

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, November 8, 2018
The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
Corey Burger, Greater Victoria Cycling Coalition
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Chris Foord, Community Member (Vice-Chair)
Dr. Murray Fyfe, Island Health
Shawn Haley, Ministry of Transportation and Infrastructure
Janelle Hatch, Island Health
Sean Kelly for Rudi Wetselaar, Commercial Vehicle Safety and Enforcement
Bill Laughlin, Vancouver Island Safety Council
Barb McLintock, BC Coroner's Service
Alan Perry, Media
Colin Plant, CRD Director (Chair)

Associates: Cst. Glen Davies, Central Saanich Police
John Hicks, CRD
Dallas Perry, BC Transit
Dr. Richard Stanwick, Island Health

Regrets: Marnice Jones, School Districts
Todd Litman, Walk On, Victoria
Dr. Paweena Sukhawathanakul, UVic
Colleen Woodger, ICBC Road Safety Division

Guests: Jocelyn Pedder, Transport Canada

Recording Secretary: Arlene Bowker

1. Approval of Agenda

MOVED by Corey Burger, **SECONDED** by Ron Cronk, that the agenda be approved as amended.

CARRIED

2. Approval of Minutes – October 11, 2018

MOVED by Judy Dryden, **SECONDED** by Shawn Haley, that the minutes of the meeting held on October 11, 2018 be approved as distributed.

CARRIED

3. Chair's Remarks

Chair Plant acknowledged that, due to economic reasons, this will be our last meeting at Howard Johnson and he thanked the staff of the Lakes Banquet Room for their service. We will be moving to the Greek Community Hall at 4648 Elk Lake Drive beginning with the December 13 meeting.

Chair Plant thanked the Commission for the work that has gone on this year. The continued focus on intersections, the point to point speed cameras, and the need to address cannabis and driving are issues that will carry forward to 2019. He commented that this could be his last TSC meeting. The new CRD Board will be sworn in next week and he is putting his name forward for CRD Board Chair and if elected, won't be returning to the TSC.

Later in today's meeting we will be talking about 2019 initiatives. The new budget takes effect on January 1 and it is hoped that we will come away today with actionable ideas that we could firm up at the December meeting.

Last month Chair Plant had said that he would like to get the message out to the local media that 70% of the responses received regarding a proposed point to point speed trial project on the Malahat were in favour. After discussion with the CRD CAO and the Chief of Communications, it was agreed that it

wasn't appropriate for the TSC to send out a press release. Information on the results has been posted on the TSC website and Chair Plant did go on CFAX last Monday to talk about the results and it was also picked up by Black Press and Global. He noted that the Union of BC Municipalities passed a motion calling for the Province to implement point to point or interval cameras on the Sea to Sky Highway, the Coquihalla Highway and the Malahat. A motion was also passed calling on the Province to follow the White Paper that came out of Vancouver to change the Motor Vehicle Act to become the Road Safety Act and to update it.

The recent announcement by the Government that speed limits will be reduced on some roads was discussed and Alan Perry displayed a map showing the locations where they will be lowered. The detailed report put out by the Province is available at: <https://www2.gov.bc.ca/assets/gov/driving-and-transportation/reports-and-reference/reports-and-studies/planning-strategy-economy/speed-review/rural-safety-and-speed-review-post-implementation-overview-2018.pdf>. The top three contributing factors in serious collisions are driver inattentiveness, road conditions and driving too fast for conditions.

4. Priority Business

➤ Budget Update

John Hicks provided a budget update. This year's budget is currently being closed off and John asked for all invoices to be sent in as soon as possible. Next year's budget is approximately \$70,000 and there may be about a \$5,000 carryover. Of that, \$55,000 is available for programming and advertising.

➤ Strategic Planning for 2019

- **Cannabis Legalization – Action moving forward/Information for website**

The question was raised as to whether we would be able to pay CRD staff to do work for the TSC. John Hicks will look into this and report back next month.

Discussion was held about possible education campaigns or putting up road signs on cannabis and driving. S/Sgt. Ron Cronk commented that education is needed as there are a lot of myths and disseminating what is true would be important. Erin Anderson said there will be TV ads coming out from the Province focusing on drug impaired driving. Chair Plant noted that typically education from our perspective has been advertising on TV, road signs and campaigns such as giving out the wrist bands this year as part of the intersection safety campaign. We can make at least two ads each year with CTV if we go forward with advertising with them. Dr. Murray Fyfe suggested that we also need to think about our social media presence. Dr. Grouzet from the UVic Centre for Youth and Society will be attending the December meeting and may have ideas about reaching out to the younger age group.

