



WILDLIFE COLLISION PREVENTION PROGRAM



Wildlife Collision Prevention Program

Fall/Winter 2007

Inside:

SLOW DOWN !	2
Hints For The Highway	2
The Wildlife Factor	2
Public Awareness Campaign	3
You Can Help	3
Sponsor Benefits	3
Sponsor Rewards	4
Contact Us	4

Wildlife Collisions—What are the Costs?

Personal Losses

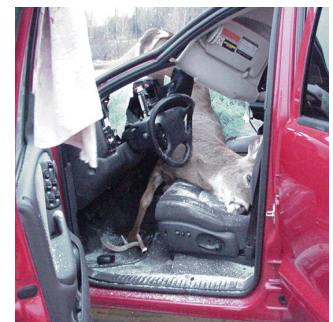
In an average year in BC, 4 people are killed and 316 people are injured as a result of wildlife vehicle collisions.

Wildlife Losses

Wildlife vehicle collisions have serious implications for the conservation and management of wildlife, including many rare and endangered animals. Over 19,600 wild animals are killed each year in BC.

Economic Losses

On average, the Insurance Corporation of British Columbia (ICBC) spends over \$23 million dollars on animal related crashes each year. Highway clean up and disposal costs, lost revenue from hunting licenses, and resultant lost spin-off dollars from hunting and tourism are also significant costs.



The deer was killed.
What was the human cost?



Photo: Government of Quebec

**Across Canada
there are
4 to 8 large
animal-vehicle
collisions per hour.**

That's a hard hit.

New Initiatives—In north-central BC, a local Wildlife Collision Working Group has been formed. ICBC, the BC Ministry of Transportation, the Northern Health Authority, the University of Northern BC and BCCF are working together to develop strategies to reduce wildlife collisions in the region.

New Research—UNBC researchers are analyzing ICBC claims, BC MoT Wildlife Accident Reporting System data and information from local experts on where wildlife collisions are perceived to be recurrent. Also, a road safety device utilizing GPS technology is being used to record sightings of dead and live animals.

These combined data sets will be used to predict more precisely when and where animals are most likely to be encountered on or near the road. Site investigations will be conducted to help understand why animals are associated with particular areas. Improved awareness of the roadside ecology for various species will allow collision countermeasure recommendations to be tailored to particular species and sites.

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	46% of collisions occur between 5:00 pm and 11:00 pm

Public Awareness Campaign

Priority projects for WCPP 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

WCPP 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

You Can Help

All donations to WCPP will be administered by the British Columbia Conservation Foundation.

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

Funds will be directed towards:

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

Corporate Sponsors



Sponsor Benefits

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

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

By supporting WCPP, 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:

- ◆ WCPP website
- ◆ WCPP 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

Phone: 250.828.2551
Fax: 250.828.2597
Email: wcpp@bcf.com

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.wildlifecollisions.ca

Please make all cheques
payable to the
British Columbia
Conservation Foundation

Registered Charity
#123042822RR0001

All contributions are
tax deductible



**Wildlife Collision
Prevention Program**

Sponsor Rewards

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

BRONZE

\$2,500—\$5,000

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

SILVER

\$5,001—\$7,500

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

GOLD

\$7,501—\$10,000

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

PLATINUM

\$10,001—\$20,000

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

ELITE

\$20,000 ++

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