

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, June 10, 2025**

Members: Neil Arason, Island Health
Dr. Murray Fyfe, Island Health
Dr. Frederick Grouzet, Collaborative for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Victoria Klassen Jeffery, Capital Bike
Todd Litman, Walk On, Victoria
Steve Martin, Community Member (Chair)
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic
Dr. Melissa Wan, Island Health
Colleen Woodger, ICBC Road Safety and Community Involvement

Associates: Adam Defrane, MADD
Jay Douillard, CRD

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit
Myke Labelle, Commercial Vehicle Safety and Enforcement
Dean Murdock, CRD Board (Vice-Chair)
Sean Powell, School District 61
Keith Vass, Media

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:04 pm.

1. Territorial Acknowledgement

Chair Martin provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Neil Arason, **SECONDED** by Paweena Sukhawathanakul, that the agenda be approved as distributed. **CARRIED**

3. Approval of Minutes – May 13, 2025

MOVED by Neil Arason, **SECONDED** by Paweena Sukhawathanakul, that the minutes of the meeting held on May 13, 2025 be approved. **CARRIED**

4. Chair's Remarks

Chair Martin noted that Dr. Murray Fyfe is attending his final Commission meeting as he is retiring from Island Health. Dr. Fyfe has been a member on the Commission for approximately 15 years, and Chair Martin thanked him for his service and contributions.

Dr. Fyfe said that he appreciated the opportunity to be part of the Commission, including his tenure as Chair several years ago. He commented that Commission members have worked well together over the years, undertaking many interesting initiatives and said he will be interested to see the outcomes of the new transportation planning initiative in the CRD.

Dr. Fyfe introduced Dr. Melissa Wan, who will join Island Health as a medical health officer on July 1. One of the things that Dr. Wan will focus on will be injury prevention, including traffic safety, and she will be a member on the Commission.

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

The next meeting of this group will take place on Monday, June 16, and will be held in Sidney. One of the topics that will be discussed is new mobility devices and the issues that are being seen with these. They will be talking about the transportation service as well and will also be looking at any potential advocacy opportunities.

Eleven responses to the governance survey were received from Commission members. A summary of responses will be provided when it is available.

Action: Add governance survey summary to the July meeting agenda

6. Priority Business

➤ Video Shorts – Dr. Frederick Grouzet

Dr. Grouzet presented the short 30-second videos that have been developed over the last six years in collaboration with CHEK News, with funding provided by the Commission. Each month, two videos are selected and rotated daily on CHEK NEWS. Dr. Grouzet noted he would like to ask the questions listed below following each video, with the objective being to bring awareness as to how the videos were created and their impact.

Video Topics:

- Cannabis Edibles
- Distracted Driving
- Safety awareness around cyclists
- Distractions from Passengers
- Don't Drive when Tired
- Be Aware when Driving at Night
- Safety Starts with Sharing Roads

Questions:

- How do you feel after watching the video – positive, neutral, or negative?
- What aspect of the video could make you feel positive?
- What is the target behaviour?
- What is the alternative behaviour that is proposed?
- What is the reason to avoid certain behaviour and adopt a new one?
- Do you think you can adopt the new behaviour?
- Are you willing to watch the video again?

Members had the following comments re the videos.

- Appreciate the effectiveness of using humour to get the message across.
- No clear alternative behaviour to prevent dooring shown in the video re safety awareness around cyclists. Also, in the same video, suggest a comment be added at the end noting the law re safe passing distance from vulnerable road users.
- The videos may not be reaching a wide enough audience on CHEK News, particularly youth.

Action: Add further discussion on ways to get the videos more widely distributed to July meeting agenda

➤ MADD Presentations in Schools

Adam Defrane provided an update regarding MADD's cross-Canada presentations in schools for Grade 7-12 students. These presentations are about an hour in length and are conducted by facilitators who travel nationwide. A new video is produced annually, and there are speakers that are either victims of impaired driving or family members of impaired driving victims. The cost per presentation is \$1,000 and there is availability in the last week of October.

Colleen Woodger commented that the ICBC speaker tour for Grade 11 and 12 students in 42 schools wrapped up in May. There is room for the MADD program and she would be happy to help facilitate it. If we do consider a fall week tour, we can work with schools that are interested in doing an enhanced road safety day. Colleen is in full support of looking into how we could promote this.

This would be a good use of our budget, and we would need to make a decision soon if we want to pursue it. Adam will ask the MADD booking coordinator to tentatively hold some time in the last week of October for eight presentations.

Paweena commented that she will be going to the schools in the fall to give them their personalized profile of how many students are drinking and using cannabis based on the data collection for the P.A.R.T.Y. Program. Students have indicated they would like an extended conversation on substances and road safety, and it would be good if this could all be tied together with the MADD presentation.

Adam Defrane will complete the Commission project application form to request funding.

Action: Add further discussion and decision on funding to July meeting agenda

➤ Budget Update

Nothing has come out of third-party payments yet, but funding for a couple of projects has been approved which should be shown in the next budget printout. Approximately \$25,000 out of our \$40,000 has been spent.

➤ **BCACP Calendar**

- March – Distracted Drivers Campaign/Occupant Restraint Campaign
- May – High Risk Driving Campaign
- July – Summer Impaired Driving Campaign (Alcohol/Drug)
- September – Distracted Drivers Campaign/Occupant Restraint Campaign
- October – Drive Relative to Conditions Campaign
- December – Winter Impaired Driving Campaign

The purpose of putting the BCACP calendar initiatives on our agenda is to act as a reminder for the Commission re the focus of our partners and to try and frame our advertising to support them. We could do the advertising ourselves or support any of our partners with additional funding to expand their campaigns.

