

NEWS RELEASE

Distributed October 27, 2022

Pedestrian Safety Day is coming up in Nanaimo

Summary

The days are getting shorter and the weather is turning cold and wet. Together, these factors can greatly impact pedestrian safety. To help everyone stay safe this winter, the City of Nanaimo, the RCMP and ICBC are hosting Pedestrian Safety Day at the intersection of Front Street and Bastion Street on Friday, Oct. 28, between 11:30 am and 1 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.

Strategic Link: Promoting pedestrian safety supports the City's Strategic Priority of enhanced Livability and encourages a healthy, connected, and environmentally responsible community.

Key Points

- Pedestrians are among the most vulnerable road users in a crash.
- Drivers should be ready to yield to pedestrians near crosswalks, transit stops and before turning at intersections.
- Pedestrians can help stay safe by making eye contact with drivers, using designated crosswalks and watching for vehicles turning at intersections.

Quotes

"Pedestrian safety is up to all of us. We're reminding road users to be extra alert during the fall and winter months, as visibility and weather conditions worsen. When driving, focus on the road, avoid distractions and be ready to yield to pedestrians - especially at intersections. As a pedestrian, always use designated crosswalks, make eye contact with drivers and try to be as reflective as possible."

Caroline Robinson
Road Safety Coordinator
ICBC

"We are striving to make walking a safe and comfortable way for citizens to move about Nanaimo. Pedestrian Safety Day brings awareness to the importance of seeing and being seen especially as our winter weather descends on us. Be bright, be visible, and please, stay safe."

Leonard Krog
Mayor
City of Nanaimo

Quick Facts

- Between October and January, pedestrian fatalities increase by an average of 54% in B.C.
- On Vancouver Island, 71% of crashes involving pedestrians happen at intersections.
- Crashes involving pedestrians happen most often on Thursdays and Fridays, in fall and winter, at intersections between 3 p.m. and 6 p.m.

Continued... Pedestrian Safety Day is coming up in Nanaimo

Contact:

For media enquiries, please contact:
Communications
City of Nanaimo
Media.Requests@nanaimo.ca
250-754-4251



View the online edition for more information - <https://cnan.ca/3UlcnGH>