

Groot, Jeff GCPE:EX

From: Groot, Jeff GCPE:EX
Sent: Wednesday, October 7, 2015 9:18 AM
To: Togneri, Cassandra GCPE:EX
Subject: RSS NR
Attachments: RSBC - RSS conference - NR - 07Oct15 DRAFT.docx

I'll call you on this in a bit. I wrote this on the bus on the way to work this am.

You can use as a guide for her speaking notes. I have an idea for how to make RSBC happy and get us better coverage on this. We can chat this am!

Jeff Groot | Director of Communications
Ministry of Justice | 250 920 9203

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate ^{s.13} higher than that due to homicides in B.C. ^{s.13}
^{s.13} As Justice Minister Suzanne Anton will tell a conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the ^s we have spent on road improvement infrastructure all around the province in just the last year."

Quick Facts:

Learn More:

View the Moving to Vision Zero strategy: [URL](#)

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Parks, Jessica JAG:EX
Sent: Thursday, October 8, 2015 12:37 PM
To: Togneri, Cassandra GCPE:EX
Subject: RSBC - RSS conference - NR - 07Oct15 DRAFT
Attachments: RSBC - RSS conference - NR - 07Oct15 DRAFT.docx

Hi Cassandra,

Attached please find suggested edits to the News Release. Sam nor Steve have seen these changes, so can you please send it back once the changes are made, for final sign off?

Thank you,

Jessica Parks
Communications Officer
Stakeholder Relations
RoadSafetyBC
Ministry of Justice
Desk: 250-387-7566
Cell:s.17



NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate ~~6 13~~ higher than that due to homicides in B.C. ~~S.13~~
S.13
As Justice Minister Suzanne Anton will tell a conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because ~~a-of a long host of factors that cut across the transportation network including driver behaviours such as drivers that~~ choose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel. This is as frustrating as it is tragic. ~~And-and~~ we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Comment [ANJ1]: I think this paragraph adds a lot, and is very good, it speaks to the safe system approach that is on the BC Road Safety Strategy.

Quick Facts:

- Since the new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 160 lives.
 - As a result of the new child passenger legislation implemented in 2008, new evidence shows that there has been a 10.8% decrease in the monthly injury rate for children aged 4 to 8 years, and a 13% reduction for children up to 3 years of age.
 - In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device. More recently, RoadSafetyBC held a public consultation that generated over 10,000 submissions and comments from the public and road safety stakeholders.
 - On June 1, 2012, new rules took effect for motorcyclists and their passengers including an updated motorcycle helmet law and new provisions related to proper seating.
- ^
- Examples of infrastructure improvements throughout B.C. are 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of media and roadside barrier installed, to name a few.
 - s.13 and tougher penalties combined with numerous improvements made to highways, ~~and roads~~ and vehicles over the years has resulted in a ~~2831%~~ decrease in ~~serious injury~~ crashes since 2003.
 - The government continues to work with police, ICBC and other partners to educate drivers on the dangers of driving under the influence and distracted driving.
 - The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North American by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.

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Formatted: Normal, No bullets or numbering

Comment [ANJ2]:

s.13

Learn More:

View the Moving to Vision Zero strategy:

s.13

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602



Groot, Jeff GCPE:EX

From: Groot, Jeff GCPE:EX
Sent: Friday, October 9, 2015 12:51 PM
To: Togneri, Cassandra GCPE:EX
Subject: Roadsafety - RSS Conference - SN - MSA - 9OCt15
Attachments: Roadsafety - RSS Conference - SN - MSA - 9OCt15.doc

I really like it 😊

Nice job!

I just added a couple pieces... if you like it, clean it up and fire that and the QA through to program for review.

Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: XXXXXX

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 stakeholders, no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

XX
XX
Vancouver, B.C.

INTRODUCTION:

- Thank you XX XX

Thank you

I am thrilled to be here today to speak with the Road Safety community of British Columbia. There are so many critical members of this network who ~~work hard using~~ are using innovation, creativity, and evidence to improve and modernize our Road Safety standards. I want to thank you today for your never ending fight ~~task of keeping~~ people safe on our roads. I say never ending because, by setting a ~~even when we do achieve our~~ most ideal and ambitious goals of zero deaths and zero serious injuries, our work must ~~will~~ always continue to maintain these great aspirations.

I would also like to thank the many volunteers who sit on and chair committees that make up the passionate road safety community of partners throughout our province ~~of B.C.~~

My staff gave me an interesting statistic the other day that gave ~~us~~ me ~~all~~ pause. Last year there were 88 homicides in B.C. There were also 88 deaths caused by distracted driving on average over the last five years.

As the Solicitor General, I am faced with the necessary mandate of improving public safety. More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence. And don't get me wrong, gun violence ~~these are~~ is absolutely at two ~~priority~~ ies of ~~this~~ my Ministry and this government. However, I am here to reassure you that road safety is just as important and pressing to me and to Premier Christy Clark – if not more so.

Both outcomes are equally tragic and preventable. Both ~~categories tell a story~~ are riddled with stories of profound loss, unimaginable grief, and ~~of~~ lives robbed of their potential. For the most part, All of these deaths are the results of bad choices made somewhere along the way – either by a gangster, a criminal or gun user, a driver or innocent pedestrian, or a systemic failure of a grander scale.

But most importantly, for us today, we have to remember that all are equally **urgent.** No one life is worth more than any other, regardless of how it is lost. The rightful fear of crime and gun violence is a prominent issue for British Columbians. - It is my belief believe that the 290 road deaths of this past year should hold an equally heavy and urgent place in the minds of people in our province.

Do you think the public would be shocked to learn that 3 times more people die on our roads than in homicides? Do you think that would change their mind about how they drive? Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?

I think it would.

Together, we can do more to save lives.

There is good news. Happily, I can announce that through ~~the thorough and efficient implementation of tough laws, stringent police enforcement and changing behaviour, e~~ our Immediate Roadside Prohibition program has saved, 260 lives ~~have been saved in less than 5 years since 2010~~. I want to take a moment to truly give that number the weight it deserves. 260 random lives blissfully unaware that they have been spared – it could be yours, it could be mine, it could be our children's lives. I am so grateful for that number. 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably. This is good news.

~~But u~~Unfortunately 290 other families were not so lucky this year. Distracted driving, drinking and driving, mistakes, carelessness, or being in the wrong place at the wrong time, and system failures have ~~F-claimed far too many lives have been claimed on our roads~~. –We have worked hard, and we are making progress~~have been successful~~, but we have more work to do. And we need your help.

Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, the Netherlands, Sweden -- British Columbia. We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives.- We are acting on it too.

We have so many tools at our finger tips – communities around our province have~~B.C. has~~ an enviable record of designing out problems by addressing infrastructure changes that take into consideration proven human behaviour.

The Burrard Street Bridge intersection has been re-configured to improve safety for drivers, cyclists, and pedestrians. I want to also applaud the City of Vancouver's world class "connected and protected" infrastructure additions for cyclists that embrace the cycling culture that is part of the city's identity and aggressively address the safety hazards they've previously encountered.

Other evidence-based programs such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province are examples of innovation chipping away at different road safety issues.

And that is what we are doing – what you are doing – assessing and predicting the potential for vulnerability on our roads – and implementing solutions that have worked in other places or inventing modern solutions that address our modern society.

We are on a good trajectory and I have you to thank. Safe system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human

error for road deaths. -We have been accounting for it, and we have been factoring it into as many solutions as possible. -THIS is innovation.

We have not forgotten about human error – or about bad decision making, though ~~And~~ we are giving law enforcement the tools it needs to prevent the damage these errors and decisions can ~~could~~ cause. -I've spoken about IRPs – since the program's launch, we have seen the number of alcohol related fatalities drop by approximately 53%. And I hope to see ~~we are expecting~~ that number to continue rising.

Just recently, w ~~We have~~ introduced IRP-related amendments to the Motor Vehicle Act that ensure that those with unsafe driving records are sent into to remedial programs.

We have cleared out left lane hogs to create a better flow of traffic. We have increased penalties and awareness for those who refuse to slow down and move over for emergency vehicles. And, we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions

But it does not stop there. Education is part of the solution to every problem. And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.

So this summer we encouraged dialogue between the government and British Columbians on the dangers of distracted driving. 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic. 96% of respondents agreed that higher fines are needed. Everyone in this room knows that to be true.

We're doing something about it – and within ~~In~~ the next six months, you will see us ~~move forward with~~ ~~an anticipate the implementation of~~ tough new sanctions to address this need.

In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement. Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.

Cell Watch volunteers pounded the pavement attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone. ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.

And I can't imagine a more relevant time to be speaking to you about ~~for~~ this. I'm sure we have all be thinking about s.22 ~~B.C.~~ who was hit by a truck when he was walking home for lunch in the middle of the day. And s.22 ~~s.22~~ who was waiting at a bus stop- in Surrey when he was struck by a car that lost control.

Innocent victims. Drivers with no ill-intent. -And yet here we are with two more preventable tragedies to carry with us.

~~Around the same time as the~~As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update to gauge the extent of our progress towards having the safest roads in North America by 2020. We have ~~4 years and 2 months~~50 months to go – just a little over four years. The clock is ticking. But looking at this room of ~~dedicated~~ dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident that we will achieve this life saving goal.

We will continue to listen and collaborate. We will keep supporting and investing in approaches that work.

In the meantime, I will leave you with a video I found to be touching – and inspirational. And one that reminds me of why we need to continue to do better. Because these are real people – real lives that we are saving.

Thank you.

<END>

Groot, Jeff GCPE:EX

From: Groot, Jeff GCPE:EX
Sent: Friday, October 9, 2015 1:36 PM
To: Togneri, Cassandra GCPE:EX
Subject: RSBC - RSS conference - NR - 8Oct15 DRAFT
Attachments: RSBC - RSS conference - NR - 8Oct15 DRAFT.docx

Back at you!

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate almost four times higher than that due to homicides in B.C. It is 11 times higher than the rate of gun violence deaths. As Justice Minister Suzanne Anton will tell a conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because of a long host of factors that cut across the transportation network including driver behaviours such as disobeying the speed limits, fussing with cell phones or having a few drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

Comment [TCG1]: Do you feel ok about this language? I do if you do? It's not overly complicated but it's RSBC speak.

Comment [GJG2]: No – let's stay with my original one.

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the regional health authorities, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Quick Facts:

- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North America by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.
- Since government's tougher the new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 2160 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including Examples of infrastructure improvements throughout B.C. are 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- s.13 Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Comment [TCG3]: Aren't we at 260 now?

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Comment [ANJ4]:

s.13

Comment [GJG5]: We should probably change this to link to the video that MSA will introduce. s.13

Learn More:

View the Moving to Vision Zero strategy:
s.13

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Parks, Jessica JAG:EX
Sent: Tuesday, October 13, 2015 11:00 AM
To: Togneri, Cassandra GCPE:EX
Cc: D'Gal, Judy JAG:EX
Subject: FW: RSS NR for Approval
Attachments: RSBC - RSS conference - NR - 09Oct15 DRAFT.docx

Hi Cassandra,

The attached NR has been approved by Sam.

Thank you,

Jessica

From: Togneri, Cassandra GCPE:EX
Sent: Friday, October 9, 2015 3:23 PM
To: Parks, Jessica JAG:EX
Cc: Groot, Jeff GCPE:EX
Subject: RSS NR for Approval

Hi Jess,
Here is the news release for Sam's approval.
Thanks,
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

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This is a death rate ^{s.13} higher than that due to homicides in B.C. ^{s.13}
^{s.13} As Justice Minister Suzanne Anton will tell a
conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, regional health authorities, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Quick Facts:

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- Since government's tough new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 260 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Learn More:

View the Moving to Vision Zero strategy:
<https://www.youtube.com/watch?v=bsyvrkEjoXI>

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Indridson, Ian GCPE:EX
Sent: Tuesday, October 13, 2015 12:28 PM
To: Togneri, Cassandra GCPE:EX
Subject: SNs with redline edits
Attachments: RSBC - RSS Conference - SN - MSA - 13OCT15.doc

Some thoughts – good flow.

Ian Indridson
Government Communications and Public Engagement
Ministry of Justice
250 356-6391

Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: Fairmont Hotel, 900 West Georgia Street, Vancouver

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 + stakeholders, (100 individuals) no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

Fairmont Hotel, 900 West Georgia Street
Vancouver, B.C.

Check Against Delivery

INTRODUCTION:

- Thank you, Sam.
- I am thrilled to be here today to speak with the road safety community of British Columbia.
- There are so many critical members of this network who are using innovation, creativity and evidence to improve and modernize our Road Safety standards.
- I want to thank you today for your never-ending fight to keep people safe on our roads.
- I say never-ending because – despite some significant, life-saving gains in recent years – our ambitious goal of zero deaths and zero serious injuries remains an outstanding ideal.
- I would also like to thank the many volunteers who sit on and chair

committees.

- You make up the passionate road safety community of partners throughout our province and are necessary to our vision.
- The other day, my staff shared with me an interesting statistic – one that gave me pause:
- Last year, there were 88 homicides in B.C.
- There are also 88 deaths caused by distracted and inattentive driving each year, on average, over the last five years.
- As the Solicitor General, I have, as a key priority within my mandate, improving public safety.
- More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence.
- And don't get me wrong, those are

absolutely two priorities of my Ministry and this government.

