

## NEWS RELEASE

Distributed November 5, 2018

### **Pedestrian Safety Day: Heads up. Phones down.**

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

#### **Summary**

As Daylight Savings Time came to an end this week, the days are getting shorter and the weather is turning cold and wet. 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 at the intersection of Bowen Road and Dufferin Crescent on Friday, November 9, between 2:30 pm and 4:30 pm.

The risks of distracted driving are well known, but pedestrian awareness while walking is also extremely important. Distracted walking is a dangerous activity. Pedestrians need to focus on being present; heads up, phones down and headphones off when crossing the street and interacting with vehicles on the road.

For more information on pedestrian safety, visit the ICBC website at [www.icbc.com](http://www.icbc.com).

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

#### **Key Points**

- Pedestrian Safety Day will be held at the intersection of Bowen Road and Dufferin Crescent on Friday, November 9, between 2:30 pm and 4:30 pm.
- Pedestrian safety is everybody's responsibility.
- Drivers need to slow down and be aware of pedestrians, especially at intersections.

#### **Quotes**

"Don't be a distracted walker - unplug, stop, look, listen, think, and be seen!"

Annalisa Fipke, P.Eng.  
Transportation Engineering  
City of Nanaimo

"Forty-three percent of all crashes where a pedestrian gets injured happen in just four months of the year (October to January) as visibility and conditions worsen. When driving, we need to take a break from our phones, be extra alert at intersections and be ready to yield the right-of-way. When walking, we need to help drivers see us by staying focused on the road and making eye contact with drivers."

Caroline Robinson  
Road Safety Coordinator  
ICBC

Continued... Pedestrian Safety Day: Heads up. Phones down.

## 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 occurred 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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