



2018 Road Safety Report

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DEFINITIONS

For the purposes of understanding the criteria used during this survey, here are few terms explained:

"Driving while distracted" includes things like operating a vehicle while also using a cellphone or another digital distraction, eating, drinking, putting on makeup, etc., that distract attention from the safe operation of a motor vehicle.

"Not following rules of the road" violations include such things as failing to indicate turns or use turn signals, failing to use seat belts and car seats, failing to come to complete stops, not yielding to pedestrians, and/or failing to give other vehicles their legal right of way.

"Unsafe use" refers to road use behaviors. They may include such things as failing to stop, cyclists riding against traffic flow and/or on sidewalks, improper use of crosswalks, jaywalking, and failing to look before crossing roads, etc.

"Distracted pedestrians" refers to people using a phone or device without paying attention to obstacles/danger; such as running into stationary objects (like sign poles and lamp posts) and/or other people, falling into open holes, and entering crosswalks or roadways without looking, etc.



ABOUT ROAD SAFETY REPORTS

Each year Northern Brain Injury Association (NBIA) conducts road safety surveys in communities throughout northern British Columbia. The surveys are not scientifically conducted, rather they are general observations witnessed by staff and assistants. This year surveys were conducted in the communities of Terrace, Vanderhoof, Fort St. John, Dawson Creek, and Quesnel.

The surveys are conducted in each community by two persons at the same time. Each observer is located diagonally (kitty-corner) from each other across a designated intersection. One person monitors all road and pedestrian traffic flowing one way, while the other person monitors road and pedestrian traffic in the other direction.

The surveys take place for one hour on two weekday mornings, two weekday late afternoons on the same days, and one weekend day and evening during the same week, all at the same intersection for a total of six (6) hours per community. Please keep the number of safety infractions noted in such short periods of time in mind when viewing our data.

The purpose of the survey is to raise road user safety awareness, and collect data that will be used by the Northern Brain Injury Association to better direct its awareness and prevention efforts. Survey reports are provided free of charge.

NOTE: Surveys in Dawson Creek have only been done for 2 years, and in Vanderhoof for 1.

2018's Best And Worst

Vehicle Category (excludes two wheeled vehicles)

The winning community for the fewest unsafe driving incidents was Fort St. John.
The community that had the most unsafe driving was Quesnel.

The winning community for the fewest number of distracted drivers was also Fort St. John.
The community that had the most distracted drivers was Terrace.

Cyclist Category (includes unicycles, bicycles, motorcycles, and two wheeled scooters)

The winning community for the most persons operating cycles safely was Dawson Creek.
The community that had the most persons operating cycles unsafely was Terrace.

The winning community for the fewest persons riding without a helmet was Vanderhoof.
The community that had the most persons riding without a helmet was Quesnel.

Pedestrian Category

The winning community for the fewest persons jaywalking was Terrace.
The community that had the most persons jaywalking was Vanderhoof.

The winning community for the fewest distracted pedestrians was Vanderhoof.
The community that had the most distracted pedestrians was Fort St. John.

TERRACE, BRITISH COLUMBIA



Terrace Is BC's Northwest Regional Business Centre

Terrace is the regional business centre for the northwest area of British Columbia. Located approximately 696 air kilometers northwest of Vancouver (1355.35 km by land), the city is 574.9 km west of Prince George, and sits on a series of natural flat benches, or terraces (hence the name) within the broad valley delta created by the mighty Skeena River. Its close proximity to the ocean (approximately 60 kilometers), low altitude (60 meters above sea level), and location within the shelter of the Coast Mountains, has created a natural "greenhouse" effect. Rainfall is less than half of that found on the coast, while temperatures are moderate enough to permit the growing of fruit orchards and specialty crops.

Terrace Is Home Of The Kermodei (Spirit) Bear

The white Kermodei (pronounced Kerr-mo-dee) bear is revered as the 'Spirit Bear' by local First Nations. First identified in 1905 by director of the B.C. Provincial Museum, Francis Kermode, as a new and distinct species (*Ursus Americanus Kermodei*), it took over 20 years to obtain a live cub to observe and study. From Dr. Kermode's work he concluded (in 1928) that the Kermodei was not an albino, but an extremely rare sub-species of the common North American black bear.

2018 Road Safety Survey Summation

Terrace is both a tourist corridor and commerce hub to many northwest communities, so it experiences significant traffic. This year's survey reports that unsafe driving of vehicles increased by 2.12%, distracted driving increased by 1.45%. Unsafe cycle use decreased 8.36%, while those riding without a helmet increased 38.1%. The number of pedestrians who jaywalked rose by 3.93%, and those observed walking while distracted increased by 17.74%.

