



BOWEN ISLAND HORSE OWNERS & RIDERS ASSOCIATION
PO BOX 282, BOWEN ISLAND, BC V0N 1G0
WWW.BIHORA.ORG

Bowen Island Horse Owners & Riders Association (BIHORA) 2010 Spring Safety Campaign

In the Spring of 2010, BIHORA undertook steps to increase both awareness and safety for both horseback riders and motorists sharing Bowen Island's rural roads. The following is a summary of our activities:

Road Safety Rack Card

BIHORA liaised with Ruth Donald, Horse Council BC's (HCBC) Recreation Coordinator, to acquire 1500 HCBC Road Safety rack cards. HCBC generously covered the costs of half the rack cards as well as shipping the cards to Bowen Island. BIHORA volunteers labelled the cards with BIHORA contact information and then used BIHORA funds to mail the cards to the community. A PDF of the rack card was posted on the Bowen Island Municipality's (BIM) website and on the BIHORA website *bihora.org*.

News Release

On April 5th, 2010, BIHORA submitted a news release to the two local newspapers (*The Undercurrent* and *BITE*) as well as to BIM. This release was a modified version of the template provided on the HCBC website and included a reference to the rack card, which residents were told to watch for in their mailbox. The release was published in both newspapers, on the BIM website and on *bihora.org*.

Banner

A long 20' banner was hung across the entrance road to Bowen Island. Capturing the attention of everyone arriving by ferry or water taxi, the sign was a visual reminder for people to ride and drive safely on Bowen's roads. The banner remained strung up for approximately one month.

Trailhead Signs

BIHORA created a sign outlining proper trail etiquette when encountering horses on multi-use trails. BIM reproduced, laminated and posted the signs at several trailheads throughout the island. These signs are expected to last several years.

Ongoing Messaging

Throughout the year, BIHORA continues to reiterate our safety message at BIHORA-specific and community-wide events. This includes responding to letters to the editor of the local papers, staffing booths with BIHORA volunteers at community events, and speaking at public events.

We hope to build on the success of our 2010 campaign in the years to come, ensuring safety for motorists, equestrians and all trail users on Bowen Island.

Further information about BIHORA can be found online at *www.bihora.org*.