



Northern Brain Injury Association 2017 Road Safety Survey



Welcome to the Northern Brain Injury Association's 2017 Road Safety Survey. Each year surveys are 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.

The Northern Brain Injury Association thanks the wonderful people who assisted us with this significant project. Special thanks goes to the Prince George Brain Injured Group, who consistently do a wonderful job of conducting the survey in northern BC's largest metropolis!



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”:



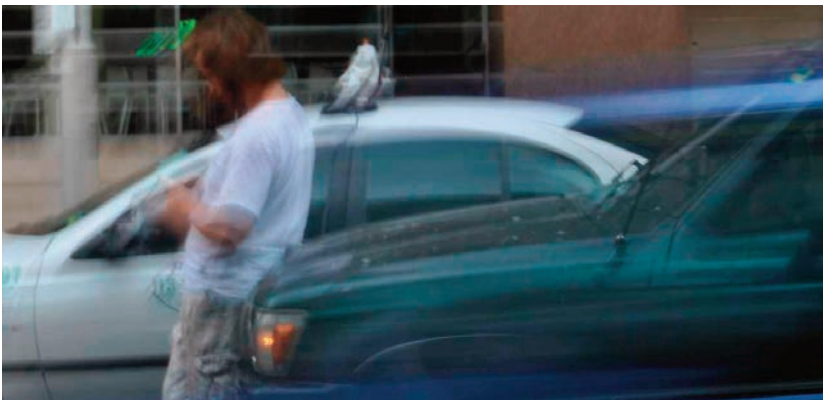
“Rules of the road” violations included such things as failing to indicate turns or use turn signals, failing to use seat belts and car seats, failing to come to a complete stop at stop signs, failing to yield to pedestrians, and/or failing to give other vehicles their legal right of way.

“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.



2017 Prince George Road Safety Statistics

The Prince George road safety survey was conducted by staff of the Prince George Brain Injured Group.

Total Number Of Motor Vehicles Observed: 16,421

Total Drivers Operating Vehicles While Distracted: **837** (5.1%)

Total Persons Not following Rules Of The Road: **394** (2.4%)

Total Number Of Cyclists Observed: 215

Without helmet: **73** (34%)

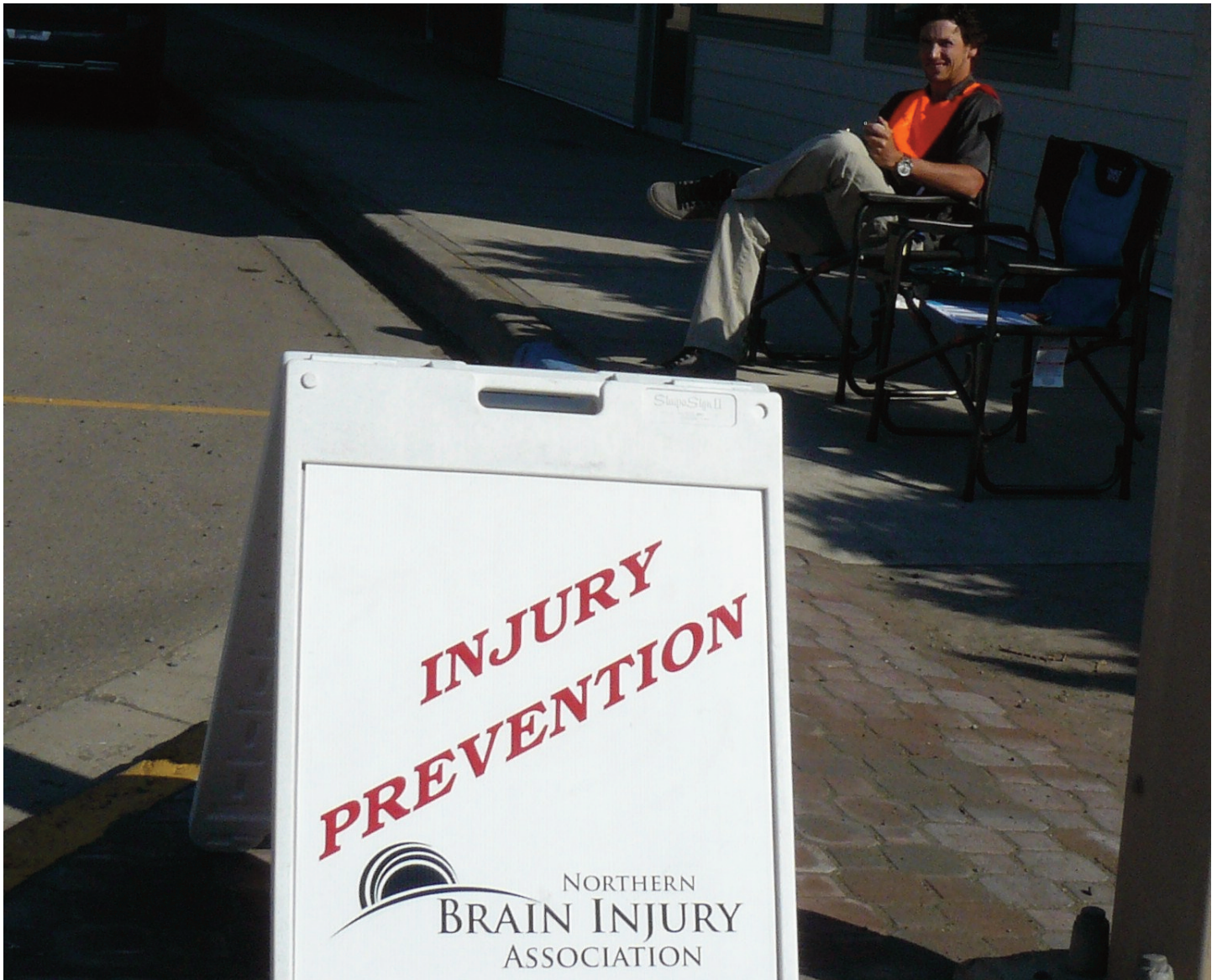
Unsafe use: **75** (35%)