- However, I am here to reassure you that road safety is just as important and pressing to me, and to Premier Christy Clark – if not more so.
- Both statistics are tallies of tragic and preventable circumstances.
- Behind each of these identical figures lie varied stories of profound loss, unimaginable grief, and lives robbed of their potential.
- Often, these deaths have their roots in bad choices made somewhere along the way – by a gangster, a criminal or a driver.
- But most importantly, for us today, we have to remember that all are **urgent**.
- No one life is worth more than any other, regardless of how it is lost.

- The fear of crime and gun violence is, quite rightly, a prominent issue for British Columbians.
- But I believe the 290 road deaths this past year should hold an equally heavy and urgent place in our minds.
- Do you think the public would be shocked to learn that three times more people die on our roads than by homicide?
- Do you think that would change their mind about how they drive?
- Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?
- I think it would. Together, we can do more to save lives.
- There is good news. Happily, I can announce that through tough laws,

stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has now saved 260 lives since 2010.

- I want to take a moment to truly give that number the weight it deserves:
- 260 random lives blissfully unaware that they have been spared.
- One of them could be yours, mine, or one of our children's lives.
- I am so grateful for that number.
- 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably.
- This is good news.
- Unfortunately, 290 other families were not so lucky this year...

- ...Due to distracted driving, drinking and driving, mistakes, carelessness, or simply being in the wrong place at the wrong time.
- Far too many lives have been claimed on our roads.
- And then there is the problem of serious injury.
- For every motor-vehicle-related death, there are about a dozen hospitalizations.
- Many survivors suffer unimaginable pain and grief, and sometimes their lives are changed forever.
- We have worked hard, and we are making progress, but we have more work to do. And we need your help.

[Vision Zero]

- Much of the world is actively engaged in

the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, Vancouver, the Netherlands, Sweden -- British Columbia.

- We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives.
- We are acting on it.

[Achievement]

- We have many tools at our finger tips.
- Communities around our province have an enviable record of designing out problems by aligning infrastructure changes with human behaviour.
- For example, the Burrard Street Bridge intersection^{s.13}
^{s.13} has been re-configured to improve safety for drivers, cyclists and

pedestrians.

- I want to also applaud the City of Vancouver’s world class “connected and protected” infrastructure additions for cyclists.
- These embrace the cycling culture that is a highlight of the city’s identity, and aggressively address the safety hazards they’ve previously encountered.
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- And that is what we are doing – what you are doing:
- Assessing and predicting the potential for vulnerability on our roads – and implementing proven approaches, or

inventing modern solutions that address our modern society.

- We are on a good trajectory and I have you to thank.
- Safe-system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths.
- We have been accounting for it and factoring it into as many solutions as possible.
- THIS is innovation.
- Now, that said, we have not forgotten about human error – or about bad decision making.
- We are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause.

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<END>

Groot, Jeff GCPE:EX

From: Parks, Jessica JAG:EX
Sent: Tuesday, October 13, 2015 4:45 PM
To: Togneri, Cassandra GCPE:EX
Cc: D'Gal, Judy JAG:EX; Parks, Jessica JAG:EX
Subject: Approved SN and QA
Attachments: RSBC - RSS conference - QA - 13Oct15.docx; RSBC - RSS Conference - SN - MSA - 13OCT15 (2).doc

Hi Cassandra,

Please see suggested edits attached, approved by Sam.

Thank you.

Jessica Parks
Communications Officer
Stakeholder Relations
RoadSafetyBC
Ministry of Justice
Desk: 250-387-7566
Cell: s.17



RoadSafetyBC

Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.
- To see 290 people dead in the last year because of driver choices - disobeying the speed limits, not leaving their phone alone or having some drinks before getting behind the wheel. This is as frustrating as it is tragic.
- We are going to do something about it, but we need the public and our road safety partners to work with us.
- Moving forward, I want to appeal to:
 - British Columbians to make safer choices on our roads. Don't drink, text or speed.
 - Municipalities to continue to work on improvements to reduce accidents on our roads.
 - Our road safety partners to help us raise awareness of safe driving behaviours.
- Together, we will save lives.

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

2. What are the major causes of these road deaths?

- The 290 road deaths incorporate any number of incidents.
- The leading human related causes are those due to speed, distraction and drinking and driving.
- But people make mistakes and errors and the unexpected also happens. We must also design for that.
- It also includes pedestrian deaths and those involving cyclists, heavy vehicles and other incidents on our roads.

3. Are there some areas that are more concerning than others?

- It is never acceptable for someone to lose their life, but we do see trends involving young people, motorcyclists, pedestrians and heavy vehicles.

4. Why haven't you made the changes to distracted driving penalties yet?

- I agree – I want to make these as quickly as possible.
- Just last week I was briefed by staff and we're looking at a number of options, including raising fines, adding more penalty points and vehicle impoundment.
- But I also want to make sure we get it right. While a number of other jurisdictions have chosen to just focus on the fine amount, I think we need to approach this from all three angles.
- Depending on where we land, we may be able to make changes through regulation quite quickly. If legislation is required, we'll look to bring that forward in the spring. Either way, I'd expect tougher penalties for distracted driving offences to be in place in the next six months.
- The consultation was a huge success in raising awareness about the issue as well as gauging what kind of penalties British Columbians consider reasonable. 96% of the 10,000 respondents agreed that penalties are not severe enough and we are moving forward with that information as quickly as possible.

5. So you've made a bunch of changes and the death rate is staying fairly constant. What else are you considering?

- To be clear, the death rate has actually been decreasing – from 452 in 2005 to 290 in 2014. But this is still an unacceptable number.
- The best ways to move forward are what we hope to hear from stakeholders over the next two days.
- Our goal is an ambitious one – to have the safest roads in North America in the next five years.
- We're looking at fines and penalties across the board and we're investing in improving our road infrastructure, but this will require more than just government action.
- Municipalities play a critical role and we've seen a big shift towards design that improves road safety over the last number of years (Burrard St intersection in Vancouver and the pedestrian scramble in Richmond).
- ICBC plays a role with its enforcement and collection of outstanding fees before people with driving offenses can renew their licence.
- And groups like MADD and Drop It and Drive are critical for raising awareness and changing behaviour.

6. Why haven't you put a focus on this previously?

- This has been an ongoing battle, and we've made significant changes like bringing in our IRP program and upping penalty points for distracted drivers.
- But when you see that the number of people dying because they're distracted on our roads is the same as the number of homicides in B.C....

- ...and you see that our road deaths are more than three times the homicide rate, we need British Columbians to better understand and recognize that this is a serious concern.

7. What is Vision Zero and do you really think you can eliminate deaths on our roads?

- The Vision Zero approach to road safety was founded in the Netherlands in 1992, and has since been adopted by many of the world's leading road safety jurisdictions.
- Here in B.C., we adopted this approach in 2013 in our Road Safety Strategy, with the goal of completely eliminating deaths and serious injuries on our roads.
- I recognize it's ambitious. Ask yourself though, what is an acceptable number?
- We may never be able to eliminate deaths and injuries completely, but I think it's a worthwhile goal to help guide our aggressive approach to road safety.

8. How do you know you've saved 260 lives because of the IRP?

- The number of 'lives saved' and 'percentage of fatalities reduced' are calculated by comparing the five-year average of alcohol-related driving fatalities prior to the IRP program with the most recent fatality data.
- The number of lives saved has continually increased since the IRP program began in 2010 – most recently to 260, as of the first quarter of this year.

9. How do the IRP lives saved break down?

- Sept. 20 – Dec. 31, 2010: 15
- Total 2011: 45
- Total 2012: 64
- Total 2013: 61
- Total 2014: 56
- Jan-Mar 2015: 19

10. Can you give me some examples of what government has done to improve this situation?

- Approximately 190 km of new four and six lane highway segments
- More than 500 bridges repaired or replaced
- More than 400 intersections upgraded
- More than 27 new interchanges
- More than 33 new passing lanes on rural highways
- More than 14,000 km of median and roadside barrier installed
- More than 6,700 km of rumble strips
- More than 18,500 km of repaving
- More than 3,100 km of side roads repaired

11. Have you seen deaths increase since the speed limit changes last year?

- I know the Ministry of Transportation is expecting a full analysis of the first year's data this fall, but without the appropriate amount of data for context, it's too early to say.

12. What will happen at this conference?

- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and many others are expected to endorse an updated Vision Zero approach.
- This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

13. When will you release the updated road safety strategy?

- Following the feedback from the conference, we will look to finalize it and release it publicly in the next few weeks.

14. What are you doing about the homicide rate?

- It's a priority for our government to ensure communities feel safe, and that families ARE safe.
- It is a priority that those engaged in gun crime and gang activity are apprehended.
- That is why there has been such an extensive provincial response when it comes to resources to fight gun crime in the lower mainland.
- And we continue to do more. Premier Clark has committed \$5 million more to target gangs and their resources – namely, young people.
- This gangs and guns strategy is working.
 - The work of police, law enforcement, the community and crown counsel has resulted in two sets of charges laid last week in a recent shooting incident in Surrey.
- Let me be clear – our government is tackling crime and targeting criminals. We will not tolerate continued gang shootings or gun play.

Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: Fairmont Hotel, 900 West Georgia Street, Vancouver

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 + stakeholders, (100 individuals) no media.

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for the
Hon. Suzanne Anton
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MLA for Vancouver-Fraserview
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INTRODUCTION:

- Thank you, Sam.
- I am thrilled to be here today to speak with the road safety community of British Columbia.
- There are so many critical members of this network who are using innovation, creativity and evidence to improve and modernize our Road Safety standards.
- I want to thank you today for your never-ending fight to keep people safe on our roads.
- I say never-ending because – despite some significant, life-saving gains in recent years – our ambitious goal of zero deaths and zero serious injuries remains an outstanding ideal.
- I would also like to thank the many volunteers who sit on and chair

committees.

- You make up the passionate road safety community of partners throughout our province and are necessary to our vision.
- The other day, my staff shared with me an interesting statistic – one that gave me pause:
- Last year, there were 88 homicides in B.C.
- There ~~are~~ were also 88 deaths caused by distracted and inattentive driving each year, on average, over the last five years.
- As the Solicitor General, I have, as a key priority within my mandate, the improvement of public safety.
- More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence.
- And don't get me wrong, those are

absolutely two priorities of my Ministry and this government.

- However, I am here to reassure you that road safety is just as important and pressing to me, and to Premier Christy Clark – if not more so.
- Both statistics are tallies of tragic and preventable circumstances.
- Behind each of these identical figures lie varied stories of profound loss, unimaginable grief, and lives robbed of their potential.
- Often, these deaths have their roots in bad choices made somewhere along the way – by a gangster, a criminal or a driver.
- ~~But most importantly, for us today, we have to remember that all are urgent.~~
- No one life is worth more than any other, regardless of how it is lost.

- The fear of crime and gun violence is, quite rightly, a prominent issue for British Columbians.
- But I believe the 290 road deaths this past year should hold an equally heavy and urgent place in our minds.
- Do you think the public would be shocked to learn that three times more people die on our roads than by homicide?
- Do you think that would change their mind about how they drive?
- Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?
- I think it would. Together, we can do more to save lives.
- There is good news. Happily, I can announce that through tough laws,

stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has ~~now~~ helped saved 260 lives since 2010.

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- ...Due to distracted driving, drinking and driving, mistakes, carelessness, or simply being in the wrong place at the wrong time.
- Far too many lives have been claimed on our roads.
- And then there is the problem of serious injury.
- For every motor-vehicle-related death, there are about a dozen hospitalizations.
- Many survivors suffer unimaginable pain and grief, and sometimes their lives are changed forever.
- We have worked hard, and we are making progress, but we have more work to do. And we need your help.

[Vision Zero]

- Much of the world is actively engaged in

the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, Vancouver, the Netherlands, Sweden -- British Columbia.

- We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives.
- We are acting on it.

[Achievement]

- We have many tools at our finger tips.
- Communities around our province have an enviable record of designing out problems by aligning infrastructure changes with human behaviour.
- For example, the Burrard Street Bridge intersection at Cornwall avenue has been re-configured to improve safety for drivers, cyclists and pedestrians.

- I want to also applaud the City of Vancouver’s world class “connected and protected” infrastructure additions for cyclists.
- These embrace the cycling culture that is a highlight of the city’s identity, and aggressively address the safety hazards they’ve previously encountered.
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Comment [JP1]: We are querying whether the penalties changed for this?

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Where: **Fairmont Hotel, 900 West Georgia Street, Vancouver**

Contact: Sam MacLeod – 250-387-5692

Length: 5-10 minutes

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Road Safety QAs

Oct. 15, 2015

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 - **Our road safety partners to help us raise awareness of safe driving behaviours.**
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- Depending on where we land, we may be able to make changes through regulation quite quickly. If legislation is required, we'll look to bring that forward in the spring. Either way, I'd expect tougher penalties for distracted driving offences to be in place in the next six months.
- The consultation was a huge success in raising awareness about the issue as well as gauging what kind of penalties British Columbians consider reasonable. 96% of the 10,000 respondents agreed that penalties are not severe enough and we are moving forward with that information as quickly as possible.

