

CRD TRAFFIC SAFETY COMMISSION

MINUTES OF MEETING

Thursday, December 8, 2016

The Lakes' Banquet Room, 4670 Elk Lake Road, Victoria

Members: Leo Belanger, Commercial Vehicle Safety and Enforcement
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Chris Foord, Community Member
Marnice Jones, School Districts
Barb McLintock, BC Coroner's Service (Vice-Chair/Acting Chair)
Colin Plant, CRD Director
Tina Rogers, Ministry of Transportation and Infrastructure
Dr. Holly Tuokko, Institute on Aging and Lifelong Health, University of Victoria
Colleen Woodger, ICBC Road Safety Division

Associates: Sgt. Al Gurzinski, Saanich Police
Cst. Mark Hall, West Shore RCMP
Sgt. Ray Maxwell, Oak Bay Police
S/Sgt. Rob Piercy, Saanich Police
Dr. Richard Stanwick, Office of the Chief Medical Health Officer, Island Health

Regrets: Kim Bruce, Prevention Services, Island Health (Chair)
Dr. Murray Fyfe, Medical Health Officer, Island Health
Jeff Groot, RoadSafetyBC
Bill Laughlin, Vancouver Island Safety Council
Alan Perry, Media

Recording Secretary: Arlene Bowker

The acting Chair called the meeting to order at 12:06 p.m.

1. Approval of Agenda

The following item was added to the agenda:

- Invitation to the District of Metchosin and the City of Colwood to become members of the Traffic Safety Commission

MOVED by Colleen Woodger, **SECONDED** by Colin Plant, that the agenda be approved with one addition. **CARRIED**

2. Approval of Minutes – November 10, 2016

MOVED by Colin Plant, **SECONDED** by Judy Dryden, that the minutes of the meeting held on November 10, 2016 be approved as distributed. **CARRIED**

3. Chair's Remarks

The Chair had no remarks.

4. Media Clips

There were no media clips.

5. Business Arising from the Previous Minutes

➤ Budget update and discussion on allocating surplus funds

There are funds available that had been allocated for the purchase of a speed reader board which has now been cancelled. In Dr. Fyfe's absence, this item will be carried over to the January meeting.

Discussion took place regarding running ads on impaired driving as has been done in past years. Other topics suggested for ad campaigns were:

- Winter driving
- New drivers. Police reported this is an issue of concern as there is often disregard for the driving restrictions, especially around the number of passengers allowed in the vehicle.
- Drowsy driving. Barb McLintock passed out a handout on this topic. There is a steady climb in the risk of crashing with less sleep.

Leo Belanger asked questions regarding whether protocols are in place for bad weather, including changing messages on overhead reader boards. Tina Rogers said it is possible to do that, however, there are lots of dos and don'ts around the wording. She will look into what can be done to get some messaging up when there is a snowfall.

Action: Tina Rogers to get some information on changing messages on overhead reader boards in the event of a snowfall

Colin Plant suggested there would be value in the TSC getting input from police officers and having a strategy on what kind of ads we would like to do. There needs to be a plan for how the advertising is going to be done. This could possibly be a standing monthly agenda item, i.e., what ads are we working on, what ads are next.

Action: Chris Foord to ask Alan Perry to bring an updated list of our stock of CTV commercials to the January meeting

Dr. Stanwick commented on an editorial in the Vancouver Sun around the whole issue of alcohol which highlighted that compared with many developed countries around the world, Canada is near the bottom in terms of success in controlling impaired driving. Who do we use to establish our benchmarks? Judged against the United States, Canada is doing well, but judged against many European countries there is something really wrong with what we're doing. The number of injured people coming to hospital emergency departments because of impairment is still very significant.

Sgt. Piercy stated that there are very different legal systems in Europe. The democracy we enjoy in Canada sometimes means that people can get away with bad things. That is the cost of the freedom that we have. The legal system is limited and we have to rely on education.

Sgt. Maxwell said that no matter what campaign we choose, we still have to go back and look at what is causing the most harm, i.e., impairment issues, distracted driving issues, and speed. Regardless of how many ads from other agencies are out there, we should not be wavering from this.

Speed is still number one and it would be interesting to try and regionalize it because likely it's not number one in the CRD.

Action: Colleen Woodger will get some regionalization data

It was suggested that the process for TSC ad campaigns be formalized so that we have a justification for each of the campaigns and are transparent in our thinking. We don't have to do the primary research ourselves.

MOVED by Colin Plant, **SECONDED** by Tina Rogers, that a working group comprised of the chair(s), health professionals, coroner's office and media be established to meet once or twice to establish a plan for developing future media campaigns, with refreshments to be supplied from TSC surplus funds.

CARRIED

The plan developed at these meetings will be brought back to the TSC for review.

Dr. Stanwick gave an update in Dr. Fyfe's absence. There hasn't been any project money spent this month. With the delay in spending the advertising budget and the surplus resulting from the cancellation of the speed reader board, we will need to ask the CRD to carry forward \$40,000 to next year's budget.

Colin Plant reported back on the suggestion of appointing a treasurer on the TSC and advised that we are permitted to do that. It was agreed that at the January meeting, a treasurer will be elected and that person will liaise with our CRD representative, John Hicks.

MOVED by Colin Plan, **SECONDED** by Tina Rogers, that the TSC recommends to itself that a treasurer position be created that would be elected annually in the first meeting of the year, along with the chair and vice-chair and that the treasurer give a financial report at each monthly meeting. **CARRIED**

- **Letter to Accreditation Canada regarding health care staff assisting with proper placement of child in car seat and car seat in vehicle**

Action: *Remove from the agenda for the time being*

- **Commission Membership**

New members representing school districts and Commercial Vehicle Safety and Enforcement are needed as the current representatives are unable to continue. The new representatives will be: Marnice Jones for school districts and Leo Belanger for Commercial Vehicle Safety and Enforcement.

