

CRD TRAFFIC SAFETY COMMISSION**MINUTES OF MEETING****Thursday, May 11, 2017*****The Lakes Banquet Room, 4670 Elk Lake Drive, Victoria***

- Members:** Leo Belanger, Commercial Vehicle Safety and Enforcement
A/S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit
Dr. Murray Fyfe, Medical Health Officer, Island Health
Chris Foord, Community Member (Vice-Chair)
Jeff Groot, RoadSafetyBC
Bill Laughlin, Vancouver Island Safety Council
Alan Perry, Media
Colin Plant, CRD Director (Chair)
Colleen Woodger, ICBC Road Safety Division
- Associates:** Cpl. Dawn Gilhen, Sooke RCMP
Sgt. Al Gurzinski, Saanich Police
John Hicks, Active Transportation, CRD
Sgt. Shannon Perkins, Victoria Police
Dr. Richard Stanwick, Island Health
- Regrets:** Kim Bruce, Prevention Services, Island Health
Judy Dryden, Child Passenger Safety Program, BCAA Community Impact
Marnice Jones, School Districts
Tina Rogers, Ministry of Transportation and Infrastructure
Dr. Holly Tuokko, Institute on Aging and Lifelong Health, University of Victoria

Recording Secretary: Arlene Bowker

The Chair called the meeting to order at 12:00 p.m.

1. Approval of Agenda

The following items were added to the agenda:

- Presentation by Amanda Wilson, CTV
- Scholarship Planning

MOVED by Colleen Woodger, **SECONDED** by Jeff Groot, that the agenda be approved as amended.

CARRIED

2. Approval of Minutes – April 13, 2017

MOVED by Bill Laughlin, **SECONDED** by Leo Belanger, that the minutes of the meeting held on April 13, 2017 be approved.

3. Chair's Remarks

Chair Plant said that we have not yet received any entries for the video contest and we may need to extend the deadline to June 1. The creative brief had to be cancelled.

MOVED by Colleen Woodger, **SECONDED** by Chris Foord, that the video contest deadline be extended until June 1.

CARRIED

Although the Sarah Beckett Memorial Scholarship has been approved by the CRD Board, it does need to get permission from two-thirds of the 11 municipalities. Given the timeline of trying to get this done by June, the CRD corporate officer has advised Chair Plant that we should proceed with awarding the scholarship and if it does not get two-thirds consent, they will find a way to pay for it within current budgets. When we get to priority business, a committee should be established to deal with the scholarship posting and adjudication.

4. **Presentation by Amanda Wilson, CTV**

Amanda Wilson, CTV, gave a presentation on a proposed advertising campaign. She said that CTV has been very proud in the past to partner with the TSC on creating education and awareness around public safety and they hope to be part of that work moving forward.

Amanda has had a discussion with Alan Perry about what could be done in the future and has put together a potential air time campaign with heavy focus on CTV news. The starting base would be 30 second commercials and would air over 52 weeks. Weekly airings would be on CFAX live on TV, and CTV news at 5:00, 6:00 and 11:00. Total airings over the course of the campaign would be 676. The amount of time the ads would be seen by viewers age 18+ would be 8,091,200 and by viewers 50+ would be 6,739,200. Amanda also provided profiles of CTV viewers.

In a discussion following the presentation, some concerns were expressed about being able to reach out to younger viewers. In the past, CTV has allowed us to run the ads on YouTube and post them on our website. Amanda commented that any commercial that CTV produces for us within a one year contract can air on other stations or on social media. As each newscast is watched by a different segment of the population with some having a younger viewership than others, specific ads can be targeted to specific newscasts. There is also the opportunity to engage young people more on social media by giving them the opportunity to work on the production and be part of it.

As far as costs go, generally every \$10,000 buys one 30 second commercial, however, the relationship between CTV and the TSC has been very flexible in the past. It was suggested that Alan Perry meet with the CTV creative director before the campaign is booked and agree on how many commercials we would have.

Chair Plant thanked Amanda for her presentation.

