

CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Thursday, January 9, 2020
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
Dr. Murray Fyfe, Island Health (Vice-Chair)
Dr. Frederick Grouzet, UVic Centre for Youth and Society (for Dr. P. Sukhawathanakul)
Janelle Hatch, Island Health
Bill Laughlin, Vancouver Island Safety Council
Don Legault, MOTI (for Shawn Haley)
Marnice Jones, School Districts
Todd Litman, Walk On, Victoria
Cliff McNeil-Smith, CRD Director (Chair)
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: S/Sgt. Marc Chateau, Saanich Police
Sgt. Al Gurzinski, Saanich Police
John Hicks, CRD
Sgt. Ryan O'Neill, Victoria Police
Dallas Perry, BC Transit
Dr. Richard Stanwick, Island Health

Regrets: Chris Foord, Community Member
Joe Perkins, Media
Edward Pullman, Greater Victoria Cycling Coalition

Recording Secretary: Arlene Bowker

1. Election of Chair and Vice-Chair

Nominations were called for the position of Chair for a one-year period. Cliff McNeil-Smith, CRD Director, was nominated and as there were no other nominations, he was appointed by acclamation.

Nominations were called for the position of Vice-Chair for a one-year period. Dr. Murray Fyfe was nominated and as there were no other nominations, he was appointed by acclamation.

2. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Janelle Hatch, that the agenda be approved.

CARRIED

3. Approval of Minutes – December 12, 2019

MOVED by Colleen Woodger, **SECONDED** by Judy Dryden, that the minutes of the meeting held on December 12, 2019 be approved as distributed.

CARRIED

4. Chair's Remarks

Chair McNeil-Smith said he is looking forward to serving as Chair over the next year. Sitting on the Commission over the last year has been a learning curve and he quickly came to appreciate the diversity of the organizations participating and the experience members bring. He thanked members for their commitment and involvement. He also spoke briefly about advertising and communications for the TSC.

5. Priority Business

➤ **Budget Update**

John Hicks reported that the new budget has come through and there is approximately \$70,000 plus a \$10,000 carryover. With \$15,000 allocated for admin costs, about \$65,000 is left to spend.

➤ **Strategic Planning for 2020**

Chair McNeil-Smith commented that at the start of a new year, strategic planning for the year is revisited. As a process for moving forward to set priorities, we could use those topics identified last year (shown below) and ask members if they have other initiatives they would like to see pursued.

2019 Initiatives:

- Be Truck Aware Campaign
- Cruise with Courtesy
- Pedestrian/Cyclist Safety and Visibility
- Road/Sidewalk/Trail User Attitudes – Take it Seriously
- Cannabis and other Impairment

Suggestions given by members for initiatives they would like to see in 2020 were as follows:

- Cannabis, including edibles
- Pedestrians and cyclists
- 2019 initiatives
- Speed, distracted driving and impaired driving
- Intersection safety (all road users)
- Balance between vulnerable road users and drivers, with emphasis on driver education
- High risk driving behaviour (link in with BCACP traffic safety calendar)
- Ways to align traffic safety with other regional planning activities, e.g., vehicle travel reduction targets as part of climate efforts. As people drive less, there are significant safety gains and the benefits of a multimodal plan that would reduce vehicle travel on the highway from Victoria to Nanaimo could be highlighted
- Look at having our messages or campaigns target all road users equally
- Vision Zero; have planners/engineers meet with TSC to see what we could do to encourage uptake of the Vision Zero approach
- Senior drivers

Action: A list of 2020 initiatives for members and associate members to rank their top priorities will be sent with the February agenda (about 1 week prior to the next meeting)

There was general agreement that it would be a good idea to align TSC campaigns with the yearly calendar from the Traffic Safety Committee of the BC Association of Chiefs of Police.

Chair McNeil-Smith commented that he plans to meet with Vice-Chair Fyfe and John Hicks to get a sense of campaigns that have been run over the last two years and bring that as an update to the next meeting, then look to focus on how we might specifically address a particular campaign or what the next priority will be. As Chair, he would like to communicate with members between meetings in terms of where we are in preparing for the next meeting and setting priorities.

Action: Chair McNeil-Smith to work with Vice-Chair Fyfe and John Hicks to prepare a list of campaigns completed over the last 2 years for the next meeting

Regarding communications, Vice-Chair Fyfe suggested that we should have a smaller group of two or three members to work with Joe Perkins on priorities and key ideas which would then come back to the Commission for approval. Chair McNeil-Smith volunteered to be part of the communications group and will reach out to Joe Perkins. Erin Anderson also volunteered and commented that she would like to see the TSC leverage some of the other tools that are available, e.g., twitter, communication channels, etc., to get our campaigns out there. It was agreed that this is a topic the communications group could discuss.

