

# October 2021 Update



CRD TRAFFIC SAFETY  
COMMISSION

Chris Foord, Community Member

# 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

- ICBC
- School District
- Police/RCMP
- Public Health
- Road Safety BC
- Cycling Coalition
- Walk-On Victoria
- Commercial Vehicle Safety
- Transportation Planning
- BCAA Road Safety
- V-I Safety Council
- Media
- University of Victoria
- MOTI
- BC Transit

# Commission Membership



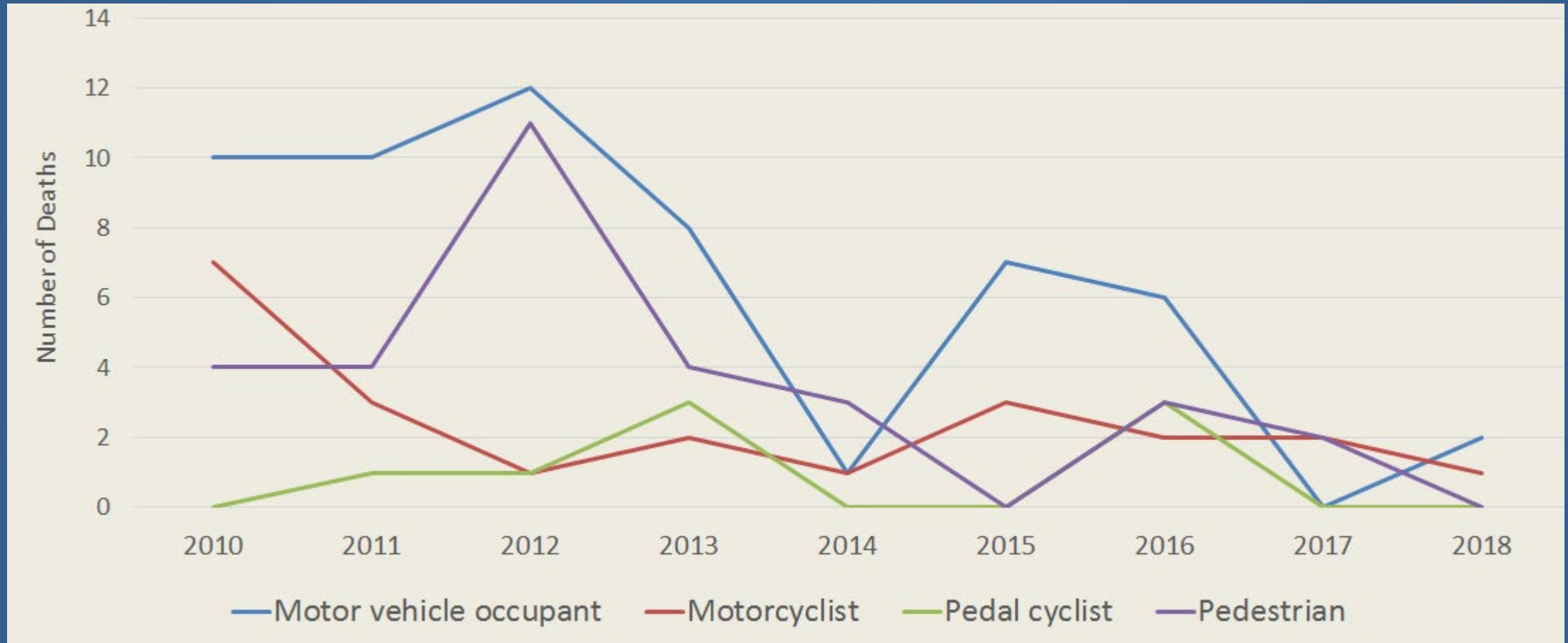
- Broad stakeholder base:
  - Range of expertise across the “4 E’s” of injury prevention
  - Varied perspectives
  - Collaboration across sectors

