

**CRD TRAFFIC SAFETY COMMISSION  
MINUTES OF MEETING  
Tuesday, November 12, 2024**

**Members:** Douglas Baer, Capital Bike  
Ron Cronk, Vancouver Island Safety Council  
Dr. Frederick Grouzet, Collaborative for Youth and Society, UVic  
Natalia Heilke, RoadSafetyBC  
Steve Martin, Community Member (Chair)  
Dean Murdock, CRD Board (Vice-Chair)  
Sean Powell, School District 61  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** S/Sgt. Doug Cripps, Saanich Police  
Adam Defrane, MADD  
Jay Douillard, CRD

**Regrets:** Neil Arason, Island Health  
Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact  
Dr. Murray Fyfe, Island Health  
Myke Labelle, Commercial Vehicle Safety and Enforcement  
Sgt. Jereme Leslie, CRD Integrated Road Safety Unit  
Todd Litman, Walk On, Victoria  
Owen Page, Ministry of Transportation and Infrastructure  
Dr. Paweena Sukhawathanakul, Institute on Aging and Lifelong Health, UVic  
Keith Vass, Media

**Recording Secretary:** Arlene Bowker

The meeting was called to order at 1:12 pm.

**1. Territorial Acknowledgement**

Chair Martin provided a territorial acknowledgement.

**2. Approval of Agenda**

**MOVED** by Doug Baer, **SECONDED** by Dean Murdock, that the agenda be approved with the following amendment:

- Add Annual Presentation to the Transportation Committee

**CARRIED**

**3. Approval of Minutes – October 8, 2024**

**MOVED** by Colleen Woodger, **SECONDED** by Ron Cronk, that the minutes of the meeting held on October 8, 2024 be approved.

**CARRIED**

**4. Chair's Remarks**

Chair Martin welcomed Sean Powell, who will be the new Commission member representing School Districts. As this position has been vacant for some time, we are pleased to have Sean join the Commission.

**5. Business Arising from Previous Minutes**

➤ **Briefing note re Malahat Highway Bus Improvement to Promote Traffic Safety (Todd Litman)**  
Deferred until December meeting

➤ **Annual Presentation to the Transportation Committee**

Chair Martin reviewed the Traffic Safety Commission annual update which he will be presenting to the Transportation Committee on November 20. This is a good opportunity annually to reset with the Transportation Committee and talk about our mandate, i.e., to review road safety problems and make recommendations to the Committee, and plan and operate traffic safety programs within the CRD. The complete presentation can be viewed here: [Annual TSC Presentation Nov 2024.pdf](#)

Chair Martin thanked Commission members who contributed to the presentation and commented that he is looking forward to dialogue and questions from the Transportation Committee next week.

He is also planning on mentioning to the Committee that as the new transportation service is developed, we are looking forward to participating and seeing how we can offer support.

➤ **Update on Transportation Working Group**

This next meeting will be held on Monday, November 18, and transportation governance will be a discussion item.

6. **Priority Business**

➤ **Budget Update**

Overall, we are doing pretty well this year. We authorized some expenditures for third party money at last month's meeting. We do have some over expenditure for our meeting expenses due to the way the budget was set up this year, but we will correct that for next year. Our overall budget is ok, which is what ultimately matters. There is some money left in advertising.

Chair Martin asked members to start thinking about any ideas they would like to bring forward in 2025 that fit within our strategic priorities and address speed, distraction and impaired driving.

➤ **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.

Sgt. Doug Cripps gave an update on the winter impaired driving campaign in December. Approval has been received from the province for funding for CounterAttack. The Light Up the Highway impaired driving campaign will take place on December 6 in the CRD and December 7 in the rest of the province. Currently there are 11 Saanich spots, but that will probably increase.

Sgt. Cripps also noted that there have been a lot of crashes in Saanich, including some serious ones. Although some are weather related, generally the cause is bad driving behaviours.

7. **Other Business**

➤ **Proposal for Public Awareness Initiative on Traffic Related Changes (Neil Arason)**

Deferred to December meeting

➤ **November 2025 Meeting Date**

As the November 2025 Commission meeting date falls on November 11, members were asked what their preference would be for a revised date. After a brief discussion, it was agreed to move the meeting to Tuesday, November 18.

➤ **Chek TV Advertising (Jay Douillard)**

We have received a new proposal from CHEK Media for our 2025 advertising. They are offering us the same rates as we received in 2024, which would be \$21,140 for one year. CHEK would give us three different creative packages for the year and transfer ownership to us, so we are able to post the ads on social media.