Action: Chair McNeil-Smith to meet with Joe Perkins and Erin Anderson as an ongoing working group on communications options, and bring them to the Commission

Vice-Chair Fyfe mentioned that the other working group that has been discussed in the past that he would like to get established is around evidence and data. This group would review literature and bring data to the Commission on a periodic basis. Vice-Chair Fyfe will be part of this group and Frederick Grouzet also volunteered.

Action: Vice-Chair Fyfe to meet with Frederick Grouzet as an ongoing working group on evidence and data, and bring data to the Commission on a periodic basis

Dr. Frederick Grouzet noted that he met with Howard Harding and Rich Leboudec from CHEK News to discuss different types of campaigns that we can do. The first priority will be cannabis, especially edibles. Rich Leboudec has started working on some ideas based on what has been suggested. When the first draft is done, it will go to the youth group for input and by mid-January the campaign on edibles will be ready. Erin Anderson noted that the province is going to be doing a marketing campaign on cannabis edibles and driving which will be coming out in April. She will provide information as it is available.

6. Business Arising from the Previous Minutes

➤ Letter from Walk on, Victoria to CRD Parks

Todd Litman commented on the draft letter to the CRD Parks Department from Walk on, Victoria regarding safety on trails which had been circulated to members. There are a lot of complaints about conflicts on trails and if the scope of the TSC includes off road traffic, is it worth the Commission endorsing a trail safety program?

Discussion on this issue raised the following points:

- In the past, trails were considered to be recreational, however, they are now part of the transportation system. Do we want to consider this is an extension of our concrete roadways as part of active transportation?
- We need to focus on traffic safety and get something produced and delivered that is going to address fatalities and injuries.
- With limited police resources, the focus needs to be on the worst, which are fatalities. The TSC should do the same.
- There is an increasing emphasis on active transportation and as 80% of trail users are commuters, it would be a good idea to get some direction on our mandate.
- The MVA doesn't apply on trails as they are not part of the highway system. Any kind of rules or regulations would be a CRD bylaw, so it is the CRD bylaw officers that need to enforce

Chair McNeil-Smith talked about two options: 1) letter from TSC to Parks Department requesting additional signage then Parks would have to determine if it was a priority and whether they wanted to allocate some funds; 2) TSC would contribute funds to additional signage. A starting point would be for the Chair and Vice-Chair to meet with CRD Board Chair Colin Plant to get clarification of the TSC mandate and then, if needed, a motion could be made at the February meeting which would go to the Planning, Transportation and Protective Services Committee. Chair McNeil-Smith also commented that the TSC could advocate to the Parks Department for safety improvements on trails without directing any funds or doing an education campaign. We would need to determine what level we choose to go.

Action: Chair McNeil-Smith, Vice-Chair Fyfe, and John Hicks to meet with CRD Board Chair (and former TSC Chair) Colin Plant to seek clarification on the TSC mandate

Todd Litman clarified that Walk On, Victoria is hoping that the TSC will express some support in communication to CRD Parks and are not expecting police to be doing enforcement. It's more about education. Also, if the TSC is going to develop any sort of pedestrian/cyclist education materials, it should be for both roads and trails. With all the new technologies, e.g., e-bikes, hover boards, etc., it is time to be thinking more comprehensively.

➤ Update re Coroners Service representative

Action: Vice-Chair Fyfe will follow up with the Coroners Service

➤ Exploring the role of the TSC re providing input to CRD issues

This has already been discussed in terms of finding a formal process for reporting out. We should present to the Planning, Transportation and Protective Services Committee in the spring to advise of our priorities and again in the fall to give an update on what was accomplished.

➤ **Producing more safety related mass materials**

This was raised last month by the GVCC, however, they were not in attendance today. John Hicks commented this could possibly be something that could be considered as a grant proposal. There is money set aside for proposals from community groups or advocacy groups with an interest in traffic safety but there weren't many applications last year and he suggested that members could communicate back to their individual sources to let people know that grants are available.

Action: Defer to next meeting

➤ **Coordinating TSC campaigns with the BC Chiefs of Police Traffic Safety Committee yearly campaign calendar**

As previously discussed, there was general agreement that it would be a good idea to align TSC campaigns with the BC Association of Chiefs of Police Traffic Safety Committee yearly campaign calendar. Colleen Woodger noted that ICBC aligns all their education campaigns with this calendar so that their education and awareness message ties into the activities that the police are undertaking on the road. There is also a BC wide road safety calendar that's been developed through the Road Safety Strategy. It's currently being updated, and it shows everything that's going on provincially and it links to each of the participating organizations. Once it is finally approved, it would be a good idea to distribute it to members.

