

## NEWS RELEASE

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### **Pedestrian Safety Day November 7, 2017**

*The City, the RCMP and ICBC to host Pedestrian Safety Day*

#### **Summary**

As Daylight savings comes to an end, the days are getting shorter and the weather is getting colder and wetter. Together, these factors can greatly impact pedestrian safety. To help everybody stay safe this winter, the City, the RCMP and ICBC are hosting a Pedestrian Safety Day to remind everybody to "Stop, Look, Listen and Be Seen". We will be at the intersection of Commercial Street at Victoria Crescent on Tuesday, November 7, between 11:30 am and 1:30 pm to educate and bring awareness to Pedestrian Safety.

*Strategic Link:* Promoting Pedestrian Safety supports the City's Strategic Priority to enhance Transportation and Mobility.

#### **Key Points**

- Pedestrian safety is everybody's responsibility.
- Pedestrians need to Stop, Look, Listen and Be Seen.
- Drivers need to slow down and be aware of pedestrians, especially at intersections.

#### **Quotes**

"Every journey is started as a pedestrian, we want to encourage people to be a pedestrian for their entire trip. To promote pedestrian safety, the City, the RCMP and ICBC are working together to host a pedestrian safety day."

Jamie Rose  
Acting Manager of Transportation  
City of Nanaimo

"Pedestrian safety is everyone's responsibility and it is great to see the City partnering with ICBC and the RCMP to emphasize this message."

Sheryl Armstrong  
Acting Mayor  
City of Nanaimo

#### **Quick Facts**

- The Nanaimo Transportation Master Plan places Pedestrian mobility as the highest priority when guiding transportation planning.
- Between 2009 and 2013, more collisions involving pedestrians occur in November than any other month.
- The City of Nanaimo spends over \$300,000 each year building amenities to enhance pedestrian safety.

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