

# November 2024 Update



CRD TRAFFIC SAFETY  
COMMISSION

Steve Martin - Chair

# Mandate of the TSC

## (Partnerships Based Model)

- *Review traffic safety problems in the CRD and make recommendations to the CRD Board, through a CRD Board Committee, for the purpose of reducing or eliminating the problems; and,*
- *Plan and operate traffic safety education programs within the CRD, as provided for in the annual budget for the Commission, as approved by the CRD Board.*

# Commission Membership


(Broad Stakeholder Base, Range of Expertise & Collaboration Across Sectors)

- Public Health
- Law Enforcement
- Community Member
- **MADD**
- ICBC
- **School District**
- RoadSafetyBC
- BCAA Road Safety
- University of Victoria
- Commercial Vehicle Safety
- Transportation Planning
- V-I Safety Council (Motorcycles)
- Media
- MoTI
- BC Transit
- Walk-On Victoria
- BC Coroners Service
- Capital Bike

NOTE: MADD new associate member; School District representation is a recently filled vacancy

# Strategic Priorities

Our 2023 evidence-based review of road safety problems in the CRD guides our priorities

- 
1. Distracted Driving (All Distractions)
  2. Speeding
  3. Impaired Driving (Drugs & Alcohol)

# Evidence & Data

## Top 3 Fatalities by Victim

1. Driver
2. Pedestrian
3. Passenger

## Top 3 Contributing Factors to Crashes

1. Distracted Driving (All Distractions)
2. Speeding
3. Impaired Driving (Drugs & Alcohol)

# Evidence & Data

- Intersections are the leading(75%) location for all injuries
- Intersections represent the greatest risk for vulnerable road users (e.g. pedestrians & cyclists)



# Priority Action Areas

## Education & Awareness (see Attachment for examples)

- Pedestrians crossing at intersections and cross walks
- Intersections (all users)
- Support for impaired, driver inattention and speed campaigns
- Promote leading jurisdiction “best in class” measures to address road safety

## Advocacy

- Automated Speed Enforcement
  - Intersections & Other High-Risk Areas
  - Speed interval cameras (High-Risk Highway Areas)

# Automated Speed Enforcement (ASE)

The TSC is currently finalizing an ASE report for the Transportation Committee



Our report will include:

- Data & evidence supporting ASE
- Intelligence from a September 2024 National ASC report
- Implementation & advocacy recommendations



# Current New Initiatives Focus on Youth

## Junior Hockey Engagement

- A targeted education program to engage the 5 VIJHL teams within the CRD in a conversation about road safety

## Supporting the P.A.R.T.Y Program (Prevent Alcohol & Risk-Related Trauma in Youth)

- Operating since 1986 High School students hear from first responders, health care and mortuary professionals. Since COVID the delivery has moved to online
- The current initiative evaluates the effectiveness of the online delivery of the program (changes in youth road safety attitudes) across schools in the CRD

# Funding of Community Partner Projects

## Evaluation Criteria

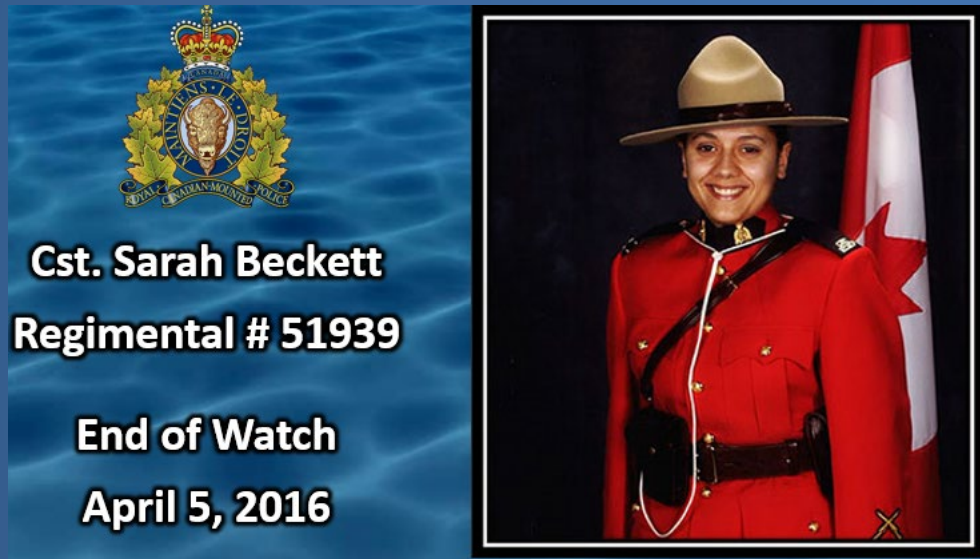
- Quality of project
- Merit of project
- Proposed evaluation of project
- Match with TSC priorities
- Likelihood of success
- Recognition of challenges
- Budget / matching funds