5. **Media Clips**

Alan Perry showed a time lapse video that the City of Victoria produced from the first day that the new bike lanes on Pandora Street were in operation. City staff were on site doing traffic counts and monitoring the vehicle right turn lane to let motorists know they couldn't turn right on a red light. A video was also presented that showed how cyclists are supposed to use a bike turn box.

City staff have suggested that the red light for the no right turn should be changed to a red arrow which is what has been done in Vancouver.

Victoria Police Sgt. Shannon Perkins said that there have been some collisions, but none serious so far. Victoria Police are doing a three-stage process of enforcement: public education, ticketed warning, and enforcement with tickets. The City of Victoria Transportation Department has been very receptive to suggestions from the police. The timing of the right turn has been changed to be a bit longer. There is an issue with the "no turn on red" sign not being able to be seen. A motorist should be able to approach any intersection and clearly know they need to do. Leo Belanger suggested we should look at Washington State where a right turn on a red light is always illegal and possibly look at legislative changes. Dr. Stanwick mentioned that another issue is the problem with backup of traffic coming out of businesses.

It was decided to invite Jacqueline Weston from the City of Victoria to come and talk to the TSC about the bike lanes. Dr. Stanwick said he would also like to hear from Dr. Holly Tuokko in terms of issues around senior drivers trying to assimilate all the information.

6. **Priority Business**

➤ **Budget Update**

John Hicks provided a budget update. \$15,000 has been taken out with catching up on some of the expenditures that had been committed. There will be an invoice for \$10,000 coming from the City of Victoria and after that there will be about \$70,000 remaining.

The annual operating budget is approximately \$70,000, with \$14,000 set aside for meeting expenses, leaving \$56,000. We currently also have a surplus of about \$60,000.

➤ **Allocation of Surplus Funds**

Chair Plant advised that there haven't been any project applications received this month.

Discussion was held about the proposal from CTV for advertising in the amount of \$20,000. While general support was expressed for CTV because of their flexibility and the success we have had with them in the past, many members felt that we should be putting a generous amount of advertising money into social media as we don't have the control on TV in targeting specific user groups that we would have on social media. It was also felt we could reach a younger age group by using social media. Because of the surplus funds that are currently available, we may have the opportunity to do it all this year.

The issue of having a way to measure the effectiveness of the advertising was also raised. We should be clear on what our shared understanding of performance measure is so that at the end of the year we can say whether it was successful or not.

Chair Plant proposed we move forward by getting additional information on costing for social media and next month start to decide where the money will be spent. Also, next month an advertising subcommittee should be struck and a decision made on what our goals for the advertising campaign are.

Action: Alan Perry will look into advertising and social media advertising and bring that information to next month's meeting. He will also have further discussions with Chek TV about what they would offer us in terms of advertising.

➤ **Malahat Speed Enforcement**

Chair Plant would like the TSC to consider advocating for the implementation of a speed camera enforcement campaign on entering and exiting the Malahat. Do we want to move ahead with forwarding a recommendation to the CRD?

Dr. Fyfe said that when talking about entering and exiting the Malahat, the Cowichan Valley Regional District would be involved so there would need to be a recommendation to them as well as the CRD.

Leo Belanger commented that he believes there is the wrong mix of commercial vehicles with cars on the Malahat and that there are far too many dump trucks on the Malahat heading to private sector dump sites. A closer dump site for rocks and gravel could eliminate dump trucks and gravel trucks on the Malahat.

Jeff Groot mentioned, if the provincial government was to consider this request, that changes to legislation may be needed as mailing out tickets is currently not legal except for specific red light cameras.

Leo Belanger mentioned the "way to go" interval speed cameras which is the system used by CVSE and said that it works well.

MOVED by Chris Foord, **SECONDED** by Leo Belanger, that a letter be written to ask the CRD Board to send a letter to the CVRD to see if they would be interested in sending a joint submission to the province asking them to explore Malahat speed enforcement using interval speed cameras.

