National Road Safety Committee

18 October 2023

Ministry of Planning, Agriculture, Housing & Infrastructure
Cayman Islands Government

Attendees (in no particular order):

- Eric Bush, Chief Officer Ministry PAHI – *Chair*
- Kurt Walton, Commissioner RCIPS
- Michael Ebanks, Chief Officer Home Affairs
- Julian Lewis, Deputy Chief Officer Home Affairs
- Tristan Hydes, Deputy Chief Officer Ministry PAHI
- Oneisha Richards, Director Department of Communications
- Cheryl Neblett, First Legislative Counsel of Legislative Drafting Department
- Sean Vasquez, Acting Director Department for Public Safety and Communications
- Edward Howard, Director NRA
- Marion Pandohie, Transportation Planner/ Information Manager NRA
- Durk Banks, Director Public Transport Union
- Anne Kensington-Lott, Head of Communications Ministry PAHI
- Kee Sims, Senior Policy Advisor Ministry PAHI

Apologies:

- David Dixon, Director DVDL

Opening of the meeting

The Chair thanked the Committee members for their time and commitment. He also noted that, sadly, there had been another road death in the last two weeks. He once again stressed the significance of this Committee by saying that if the people in the room can't solve the problem, nobody else can.

He also informed the Committee that Mr Dixon/DVDL was unable to attend today's meeting due to an urgent meeting in Cayman Brac.

Review of action items

The status of action items was circulated by the Secretariat and put up on the screen for review. Certain action items required further work.

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Redactions on this page are per FOIA (2021Rev) s19(1)(a)

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- **Age of vehicles in the Cayman Islands**
  A table was shared by the DVDL which presented the amount of vehicles for each production year. This didn't provide any detail on age of the vehicles as such. However, it was pointed out that it was still a useful table alongside other information, for example the number of drivers licenses to understand the correlation between the two and road fatalities.

  Some pointed out that the vehicle safety standards were more important to address, and CO reminded everyone that this is actively worked on at PAHI and sub-committee level.

- **Data analysis of road fatalities over the last seven years**
  911, RCIPS and (partly) NRA were responsible for Actions 6 – 8. Sean Vasquez/Department for Public Safety and Communications and Commissioner Walton provided the Committee with an update on the work they had done so far. Several meetings were held and they continue to receive data through the RCM system. RCIPS is still waiting for an analyst to join, but that the population of the ARC system is ongoing.

  For this year they concluded there have been 8 road fatalities to date. The significant discrepancy identified at the last meeting (RCIPS reported 7 and 911 reported 9) lies in the reporting of what looks like a fatal collision that is first reported to DPSC (via 911) and when it is confirmed as fatal. If the death is not immediate, DPSC doesn't receive this information.

The Commissioner said that this issue lies within OpCad & RMS and both entities strive to resolve the it and reassured the Committee that they're actively working together on the population of data from the last seven years.

Edward Howard/NRA gave a summary on the causes of road fatalities between 2018 and 2020 and said that a lot of what they had recorded was already reflected in the ARC system. As an example he mentioned cases whereby a vehicle would hit a wall or other object following a crash. There were other causes such as dangerous and careless driving, DUI, ill-health, speeding and road awareness, but object collisions really stood out.

The Chair, CO Bush, brought it back to the original task which was supposed to be a full data analysis of all road fatalities from 2016. He emphasised the importance of this work and asked 911, RCIPS and the NRA to deliver this at the next Committee meeting.

- **ACTION 3:** 911, RCIPS and NRA to undertake a full analysis of the road fatalities data from 2016 until today (71 fatalities in total), and present it to the Committee at the next meeting on 31st October.

Update on education campaign

Ms Richards/DoC presented work by the Education sub-committee on developing an education campaign targeting road deaths. The first phase is focusing on reducing road fatalities and will run from November until May/June 2024. She said that they would like to build the campaign on the basis of 3 or 5 agreed causes of road fatalities. Since these haven't been established yet, her presentation provided a high-level concept that would allow for those key causes to be built when known.

She explained that it was important that the campaign would stimulate debate in society. how they came to the "What if…?" campaign and how that plays on peoples' emotions and allows for different themes to be added, e.g. "What if I let my sober friend drive" or "What if I didn't look down at my phone". These concepts can be communicated through video, audio, signs, or even coasters if we were to partner with bars/restaurants for example.

This concept also provides an opportunity to build communications around the perspective of the family/relatives of the deceased, and could include things like "What if my son was still here for etc".

The Committee members were supportive of the approach and applauded the sub-committee for its extensive efforts in such a short amount of time.

As the year was coming to an end and with approximately 1 death every month, the Chair said he was keen to put the challenge directly to the public and say "no more". This would give a strong message to society.

Ms Richards agreed with the proposal and suggested that this phrase will be used for the first (batch of) campaign activity.

- **ACTION 4:** Ms Richards/Dept of Comms to update the Committee on the education campaign at the next Committee meeting on 31st October.

- **ACTION 5:** Ms Kensington Lot/PAHI to work together with relevant stakeholders on a communications plan for the launch of the Strategy document to take place at the start of November, and provide an update on the plan at the next Committee meeting.

Updates from Champions

There were no specific updates from Champions. They were all encouraged to share any outcomes of sub-committee meetings with the Secretariat. The members were also informed that the PAHI Ministry is part of the Engineering & Standards sub-committee in light of legislative review work on vehicle safety standards.

Action Items:

Action	Description	Status
1.	[redacted] Redactions are per FOIA(2021Rev) s19(1)(a)	
2.	[redacted]	
3.	911, RCIPS and NRA to undertake a full analysis of the road fatalities data from 2016 until today (71 fatalities in total), and present it to the Committee at the next meeting on 31st October	
4.	Ms. Oneisha Richards to update the Committee on the education campaign at the next Committee meeting on 31st October.	
5.	Ms. Kensington Lot/PAHI to work together with relevant stakeholders on a communications plan for the launch of the Strategy document to take place at the start of November.	