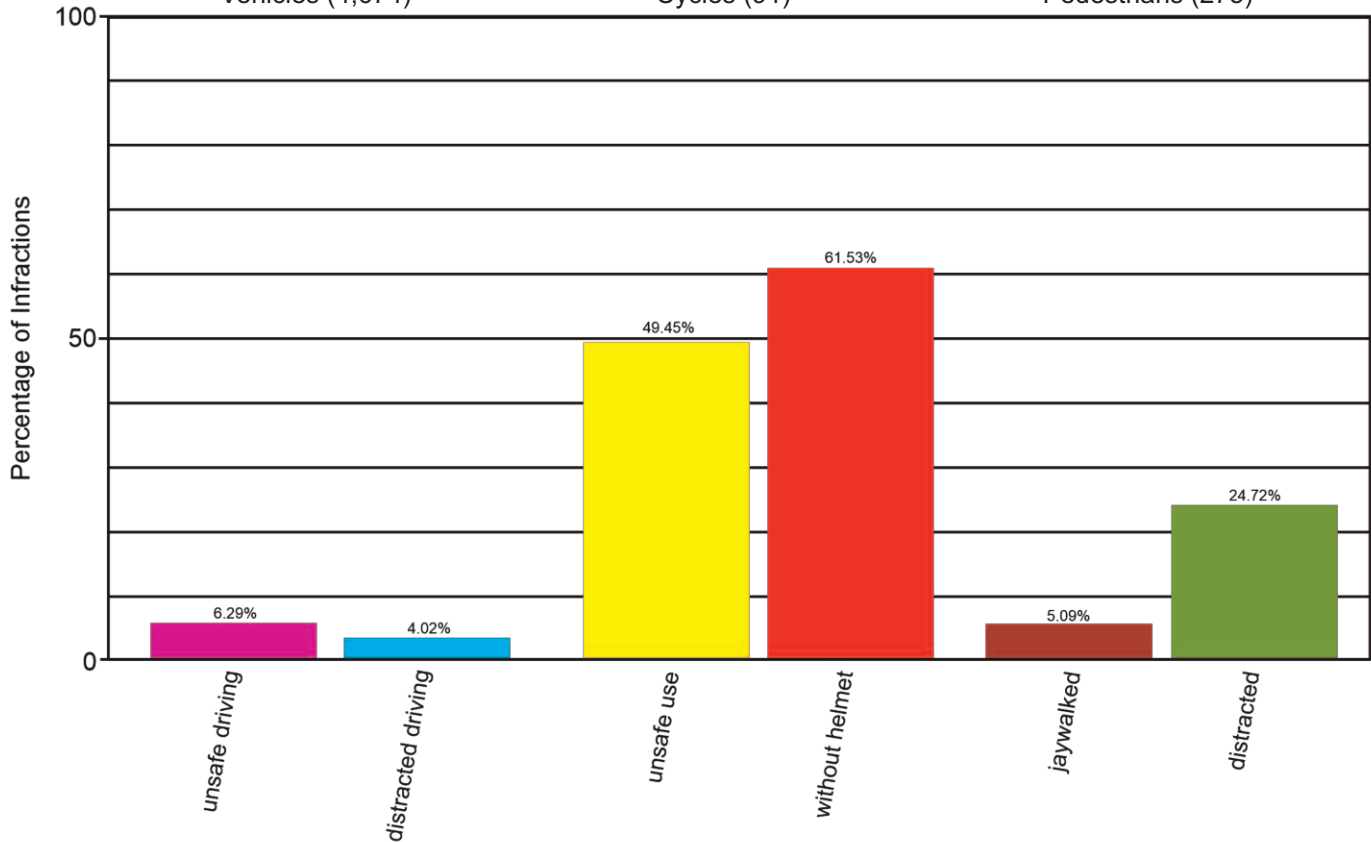
TERRACE 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period

Vehicles (4,674)

Cycles (91)

Pedestrians (275)



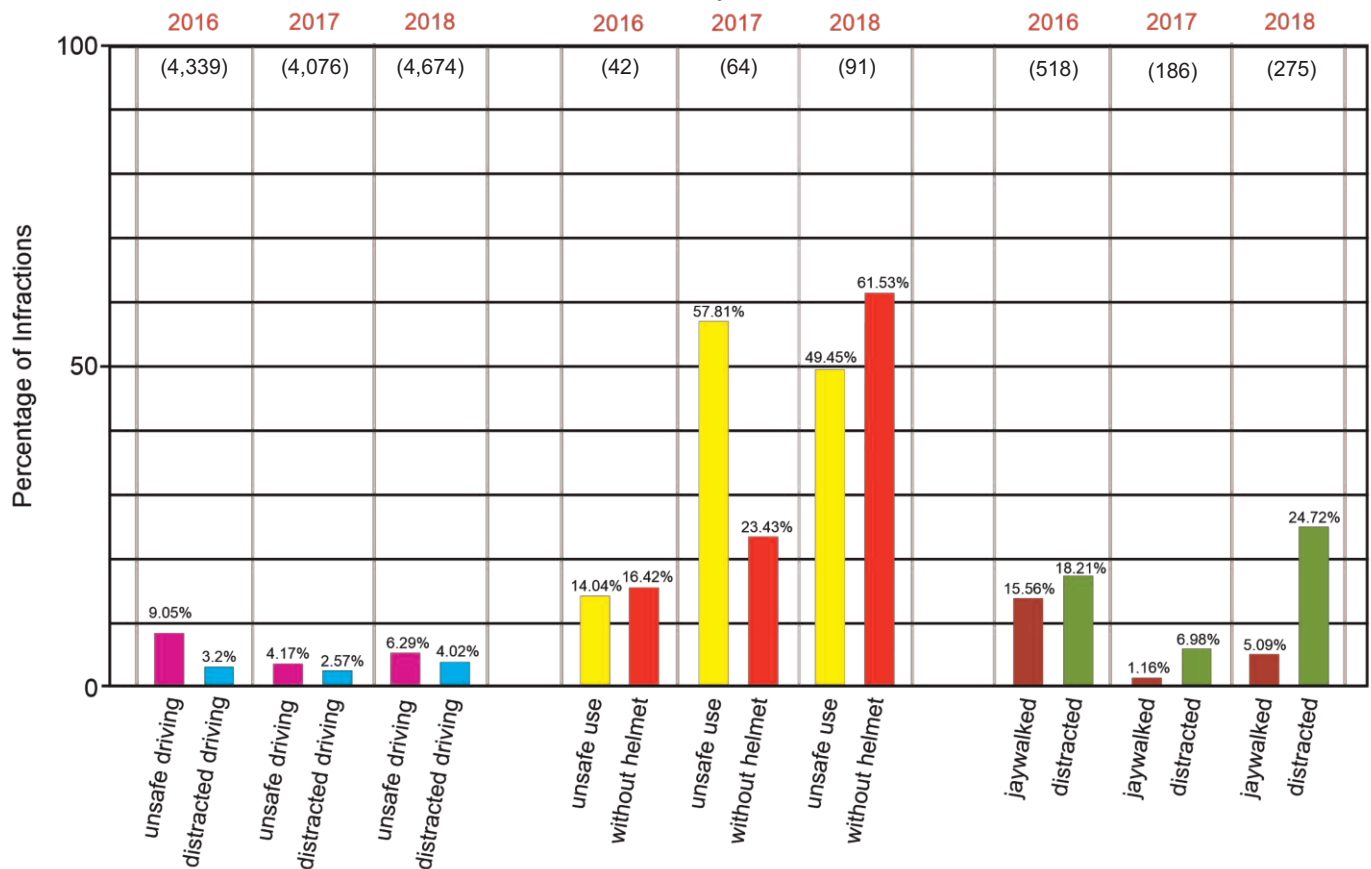
TERRACE 2016 - 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period

Vehicles

Cycles

Pedestrians



DAWSON CREEK, BRITISH COLUMBIA



The Dawson Creek area is the traditional territory of the Sekanni and Beaver First Nations. The City of Dawson Creek is located near the British Columbia-Alberta border, 1,184.9 km from Vancouver, and 404 km northeast of Prince George. The area was first explored in 1793 by Alexander Mackenzie and companions on their journey up the Peace River on their historic overland trip to the Pacific. Mackenzie's journey changed the economic picture of this vast hinterland, and his report sent Simon Fraser in his tracks to establish trading posts in the area in 1805.

