



Kelowna road safety snapshot

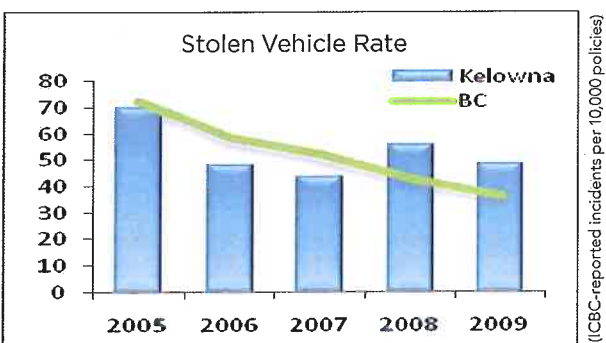
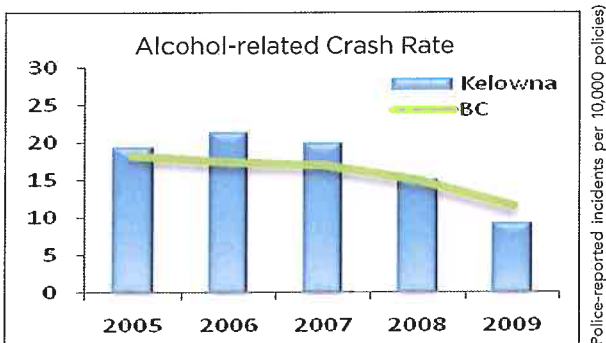
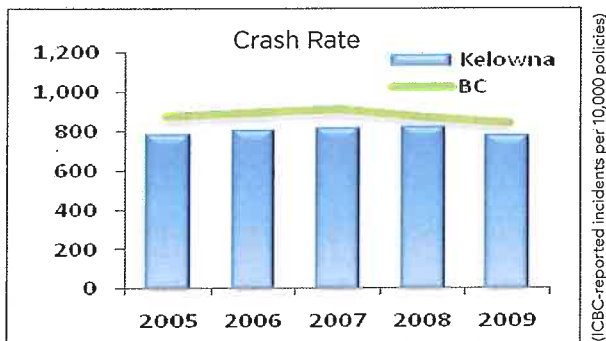
We're in it together. That's why keeping you informed is important to us.

We're part of your community — through our extraordinary employees, stakeholders and volunteers. Giving back to this community is also important to us. Our dedicated Kelowna-area employees take pride in their fundraising efforts for the local United Way and various non-profit organizations for the community. They're your neighbours and friends who care about this community.

We also invest in road safety because we want to help make your roads safer. We work closely with local police, municipalities, stakeholders and volunteers because we want your community to be the safest it can be. You can do your part by making smart-driving decisions, which will also help to keep your insurance rates low and stable. Smart-driving decisions benefit everyone.

Kelowna driving snapshot

In an average year in Kelowna, there are approximately 8,700 crashes and approximately 2,700 people are injured. The good news is we're seeing positive trends in alcohol- and speed-related crashes, and we thank drivers for doing their part. But the numbers are still too high, so we've got more work to do.



Road improvement projects

Most Kelowna residents have seen the improvements along Harvey Avenue and Highway 97. These are among the road enhancement projects we've invested in Kelowna in 2009 — at an approximate cost of \$885,400 — to help make roads safer for all users.

We work in partnership with municipalities and the provincial government on delivering our community road enhancements. We also participate in engineering studies and assist communities such as yours with road safety issues in the planning of roadways and managing traffic.

These investments help many people in Kelowna escape injury and death, and more importantly, the safety benefit lasts for years. Overall, we save \$4 in claims costs for every dollar invested — savings that get passed onto Kelowna drivers.

