

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, November 14, 2019
Greek Community Hall, 4648 Elk Lake Drive, Victoria

Members: Erin Anderson, RoadSafetyBC
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. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)
Bill Laughlin, Vancouver Island Safety Council
Don Legault, MOTI (for Shawn Haley)
Cliff McNeil-Smith, CRD Director
Alan Perry, Media
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: S/Sgt. Marc Chateau, Saanich Police
John Hicks, CRD
Sgt. Ryan O'Neill, Victoria Police

Regrets: Corey Burger, Greater Victoria Cycling Coalition
Dr. Murray Fyfe, Island Health (Chair)
Janelle Hatch, Island Health
Marnice Jones, School Districts
Todd Litman, Walk On, Victoria
Carolyn Maxwell, BC Coroners Service
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

Recording Secretary: Arlene Bowker

The meeting was chaired by Vice-Chair Foord in Chair Fyfe's absence.

1. Approval of Agenda

MOVED by Judy Dryden, **SECONDED** by Colleen Woodger, that the agenda be approved as distributed. **CARRIED**

2. Approval of Minutes – October 10, 2019

MOVED by Alan Perry, **SECONDED** by Cliff McNeil-Smith, that the minutes of the meeting held on October 10, 2019 be approved as distributed. **CARRIED**

3. Chair's Remarks

Vice-Chair Foord commented that traffic wise we have been fortunate the past few weeks with the dry weather we have had.

He also mentioned that at a meeting last night, the Greater Victoria Bike to Work Society and the Greater Victoria Cycling Coalition decided to amalgamate into a new cycling organization, which will be named the Bike Victoria Society.

4. Presentation of Student Videos – Dr. Frederick Grouzet

Dr. Frederick Grouzet provided a summary of work done so far on the "Innovative Approaches to Youth Traffic Safety: Evidence and Education" project for which the TSC is providing funding. The objective of the project is to investigate when and why youth and young adults adopt safe traffic behaviours and then use the data collected to help frame educational messages.

A literature review of video, radio and print messages is being conducted to determine what is the best way to influence youth. Also, using an "on the road" survey, data was collected on youth traffic-related behaviours, i.e., driving, cycling, motorcycling, or being a vehicle passenger. As well, data was collected on what kind of messages youth are more receptive to. This provided a framework for creating messages or selecting messages for review from existing databases, e.g., YouTube.

There are different types of messaging, so the focus is on gaining positive outcomes. Evidence-based review of message-framing literature showed that fear-based messaging may be more effective on one-time behaviours, but not for repeated behaviours, such as safe driving decisions. Moderately sensational messages may be more effective. Dr. Grouzet showed some examples of messages.

A YouTube search was done using a series of 52 search terms involving traffic related behaviours with the objective being to identify how video messages about traffic safety are framed and how they are received. The 5,000 plus videos found were then reviewed for relevance and over 2000 have been selected for analysis. A trained team of research assistants will analyze the videos in terms of the focus; if the video used humour, statistics or graphic scenes; to what extent rationale is provided on why it's a safe behaviour to adopt or whether it's an unsafe behaviour; and whether strategies or guidance are provided or what to do next to be more preventive. The quality of the video is also examined, i.e., is it professional or homemade. With approximately 300 videos analyzed so far, preliminary results show that 34% of the videos include graphic scenes, 58% of the videos are of professional quality, and the average video length is 66 seconds with 1/3 of videos under 30 seconds. Other preliminary results showed that there are more likes when videos show physical consequences for themselves or others; videos that use humour have the most likes/dislikes and are shared more; and graphic/fear-based videos get the most comments.

Based on feedback from the meeting last week with the project working group, some additional coding is going to be done on specific target audience (e.g., youth, young adults, parents, etc.); use of influencers (e.g., celebrities); and indigenous perspective. Also, the content of the comments will be analyzed.

Dr. Grouzet showed some videos that used different perspectives: humour; graphic or fear-based; providing rationale; educational, using an influencer; and preventive strategies.

Besides the research assistants that are working on the video analysis, there is an innovation lab with another group of youth that are working on creating videos that they think will communicate the message well. They selected the behaviour they would like to focus on and then looked at who the target audience will be, the objectives and the importance. These are still in progress, but examples of some student videos so far were shown on the following topics:

- "You won't know until it hits you" (related to edibles)
- "It doesn't have to be far if you're far gone" (to oppose the idea that it's not dangerous to drive high if you don't go too far)
- Distraction by passengers
- Texting and driving

A report on the project to date is being finalized now and will be delivered to the Commission by the end of the year. The report will answer the question of what type of video message youth will relate to based on the literature review, survey responses, YouTube video analysis and student created video analysis. However, relating to the video is just one part of the answer. What we want to know is whether it is efficient, does it work?

In conclusion, Dr. Grouzet said the next step will be to select videos from YouTube or from the innovation lab, based on their content and type of messages, and create different combinations in order to see how they are received in the focus groups. Also, to present some videos to external groups to see what the impact of the videos is on their attitudes and behaviour. Using data from before and after participants watched the videos, look at the long-term effect to see if behaviours change after a few months. That will be tested next spring along with some campaign strategies from the TSC.

5. Priority Business

➤ Budget Update

John Hicks reported that the budget remains the same. There is \$10,000 available for advertising which will be carried over to next year, plus an additional \$4,000 approximately.

