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## ICBC invests \$240,000 to help make Abbotsford and Mission's roads safer in 2013

Roundabouts, new crosswalks and designated turning lanes are the types of road improvement projects ICBC invested in B.C. last year to help make roads safer for everyone, including pedestrians and cyclists.

In 2013, ICBC invested approximately \$240,000 in 12 road improvement projects and safety studies to help make Abbotsford and Mission's roads safer for everyone, including drivers and pedestrians.

"ICBC's road improvement program is helping to make Abbotsford and Mission a safer place to drive," said Simon Gibson, MLA for Abbotsford-Mission. "Road safety is a number one priority for everyone."

"These enhancements will make our transportation routes both safer, which is always a good investment for our community," said Marc Dalton, MLA for Maple Ridge-Mission.

ICBC launched its [road improvement program](#) in 1990, and since then has invested approximately \$120 million in road improvement projects and safety studies across B.C. In 2013, ICBC invested approximately \$4.3 million in the Lower Mainland and \$8 million in projects and safety audits across the province.

"Everyone benefits from road improvements – from drivers to pedestrians – because safer roads mean fewer crashes, which also translates into lower claim costs," said John Dickinson, ICBC's director of road safety. "We'll continue to invest in road safety initiatives that help us keep rates as low as possible."

All proposed road improvement projects are assessed based on their ability to make roads safer. The most [recent evaluation](#) of the program concluded that over a two year time period, overall, for every dollar invested, ICBC and its customers see a return rate of five times the investment. More importantly, the benefits of road improvements can continue well beyond two years. The evaluation found that 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.

ICBC also participates in engineering studies and assists communities in the planning of roadways and managing traffic.

As road improvements are made, drivers may also need to adopt new driving behaviours, such as adjusting to traffic pattern changes and understanding the rules of the road. The majority of crashes are preventable and have more to do with driver error than road engineering. Drivers need to do their part by making smart driving decisions to prevent crashes.

Over the last 24 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](#).

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## Road improvement projects completed in Abbotsford and Mission in 2013:

### Abbotsford

<p>Location: Highway 11, Abbotsford</p> <ul style="list-style-type: none"><li>○ Project description: Improve delineation for Highway 11 on the Matsqui Prairie</li><li>○ Partner: Ministry of Transportation and Infrastructure</li><li>○ ICBC contribution: \$53,800</li></ul>
<p>Location: Maclure Road and Blue Jay Street</p> <ul style="list-style-type: none"><li>○ Project description: Westbound left-turn signal phase, speed reader board facing eastbound and a new marked crosswalk</li><li>○ Partner: City of Abbotsford</li><li>○ ICBC contribution: \$18,000</li></ul>
<p>Location: At 23 intersections along Maclure Rd, Abbotsford East, Marshall Rd, Sumas Way</p> <ul style="list-style-type: none"><li>○ Project description: Installation of highly reflective overhead street name signs</li><li>○ Partner: City of Abbotsford</li><li>○ ICBC contribution: \$22,000</li></ul>
<p>Location: George Ferguson Way and Bourquin Crescent West</p> <ul style="list-style-type: none"><li>○ Project description: Installation of pedestrian countdown timers</li><li>○ Partner: City of Abbotsford</li><li>○ ICBC contribution: \$1,500</li></ul>
<p>Location: Mt. Lehman Road and Blueridge Drive</p> <ul style="list-style-type: none"><li>○ Project description: Installation of new traffic signal</li><li>○ Partner: City of Abbotsford</li><li>○ ICBC contribution: \$8,000</li></ul>
<p>Location: At nine locations in Abbotsford</p> <ul style="list-style-type: none"><li>○ Project description: Crosswalk improvements with “shark teeth” pavement markings to indicate to drivers to stop and yield to crossing pedestrians</li><li>○ Partner: City of Abbotsford</li><li>○ ICBC contribution: \$7,000</li></ul>
<p>Location: At four intersections - Fraser Highway/Lefevre Road, Marshall Road/Ware Street, Marshall Road/Emerson Street and South Fraser Way/Hill-Tout Street</p> <ul style="list-style-type: none"><li>○ Project description: Upgrade secondary signal head displays</li><li>○ Partner: City of Abbotsford</li><li>○ ICBC contribution: \$8,000</li></ul>

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**Mission**

<p>Location: Highway 11, Mission</p> <ul style="list-style-type: none"><li>○ Project description: Construction of a paved pedestrian path on the east side of Highway 11 which extends from Highway 7 heading south towards the Junction Shopping Centre</li><li>○ Partner: Ministry of Transportation and Infrastructure</li><li>○ ICBC contribution: \$38,000</li></ul>
<p>Location: Highway 7 between 240<sup>th</sup> Street and 287<sup>th</sup> Street</p> <ul style="list-style-type: none"><li>○ Project description: Installation of rumble strips, improve delineation and pavement markings</li><li>○ Partner: Ministry of Transportation and Infrastructure</li><li>○ ICBC contribution: \$38,000</li></ul>
<p>Location: Cedar Street and 7<sup>th</sup> Avenue</p> <ul style="list-style-type: none"><li>○ Project description: Traffic safety and operation review of intersection</li><li>○ Partner: District of Mission</li><li>○ ICBC contribution: \$7,000</li></ul>
<p>Location: Cedar Street and 7<sup>th</sup> Avenue</p> <ul style="list-style-type: none"><li>○ Project description: Intersection improvements including road marking, overhead lane signage and improved signal timing</li><li>○ Partner: District of Mission</li><li>○ ICBC contribution: \$13,000</li></ul>
<p>Location: Cedar Street and 7<sup>th</sup> Avenue</p> <ul style="list-style-type: none"><li>○ Project description: Installation of left-turn signal phasing</li><li>○ Partner: District of Mission</li><li>○ ICBC contribution: \$26,000</li></ul>

**Lower Mainland regional road improvement projects completed in 2013:**

<p>Location: Seven locations in the Lower Mainland</p> <ul style="list-style-type: none"><li>○ Project description: Installation of uninterrupted power supply (UPS) systems at seven locations in the Lower Mainland</li><li>○ Partner: Ministry of Transportation and Infrastructure</li><li>○ ICBC contribution: \$17,500</li></ul>
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