7. Member Updates

➤ **RoadSafetyBC**

- Erin Anderson reported that a project committee that included RoadSafetyBC, ICBC, MOTI and government communications has just finalized a best practices guide for road safety education and awareness. This was part of the provincial government response to the Auditor General's report on commercial vehicle safety. One of the recommendations was to have a framework around developing and evaluating education campaigns and the project team decided to broaden it to include all road safety campaigns, not just commercial vehicles. Erin will send this resource to Commission members and it can be used by the TSC communications working group when we start to develop our plans.
- There is currently funding available through Transport Canada for projects to create tools that address road safety challenges. The deadline for applications is January 19 but they are also looking to have it available next year. Erin will share the link for this.

➤ **ICBC**

- Colleen Woodger acknowledged the great police efforts around impaired driving over the last month or so. She was able to go out one evening with Saanich Police and commented that she saw fewer impaired drivers than in past years.
- More planning is being done around distracted driving and working on getting more troops on the ground with their volunteer component.
- Successful speed watch training took place in November
- Putting a project together to see how police can complement the Operation Hang Up Island-wide campaign but will continue to work with the volunteer component
- The speaker tour is continuing and response from schools to Colleen's email has been good
- The driver licensing and senior presentations are still very popular. Many seniors are reached each year through participation in safety fairs and things like that

➤ **Youth and Children**

- Judy Dryden noted that Sunny Hill Health Centre for Children in Vancouver has put out a revised document on special needs transportation for children. This is an updated document and is being sent out to therapists.
- A few months ago, Dr. Richard Stanwick, Jocelyn Pedder and BCAA devised a reporting form for therapists to be able to indicate any issues they were having with seating children appropriately. Reports are coming back on those which is providing some very interesting information on the issues they are having.

➤ **Seniors**

No update

➤ **CRD**

- John Hicks reported that the school travel planning program is looking for applications for five new schools for this year. There has been good uptake from Victoria schools but not SD 62, 63 or 64. If members have contacts in other districts, please encourage them to apply.

➤ **IRSU**

No update

➤ **CVSE**

No update

➤ **Vancouver Island Safety Council**

- Bill Laughlin referred to the video he had shared on distracted driving and asked if the TSC is interested in promoting something like that. Chair McNeil Smith said that if our next ad campaign is directed to that topic, we could look at getting permission to use it. Frederick Grouzet commented that a video on texting will be the next one produced, after cannabis edibles. He also noted that different versions of videos can be created, depending on who the target audience will be.

➤ **GVCC**

No update

➤ **Walk On, Victoria**

- Todd Litman reported that Walk On, Victoria has been talking about how they can work with local governments to develop pedestrian mapping that would identify which streets have decent sidewalks and good crosswalks and other pedestrian facilities. The potential is there but no jurisdiction in the region currently has anything that shows the level of service and Walk On, Victoria has been talking about what would be needed to convince local governments to do this kind of mapping. Individual jurisdictions would have to invest in a state-of-the-art mapping system. They want to see more sophisticated tools for identifying where walking is good or not and be able to identify where improvements are needed.

Sgt. Ryan O'Neill said that he is on a committee on capital planning for bike safety and pedestrians which is using engineering drawings to look at crosswalks and intersections, etc., and this seems to be moving forward.

John Hicks said that some municipalities have mapping already through their engineering departments that shows where sidewalks are but it's not on a GIS level.

➤ **Municipal Police Forces**

- S/Sgt. Marc Chateau, Saanich Police, said that there are some big shakeups coming in Saanich with the traffic safety schedule changing and they will be better staffed for the next while at least.
- Saanich has some automated license plate recognition systems. In terms of traffic safety, some of the prohibited drivers that are still driving are the worst and the highest risk. Police cars that have this system can read 2 or 3 license plates every five minutes and it will pick up if a car goes by that has a prohibited driver
- Sgt. Ryan O'Neill, Victoria Police, commented on the counterattack program that was in place over Christmas. Some pursuits were covered in the media. There is relatively new legislation through civil forfeiture which states that if someone flees from police and there is a dangerous driving component, police can seize vehicles permanently. Statistics over a month showed police are responding to two legitimate impaired driving (drugs or alcohol) per day.

➤ **BC Transit**

- Dallas Perry said that with the overpass at McKenzie and the highway, operators are saving about 8-9 minutes, so it is making that route much more efficient.
- He noted that he is an auxiliary constable for Westshore RCMP and is checking to see if he can represent Westshore on the TSC with any traffic issues.

➤ **MOTI**

- Don Legault noted that the McKenzie opening was a day late. He commented that the flooding that has occurred is because there is another drainage pipe that still must go in.

➤ **Working Group for UVic Centre on Youth and Society Joint Project**

- Dr. Frederick Grouzet reminded members to send material for testing by youth. The objective is to test reception of materials and whether it changes attitudes and behaviours.

8. **Other Business**

Malahat safety strategy will be added to next month's meeting agenda

9. **Next Meeting**

The next meeting will be held on February 13, 2020 at noon at the Greek Community Centre. On motion, the meeting adjourned at 1:30 pm.