**MOVED** by Colleen Woodger, **SECONDED** by Natalia Heilke, that approval be given for renewal of our advertising with CHEK Media for 2025 in the amount of \$21,140. **CARRIED**

During discussion of the advertising budget, Commission members made suggestions for possible advertising campaigns in 2025.

- Sgt. Doug Cripps – With the number of bike lanes and faster bikes on the road, they are seeing a lot of vehicles turning right in front of bikes, failing to yield so something with reminders about that would be a good idea.  
Also, some reminders about pedestrians, cyclists and speed on the Galloping Goose, and sharing the trail.
- Ron Cronk – April is motorcycle awareness month, and it would be good to do some kind of advertising as the season starts up to remind motorists that motorcycles are out there. Ron and Frederick Grouzet will touch base in March next year to work together around shooting a video.

## 8. Member Updates

### ➤ RoadSafetyBC - Natalia Heilke

- BC is now partnering with the Centre for Addiction and Mental Health to provide delivery of the Responsible Driver Program. People who had been registered with the previous provider, Stroh Health Care, prior to June 15 will have a year to complete the program. Also, as of September 13, there is a new no barriers financial assistance plan in place to ease the financial burden for up to 5% of program participants each month.

### ➤ ICBC – Colleen Woodger

- ICBC will be partnering with McDonald's again this year and distributing coupons during Light up the Highway. Colleen will be working with the BC Highway Patrol.
- ICBC has partnered with the BC hockey league across the province related to hockey events and alcohol.
- Colleen has done quite a bit of work with the CRD's Ready Step Roll program. There will be a walkabout tomorrow morning at the Lau WelnewTribal School and the Think of Me program has also been done there. Also, some work with schools on Mayne and Pender Islands.
- Numbers from the previous year have been exceeded for the speaker's tour. Working on trying to get a speaker in every high school on the island to talk about speed, distraction and impaired driving as it is the last opportunity to have the attention of the high-risk audience together in a room. That rolls out in April/May.
- Talked to Metchosin seniors and hooked them up with BC Transit around bus safety.
- Partnering with the P.A.R.T.Y. Program to take the program to students on Salt Spring Island.
- All the Speed Watch groups are recruiting and looking for more volunteers. Volunteers go out on the roads with speed reader boards, and to schools and playgrounds giving drivers feedback and collecting data.
- The pedestrian campaign ends this week. About 10,000 reflectors have been given out in the past three weeks.
- Doing more reflector distribution at transit stations in the Westshore. Reflectors were distributed through the four First Nations groups on the Peninsula along with getting the message out to make eye contact and share the road.
- Special event kits are available for the impaired campaign coming up in December. They can be used for staff parties, etc., to remind people to use a designated driver or other options to get home safely.

### ➤ Youth and Children – Hailey Bergstrom-Parker

No update

### ➤ Institute on Aging and Lifelong Health – Dr. Paweena Sukhawathanakul

No update

### ➤ CRD – Jay Douillard

No update

### ➤ Integrated Road Safety Unit – Sgt. Jereme Leslie

No update

### ➤ Commercial Vehicle Safety Enforcement – Myke Labelle

No update

- **Vancouver Island Safety Council – Ron Cronk**  
No update. They are down for the season and will be starting up again on March 1.
- **Capital Bike – Doug Baer**
  - They will continue to advocate for better cycling infrastructure and are currently focusing on safety issues with crosswalks and phased signal intersections.
- **Walk On, Victoria – Todd Litman**  
No update
- **Municipal Police Forces/RCMP – S/Sgt. Doug Cripps**  
No update
- **BC Transit – Dallas Perry**  
No update
- **Ministry of Transportation and Infrastructure - Owen Page**  
No update
- **Island Health – Neil Arason**  
No update
- **Working Group for UVic Collaborative for Youth and Society Joint Project – Dr. Frederick Grouzet**
  - Currently working on a new video focusing on intersections but it has been difficult to find the right intersection and to get the necessary permissions for filming. It was decided to try a different approach and re-create intersection situations and behaviours by using kids and toy cars and bikes in a big gymnasium. The video will show how to behave in an intersection.
- **Adam Defrane, MADD Canada**
  - BC is the only province that doesn't have a MADD monument honouring victims of impaired driving so Adam is working on bringing that to the island.
- **Sean Powell, School Districts**
  - Sean is an Associate Superintendent with School District 61 (Greater Victoria), but he is also very connected with the Saanich and Sooke School Districts, the French School District and independent schools. He is looking forward to sitting on the Commission and working with other members.

9. **Next Meeting**

The next meeting will be held on December 10 at 1:00 pm. On motion, the meeting adjourned at 2:04 pm.