

**CRD TRAFFIC SAFETY COMMISSION
MINUTES OF MEETING
Tuesday, July 8, 2025**

Members: Neil Arason, Island Health
Corey Burger, Capital Bike
Ron Cronk, Vancouver Island Safety Council
Dr. Frederick Grouzet, Collaborative for Youth and Society, UVic
Natalia Heilke, RoadSafetyBC
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit
Steve Martin, Community Member (Chair)
Dean Murdock, CRD Board (Vice-Chair)
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic
Dr. Melissa Wan, Island Health

Associates: Adam Defrane, MADD
Jay Douillard, CRD

Regrets: Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact
Myke Labelle, Commercial Vehicle Safety and Enforcement
Todd Litman, Walk On, Victoria
Owen Page, Ministry of Transportation and Infrastructure
Sean Powell, School District 61
Keith Vass, Media

Recording Secretary: Arlene Bowker

The meeting was called to order at 1:10 pm.

1. Territorial Acknowledgement

Chair Martin provided a territorial acknowledgement.

2. Approval of Agenda

MOVED by Frederick Grouzet, **SECONDED** by Ron Cronk, that the agenda be approved as distributed.

CARRIED

3. Approval of Minutes – June 10, 2025

MOVED by Jereme Leslie, **SECONDED** by Natalia Heilke, that the minutes of the meeting held on June 10, 2025 be approved.

CARRIED

4. Chair's Remarks

No remarks

5. Business Arising from Previous Minutes

➤ **Update on Transportation Working Group**

The transportation service was discussed, including governance-related topics to be presented to the Transportation Committee, and subsequently to the Board. Feedback has since been given to the Committee.

➤ **Wider Distribution of Video Shorts**

Discussion was held on how we could maximize the audience for the video shorts. Currently, there are seven videos each 30 seconds long, with links to YouTube. The links can be shared on social media. They are also shown on the Chek evening news and are rotated two per month. Members made the following comments:

- Can we link the videos on YouTube to ICBC, etc., so when people are looking for road safety, there would be a link? Could we push it up to the CRD and some of the other big government links where people would be looking for related topics? Could we partner with UVic and school districts?
- If you search road safety on the UVic website, you will likely find the videos. However, to search outside and control that, you would have to pay Google to ensure the first hits are those videos.
- What about geofencing? Would that be an opportunity in the school districts to get these ads in front of young people?
- Can be done on YouTube as an advertisement. You could target someone who is searching for something like drag racing, and then a traffic safety campaign comes up and you could geofence that to a school. Typically, it is cheaper when you have a more specific audience. The broader your audience is, the more expensive it is.

- If we want a systematic approach, one option would be to allocate an hour in class for teachers to present the videos and use that as an opportunity to facilitate discussions on road safety. We would need to get teachers on board to do that. The ads could be shared on Facebook and Instagram, but posts would only reach existing followers.
- Can we purchase ads on Instagram and geofence them in a certain area? That would avoid the issue around followers.
- Could they be shown on TV's in the UVic cafeteria?

There are several opportunities that could be considered through our members from ICBC, and the school districts, and the possibility of an Instagram ad. Frederick Grouzet agreed to check on potential options and costs, and he will contact Sean Powell and Colleen Woodger. Regarding the suggestion to bring in a marketing specialist, Jay Douillard will speak to the communications staff at the CRD to obtain more information about how other opportunities might be accessed.

Action: Frederick Grouzet and Jay Douillard to bring more information back to the September meeting

➤ **MADD Presentations in Schools**

Adam Defrane advised that he has dates in October on hold with MADD for presentations to secondary schools. The cost is \$1,000 per school, and the plan would be for presentations in eight to ten schools. He has submitted a project application form requesting funding from the Commission in the amount of \$10,000.

As there is no Commission meeting in August, and in order to confirm the dates with MADD as soon as possible, it was suggested that conditional approval be given for the funding subject to our usual review process by the grant subcommittee.

It was noted that the MADD presentation goes directly to one of our top three priority areas and reaches our target audience and so has a lot of merit.

