

ANNUAL REPORT

2005/2006



Photo: Roy V. Rea



Wildlife-Vehicle Accident Prevention Program

www.wildlifeaccidents.ca

Administered by the British Columbia Conservation Foundation



Wildlife-Vehicle Accident Prevention Program

The Wildlife-Vehicle Accident Prevention Program (WVAPP) was formed in 2001, as a partnership between the British Columbia Conservation Foundation (BCCF) and the Insurance Corporation of British Columbia, in response to the growing number and severity of wildlife-vehicle collisions in British Columbia. BCCF is a registered not-for-profit organization dedicated to the conservation and stewardship of BC's ecosystems and species.

Collisions between vehicles and wildlife are a serious problem for species conservation and management, public safety, animal welfare and the economy. Past wildlife-vehicle collision records demonstrate that in a typical year in BC it is estimated that:

- 3 people are killed, and 368 people are injured.
- 4,300 animals are recorded as killed, and a further 13,000 wildlife deaths go unrecorded as the animal leaves the roadside area to die.
- \$630,000 is spent by BC Ministry of Transportation for highway cleanup.
- \$36 million is no longer available to provincial revenue due to lost hunting license revenue, lost value of wildlife to hunters and non-hunters, and lost opportunities for wildlife viewing.
- Substantial costs are incurred for policing, medical aid, WCB, EI, and lost staff productivity.

The number of dead wild animals found by the roadside and recorded by the Wildlife Accident Reporting System of the BC Ministry of Transportation represents only about 25 to 35 percent of the actual number of animals killed. In 2002, the last year for which published statistics are available, there were 5,031 recorded animals found dead beside the road. Using the worst-case scenario, this could represent an estimate of 20,124 wild animals killed in a single year. These losses have serious implications for the conservation and management of BC's wildlife.

In order to reduce the number of wildlife-vehicle collisions in British Columbia, WVAPP implements a variety of programs intended to enable motorists to anticipate situations where wildlife might be present on the road, and educate them about ways to avoid hitting wildlife hazards.

Mission Statement

The Wildlife-Vehicle Accident Prevention Program seeks to save human lives and prevent injuries, protect wildlife from unnecessary death and injury, and reduce the economic losses to society caused by wildlife-vehicle collisions.



PROJECT SUMMARIES

Brochures

New Initiatives

A major revision of the informational brochure was undertaken. The cover image was updated, and more eye catching images were added. There is a balance between showing shocking images of wildlife-vehicle collisions which demonstrate the terrible human and wildlife costs, but which may potentially disturb and alienate readers and potential donors, and showing only warm and fuzzy images of live animals. This version of the brochure attempts to balance the type and style of images presented to illustrate this issue.

New Partnerships

An agreement was reached with Fraserway R.V. Centre Ltd., to translate a series of wildlife collision prevention FAQs into German, so that information is more easily accessible to German speaking customers. The German FAQs will be distributed along with the brochures.

Achievements

Approximately 19,000 brochures were distributed through Visitor Information Centres, on BC Ferries, at Parks Canada Tourist Centres, at the BC Wildlife Park, through the BC Wildlife Federation member clubs, at BCAA sales centres and by our corporate sponsors.

Print Notices

Achievements

WVAPP continues to expand the number and type of magazine in which its notices are placed.

Magazine	Circulation	Magazine	Circulation
Sno Riders	40,000	BC Outdoor Hunting	25,000
Westworld	502,000	BC Parks Provincial	100,000
Rocky Mountain Visitors Magazine	35,000	RV Times	55,000
BC Parks	10,000	4H Cloverleaf Country	10,000
Outdoor Edge	50,000	Northword Magazine	40,000
RV West	30,000	Northwest Business	90,000
BC Outdoors Fishing	25,000	Land Trust Alliance	2,000



Rest Stop Signs

New Initiatives

In order to reach motorists, WVAPP began a program to locate informational signs at suitable rest stop area throughout BC. The sign was designed, developed and went into production during 2005. To build kiosks and set up the signs, partnerships were developed with many agencies:

- Yellowhead Road & Bridge (Vanderhoof) Ltd.
- BC Ministry of Environment, BC Parks
- City of Fort St John
- BC Ministry of Transportation - Courtenay Area Office, Northern Regional Office, Fort George District Office
- Clinton & District Outdoor Sportsmen Association
- Village of Clinton

New Partnerships

WVAPP was approached by the Clinton & District Outdoor Sportsmen Association, who were concerned about the high number of deer-vehicle collisions along Highway 97 near their community. The Clinton Sportsmen funded all aspects of the project which included the design, development and production of 2 rest stop signs, the costs of the kiosk structure as well as providing the labour to build the structure and put up the sign.

