

Community

CRASH REDUCTION

Challenge

Presentation to Richmond Mayor and Council
April 2004



Official Challenge Web Site
www.icbc.com

Autoplanbrokers
INSURING A SAFER BC



Our Priority

Ensuring that we all can live and work in
safe communities



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The scope and magnitude of crashes is much greater than most people realize.



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**Did you know that on a typical day
in B.C...**

There is a car crash every two minutes.

Someone is injured every seven minutes.

** Based on 2002 data from ICBC.*



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Are British Columbians up for The Challenge?



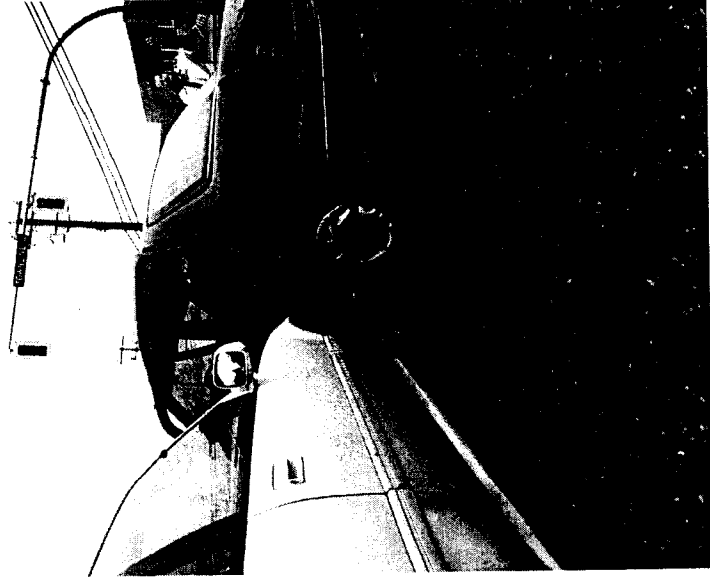
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Working Together

By working together, we
can reduce the harm on
our roads.



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What is The Challenge?

A 23-day period, from May 5 - 27, 2004

165 municipalities are invited to take part

Like-sized communities have been put into categories based on their population



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What are the categories?

Up to 1,500 in population

From 1,501 to 5,000 in population

From 5,001 to 10,000 in population

From 10,001 to 40,000 in population

From 40,001 and up in population

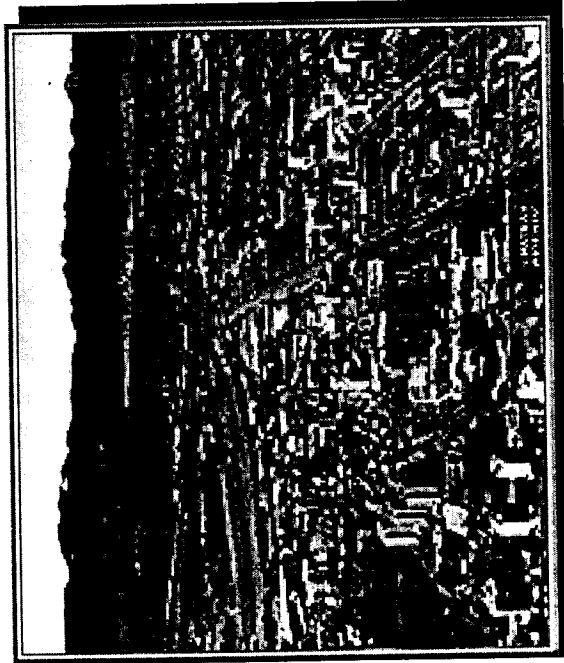


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How can your community win?



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Individuals can win too



Pledge at
www.icbc.com



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How can you participate?



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How can you participate?

The community that comes in with the
highest % reduction below their
crash prediction (in their category)...

WINS!



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What can YOU do to take part in The Challenge?



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**Getting involved
Pledge to get involved.
Challenge another community.**



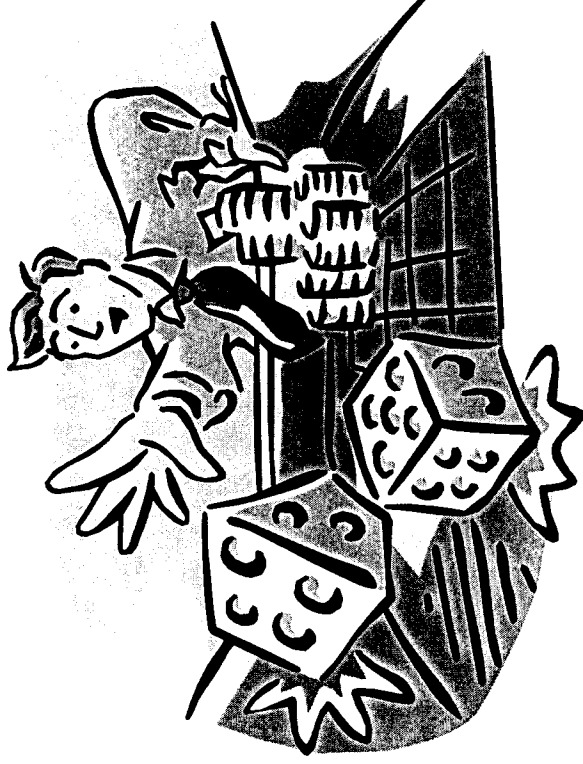
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Community
CRASH REDUCTION
Challenge

