



Northern Brain Injury Association 2016 Road Safety Survey



Welcome to the Northern Brain Injury Association's 2016 Road Safety Survey. This year, as usual, surveys were done twice a day (morning and evening) on two different weekdays, and one weekend day (for a total of six hours over three days). From positions of safety, survey participants carefully observed motorists, cyclists and pedestrians, looking for unsafe behaviors, lack of attention, and violations of existing vehicle and pedestrian laws.

As usual, the Northern Brain Injury Association was assisted by wonderful people who took time out of their busy schedules to give us a hand with this significant project. Special thanks go to the crew in the northeast. We also acknowledge the participation by the amazing staff of the Prince George Brain Injured Group, who consistently do a wonderful job of conducting the survey in northern BC's largest metropolis each and every year!



For the purposes of understanding the criteria of this survey, here are few definitions explained:

“Driving While Distracted”:



“Driving while distracted” included such things as operating a vehicle while also using cell phones and electronic tablets, or other distractions, such as eating, putting on makeup, etc. that distracted attention from the safe operation of a motor vehicle.

“Not following Rules Of The Road”:



“Rules of the road” violations included such things as failing to indicate turns or use turn signals, failing to use seat belts and car seats, failing to come to a complete stop at stop signs, failing to yield to pedestrians, and/or failing to give other vehicles their legal right of way.

“Unsafe Use”:



“Unsafe use” pertained to equipment use and behaviors. This may include such things as failing to stop, cyclists riding against traffic flow and/or on sidewalks, distracted pedestrians, improper use of crosswalks, jaywalking, and failing to look before crossing, etc.

“Distracted Pedestrians”:



Distracted Pedestrians” included such things as using the phone while not paying attention to obstacles, entering crosswalks or roadways without looking, running into stationary objects (such as sign poles and lamp posts), falling into open holes, etc.



2016 Prince George Road Safety Statistics

The Prince George road safety survey was conducted by staff of the Prince George Brain Injured Group and fantastic volunteers from the 'Hell Yeah Prince George!' Facebook page.

Total Number Of Motor Vehicles Observed: 4,374

Total Drivers Operating Vehicles While Distracted: **228** (5.2%)

Total Persons Not following Rules Of The Road: **73** (1.7%)

Total Number Of Cyclists Observed: 181

Without helmet: **46** (25.4%)

Unsafe use: **40** (22.1%)

Total Number Of Pedestrians Observed: 786

Improper use of crosswalk: **150** (19.1%)

Jaywalking: **38** (4.8%)

Distracted: **8** (1%)



2016 Terrace Road Safety Statistics

The 2016 Terrace road safety survey was organized by our fantastic staff in the northwest region, with awesome assistance from wonderful caring community members Lindsey (above) and Celina.

Total Number Of Motor Vehicles Observed: 4,339

Total Drivers Operating Vehicles While Distracted: **139** (3.2%)

Total Persons Not following Rules Of The Road: **393** (9%)

Total Number Of Cyclists Observed: 420

Without helmet: **69** (16.4%)

Unsafe use: **59**(14%)

Total Number Of Pedestrians Observed: 518

Improper use of crosswalk: **22** (4.2%)

Jaywalking: **47** (9.1%)

Distracted: **55** (10.6%)



2016 Quesnel Road Safety Statistics

The 2016 Quesnel road safety survey was organized and conducted by our awesome staff and a friend, who were amazed and shocked at the unsafe behaviors they witnessed.

Total Number Of Motor Vehicles Observed: 4,374

Total Drivers Operating Vehicles While Distracted: **228** (5.2%)

Total Persons Not following Rules Of The Road: **73** (1.7%)

Total Number Of Cyclists Observed: 181

Without helmet: **46** (25.4%)

Unsafe use: **40** (22.1%)

Total Number Of Pedestrians Observed: 786

Improper use of crosswalk: **150** (19.1%)

Jaywalking: **38** (4.8%)

Distracted: **8** (1%)



2016 Fort St. John Road Safety Statistics

The 2016 Fort St. John road safety survey was organized by our awesome staff member in the northwest region, and was conducted persons living with brain injuries, who did an awesome job!

Total Number Of Motor Vehicles Observed: 7,730

Total Drivers Operating Vehicles While Distracted: **46** (0.6%)

Total Persons Not following Rules Of The Road: **219** (2.8%)

Total Number Of Cyclists Observed: 9

Without helmet: **7** (77.7%)

Unsafe use: **3** (33.3%)

Total Number Of Pedestrians Observed: 302

Improper use of crosswalk: **40** (13.2%)

Jaywalking: **31** (10.3%)

Distracted: **14** (4.6%)

2016 Road Safety Summary

2016's Community Safety Prize for Vehicles goes to the city of Fort St. John! Congratulations on having the lowest number of distracted drivers in the north.

2016's Community Safety Prize for Cyclists goes to the community of Terrace! Congratulations on having the best cycling safety statistics in Northern BC.

2016's Community Safety Prize for Pedestrians also goes to the community of Terrace. Whatever you're doing seems to be working, but there is still a lot of room for improvement.

Here Are Few Things Observers Spotted While Conducting The 2016 Survey

- Lots of people were seen driving with one or more dogs in the front seat or on driver's laps. One driver was stroking their dog, who was standing on their lap.
 - One male driver was so distracted while on the phone with petting a dog on his lap, he missed his turn to go through the 4-way stop three times. A few beeps and gestures got him going.
 - We saw some people driving in the morning with their windows fogged up.
 - We also saw numerous cars with small children in the front passenger seat, and without proper car seats. It made us all cringe.
 - One lady was putting her lipstick on while driving through the intersection.
 - A man was spotted comically eating pizza with one hand while driving.
 - Another man was eating an ice-cream cone while driving with an unrestrained dog in the front seat.
 - One guy had no hands on the wheel as he texted and drove.
 - Not one skateboarder observed had a helmet on, and all but one went through the intersection without stopping. Some went through the intersection without even looking for traffic.
 - One skateboarder had a can of pop in each hand, ear-muff-style headphones on, and performed a trick to get onto the curb.
 - None of the observers saw a single taxi driver wearing a seatbelt!
 - Some of the most common infractions spotted were rolling stops (just slowing down at stop signs), not looking for pedestrians, and improper lane changes.
 - Observers noted that some people tried to hide holding drinks and/or cigarettes in hand as they passed.
 - There was one guy who had an oversized open coffee mug he was drinking from, and it was so large that he could not get it into a cup holder, so he couldn't put it down.
 - One person was seen quickly pulling their seatbelt across themselves so it looked like it was on when they went past the observers
 - Observers saw a lot of pedestrians with headphones on and heads down, and many didn't look before crossing.
 - Teens driving with earphones in, or with music blaring.
 - A number of obviously overloaded vehicles were seen going by.
 - There were a number of RCMP officers looking down at on-board computers whilst driving.
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Did you know that vulnerable road users (like pedestrians, cyclists, and bikers) account for around 50% of deaths due to road accidents? And, that cyclists wearing quality helmets reduces their chance of injury and death due to crash by a whopping 40%?