5. So you've made a bunch of changes and the death rate is staying fairly constant. What else are you considering?

- To be clear, the death rate has actually been decreasing – from 452 in 2005 to 290 in 2014. But this is still an unacceptable number.
- The best ways to move forward are what we hope to hear from stakeholders over the next two days.
- Our goal is an ambitious one – to have the safest roads in North America in the next five years.
- We're looking at fines and penalties across the board and we're investing in improving our road infrastructure, but this will require more than just government action.
- Municipalities play a critical role and we've seen a big shift towards design that improves road safety over the last number of years (Burrard St intersection in Vancouver and the pedestrian scramble in Richmond).
- ICBC plays a role with its enforcement and collection of outstanding fees before people with driving offenses can renew their licence.
- And groups like MADD and Drop It and Drive are critical for raising awareness and changing behaviour.

6. Why haven't you put a focus on this previously?

- This has been an ongoing battle, and we've made significant changes like bringing in our IRP program and upping penalty points for distracted drivers.
- But when you see that the number of people dying because they're distracted on our roads is the same as the number of homicides in B.C....

- ...and you see that our road deaths are more than three times the homicide rate, we need British Columbians to better understand and recognize that this is a serious concern.

7. What is Vision Zero and do you really think you can eliminate deaths on our roads?

- The Vision Zero approach to road safety was founded in the Netherlands in 1992, and has since been adopted by many of the world's leading road safety jurisdictions.
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- The number of 'lives saved' and 'percentage of fatalities reduced' are calculated by comparing the five-year average of alcohol-related driving fatalities prior to the IRP program with the most recent fatality data.
- The number of lives saved has continually increased since the IRP program began in 2010 – most recently to 260, as of the first quarter of this year.

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- I know the Ministry of Transportation is expecting a full analysis of the first year's data before the end of the year.

- Engineering experts within the ministry and safety experts outside of the ministry are looking at this data, but so far it's too soon to make any definitive judgement.
- Keep in mind – one year's worth of data is just a start. We will need to look at several years' worth of data in order to see significant safety trends.

12. What will happen at this conference?

- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and many others are expected to endorse an updated Vision Zero approach.
- This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

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- Following the feedback from the conference, we will look to finalize it and release it publicly in the next few weeks.

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- It's a priority for our government to ensure communities feel safe, and that families ARE safe.
- It is a priority that those engaged in gun crime and gang activity are apprehended.
- That is why there has been such an extensive provincial response when it comes to resources to fight gun crime in the lower mainland.
- And we continue to do more. Premier Clark has committed \$5 million more to target gangs and their resources – namely, young people.
- This gangs and guns strategy is working.
 - The work of police, law enforcement, the community and crown counsel has resulted in two sets of charges laid last week in a recent shooting incident in Surrey.
- Let me be clear – our government is tackling crime and targeting criminals. We will not tolerate continued gang shootings or gun play.

NEWS RELEASE

For Immediate Release
2015JAG0253-001719
Oct. 15, 2015

Ministry of Justice

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on B.C. roads nearly six out of every seven days of the week – and it needs to stop.

In British Columbia in 2014, this is a death rate more than three times higher than that due to homicides (88). As Justice Minister Suzanne Anton will tell a conference of road safety partners later this morning, things need to continue to change.

“Even though the number of road deaths in B.C. has been trending down over the last decade, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn’t leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to keep doing something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, regional health authorities, MADD, police, municipalities and others, are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

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The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, B.C. has already seen creative and innovative approaches in infrastructure design that aim to reduce accidents, such as Richmond’s pedestrian scramble or Kamloops’ “Yield here to pedestrians” program. This type of work must continue as well.

“Government is not sitting still. In the last year alone, we have made roads safer by increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles, standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions and working to keep slow moving traffic right so others can pass,” said Anton. “This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001.”

Quick Facts:

- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North America by 2020.

- Between 2005 and 2014, road deaths have decreased by 36%, from 452 to 290.
- Since government's tough new approach to drinking and driving was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol-related motor vehicle fatalities. In fact, B.C.'s immediate roadside prohibition law has now saved 260 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Learn More:

View the Moving to Vision Zero strategy: <https://www.youtube.com/watch?v=bsyvvrkEjoXI>

Media Contact:

Ministry of Justice
Government Communications and Public
Engagement
250 213-3602

Connect with the Province of B.C. at: www.gov.bc.ca/connect

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, October 14, 2015 4:39 PM
To: Jabs, Ryan GCPE:EX; Rorison, Trish GCPE:EX; Bowness, Lianne GCPE:EX
Cc: Groot, Jeff GCPE:EX
Subject: RSS Conference Package
Attachments: RSBC - RSS Conference - NR - 15Oct15 v5.pdf; RSBC - RSS conference - QA - 15Oct15.docx; RSBC - RSS Conference - SN - MSA - 13OCT15.doc

Hello All,

Please find attached the NR, QA, and Minister Anton's Speaking Notes for the RSS Conference tomorrow morning in Vancouver.

Thanks,
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

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Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- **Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.**
- **To see 290 people dead in the last year because of driver choices – disobeying the speed limits, not leaving their phone alone or having some drinks before getting behind the wheel. This is as frustrating as it is tragic.**
- **We are going to do something about it, but we need the public and our road safety partners to work with us.**
- **Moving forward, I want to appeal to:**
 - **British Columbians to make safer choices on our roads. Don't drink, text or speed.**
 - **Municipalities to continue to work on improvements to reduce accidents on our roads.**
 - **Our road safety partners to help us raise awareness of safe driving behaviours.**
- **Together, we will save lives.**

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

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Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: **Fairmont Hotel, 900 West Georgia Street, Vancouver**

Contact: Sam MacLeod – 250-387-5692

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 + stakeholders, (100 individuals) no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

Fairmont Hotel, 900 West Georgia Street
Vancouver, B.C.

Check Against Delivery

INTRODUCTION:

- Thank you, Sam.
- I am thrilled to be here today to speak with the road safety community of British Columbia.
- There are so many critical members of this network who are using innovation, creativity and evidence to improve and modernize our road safety standards.
- I want to thank you today for your never-ending fight to keep people safe on our roads.
- I say never-ending because – despite some significant, life-saving gains in recent years – our ambitious goal of zero deaths and zero serious injuries remains an outstanding ideal.

- I would also like to thank the many volunteers who sit on and chair committees.
- You make up the passionate road safety community of partners throughout our province and are necessary to our vision.
- The other day, my staff shared with me an interesting statistic – one that gave me pause:
- Last year, there were 88 homicides in B.C.
- There were also 88 deaths caused by distracted and inattentive driving each year, on average, over the last five years.
- As the Solicitor General, I have, as a key priority within my mandate, the improvement of public safety.
- More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence.

- And don't get me wrong, those are absolutely two priorities of my Ministry and this government.
- However, I am here to reassure you that road safety is just as important and pressing to me, and to Premier Christy Clark – if not more so.
- Both statistics are tallies of tragic and preventable circumstances.
- Behind each of these identical figures lie varied stories of profound loss, unimaginable grief, and lives robbed of their potential.
- Often, these deaths have their roots in bad choices made somewhere along the way – by a gangster, a criminal or a driver.
- But most importantly, for us today, we have to remember that all are **urgent**.

- No one life is worth more than any other, regardless of how it is lost.
- The fear of crime and gun violence is, quite rightly, a prominent issue for British Columbians.
- But I believe the 290 road deaths this past year should hold an equally heavy and urgent place in our minds.
- Do you think the public would be shocked to learn that three times more people die on our roads than by homicide?
- Do you think that would change their mind about how they drive?
- Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?
- I think it would. Together, we can do more to save lives.

- There is good news. Happily, I can announce that through tough laws, stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has helped saved 260 lives since 2010.
- I want to take a moment to truly give that number the weight it deserves:
- 260 random lives blissfully unaware that they have been spared.
- One of them could be yours, mine, or one of our children's lives.
- I am so grateful for that number.
- 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably.
- This is good news.

- Unfortunately, 290 other families were not so lucky this year...
- ...Due to distracted driving, drinking and driving, mistakes, carelessness, or simply being in the wrong place at the wrong time.
- Far too many lives have been claimed on our roads.
- And then there is the problem of serious injury.
- For every motor-vehicle-related death, there are about a dozen hospitalizations.
- Many survivors suffer unimaginable pain and grief, and sometimes their lives are changed forever.
- We have worked hard, and we are making progress, but we have more work to do. And we need your help.

- Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, Vancouver, the Netherlands, Sweden -- British Columbia.
- We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives.
- We are acting on it.
- We have many tools at our finger tips.
- Communities around our province have an enviable record of designing out problems by aligning infrastructure changes with human behaviour.
- For example, the Burrard Street Bridge intersection at Cornwall Avenue in Vancouver has been re-configured to improve safety for drivers, cyclists and pedestrians.

- I want to also applaud the City of Vancouver’s world class “connected and protected” infrastructure additions for cyclists.
- These embrace the cycling culture that is a highlight of the city’s identity, and aggressively address the safety hazards they’ve previously encountered.
- Other evidence-based programs – such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province – are examples of innovation chipping away at different road safety issues.
- And that is what we are doing – what you are doing:
- Assessing and predicting the potential for vulnerability on our roads – and implementing proven approaches, or inventing modern solutions that address our modern society.

- We are on a good trajectory and I have you to thank.
- Safe-system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths.
- We have been accounting for it and factoring it into as many solutions as possible.
- THIS is innovation.
- Having said that said, we have not forgotten about human error – or about bad decision making.
- We are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause.

- I've spoken about IRPs – since the program's launch, we have seen the number of alcohol related fatalities drop by approximately 52%.
- I hope, and I know everyone here hopes, to see that trend continue.
- Just recently, we introduced IRP-related amendments to the Motor Vehicle Act that ensure those with unsafe driving records are referred to mandatory remedial programs.
- We have cleared out left-lane hogs to create a better flow of traffic.
- We have increased penalties and improved awareness for those who refuse to slow down and move over for emergency vehicles...

- ...And we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions.
- But it doesn't stop there.
- Education is part of the solution to every problem.
- And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.
- So this summer, we encouraged dialogue between the government and British Columbians on the dangers of distracted driving.
- 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic.
- 96% of respondents agreed that higher fines are needed.

- Everyone in this room knows that to be true.
- We're doing something about it – and within the next six months, you will see us move forward with tough new sanctions to address this need.
- In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement.
- Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.
- Cell Watch volunteers pounded the pavement, attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone.

- ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.
- And I can't imagine a more relevant time to be speaking to you about this.
- I'm sure we have all be thinking about
s.22
who was hit by a truck when he was walking home for lunch in the middle of the school day just last week.
- And s.22 who was waiting at a bus stop in Surrey when he was struck by a car that lost control.
- Compounding the tragedy, s.22
s.22
s.22
- Innocent victims. Drivers with no ill intent.
- Yet here we are with two more preventable tragedies.

- As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update...
- ...To gauge the extent of our progress towards having the safest roads in North America by 2020.
- We have 50 months to go – just a little over four years.
- The clock is ticking.
- But when I look at this room of dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident we will achieve this life-saving goal.
- For government's part, will continue to listen and collaborate.
- We will keep supporting and investing in approaches that work.

- In the meantime, I will leave you with a video I found to be touching – and inspirational...
- ...One that reminds me why we need to continue to do better.
- We must never lose sight that these are real people – real lives that we are saving.
- Thank you for doing your part.

<END>

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, October 14, 2015 3:44 PM
To: GCPE Editors
Cc: Groot, Jeff GCPE:EX
Subject: JAG News Release for V5
Attachments: RSBC - RSS conference - NR - 14Oct15 v2.docx

Hello Editors!

Please find attached the News Release for V5 for Minister Anton's speech in Vancouver tomorrow at 8:30 am.

Can we please have this set up to go out province-wide at 7 am?

Thank you!
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

NEWS RELEASE

For Immediate Release

Ministry of Justice

[release number]

Oct. 15, 2015

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on B.C. roads nearly six out of every seven days of the week – and it needs to stop.

In British Columbia in 2014, this is a death rate more than three times higher than that due to homicides (88). As Justice Minister Suzanne Anton will tell a conference of road safety partners later this morning, things need to continue to change.

“Even though the number of road deaths in B.C. has been trending down over the last decade, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn’t leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to keep doing something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, regional health authorities, MADD, police, municipalities and others, are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.’s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve its goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, B.C. has already seen creative and innovative approaches in infrastructure design that aim to reduce accidents, such as the Richmond’s pedestrian scramble or Kamloops’ “Yield here to pedestrians” program. This type of work must continue as well.

“Government is not sitting still. In the last year alone, we have made roads safer by increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles, standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions and working to keep slow moving traffic right so others can pass,” said Anton. “This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001.”

Quick Facts:

- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North America by 2020.
- Between 2005 and 2014, road deaths have decreased by 36%, from 452 to 290.