## Example Funded Projects

- Micro-Mobility Options Study for Transportation Committee (completed)
- UVic Centre for Youth and Society Joint Project Social Media
- Safety and Etiquette on shared cycling and walking paths/trails
- CHEK TV TSC Campaigns
- Junior Hockey Teams: Targeted Road Safety Engagement
- Let's Get Visible
- VISC Rider Refresher Training
- P.A R.T. Y. Program Evaluation of On-Line Delivery
- Cycling skills training
- School crosswalk safety



# 2024 Sarah Beckett Memorial Scholarship

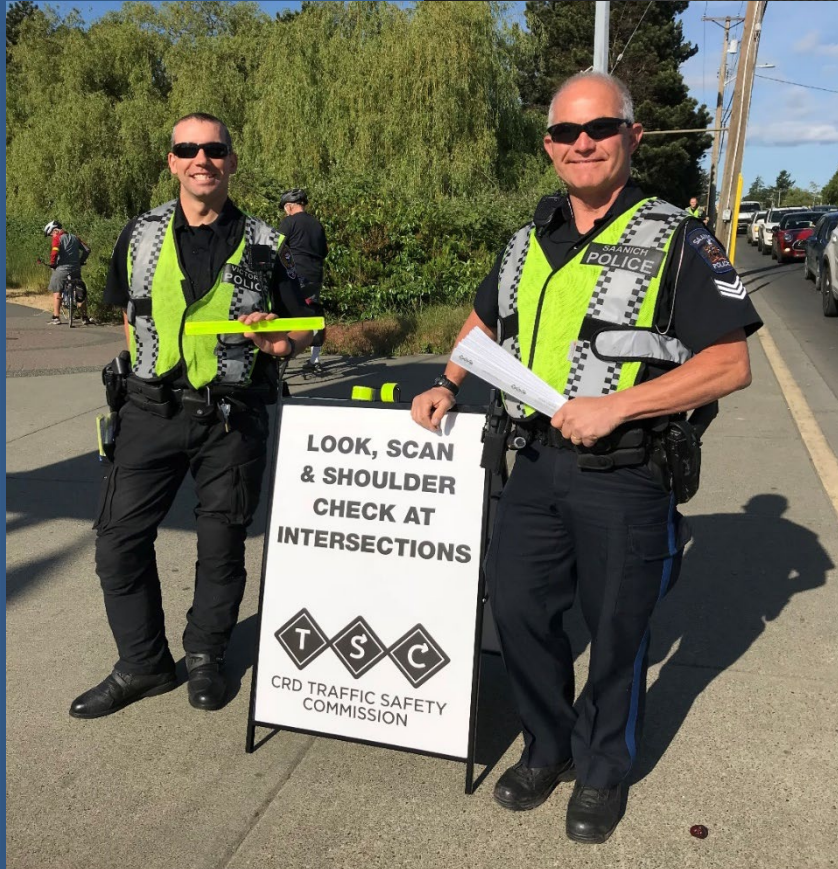


- Macy Johnston was awarded 2024 scholarship
  - Macy is a graduate of Stelly's Secondary School
  - Macy is studying for a Bachelor of Arts in Psychology at Dalhousie University. Macy is intending to follow a career in law enforcement.

