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City launches road safety campaign – Drive with extra care during busy summer season

Good weather means time for holidays and for road construction – and the City of Campbell River is running a road safety campaign this summer to help keep everyone safe on the road.

“We want to help people arrive at their destinations safely, and to remind everyone to drive with extra care in work zones to keep roadside workers safe this summer,” says Drew Hadfield, the City’s transportation manager.

“Just like home painting and driveway maintenance, roadside maintenance and work such as digging, repaving, sidewalk repair and line painting requires sunny conditions – and means people are out working near traffic,” Hadfield explains. *“Drivers should expect minor delays and allow extra time for travelling in summer – and always focus on driving. Please slow down in cone zones and leave the phone alone when you’re on the road!”*

Distracted driving presents a particular danger for other drivers, cyclists, pedestrians, emergency responders, utility and road maintenance and construction workers.

Distracted driving facts:

- The use of hand-held personal electronic devices while driving has been banned in British Columbia since 2010.
- The law also applies while you’re stopped in traffic at a red light or slowed in traffic.
- Drivers with a new or learner licence are not allowed to use any personal electronic devices, even with a hands-free system.
- Current ICBC statistics indicate that, on average, 78 people die in British Columbia every year in crashes where distracting driving is a contributing factor.
- Distracted driving is responsible for more than one quarter (27 per cent) of all car crash fatalities in British Columbia.

The Campbell River RCMP remind motorists that every driver has a part to play in ensuring their own safety and that of others. The RCMP will conduct extra patrols to ensure that all motorists are doing their part to keep the roads safe for all by adhering to the rules of the road.

To emphasize the importance of road safety and to remind people about the dangers of distracted driving, the City summer road safety campaign will share materials from ICBC and WorkSafeBC. The campaign will feature graphic photos, infographics and videos.

Read the City Currents section of the Campbell River Mirror for the print ads, and watch the City’s Facebook page to for online postings.

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