

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, June 13, 2023

Members: Douglas Baer, Capital Bike (for Corey Burger)
Ron Cronk, Vancouver Island Safety Council
Dr. Murray Fyfe, Island Health
Dr. Frederick Grouzet, Centre for Youth and Society, UVic
Sgt. Andy Harward, CRD Integrated Road Safety Unit
Natalia Heilke, RoadSafetyBC
Steve Martin, Community Member (Vice-Chair)
Dean Murdock, CRD Board (Chair)
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic

Associates: John Hicks, CRD
Cst. Deane Johnston, Oak Bay Police
Sgt. Manny Montero, Oak Bay Police

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Todd Litman, Walk On, Victoria
Myke Labelle, Commercial Vehicle Safety and Enforcement
Owen Page, Ministry of Transportation and Infrastructure
Colleen Woodger, ICBC Road Safety and Community Involvement

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:05 pm.

1. Territorial Acknowledgement

Chair Murdock provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Murray Fyfe, **SECONDED** by Andy Harward, that the agenda be approved as distributed. **CARRIED**

3. Approval of Minutes – May 9, 2023

MOVED by Steve Martin, **SECONDED** by Natalia Heilke, that the minutes of the meeting held on May 9, 2023 be approved. **CARRIED**

4. Chair's Remarks

Chair Murdock welcomed everyone to the meeting. There are several items that we need to discuss to move forward on the key priorities that were approved as part of our strategic planning process over recent months, and we will talk about some of the actions coming out of that.

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

The Transportation Working Group is representative of engineers from across each municipality, along with BC Transit and the Ministry of Transportation and Infrastructure. Meetings are held every other month. At the next meeting the two priority areas of discussion will be licensing in terms of ride hailing services, and governance for regional transportation.

➤ **Commission Annual Report to Transportation Committee**

Steve Martin will be presenting on behalf of the Commission. The presentation this year will be to the Board, rather than the Committee. Murray Fyfe commented that the Board are looking for advice from us, not just information, so we may want to think of any recommendations or advice that should be included in the annual report.

➤ **Discussion re Equity Data**

Removed from agenda

6. Priority Business

➤ Budget Update

We have approximately \$25,000 for advertising, and about \$36,000 for third party grant applications. Funds can be moved across from one to the other if needed.

➤ Strategic Planning – Action Items

John Hicks is working on a summary sheet of our priorities. This will assist with communicating the information back up through the Working Group, the Committee and the Board so that we have a consistent level of language. The grant application will also be updated to reflect the priorities.

Murray Fyfe commented on an item related to speeding, which is one of the Commission's strategic priorities. The Island Health Provincial Injury Prevention Committee has repeated a survey that was done about five years ago looking at public support for speed enforcement. It was done in a way that gives a sufficient sample size for all parts of the province. A preliminary look at the data shows support for speed enforcement has increased.

In discussion about this survey, it was noted that there should be a strategy prepared before the survey results are made public because there are certain interest groups that have long rallied against speed enforcement. There should be good talking points ready to counter the potential criticisms. It was also suggested that other people in the community be enlisted for support. Another point raised was that there is a strong occupational health and safety component to this as there is significant risk posed to enforcement along certain corridors in the province.

Action: John Hicks to provide background correspondence on the request for interval speed cameras on the Malahat to Natalia Heilke and Steve Martin

Action: Natalia Heilke to provide updates on (1) status of interval speed cameras on the Malahat; and (2) status of intersection cameras on the island being activated for speed

➤ 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.

7. Other Business

➤ Review of E-bikes and Micro-mobility

As noted last month, the Board has directed that we do a review of e-bikes and micro-mobility as it relates to personal use and safety in the CRD. John Hicks has discussed this with Paweena Sukhawathanakul regarding getting a student to complete this work. Paweena noted that this relates well to a project she is working on this summer for a small pilot study looking at active transportation, particularly for older adults 60+. The study would look at how infrastructure influences frequency of engaging in active transportation and relates to cognition and physical and mental health. The contract for the student working on this project could be extended for a couple of months through September to conduct the micro-mobility review at a cost of about \$7,000.

MOVED by Ron Cronk, **SECONDED** by Murray Fyfe, that the Commission move forward with the review of e-bikes and micro-mobility as it relates to personal use and safety in the CRD, and that funding up to \$7,000 be provided for a student to complete this work. **CARRIED**

The following items were brought forward by John Hicks on behalf of Colleen Woodger who was unable to attend today's meeting.