# Commission Working Groups

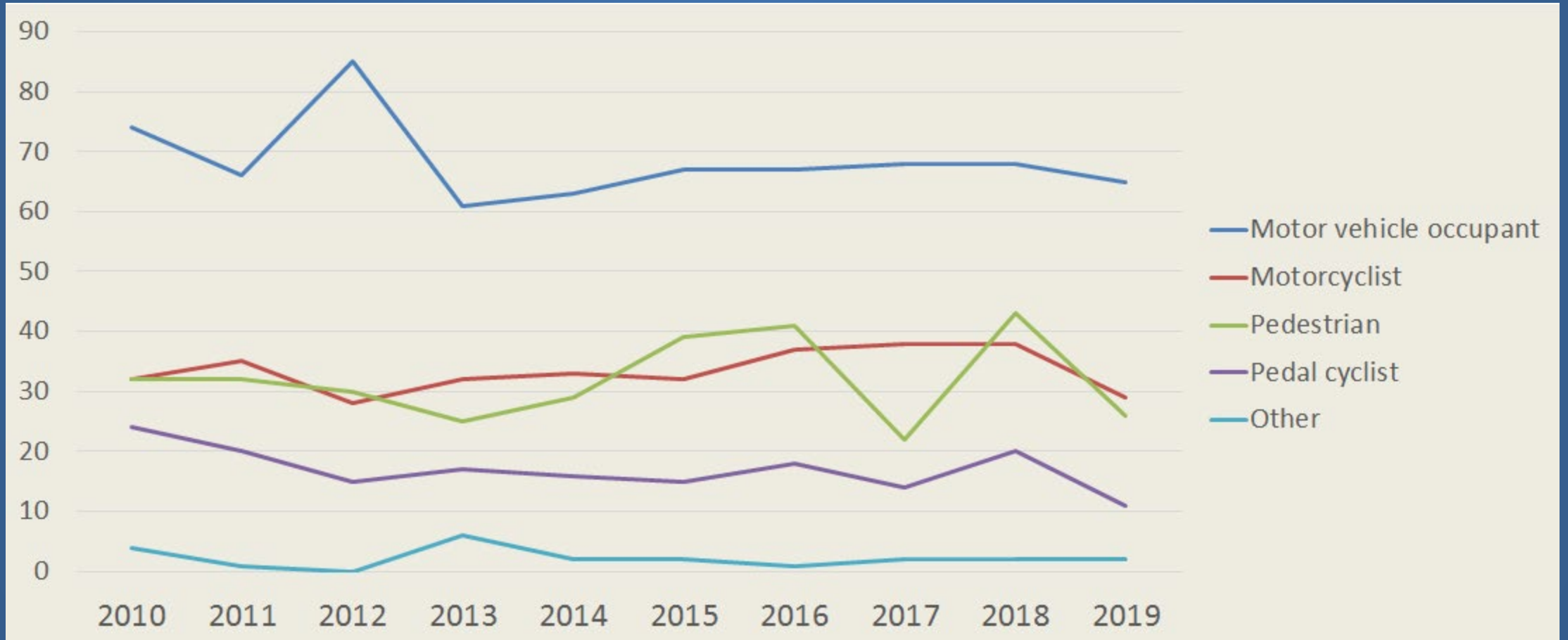
- Communications Working Group
- Funding Applications Working Group
- Sarah Beckett Memorial Scholarship Working Group
- Data and Evidence Working Group



# Crash Fatalities, CRD, 2010-2018



# Crash Hospitalizations by Road User Type



# Casualty Crashes by Intersection

Top 15 Intersections	# of Crashes
ADMIRALS RD & MCKENZIE AVE & TRANS-CANADA HWY	136
BLANSHARD ST & SAANICH RD	92
PATRICIA BAY HWY & SAYWARD RD	88
MCKENZIE AVE & QUADRA ST	83
MILLSTREAM RD & & TRANS-CANADA HWY & VETERANS MEMORIAL PKY	82
BOLESKINE RD & DOUGLAS ST & SAANICH RD	78
DOUGLAS ST & MCKENZIE AVE & PATRICIA BAY HWY	77
ISLAND HWY & OCEAN BLVD & WALE RD	75
BLANSHARD ST & HILLSIDE AVE	72
DOUGLAS ST & FINLAYSON ST	67
GOLDSTREAM AVE & VETERANS MEMORIAL PKY	67
GLANFORD AVE & MCKENZIE AVE	66
HAPPY VALLEY RD & SOOKE RD	62
HILLSIDE AVE & SHELBOURNE ST	62
TILlicum RD & TRANS-CANADA HWY	59

\* Includes interchanges, on-ramps and off-ramps

Source: Insurance Corporation of British Columbia: ICBC crash data is gathered from reports made to ICBC by insured registered vehicle owners, drivers, pedestrians and cyclists.



