

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, September 9, 2025**

Members: Neil Arason, Island Health
Dr. Frederick Grouzet, Collaborative for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Todd Litman, Walk On, Victoria
Dean Murdock, CRD Board (Vice-Chair)
Owen Page, Ministry of Transportation and Infrastructure
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic
Colleen Woodger, ICBC

Associates: Cst. Kevin Baird, Oak Bay Police
Adam Defrane, MADD
Jay Douillard, CRD

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Ron Cronk, Vancouver Island Safety Council
Victoria Klassen Jeffery, Capital Bike
Myke Labelle, Commercial Vehicle Safety and Enforcement
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit
Steve Martin, Community Member (Chair)
Sean Powell, School District 61
Keith Vass, Media
Dr. Melissa Wan, Island Health

Guests: Dale Bracewell, Mobility Foresight

Recording Secretary: Arlene Bowker

Acting Chair Murdock acted as Chair and called the meeting to order at 1:05 pm.

1. Territorial Acknowledgement

Vice-Chair Murdock provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Colleen Woodger, **SECONDED** by Frederick Grouzet, that the agenda be approved as distributed.
CARRIED

3. Approval of Minutes – July 8, 2025

MOVED by Neil Arason, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on July 8, 2025 be approved.
CARRIED

4. Chair's Remarks

No remarks

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

There are no updates at this time as the next meeting of the Transportation Working Group is scheduled for September 16.

➤ **Wider Distribution of Video Shorts**

Frederick Grouzet presented the new distracted driving video, the eighth developed with Chek TV. The video focuses on how any device in a vehicle can be distracting, and it is our responsibility to stay focused regardless of the technology.

The aim is to achieve broader distribution of the videos, which are 30 seconds in length and include audio. At present, they are broadcast on Chek News and can be viewed on YouTube. In addition, negotiations are underway to determine whether the videos can be displayed on televisions at various locations across the UVic campus; currently, only 15-second, silent clips are permitted. The videos could also be adapted for social media platforms with some modifications.

Jay Douillard advised that he had connected with a CRD communication liaison representative who expressed willingness to attend a meeting and offer guidance to the Commission. There is also the potential to tap into CRD social media.

Frederick Grouzet requested feedback on the first comic strip developed, which focuses on the 30 km/h speed limit. A new comic strip will be produced each month featuring the characters Bear and Marmot, and members are invited to provide input and suggestions. The comic strips could be distributed through various channels, such as Commission members' internal newsletters and school newsletters.

➤ **Confirmation of Funding for MADD Canada Presentations**

Conditional approval was given at the July Commission meeting to spend up to \$10,000 on presentations by MADD in eight to ten schools within the CRD, subject to ratification of the project funding application by the grant subcommittee. The application review has been completed, and preliminary approval was granted. Some comments from subcommittee members who reviewed the application were as follows: provide the Commission with more detailed information on the content to be presented in the presentations; provide more information on how the applicant plans to gather feedback; suggestions on ways that conversations about impaired driving risks can be sustained.

6. **Priority Business**

➤ **Budget Update**

There is \$7,700 remaining in third party funding. Everything else is on track in terms of our meeting budget and advertising.

➤ **Cst. Sarah Beckett Memorial Scholarship – Application Review Results**

Thanks to the selection panel. There were several strong applicants for the scholarship, and the successful applicant is Marcus Janisch from Royal Bay Secondary School. He will be attending Camosun College for the Criminal Justice Program and has a strong record of volunteerism and high academic achievement and plans to pursue a career in law enforcement.

MOVED by Colleen Woodger, **SECONDED** by Frederick Grouzet, that the Cst. Sarah Beckett Memorial Scholarship in the amount of \$2000 be awarded to Marcus Janisch from Royal Bay Secondary School.

CARRIED

➤ **Update on CRD Regional Transportation Service and Transportation Governance**

Dale Bracewell from Mobility Foresight provided information on the roll out of the new regional transportation service. The Board has given some direction for the base case model for transportation governance in delivering the regional transportation service. Some changes will be rolled out this year with others to be explored over the next two years.

Staff are currently preparing a report which will be going to the October meeting of the Transportation Committee. The idea is to establish effective regional collaboration among municipalities, electoral areas, and other transportation organizations, with the goal of greater efficiency and more holistic integration.

The CRD is starting some organizational changes, for example, the management of trails is now moving from parks into the newly established planning and transportation division. Another big next step is to establish the Regional Transportation Advisory Committee (RTAC), which will be the main strategic advisory body to the Committee, with RTAC having the ability to set up working groups and subcommittees. Safety is a core mandate of the regional transportation service, whose bylaw covers road and trail safety in a holistic way, including planning, design, and behaviour change and promotion. RTAC will include municipal representatives, BC Transit, Ministry of Transportation and Infrastructure, and other relevant agencies and will have both voting and non-voting members.

There is an overlap between the Commission's safety mandate and what will be the core responsibilities of the RTAC and the areas that should be delegated to a working group. To avoid redundancy, staff will be recommending that the Transportation Working Group be restructured, and the Traffic Safety Commission be decommissioned. Every type of function and budgeting, and every type of decision the Commission is making can be translated into the new governance. If the report is approved by the Transportation Committee and ultimately by the Board, the Commission would continue to exist for the remainder of the year.

