



**CROSSWALK SAFETY ADVISORY COMMITTEE
MINUTES
SEPTEMBER 18, 2014**

PRESENT: Ms. Janet Barlow, Chair
Deputy Mayor Darren Fisher
Ms. Krista Daley
Sgt. Steve Calder
Ms. Jill McGillicuddy
Ms. Lucille Reid
Dr. Ahsan Habib

REGRETS: Ms. Jamey-Ellen Klenavic, Vice Chair
Mr. Kelsey Green
Mr. Kyle Miller
Councillor Wayne Mason
Councillor Barry Dalrymple

STAFF: Mr. Roddy MacIntyre, Traffic Services Supervisor, Traffic and Right of Way
Mr. Bruce Debaie, Managing Director Corporate Communications
Mr. Taso Koutroulakos, Manager, Traffic & Right of Way
Ms. Krista Vining, Legislative Assistant
Mr. Andrew Reid, Legislative Assistant

OTHERS PRESENT: Councillor Steve Craig

The following does not represent a verbatim record of the proceedings of this meeting.

The agenda, supporting documents, and information items circulated to the Crosswalk Safety Advisory Committee are available online: <http://www.halifax.ca/boardscom/csac/140918agenda.php>

The meeting was called to order at 10:05 a.m. and adjourned at 11:41 a.m.

1. CALL TO ORDER

The Chair called the meeting to order at 10:05 a.m. and welcomed Sgt. Steve Calder to the Committee.

2. APPROVAL OF MINUTES – June, 26, 2014

MOVED by Deputy Mayor Fisher, seconded by Dr. Habib that the minutes of June 26, 2014 be approved, as presented. MOTION PUT AND PASSED.

3. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS

It was noted that staff would be late arriving for Item 7.1.1 and at the request of the Chair, the Committee agreed to address item 7.2.1 as the first order of business.

MOVED by Ms. Daley, seconded by Ms. Reid that the Order of Business be approved as amended. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES – NONE

5. CONSIDERATION OF DEFERRED BUSINESS – NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence

Correspondence was received: Norm Collins dated August 10, 2014; and Brad Milligan dated July 2, 2014.

7. REPORTS

7.1 STAFF

7.1.1 Event Planning for Crosswalk Safety Awareness Day Campaign Sub-Committee

This matter was dealt with later in the meeting, see page 4.

7.2 COMMITTEE MEMBERS UPDATE

7.2.1 Discussion re: Proposed Amendments to Motor Vehicle Act (MVA)

- The Chair circulated a draft document entitled “Draft recommendations for Increasing Non-Monetary Penalties in the MVA with respect to Crosswalk Violations (for motorists and pedestrians).

Mr. Taso Koutroulakos, Manager, Traffic & Right of Way stated he was unsure about the background on the Committee’s draft recommendations. He indicated that the approach staff wanted to take would be an education approach similar to the bike helmet program. The Chair responded that the draft recommendations was a follow up to the Committee’s work plan. She explained that the process would be for the Committee to recommend to the Transportation Standing Committee that Regional Council request the Mayor write a letter to the Province addressing the proposed recommendations to the *Nova Scotia Motor Vehicle Act (MVA)* put forward by the Crosswalk Safety Advisory Committee.

A discussion was held on the non-monetary penalties pursuant to the Making Our Communities Safer: Crosswalk Safety Work Plan and Pedestrian Safety Action Plan. The Chair inquired if the crosswalk infraction school idea would need provincial authorization. Mr. Koutroulakos referred to the July 9, 2014 staff report that was before Regional Council August 5, 2014 describing internal discussions regarding a crosswalk infraction school.

Councilor Craig expressed concern over the crosswalk infraction school option, indicating that there needed to be a higher authority such as the Province issuing tickets if there was an infraction. Mr. Koutroulakos responded that if it was a serious infraction, there would be no option.

The Committee agreed that the action should move forward and that a recommendation would raise awareness among experts and decision makers. The Committee also suggested that this action item would provide the context and discussion for improvements to the MVA. One member highlighted driving testing and cyclist training as areas for improvement.

The Chair summarized by asking if the Committee would like to draft a letter. The Chair stated that this originated in Goal 4 of the Committee's Crosswalk Safety Work Plan and questioned which would be the best route for the letter to take. The Chair suggested that Committee members forward their comments and suggestions on the draft. It was noted that staff could assist with language around the traffic context.

It was agreed that the draft recommendations would come back to the Committee for their next meeting for review and consideration.