# Examples of Education Campaigns

# Education Campaigns

**60%** of crashes occur  
at intersections



# Education Campaigns



**Let's Get Visible**

BE ALERT  
BE BRIGHT  
STOP!  
Pick up your reflective strips here.

CRD Traffic Safety Commission  
Making a difference Together

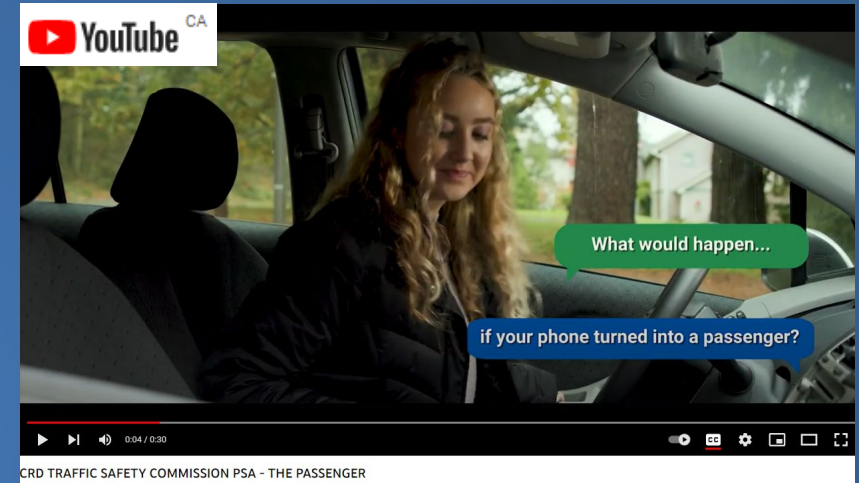


Click Into Safety  
**ALWAYS IN FASHION**  
www.traffic-safety.ca



**STUPID  
DISTRACTION**

www.Traffic-Safety.ca

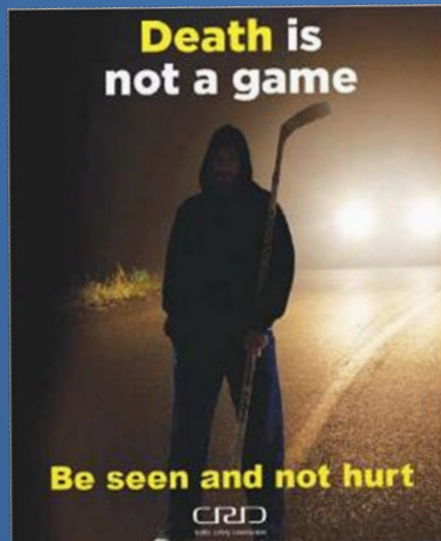


YouTube CA

What would happen...  
if your phone turned into a passenger?

CRD TRAFFIC SAFETY COMMISSION PSA - THE PASSENGER

**Death is not a game**



Be seen and not hurt

CRD Traffic Safety Commission

C Get Home Safe - Traffic Saf...



**GET HOME SAFE!**



Protect your neck.  
Adjust your head restraint.

TSC  
CRD Traffic Safety Commission

**LOOK, SCAN & SHOULDER CHECK**



TSC  
CRD Traffic Safety Commission



**Keep Kids Safe In  
The Back Seat**

www.traffic-safety.ca

# Recent/Current Campaigns in partnership with CHEK Social Media and Broadcast

YOU'LL NEVER KNOW  
WHEN IT'S GOING TO HIT YOU.

a message from



CRD TRAFFIC SAFETY  
COMMISSION


generously supported by



CENTRE FOR YOUTH  
AND SOCIETY



Put your phone away before you drive.

a message from




CRD TRAFFIC SAFETY  
COMMISSION

generously supported by



CENTRE FOR YOUTH  
AND SOCIETY



**What if that cyclist was you?**



00:30





# Thank you!



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COMMISSION