Colleen is very keen for the Commission to build on the work that Fred Grouzet and the students are doing with Chek. She is asking that a social media package be created that can be posted on various social media platforms and sent to our partner agencies to be distributed. John advised this work can be done internally so there wouldn't be additional cost. Colleen believes it is important that we start amplifying our message as much as possible. It is requested that members provide information on a contact name for their organization who can assist with promotion of the campaigns through their social media platforms.

Action: John Hicks will request social media contact names from members

It is also requested that members who work in larger organizations consider seeing if their health and safety committees would have an interest in using some of the work that Fred Grouzet has done to channel through staff internal communications directly.

Another piece is working with municipalities to promote our shared messaging. That is going to come across into the Transportation Working Group discussions and we are planning to try and get shared messaging across our key campaign areas. There has been a lot of recognition of the work that the Commission has been doing and a request has been received recently from the Alberta Motor Association asking if they can have access to our ads. That is a big plus for all the work Fred Grouzet and his students have done.

In response to a question about evaluating the results of the advertising campaign, Fred noted that it is planned to test the videos on youth in the fall to see their perception.

Murray Fyfe noted there are a couple of municipalities not supporting the Commission and asked if we should be acting to get them on board. John Hicks said they had previously been asked to participate but nothing has moved forward yet. Chair Murdock commented that if there is anything those municipalities are looking at that would add value to their participation in the Commission, we would be ready to listen.

➤ **Funding for UVic Society for Youth and Society re Advertising Campaign**

Discussion was held at last month's meeting re ongoing production of ads, however funds were not allocated. When this project was originally approved several years ago, there was an in-principle concept to continue support over a longer period of time, but funding needs to be committed on an annual basis. Fred Grouzet requested funding in the amount of \$15,000 for this fiscal year and requested an additional \$15,000 for work done during the COVID time period but not funded. John Hicks suggested that \$15,000 be allocated for now and he will go back and look at the budget more closely to see about reimbursement of expenses from previous years.

MOVED by Murray Fyfe, **SECONDED** by Ron Cronk, that funding in the amount of \$15,000 for the current fiscal year be approved to support the UVic Centre for Youth and Society to continue to produce relevant traffic safety advertising for the Commission.

CARRIED

➤ **Commission Vacancies**

There are several vacancies on the Commission and John Hicks said he will work through CRD Legislative Services to get a letter out and try to get the vacancies filled. In the case of the BC Ambulance Service, we are unlikely to get a representative as they have delegated their staff back into on-the-road positions. Other member vacancies are school districts, media and BC Coroners Service. Also, representatives from Commercial Vehicle and Safety Enforcement and the Child Passenger Safety Program of the BC Automobile Association have been unable to attend meetings.

Steve Martin raised the possibility of contacting Mothers against Drunk Driving to see about interacting with the Commission. It was noted that they could attend meetings to provide information and support but would not be able to be a voting member as they are not identified in the membership listed in the Commission Establishment Bylaw. Discussion took place around opening up the Establishment Bylaw so that additional organizations could be added to the Commission membership. It was suggested we should have one more voting police member, and another non-

voting advocacy group representative. John Hicks commented that this is an issue that is likely to come up through the transportation governance discussion at the Transportation Committee in terms of the role between the Working Group, the Committee and the Commission. Until that bigger discussion has happened, there would likely be some reluctance to opening up the bylaw. It was suggested that Steve could bring this topic up to the Board when he is making his presentation to them next month.

As there are two media positions on the Commission, Murray Fyfe asked if it would be possible to have a communications person from an organization as well as someone from the media. Also, as it is unlikely we will be able to get a representative from the Coroners Service, could that membership spot be switched to another organization? John Hicks commented that this is the kind of information that would need to be sorted out before the bylaw is opened for changes.

➤ **Sarah Beckett Memorial Scholarship**

The scholarship is open to applicants until July 7, and it is hoped to get the message out to as many people as possible. John Hicks will forward information that can be shared on social media. The following members expressed interest in sitting on the subcommittee to review the scholarship applications: Colleen Woodger, Andy Harward, Ron Cronk, Neil Arason or Murray Fyfe, and Douglas Baer.