- **Bike Helmets – Possible education campaign**

Dr. Murray Fyfe referenced the data that was presented at last month's meeting which showed that not wearing bike helmets is more of an issue in younger age groups and we need to think about how we would reach them.

- **Seatbelts on intercity/school buses/School bus safety**

Jocelyn Pedder provided some information on school buses. An increasing number of new buses come equipped with seat belts. The bottom line from the collision statistics show that school buses are an extremely safe way to travel. In a frontal impact, children are very well protected while test data showed that in side impacts and rollovers, there is risk of ejection. The question is whether buses should be retrofitted with seat belts, however, retrofitting with full seat belts really can't be done and retrofitting with lap belts only creates other risks, including possible abdominal injury. Overall, it is better to equip originally, but not retrofit.

Chair Plant commented that the TSC could ask for a more in-depth presentation on this topic and then possibly recommend to the CRD Board that a letter be written to Transport Canada. This would be more in line with advocacy work for the Commission, rather than any type of campaign.

Action: Add to a future agenda

Chair Plant asked members to put forward any other issues they would like to see included in 2019 planning and the following topics were raised:

- Vice-Chair Foord – Allocate money for an education campaign in support of a pilot point to point speed camera project on the Malahat, contingent on the Province approving the trial project. Sgt. Ron Cronk suggested combining that with an overall speed education campaign on the Malahat. Funds could be leveraged with resources on enforcement in whatever way is needed to get that message out.
- John Hicks – A pedestrian safety campaign, particularly focused on the island and rural communities within the region as their pedestrian needs are different from what our needs are. This would give recognition to the TSC in areas which may see themselves as underserved.
- Bill Laughlin – All types of distracted driving.
- Corey Burger – We should put all our expenditures through the same process as we do for organizations requesting funding, so we are holding ourselves to the same standard and have a single system for collecting metrics on the money spent. Dr. Richard Stanwick commented that Dr. Grouzet from UVic could likely provide some pointers on the types of metrics we may want to use to evaluate our campaigns.
- Janelle Hatch – Consider using social media and other ways to reach the younger demographic, along with some of the takeaways from the work with UVic. Chair Plant commented that we could potentially put money aside for a campaign to support the information we will get from the joint project with UVic. John Hicks suggested that we should use the information from UVic to inform our decisions around how we're carrying out our campaigns.
- Janelle Hatch – Continue to support the active and safe routes to school program.
- Barb McLintock – Motorcycle safety is something we should be looking at as motorcycle fatalities on the island and province-wide have increased dramatically.
- Dr. Murray Fyfe – Vision Zero. There is a 2-day symposium on Vision Zero coming up in February targeted to local governments. Is this something the TSC wants to support and promote to our local governments?
John Hicks reported that from meetings with municipal engineering staff, they felt that unless there is the budget to make changes, it is very challenging to meet the Vision Zero objectives in terms of road design, etc.
- Corey Burger – Data synthesis.
- Jocelyn Pedder - Proper seat belt use.
- Dallas Perry – Information for elderly drivers.
- Colin Plant – Funding for wrist bracelets as was done this year and bicycle bells to support people who are using trails and perhaps aren't using proper etiquette. These would both need to be linked to education campaigns.
- Sean Kelly – Interacting with commercial vehicles. Erin Anderson commented that previously through the Road Safety Strategy, a campaign was done on being truck aware and educating people on driving around trucks. There is a lot of information available from that campaign.

Chair Plant said that for the next meeting we will have to select what we want to do for 2019. There will be \$55,000-\$60,000 available for advertising and campaigns and we need to decide how much we want to set aside to support groups asking for funding for their projects.

Action: The following items will be brought back to next month's meeting to be considered for 2019 planning:

- **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**

➤ **Commission Membership**

Organizations and sectors represented on the Commission with terms that expire on December 31, 2018, were identified and the following motion was made. In accordance with the Commission's bylaw, members may be appointed for more than one term.

