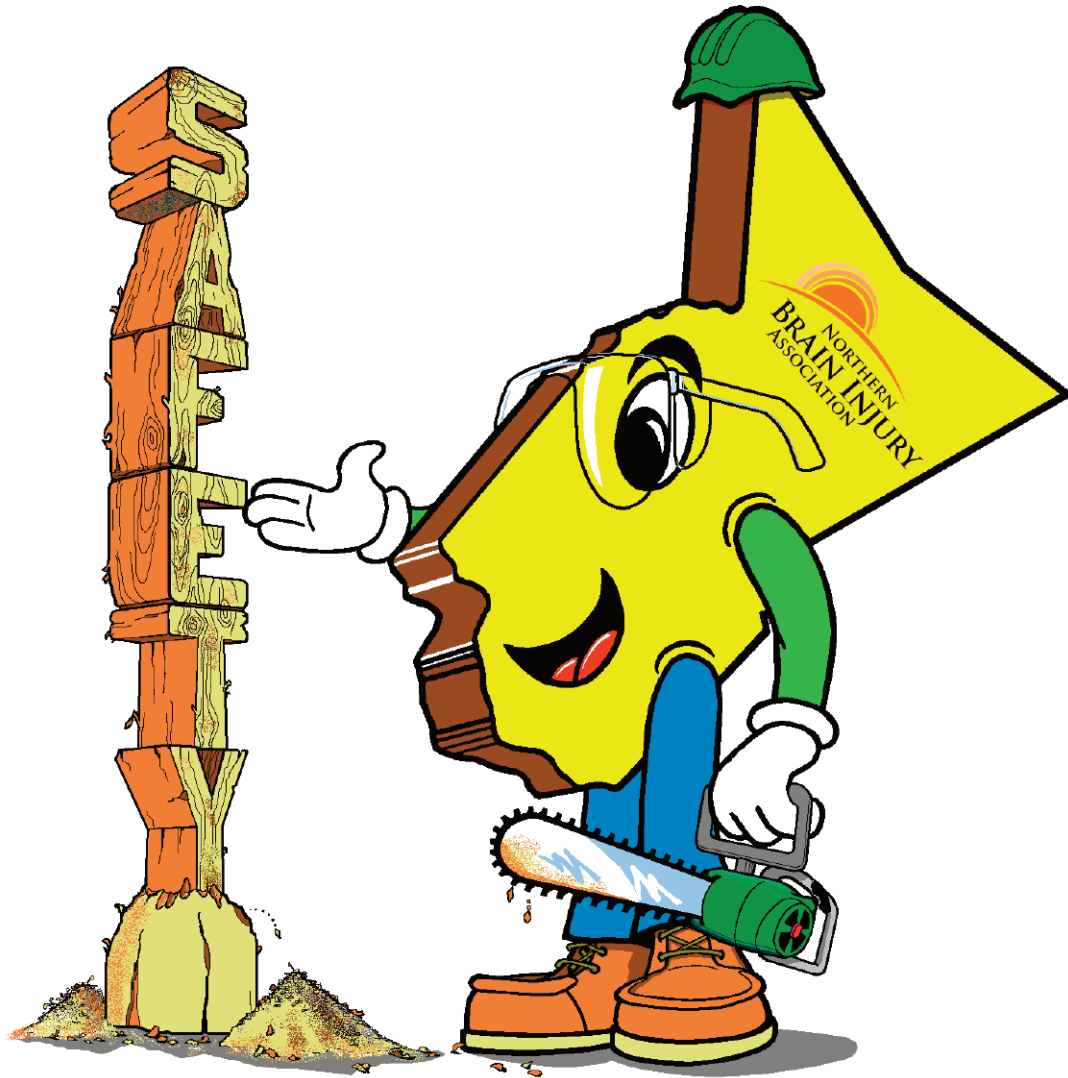


# 2013

## ROAD SAFETY SURVEY



*"Carving a safer future for Northern British Columbians"*

A collaborative effort of the Northern Brain Injury Association, Prince George Brain Injured Group and committed community members in Terrace, Smithers, Burns Lake, Mackenzie, McBride, Quesnel and Prince George.