Issue a side bet...

- The winner gets a free lunch - and the loser has to deliver it
- The loser contributes \$100 to a local charity
- The loser flags the other community's flag for one month



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Promoting The Challenge

**Promote The Challenge to local businesses,
friends and residents**

Urge fellow community leaders to get involved

Proclaim your community's participation

Post promotional materials in your office

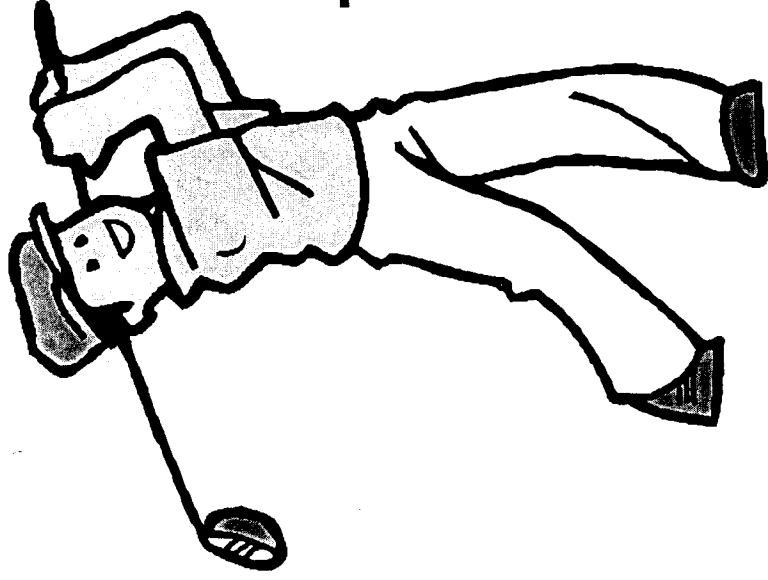


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Everyone's a winner!



The lowest score wins!

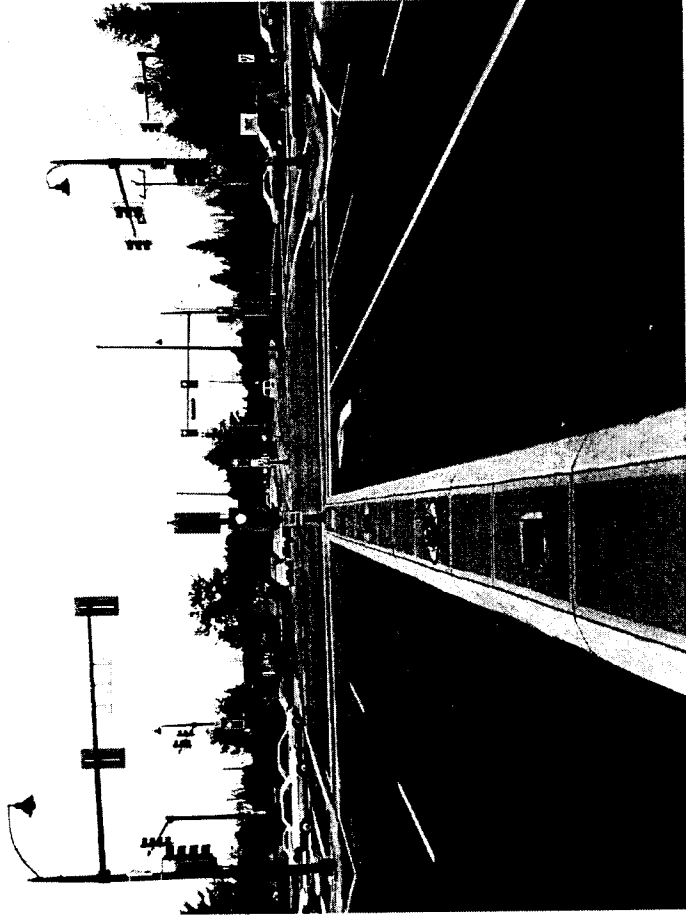


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Thank you



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