MOVED by Dr. Habib, seconded by Ms. Daley that the Committee's discussion around the proposed recommendations to the Nova Scotia Motor Vehicle Act be brought forward for review and consideration at the next meeting. MOTION PUT AND PASSED.

8. ADDED ITEMS – NONE

9. IN CAMERA

MOVED by Deputy Mayor Fisher, seconded by Ms. Daley that the in Camera minutes be approved as presented. MOTION PUT AND PASSED.

10. DATE OF NEXT MEETING – October 23, 2014

The Committee debated whether to change or maintain their schedule. Ms. Vining explained that the Crosswalk Safety Awareness Day Campaign Sub-Committee would be meeting following the Crosswalk Safety Awareness Day to review and make recommendation to the Committee around future crosswalk safety awareness day campaigns. The Committee agreed to keep their meeting scheduled status quo at this time.

At this time, the Committee discussed Goal 5 "Develop a mechanism for more community input through this committee" of the Making Our Communities Safer: Crosswalk Safety Work Plan. The Chair noted that one of the ideas raised during the development of the work plan was to hold a town hall meeting, and questioned if the Committee was still interested in pursuing that idea. It was noted that the objective would be to invite the community and staff to discuss crosswalk safety in a proactive mode. Dr. Habib commented that November was statistically the best time to hold a meeting and indicated that his research group, DalTRAC, would be organizing an event during that time. After discussing timing and format of the event, the Committee tentatively settled on pursuing an information café style event in November, in collaboration with DalTRAC. It was noted that Committee members would send their ideas to Dr. Habib and he would provide additional information to the Committee for review and consideration at the next meeting.

Item 7.1.1 was addressed at this time.

7.1.1 Event Planning for Crosswalk Safety Awareness Day Campaign Sub-Committee

The following was before the Crosswalk Safety Advisory Committee:

- A staff report dated September 12, 2014.

Mr. Bruce Debaie, Managing Director Corporate Communications presented the Crosswalk Safety Awareness Day Campaign Sub-Committee's proposed recommendations for the Crosswalk Safety Awareness Day, as outlined in the attached September 12, 2014 staff report.

Ms. Daley asked that a person with a disability be added to the campaign's conceptualization of multimodal transportation.

Dr. Habib raised concern over the Crosswalk Safety Awareness Day Campaign creating a mixed message, given the Thumbs Up, Nova Scotia! campaign was already developed by the DaTRAC research team. He stated that other regions have adopted the campaign under an open source agreement and yet HRM did not seek to adopt the campaign. Dr. Habib indicated that his research group would be running the campaign during the same time as HRM. He suggested that it would be better to reconcile the two campaigns to provide a larger impact. Dr. Habib stated that the Heads Up Halifax messaging had a large pedestrian orientated value but that the multi-modal aspects should be taken out to clarify the campaign's orientation towards pedestrian safety. Dr. Habib questioned if there was any way to take some of the design elements to coordinate the two campaigns then it would show a greater partnership.

The Chair noted that she shared Dr. Habib's view, but also that she appreciated the Crosswalk Safety Awareness Day Campaign's call to action.

Councillor Craig commented that the two campaigns were complementary and not conflicting and one could reinforce the other.

Deputy Mayor Fisher expressed concern with amending the recommendation to include the alignment of the Thumbs Up Nova Scotia campaign, as the Crosswalk Safety Awareness Day Sub-Committee recommendation was on the Heads up Halifax campaign brand.

Dr. Habib further suggested that a greater attempt to align the Crosswalk Safety Awareness Day Campaign with the Thumbs Up Nova Scotia Campaign be undertaken in terms of graphic representation and brand with the final design of the campaign. Mr. Debaie advised that this could be taken into consideration.

MOVED by Deputy Mayor Fisher seconded by Dr. Habib that the Crosswalk Safety Advisory Committee recommend to the Transportation Standing Committee to approve the planned actions for the 2014 Crosswalk Safety Awareness Day campaign in the September 12, 2014 staff report. MOTION PUT AND PASSED.

Ms. McGillicuddy stated that the school boards would be willing to do anything to help facilitate involvement in the Crosswalk Safety Awareness Day.

The Chair asked staff if the crosswalk flags had been approved, to which Mr. Taso Koutroulakos, Manager, Traffic & Right of Way responded in the affirmative.

11. ADJOURNMENT

The meeting was adjourned at 11:41 a.m.

Andrew Reid
Legislative Assistant