In 1879, George Mercer Dawson, a geologist, was sent to the area to gain information about its physical features, possible economic importance, and other advantages for building a CPR railway line. He wrote of "grass up to the horses' bellies, the hillside covered with wild asters, goldenrod, and Indian paintbrush; the deep valley soil" and the native peoples. In appreciation, Dawson Creek was named for him.

The economy of Dawson Creek is based on four major industries: agriculture, retail, tourism, and oil and gas, with agriculture historically the most important industry, as the city is the regional transshipment point for agricultural commodities. The city is surrounded by the Agricultural Land Reserve, where the fertile soil supports livestock and produces consistently good yields of quality grain and grass crops, such as canola, hay, oats, alfalfa, wheat, and sweet clover.

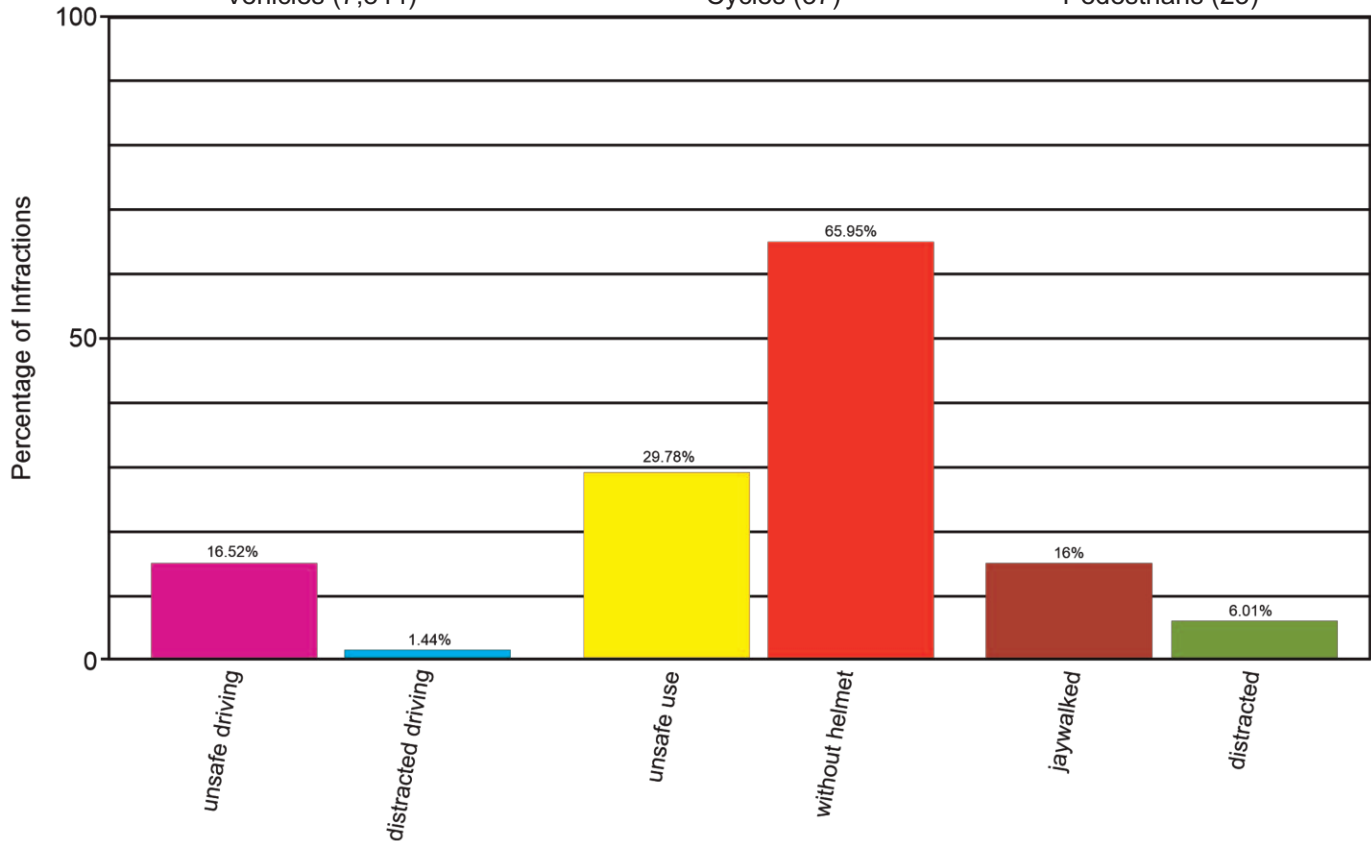


2018 Road Safety Survey Summation

Dawson Creek's economic diversification and tourism ensures a steady mix of traffic year round. This year our survey revealed that unsafe driving increased by 6.48%, while distracted driving decreased by 0.4%. Unsafe cycle use dropped by 29.89%, and riders without helmets fell a whopping 68.65%. Way to go cyclists of Dawson Creek! Unfortunately, jaywalking increased by 58.7%, and the distracted pedestrian number rose by 2.24%.