8. Member Updates

• **RoadSafetyBC - Natalia Heilke**

- Driver medical examination reports have been reactivated after being paused during Covid. Exam reports will now be done at 80, 85, then every two years.
- The current state of e-ticketing is that all municipal and RCMP traffic enforcement are now equipped with e-ticketing that contains all the MVA and MVAR offences but doesn't include liquor and cannabis. Working on getting this for general duty officers as well. Tickets can be paid online. Also working on digitization of prohibition and suspension forms for impaired driving.
- Sgt. Andy Harward commented that it speeds up the process. Re the impaired driving forms, IRSU is one of the pilot agencies for the 24-hour suspension forms. E-ticketing has resulted in more tickets being issued. The question was raised as to whether that results in more tickets being challenged in court and more enforcement being taken off the road. It is difficult to answer that at this point because of the Covid backlog which still exists in traffic court, and which will probably take another year to work through. There is a small discount for paying within a specified time and not contesting it.

Action: Revisit this issue in a year

- Sgt. Manny Montero commented that in other provinces, members of the public contesting a ticket can go straight to the Crown's office without bringing the officer into court. BC doesn't have that.
- **ICBC – Colleen Woodger**
No update
- **Youth and Children – Hailey Bergstrom-Parker**
No update
- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
 - Paweena met with Murray Fyfe, Fred Grouzet, and Neil Arason to talk about ways they can help facilitate the evaluation of the PARTY Program (Prevent Alcohol and Risk Related Trauma). It's a program that is focused on educating young people. Before the pandemic it was always done in person, usually at the hospital. The program has just started again, but it is being done virtually so the question is how effective the program is now that it is not in person. Murray Fyfe said they are looking at the UVic Centre for Youth and Society helping with an evaluation and it might be something we want to bring back to see if the Commission would be interested in providing funding. Amelia Smit, Island Health Injury and Violence Prevention Consultant, will be invited to do a presentation at next month's Commission meeting.

- **CRD – John Hicks**
 - There have had to be some changes made to the CRD Ready Step Roll Program in relation to SD 61's decision re school liaison officers. Staff are in the process of looking at how that program will operate without the support of some of the police officers.
 - Also, the first surveys of the DND and Seaspans workplace engagement program have just been done. This program is very similar to the Ready Step Roll Program in schools. There were 800 responses to the initial survey, and they were generally very positive.
- **Integrated Road Safety Unit – Sgt. Andy Harward**
 - Working with MOTI covering construction zone safety on Highway 14 and Gillespie Road. Once that project wraps up, will be moving resources over to Highway 17.
 - Re the BCACP calendar, last month was the high-risk driving component and they were out looking for excessive speed, seat belt use and cell phone use. There is still work to do to take high risk drivers off the road. Members wrote 1000 violation tickets last month alone. Impaired driving is also part of that campaign.
 - There are a lot of complaints from community associations across the region re speed. Saanich Police traffic spent the last month in the Prospect Lake area trying to educate people on the new speed zones.
 - Happy to be part of the Sarah Beckett Scholarship Subcommittee.
- **Commercial Vehicle Safety Enforcement – Myke Labelle**
No update
- **Vancouver Island Safety Council – Ron Cronk**
 - The rider refresher training course which the Commission provided a grant for is running from April-July. The first week of July will wrap up the fourth session. It was slow to start, but it is steadily increasing, and they have definitely found the target group they want. Early outcomes are positive, and students are reporting back that they are seeing an increase in their skill level, their motorcycle safety awareness on the road, and a boost of confidence. It will likely be a couple more years in the works before they can really get the course out there. Will have more data in October.
- **Capital Bike – Douglas Baer**
 - In the process of reviewing active transportation plan updates across the region. They will be contacting various municipalities with any concerns.
- **Walk On, Victoria – Todd Litman**
No update
- **Municipal Police Forces/RCMP**
No update
- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure - Owen Page**
No update
- **Island Health – Murray Fyfe**
 - July 5 is National Injury Prevention Day. The focus will be the role that alcohol plays in a whole range of injuries and the messaging is going to be to use judgement and caution.
- **Working Group for UVic Centre on Youth and Society Joint Project – Dr. Frederick Grouzet**
No update

9. Next Meeting

The next meeting will be held on July 11, 2023 at 1:00 pm. On motion, the meeting adjourned at 2:29 pm.