The focus in May was a high-risk driving campaign and ICBC partnered with BC Highway Patrol, Saanich Police and a number of other agencies targeting speeding. There was also a motorcycle skills day held at the end of the month.

In July, the summer impaired driving campaign will be ramping up with lots of initiatives, including counterattack road checks.

The distracted driving campaign will take place in September with an emphasis on cell phones and back to school.

7. **Other Business**

➤ **Discussion on the next TSC Project**

Chair Martin addressed the issue of what project the Commission should pursue next, following the completion of the work on automated speed enforcement. Distracted driving and impaired driving remain significant concerns. Colleen Woodger expressed support for distraction as it has the most impact on vulnerable road users and is the number one reason why cyclists and pedestrians are hit.

How will we go about moving forward on whatever topic we decide on? Will it take some more research, funding, social media?

Colleen suggested reaching out to Karen Bowman of the Traffic Injury Research Foundation and founder of the Drop It and Drive Program to have her present to the Commission and help come up with some ideas to help us move forward with a project on distracted driving.

Melissa Wan suggested instead of just approaching it from the negative side, that we consider providing some type of incentive for people who are already doing the right thing. Colleen commented that some of the incentive comes from being a safe driver and not having to pay for violation tickets or points and having lower insurance rates.

Neil Arason referred to our strategic priorities which focus on distracted driving, speed and impaired driving. Also, regarding providing incentives, he suggested looking at the appropriate theoretical models as we think about what topic we want to pursue.

Action: Neil Arason will circulate paper he prepared on distraction; Frederick Grouzet will provide a short list of theoretical models

Action: Add discussion on the next TSC Project to July meeting agenda

8. **Member Updates**

➤ **RoadSafetyBC - Natalia Heilke**

No update

➤ **ICBC – Colleen Woodger**

- Visited First Nations communities.
- Doing a lot of work with seniors and driving.
- Going into schools with CRD Ready Step Roll. Trying a new approach with taking a distracted road user course to middle schools and doing a walking tour with students to make them more aware.
- Spending a lot of time in high schools right now.

➤ **Youth and Children – Hailey Bergstrom-Parker**

- BCAA's *Slow Down Kids Playing* lawn signs are now available at no cost and can be picked up at BCAA Service Locations and Auto Service Centres while supplies last.

- **Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul**
 - Launched the longitudinal study which looks at how urban planning influences cycling and walking behaviours. Participants are tracked throughout the year and assessed to look for changes in health and cognition. Capital Bike has assisted with recruiting participants and Paweena's team handed out safety equipment at the celebration station. They are still looking for 40 more adults who are 60+ to participate in the study.
- **CRD – Jay Douillard**
 - Currently working on updating CRD bike infrastructure data and trying to collect that from local governments, so getting all the data in, data quality checks and integrating that into one system again. The online version of bike maps will be updated which hasn't been done for a couple of years.
 - There haven't been any applications received yet for the Cst. Sarah Beckett Memorial Scholarship. A poster has been prepared and distributed and the CRD put out a media release.
- **Integrated Road Safety Unit – Sgt. Jereme Leslie**
No update
- **Commercial Vehicle Safety Enforcement – Myke Labelle**
No update
- **Vancouver Island Safety Council – Ron Cronk**
No update
- **Capital Bike – Victoria Klassen Jeffery**
 - Just finished with Go by Bike Week. It seemed like it was a lot busier than last year, but don't have final numbers yet.
- **Walk On, Victoria – Todd Litman**
 - Todd asked to what degree are we mapping sidewalks and crosswalks? Is there a plan for the CRD to develop a comprehensive inventory?
Jay responded that is more in the local government domain and there is a consultant currently working with several municipalities to develop a sidewalk inventory as part of the Complete Communities Project. Todd would like to see the data collection standardized and incorporated in the CRD GIS. Research shows that improving active mode facilities increases safety to the people who are using it, as well as showing that when a sidewalk network is completed there is more walking and for every additional kilometre walked, you get 10 km of reduced driving. Improving active travel is key to allowing people to use public transit so there are potentially significant safety benefits.
- **Municipal Police Forces/RCMP**
No update
- **BC Transit – Dallas Perry**
No update
- **Ministry of Transportation and Infrastructure - Owen Page**
 - There are various maintenance projects underway with sweeping and mowing.
 - Several major capital projects are underway in the CRD region on Highway 1 and 17. A new one that has just been announced is a safety improvement project at Saseenos elementary at the intersection of Highway 14 and Idlemore Road. There will be an open house for that on June 23.
- **Island Health – Neil Arason**
 - Will be sad to see Dr. Murray Fyfe go. He has been with Island Health for 21 years, and it is a big loss.
- **Working Group for UVic Collaborative for Youth and Society Joint Project – Dr. Frederick Grouzet**
 - Currently working on another video. Also working on comic strips which will be a different format. There will be a couple of characters as research has shown that the best way to convey a message is when there is a dialogue between two people.
- **Adam Defrane, MADD Canada**
No update
- **Sean Powell, School Districts**
No update

9. Next Meeting

The next meeting will be held on July 8, 2025 at 1:00 pm. On motion, the meeting adjourned at 2:34 pm.