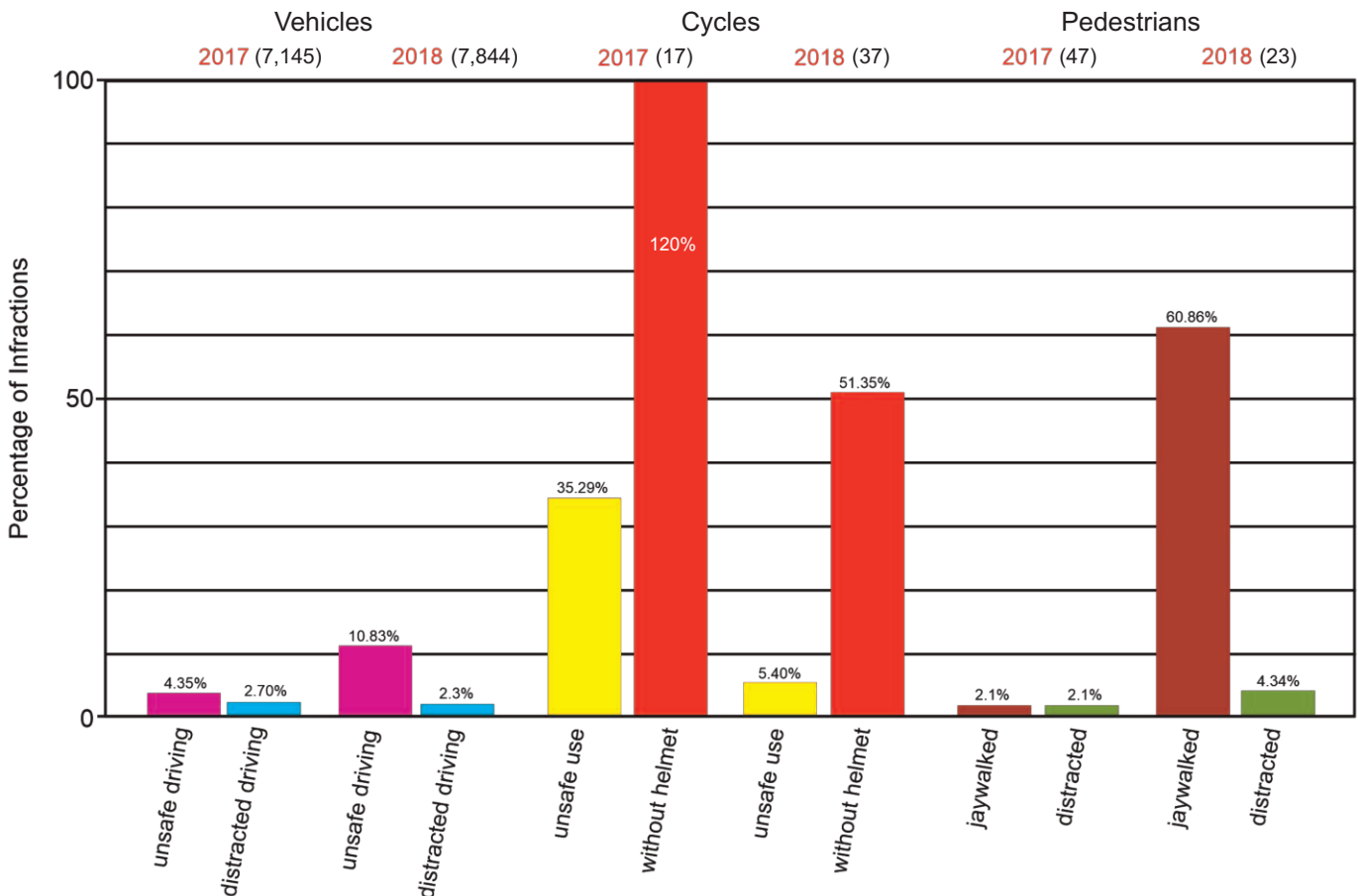
DAWSON CREEK 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period
 Vehicles (7,844) Cycles (37) Pedestrians (23)



DAWSON CREEK 2016 - 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period



QUESNEL, BRITISH COLUMBIA



Quesnel is a beautiful northern community located 666 kms north of Vancouver, and 120 kms south of Prince George. The area is the traditional territory of the 'Uda ukelh' which means "People who travel by boat on water early in the morning." They are more commonly known as the Carrier. In 1808 Simon Fraser explored what is now known as the Fraser River, and named a major tributary for his clerk, Jules Maurice Quesnel. The community that flourished at the confluence of the Quesnel and Fraser Rivers eventually became known as Quesnel.

The Gold Rush reached the Quesnel River by 1859, with major strikes made in 1861 on Williams Creek (what's now known as Barkerville), making Quesnel a major stop over and supply centre for the gold fields.

It became the northern terminus of the Pacific Great Eastern Railway from 1921-1952, and its forestry industry expanded during WWII. The community achieved town status in 1958, and today forestry continues to be the leading industry, while agriculture, mining, and tourism are also important parts of Quesnel's economy.



2018 Road Safety Survey Summation

Quesnel's the business centre for surrounding communities, and a corridor to the abundant riches of the north, so it has significant traffic year round. This year's survey reports that unsafe driving of vehicles increased by 11.31%, and distracted driving decreased by 0.22%. Unsafe cycle use increased 7.69%, and those riding without a helmet increased 40.54%. The number of pedestrians who jaywalked rose by 11.17%, and those observed walking while distracted also increased by 5%.