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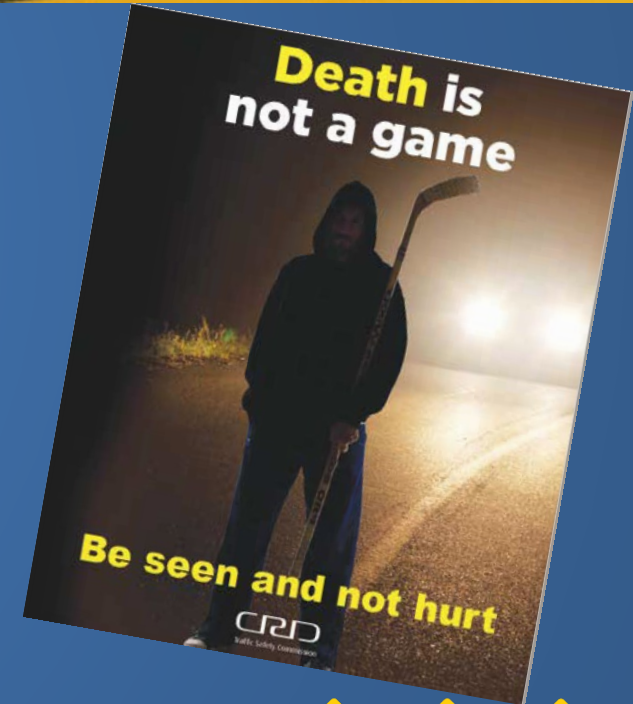
# Education Campaigns

**60%** of crashes occur  
at intersections





# Education Campaigns



# TSC Priorities

- Distracted Driving – phone and passengers as distractions
- Impaired Driving - cannabis
- Speed -
- Intersection Safety – research and data collection
- Vulnerable Road Users – road and trail etiquette

# Examine all under the lens of Vision Zero

# Recent/Current Campaigns

## New Creative in partnership with CHEK

### Social Media and Broadcast







**What if that cyclist was you?**



00:30





# Summer 2021 Impaired Driving Campaign – Upping TSC social media Presence

- **Partnered** with ICBC on a Social Media Campaign
- 499,000 impressions on Facebook
- YouTube over 30,000 views
- Twitter over 121,000 impressions
- 3 creative ads/video used for Rideshare, Bus, Taxi
- TSC cost \$10,000

# Funding of Community Partner Projects

## Evaluation Criteria

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

## Funded Projects

- UVic Centre for Youth and Society Joint Project
- Bike Sense Cycling Guide Update
- Safety and Etiquette on shared cycling and walking paths/trails
- Update the Bike Skills Instructor Manual
- CHEK TV TSC Campaigns
- Walk and Wheel to School
- Lets Get Visible
- Research on Intersection Cameras

# Impact of Pandemic

- Community grant applications slowed at the outset of the pandemic as community outreach and engagement programs were postponed and cancelled.
- 2020/2021 saw organizations pivoting to update guides and develop policy.
- Second half of 2021 has seen a renewed interest in planning for community outreach and engagement for 2022.

# 2021 Sarah Beckett Memorial Scholarship

- Monica Amos was awarded 2021 scholarship
- Secondary Scholarship awarded to Bryce Schiebel from Vancouver Island Slain Police Officers Fund and Deputy Commissioner Jennifer Strachan Retirement Donation.



**Cst. Sarah Beckett**  
**Regimental # 51939**

**End of Watch**  
**April 5, 2016**





# Thank you!



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