**T**he Northern Brain Injury Association worked with the Prince George Brain Injured Group to organize and conduct a road safety survey in seven northern communities over a three day period in August of 2013. The communities surveyed were: Terrace, Smithers, Burns Lake, Mackenzie, McBride, Quesnel and Prince George.

In each community, two person survey crews were stationed at intersections for one hour periods during various times of the day, and days of the week. They recorded driver, cyclist, small wheel and pedestrian safety violations. All data was collected by amateur observers, so results are not scientifically accurate. Data is for general information only. The intent of the survey was to observe transportation related safety behaviors for the Northern Brain Injury Association's use, and was based on the following guidelines:



- Drivers entering an intersection were observed for distracted driving habits (such as eating, using cell phones, applying make-up, etc. while driving), and violating provincial road rules (such as not using turn signals, running traffic lights, not stopping correctly, etc.)
- Cyclists (manual and motorized) were observed for helmet use, riding on sidewalks, riding against traffic, and failing to properly stop at regulated intersections.
- Small wheels were observed for helmet use (scooters, skateboards, longboards, roller blades, etc.).
- Pedestrians were observed for illegal crossing of the street (jaywalking), and improper use of a crosswalk (crossing while the light is flashing or red, and walking outside of a crosswalk).

When the results began pouring in, they were sometimes scary, and even outrageous. Things such as an accident happening right before observers' eyes in Burns Lake, and an observer in Quesnel stunned to spot someone using their cell phone while driving, and, eating a bowl of cereal at the same time!



## **The 2013 Northern Brain Injury Association's Road Safety Survey applauds the following communities for the Best Safety Scores:**

### **Driving:**

- a) the community with the smallest percentage of distracted drivers was Smithers!
- b) the community with the smallest percentage of road rules violations was also Smithers!

### **Cycling:**

- a) the community with the best helmet use while cycling was Smithers!
- b) the community with the smallest percentage of cyclists riding on sidewalks was Mackenzie!
- c) the community with the smallest percentage cyclists riding against traffic was Mackenzie!
- d) the community with the smallest percentage of cyclist failures to stop at stop signs, was a three way tie between Quesnel, Mackenzie and Burns Lake!

**Small Wheels:** The community with the best small wheels helmet use was Mackenzie!

### **Pedestrians:**

- a) the community with the smallest percentage of jaywalking was Smithers!
- b) the community with the smallest percentage of improper use of crosswalks was a tie between Burns Lake and Terrace!

**NOTE:** This survey was conducted without knowledge or endorsement of the communities observed. The survey was conducted by, and for the use of, the Northern Brain Injury Association and Prince George Brain Injured Group.

**Final Survey Totals For All Seven Communities Combined:**

The safety habits of 43,383 vehicle operators, 433 cyclists, 54 small wheel users, and 1782 pedestrians were observed intermittently over three days. Here are the averages:



**2.72% (1182) of all vehicle operators drove distracted, and 4.21% (1826) violated provincial road rules.**



**40.87% (177) of cyclists observed rode without helmets, 28.63% (124) rode on sidewalks, 8.77% (38) rode against traffic, 12.47% (54) failed to come to stop at stop signs.**



**45.45% (25) of small wheels observed were used without helmets (roller blades, skateboards, etc.).**



**18.24% (325) of pedestrians crossed streets illegally, and 4.21% (75) used crosswalks improperly.**

**Here is a breakdown of the safety concerns broken down by time of day:**

**Driving** - morning: 596 - midday: 951 - late afternoon: 1,352

**Cycling** - morning: 78 - midday: 155 - late afternoon: 186

**Small wheels** - morning: 1 - midday: 9 - late afternoon: 14

**Pedestrians** - morning: 44 - midday: 133 - late afternoon: 235

**Based on the numbers reflected in this survey, the later in the day it is, the more likely people are to be unsafe, and therefore at risk.**

## - Survey Results By Community -

A total of 2383 vehicles, 24 cyclists, 0 small wheels and 170 pedestrians were observed.

0.46% (11) of vehicle operators drove while distracted, and 8.6% (205) of them violated provincial road rules.