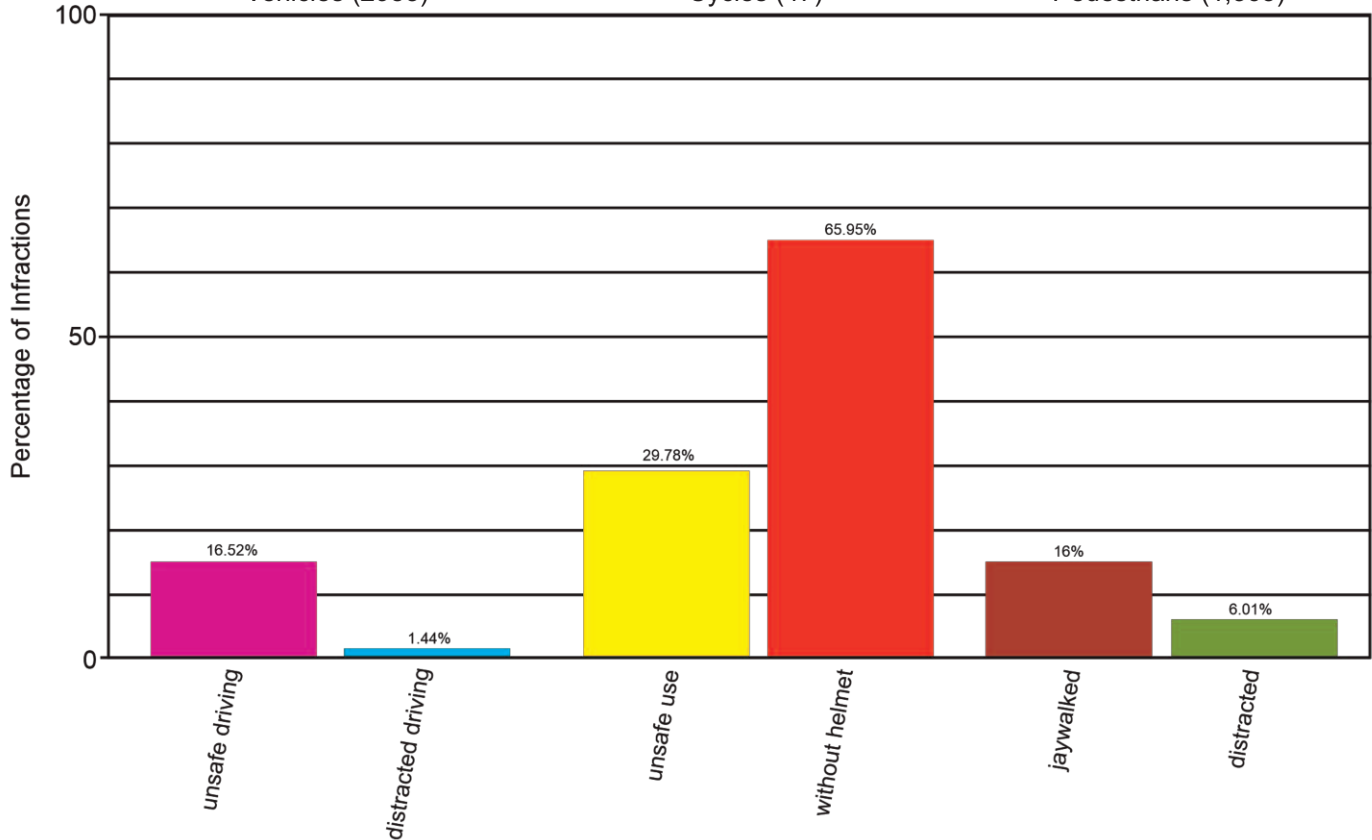
QUESNEL 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period

Vehicles (2983)

Cycles (47)

Pedestrians (1,363)



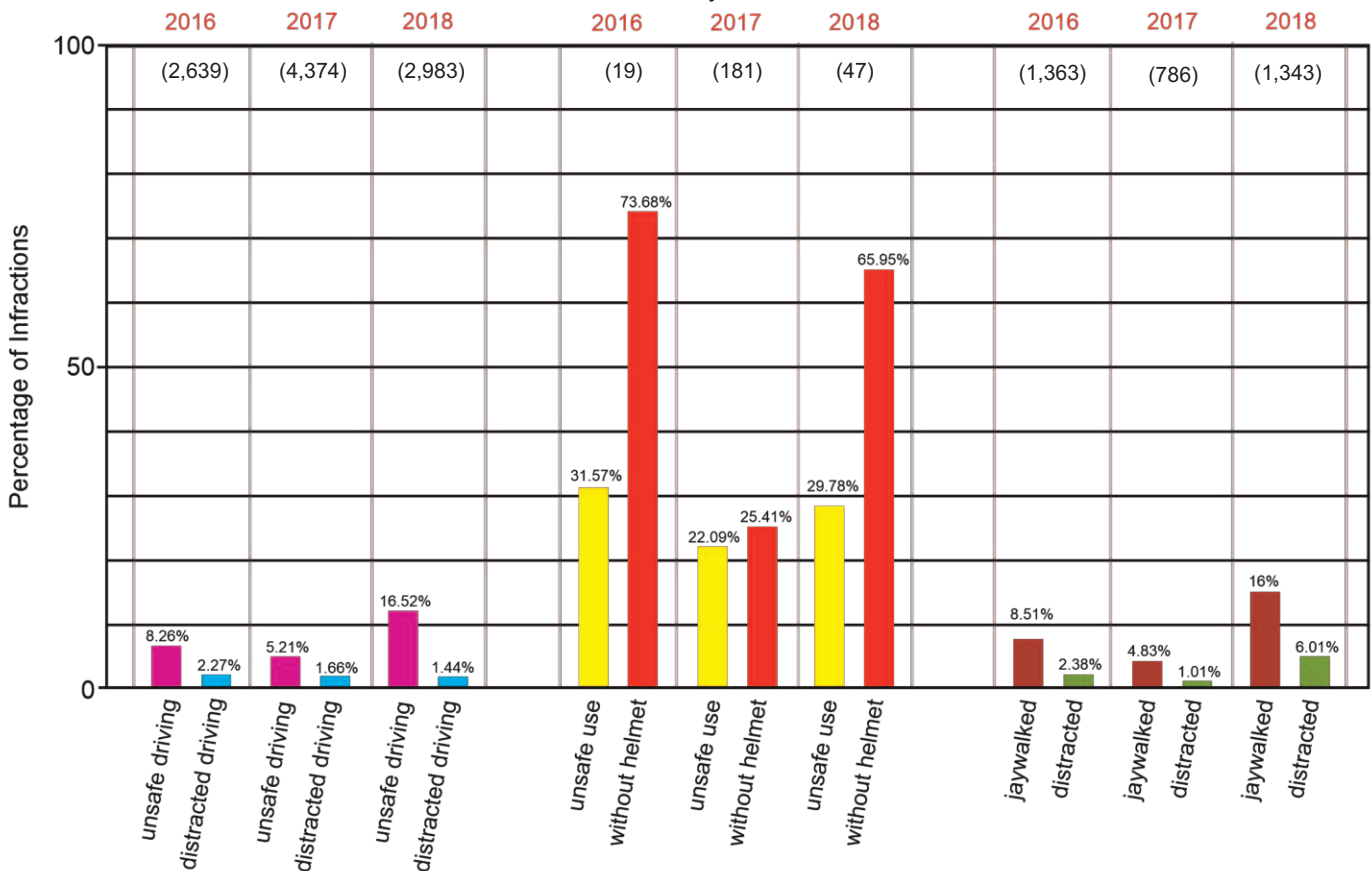
QUESNEL 2016 - 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period

Vehicles

Cycles

Pedestrians



FORT ST. JOHN, BRITISH COLUMBIA



Fort St. John is British Columbia's oldest non aboriginal settlement, and is the commercial hub for the northeast region of British Columbia. Its located 1,237 km northeast of Vancouver, 478 km northeast of Prince George, and 214 km west of Grande Prairie, Alberta. The nickname "The Energetic City" reflects its large resource base of natural gas, oil, wind and hydroelectric power, forestry and agriculture.