MOVED by Chris Foord, **SECONDED** by Allan Perry, that it be recommended to the CRD Board that effective January 1, 2019, S/Sgt. Ron Cronk, Integrated Road Safety Unit; Janelle Hatch, Island Health; Judy Dryden, BC Automobile Assn.; Dr. Murray Fyfe, Island Health; Barb McLintock, Coroner's Service; Dr. Paweena Sukhawathanakul, UVic; Marnice Jones, School Districts; Rudi Wetselaar, Commercial Vehicle Safety and Enforcement; Edward Pullman, Greater Victoria Cycling Coalition; and Todd Litman, Walk On, Victoria; be nominated for appointment to the CRD Traffic Safety Commission for a two-year term, expiring December 31, 2020. **CARRIED**

5. **Business Arising from the Previous Minutes**

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

6. **Member Updates**

➤ **RoadSafetyBC**

Erin Anderson provided the following update:

- Two interesting reports that will be coming out before the end of the year are:
 - The roadside survey that included checks at different spots around the Province which record the prevalence of the use of drugs and alcohol while driving. This was done prior to the legalization of cannabis.
 - Updated fatalities report which will show 2017 data and includes collision data. Erin will send a link for the reports for distribution to TSC members.
- TV ads on education around drug-affected driving will be coming out from the Province which do translate to social media. The focus will be males ages 20-55.

➤ **ICBC**

No update

➤ **Youth and Children**

Judy Dryden provided the following update:

- Extensive work is being done around transporting children with special needs

➤ **Seniors**

No update

➤ **Active Transportation**

No update

➤ **IRSU**

S/Sgt. Ron Cronk provided the following update:

- He attended the BC Association of Chiefs of Police traffic safety committee meeting last month. A demonstration was given on the Draeger 5000 drug screening device. IRSU will likely just have one and the RCMP have only purchased 16 for the Province. This device has both strengths and weaknesses and is currently testing only for marijuana and cocaine. As well, sanctions for multiple offenders are being called for.
- There are a lot of positives coming out of the red-light speed enforcement

➤ **CVSE**

Sean Kelly provided the following update:

- He has recently transferred resources and brought someone from the mid-island down to deal with speeding and aggressive driving by commercial vehicles on the Malahat.
- He would like to do a presentation to the TSC on the work that the CVSE does. This will be tentatively scheduled for the January meeting.

➤ **Vancouver Island Safety Council**

No update

➤ **GVCC**

Corey Burger provided the following update:

- In October, GVCC held their AGM jointly with the Greater Victoria Bike to Work Society. Dale Bracewell, Manager, Transportation Planning, for the City of Vancouver spoke on the work the City has done, as well as their focus on reducing crashes.
- GVCC is working with Walk on, Victoria around the City of Victoria's downtown signal timing and the pertinent safety issues

➤ **Walk On Victoria**

No update

➤ **Municipal Police Forces**

No update

➤ **BC Transit**

No update

➤ **MOTI**

Shawn Haley provided the following update:

- MOTI recently did their shift into winter and have their maintenance contractor preparing for snow events, with two being projected. The contract with Mainroad is coming to an end and there will be a whole round of tendering for the maintenance contract for southern Vancouver Island. Some of the specifications have changed. Shawn will keep the TSC posted on how the tendering process is going.
Chair Plant raised the issue of the traffic problems with the McKenzie interchange construction. Shawn replied that what's been happening over the last two weeks has more to do with the timing sheets of the signals and this has been adjusted. He added that there has also been a huge increase in vehicle numbers, particularly over the past year.

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

- Dr. Murray Fyfe and Dr. Richard Stanwick met with Dr. Fred Grouzet. This project is garnering a lot of interest nationally and Dr. Grouzet may be able to get some more funding to possibly collect additional information and we would be the benefactor of some of that project expansion.

7. **Other Business**

➤ **Roy Watson Scholarship**

Vice-Chair Foord reported that there will be \$4000 available to distribute next year for the Roy Watson Scholarship.

➤ **Certificates from the CRD Board**

Certificates from the CRD Board recognizing participation on the Commission were distributed.

8. **Next Meeting**

The next meeting will be held on Thursday, December 13, 2018 at noon at the Greek Community Centre.

On motion, the meeting adjourned at 1:45 pm.