Here are some of the 2009 highlights in your community:

Location	Project details	ICBC contribution
Harvey Avenue (Highway 97) — Spall Road to Highway 33	Intersection improvements	\$177,350*
Harvey Avenue (Highway 97) — Gordon Avenue to Spall Road	Intersection improvements	\$91,050*
Harvey Avenue — Gordon Avenue to Highway 33 (part one)	Add third southbound lane	\$81,500**
Harvey Avenue (Highway 97) — Gordon Avenue to Highway 33	Corridor-wide signal timing improvements	\$80,000*
Highway 97 — Gorman's Mill	Installation of median barrier	\$78,900**
Harvey Avenue — Gordon Avenue to Highway 33 (part two)	Improve signal and signal operation, lighting, access management, curb and gutter upgrade	\$65,200**

* Partnered with the City of Kelowna ** Partnered with the Ministry of Transportation



Partnerships with the community make the difference

Kelowna has become one of the province's fastest-growing communities. The city prides itself on its quality of life and its many great attractions and amenities. But with any large urban centre comes challenges. Keeping Kelowna's residents safe from crashes and auto crime is very important to us.

Speed Watch

Speed Watch is a community-based volunteer program with a goal to reduce speeding and raise public awareness of the actual speeds drivers are travelling. The Speed Watch program is conducted in partnership with your local police, community volunteers and our staff. Volunteers are deployed to high-crash areas, school and park zones.



Dennis Crotty — one of many great volunteers in Kelowna

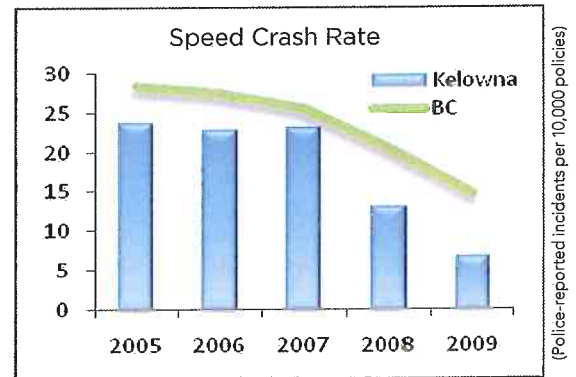
Dennis has been a volunteer for the Glenmore Citizens on Patrol (COP) and Speed Watch programs since 1997 when they first began. Retired at the time, he was looking for something new to take on.

After seeing an ad in the paper and attending an info session, he joined COP and is now the volunteer coordinator for the Glenmore Community Policing office. You may see him, out on the road, along with other valuable volunteers in high-crash locations reminding motorists to slow down and be safe.



Cst. Chad Lucash, RCMP

Cst. Lucash — who transferred to Kelowna from Prince George about two years ago — knows the importance of the Speed Watch volunteers. The information they record helps with traffic enforcement planning. If a resident has a complaint about speed in their neighbourhood, you may see the Speed Watch group first. If the data indicates there's an issue, the Kelowna RCMP will get involved and help manage the problem.



Always be extra careful in intersections

Intersections are dangerous places. About one-in-five police-attended crashes take place in intersections where there's a traffic signal.

Here are Kelowna's high-crash locations in 2009

Dilworth Drive and Harvey Avenue
Harvey Avenue and Spall Road
Cooper Road and Harvey Avenue
Benvoulin Road and Dilworth Drive and Springfield Road
Banks Road and Highway 97 N
Highway 97 N and Leckie Road
Highway 97 N and Old Vernon Road and Sexsmith Road
Gordon Drive and Harvey Avenue
Benvoulin Road and Klo Road
Highway 33 W and Maiden Road and Ziprick Road

ICBC contributes to your community

We spend over \$40 million on road safety programs each year, including \$25 million towards enhanced police enforcement to support programs like CounterAttack and Bait Car. Other programs ICBC supports are: Operation Red Nose, Intersection Safety Cameras, RoadSense Speakers Tour, Curriculum-based programs K to 10 and Lock Out Auto Crime.

Road safety partners

We would like to thank all of our partners who work hard year-round to make Kelowna a great, safe place to live. Thank you to Kelowna RCMP, Southeast District Integrated Road Safety Unit, Speed Watch and Lock Out Auto Crime.

Who to contact for more information

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 For more information, go to icbc.com.



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