

CRD TRAFFIC SAFETY COMMISSION

MINUTES OF MEETING

Thursday, August 10, 2017

The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria

Members: Leo Belanger, Commercial Vehicle Safety and Enforcement
Corey Burger, Greater Victoria Cycling Coalition
A/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, Medical Health Officer, Island Health
Jeff Groot, RoadSafetyBC
Todd Litman, Walk On Victoria
Barb McLintock, BC Coroner's Service
Alan Perry, Media
Colin Plant, CRD Director (Chair)
Dr. Richard Stanwick, Island Health (for Kim Bruce)
Dr. Holly Tuokko, Institute on Aging and Lifelong Health, University of Victoria

Associates: Kate Berniaz (for John Hicks), CRD
S/Sgt. Marc Chateau, Saanich Police
Sgt. Andy Duke, Central Saanich Police

Regrets: Marnice Jones, School Districts
Bill Laughlin, Vancouver Island Safety Council
Tina Rogers, Ministry of Transportation and Infrastructure
Colleen Woodger, ICBC Road Safety Division

Guests: Dr. Frederick Grouzet, UVic Centre for Youth and Society
Janelle Hatch, Island Health
Robbie McCallum, Student
Tricia Roche, UVic Centre for Youth and Society
Noah Westwood, Student

Recording Secretary: Arlene Bowker

The Chair called the meeting to order at 12:04 p.m.

The Chair acknowledged Stelly's students Robbie McCallum and Noah Westwood who were attending the meeting as winners of the video contest on impaired driving. Alan Perry showed their video which is now running as an ad on CTV.

Robbie and Noah spent several hours filming and editing the video and the prize they chose for having the winning entry was the MacBook Pro.

1. **Approval of Agenda**

The following item was added to the agenda:

- Funding request from the CRD

MOVED by Murray Fyfe, **SECONDED** by Judy Dryden, that the agenda be approved as amended.
CARRIED

2. **Approval of Minutes – July 13, 2017**

MOVED by Holly Tuokko, **SECONDED** by Alan Perry, that the minutes of the meeting held on July 13, 2017 be approved.
CARRIED

3. Chair's Remarks

Chair Plant thanked Vice-Chair Foord for chairing last month's meeting in his absence and acknowledged the work of the scholarship subcommittee in helping select the winner of the Cst. Sarah Beckett Memorial Scholarship.

Chair Plant commented that he noticed the prevalence of speed cameras in New Zealand and Australia while on vacation there recently. Speed cameras are everywhere with signs warning of their presence and he believed there was far less speeding than here.

Chair Plant advised that at their meeting last night, the Cowichan Valley Regional Board considered the CRD request to co-sponsor a joint submission to the province asking that the use of interval cameras on the Malahat be explored. The request was tabled as the CVRD wanted more information before deciding. Either Chair Plant or Vice-Chair Foord will attend the CVRD meeting next month to give a presentation.

Vice-Chair Foord commented that he has had a busy time talking to the media about speed cameras and referenced the Ernst and Young report on ICBC and the Provincial Health Officer's report on road safety from March 2016, both of which are excellent.

Chair Plant has declined media requests to comment on the construction delays on the Malahat as the TSC focus is on traffic safety issues, not construction.

4. Media Clips

There were no media clips.

5. Priority Business

➤ Budget Update

Kate Berniaz was attending on behalf of John Hicks and gave a brief budget update. There is currently a surplus of approximately \$61,000. The TSC will receive their requisition around the end of August. By the end of the year, depending on upcoming funding decisions, there will be a small carryover into the 2018 budget.

➤ Advertising/Allocation of Surplus Funds

Alan Perry is still exploring options for social media advertising. Corey Burger reported that the GVCC has run several small campaigns using social media over the past few months related to specific projects and the cost to reach approximately 20,000 people was about \$250. It is a great way to reach a different demographic than the TV ads do. Alan Perry, Jeff Groot and Corey Burger will work together to provide information about advertising on social media at the September meeting. It was estimated that an approximate amount to run a successful year-round social media campaign would be \$10,000 at the top end.

Alan is going to get some research data from Microsoft regarding the perceptions of content that's delivered through ads on social media and that is going to be one of the key things for the TSC, i.e., not so much what we spend it on, but physically how and where it appears.