- Since government's tough new approach to drinking and driving was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol-related motor vehicle fatalities. In fact, B.C.'s immediate roadside prohibition law has now saved 260 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Learn More:

View the Moving to Vision Zero strategy:

<https://www.youtube.com/watch?v=bsyvrkEjoXI>

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, October 14, 2015 2:03 PM
To: Groot, Jeff GCPE:EX
Subject: FW: RSBC - RSS conference - NR - 07Oct15 DRAFT
Attachments: RSBC - RSS conference - NR - 07Oct15 DRAFT.docx

s.13

From: Parks, Jessica JAG:EX
Sent: Thursday, October 8, 2015 12:37 PM
To: Togneri, Cassandra GCPE:EX
Subject: RSBC - RSS conference - NR - 07Oct15 DRAFT

Hi Cassandra,

Attached please find suggested edits to the News Release. Sam nor Steve have seen these changes, so can you please send it back once the changes are made, for final sign off?

Thank you,

Jessica Parks
Communications Officer
Stakeholder Relations
RoadSafetyBC
Ministry of Justice
Desk: 250-387-7566
Cell: s.17



RoadSafetyBC

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate ~~S.13~~ higher than that due to homicides in B.C. ~~S.13~~
~~S.13~~ As Justice Minister Suzanne Anton will tell a
conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because ~~a-of a long host of factors that cut across the transportation network including driver behaviours such as drivers that~~ choose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel. This is as frustrating as it is tragic. ~~And-and~~ we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Comment [ANJ1]: I think this paragraph adds a lot, and is very good, it speaks to the safe system approach that is on the BC Road Safety Strategy.

Quick Facts:

- Since the new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 160 lives.
 - As a result of the new child passenger legislation implemented in 2008, new evidence shows that there has been a 10.8% decrease in the monthly injury rate for children aged 4 to 8 years, and a 13% reduction for children up to 3 years of age.
 - In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device. More recently, RoadSafetyBC held a public consultation that generated over 10,000 submissions and comments from the public and road safety stakeholders.
 - On June 1, 2012, new rules took effect for motorcyclists and their passengers including an updated motorcycle helmet law and new provisions related to proper seating.
- ^
- Examples of infrastructure improvements throughout B.C. are 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of media and roadside barrier installed, to name a few.
 - s.13 and tougher penalties combined with numerous improvements made to highways, ~~and roads~~ and vehicles over the years has resulted in a ~~2831%~~ decrease in ~~serious injury~~ crashes since 2003.
 - The government continues to work with police, ICBC and other partners to educate drivers on the dangers of driving under the influence and distracted driving.
 - The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North American by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.

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Formatted: Font: +Body (Calibri)

Formatted: Normal, No bullets or numbering

Comment [ANJ2]:

s.13

Learn More:

View the Moving to Vision Zero strategy:

s.13

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, October 7, 2015 12:06 PM
To: Parks, Jessica JAG:EX
Cc: D'Gal, Judy JAG:EX; Groot, Jeff GCPE:EX
Subject: RSS Conference NR - approval
Attachments: RSBC - RSS conference - NR - 07Oct15 DRAFT.docx

Hi Jessica,

Sam and Judy have seen this NR already and we've agreed on the general style and positioning, but can you take a look and let me know if there are key pieces, figures and facts missing from your perspective? I've also added some quick facts at the end with a loose definition of the RSS that I could use some help tightening.

Could we have it back for a first round of approvals by end of day tomorrow?

Thanks!
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate ^{s.13} higher than that due to homicides in B.C. ^{s.13}
^{s.13} As Justice Minister Suzanne Anton will tell a conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Quick Facts:

- Examples of infrastructure improvements throughout B.C. are 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of media and roadside barrier installed, to name a few.
- s.13 and tougher penalties combined with numerous improvements made to highways and roads over the years has resulted in a 28% decrease in serious crashes since 2003.
- The government continues to work with police, ICBC and other partners to educate drivers on the dangers of driving under the influence and distracted driving.
- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North American by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.

Learn More:

View the Moving to Vision Zero strategy: [URL](#)

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Friday, October 9, 2015 12:28 PM
To: Groot, Jeff GCPE:EX
Subject: RE: QA
Attachments: Roadsafety - RSS Conference - SN - MSA - 9Oct15.doc

Looks good, I'll read more thoroughly now. Take a look at this so far. Tell me what you think of the direction. Also, it's not all formatted because I can't work with it when it's in giant print haha.

From: Groot, Jeff GCPE:EX
Sent: Friday, October 9, 2015 12:01 PM
To: Togneri, Cassandra GCPE:EX
Subject: QA

Thoughts?

Jeff Groot | Director of Communications
Ministry of Justice | S.17

Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: XXXXXX

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 stakeholders, no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

XX
XX
Vancouver, B.C.

INTRODUCTION:

- Thank you XX XX

Thank you

I am thrilled to be here today to speak with the Road Safety community of British Columbia. There are so many critical members of this network who work hard using innovation, creativity, and evidence to improve and modernize our Road Safety standards. I want to thank you today for your never ending task of keeping people safe on our roads. I say never ending because even when we do achieve our most ideal and ambitious goals of zero deaths and zero serious injuries, our work will always continue to maintain these great aspirations.

I would also like to thank the many volunteers who sit on and chair committees that make up the passionate road safety community of B.C.

My staff gave me an interesting statistic the other day that gave us all pause. Last year there were 88 homicides in B.C. There were also 88 deaths caused by distracted driving.

As the Solicitor General, I am faced with the necessary mandate of improving public safety. More often than not, the first thing that comes to mind when we talk about public safety is gun violence. And don't get me wrong, gun violence is absolutely a priority of this my Ministry and this government. However, I am here to reassure you that road safety is just as important and pressing to me and to Premier Christy Clark.

Both outcomes are equally tragic and preventable. Both categories tell a story of profound loss, unimaginable grief, and of lives robbed of their potential. All of these deaths are the results of bad choices made somewhere along the way – either by a gun user, a driver, or a systemic failure of a grander scale.

But most importantly, for us today, we have to remember that all are equally **urgent**. The rightful fear of gun violence is a prominent issue for British Columbians. It is my belief that the 290 road deaths of this past year should hold an equally heavy and urgent place in the minds of people in our province.

There is good news. Happily, I can announce that through the thorough and efficient implementation of the Immediate Roadside Prohibition program, 260 lives have been saved in less than 5 years. I want to take a moment to truly give that number the weight it deserves. 260 random lives blissfully unaware that they have been spared – it could be yours, it could be mine, it could be our children's lives. I am so grateful for that number. 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably. This is good news.

But unfortunately 290 other families were not so lucky this year. Distracted driving, drinking and driving, mistakes, and system failures have claimed far too many lives. We have worked hard, and we have been successful, but we have more work to do.

Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, the Netherlands, Sweden -- British Columbia. We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives. We are acting on it too.

We have so many tools at our finger tips – B.C. has an enviable record of designing out problems by addressing infrastructure changes that take into consideration proven human behaviour.

The Burrard Street Bridge intersection has been re-configured to improve safety for drivers, cyclists, and pedestrians. I want to also applaud the City of Vancouver's world class "connected and protected" infrastructure additions for cyclists that embrace the cycling culture that is part of the city's identity and aggressively address the safety hazards they've previously encountered.

Other evidence-based programs such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province are examples of innovation chipping away at different road safety issues.

And that is what we are doing – what you are doing – assessing and predicting the potential for vulnerability on our roads – and implementing solutions that have worked in other places or inventing modern solutions that address our modern society.

We are on a good trajectory and I have you to thank. Safe system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths. We have been accounting for it, and we have been factoring it into as many solutions as possible. THIS is innovation.

We have not forgotten about human error though and we are giving law enforcement the tools it needs to prevent the damage these errors could cause. I've spoken about IRPs – since the program's launch, we have seen the number of alcohol related fatalities drop by approximately 53%. And we are expecting that number to continue rising.

We have introduced IRP-related amendments to the Motor Vehicle Act that ensure that those with unsafe driving records are sent into to remedial programs.

We have cleared out left lane hogs to create a better flow of traffic. We have increased penalties and awareness for those who refuse to slow down and move over for emergency vehicles. And, we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions

But it does not stop there. Education is part of the solution to every problem. And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.

So this summer we encouraged dialogue between the government and British Columbians on the dangers of distracted driving. 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic. 96% of respondents agreed that higher fines are needed. In the next six months, you can anticipate the implementation of tough new sanctions to address this need.

In September we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement. Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.

Cell Watch volunteers pounded the pavement attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone. ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.

And I can't imagine a more relevant time for this. I'm sure we have all be thinking about s.22 who was hit by a truck when he was walking home for lunch in the middle of the day. And s.22 who was waiting at a bus stop in Surrey when he was struck by a car that lost control. Innocent victims. Drivers with no ill-intent. And yet here we are with two more preventable tragedies to carry with us.

Around the same time as the National Day of Remembrance for Road Crash Victims, I will be looking forward to reading the Road Safety Strategy Report update to gauge the extent of our progress towards having the safest roads in North America by 2020. We s.13 to go. The clock is ticking. But looking at this room of dedicated organizations and experts who not only reach but surpass expectations regularly, I am confident that we will achieve this life saving goal.

We will continue to listen and collaborate. We will keep supporting and investing in approaches that work.

<END>

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Friday, October 9, 2015 1:12 PM
To: Groot, Jeff GCPE:EX
Subject: RSS NR with RSBC changes
Attachments: RSBC - RSS conference - NR - 8Oct15 DRAFT.docx

attached

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C: s.17

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Friday, October 9, 2015 1:22 PM
To: Parks, Jessica JAG:EX
Cc: Groot, Jeff GCPE:EX
Subject: RSS Speaking Notes and QA
Attachments: RSBC - RSS conference - QA - 09Oct15 DRAFT.docx; RSBC - RSS Conference - SN - MSA - 9Oct15 JG.doc

Hi Jessica,

Can you get these speaking notes and QAs approved on your end please?

Thanks!
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C s.17

Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: XXXXXX

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 stakeholders, no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

XX
XX
Vancouver, B.C.

INTRODUCTION:

- Thank you XX XX

Thank you

I am thrilled to be here today to speak with the Road Safety community of British Columbia. There are so many critical members of this network who are using innovation, creativity, and evidence to improve and modernize our Road Safety standards. I want to thank you today for your never ending fight to keep people safe on our roads. I say never ending because, by setting a most ideal and ambitious goal of zero deaths and zero serious injuries, our work must always continue to maintain these great aspirations.

I would also like to thank the many volunteers who sit on and chair committees that make up the passionate road safety community of partners throughout our province.

My staff gave me an interesting statistic the other day that gave me pause. Last year there were 88 homicides in B.C. There were also 88 deaths caused by distracted driving on average over the last five years.

As the Solicitor General, I am faced with the necessary mandate of improving public safety. More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence. And don't get me wrong, these are absolutely two priorities of my Ministry and this government. However, I am here to reassure you that road safety is just as important and pressing to me and to Premier Christy Clark – if not more so.

Both outcomes are equally tragic and preventable. Both are riddled with stories of profound loss, unimaginable grief, and lives robbed of their potential. For the most part, these deaths are the result of bad choices made somewhere along the way – either by a gangster, a criminal or a driver or an innocent pedestrian.

But most importantly, for us today, we have to remember that all are equally **urgent**. No one life is worth more than any other, regardless of how it is lost. The rightful fear of crime and gun violence is a prominent issue for British Columbians. I believe that the 290 road deaths of this past year should hold an equally heavy and urgent place in the minds of people in our province.

Do you think the public would be shocked to learn that 3 times more people die on our roads than in homicides? Do you think that would change their mind about how they drive? Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?

I think it would.

Together, we can do more to save lives.

There is good news. Happily, I can announce that through tough laws, stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has saved 260 lives since 2010. I want to take a moment to truly give that number the weight it deserves. 260 random lives blissfully unaware that they have been spared – it could be yours, it could be mine, it could be our children's lives. I am so grateful for that number. 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably. This is good news.

Unfortunately 290 other families were not so lucky this year. Distracted driving, drinking and driving, mistakes, carelessness, or being in the wrong place at the wrong time. Far too many lives have been claimed on our roads. We have worked hard, and we are making progress, but we have more work to do. And we need your help.

Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, the Netherlands, Sweden -- British Columbia. We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives. We are acting on it too.

We have so many tools at our finger tips – communities around our province have an enviable record of designing out problems by addressing infrastructure changes that take into consideration proven human behaviour.

The Burrard Street Bridge intersection has been re-configured to improve safety for drivers, cyclists, and pedestrians. I want to also applaud the City of Vancouver's world class "connected and protected" infrastructure additions for cyclists that embrace the cycling culture that is part of the city's identity and aggressively address the safety hazards they've previously encountered.

Other evidence-based programs such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province are examples of innovation chipping away at different road safety issues.

And that is what we are doing – what you are doing – assessing and predicting the potential for vulnerability on our roads – and implementing solutions that have worked in other places or inventing modern solutions that address our modern society.

We are on a good trajectory and I have you to thank. Safe system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths. We have been accounting for it, and we have been factoring it into as many solutions as possible. **THIS** is innovation.

We have not forgotten about human error – or about bad decision making. And we are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause. I've spoken about IRPs – since the program's launch, we have seen

the number of alcohol related fatalities drop by approximately 53%. And I hope to see that number to continue rising.

Just recently, we introduced IRP-related amendments to the Motor Vehicle Act that ensure that those with unsafe driving records are sent into to remedial programs.

We have cleared out left lane hogs to create a better flow of traffic. We have increased penalties and awareness for those who refuse to slow down and move over for emergency vehicles. And, we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions

But it does not stop there. Education is part of the solution to every problem. And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.