50% (12) of the cyclists observed rode without helmets, 12.5% (3) rode on sidewalks. 12.5% (3) rode against traffic, and none failed to come to a complete stop at stop signs.

No small wheels were observed.

24.11% (41) of pedestrians crossed streets illegally, with no improper uses of crosswalks.

### **Safety concerns broken down by time of day:**

Driving - morning: 37 - midday: 90 - late afternoon: 89

Cycling - morning: 3 - midday: 4 - late afternoon: 9

Small wheels - morning: 0 - midday: 0 - late afternoon: 0

Pedestrians - morning: 7 - midday: 12 - late afternoon: 22

## **BURNS LAKE**



Population - 2,029

Burns Lake is a northern transportation hub for the logging, saw-milling, mining and tourist industries, and is surrounded by some of B.C.'s largest freshwater lakes.

A total of 646 vehicles, 8 cyclists, 1 small wheels and 175 pedestrians were observed.

1.7% of vehicle operators (11) drove while distracted, and 3.87% (25) violated provincial road rules.

50% (4) of the cyclists observed rode without helmets, 37.5% (3) rode against traffic, 37.5% (3) rode on sidewalks, and 25% (2) failed to come to a complete stop at stop signs.

100% (1) of small wheels observed were without helmet use.

52.57% (92) of pedestrians crossed streets illegally, and 1.71% (3) improperly used crosswalks.

### **Safety concerns observed, broken down by time of day:**

Driving - morning: 5 - midday: 11 - late afternoon: 16

Cycling - morning: 3 - midday: 0 - late afternoon: 9

Small wheels - morning: 0 - midday: 0 - late afternoon: 1

Pedestrians - morning: 24 - midday: 6 - late afternoon: 65

## **MCBRIDE**



Population - 660

McBride produces some of the world's finest 'tonewoods', wood used in the production of musical instruments, and is located near the world's only inland temperate rainforest.



A total of 1676 vehicles, 38 cyclists, 14 small wheels and 116 pedestrians were observed.

0.7% of vehicle operators (10) drove while distracted, and 7.25% (231) violated provincial road rules.

33% (12) of the cyclists observed rode without helmets, 0.76% (2) rode against traffic, 1.9% (5) rode on sidewalks, and 0% failed to stop at stop signs.

14.29% (2) of small wheels observed were without helmet use.

35.96% (31) of pedestrians crossed streets illegally, and 2.32% (2) improperly used crosswalks.

**Safety concerns observed, broken down by time of day:**

Driving - morning: 62 - midday: 78 - late afternoon: 101

Cycling - morning: 7 - midday: 6 - late afternoon: 6

Small wheels - morning: 0 - midday: 1 - late afternoon: 1

Pedestrians - morning: 8 - midday: 6 - late afternoon: 19

## MACKENZIE



Population - 4,539

Mackenzie's main industries are logging, lumber, market pulp and tourism. It is east of Williston Lake reservoir, the largest man-made lake in B.C.

A total of 2978 vehicles, 65 cyclists, 10 small wheels observed and 83 pedestrians were observed.

0.9% (27) of vehicle operators drove while distracted, and 27.23% (811) violated provincial road rules.

49.23% (32) of the cyclists observed rode without helmets, 36.92% (24) rode on sidewalks, 4.61% (3) rode against traffic, and 70.77% (46) failed to come to a complete stop at stop signs.

60% (6) of small wheels observed were without helmet use.

26.6% (22) of pedestrians crossed streets illegally. There were no reported improper uses of crosswalks.

**Safety concerns observed, broken down by time of day:**

Driving - morning: 322 - midday: 117 - late afternoon: 399

Cycling - morning: 40 - midday: 7 - late afternoon: 56

Small wheels - morning: 1 - midday: 1 - late afternoon: 4

Pedestrians - morning: 8 - midday: 1 - late afternoon: 13

## TERRACE



Population - 11,486

Terrace is the regional retail and service hub for the northwestern portion of British Columbia. The world's tallest pole, 50 meters (160 ft), currently stands in New York City, and was cut in Terrace.

A total of 6838 vehicles, 36 cyclists, 0 small wheels and 169 pedestrians were observed.