Action: Alan Perry, Jeff Groot and Corey Burger will meet to discuss advertising on social media and bring information to the September meeting. Alan Perry will also bring information from Chek TV on their advertising proposal to the September meeting.

➤ Scholarship Update

Six applications for the Cst. Sarah Beckett Memorial Scholarship were received. Members of the Scholarship Committee met and after going through the applications, unanimously chose a winner. The person selected has been out of school for three years and is currently enrolled in police training. As the Victoria Shamrocks had also been raising funds to go towards the scholarship, the intention was to publicly announce and make a presentation to the winner at a Shamrocks home game. There will be a press release issued the day after the presentation is

made. A member from the West Shore RCMP, the TSC and the Beckett family will be in attendance.

➤ **GVCC Funding Request**

Corey Burger from the Greater Victoria Cycling Coalition provided information on their application for funding for a bike light campaign - "Get Bright. Victoria."

The idea for a light campaign came to the GVCC a couple of months ago when they were looking at what makes cyclists safe. Lights have been shown to be very effective in helping keep cyclists safe and, although it is the law to have a bike light, not everyone follows the law. The idea behind the campaign is to get out to the places where people are likely not to have lights, have cyclists complete a very brief survey, offer some education on the importance of using a light and provide a light to cyclists that don't have one. Some targeted groups would be post-secondary students and new and returning riders. It is planned to partner with organizations such as UVic and then come back to the TSC to see what could be done next, what worked/didn't work, etc.

During discussion on the proposal, the following issues were raised:

- How would the success of the campaign be measured? There needs to be a plan in place and before and after statistics should be provided, not just anecdotal information.
- The data needs to be backed up by evidence and the TSC is prepared to work with the GVCC in formulating exactly what is required to move forward with this campaign. The GVCC responded that there isn't a lot of good data available and one of the things built into the proposal is a lot of data collection work to provide information to the TSC.
- The question was asked whether the police are hesitant to cite cyclists for riding without a light because it isn't worth the trouble. If police officers had a supply of lights, could they dismiss the first offence and hand out lights to those that didn't have them? It was decided to put this forward as a future TSC agenda item.
- The \$9,000 funding amount requested from the TSC is not one to one from the TSC and from other sources. It was also pointed out that the TSC is not allowed to provide equipment unless it's part of an education campaign.
- One of the goals is to get more cyclists using lights so whatever the campaign itself specifically does, it could be tied in with the TSC publicity and TV ads. Also, tying it into the TSC social media campaign could bring the estimated cost of \$30/person down by getting more people to buy into it.
- The budget for giving out the lights is missing and there is a lot of money allocated for meetings and activities that are not front line.

GVCC representative Corey Burger left the room while voting on the motion took place.

MOVED by Richard Stanwick, **SECONDED** by Leo Belanger, that we do not fund the Greater Victoria Cycling Coalition "Get Bright, Victoria" proposal as currently written. **CARRIED**

GVCC representative Corey Burger returned to the meeting.

The TSC encourages the GVCC to come back to the September meeting with a revised proposal that shows the following: some tangible outcomes, cost of bike lights included in the budget, balance in funding sources, tying into social media, and more clarification on the interview/education component.

➤ **UVic Centre for Youth and Society Funding Request**

Dr. Frederick Grouzet and Tricia Roche from the UVic Centre for Youth and Society spoke on the Centre's partnership application "Innovative Approaches to Youth Traffic Safety: Evidence and Education."

The objective of the proposal is to collect evidence from local CRD youth around safe traffic behaviours in youth and young adults (16-30 years) when they are driving, riding motorcycles, and cycling. Three general categories of behaviours will be studied: the decision to drive when

under the influence of substances; how distractions are managed; and the extent to which traffic regulations are respected. Also included in this project will be passengers because one of the main sources of distractions among youth is other youth in the car. All the data collected will inform us, in addition to evidence from other jurisdictions. This will be used to create the foundation for educational messages both for current and future drivers.

With the pending legalization of marijuana, there are growing concerns about the effects of marijuana use by drivers and it is planned to talk with other jurisdictions where marijuana has been legalized to see what they would have done differently.