First settled in 1794 as a trading post, Fort St. John was officially established as a community in 1928. The completion of the Alaska Highway in 1942 opened the area up to development, and by 1951 high grade oil had been discovered. Today Fort St. John is British Columbia's oil and gas capital, and its pioneer spirit is still alive and well.

On September 28th, 1996, a ceremony was held by the American Society of Civil Engineers to designate the Alaska Highway as the 16th International Historic Civil Engineering Landmark in the world. Today hundreds of thousands of tourists travel this now completely paved historical route to Fort St. John. The highway offers travelers a fantastic display of wildlife, breathtaking landscapes, and adventures that are sure to excite both the young, and the young at heart!

(Photo of "Suicide Hill" near Fort. St. John - circa 1942)

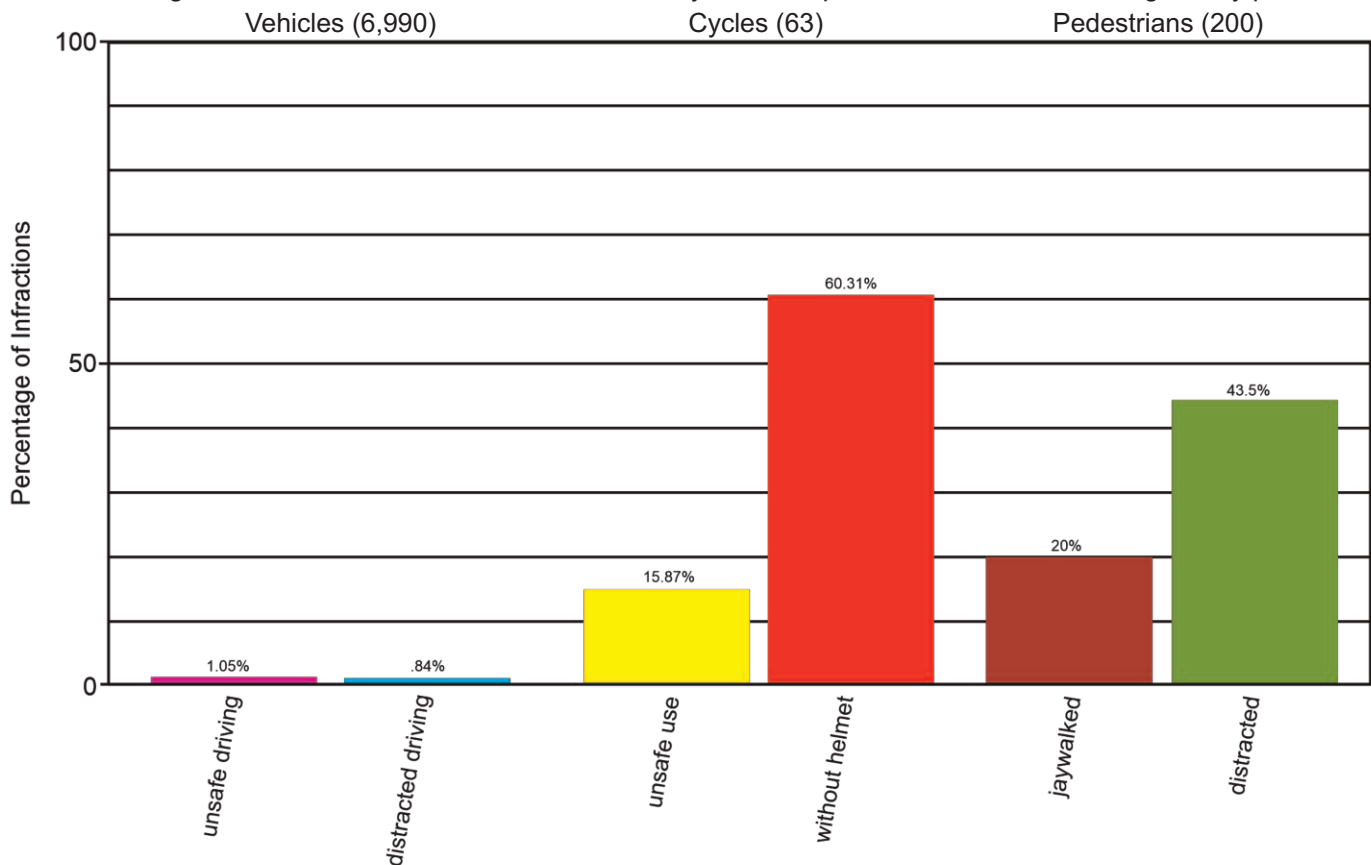


2018 Road Safety Survey Summation

Fort St. John is the commerce hub for northeast communities, and experiences significant industrial traffic. This year's survey reports that unsafe driving of vehicles decreased by 0.61%, and distracted driving increased by 0.16%. Unsafe cycle use decreased 1.67%, and those riding without a helmet decreased 8.11%. The number of pedestrians who jaywalked rose by 6.93%, and those observed walking while distracted also increased by 10.83%.