The grant review subcommittee chair, Paweena Sukhawathanakul, reminded members of the process for reviewing project applications. Applications go through a formal evaluation with specific criteria that are looked at in terms of assessing the feasibility, the impact, the alignment of the proposal with the Commission, also to give feedback on how to think about monitoring outcomes. Current subcommittee members are Paweena, Dallas Perry, Frederick Grouzet, and Colleen Woodger. Ron Cronk offered to sit on the subcommittee as well.

MOVED by Frederick Grouzet, **SECONDED** by Jereme Leslie, that conditional approval be given for spending up to \$10,000 for presentations by MADD in eight to ten schools within the CRD, subject to ratification of the project funding application by the grant subcommittee.

CARRIED

➤ **Discussion on the next TSC Project**

Discussion was held about what the next Commission project will be to tackle one of our top three priorities. Over the last two years, we have spent a reasonable amount of time on automated speed enforcement and now need to focus and target one of our priorities. At our last meeting, distraction was suggested as the next project. Once we decide, we could do some research and develop a report with options and recommendations, similar to what we did with automated speed enforcement.

It was noted that two of our videos are on distraction – one about the phone, and one about passengers. We could look at creating an additional one.

Comments from members follow:

- Law enforcement officials noted that distraction is not confined to any particular age group and appears to be a widespread issue, with the primary source of distraction being phones.
- Suggestion made that the worst distractions in a car are embedded systems, i.e., Apple and android car play systems. Should push for better regulations at federal level.
- While car technologies are distracting, any advocacy would have to be directed towards Transport Canada but for the last couple of decades, they have a policy of aligning with US regulations. Any advocacy is very unlikely to have any effect.
- There is a lot of literature on distraction, but one of the things we haven't seen in awhile is a broader kind of global jurisdictional scan on mitigation from other countries. Basically, we have a law that allows a fixed and secure location and one touch on your mobile device in your car. There are likely other jurisdictions that have some laws that we don't.
- What came to light in the motorcycle community with respect to training or ICBC conducting road tests was around one-way conversations vs two-way conversations. Studies have shown that it is more distracting to have a two-way conversation.
- As part of a project around distraction, there could be recommendations given for leading practices, rather than formal regulations. Focus on strategies to minimize distraction.

- Reference was made to a brief from Johns Hopkins School of Public Health which talks about the prevalence of distracted driving. Do we know the scope of the problem in our community and how many people are impacted? The report talks about different interventions that some countries have implemented. It will be forwarded to members.
- The collision data we are using that suggests distracted driving as a cause is just a tick box on an accident report so maybe there's a way we can affect change on how these accidents are reported to give us better data. That would be through RoadSafetyBC.

Chair Martin commented that there seems to be general support for moving forward with addressing driver distraction. He highlighted key areas of focus, including law and enforcement, public education, data collection and examination of leading global practices related to driver distraction and asked for suggestions on how we move ahead with this as a project.

Paweena will look at doing a broader review of leading practices and can prepare a brief updating global initiatives for the September meeting.

Frederick commented that they are in the process of working on the next video for Chek and that could be about distraction.

Action: Add to September agenda for additional discussion on moving forward with distracted driving project

6. Priority Business

➤ Summary of Governance Survey Comments

Jay Douillard provided a summary of the governance survey comments from Commission members as follows.

