

**CRD TRAFFIC SAFETY COMMISSION**  
**MINUTES OF MEETING**  
**Thursday, October 8, 2020**  
**CRD Boardroom, 625 Fisgard Street**

**Members:** Corey Burger, Greater Victoria Cycling Coalition  
Chris Foord, Community Member  
Dr. Murray Fyfe, Island Health (Vice-Chair)  
Bill Laughlin, Vancouver Island Safety Council  
Cliff McNeil-Smith, CRD Director (Chair)  
Dr. Paweena Sukhawathanakul, UVic  
Colleen Woodger, ICBC Road Safety and Community Involvement

**Associates:** Cst. Rod Fraser, West Shore RCMP  
John Hicks, CRD

**Regrets:** Erin Anderson, RoadSafetyBC  
Hailey Bergstrom-Parker, Child Passenger Safety Program, BCAA Community Impact  
S/Sgt. Ron Cronk, CRD Integrated Road Safety Unit  
Shawn Haley, MOTI  
Todd Litman, Walk On, Victoria  
Joe Perkins, Media  
Rudi Wetselaar, Commercial Vehicle Safety and Enforcement

**Participating Remotely:** Dr. Frederick Grouzet, UVic Centre for Youth and Society  
Janelle Hatch, Island Health

**Recording Secretary:** Arlene Bowker

Chair McNeil-Smith called the meeting to order at 12:10 pm. He welcomed members and associates and introduced Cst. Rod Fraser as the new representative from the West Shore RCMP.

**1. Approval of Agenda**

**MOVED** by Colleen Woodger, **SECONDED** by Chris Foord, that the agenda be approved. **CARRIED**

**2. Approval of Minutes – September 10, 2020**

**MOVED** by Murray Fyfe, **SECONDED** by Colleen Woodger, that the minutes of the meeting held on September 10, 2020 be approved as distributed with the following amendment:

- Add Dr. Frederick Grouzet's name to "Regrets" on page 1

**CARRIED**

**3. Chair's Remarks**

No remarks

**4. Business Arising from the Previous Minutes**

➤ **Review of Cst. Sarah Beckett Scholarship Application Form and Criteria**

Janelle Hatch provided an update on discussions with Corey Burger and John Hicks on possible minor revisions to the application and some changes around process. One change being considered is including a diversity and inclusion statement on the application form. There are many examples of this that we could draw on. Janelle has been able to pull several examples and John will be looking at what is currently being used on CRD job postings.

**Action: A draft will be prepared and brought back to the Commission**

Another item discussed was finding out how applicants are learning about the scholarship. This will help to ensure that we are reaching out broadly enough. Adding a question on the actual application form to that end would assist in getting a broader diversity of people applying. Comments or feedback on the proposed changes would be welcomed.

John commented that in terms of timelines, the minor changes to the application form itself can be done quickly and the inclusion statement could be ready by January or February which would give

time to get it through Legislative Services and be ready for next year's application cycle. Janelle will be providing John with information on the Island Health inclusion statement. Chair McNeil-Smith noted that the CRD Board has recently adopted an inclusion statement on all its agendas.

Vice-Chair Fyfe asked whether the diversity and inclusion statement would be included in the criteria for selection of candidates. John replied that it is more about getting communication out that we are encouraging different demographics to apply.

Corey noted that he and Janelle had discussed speaking to the 2020 scholarship committee about how they felt the process might work and whether this was something we might want to include for next year.

Chair McNeil-Smith commented that after John has a discussion with Legislative Services, we will have a better idea what it would look like and options to consider. He thanked Janelle, Corey and John for their work on this.

## 5. Priority Business

### ➤ Budget Update

John Hicks gave an update on the budget and noted that because no meetings were held for four months due to the corona virus, there will be a significant surplus for next year. There has only been approximately \$5,000-\$6,000 used of the funds allocated for grants so there is an additional \$30,000 from that and meeting expenses are well below what had been expected. Last year, there were grants to UVic in the amount of \$15,000 and Beacon Community Services in the amount of \$11,000, along with the Walk and Wheel to School Program. There haven't been a significant number of grant applications this year, one reason being that some organizations have put their programming on hold.

Corey Burger noted that applications could still come in this year and said that the BC Cycling Coalition took over the ICBC cyclists' manual from the GVCC and are planning on doing a new edition and are currently speaking to funding partners. Corey will reach out to BCCC to make them aware that they could apply for funding through the TSC.

Colleen Woodger commented that the TSC doesn't get the volume of applications we have had in the past and said that we need to do a better job of promoting the funding that is available through the Commission. She suggested that possibly CHEK could do a feature. Corey asked if something could be sent out through CRD social media.

