



WILDLIFE-VEHICLE ACCIDENT PREVENTION PROGRAM



Wildlife-Vehicle Accident Prevention Program Fall 2005

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Wildlife-Vehicle Accidents are Deadly

Collisions between vehicles and wildlife are a growing problem for human and traffic safety, species conservation and management, animal welfare, and the public economy.

Wildlife-vehicle collisions result in substantial personal, environmental, and economic losses; including human injuries, fatalities, loss of wildlife, and vehicle damage.



The deer was killed. What was the human cost?

Across Canada, there are between 4 to 8 large animal-vehicle collisions every hour

Personal Losses

These collisions represent a serious threat to the motoring public as they cause serious human injuries and fatalities. In an average year in BC, 3 people are killed and 250 people are injured as a result of wildlife-vehicle collisions.

Wildlife Losses

Wildlife-vehicle collisions have serious implications for the conservation and management of wildlife, including many rare and endangered animals. Over 17,000 wild animals are killed each year on the highways in BC.

Economic Losses

There is a tremendous economic impact associated with wildlife-vehicle collisions. Estimates provided by the Insurance Corporation of British Columbia indicate an approximate annual vehicle damage claim total of \$21 million, plus additional costs for human injury and "swerve to miss" claims. Highway clean up and disposal costs, lost revenue from hunting licenses, and resultant lost spin-off dollars from hunting and/or tourism are significant.



Photo: Government of Quebec

4 to 8 large animal-vehicle collisions per hour. That's a hard hit.

Preventing Wildlife-Vehicle Collisions—SLOW DOWN !

Speed is a common factor in vehicle collisions.

Photo: Jim Hesse

A car brakes as it approaches deer north of Prince George

- ◆ Speed reduces the driver's ability to steer away from objects.
- ◆ Speed extends the distance required to stop.
- ◆ Reducing your speed from 100 km/h to 80 km/h gives an extra 30 metres to stop—that's several car lengths.
- ◆ If you see wildlife, slow down immediately and be prepared to stop.
- ◆ Resist the tendency to speed up on long straight stretches with good driving conditions, on clear nights and on dry roads. Collisions occur more than expected in good conditions.

Wildlife collisions can be anticipated and avoided more successfully at slower speeds.

Driver Education - Hints for the Highway

Watch for the Signs - Obey wildlife warning signs and speed changes. Don't disregard the signs simply because you have seen them before. If there is wildlife on or near the road - SLOW DOWN! Collision avoidance and driver response time are both improved at slower speeds.

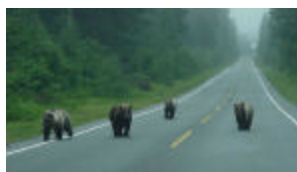
While Driving - Intentionally watch for wildlife and drive defensively. Be alert between dusk and dawn, when light levels are low, and animals are most active.

Use Your Vehicle - Clean and align vehicle headlights. Keep your windshield clean. Honk your horn to startle wildlife off the road. Use high beams and scan the road ahead with quick glances.



Use Caution While Driving!

Driver Education - The Wildlife Factor

**Problem Locations**

- ◆ Where drainages intersect roads
- ◆ Good roadside habitat
- ◆ Water nearby
- ◆ Long straight stretches of road

Deer	Many animals on the road. Risky behaviours. 80% of all collisions
Moose	Solitary animals. Collisions peak in December and January
Elk	Hindered by snow accumulations along road
Bear	Move to less remote areas, closer to humans, as forage decreases
Spring	Early vegetation green-up near the road attracts animals
Summer	Drought, food supply, and forest fires all affect animal movement
Fall	Animals very active during mating season
Winter	Road salt attracts animals; snow accumulations hinder movement
Time of Day	40% of collisions occur between 7:00 pm and midnight

Public Awareness Campaign

Priority projects for WVAPP are locating billboards along high risk stretches of highway and placing signs in rest stops. Billboards reinforce traditional wildlife warning signage, while rest stop signs provide detailed information for drivers.



Rest stop sign at Slim Creek



Billboard near Dawson Creek

WVAPP brochures are available at :

- ◆ Visitor Information Centres
- ◆ BCAA Sales Centres
- ◆ BC Wildlife Federation Fish and Game clubs
- ◆ Parks Canada Visitor Centres
- ◆ On board BC Ferries
- ◆ Fraserway RV rentals
- ◆ BC Wildlife Park
- ◆ BCCF offices

Wildlife-Vehicle Accident Prevention Program Trust Fund

All donations to WVAPP will be placed in a trust fund administered by the British Columbia Conservation Foundation.

A donation to WVAPP is tax deductible both in Canada and the United States.

Funds from the trust fund will be directed towards:

- ◆ Public education and awareness projects
- ◆ Wildlife-vehicle collision mitigation
- ◆ Wildlife research

Sponsors



Sponsor Benefits

By supporting WVAPP, a sponsor is demonstrating support for the WVAPP goals:

- ◆ Save human lives, and prevent injuries
- ◆ Protect wildlife species
- ◆ Reduce economic losses

By supporting WVAPP, a sponsor will achieve promotional rewards by:

- ◆ Demonstrating corporate environmental and safety responsibility

Your company name and logo will receive exposure to the public through:

- ◆ WVAPP website
- ◆ WVAPP brochure
- ◆ Public displays and signs



Help Us
"Give Wildlife
a Brake!"



**BRITISH
COLUMBIA
CONSERVATION
FOUNDATION**

Contact Us

British Columbia
Conservation Foundation
Suite 200 1383 McGill Rd
Kamloops BC V2c 6K7

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British Columbia
Conservation Foundation
is a registered not-for-profit
organization dedicated to the
conservation and stewardship of
British Columbia's ecosystems
and species.

We're on the Web!

www.wildlifeaccidents.ca

Please make all cheques
payable to the
British Columbia
Conservation Foundation

Registered Charity
#123042822RR0001

All contributions are
tax deductible



Sponsor Rewards

All sponsors will receive a Certificate of Contribution, an annual report on the Wildlife-Vehicle Accident Prevention Program (WVAPP), and charitable donation tax benefits.

BRONZE

\$2,500—\$5,000

- ◆ 500 to 900 WVAPP brochures with company name on back panel
- ◆ Company name on corporate sponsor page of WVAPP website

SILVER

\$5,001—\$7,500

- ◆ 1000 to 1400 WVAPP brochures with company name and logo on back panel
- ◆ Company name/logo on corporate sponsor page of WVAPP website
- ◆ Pens with WVAPP logo

GOLD

\$7,501—\$10,000

- ◆ 1500 to 2100 WVAPP brochures with company name and logo on back panel in bigger font
- ◆ Company name/logo on front page & corporate sponsor page of WVAPP website
- ◆ Company name/logo on all public signs
- ◆ Hats with WVAPP logo

PLATINUM

\$10,001—\$20,000

- ◆ 2200 to 3000 WVAPP brochures with company name and logo on front panel
- ◆ Company name/logo on front page, subsequent pages, & corporate sponsor page of WVAPP website, link to company website from front page
- ◆ Company name/logo on all public signs
- ◆ Sweatshirts with WVAPP logo

ELITE

\$20,000 ++

- ◆ 3500 WVAPP brochures with company name/logo on front panel; biggest font
- ◆ Company name/logo on front page, all subsequent pages, & corporate sponsor page of WVAPP website, link to company website from all pages
- ◆ Company name/logo on all public signs and conference displays
- ◆ Vests with WVAPP logo