➤ **Advertising Recommendation**

• **Chek TV/CTV**

Alan Perry reported on the advertising proposals he has received from both Chek TV and CTV. For the past eight years, the Commission has used CTV for advertising campaigns. One of the reasons for not using Chek TV in the past was because their demographic was much older than desired for the majority of the TSC campaigns. The other reason was that CTV was able to offer us a better deal on our advertising. However, there has been a significant shift in the audience demographic at Chek to a younger age and personnel changes that have resulted in the Commission being offered good rates. Also, a key part of the Chek TV offer is that the TSC would own the content so we could use it on any social media platform in any format, which is not something we have had in the past. This was considered by members to be significant. There is also the possibility that the 6:00 news anchor will do regular interviews with a TSC spokesperson.

After comparison of the two proposals and some discussion, the following motion was brought forward.

MOVED by Bill Laughlin, **SECONDED** by Ron Cronk, that \$10,000, payable monthly, be allocated for a one-year media contract with Chek TV, effective January 1. **CARRIED**

Alan Perry abstained from voting.

Discussion was also held on which of the ads presented by Dr. Grouzet could possibly be used towards advertising on Chek.

Colleen Woodger noted that when the TSC highway signs are rotated, there should be consistent messaging with whatever is produced for TV, social media, and radio.

➤ **Strategic Planning for 2019**

• **Be Truck Aware Campaign**

It is planned to get this campaign off the ground as quickly as possible. The main message that members would like to see conveyed to drivers is to leave more room around trucks. It would be effective to get some local dashcam video.

Action: Alan Perry to discuss ideas for campaign ads with Chek

• **Cruise with Courtesy**

No discussion

• **Pedestrian/Cyclist Safety and Visibility**

No discussion

• **Road/Sidewalk/Trail User Attitudes – Take it Seriously**

No discussion

• **Cannabis and other Impairment**

No discussion

Action: Priorities for next year will be added to the December meeting agenda

➤ **TSC Meeting Space**

Despite there being a slight increase in costs, members agreed that they would like to stay with the existing meeting space at the Greek Community Centre for 2020.

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

- Letter from Walk on, Victoria to CRD Parks – Deferred to December meeting

7. Member Updates

- **RoadSafetyBC**

Erin Anderson provided the following update:

- November 20 is national day of remembrance for road crash victims. The Minister of Public Safety is proclaiming the day. It's basically symbolic but the Minister will be reading that in the legislature and there will be recognition of some traffic officers who are getting awards from BCACP. There will be some social media promotion of the day. If your organization can promote this, please do so. Erin will forward a social media package to members.
- On Monday, some additional intersection safety cameras will come on-line. This is an implementation of some of the 35 that were previously announced.
- The 2018 fatality report is going through final checks and approvals and it should be ready towards the end of this year. It provides all the police reported data for fatalities, and cross references some ICBC data.

- **ICBC**

Colleen Woodger provided the following update:

- The pedestrian safety campaign is continuing and has received a lot of media coverage. Colleen still has some reflectors available for distribution.
- Regional speed watch training was conducted for all speed watch groups from Duncan south.
- Colleen is on Twitter and it has been well received.
- A road safety project was conducted last week with the children at the Lau, WeiNew Tribal School on West Saanich Road.
- Will be going out to school zones in early January for back to school after the holidays.

- **Youth and Children**

Judy Dryden provided the following update:

- In October, two local child passenger safety educator training sessions were held, one with six Vic General staff and another with the Esquimalt firefighters to add to their contingent who had previously been trained. Another resource in the community who are offering help to families with children.

- **Seniors**

No update

- **CRD**

John Hicks provided the following update:

- A stakeholder meeting on the South Island Multi-modal Transportation Plan was held with regional engineers, local municipal engineers, BC Ferries, and BC Transit to get input on the most recent version of the plan. The plan should be coming out some time this fall.
- John and Murray Fyfe attended a City of Victoria meeting re vision zero. They are looking at some sort of implementation at the local level. There was good attendance from police and fire departments and bylaw officials.
- Fifteen schools participated in the Walk and Wheel to School Program last month which encourages kids to walk or bike at least partway to school.

- **IRSU**

Ron Cronk provided the following update:

- A member of IRSU will be among the traffic officers being recognized on the national day of remembrance for road crash victims on November 20.
- The impaired driving campaign will begin in December, with Saturday, December 7, being national impaired driving enforcement day.

- **CVSE**

No update

- **Vancouver Island Safety Council**

Bill Laughlin commented that he just got back from a trip to Holland, England and Ireland and noticed how aware and alert the cyclists and pedestrians were.

- **GVCC**
No update
- **Walk On, Victoria**
No update
- **Municipal Police Forces**
Marc Chateau provided the following update:
 - Status quo in terms of doing enforcement. Have two automated license plate readers and there have been as many as 5-6 prohibited driver arrests in one day.
 - Attended the international road safety symposium in Vancouver last week. Although it was more for academics, there was a good talk on speed and a lot of jurisdictions are pushing for lower speed limits.
- **BC Transit**
No update
- **MOTI**
Don Legault provided the following update:
 - Emcom Services Inc. is the new road maintenance contractor effective October 1. They are working out of Ark Road in Shawnigan Lake, but they are looking for a site somewhere on the Pat Bay Highway.
 - Working on a new road to Westshore and doing geotech testing for Westshore – Malahat.
- **Working Group for UVic Centre on Youth and Society Joint Project**
Information already provided in presentation by Frederick Grouzet

8. **Other Business**

9. **Next Meeting**

The next meeting will be held on December 12, 2019 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:28 pm.