CARRIED

OPPOSED: Bill Laughlin

Action: Chair Plant, John Hicks and Barb McLintock will write to the Transportation Select Committee of the CRD Board.

➤ **Red Light Cameras in CRD**

There are currently just two red light cameras in the city. Chair Plant expressed concern about people going through red lights and he will follow up with the ICBC contact suggested by Colleen Woodger.

Action: *Defer to next month*

➤ **Commission Membership**

Chair Plant suggested that the TSC would be stronger if there were members from the cycling and walking communities and recommended that we invite a representative from the Greater Victoria Cycling Coalition and Walk On Victoria to join as voting members.

There are currently membership vacancies from BC Ambulance and BC Transit. Chris Foord will contact BC Transit to see if they are able to send a representative.

Dr. Fyfe advised that Kim Bruce is leaving Island Health and it is hoped to have a decision by next meeting regarding a replacement for her at TSC meetings.

MOVED by Alan Perry, **SECONDED** by Leo Belanger, that we request the CRD Board to allow the Commission voting membership to be expanded to include representatives from the Greater Victoria Cycling Coalition and Walk On Victoria.

First Amendment:

MOVED by Murray Fyfe, **SECONDED** by Chris Foord, that representatives from the Greater Victoria Cycling Coalition and Walk On Victoria be invited to attend TSC meetings as guests first, prior to being asked to be voting members.

NOT CARRIED

Final Motion:

Subject to approval from the CRD Board, that representatives from the Greater Victoria Cycling Coalition and Walk On Victoria be invited to join the TSC as voting members.

CARRIED

OPPOSED: S/Sgt. Ron Cronk; Colleen Woodger

Action: *Chair Plant will invite the GVCC and Walk On Victoria to attend the June meeting as guests given that the CRD Board won't have time to vote on our recommendation prior to that meeting.*

➤ **Scholarship Planning**

We need to get the word out about this scholarship to school districts and establish a working group to help with publicity and adjudication. The following people will be on this subcommittee: S/Sgt. Ron Cronk, Colleen Woodger, Colin Plant, Barb McLintock, John Hicks and a representative from the West Shore RCMP.

Action: *The subcommittee will meet and develop a work plan.*

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

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

Barb McLintock had written a draft letter and that will be sent to TSC members via email for comment.

Action: *Deferred to the June meeting*

➤ **Exploring other funding opportunities with UVic Centre for Youth and Society**

Action: *Deferred to the June meeting*

➤ **Letter regarding funding for transportation of special needs children**

Dr. Stanwick reported that a letter has been received from the Minister of Transport inviting a representative to be on a national committee looking at the issue of special needs car seats and suggested Judy Dryden as the representative.

7. Member Updates

➤ RoadSafetyBC

No updates

➤ ICBC

Colleen Woodger provided the following update:

- May is motorcycle safety month and ICBC is working with CRD IRSU on a motorcycle skills course on May 13
- May is also high risk driving month and ICBC is looking to various organizations to help support the message on speed and high risk

➤ Youth and Children

No updates

➤ Seniors

No updates

➤ Active Transportation

John Hicks, Chris Foord and Chair Plant provided the following updates:

- Volunteers will be out next week doing bike counts across the region
- May 29 – June 4 is Bike to Work Week
- Saanich is undertaking “Moving Saanich Forward.” Information on this can be found at: <http://www.saanich.ca/EN/main/community/getting-around/active-transportation-plan.html>

➤ IRSU

S/Sgt. Ron Cronk provided the following update:

- As previously mentioned, May 13 will be motorcycle skills day in partnership with Vancouver island Safety Council and ICBC. Thanks to the TSC for their donation towards this event.

➤ CVSE

Leo Belanger provided the following update:

- Issues with heavy vehicles on the Malahat continue to evolve as the population base and development is increasing

➤ Vancouver Island Safety Council

Bill Laughlin provided the following update:

- The VISC has received the cheque from the TSC for the motorcycle safety event

8. Other Business

9. Next Meeting

The next meeting will be held on **Thursday, June 8, 2017 at noon** in **The Lakes banquet room**.

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