

RoadSafetyBC Internal Communications Annual Calendar

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How to Use this Document

This calendar supports annual internal communications planning by identifying key events, milestones and priorities. The purpose is to gather Executive input on what matters, when it matters, and what is coming up.

The calendar includes two sections: [Year at a Glance](#) for recurring annual events and milestones, and [Emerging Priorities](#) for new initiatives, business needs and time-sensitive items specific to the 2026-27 calendar year.

Please review both sections using Track Changes. The Communications team will use this input to develop quarterly communications calendars.

>> **Detailed guidance is available in the** [RoadSafetyBC Internal Communications Planning Guide](#).

Year at a Glance - Annual Recurring Events

The Year at a Glance provides a broad view of recurring events, milestones and initiatives for prioritization. It is not a list of communications that will all be delivered. Suggested channels are provided by the Communications team and can be adjusted based on Executive direction.

Executive review: Using Track Changes, identify priorities, add missing recurring events, and provide comments or feedback on suggested channels.

Month	Event / Topic	Strategic Alignment	Communication Objective (1)	Recommended Channel(s)
Q1				
January	New Year Welcome <i>(optional)</i>	Continuous Improvement • Government priorities	Set Direction	Primary: ADM Email Supporting: Intranet
February	Strategic Priorities Update: -Plan on a Page -Budget info (Week following B.C. Budget Day, 3 rd Tuesday in February)	Continuous Improvement • Branch understanding	Build Awareness	Primary: ADM Email Supporting: Intranet <i>Consider Town Hall (if the update requires branch-wide discussion or alignment)</i>
March	Campaign: National Impaired Driving Prevention Week (March 15–21, 2027)	Address High-risk Driving Behaviours • Meaningful work	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update), <i>Consider Dispatches</i> *NOTE: Add specific relatable fact(s) about RSBC. For example, the National Driving Week posting would have a

				fact or "Did you Know" about the number of IRP adjudications we processed last year and general outcome.
Q2				
April	Fiscal-year kickoff (No budget info to share)	Continuous Improvement • Government priorities	Set Direction	Primary: ADM Email Supporting: Town Hall + Intranet
	Campaigns: - Distracted Driving Awareness Month - Moose Hide Campaign (<i>promote ahead of May event</i>)	Address High-risk Driving Behaviours • Meaningful work People First • Employee Engagement	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update), <i>Consider Dispatches</i> <i>NOTE: RSBC participation in Moose Hide</i>
May	Campaigns: - Speed Awareness Month/Motorcycle May - Canada Road Safety Week (May 11- 17, 2027)	Address High-risk Driving Behaviours • Meaningful work	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update) Optional: Dispatches (when ministry-wide visibility is beneficial) *NOTE: Include fact about number of speeding tickets by a single Intersection Safety Camera location. Some

				interesting related fact back to RSBC and our work.
	National Nursing Week (May 10-16, 2027)	People First • Employee engagement	Recognize Contributions	Audience: Nursing Staff Primary: ADM + ED Emails Supporting: Intranet (article)
	National AccessAbility Week (May 30 to June 5, 2027)	People First • Employee engagement	Promote Learning & Reflection	Primary: Intranet Supporting: All-staff Email (Staff Hub update)
June	Public Service Week (June 14-18, 2027)	People First • Employee engagement	Recognize Contributions	Primary: ADM Email Supporting: Town Hall, Intranet <i>*Special campaign – other activities planned</i>
	Responsible Driver Program (RDP) Anniversary (June 15, 2027 = 21 st)	Address High-risk Driving Behaviours • Branch understanding	Recognize Contributions	Primary: All-staff Email (<i>from Director, if applicable</i>) Supporting: Intranet Optional: Dispatches (when ministry-wide visibility is beneficial)
	National Indigenous Peoples Day (June 21)	People First • Trust	Promote Learning & Reflection	Primary: Intranet Supporting: All-staff Email (Staff Hub update) Optional: Manager Discussions

