ICBC invests $301,000 to make North Shore, Horseshoe Bay and Bowen Island roads safer

You’ve likely driven by Highway 1 at Capilano Road and noticed the intersection improvements and new right turn signal. This is one of the road improvements ICBC invested in last year to help make North Vancouver, West Vancouver, Horseshoe Bay and Bowen Island safer for everyone.

ICBC launched the road improvement program in 1989, and since then, has invested over $100 million in projects across B.C. In 2011, ICBC invested approximately $4 million in projects in the Lower Mainland and $6.5 million in 283 projects across the province.

“We care about people’s wellbeing and are always looking for new ways to create safer roads,” said Fiona Temple, ICBC’s director of road safety. “That’s why we work with communities to identify high-crash areas and make improvements that benefit everyone – drivers, cyclists and pedestrians. Simply put, safer drivers and roads mean fewer crashes, injuries and deaths.”

The most recent evaluation of the program found that two years following a project’s implementation, there is on average, a 20 per cent reduction in severe crashes and a 12 per cent reduction in property damage crashes. The evaluation concluded that for every dollar invested in a project, ICBC and customers save $5.60 over two years and $12.80 over five years in reduced claims costs.

“ICBC’s road improvement program works closely with B.C. communities to identify local needs for safer road infrastructure,” said Ralph Sultan, West Vancouver-Capilano MLA. “The program boasts a strong record of success across the province, with a 20 per cent reduction in severe crashes since its inception. I am pleased that the North Shore will be receiving funding to make intersections and pedestrian crossings safer.”

“As a cyclist, I strongly support the road safety program’s role in keeping B.C.’s roads safe for drivers, cyclists and pedestrians,” said Naomi Yamamoto, North Vancouver-Lonsdale MLA. “I am very pleased that this funding has helped construct pedestrian crossing signals and new turning lanes across the North Shore.”

Investing in road improvements, along with educating drivers through awareness campaigns and funding enhanced police enforcement, are all part of ICBC’s commitment to help make B.C. roads safer. Over the last 22 years, ICBC’s road improvement program has evolved significantly – community investments and successful partnerships have led to award winning projects and the contributions have helped advance the knowledge of the road safety engineering industry in B.C. and across Canada. A look at the evolution of ICBC’s road improvement program can be viewed here.

All proposed road improvement projects are assessed based on their ability to make roads safer. ICBC works in partnership with municipalities and the provincial government on delivering road enhancements. ICBC also participates in engineering studies and assists communities with road safety issues in the planning of roadways and managing traffic.

- more -
### Road improvement projects completed in 2011 in North Vancouver:

<table>
<thead>
<tr>
<th>Location</th>
<th>Project description</th>
<th>Partner</th>
<th>ICBC contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mahon Avenue and West 3(^{rd}) Street</td>
<td></td>
<td>City of North Vancouver</td>
<td>$15,000</td>
</tr>
<tr>
<td>Lonsdale Avenue and 23(^{rd}) Street</td>
<td>Pedestrian signal installation</td>
<td>City of North Vancouver</td>
<td>$15,000</td>
</tr>
<tr>
<td>Area-wide at 85 locations</td>
<td>Installation of larger and brighter stop signs to improve visibility</td>
<td>City of North Vancouver</td>
<td>$2,500</td>
</tr>
<tr>
<td>Larson Road (from Fell Avenue to Westview Drive)</td>
<td>Provide signal coordination to reduce queueing and rear-end collisions</td>
<td>City of North Vancouver</td>
<td>$20,000</td>
</tr>
<tr>
<td>Marine Drive corridor</td>
<td>Installation of new center median, added mid-block pedestrian signal and bike lanes</td>
<td>City of North Vancouver</td>
<td>$15,000</td>
</tr>
<tr>
<td>Capilano Road (Fullerton to South Highway 1 on-ramp)</td>
<td>Installation of highly reflective pavement markings</td>
<td>District of North Vancouver</td>
<td>$15,000</td>
</tr>
<tr>
<td>Area wide, four corridors</td>
<td>Installation of highly reflective pavement markings</td>
<td>District of North Vancouver</td>
<td>$10,000</td>
</tr>
<tr>
<td>Area wide, three corridors</td>
<td>Installation of highly reflective pavement markings</td>
<td>District of North Vancouver</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

- more -
**Location:** Area wide, 15 intersections  
- Project description: Installation of pedestrian count-down timers  
- Partner: District of North Vancouver  
- ICBC contribution: $10,000

**Location:** Area wide, 49 intersections  
- Project description: Installation of larger and more power efficient secondary signal displays  
- Partner: District of North Vancouver  
- ICBC contribution: $20,000

**Location:** Keith Road and Mountain Highway  
- Project description: Uninterrupted power supply (UPS) installation  
- Partner: District of North Vancouver  
- ICBC contribution: $2,500

**Location:** Area wide, three locations  
- Project description: Pedestrian crosswalk upgrades  
- Partner: District of North Vancouver  
- ICBC contribution: $1,500

**Location:** Mount Seymour Parkway and Riverside Drive  
- Project description: Installation of right turn channelization and new center median  
- Partner: District of North Vancouver  
- ICBC contribution: $20,000

**Before and after photos of this project are available.**

**Location:** Highway 1 at Capilano Road  
- Project description: Intersection improvements, right turn signal  
- Partner: Ministry of Transportation and Infrastructure  
- ICBC contribution: $37,500

**Road improvement projects completed in 2011 in West Vancouver and Horseshoe Bay:**

**Location:** Highway 99 (Marine Drive at Lions Gate Bridge)  
- Project description: Alignment improvements  
- Partner: Ministry of Transportation and Infrastructure  
- ICBC contribution: $47,800

**Location:** Horseshoe Bay ferry terminal  
- Project description: Pedestrian safety improvements  
- Partner: Ministry of Transportation and Infrastructure  
- ICBC contribution: $36,000

- more -
Road improvement projects completed in 2011 on Bowen Island:

<table>
<thead>
<tr>
<th>Location: Area-wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>o Project description: Installation of highly reflective pavement markings</td>
</tr>
<tr>
<td>o Partner: Municipality of Bowen Island</td>
</tr>
<tr>
<td>o ICBC contribution: $1,600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location: Area-wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>o Project description: Installation of larger and brighter traffic signs to improve visibility</td>
</tr>
<tr>
<td>o Partner: Municipality of Bowen Island</td>
</tr>
<tr>
<td>o ICBC contribution: $2,000</td>
</tr>
</tbody>
</table>