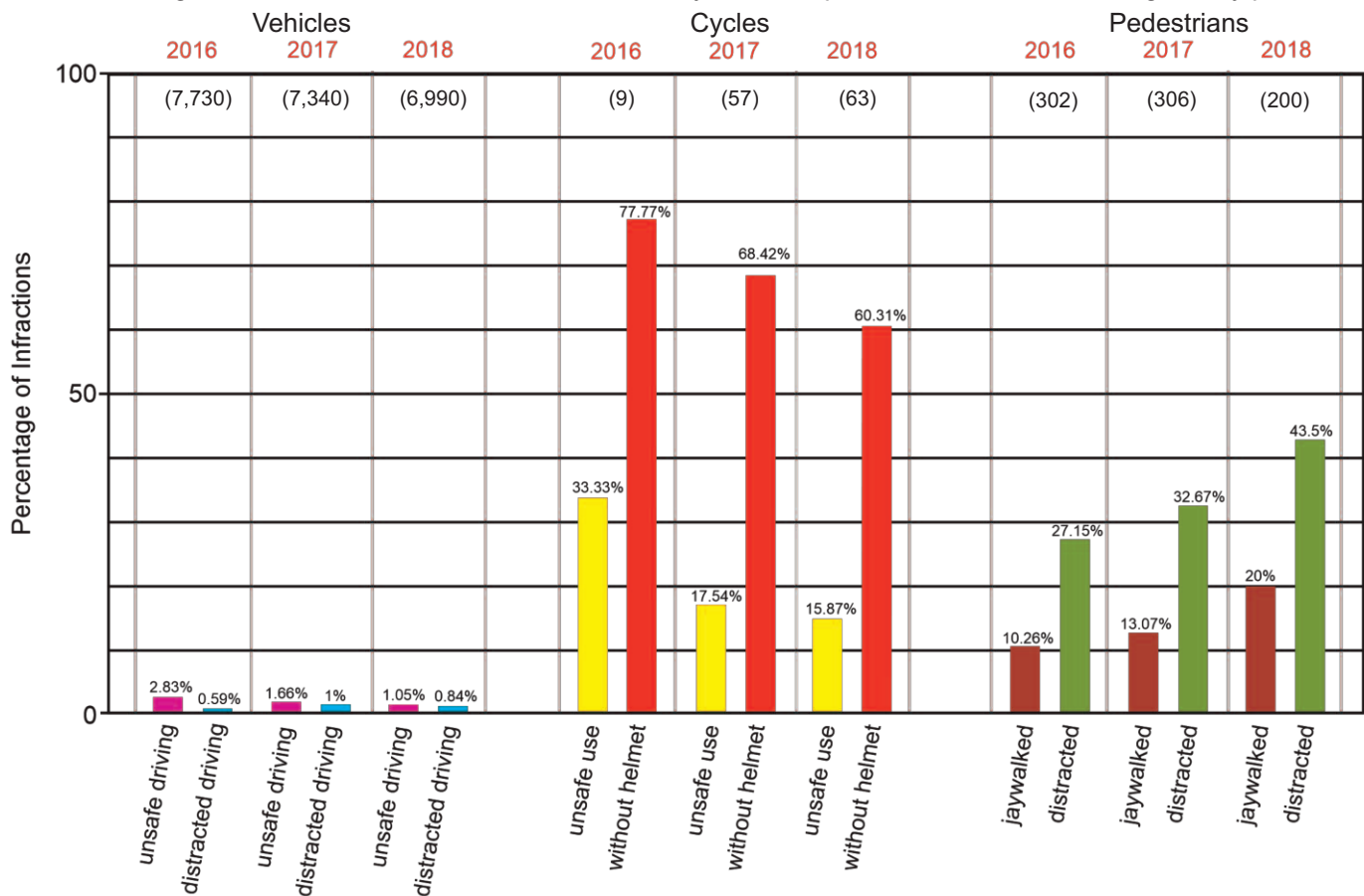
FORT ST. JOHN 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period



FORT ST. JOHN 2016 - 2018

Percentages based on the total number of vehicles, cyclists and pedestrians observed during survey period