Achievements

10 rest stop signs were located throughout BC.

- Highway 16 west - Cluculz Creek rest area
- Highway 16 east - Slim Creek and Terry Fox rest areas
- Highway 97 north - Pine Le Moray viewpoint
- Highway 97 south - near Clinton, 6 Mile Lake pullout
- Village of Clinton rest area
- Highway 5 - Wire Cache rest area
- Highway 19 - Vancouver Island, Buckley Bay & Hoomak Lake rest areas
- City of Fort St. John rest area



Slim Creek



Cluculz Creek



6 Mile Lake



Billboards

New Initiatives

South of Radium Hot Springs, on a stretch of Highway 93/95 called the Mile Hill, there is a very high risk location where collisions between bighorn sheep and vehicles are common. A new billboard using a bighorn sheep symbol was designed, developed and implemented in the fall of 2005.

New Partnerships

WVAPP was contacted by Bighorn In Our Backyard, another not-for-profit organization, to provide a display for a highway mortality roadside event near a high risk bighorn sheep collision location. This led to a successful partnership between Bighorn In Our Backyard, the Friends of Kootenay National Park, the BC Ministry of Environment and WVAPP to implement billboard signage on the Mile Hill.

Achievements

WVAPP maintains 4 billboards located near high risk wildlife-vehicle collision locations in BC.

Northeast BC – Moose Style. For most of 2005, a billboard was located at Farmington, north of Dawson Creek on Highway 97. In early 2006, the billboard was relocated to a site west of Dawson Creek, on Highway 97.

East Kootenays – Deer Style. During 05/06, a billboard alternated between 2 locations – Highway 22 south of Castlegar and Highway 3B east of Grand Forks.

East Kootenays – Bighorn Sheep Style. For October, November, and December 2005, a billboard was located on Highway 93/95 south of Radium Hot Springs.

West Kootenays – Deer Style. During 05/06, a billboard alternated between 2 locations – Highway 3 east of Fernie and Highway 93/95 south of Fairmont Hot Springs.



Highway 97 north



Highway 93/95



Highway 3



Right of Way Signage

New Initiatives

WVAPP approached the Ministry of Transportation Peace District Office in Fort St John to identify possible locations for right of way signs.

Achievements

Through corporate investment funding earmarked for projects in north-eastern BC, two 4 foot x 8 foot right of way signs were designed, developed and produced. These signs are located on Highway 97 north, on the north and south approaches to the Taylor Hill, utilizing existing sign structures. Through partnerships with the Ministry of Transportation, Yellowhead Road & Bridge (North Peace) Ltd., and Caribou Road Services (South) Ltd., the signs were put into place in March 2006.



Website

Achievements

There is a steady increase in the number of website visitors to the WVAPP website www.wildlifeaccidents.ca

6 Month Timeframe	Mean hits per month	Mean hits per day	% increase previous 6 month period
Oct 04 to Mar 05	174	6	104%
Apr 05 to Sept 05	396	13	127%
Oct 05 to Mar 06	459	15	16%

Website Inquiries

Achievements

Numerous inquiries and contacts are made with WVAPP through the website email contact address. They represent inquiries from the academic community, general inquiries, other non-profit organizations working in related fields of study, the media, governments in other jurisdictions, and organizations in a related field of business.

Email inquiries range from comments on the need for eye-catching wildlife warning signage, to media outlets requesting information and /or fact verification for wildlife-vehicle collision stories; to driving instructors wanting information to supplement their curricula.



Media Exposure

Achievements

Media releases

3 news releases in 2005/06 covered funding announcements, new corporate sponsorships, billboard initiatives and the rest stop signage program.

Achievements

Print media

The following references to WVAPP were noted in the media. Without access to a news clipping service, this can only be an approximate listing of references.