The RTS is a regional service, so safety will be mandated across the CRD. Commission members, as safety partners, are already being considered in those other agencies but specific roles have not been defined yet. Once RTAC is established, they will be able to determine the members of the subcommittees and working groups. The first meeting of RTAC would most likely be in January if the proposal is approved.

If the proposal does receive approval in October, it is recommended that a significant portion of the Commission meeting agenda in November be dedicated to giving members the opportunity to contribute input on topics they think would be relevant at both the RTAC and strategic level. It was also suggested that the December meeting be made a little more celebratory, with recognition for all the safety work that has been done. Additionally, during November and December, members interested in joining any working group or subcommittee that may be established within RTAC are encouraged to express their interest.

Questions and discussion followed.

- There is an opportunity to help shape working groups. As suggested, include on the November Commission meeting agenda a discussion regarding which aspects of your safety conversation are appropriate for strategic level consideration.
- RTAC will have the ability to form subcommittees and working groups and does not require Board approval. The intention is that there could be both long-running and short-term working groups and subcommittees. There also could be different levels of staff.
- In October, the staff report will outline the process for implementing the base governance model through the Committee to the Board, which would include approving terms of reference to invite members to join the first Regional Transportation Advisory Committee. It is taking the most important things that happen in the Transportation Working Group and the Traffic Safety Commission and integrating them to deliver the regional transportation service.
- The budget for funding for community programs would still be there. It would not be an immediate translation, but RTAC could make those strategic decisions or create a working group.
- It was confirmed that the funding for the Sarah Beckett Scholarship does not go into that budget. It is a separate line item. It was suggested that the Greater Victoria Police Foundation would be a good place to put the funds for the Sarah Beckett scholarship to keep that program moving forward.
- Commission members could be invited into working groups or subcommittees. There is the potential to create ad hoc groups that are short term but also could be a long-running subcommittee group that would have a membership list and be ongoing. Meeting frequency needs to be determined.

Acting Chair Murdock expressed his appreciation to Dale Bracewell and Jay Douillard for their work. This is all new and requires thinking through all the component parts to help enable this new service. Safety is going to play an integral role in informing the work of that new service. He is looking forward to the priority setting and handoff that can happen from the Commission to a future subcommittee or working group.

➤ **Grant Application – “Let’s Get Visible”**

A grant application for funding for the CRD’s seasonal “Let’s Get Visible” campaign was received and reviewed by the Commission’s grant review subcommittee. Approval of funding was recommended with the following feedback: additional information to help demonstrate how well received the campaign was; additional background on the need for such a campaign; more detailed breakdown of the cost of materials; more information on how it is planned to monitor the success of the campaign.

Clarification was provided that the funds will go towards light-up, rechargeable wristbands and high-quality rear red blinking lights which also can be worn by pedestrians. CRD staff will do outreach on the trails, UVic campus and other locations. Safety messaging is also included with the handouts and the Traffic Safety Commission is prominently mentioned and promoted.

MOVED by Colleen Woodger, **SECONDED** by Paweena Sukhawathanakul, that funding in the amount of \$5,000 be approved to support the CRD “Let’s Get Visible” campaign. **CARRIED**

It was suggested that next year there could be a handout providing clear information on safety requirements.

➤ **Proposed Project on Distracted Driving**

This work has started, but some direction is needed on where to specifically focus, i.e., broad legislation and policies like we did with automated speed enforcement, where we are actually working to influence the province to make a change vs things that we could probably do ourselves.

Action: Bring forward to the October meeting for further discussion. Members can email Paweena Sukhawathanakul with suggestions or bring them to the October meeting.

➤ **BCACP Calendar**

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

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

Colleen Woodger provided an update on the campaigns.

The impaired driving campaign this year ran beyond July. The number of impaired drivers was shocking. It is a big issue and there is a lot of work to do, and education is needed.

Currently we are into the distracted driving campaign which is heavily weighted on back to school and has a big police presence. Both distracted driving and speed are being addressed during this campaign. At the end of this month, the first messages in motion project will be conducted with Victoria Police and their Crime Watch team, involving signage displayed while walking through intersections. It has a significant impact, along with the heavy enforcement.

The seatbelt campaign will be next, and all the major intersections will be targeted.

7. Other Business

No other business

8. Member Updates

➤ **ICBC - Colleen Woodger**

- Grateful for the amount of work by the media. A number of initiatives were set up which were well received.
- ICBC's CEO will be speaking at a Chamber of Commerce business leaders' luncheon on October 9.
- The Union of BC Municipalities 2025 convention is coming up from September 22-26 in Victoria.
- As part of ICBC's partnership with Global, Road Safety Coordinators across the province are delivering road safer tips on Global TV.
- Working on getting the ICBC speaker program underway.

There were no other member updates.

9. Next Meeting

The next meeting will be held on October 14, 2025 at 1:00 pm. On motion, the meeting adjourned at 2:15 pm.