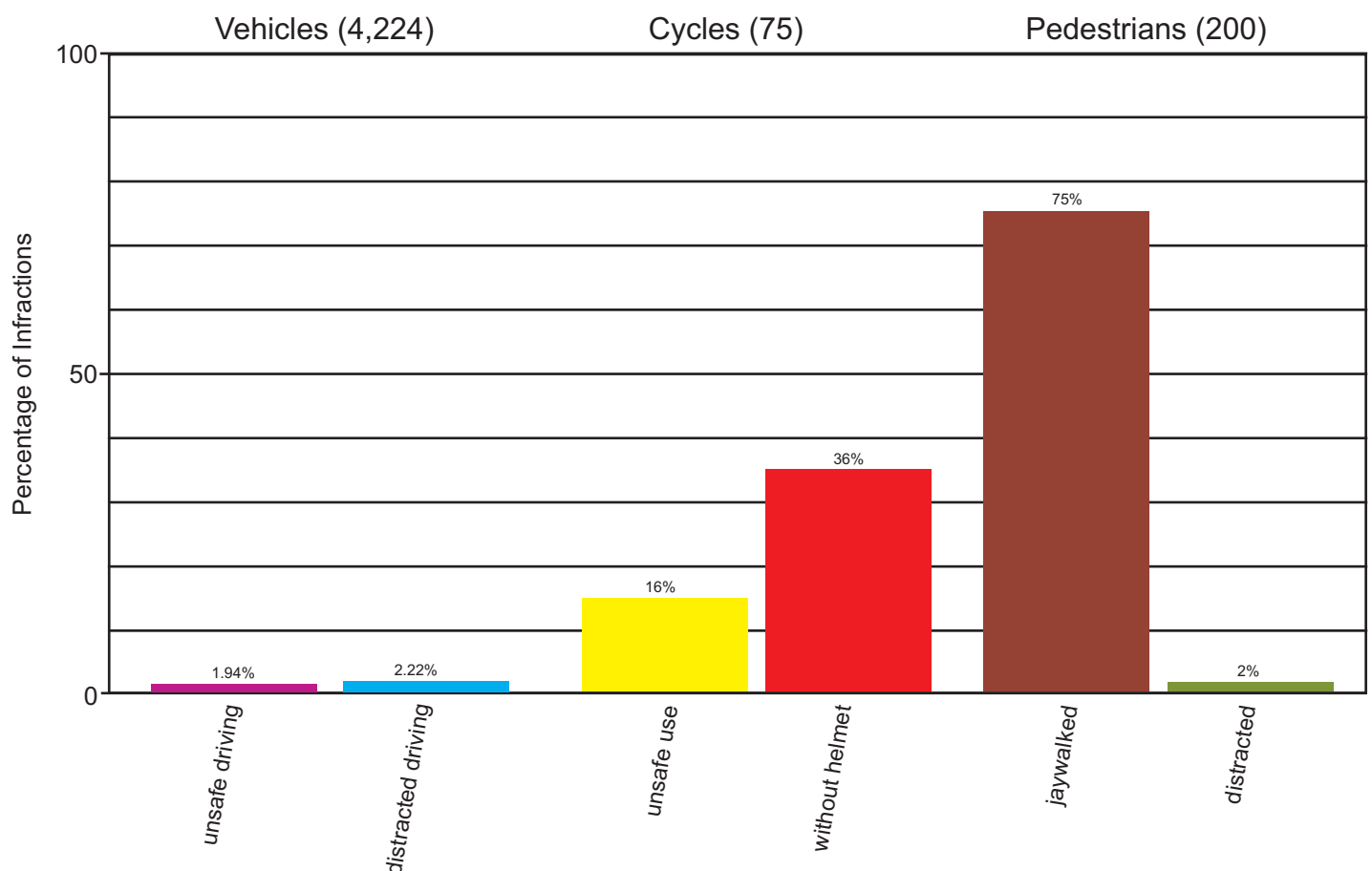
VANDERHOOF, BRITISH COLUMBIA



Vanderhoof is a district municipality that lies very near the geographical centre of British Columbia. Its economic drivers are the forest industry, agriculture and related industries. Tourism is growing, but has yet to challenge any of the established industries. Mining is growing in importance, with a number of mines being developed in the area. It is located 880.31 kms north of Vancouver, and 99.78 kilometers kms west of Prince George.

Vanderhoof's economic diversification and tourism ensures a steady mix of traffic year round. This was our first year conducting a safety survey in the community, and it revealed that 6.48% of people drove unsafely, while 2.22% drove while distracted. Unsafe cycle use rate was 16%, and the 36% of cyclists rode without helmets. The rate of persons who jaywalked was a very concerning (75%) but the distracted pedestrian rate was just 2%.

Vanderhoof Statistics 2018



Things NBIA Observers Witnessed While Conducting This Year's Surveys:

- A woman was doing her hair while driving.
- 2 unsecured dogs in the box of the truck.
- 41 people ran red lights.
- A woman jaywalked twice, then walked onto the highway with no walk signal to chat up observers.
- Teens not wearing seat belts, despite two teen deaths this year in the same community from not wearing seat belts.
- A man thought it would be funny to act like he was on his phone while making eye contact with an observer.
- One person saw the observer and quickly put on their seat belt.
- A government conservation officer wore no seat belt.
- One person pretended to be wearing her seatbelt.
- Multiple small children rode in front passenger seats (who below age and weight restrictions).
- RCMP honked, smiled and waved in support.
- A teen passenger was blowing vape residue at driver's face, obstructing the driver's vision.
- A lady was so busy observing NBIA observers that she turned into oncoming traffic before safe to do so, almost causing an accident.
- Two passengers were observed with legs extended out the window.
- Observers noted four persons not wearing seatbelts in one truck.
- One passenger in a car had their seat fully reclined, wore no seat belt, and had legs fully extended out the window.
- 3 people were seen chatting on phones despite the law against distracted driving.
- Drivers exhibit more rebellious, impatient and complacent driving behaviours in the afternoon.
- Observers had to yell a warning to a young girl who was about to walk out in front of an oncoming vehicle. Luckily she heard the call and stopped just in time to avert the accident.
- Observers were heckled by a man who took both hands off the steering wheel to gesture as he hollered, "OMG, just tell them 50,000 drive through here, and go get a life."
- A man (and local hero) stopped a young child from running into the roadway right in front of an oncoming vehicle while his unaware mother was distracted by her other children.
- Observers were thrilled to see one youth riding a bicycle who did everything right, and wished they had something on hand to reward the youth for such responsible and safe use of roadways.

2018 Observations (continued)

- 33 undersized children were observed riding in vehicle front passenger seats, despite the threat of injury and death to the children from deployed airbags.
- Multiple vehicles were observed not waiting their turn to enter an intersection, and entered intersections while still in use by pedestrians.
- Observers saw a cyclist wearing earphones, but no helmet, bomb through an intersection without looking or stopping, and was almost hit by a vehicle.
- One youth concentrated on dribbling a basketball as he used a crosswalk without even looking up.
- Driver infractions observed included smoking, eating, smoking, drinking, applying makeup, playing incredibly loud music, and lap dogs on the drivers' laps while driving.
- Observers noted a large number of people who quickly (and quite obviously) pretended not to be breaking traffic laws when observers were spotted.
- Over 600 vehicles were observed not using turn signals to change lanes or make turns.
- Very few cyclists wore helmets, mostly adult, only one cyclist used hand signals, or turn signals of any kind, and almost none looked both ways before entering a roadway.
- Observers noted that almost all vehicle operators drove with only one hand on the steering wheel.
- A senior citizen without a helmet in a motorized wheelchair was going excessively fast and failed to stop and look before entering the crosswalk.
- An adult wearing sunglasses and earphones walked two dogs through an intersection without looking either way first.
- Observers noted one woman driving while turning around constantly to give what appeared to be a guided tour to passengers.
- A Sheriff's vehicle made an incorrect turn right in front of observers while using no signals, for convenience, not to pursue a suspect.
- Observers saw incidents of road rage, and heard a lot of profanity directed at specific drivers.
- A woman had both hands off the wheel as she used them to emphasize whatever she was discussing with her passenger.
- Two small children (appeared to less than 8 years old) were observed riding bicycles downtown, unaccompanied, wearing no helmets, and not even looking as they went through intersections.
- Observers noted a large number (over 20) of vehicles who failed to allow other vehicles to clear intersections before entering themselves.
- And, the creme de la creme of pedestrian infractions was a woman who went through a crosswalk without looking at all, while walking two dogs, wearing earphones, and talking on her phone.

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250-562-4673 (toll free - 1-866-979-4673)
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