So this summer we encouraged dialogue between the government and British Columbians on the dangers of distracted driving. 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic. 96% of respondents agreed that higher fines are needed. Everyone in this room knows that to be true.

We're doing something about it – and within the next six months, you will see us move forward with tough new sanctions to address this need.

In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement. Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.

Cell Watch volunteers pounded the pavement attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone. ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.

And I can't imagine a more relevant time to be speaking to you about this. I'm sure we have all be thinking abouts.22 who was hit by a truck when he was walking home for lunch in the middle of the day. Ands.22 s.22 who was waiting at a bus stop in Surrey when he was struck by a car that lost control.

Innocent victims. Drivers with no ill-intent. And yet here we are with two more preventable tragedies to carry with us.

As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update to gauge the extent of our progress towards having the safest roads in North America by 2020. We have 50 months to go – just a little over four years. The clock is ticking. But looking at

this room of dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident that we will achieve this life saving goal.

We will continue to listen and collaborate. We will keep supporting and investing in approaches that work.

In the meantime, I will leave you with a video I found to be touching – and inspirational. And one that reminds me of why we need to continue to do better. Because these are real people – real lives that we are saving.

Thank you.

<END>

Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.
- To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic.
- We are going to do something about it, but we need the public and our road safety partners to work with us.
- Moving forward, I want to appeal to:
 - British Columbians to make safer choices on our roads. Don't drink, text or speed.
 - Municipalities to continue to work^{s.13}
 - Our road safety partners to help us raise awareness of safe driving behaviours.
- Together, we will save lives.

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

2. What are the major causes of these road deaths?

- The 290 road deaths incorporate any number of incidents.
- The leading causes are those due to speed, distraction and drinking and driving.
- It also includes pedestrian deaths and those involving cyclists, heavy vehicles and other incidents on our roads.

3. Are there some areas that are more concerning than others?

- There's no good way for someone to lose their life, but we do see trends involving young people, motorcyclists, pedestrians and heavy vehicles.

4. Why haven't you made the changes to distracted driving penalties yet?

- I agree – I want to make these as quickly as possible.
- Just last week I was briefed by staff and we're looking at a number of options, including raising fines, adding more penalty points and vehicle impoundment.
- But I also want to make sure we get it right. While a number of other jurisdictions have chosen to just focus on the fine amount, I think we need to approach this from all three angles.
- Depending on where we land, we may be able to make changes through regulation quite quickly. If legislation is required, we'll look to bring that forward in the spring. Either way, I'd expect tougher penalties for distracted driving offences to be in place in the next six months.

5. So you've made a bunch of changes and the death rate is staying fairly constant. What else are you considering?

- To be clear, the death rate has actually been decreasing – from 452 in 2005 to 290 in 2014. But this is still an unacceptable number.
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- Our goal is an ambitious one – to have the safest roads in North America in the next five years.
- We're looking at fines and penalties across the board and we're investing in improving our road infrastructure, but this will require more than just government action.
- Municipalities play a critical role and we've seen a big shift towards design that improves road safety over the last number of years (Burrard St intersection in Vancouver and the pedestrian scramble in Richmond).
- ICBC plays a role with its enforcement and collection of outstanding fees before people with driving offenses can renew their licence.
- And groups like MADD and Drop It and Drive are critical for raising awareness and changing behaviour.

6. Why haven't you put a focus on this previously?

- This has been an ongoing battle, and we've made significant changes like bringing in our IRP program and upping penalty points for distracted drivers.
- But when you see that the number of people dying because they're distracted on our roads is the same as the number of homicides in B.C....
- ...and you see that our road deaths are more than three times the homicide rate, we need British Columbians to better understand and recognize that this is a serious concern.

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- The Vision Zero approach to road safety was founded in the Netherlands in 1992, and has since been adopted by many of the world's leading road safety jurisdictions.
- Here in B.C., we adopted this approach in 2013 in our Road Safety Strategy, with the goal of completely eliminating deaths and serious injuries on our roads.

- I recognize it's ambitious. Ask yourself though, what is an acceptable number?
- We may never be able to eliminate deaths and injuries completely, but I think it's a worthwhile goal to help guide our aggressive approach to road safety.

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- The number of 'lives saved' and 'percentage of fatalities reduced' are calculated by comparing the five-year average of alcohol-related driving fatalities prior to the IRP program with the most recent fatality data.
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- Sept. 20 – Dec. 31, 2010: 15
- Total 2011: 45
- Total 2012: 64
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10. Can you give me some examples of what you have done to improve this situation?

- Approximately 190 km of new four and six lane highway segments
- More than 500 bridges repaired or replaced
- More than 400 intersections upgraded
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11. Have you seen deaths increase since the speed limit changes last year?

- Get from MOTI

12. What will happen at this conference?

- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach.
- This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

13. When will you release the updated road safety strategy?

- Following the feedback from the conference, we will look to finalize it and release it publicly in the next few weeks.

14. What are you doing about the homicide rate?

- It's a priority for our government to ensure communities feel safe, and that families ARE safe.
- It is a priority that those engaged in gun crime and gang activity are apprehended.
- That is why there has been such an extensive provincial response when it comes to resources to fight gun crime in the lower mainland.
- And we continue to do more. Premier Clark has committed \$5 million more to target gangs and their resources – namely, young people.
- This gangs and guns strategy is working.
 - The work of police, law enforcement, the community and crown counsel has resulted in two sets of charges laid last week in a recent shooting incident in Surrey.
- Let me be clear – our government is tackling crime and targeting criminals. We will not tolerate continued gang shootings or gun play.

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Friday, October 9, 2015 1:55 PM
To: Parks, Jessica JAG:EX
Subject: RSS Speaking Notes and QA
Attachments: RSBC - RSS conference - QA - 09Oct15 DRAFT.docx; RSBC - RSS Conference - SN - MSA - 9Oct15 JG.doc

Hi Jess,
Use these ones, I just made an addition to the QAs.

Thanks,
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.
- To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic.
- We are going to do something about it, but we need the public and our road safety partners to work with us.
- Moving forward, I want to appeal to:
 - British Columbians to make safer choices on our roads. Don't drink, text or speed.
 - Municipalities to continue to work on s.13
 - Our road safety partners to help us raise awareness of safe driving behaviours.
- Together, we will save lives.

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

2. What are the major causes of these road deaths?

- The 290 road deaths incorporate any number of incidents.
- The leading causes are those due to speed, distraction and drinking and driving.
- It also includes pedestrian deaths and those involving cyclists, heavy vehicles and other incidents on our roads.

3. Are there some areas that are more concerning than others?

- There's no good way for someone to lose their life, but we do see trends involving young people, motorcyclists, pedestrians and heavy vehicles.

4. Why haven't you made the changes to distracted driving penalties yet?

- I agree – I want to make these as quickly as possible.
- Just last week I was briefed by staff and we're looking at a number of options, including raising fines, adding more penalty points and vehicle impoundment.
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- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach.
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Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: XXXXXX

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 stakeholders, no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

XX
XX
Vancouver, B.C.

INTRODUCTION:

- Thank you XX XX

Thank you

I am thrilled to be here today to speak with the Road Safety community of British Columbia. There are so many critical members of this network who are using innovation, creativity, and evidence to improve and modernize our Road Safety standards. I want to thank you today for your never ending fight to keep people safe on our roads. I say never ending because, by setting a most ideal and ambitious goal of zero deaths and zero serious injuries, our work must always continue to maintain these great aspirations.

I would also like to thank the many volunteers who sit on and chair committees that make up the passionate road safety community of partners throughout our province.

My staff gave me an interesting statistic the other day that gave me pause. Last year there were 88 homicides in B.C. There were also 88 deaths caused by distracted driving on average over the last five years.

As the Solicitor General, I am faced with the necessary mandate of improving public safety. More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence. And don't get me wrong, these are absolutely two priorities of my Ministry and this government. However, I am here to reassure you that road safety is just as important and pressing to me and to Premier Christy Clark – if not more so.

Both outcomes are equally tragic and preventable. Both are riddled with stories of profound loss, unimaginable grief, and lives robbed of their potential. For the most part, these deaths are the result of bad choices made somewhere along the way – either by a gangster, a criminal or a driver or an innocent pedestrian.

But most importantly, for us today, we have to remember that all are equally **urgent**. No one life is worth more than any other, regardless of how it is lost. The rightful fear of crime and gun violence is a prominent issue for British Columbians. I believe that the 290 road deaths of this past year should hold an equally heavy and urgent place in the minds of people in our province.

Do you think the public would be shocked to learn that 3 times more people die on our roads than in homicides? Do you think that would change their mind about how they drive? Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?

I think it would.

Together, we can do more to save lives.

There is good news. Happily, I can announce that through tough laws, stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has saved 260 lives since 2010. I want to take a moment to truly give that number the weight it deserves. 260 random lives blissfully unaware that they have been spared – it could be yours, it could be mine, it could be our children's lives. I am so grateful for that number. 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably. This is good news.

Unfortunately 290 other families were not so lucky this year. Distracted driving, drinking and driving, mistakes, carelessness, or being in the wrong place at the wrong time. Far too many lives have been claimed on our roads. We have worked hard, and we are making progress, but we have more work to do. And we need your help.

Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, the Netherlands, Sweden -- British Columbia. We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives. We are acting on it too.

We have so many tools at our finger tips – communities around our province have an enviable record of designing out problems by addressing infrastructure changes that take into consideration proven human behaviour.

The Burrard Street Bridge intersection has been re-configured to improve safety for drivers, cyclists, and pedestrians. I want to also applaud the City of Vancouver's world class "connected and protected" infrastructure additions for cyclists that embrace the cycling culture that is part of the city's identity and aggressively address the safety hazards they've previously encountered.

Other evidence-based programs such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province are examples of innovation chipping away at different road safety issues.

And that is what we are doing – what you are doing – assessing and predicting the potential for vulnerability on our roads – and implementing solutions that have worked in other places or inventing modern solutions that address our modern society.

We are on a good trajectory and I have you to thank. Safe system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths. We have been accounting for it, and we have been factoring it into as many solutions as possible. **THIS** is innovation.

We have not forgotten about human error – or about bad decision making. And we are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause. I've spoken about IRPs – since the program's launch, we have seen

the number of alcohol related fatalities drop by approximately 53%. And I hope to see that number to continue rising.

Just recently, we introduced IRP-related amendments to the Motor Vehicle Act that ensure that those with unsafe driving records are sent into to remedial programs.

We have cleared out left lane hogs to create a better flow of traffic. We have increased penalties and awareness for those who refuse to slow down and move over for emergency vehicles. And, we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions

But it does not stop there. Education is part of the solution to every problem. And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.

So this summer we encouraged dialogue between the government and British Columbians on the dangers of distracted driving. 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic. 96% of respondents agreed that higher fines are needed. Everyone in this room knows that to be true.

We're doing something about it – and within the next six months, you will see us move forward with tough new sanctions to address this need.

In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement. Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.

Cell Watch volunteers pounded the pavement attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone. ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.

And I can't imagine a more relevant time to be speaking to you about this. I'm sure we have all be thinking about s.22 who was hit by a truck when he was walking home for lunch in the middle of the day. And s.22 s.22 who was waiting at a bus stop in Surrey when he was struck by a car that lost control.

Innocent victims. Drivers with no ill-intent. And yet here we are with two more preventable tragedies to carry with us.

As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update to gauge the extent of our progress towards having the safest roads in North America by 2020. We have 50 months to go – just a little over four years. The clock is ticking. But looking at

this room of dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident that we will achieve this life saving goal.

We will continue to listen and collaborate. We will keep supporting and investing in approaches that work.

In the meantime, I will leave you with a video I found to be touching – and inspirational. And one that reminds me of why we need to continue to do better. Because these are real people – real lives that we are saving.

Thank you.

<END>

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Friday, October 9, 2015 3:23 PM
To: Parks, Jessica JAG:EX
Cc: Groot, Jeff GCPE:EX
Subject: RSS NR for Approval
Attachments: RSBC - RSS conference - NR - 09Oct15 DRAFT.docx

Hi Jess,
Here is the news release for Sam's approval.
Thanks,
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate ^{s.13} times higher than that due to homicides in B.C. ^{s.13}
^{s.13} As Justice Minister Suzanne Anton will tell a
conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, regional health authorities, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Quick Facts:

- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North America by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.
- Since government's tough new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 260 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Learn More:

View the Moving to Vision Zero strategy:
<https://www.youtube.com/watch?v=bsyvrkEjoXI>

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, October 13, 2015 11:55 AM
To: Indridson, Ian GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: SN and QA for RoadSafety Strategy
Attachments: RSBC - RSS conference - QA - 13Oct15.docx; RSBC - RSS Conference - SN - MSA - 13OCT15.doc

Hi Ian – thanks for taking a look at these. Once you're done, Jessica will run by Sam for approval and up to MO!

Cass

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.
- To see 290 people dead in the last year because of driver choices - disobeying the speed limits, not leaving their phone alone or having some drinks before getting behind the wheel. This is as frustrating as it is tragic.
- We are going to do something about it, but we need the public and our road safety partners to work with us.
- Moving forward, I want to appeal to:
 - British Columbians to make safer choices on our roads. Don't drink, text or speed.
 - Municipalities to continue to work on improvements to reduce accidents on our roads.
 - Our road safety partners to help us raise awareness of safe driving behaviours.
- Together, we will save lives.

