

## Provincial Affairs Report July 2013

On June 25th, we asked for full standing as intervenors at the PUB hearing regarding MPI, but we were refused, on the basis that cyclists are not a significant expense in the annual costs of MPI, so it would not be worth the cost of our intervention.

This was a disappointment, but the PUB's decision suggested we could collaborate with the other intervenors. I met with the Secretary of the PUB to clarify how we could be most effective in making our case about road safety education. He suggested we could work with one of the other intervenors to bring in an expert witness.

The Consumers' Association offered to pose our interrogatories for us, and they provided some very helpful advice.

The Motorcycle association has offered to pose our interrogatories, and file for extra expenses with the PUB to do work to present our issues, including proposing our expert witness, and introducing James Benson as associate counsel. This approach is attractive because it builds James' status with the PUB as an advocate for cycling issues, and pays him fair compensation for doing the legal work.

We have arranged a meeting with the Consumers' association to see what arrangement they might be able to do to help us represent our issues and engage James in the PUB process.

I have engaged Raj Machanda to appear as an expert witness for BW if we can get funding approved to cover his costs. Raj is an associate professor of marketing at the Asper School at the University of Manitoba. He specializes in advertising and consumer behaviour.

In the coming days, we will finalize which other intervenor we will work with, and make application for funding to cover expenses for James and Raj. The PUB's response will determine what we can do.

In the interim, we will be filing interrogatories by August 15 to request information from MPI.

If all goes according to plan, our participation in the MPI application process will include:

A presentation prepared by Jason and Jeremy on the trends in claims for vulnerable road users,

A presentation by Dave Elmore on what we want MPI to tell drivers about how to behave when they encounter cyclists, and

Expert testimony by Raj Machanda on how to communicate more effectively with drivers to change their behaviour when they encounter cyclists.