Discussion was held regarding inviting representatives from the other local school districts to attend as guests. It may be opportune to do that when there is a relevant agenda item. Dr. Stanwick and Dr. Fyfe are school medical health officers and they meet with school superintendents from time to time so an invitation could be extended through that means if there was a particular initiative.

Action: *Alan Perry will contact the Capital Bike and Walk Group about attending the TSC as a non-voting member and report back. (Deferred to the January meeting)*

Action: *Barb McLintock and Dr. Murray Fyfe will look into getting a new representative from BC Ambulance. (Deferred to the January meeting)*

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

Action: *In progress. Deferred to the January meeting.*

- **Meeting with BC Transit regarding transportation of fragile seniors**

Action: *In progress. Deferred to the January meeting.*

- **Updates from planning groups**

Communications Planning Group:

Tina Rogers gave an update:

- The creation of the website is moving forward and the group had some questions regarding securing the URL and whose name it should be under. Colleen Woodger will check with John Hicks about this.
- A meeting will be held with the website company in the first week of January to start the process and hopefully there will be something ready to bring back to the January TSC meeting.

Structures Committee:

- The next meeting will be held in January

➤ **Video Contest Update**

Colin Plant, Colleen Woodger, Alan Perry, and Deb Whitten will be meeting next Wednesday to get this underway.

➤ **School Zones to Playground Zones**

Barb McLintock has talked to Jeff Groot about this issue. It has proven to be very complicated and it may just be easier to change the timing to have all school zones consistent throughout the region.

Action: Remove from the agenda.

➤ **Distracted Driving Initiative**

Action: Remove from the agenda.

6. **Member Updates**

➤ **RoadSafetyBC**

No updates

➤ **ICBC**

Colleen Woodger provided the following updates:

- The Light up the Highway campaign targeting impaired drivers took place recently. A crashed car was wrapped in Christmas lights and décor with the message being “don’t wreck your holidays.” Companies and organizations are being encouraged to send the message out to their staff. The program goes through to the new year.
- Colleen is now sitting on the Saanich Active Transportation Program Committee which is addressing human-powered transportation. Saanich residents are encouraged to do the website survey and recreational walkers, cyclists, etc., are asked to give input about the challenges and obstacles of travelling around. This will be a thorough project looking at education, enforcement, encouragement, and empowerment.
- The Vision Zero Advocate Conference is being held March 1-3, 2017 in Edmonton and they are hoping that a representative from the TSC can attend. The link to the website is <https://visionzeroconference.ca/>.

➤ **Youth and Children**

Judy Dryden provided the following updates:

- Another training session for child passenger safety educators was held, including some from First Nations groups. It is anticipated that more will be held in the spring.
- Elaine Venables from Beacon Community Services has sent a report but Judy is waiting for clarification on a couple of things. Once that is received, Judy will send the information on to Kim and Barb.

➤ **Seniors**

Chris Foord mentioned that he been talking with Trevor Matthews, a retired UVic Vice-President, who is working on a program to try and encourage seniors to make greater use of public transit rather than driving themselves. The main reason that seniors are reluctant to use transit appears to be fear because they are uncertain as to how to use a bus. Dr. Holly Tuokko agreed that fits with what seniors said in focus group surveys. Some group transit training was held for seniors but BC Transit was not interested in continuing with it.

➤ **Active Transportation**

No update

➤ **IRSU**

No update

- **CVSE**
No update
- **Vancouver Island Safety Council**
No update

7. **Other Business**

Invitation to the District of Metchosin and the City of Colwood to become members of the Traffic Safety Commission

The TSC is funded by the 11 municipalities and 3 electoral areas. Colwood and Metchosin have never joined and it is suggested that the TSC submit the following motion to the Planning, Transportation and Protective Services Committee for recommendation to the CRD Board.

MOVED by Colleen Woodger, **SECONDED** by Chris Foord, that the TSC recommends that the Planning, Transportation and Protective Services Committee recommend to the CRD Board that the Board correspond with both the District of Metchosin and the City of Colwood to request they consider joining the balance of the CRD municipalities and become a participant in the Traffic Safety Commission Service. **CARRIED**

MOVED by Colin Plant, **SECONDED** by Colleen Woodger, that the TSC offers to the Planning, Transportation and Protective Services Committee and the CRD that the TSC Board Chair or representative, and the CRD Board member on the Commission would be happy to represent the board and meet with the councils, and/or make presentations to the councils to define the benefit to their communities of participation. **CARRIED**

Student Bus Fares

Marnice Jones mentioned some feedback she had received from students about bus fares for students being dramatically increased. The students are hoping for some support in having the fare reduced or subsidized. This issue would not fall under the purview of the TSC unless there is a traffic safety issue involved. Transit fares fall under jurisdiction of the Transit Commission and students would need to work through them.

Role of Police on the TSC

Discussion took place about the role of police officers on the TSC. Officers feel there is value in being at the meetings. Many of the topics discussed are very relevant to what officers are doing and they are able to take back pertinent information from the meetings to their members. It is also valuable for networking.

Other TSC members commented that another important aspect of police attending the meetings is that it is the closest we are going to get to eyes on the ground to find out what is actually going on. Some of the ad campaigns undertaken by the TSC have come about because of feedback from the police on particular issues.

8. **Next Meeting**

The next meeting will be held on **Thursday, January 12, 2017** at **noon** in **The Lakes banquet room**. On motion, the meeting adjourned at 1:32 pm.