Although the project is time limited, there will be legacy materials produced that will assist with decisions for future educational campaigns.

During discussion on the proposal, the following issues were raised:

- The 1000 youth to be surveyed for the project will come from a variety of different places, not just UVic. It is important to hear from youth who didn't have the chance to get past Grade 12.
- The TSC will get a number of research products although the Centre can't promise that it will be a full educational campaign. The TSC will also be able to provide input into the research questions.
- The Centre is considering applying for an SSHRC grant on the same topic that would be broader and go further than what is proposed in the partnership application. The intention is to leverage no more than \$15,000 of this proposal towards leveraging a larger grant, however there is no guarantee that will be approved. The partnership project will go ahead regardless and the data collected will inform the grant proposal.
- the 2018 budget isn't approved yet, but staff members can be directed to include it in the 2018 budget. The project can take place over a longer number of years than just the current year.
- It was clarified that the funding application is for \$50,000 this year and \$15,000 next year. There would be a working group that would connect the Centre and the TSC that would meet quarterly and Centre staff would attend two TSC meetings a year to report out.

Dr. Frederick Grouzet and Tricia Roche left the room while voting on the motion took place.

MOVED by Murray Fyfe, **SECONDED** by Leo Belanger, that approval be given to fund the "Innovative Approaches to Youth Traffic Safety: Evidence and Education" project with the UVic Centre for Youth and Society in the amount of \$50,000 for this year with funding to come from the surplus funds and an additional \$15,000 planned for the following year. **CARRIED**

Dr. Frederick Grouzet and Tricia Roche returned to the meeting.

➤ **CRD request for Back to School Traffic Safety Education Campaign funding**

The funding request from the CRD for \$3,000 for a back to school traffic safety education campaign was discussed. Issues raised were as follows:

- The CRD is working with ICBC around information on what school zones have lower/higher compliance rates.
- The size of the lawn signs will be 20" x 24".
- How will it be proven that putting up signs like this makes a difference? We would want to see an evidentiary report that shows an improvement in compliance. How can it be determined which of the different back to school activities are having the desired effect? The CRD does have some data from the active and safe routes to school program in terms of the participating schools. A baseline survey was done in October 2016 that included parents concerns around traffic safety and a follow-up survey of those schools is taking place in October 2017.
- The amount of \$3000 seems high for lawn signs and the expectation would be for more than two per school for that cost.
- The CRD confirmed that the project will go ahead even without the TSC approval.

MOVED by Corey Burger, **SECONDED** by Barb McLintock, that the funding request from the CRD for a back to school traffic safety education campaign be approved for up to \$3,000 to pay for the lawn signs based on the actual cost of the signs. **CARRIED**

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

➤ **Commission Membership**

MOVED by Murray Fyfe, **SECONDED** by Chris Foord, that Janelle Hatch be appointed to replace Kim Bruce as the Island Health representative. **CARRIED**

➤ **Letter to CRD Board recommending mandatory use of bike helmets on trails**

Action: John Hicks to check this through Regional Parks. Defer to September meeting.

➤ **Intersection Safety Cameras**

A brief discussion took place as a follow-up to the ICBC presentation in June on intersection safety cameras. It was clarified that the cameras are only turned on for 25% of the day and they do have the capacity to capture speed through intersections. The TSC could potentially recommend to the CRD Board some sort of comment around the CRD supporting the use of the intersection safety cameras for both speed and red light enforcement.

Action: Take off agenda

➤ **Reaching out to New Government**

Alan Perry commented on some of the items contained in the Ernst and Young report on ICBC "Affordable and Effective Auto Insurance."

Action: Defer to September meeting.

7. **Member Updates**

- **RoadSafetyBC**
- **ICBC**
- **Youth and Children**
- **Seniors**
- **Active Transportation**
- **IRSU**
- **CVSE**
- **Vancouver Island Safety Council**
- **GVCC**
- **Walk On Victoria**

Member updates were deferred until the September meeting.

8. **Other business**

The idea of police officers handing out bike lights to cyclists that don't have them will be put forward as a future agenda item.

9. **Next Meeting**

The next meeting will be held on Thursday, September 14, 2017 at noon in The Lakes banquet room.

On motion, the meeting adjourned at 1:50 pm.