Failed to stop: **13** (6%)

Total Number Of Pedestrians Observed: 600

Improper use of crosswalk: **46** (7.7%)

Jaywalking: **112** (18.7%)



2017 Terrace Road Safety Statistics

The Terrace road safety survey was conducted by our staff in the northwest region, with awesome assistance from wonderful caring community members..

Total Number Of Motor Vehicles Observed: 4,076

Total Drivers Operating Vehicles While Distracted: **105** (2.6%)

Total Persons Not following Rules Of The Road: **170** (4.2%)

Total Number Of Cyclists Observed: 64

Without helmet: **15** (23.4%)

Unsafe use: **37** (58%)

Total Number Of Pedestrians Observed: 186

Improper use of crosswalk: **25** (13.4%)

Failed to look: **20** (11%)

Distracted: **13** (7%)



2017 Quesnel Road Safety Statistics

The 2017 Quesnel road safety survey was organized and conducted by our awesome staff and a friend.

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%)



2017 Fort St. John Road Safety Statistics

The 2017 Fort St. John road safety survey was organized by our awesome staff in the northwest region.

Total Number Of Motor Vehicles Observed: 7,340

Total Drivers Operating Vehicles While Distracted: **74** (1%)

Total Persons Not following Rules Of The Road: **122** (1.7%)

Total Number Of Cyclists Observed: 57

Without helmet: **39** (68.4%)

Unsafe use: **10** (17.5%)

Total Number Of Pedestrians Observed: 306

Improper use of crosswalk: **69** (22.5%)

Jaywalking: **46** (15%)

Distracted: **100** (32.7%)



2017 Dawson Creek Road Safety Statistics

The 2017 Dawson Creek road safety survey was organized by our awesome staff in the northwest region.

Total Number Of Motor Vehicles Observed: 7,145

Total Drivers Operating Vehicles While Distracted: **193** (2.7%)

Total Persons Not following Rules Of The Road: **311** (4.4%)

Total Number Of Cyclists Observed: 17

Without helmet: **9** (52.9%)

Unsafe use: **6** (35.2%)

Total Number Of Pedestrians Observed: 47

Improper use of crosswalk: **5** (10.6%)

Jaywalking: **1** (2.1%)

Distracted: **1** (2.1%)



2017 Prince Rupert Road Safety Statistics

The 2017 Prince Rupert road safety survey was organized by our awesome staff in the northwest region.

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%)

2017 Road Safety Observations

Here Are Few Things Observers Spotted While Conducting The 2017 Survey

- Vehicle dropped off pedestrians in crosswalk
- U-turn in the middle of the intersection
- School bus unloaded 25 children in the middle of the street
- No license plate
- U-turn on unmade street
- Loud music
- Skateboarder on sidewalk
- Stopping way too far back from intersection
- Holding seatbelt instead of wearing it
- Hit the curb while turning
- Didn't make a complete stop
- Failing to stop at a stop sign
- Turning right without stopping at marked intersection
- Unsecured dog on lap while driving
- Cyclists with no helmets riding all over the road
- Mother pushing baby stroller walked into street without looking
- Studded tires still on in June
- Eating a burger while smoking and driving
- Pedestrian diagonal crossing of intersection
- Stopped too late (blocking crosswalk)
- Turned into oncoming lane
- Used turn signal but did not turn
- Talking on cell while smoking
- Arguing while driving vehicle
- Doing make-up and hair while driving
- No helmet riding a cycle while talking on cell phone
- No helmet riding a cycle while texting
- Walked in front of truck causing slamming on of brakes
- Unsafe use of crosswalk by a person using a walker
- Unsafe use of crosswalk by a person using a wheelchair
- Wearing earphones while driving
- Parents with children on cycles with adult wearing no helmet - poor role models
- Pedestrians commonly walked into street without looking, many wearing earphones while doing so
- Unsafe (and unsignalled) lane changes
- Child on driver's lap

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%?