the amount of \$6,000.

MOVED by Frederick Grouzet, **SECONDED** by Neil Arason, that funding in the amount of \$6,000 be approved for the Vancouver Island Safety Council Rider Refresher Training Program.

CARRIED

Action: Ron Cronk to circulate Coroner's report to members

➤ Potential Spending Initiatives in support of Strategic Priorities

Every year we look for our priorities under the traffic safety umbrella. We are trying to ensure consistency with any funding grants we approve and with our messaging. We will also be working with municipalities and our partners such as ICBC and RoadSafetyBC so we can put our messaging all under the same umbrella.

The underlying behaviours that relate to safety are as follows: being informed, being alert, being visible, being predictable and being courteous. We are running campaigns through the CRD and with our municipal partners as well as the Commission on all these areas. The intent is that our future planning will be brought back under this, and we can package it and message it out so that we are all speaking the same language. We will be working with the Transportation Working Group and with municipal partners to ensure we are acting together.

For next year, please think about any programs you would like to be running and bring those forward as early as possible. Discussions at the Transportation Committee are showing an appetite for a good look at transportation safety and the Saanich Safety Action Plan will also be released which will be a starting point for other municipalities looking at transportation safety in their own jurisdictions. The intent would be to ideally build off some of those working programs so we can show we are supporting those first initiatives.

➤ **Budget Update**

There is a small surplus of approximately \$20,000 that will be carried over to next year. The P.A.R.T.Y. Program analysis funding has been approved and will come out of this year's budget. Also, some merchandise was purchased for distribution during some of the outreach programs, e.g., reflective arm bands, etc. The first outreach program for the Let's Get Visible Campaign recently took place in Oak Bay and it was very well received with a lot of positive comments. There will be another one held in Esquimalt in January. This is done in conjunction with the Ready Step Roll school program.

➤ **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.

Sgt. Doug Cripps, Saanich Police, commented that a Saanich member has been selected for a position as one of the Regional Directors for MADD Canada for BC and the Yukon. There was a news splash done on that in November which preceded the yearly MADD red ribbon campaign to promote sober driving during the holiday season.

The province wide Light up the Highway project took place on December 2. Locally, there were over 30 members out. They took about 130 breath samples and issued 6 or 7 impaired tickets and numerous other violation tickets. Light up the Highway kicks off the winter impaired driving campaign and CounterAttack campaigns were conducted last weekend which resulted in a few more impaired and other violation tickets.

In 2023, there will be three Saanich members on Team Alexa which is a program that recognizes BC police officers for their efforts in impaired driving investigations. Each of the Saanich members has gotten over 50 impaired drivers during the last year. The program is in honour of a young girl who was struck and killed by an impaired driver.

7. **Other Business**

(1) **Ads**

Frederick Grouzet showed the six ads which have been produced so far in conjunction with CHEK.

- Passengers as a source of distraction
- Cyclist awareness – “It could be you”
- The phone as a source of distraction
- Cannabis edibles
- Driving when fatigued
- Driving in the dark

The next ad will be on intersections and is currently in production.

The ads are based on research, youth surveys and focus groups which have determined the best way to frame the message. The videos are all available on YouTube and the comments that people make are monitored, along with how often the videos are viewed.

(2) **Update on CRD Highway Traffic Signs**

Colleen Woodger provided an update. There are four signs in total, and it has been determined that they are still in good shape and can be rotated if desired at a cost of approximately \$1000. This would provide a refresh while we work through the process of having new signs produced and in place, which could take up to a year.

MOVED by Colleen Woodger, **SECONDED** by Steve Martin, that funding up to \$1100 be approved to have the existing CRD highway traffic safety signs rotated throughout the region as we work towards replacing the signs. **CARRIED**

It was also suggested that as part of this process, we establish criteria to determine how often the signs would be rotated in the future and then it could be done as a regular part of our planning framework.

(3) Papers on point-to-point speed interval cameras and red light cameras

Neil Arason advised that Paweena Sukhawathanakul and her student Ahneke van Lankvelt at UVic have agreed to help with preparing these two papers. Although it will take a few months, it will result in a more thorough job and as it is a sensitive issue, we want to be sure we do it right. Members agreed with this plan.

Natalia Heilke provided information on an issue raised at the November meeting regarding whether consultation would take place when the RoadSafetyBC review on traffic fines is undertaken. At this time there are no plans for consultation, but it is very early in the process. Currently the potential impacts of making changes on other jurisdictions is being explored and then executive direction would be sought before undertaking any consultation.

8. Member Updates

➤ **RoadSafetyBC - Natalia Heilke**

- Their Coms team did the National Day of Remembrance for road crash victims on November 15.
- Currently they are supporting the CounterAttack and Shift into Winter campaigns.
- Some of the RoadSafetyBC staff in Richmond participated in the Light Up the Highway campaign.

➤ **ICBC – Colleen Woodger**

- Colleen was at the December 2 CounterAttack launch. They partnered with McDonald's to give out gift certificates for coffee for designated drivers. Colleen gave out 35 N stickers as many new drivers are not posting the N on the back of their vehicle as is required.
- ICBC will be partnering with the BC Hockey League across the province and working with the league and the players themselves related to hockey events and alcohol.

➤ **Youth and Children – Hailey Bergstrom-Parker**

No update

➤ **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**

No update

➤ **CRD – John Hicks**

No update

➤ **Integrated Road Safety Unit – Sgt. Andy Harward**

No update

➤ **Commercial Vehicle Safety Enforcement – Myke Labelle**

No update

➤ **Vancouver Island Safety Council – Ron Cronk**

- Thanked the Commission again for approving his funding request. He will take the recommendations from the sub-committee, make some changes and move forward.

➤ **Capital Bike – Corey Burger**

No update

➤ **Walk On, Victoria – Todd Litman**

No update

- **Municipal Police Forces/RCMP – Sgt. Doug Cripps**
 - Sgt. Andy Harward is leaving his position at IRSU and will be replaced by Saanich member Sgt. Jereme Leslie.
- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure - Owen Page**
No update
- **Island Health – Neil Arason**
 - The work of the Saanich Road Safety Advisory Group is coming along. Saanich is a leader in road safety with this action plan and is one of the first local governments in BC to have an action plan.
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
No update

Vice-Chair Martin noted that he would like to have an item added to the January agenda around the possibility of having a representative from MADD Canada on the Commission.

Chair Murdock wished everyone a very happy holiday season and commented that he will look forward to seeing everyone in the New Year.

9. **Next Meeting**

The next meeting will be held on January 9, 2024 at 1:00 pm. On motion, the meeting adjourned at 2:20 pm.