2.84% (194) of vehicle operators drove while distracted, and 4.03% (276) violated provincial road rules.

36.1% (13) of the cyclists observed rode without helmets, 44.44% (16) rode on sidewalks. 5.5% (2) rode against traffic, and 0% failed to come to a complete stop at stop signs.

No small wheels were observed.

14.2% (24) of pedestrians crossed streets illegally, and 4.14% (7) improperly used crosswalks.

**Safety concerns observed, broken down by time of day:**

Driving - morning: 168 - midday: 147 - late afternoon: 155

Cycling - morning: 2 - midday: 21 - late afternoon: 11

Small wheels - morning: 0 - midday: 0 - late afternoon: 0

Pedestrians - morning: 4 - midday: 3 - late afternoon: 21

## QUESNEL



Population - 10,007

Quesnel is well known for its beautiful landscaping, and is positioned at the confluence of the Quesnel and Fraser rivers. The city's heritage is steeped in the rich and colorful history of the Cariboo Gold Rush.

A total of 5278 vehicles, 122 cyclists, 14 small wheels and 581 pedestrians were observed.

0.1% (1) of vehicle operators drove while distracted, and .22% (12) violated provincial road rules.

26.22% (32) of the cyclists observed rode without helmets, 14.75% (18) rode on sidewalks, 9.83% (12) rode against traffic, and 3.27% (4) failed to come to a complete stop at stop signs.

42.86% (6) of small wheels observed were without helmet use.

3.78% (22) of pedestrians crossed streets illegally, and 3.78% (22) used crosswalks improperly.

**Safety concerns observed, broken down by time of day:**

Driving - morning: 2 - midday: 7 - late afternoon: 4

Cycling - morning: 5 - midday: 37 - late afternoon: 10

Small wheels - morning: 0 - midday: 3 - late afternoon: 3

Pedestrians - morning: 4 - midday: 20 - late afternoon: 48

## SMITHERS



Population - 5,404

Smithers is a regional service center for the entire Bulkley Valley, and offers outstanding recreational pursuits all year. It is half way between Prince Rupert and Prince George.

A total of 23,584 vehicles, 140 cyclists, 16 small wheels and 488 pedestrians were observed.

3.93% (928) of vehicle operators drove while distracted, and 1.13% (266) of them violated other provincial road rules.

51.43% (72) of the cyclists observed rode without helmets, 41.43% (58) rode on sidewalks, 7.14% (10) rode against traffic, and 1.43% (2) failed to come to a complete stop at stop signs.

68.75% (11) of small wheels observed were without helmet use.

19.06% (93) of pedestrians crossed streets illegally, and 8.4% (41) used sidewalks improperly.

**Safety concerns observed, broken down by time of day:**

Driving - morning: 0 - midday: 501 - late afternoon: 588

Cycling - morning: 0 - midday: 80 - late afternoon: 85

Small wheels - morning: 0 - midday: 5 - late afternoon: 6

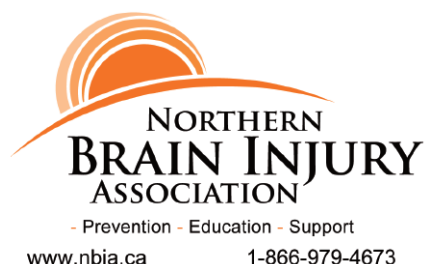
Pedestrians - morning: 0 - midday: 88 - late afternoon: 47

## PRINCE GEORGE



Population - 71,273

Prince George is known as the northern capital of British Columbia. It is both a major transportation hub, and the northern regional centre for medical care, shopping, law courts, the arts and sports.



The Northern Brain Injury Association provides prevention, education and support to survivors of brain injury, their families, communities and the professionals assisting them, in an area that encompasses the northern two thirds of British Columbia.

For brain injury information and resources, please visit the Northern Brain Injury Association's website at [www.nbia.ca](http://www.nbia.ca), or call toll free to: 1-866-979-4673.

The Northern Brain Injury Association thanks all of the amazing organizations, participants and funders who made the 2013 survey's successful completion possible. Special thanks are extended to the Bulkley Valley Brain Injury Association for their assistance.

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