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

2. What are the major causes of these road deaths?

- The 290 road deaths incorporate any number of incidents.
- The leading human related causes are those due to speed, distraction and drinking and driving.
- But people make mistakes and errors and the unexpected also happens. We must also design for that.
- It also includes pedestrian deaths and those involving cyclists, heavy vehicles and other incidents on our roads.

3. Are there some areas that are more concerning than others?

- It is never acceptable for someone to lose their life, but we do see trends involving young people, motorcyclists, pedestrians and heavy vehicles.

4. Why haven't you made the changes to distracted driving penalties yet?

- I agree – I want to make these as quickly as possible.
- Just last week I was briefed by staff and we're looking at a number of options, including raising fines, adding more penalty points and vehicle impoundment.
- But I also want to make sure we get it right. While a number of other jurisdictions have chosen to just focus on the fine amount, I think we need to approach this from all three angles.
- Depending on where we land, we may be able to make changes through regulation quite quickly. If legislation is required, we'll look to bring that forward in the spring. Either way, I'd expect tougher penalties for distracted driving offences to be in place in the next six months.
- The consultation was a huge success in raising awareness about the issue as well as gauging what kind of penalties British Columbians consider reasonable. 96% of the 10,000 respondents agreed that penalties are not severe enough and we are moving forward with that information as quickly as possible.

5. So you've made a bunch of changes and the death rate is staying fairly constant. What else are you considering?

- To be clear, the death rate has actually been decreasing – from 452 in 2005 to 290 in 2014. But this is still an unacceptable number.
- The best ways to move forward are what we hope to hear from stakeholders over the next two days.
- Our goal is an ambitious one – to have the safest roads in North America in the next five years.
- We're looking at fines and penalties across the board and we're investing in improving our road infrastructure, but this will require more than just government action.
- Municipalities play a critical role and we've seen a big shift towards design that improves road safety over the last number of years (Burrard St intersection in Vancouver and the pedestrian scramble in Richmond).
- ICBC plays a role with its enforcement and collection of outstanding fees before people with driving offenses can renew their licence.
- And groups like MADD and Drop It and Drive are critical for raising awareness and changing behaviour.

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- This has been an ongoing battle, and we've made significant changes like bringing in our IRP program and upping penalty points for distracted drivers.
- But when you see that the number of people dying because they're distracted on our roads is the same as the number of homicides in B.C....

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- Here in B.C., we adopted this approach in 2013 in our Road Safety Strategy, with the goal of completely eliminating deaths and serious injuries on our roads.
- I recognize it's ambitious. Ask yourself though, what is an acceptable number?
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12. What will happen at this conference?

- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and many others are expected to endorse an updated Vision Zero approach.
- This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

13. When will you release the updated road safety strategy?

- Following the feedback from the conference, we will look to finalize it and release it publicly in the next few weeks.

14. What are you doing about the homicide rate?

- It's a priority for our government to ensure communities feel safe, and that families ARE safe.
- It is a priority that those engaged in gun crime and gang activity are apprehended.
- That is why there has been such an extensive provincial response when it comes to resources to fight gun crime in the lower mainland.
- And we continue to do more. Premier Clark has committed \$5 million more to target gangs and their resources – namely, young people.
- This gangs and guns strategy is working.
 - The work of police, law enforcement, the community and crown counsel has resulted in two sets of charges laid last week in a recent shooting incident in Surrey.
- Let me be clear – our government is tackling crime and targeting criminals. We will not tolerate continued gang shootings or gun play.

Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: Fairmont Hotel, 900 West Georgia Street, Vancouver

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 + stakeholders, (100 individuals) no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

Fairmont Hotel, 900 West Georgia Street Vancouver, B.C.

INTRODUCTION:

- Thank you Sam.
- I am thrilled to be here today to speak with the Road Safety community of British Columbia. There are so many critical members of this network who are using innovation, creativity, and evidence to improve and modernize our Road Safety standards.
- I want to thank you today for your never ending fight to keep people safe on our roads. I say never ending because, by setting a most ideal and ambitious goal of zero deaths and zero serious injuries, our work must always continue to maintain these great aspirations.
- I would also like to thank the many volunteers who sit on and chair committees, as these groups make up the passionate road safety community of partners throughout our province and are

necessary to our vision.

- My staff gave me an interesting statistic the other day that gave me pause. Last year there were 88 homicides in B.C. There are also 88 deaths caused by distracted and inattentive driving each year on average over the last five years.
- As the Solicitor General, I am faced with the necessary mandate of improving public safety.
- More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence. And don't get me wrong, these are absolutely two priorities of my Ministry and this government.
- However, I am here to reassure you that road safety is just as important and pressing to me and to Premier Christy Clark – if not more so.

- Both outcomes are equally tragic and preventable. Both are riddled with stories of profound loss, unimaginable grief, and lives robbed of their potential.
- Often, these deaths are the result of bad choices made somewhere along the way – either by a gangster, a criminal or a driver.
- But most importantly, for us today, we have to remember that all are equally **urgent**. No one life is worth more than any other, regardless of how it is lost.
- The rightful fear of crime and gun violence is a prominent issue for British Columbians. I believe that the 290 road deaths of this past year should hold an equally heavy and urgent place in the minds of people in our province.
- Do you think the public would be shocked to learn that 3 times more people die on our roads than in homicides? Do you think that would change their mind about how they

drive? Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?

- I think it would. Together, we can do more to save lives.
- There is good news. Happily, I can announce that through tough laws, stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has saved 260 lives since 2010.
- I want to take a moment to truly give that number the weight it deserves. 260 random lives blissfully unaware that they have been spared – it could be yours, it could be mine, it could be our children's lives.
- I am so grateful for that number.
- 260 fewer families have had to endure the trauma and relentless suffering caused by

losing a family member suddenly and inexplicably. This is good news.

- Unfortunately 290 other families were not so lucky this year. Distracted driving, drinking and driving, mistakes, carelessness, or being in the wrong place at the wrong time.
- Far too many lives have been claimed on our roads.
- And then there is the problem of serious injury. For every motor vehicle related death, there are about a dozen hospitalizations.
- Many survivors suffer unimaginable pain and grief and sometimes their lives are also changed forever.
- We have worked hard, and we are making progress, but we have more work to do. And we need your help.

[Vision Zero]

- Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, Vancouver, the Netherlands, Sweden -- British Columbia.
- We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives. We are acting on it too.

[Achievement]

- We have many tools at our finger tips – communities around our province have an enviable record of designing out problems by addressing infrastructure changes that take into consideration proven human behaviour.
- The Burrard Street Bridge intersection has been re-configured to improve safety for drivers, cyclists, and pedestrians.

- I want to also applaud the City of Vancouver’s world class “connected and protected” infrastructure additions for cyclists that embrace the cycling culture that is part of the city’s identity and aggressively address the safety hazards they’ve previously encountered.
- Other evidence-based programs such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province are examples of innovation chipping away at different road safety issues.
- And that is what we are doing – what you are doing – assessing and predicting the potential for vulnerability on our roads – and implementing solutions that have worked in other places or inventing modern solutions that address our modern society.
- We are on a good trajectory and I have you to thank.

- Safe system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths. We have been accounting for it, and we have been factoring it into as many solutions as possible. THIS is innovation.
- We have not forgotten about human error – or about bad decision making. And we are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause.
- I’ve spoken about IRPs – since the program’s launch, we have seen the number of alcohol related fatalities drop by approximately 52%. And I hope to see that number to continue rising.
- Just recently, we introduced IRP-related amendments to the Motor Vehicle Act that ensure that those with unsafe driving records are sent to remedial programs.

- We have cleared out left lane hogs to create a better flow of traffic.
- We have increased penalties and awareness for those who refuse to slow down and move over for emergency vehicles.
- And, we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions
- But it does not stop there. Education is part of the solution to every problem. And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.
- So this summer we encouraged dialogue between the government and British Columbians on the dangers of distracted driving.
- 10,000 individuals participated in our

Distracted Driving Consultation and shared their thoughts and stories on the topic. 96% of respondents agreed that higher fines are needed.

- Everyone in this room knows that to be true.
- We're doing something about it – and within the next six months, you will see us move forward with tough new sanctions to address this need.
- In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement.
- Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.
- Cell Watch volunteers pounded the pavement attending all kinds of community events with a driving simulator to show

people how important it is to leave their phones alone.

- ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.
- And I can't imagine a more relevant time to be speaking to you about this.
- I'm sure we have all be thinking about ^{s.22} who was hit by a truck when he was walking home for lunch in the middle of the school day just last week.
- And ^{s.22} who was waiting at a bus stop in Surrey when he was struck by a car that lost control. Unbelievably, ^{s.22} _{s.22}
- Innocent victims. Drivers with no ill-intent. And yet here we are with two more preventable tragedies to carry with us.

- As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update to gauge the extent of our progress towards having the safest roads in North America by 2020.
- We have 50 months to go – just a little over four years. The clock is ticking. But looking at this room of dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident that we will achieve this life saving goal.
- We will continue to listen and collaborate.
- We will keep supporting and investing in approaches that work.
- In the meantime, I will leave you with a video I found to be touching – and inspirational. And one that reminds me of

why we need to continue to do better.
Because these are real people – real lives
that we are saving.

Thank you.

<END>

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, October 13, 2015 12:41 PM
To: Parks, Jessica JAG:EX
Subject: RSS Conference MSA Speaking Notes and QA
Attachments: RSBC - RSS conference - QA - 13Oct15.docx; RSBC - RSS Conference - SN - MSA - 13OCT15.doc

Hi Jessica!
For Sam's approval.

Thanks,
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C: s.17

Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.
- To see 290 people dead in the last year because of driver choices - disobeying the speed limits, not leaving their phone alone or having some drinks before getting behind the wheel. This is as frustrating as it is tragic.
- We are going to do something about it, but we need the public and our road safety partners to work with us.
- Moving forward, I want to appeal to:
 - British Columbians to make safer choices on our roads. Don't drink, text or speed.
 - Municipalities to continue to work on improvements to reduce accidents on our roads.
 - Our road safety partners to help us raise awareness of safe driving behaviours.
- Together, we will save lives.

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

2. What are the major causes of these road deaths?

- The 290 road deaths incorporate any number of incidents.
- The leading human related causes are those due to speed, distraction and drinking and driving.
- But people make mistakes and errors and the unexpected also happens. We must also design for that.
- It also includes pedestrian deaths and those involving cyclists, heavy vehicles and other incidents on our roads.

3. Are there some areas that are more concerning than others?

- It is never acceptable for someone to lose their life, but we do see trends involving young people, motorcyclists, pedestrians and heavy vehicles.

4. Why haven't you made the changes to distracted driving penalties yet?

- I agree – I want to make these as quickly as possible.
- Just last week I was briefed by staff and we're looking at a number of options, including raising fines, adding more penalty points and vehicle impoundment.
- But I also want to make sure we get it right. While a number of other jurisdictions have chosen to just focus on the fine amount, I think we need to approach this from all three angles.
- Depending on where we land, we may be able to make changes through regulation quite quickly. If legislation is required, we'll look to bring that forward in the spring. Either way, I'd expect tougher penalties for distracted driving offences to be in place in the next six months.
- The consultation was a huge success in raising awareness about the issue as well as gauging what kind of penalties British Columbians consider reasonable. 96% of the 10,000 respondents agreed that penalties are not severe enough and we are moving forward with that information as quickly as possible.

5. So you've made a bunch of changes and the death rate is staying fairly constant. What else are you considering?

- To be clear, the death rate has actually been decreasing – from 452 in 2005 to 290 in 2014. But this is still an unacceptable number.
- The best ways to move forward are what we hope to hear from stakeholders over the next two days.
- Our goal is an ambitious one – to have the safest roads in North America in the next five years.
- We're looking at fines and penalties across the board and we're investing in improving our road infrastructure, but this will require more than just government action.
- Municipalities play a critical role and we've seen a big shift towards design that improves road safety over the last number of years (Burrard St intersection in Vancouver and the pedestrian scramble in Richmond).
- ICBC plays a role with its enforcement and collection of outstanding fees before people with driving offenses can renew their licence.
- And groups like MADD and Drop It and Drive are critical for raising awareness and changing behaviour.

6. Why haven't you put a focus on this previously?

- This has been an ongoing battle, and we've made significant changes like bringing in our IRP program and upping penalty points for distracted drivers.
- But when you see that the number of people dying because they're distracted on our roads is the same as the number of homicides in B.C....

- ...and you see that our road deaths are more than three times the homicide rate, we need British Columbians to better understand and recognize that this is a serious concern.

7. What is Vision Zero and do you really think you can eliminate deaths on our roads?

- The Vision Zero approach to road safety was founded in the Netherlands in 1992, and has since been adopted by many of the world's leading road safety jurisdictions.
- Here in B.C., we adopted this approach in 2013 in our Road Safety Strategy, with the goal of completely eliminating deaths and serious injuries on our roads.
- I recognize it's ambitious. Ask yourself though, what is an acceptable number?
- We may never be able to eliminate deaths and injuries completely, but I think it's a worthwhile goal to help guide our aggressive approach to road safety.