Q3				
July	CCMTA Annual General Meeting (mid- June) * In 2027, the AGM event is June 14 to 17 in Victoria.	Continuous Improvement • Government priorities	Recognize contributions, Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update) <i>*NOTE: Before and perhaps after the event with photos</i>
August	PSSG Annual Service Plan Report (sample)	Addressing High Risk Driving Behaviours • Meaningful work	Recognize contributions	Primary: Intranet Supporting: All-staff Email (Staff Hub update) <i>*NOTE: reference RSBC contributions and successes</i>
September	Strategic Priorities Update (Plan on a Page)	Continuous Improvement • Government priorities	Set Direction	Primary: ADM Email Supporting: Town Hall, Intranet <i>*NOTE: Loop PSSG Annual Service Plan Report into this comms</i>
	Child Passenger Safety Week (September 19–25, 2027)	Address High-risk Driving Behaviours • Meaningful work	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update)

				Optional: Dispatches (when ministry-wide visibility is beneficial)
	Immediate Roadside Prohibition (IRP) Program Anniversary (September 20, 2026 = 16th)	Address High-risk Driving Behaviours • Branch understanding	Recognize Contributions	Primary: All-staff Email (<i>from Director, if applicable</i>) Supporting: Intranet Optional: Dispatches (when ministry-wide visibility is beneficial)
	National Day for Truth and Reconciliation / Orange Shirt Day (September 30, 2027)	People First • Trust	Promote Learning & Reflection	Primary: Intranet Supporting: All-staff Email (Staff Hub update) Optional: Manager Discussions
	Provincial Employees Community Services Fund (PECSF) Campaign (2026: Sept. 22-Nov. 6)	People First • Employee engagement	Encourage Engagement	<i>*Special campaign – other activities planned</i> Primary: Town Hall Supporting: ADM Email, Intranet
Q4				
October	Workplace Wellness	People First • Employee engagement	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update)
	Global Diversity Awareness Month	People First • Trust	Promote Learning & Reflection	Primary: Intranet Supporting: All-staff Email (Staff Hub update)

	Learn @ Work Week (October 26 –30, 2026)	People First • Employee engagement	Promote Learning & Reflection	Primary: Intranet Supporting: All-staff Email (Staff Hub update)
	Project Red Ribbon (MADD) (Oct. 29-Jan. 5, 2026)	Addressing High Risk Driving Behaviour • Meaningful work	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update)
November	Annual BCACP Traffic Safety Committee (Nov 3-5, 2026)	Continuous Improvement	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update)
	Remembrance Day / Indigenous Veterans Day (November 11)	People First • Trust	Promote Learning & Reflection	Primary: Intranet Supporting: All-staff Email (Staff Hub update)
	World Day of Remembrance for Road Traffic Victims (3 rd Sunday in November > <i>message sent Friday before</i>)	Address High-risk Driving Behaviours • Meaningful work	Promote Learning & Reflection	Primary: ADM Email Supporting: Intranet Optional: Dispatches (when ministry-wide visibility is beneficial)
December	Year-end reflections	People First • Trust	Recognize Contributions (Promote Learning & Reflection)	Primary: Town Hall Supporting: ADM Email + Intranet
	National Safe Driving Week (December 1 to 7, 2027)	Address High-risk Driving Behaviours • Meaningful work	Build Awareness	Primary: Intranet Supporting: All-staff Email (Staff Hub update)

				Optional: Dispatches (when ministry-wide visibility is beneficial)
	Holiday message	People First • Trust	Recognize Contributions	Primary: All-staff email (from Executive)

Emerging Priorities

Use this section to capture new initiatives, business needs or time-sensitive items for the 2026–2027 calendar year (September 2026–August 2027).

Executive review: Add items that may require internal communications support during the year.

Priority	Date	Preferred channel (TBD by Comms team)
Victoria office move update (summer)	July 2026	ADM Email- done
Victoria office move (full details)	September 2026 (2nd week)	ADM Email, intranet (link to CMSB site)
Internal communications update, intranet launch	Aug/Sept 2026	All-staff email, push to intranet