Newspapers

Clinton Newspaper
 Omineca Express (Vanderhoof)
 Cranbrook Daily Townsman
 The Golden Star
 Invermere Valley Echo
 Rocky Mtn Outlook (Canmore)

Story Focus

Local rest stop signs
 Improved wildlife signage
 New bighorn sheep billboard
 New bighorn sheep billboard
 New bighorn sheep billboard
 Wildlife collisions across Canada

Magazines

Northword Magazine
 BC Trappers Association
 Outdoor Edge (BCWF)
 Canadian Wildlife Magazine

Roadkill and safe driving tips
 Need for driver awareness
 WVAPP project summary
 Statistics and prevention techniques

Scholarly Journals

Journal of Emergency Nursing

Statistics

Website Links

Driver Training websites
 Behind the Wheel Website
 Jackson Hole Wildlife Foundation

Prevention information
 Prevention techniques
 Collision prevention information

Achievements

Radio Interviews

The rest stop signage program in north-eastern British Columbia was a news item on local Chetwynd and Fort St. John radio stations. CBC Radio One All Points West afternoon show had a discussion about the oil and gas sector community investment funding for local non profit initiatives, and WVAPP corporate sponsors were highlighted.



Conferences

Achievements

WVAPP had a display booth at the Northern Health Authority CrossRoads Conference on Motor Vehicle Crashes in Northern BC in October. Considerable progress was made in raising the issue of wildlife-vehicle collisions with participants. In the event of a human fatality caused by a wildlife-vehicle collision, a commitment was made by the Regional Coroner to record the species of animal involved in the collision. Accurate recording of this information will fill a large gap in the data collected on wildlife-vehicle collisions.

Prince George Wildlife Collision Working Group

New Initiatives

A committee has been formed in Prince George with the goal of reducing the number of wildlife collisions in northern British Columbia. WVAPP and other agencies with responsibilities for human and road safety and wildlife management have agreed to work in partnership to develop and implement strategies to reduce the number of wildlife-vehicle collisions.

New Partners

The Royal Canadian Mounted Police, North District Traffic Services and the Conservation Officer Service in Prince George are actively involved in the committee.

Achievements

The committee has put forward a successful proposal to consolidate and analyze data on wildlife collisions in northern BC. After this analysis is complete, wildlife collision hot spots can be identified, contributing factors can be identified and mitigation techniques applied.



CONSOLIDATED STATEMENT OF REVENUES AND EXPENSES 2005-2006

Revenues

Gaming	\$32,932.63
Ministry of Environment	\$4,830.00
Development	\$559.39
Donations	\$1.54
Fundraising***	\$17,972.46
Contract	<u>\$3,319.14</u>
 Total Revenues	 \$59,615.16

*** BC Transmission Corporation, BC Hydro, Suncor Energy Foundation, Nexen Inc., Shell Environmental Fund, FortisBC, RoadHealth

Expenses

Contract Wages	\$22,242.02
Sub Contracts	\$1.53
Print Notices	\$6,226.09
Rest Stop Signs	\$5,367.40
Billboards	\$11,487.37
Communications	\$79.25
Computer Costs	\$480.00
Materials/Supplies	\$835.06
Brochures	\$5,366.30
Website Maintenance	\$219.08
Travel	\$0.00
GST	\$980.24
Fees	<u>\$6,330.82</u>
 Total Expenses	 \$59,615.16



PARTNERSHIP SUPPORT

WVAPP partners and contributors are essential to achieving its goals. Partnerships of all kinds continue to be pursued with public and private agencies as well as government and not-for-profit organizations. Collectively, WVAPP, its partners and advisors are working successfully together to achieve our goals.

The Wildlife-Vehicle Accident Prevention Program extends warm thanks to its partners.

Elite Sponsors

BC Ministry of Public Safety and Solicitor General

Gold Sponsors

FortisBC

Bronze Sponsors

BC Ministry of Environment
BC Transmission Corporation
BC Hydro
Suncor Energy Foundation
Nexen Inc.
Shell Environmental Fund
RoadHealth Regional Task Force

InKind Contributors of Technical Advice and Support

ICBC
Parks Canada
BCAA
BC Ministry of Transportation

Partners in Community Projects

Mountain Caribou Project
Bighorn In Our Backyard
Friends of Kootenay National Park
City of Fort St. John
Clinton & District Outdoor Sportsmen Association
Yellowhead Road & Bridge (Vanderhoof) Ltd.
Yellowhead Road & Bridge (North Peace) Ltd.
Caribou Road Services (South) Ltd.
Fraserway R.V. Centre Ltd

Many private individuals concerned for wildlife and human safety donated generously to the program.

Header Photo Credits: Gayle Hesse (dead deer), Jim Hesse (deer with vehicle) Ernie Kroeger (dead bear).
Dead moose and vehicle images from the internet, no photographer noted.



Photo: Bill Swan, Osprey Communications



Photo: Jim Hesse



Photo: Internet

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Photo: Roy V. Rea



Photo: D. Poszig



Photo: Internet