8. How do you know you've saved 260 lives because of the IRP?

- The number of 'lives saved' and 'percentage of fatalities reduced' are calculated by comparing the five-year average of alcohol-related driving fatalities prior to the IRP program with the most recent fatality data.
- The number of lives saved has continually increased since the IRP program began in 2010 – most recently to 260, as of the first quarter of this year.

9. How do the IRP lives saved break down?

- Sept. 20 – Dec. 31, 2010: 15
- Total 2011: 45
- Total 2012: 64
- Total 2013: 61
- Total 2014: 56
- Jan-Mar 2015: 19

10. Can you give me some examples of what government has done to improve this situation?

- Approximately 190 km of new four and six lane highway segments
- More than 500 bridges repaired or replaced
- More than 400 intersections upgraded
- More than 27 new interchanges
- More than 33 new passing lanes on rural highways
- More than 14,000 km of median and roadside barrier installed
- More than 6,700 km of rumble strips
- More than 18,500 km of repaving
- More than 3,100 km of side roads repaired

11. Have you seen deaths increase since the speed limit changes last year?

- I know the Ministry of Transportation is expecting a full analysis of the first year's data this fall, but without the appropriate amount of data for context, it's too early to say.

12. What will happen at this conference?

- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and many others are expected to endorse an updated Vision Zero approach.
- This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

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- And we continue to do more. Premier Clark has committed \$5 million more to target gangs and their resources – namely, young people.
- This gangs and guns strategy is working.
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MLA for Vancouver-Fraserview
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Vancouver, B.C.

Check Against Delivery

INTRODUCTION:

- Thank you, Sam.
- I am thrilled to be here today to speak with the road safety community of British Columbia.
- There are so many critical members of this network who are using innovation, creativity and evidence to improve and modernize our Road Safety standards.
- I want to thank you today for your never-ending fight to keep people safe on our roads.
- I say never-ending because – despite some significant, life-saving gains in recent years – our ambitious goal of zero deaths and zero serious injuries remains an outstanding ideal.
- I would also like to thank the many volunteers who sit on and chair

committees.

- You make up the passionate road safety community of partners throughout our province and are necessary to our vision.
- The other day, my staff shared with me an interesting statistic – one that gave me pause:
- Last year, there were 88 homicides in B.C.
- There are also 88 deaths caused by distracted and inattentive driving each year, on average, over the last five years.
- As the Solicitor General, I have, as a key priority within my mandate, the improvement of public safety.
- More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence.
- And don't get me wrong, those are

absolutely two priorities of my Ministry and this government.

- However, I am here to reassure you that road safety is just as important and pressing to me, and to Premier Christy Clark – if not more so.
- Both statistics are tallies of tragic and preventable circumstances.
- Behind each of these identical figures lie varied stories of profound loss, unimaginable grief, and lives robbed of their potential.
- Often, these deaths have their roots in bad choices made somewhere along the way – by a gangster, a criminal or a driver.
- But most importantly, for us today, we have to remember that all are **urgent**.
- No one life is worth more than any other, regardless of how it is lost.

- The fear of crime and gun violence is, quite rightly, a prominent issue for British Columbians.
- But I believe the 290 road deaths this past year should hold an equally heavy and urgent place in our minds.
- Do you think the public would be shocked to learn that three times more people die on our roads than by homicide?
- Do you think that would change their mind about how they drive?
- Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?
- I think it would. Together, we can do more to save lives.
- There is good news. Happily, I can announce that through tough laws,

stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has now saved 260 lives since 2010.

- I want to take a moment to truly give that number the weight it deserves:
- 260 random lives blissfully unaware that they have been spared.
- One of them could be yours, mine, or one of our children's lives.
- I am so grateful for that number.
- 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably.
- This is good news.
- Unfortunately, 290 other families were not so lucky this year...

- ...Due to distracted driving, drinking and driving, mistakes, carelessness, or simply being in the wrong place at the wrong time.
- Far too many lives have been claimed on our roads.
- And then there is the problem of serious injury.
- For every motor-vehicle-related death, there are about a dozen hospitalizations.
- Many survivors suffer unimaginable pain and grief, and sometimes their lives are changed forever.
- We have worked hard, and we are making progress, but we have more work to do. And we need your help.

[Vision Zero]

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the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, Vancouver, the Netherlands, Sweden -- British Columbia.

- We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives.
- We are acting on it.

[Achievement]

- We have many tools at our finger tips.
- Communities around our province have an enviable record of designing out problems by aligning infrastructure changes with human behaviour.
- For example, the Burrard Street Bridge intersection at Cornwall avenue has been re-configured to improve safety for drivers, cyclists and pedestrians.

- I want to also applaud the City of Vancouver’s world class “connected and protected” infrastructure additions for cyclists.
- These embrace the cycling culture that is a highlight of the city’s identity, and aggressively address the safety hazards they’ve previously encountered.
- Other evidence-based programs – such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province – are examples of innovation chipping away at different road safety issues.
- And that is what we are doing – what you are doing:
- Assessing and predicting the potential for vulnerability on our roads – and implementing proven approaches, or inventing modern solutions that address our

modern society.

- We are on a good trajectory and I have you to thank.
- Safe-system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths.
- We have been accounting for it and factoring it into as many solutions as possible.
- THIS is innovation.
- Having said that said, we have not forgotten about human error – or about bad decision making.
- We are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause.
- I've spoken about IRPs – since the

program's launch, we have seen the number of alcohol related fatalities drop by approximately 52%.

- I hope, and I know everyone here hopes, to see that number rise.
- Just recently, we introduced IRP-related amendments to the Motor Vehicle Act that ensure those with unsafe driving records are referred to mandatory remedial programs.
- We have cleared out left-lane hogs to create a better flow of traffic.
- We have increased penalties and awareness for those who refuse to slow down and move over for emergency vehicles.
- And we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions.

- But it doesn't stop there.
- Education is part of the solution to every problem.
- And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.
- So this summer, we encouraged dialogue between the government and British Columbians on the dangers of distracted driving.
- 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic.
- 96% of respondents agreed that higher fines are needed.
- Everyone in this room knows that to be true.
- We're doing something about it – and

within the next six months, you will see us move forward with tough new sanctions to address this need.

- In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement.
- Our message was simple – when you’re driving, keep your hands on the wheel and your eyes on the road.
- Cell Watch volunteers pounded the pavement, attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone.
- ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.
- And I can’t imagine a more relevant time to be speaking to you about this.

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s.22

who was hit by a truck when he was walking home for lunch in the middle of the school day just last week.
- And s.22 , who was waiting at a bus stop in Surrey when he was struck by a car that lost control.
- Compounding the tragedy, s.22
s.22
- Innocent victims. Drivers with no ill intent.
- Yet here we are with two more preventable tragedies.
- As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update...

- ...To gauge the extent of our progress towards having the safest roads in North America by 2020.
- We have 50 months to go – just a little over four years.
- The clock is ticking.
- But when I look at this room of dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident we will achieve this life-saving goal.
- For government's part, will continue to listen and collaborate.
- We will keep supporting and investing in approaches that work.
- In the meantime, I will leave you with a video I found to be touching – and inspirational...

- ...One that reminds me why we need to continue to do better.
- We must never lose sight that these are real people – real lives that we are saving.
- Thank you for doing your part.

<END>

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, October 13, 2015 1:20 PM
To: Rorison, Trish GCPE:EX; Bowness, Lianne GCPE:EX
Subject: MTS quote approval
Attachments: RSBC - RSS conference - NR - 09Oct15 DRAFT.docx

Hi Trish and Lianne –

Can we get approval on this quote from Minister Stone for the Road Safety Strategy conference NR. Full NR is attached. Thanks!

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
P: 250-356-6538 / C:s.17

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rates¹³ higher than that due to homicides in B.C.^{s.13}
s.13 As Justice Minister Suzanne Anton will tell a
conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, regional health authorities, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer by clearing out left lane hogs, increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles and standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions," said Minister of Transportation Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

Quick Facts:

- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North America by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.
- Since government's tough new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 260 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Learn More:

View the Moving to Vision Zero strategy:
<https://www.youtube.com/watch?v=bsyvrkEjoXI>

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Groot, Jeff GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, October 13, 2015 5:10 PM
To: Nelson, Tiffany GCPE:EX; Sitter, Donna GCPE:EX
Cc: Groot, Jeff GCPE:EX
Subject: Road Safety Strategy NR/QA/SN
Attachments: RSBC - RSS conference - NR - 13Oct15.docx; RSBC - RSS conference - QA - 13Oct15.docx; RSBC - RSS Conference - SN - MSA - 13OCT15 FINAL.doc

Tiffany,

Can you please forward the attached materials to the MO for Minister Anton's approval. They are the News Release, QAs and Speaking Notes for the Road Safety Strategy Conference this Thursday October 15.

The only thing pending is final approval of the quote from Minister Stone and Q 10 & 11 for MOTI to confirm.

Thank you,
Cassandra

Cassandra Togneri
Public Affairs Officer / Ministry of Justice
Government Communications and Public Engagement
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Event Information / Speaking Notes

Event: Road Safety Strategy Stakeholder Conference

When: Thursday, October 15, 2015

Where: Fairmont Hotel, 900 West Georgia Street, Vancouver

Contact: XX

Length: 5-10 minutes

Key Participants:

- Suzanne Anton, Minister of Justice
- XX

Other Attendees:

- Road Safety stakeholders

Audience Size:

- Approximately 40 + stakeholders, (100 individuals) no media.

Speaking Notes
for the
Hon. Suzanne Anton
Minister of Justice
MLA for Vancouver-Fraserview
Road Safety Strategy Stakeholder Conference

Thursday, October 15, 2015
8:30 a.m.

Fairmont Hotel, 900 West Georgia Street
Vancouver, B.C.

Check Against Delivery

INTRODUCTION:

- Thank you, Sam.
- I am thrilled to be here today to speak with the road safety community of British Columbia.
- There are so many critical members of this network who are using innovation, creativity and evidence to improve and modernize our road safety standards.
- I want to thank you today for your never-ending fight to keep people safe on our roads.
- I say never-ending because – despite some significant, life-saving gains in recent years – our ambitious goal of zero deaths and zero serious injuries remains an outstanding ideal.

- I would also like to thank the many volunteers who sit on and chair committees.
- You make up the passionate road safety community of partners throughout our province and are necessary to our vision.
- The other day, my staff shared with me an interesting statistic – one that gave me pause:
- Last year, there were 88 homicides in B.C.
- There were also 88 deaths caused by distracted and inattentive driving each year, on average, over the last five years.
- As the Solicitor General, I have, as a key priority within my mandate, the improvement of public safety.
- More often than not, the first thing that comes to mind when we talk about public safety is crime and gun violence.

- And don't get me wrong, those are absolutely two priorities of my Ministry and this government.
- However, I am here to reassure you that road safety is just as important and pressing to me, and to Premier Christy Clark – if not more so.
- Both statistics are tallies of tragic and preventable circumstances.
- Behind each of these identical figures lie varied stories of profound loss, unimaginable grief, and lives robbed of their potential.
- Often, these deaths have their roots in bad choices made somewhere along the way – by a gangster, a criminal or a driver.
- But most importantly, for us today, we have to remember that all are **urgent**.

- No one life is worth more than any other, regardless of how it is lost.
- The fear of crime and gun violence is, quite rightly, a prominent issue for British Columbians.
- But I believe the 290 road deaths this past year should hold an equally heavy and urgent place in our minds.
- Do you think the public would be shocked to learn that three times more people die on our roads than by homicide?
- Do you think that would change their mind about how they drive?
- Would it make them put down their phone? Obey the speed limit? Not get behind the wheel after having a drink?
- I think it would. Together, we can do more to save lives.

- There is good news. Happily, I can announce that through tough laws, stringent police enforcement and changing behaviour, our Immediate Roadside Prohibition program has helped saved 260 lives since 2010.
- I want to take a moment to truly give that number the weight it deserves:
- 260 random lives blissfully unaware that they have been spared.
- One of them could be yours, mine, or one of our children's lives.
- I am so grateful for that number.
- 260 fewer families have had to endure the trauma and relentless suffering caused by losing a family member suddenly and inexplicably.
- This is good news.

- Unfortunately, 290 other families were not so lucky this year...
- ...Due to distracted driving, drinking and driving, mistakes, carelessness, or simply being in the wrong place at the wrong time.
- Far too many lives have been claimed on our roads.
- And then there is the problem of serious injury.
- For every motor-vehicle-related death, there are about a dozen hospitalizations.
- Many survivors suffer unimaginable pain and grief, and sometimes their lives are changed forever.
- We have worked hard, and we are making progress, but we have more work to do. And we need your help.

- Much of the world is actively engaged in the effort to eliminate road deaths – Vision Zero is trending – Seattle, New York City, Vancouver, the Netherlands, Sweden -- British Columbia.
- We are not twiddling our thumbs while the world insists on tangible, results-based policy and infrastructure changes that save lives.
- We are acting on it.
- We have many tools at our finger tips.
- Communities around our province have an enviable record of designing out problems by aligning infrastructure changes with human behaviour.
- For example, the Burrard Street Bridge intersection at Cornwall Avenue in Vancouver has been re-configured to improve safety for drivers, cyclists and pedestrians.