**Action: Chair McNeil-Smith will take this up with the communications committee**

### ➤ Update on Fall Campaign

Frederick Grouzet gave an update on the status of the distracted driving campaign ad. Some changes were made based on the feedback from the TSC at the August meeting. There has been a delay in shooting the video, but it is hoped shooting will start next week and that the ad will be ready for broadcast by the end of October. He will keep in touch with John Hicks re the timeline.

### ➤ CHEK Marketing Campaign Agreement

John Hicks said that we have received an advertising proposal from CHEK which is basically a continuation of the existing agreement, with one key piece being that the cost includes CHEK doing our creative. A six-month extension of the contract would cost \$10,500 or \$21,000 for a one-year period. We would be getting prime time ads on the news, along with some bonus ads. It was also noted that the viewership on CHEK has gone up substantially through the pandemic.

Chair McNeil-Smith commented that in 2019 we had asked for advertising proposals from CTV and CHEK and at that time, the decision was made to move to CHEK from CTV. An agreement was signed for the period of January to June 2020 and then renewed from July to the end of this year. One of the decision points in moving to CHEK was that they were able to provide the creative. Chair McNeil-Smith asked if there was any indication on the limit of the number of different ads within a six-month or twelve-month period and John will check on this.

Chris Foord commented that he would be in favour of extending the contract for a one-year period so we could build up a series of ads and rotate them depending on the season.

Corey Burger said that in the past we have discussed applying some of the criteria that we use for grant applicants to our own spending. It would be useful to be able to show what we are getting for the money we are spending.

John said that the program that we had funded with UVic is essentially what is informing the ads and so they are intrinsically linked with one of our funding projects. Colleen Woodger commented that she sees this as different from our regular application process and more as a way for us to get our campaigns out. Vice-Chair Fyfe noted that through the periodic reports received from CHEK, we get an idea of how much reach we have. Possibly in a year or so, we may want to go back and do an RFP. He also commented it would be complicated and expensive for us to do a more thorough evaluation.

Chair McNeil-Smith remarked that in terms of reach to the public, there are different ways we could promote or market our messages, e.g., social media, YouTube, etc. He could take this to the communications committee to see what other opportunities there are.

Corey said as this is one of our largest expenses, we should be holding ourselves to the fire the same as we do for grant applicants. The world is changing in terms of media and it behooves us as an organization to look at other methods. After this year he would like to see CHEK come back with their demographics showing who they are reaching for the money spent. We should be deciding in January what our priorities are for the coming year, with the messaging and budget approved at the same time and a single document showing what we're spending money on, how much we're spending, and what our expected outcomes are.

John noted that CHEK has provided that information with costs and number of people reached, demographics, etc. In terms of our ads, they were agreed on by the TSC and followed our general priorities set out earlier this year and are in conjunction with the research being done by UVic through the grant money from the TSC.

Vice-Chair Fyfe commented that we need to be linking the different types of media that we are working through. In the past we have used ads on buses, the sides of vehicles, etc. The advantage of that is that it really emphasizes the TV ads and is free or very low-cost advertising and we should be looking at doing that again with our next campaign.

**MOVED** by Bill Laughlin, **SECONDED** by Chris Foord, that the contract with CHEK be renewed for a one-year period from January-December 2021, and that we look at expanding to other venues as well.

**CARRIED**

***Action: Chair McNeil-Smith will meet with Erin Anderson and Joe Perkins re messages across different platforms and may invite others to join discussions***

***Action: John Hicks will confirm with CHEK whether we can use their creative on other advertising as well***

## 6. Member Updates

- **RoadSafetyBC**  
No update
- **ICBC**  
No update
- **Youth and Children**  
No update
- **Seniors**  
No update

- **CRD**  
No update
- **IRSU**  
No update
- **CVSE**  
No update
- **Vancouver Island Safety Council**  
No update
- **GVCC**  
Corey Burger noted that Go By Bike Week has finished. Participation was down this year and there were also less workplace teams.
- **Walk On, Victoria**  
No update
- **Municipal Police Forces**  
No update
- **BC Transit**  
No update
- **MOTI**  
No update
- **Working Group for UVic Centre on Youth and Society Joint Project**  
No update
- Chris Foord remarked that he has had a couple of opportunities to cover some topics on the radio

7. **Other Business**

➤ **November and December Meetings**

Chair McNeil-Smith said the CRD Boardroom is available for the November 12 meeting, however, may not be available for the December 10 meeting. John Hicks will confirm. Chair McNeil-Smith also noted that we don't have specifics to go forward to the November meeting agenda so possibly we may want to cancel that meeting. He will confirm whether it will go ahead.

8. **Next Meeting**

Next meeting date to be confirmed. On motion, the meeting adjourned at 1:10 pm.