- Eleven members completed the survey.
- 63% thought that the region had road safety as a relative high priority
- 72% were either satisfied or very satisfied with the impact made as a TSC member to improve road safety
- In terms of the most significant impacts in improving road safety, members highlighted the value of the targeted education and awareness campaigns, especially for vulnerable road users, highlighted the strength of the collaborative, multi-disciplinary approach and data driven recommendations supporting youth in local programs and promoting practical safety improvements. Members stressed the importance of being inclusive, evidence-based and having a range of stakeholders at the group.
- Effectiveness of collaboration amongst members was rated as 3.91 out of 4.
- Communication and collaboration could be improved by structured interactions; clarify governance links and align TSC work with CRD strategic plans; ensure road safety considerations are integrated into CRD decision-making; define TSC advisory role to the Transportation Committee; establish clear processes for proposing initiatives between regular meetings
- What aspect of your contribution on the TSC are you most proud of? How do you hope your contributions will be carried forward in any future governance model?
 - Public education efforts, including videos and youth outreach; bursaries and grant program and other traffic safety initiatives; research that informs future road safety policies; intersectoral collaboration and open sharing of perspectives; raising road safety awareness at the Transportation Committee level; desire to maintain strong links between the traffic safety community and CRD decision-makers; interest in continuing to research, evaluate, and recommend strategic road safety priorities that lead to tangible outcomes
- 63% thought that monthly meetings was the right frequency; 36% thought bi-monthly might be more optimal
- What improvements should be considered from the TSC mandate to the TSC membership when reflecting on the current governance model?
 - Some support the current governance model; others see room for change; broaden the TSC mandate beyond education to include Vision Zero and Safe Systems approach, data analysis and travel behaviour change, evaluation of infrastructure and safety policies; expand membership to include all CRD municipalities, especially engineering staff; strengthen engagement with the Transportation Committee to influence planning and funding
- What constraint of the current governance model could be unlocked in creating a new model? What governance ideas should be considered to further improve road safety?
 - A new model could better integrate transportation and land-use planning; align the mandate more closely with broader CRD goals (e.g., multimodal planning, reducing VKT); merging or restructuring the TSC with the Transportation Working Group to include more engineering expertise; increase engagement frequency with the Transportation Committee; shift toward a more action-oriented approach focused on equitable outcomes across all municipalities

- Confidence that a new regional transportation service can improve road safety was rated as 3.82 out of 4.
- What specific opportunities or efficiencies could be achieved in a new governance model for the CRD to increase its regional leadership of road safety?
 - Improve consistency and efficiency in decision-making; strengthen collaboration across all CRD municipalities to reduce bureaucratic layers to enable faster action; enhance data analysis to support consensus on high-priority safety actions and enforcement of regional road safety standards; balance regional coordination with space for independent road safety thinking and advice
- What would a highly successful future version of the TSC or its successor look like?
 - Clear mandate, data access, and resources to pursue Vision Zero; framework for delivering measurable annual road safety outcomes and reducing traffic fatalities; collaborative engagement with CRD decision-makers; maintain independent, multi-sector expert representation
- Concerns about the potential transition to a new governance model?
 - Most members support the transition and see value in continuous improvement; some concerns about losing independent road safety expertise or members during the transition; overall confidence and willingness to adapt to a new governance model
- What would make you feel confident and supported through any possible transition?
 - Clear, regular communication complete with consultation and feedback loops; retaining the independent voice of the TSC
- Anything else you would like to share?
 - Align the new model with CRD goals: livability, health, climate resilience, and access to mobility; use the transition to address long-standing planning and funding gaps; ensure the new model provides real levers for measurable road safety and mobility outcomes

The next steps will be to bring back terms of reference in the fall for the Transportation Committee, along with terms of reference for a regional Transportation Advisory Committee, which will serve as a replacement for the Transportation Working Group. The initial thinking is that the Transportation Advisory Committee will have a broader membership than its current form. There is not a major step identified yet for the Commission.

➤ **Budget Update**

No update

➤ **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.

7. **Other Business**

➤ **Subcommittee to Review Cst. Sarah Beckett Memorial Scholarship Applications**

A subcommittee was established to review the three applications received for the Cst. Sarah Beckett Memorial Scholarship. Subcommittee members are Ron Cronk, Adam Defrane, Neil Arason, and Colleen Woodger. Jay Douillard noted he has the applications redacted and scanned and is prepared to do the final point tally. He will distribute the applications and scoring sheets to subcommittee members.

Action: Add to September agenda for confirmation of the scholarship winner

8. **Member Updates**

Member updates were deferred until the September meeting.

9. **Next Meeting**

The next meeting will be held on September 9, 2025 at 1:00 pm. On motion, the meeting adjourned at 2:29 pm.