- I want to also applaud the City of Vancouver’s world class “connected and protected” infrastructure additions for cyclists.
- These embrace the cycling culture that is a highlight of the city’s identity, and aggressively address the safety hazards they’ve previously encountered.
- Other evidence-based programs – such as the Pedestrian Scramble in Richmond or the Cable Tension Barriers along highways throughout the province – are examples of innovation chipping away at different road safety issues.
- And that is what we are doing – what you are doing:
- Assessing and predicting the potential for vulnerability on our roads – and implementing proven approaches, or inventing modern solutions that address our

modern society.

- We are on a good trajectory and I have you to thank.
- Safe-system thinking has brought to light that we cannot simply throw our hands up and blame the inevitability of human error for road deaths.
- We have been accounting for it and factoring it into as many solutions as possible.
- THIS is innovation.
- Having said that said, we have not forgotten about human error – or about bad decision making.
- We are giving law enforcement the tools it needs to prevent the damage these errors and decisions can cause.

- I've spoken about IRPs – since the program's launch, we have seen the number of alcohol related fatalities drop by approximately 52%.
- I hope, and I know everyone here hopes, to see that trend continue.
- Just recently, we introduced IRP-related amendments to the Motor Vehicle Act that ensure those with unsafe driving records are referred to mandatory remedial programs.
- We have cleared out left-lane hogs to create a better flow of traffic.
- We have increased penalties and improved awareness for those who refuse to slow down and move over for emergency vehicles...

- ...And we have standardized the types of winter tires British Columbians need to stay safe in our challenging weather conditions.
- But it doesn't stop there.
- Education is part of the solution to every problem.
- And it is common sense that public safety initiatives are more effective when the public chooses to engage with them.
- So this summer, we encouraged dialogue between the government and British Columbians on the dangers of distracted driving.
- 10,000 individuals participated in our Distracted Driving Consultation and shared their thoughts and stories on the topic.
- 96% of respondents agreed that higher

fines are needed.

- Everyone in this room knows that to be true.
- We're doing something about it – and within the next six months, you will see us move forward with tough new sanctions to address this need.
- In September, we collaborated with ICBC and the police to launch a distracted driving campaign with new advertising and increased enforcement.
- Our message was simple – when you're driving, keep your hands on the wheel and your eyes on the road.
- Cell Watch volunteers pounded the pavement, attending all kinds of community events with a driving simulator to show people how important it is to leave their phones alone.

- ICBC also has a pedestrian safety campaign later this month to bring awareness to pedestrian crashes.
- And I can't imagine a more relevant time to be speaking to you about this.
- I'm sure we have all be thinking about
s.22
who was hit by a truck when he was walking home for lunch in the middle of the school day just last week.
- And ^{s.22} who was waiting at a bus stop in Surrey when he was struck by a car that lost control.
- Compounding the tragedy, ^{s.22}
s.22
- Innocent victims. Drivers with no ill intent.
- Yet here we are with two more preventable tragedies.

- As we lead up to the National Day of Remembrance for Road Crash Victims next month, I will be looking forward to reading the Road Safety Strategy Report update...
- ...To gauge the extent of our progress towards having the safest roads in North America by 2020.
- We have 50 months to go – just a little over four years.
- The clock is ticking.
- But when I look at this room of dedicated and passionate organizations and experts who not only reach but surpass expectations regularly, I am confident we will achieve this life-saving goal.
- For government's part, will continue to listen and collaborate.
- We will keep supporting and investing in

approaches that work.

- In the meantime, I will leave you with a video I found to be touching – and inspirational...
- ...One that reminds me why we need to continue to do better.
- We must never lose sight that these are real people – real lives that we are saving.
- Thank you for doing your part.

<END>

NEWS RELEASE

For Immediate Release
[release number]
Oct. 15, 2015

Ministry of Justice
Ministry of Transportation and
Infrastructure

Saving lives on B.C. roads

VANCOUVER – On average, a person dies on BC roads nearly six out of every seven days of the week – and it needs to stop.

This is a death rate ^{s.13} higher than that due to homicides in B.C. ^{s.13}
s.13 As Justice Minister Suzanne Anton will tell a
conference of road safety partners later this morning, things are going to change.

“Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking,” said Anton. “To see 290 people dead in the last year because a driver chose to disobey the speed limits, couldn't leave their phone alone or had some drinks before getting behind the wheel is as frustrating as it is tragic. And we are going to do something about it.”

During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, regional health authorities, MADD, police, municipalities and others are expected to endorse an updated Vision Zero approach. Adopted by B.C. in 2013, Vision Zero emphasizes that no loss of life is acceptable.

This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

The Vision Zero approach also identifies the critical need for road safety improvements beyond just enforcement and keeping dangerous drivers off our roads. It requires a full partnership approach. For example, we have already seen creative and innovative approaches to designing out accidents in the past with the Richmond's pedestrian scramble or Kamloops' yield here to pedestrians program. This type of work must continue as well.

"Government is not sitting still. In the last year alone, we have made roads safer increasing penalties and awareness for those who refuse to slow down and move over for emergency vehicles, standardizing the types of winter tires British Columbians need to stay safe in our challenging weather conditions and working to keep slow moving traffic right so others can pass," said Minister of Transportation and Infrastructure Todd Stone. "This is on top of the \$18 billion we have spent on road improvement infrastructure all around the province since 2001."

- The Road Safety Strategy is a framework and structure for action to ensure B.C. has the safest roads in North American by 2020 and will work towards the ultimate goal of zero traffic fatalities and serious injuries.
- Since government's tough new approach to drinking and driving (Immediate Roadside Prohibitions) was implemented in September 2010, British Columbia has seen a 52% reduction in alcohol related motor vehicle fatalities, and the program has saved 260 lives.
- In October 2014, the Ministry of Justice amended the *Motor Vehicle Act* to add three penalty points to all offences associated with driving while using a hand held electronic device.
- This summer, RoadSafetyBC held a public consultation on distracted driving that generated over 10,000 submissions and comments from the British Columbians and road safety stakeholders. Tougher penalties for those drivers who refuse to put down their electronic devices are expected to be in place within the next six months.
- B.C. has invested in \$18 billion of road infrastructure improvements since 2001, including 33 new passing lanes on rural highways, 6,700 km of rumble strips, 18,500 km of repaving, and 14,000 km of median and roadside barrier installed, to name a few.
- Continued police enforcement and tougher penalties combined with numerous improvements made to highways, and roads and vehicles over the years has resulted in a 31% decrease in serious injury crashes since 2003.

Learn More:

View the Moving to Vision Zero strategy:

<https://www.youtube.com/watch?v=bsyvrkEjoXI>

Contact:

Ministry of Justice
Government Communications and Public Engagement
250 213-3602

Road Safety QAs

Oct. 15, 2015

KEY MESSAGES

- **Even though the number of road deaths in B.C. has been trending down over the last five years, these numbers are shocking.**
- **To see 290 people dead in the last year because of driver choices - disobeying the speed limits, not leaving their phone alone or having some drinks before getting behind the wheel. This is as frustrating as it is tragic.**
- **We are going to do something about it, but we need the public and our road safety partners to work with us.**
- **Moving forward, I want to appeal to:**
 - **British Columbians to make safer choices on our roads. Don't drink, text or speed.**
 - **Municipalities to continue to work on improvements to reduce accidents on our roads.**
 - **Our road safety partners to help us raise awareness of safe driving behaviours.**
- **Together, we will save lives.**

QUESTIONS AND ANSWERS

1. Why are you focusing on this issue now?

- This is more of a renewed focus and an opportunity to bring the issue to the forefront for British Columbians.
- We have consistently been making road safety improvements, but when you see that the decline in road deaths is stalling, it is clear we need to do more.
- Part of that is helping the public realize how much of a concern this is – and when you see three times the number of people being killed on B.C.'s roads compared to the homicide rate, that's shocking.

2. What are the major causes of these road deaths?

- The 290 road deaths incorporate any number of incidents.
- The leading human related causes are those due to speed, distraction and drinking and driving.
- But people make mistakes and errors and the unexpected also happens. We must also design for that.
- It also includes pedestrian deaths and those involving cyclists, heavy vehicles and other incidents on our roads.

3. Are there some areas that are more concerning than others?

- It is never acceptable for someone to lose their life, but we do see trends involving young people, motorcyclists, pedestrians and heavy vehicles.

4. Why haven't you made the changes to distracted driving penalties yet?

- I agree – I want to make these as quickly as possible.
- Just last week I was briefed by staff and we're looking at a number of options, including raising fines, adding more penalty points and vehicle impoundment.
- But I also want to make sure we get it right. While a number of other jurisdictions have chosen to just focus on the fine amount, I think we need to approach this from all three angles.
- Depending on where we land, we may be able to make changes through regulation quite quickly. If legislation is required, we'll look to bring that forward in the spring. Either way, I'd expect tougher penalties for distracted driving offences to be in place in the next six months.
- The consultation was a huge success in raising awareness about the issue as well as gauging what kind of penalties British Columbians consider reasonable. 96% of the 10,000 respondents agreed that penalties are not severe enough and we are moving forward with that information as quickly as possible.

5. So you've made a bunch of changes and the death rate is staying fairly constant. What else are you considering?

- To be clear, the death rate has actually been decreasing – from 452 in 2005 to 290 in 2014. But this is still an unacceptable number.
- The best ways to move forward are what we hope to hear from stakeholders over the next two days.
- Our goal is an ambitious one – to have the safest roads in North America in the next five years.
- We're looking at fines and penalties across the board and we're investing in improving our road infrastructure, but this will require more than just government action.
- Municipalities play a critical role and we've seen a big shift towards design that improves road safety over the last number of years (Burrard St intersection in Vancouver and the pedestrian scramble in Richmond).
- ICBC plays a role with its enforcement and collection of outstanding fees before people with driving offenses can renew their licence.
- And groups like MADD and Drop It and Drive are critical for raising awareness and changing behaviour.

6. Why haven't you put a focus on this previously?

- This has been an ongoing battle, and we've made significant changes like bringing in our IRP program and upping penalty points for distracted drivers.
- But when you see that the number of people dying because they're distracted on our roads is the same as the number of homicides in B.C....

- ...and you see that our road deaths are more than three times the homicide rate, we need British Columbians to better understand and recognize that this is a serious concern.

7. What is Vision Zero and do you really think you can eliminate deaths on our roads?

- The Vision Zero approach to road safety was founded in the Netherlands in 1992, and has since been adopted by many of the world's leading road safety jurisdictions.
- Here in B.C., we adopted this approach in 2013 in our Road Safety Strategy, with the goal of completely eliminating deaths and serious injuries on our roads.
- I recognize it's ambitious. Ask yourself though, what is an acceptable number?
- We may never be able to eliminate deaths and injuries completely, but I think it's a worthwhile goal to help guide our aggressive approach to road safety.

8. How do you know you've saved 260 lives because of the IRP?

- The number of 'lives saved' and 'percentage of fatalities reduced' are calculated by comparing the five-year average of alcohol-related driving fatalities prior to the IRP program with the most recent fatality data.
- The number of lives saved has continually increased since the IRP program began in 2010 – most recently to 260, as of the first quarter of this year.

9. How do the IRP lives saved break down?

- Sept. 20 – Dec. 31, 2010: 15
- Total 2011: 45
- Total 2012: 64
- Total 2013: 61
- Total 2014: 56
- Jan-Mar 2015: 19

10. Can you give me some examples of what government has done to improve this situation?

- Approximately 190 km of new four and six lane highway segments
- More than 500 bridges repaired or replaced
- More than 400 intersections upgraded
- More than 27 new interchanges
- More than 33 new passing lanes on rural highways
- More than 14,000 km of median and roadside barrier installed
- More than 6,700 km of rumble strips
- More than 18,500 km of repaving
- More than 3,100 km of side roads repaired

11. Have you seen deaths increase since the speed limit changes last year?

- I know the Ministry of Transportation is expecting a full analysis of the first year's data this fall, but without the appropriate amount of data for context, it's too early to say.

12. What will happen at this conference?

- During the two-day conference led by RoadSafetyBC, government and partners like ICBC, Doctors of BC, the health regions, MADD, police, municipalities and many others are expected to endorse an updated Vision Zero approach.
- This approach will continue to build on B.C.'s innovative drinking driving law that, according to newly updated stats, has now saved 260 lives in under five years. It will anticipate tough, new sanctions for distracted driving within the next six months. It will lay out the path forward to help B.C. achieve our goal of having the safest roads on the continent by 2020.

13. When will you release the updated road safety strategy?

- Following the feedback from the conference, we will look to finalize it and release it publicly in the next few weeks.

14. What are you doing about the homicide rate?

- It's a priority for our government to ensure communities feel safe, and that families ARE safe.
- It is a priority that those engaged in gun crime and gang activity are apprehended.
- That is why there has been such an extensive provincial response when it comes to resources to fight gun crime in the lower mainland.
- And we continue to do more. Premier Clark has committed \$5 million more to target gangs and their resources – namely, young people.
- This gangs and guns strategy is working.
 - The work of police, law enforcement, the community and crown counsel has resulted in two sets of charges laid last week in a recent shooting incident in Surrey.
- Let me be clear – our government is tackling crime and targeting criminals. We will not tolerate continued gang shootings or gun play.