

CROSSWALK SAFETY ADVISORY COMMITTEE
MINUTES

September 26, 2013

- PRESENT: Councillor Barry Dalrymple, Chair
Councillor Darren Fisher
Councillor Waye Mason
Ms. Lucille Reid
Ms. Jamy-Ellen Klenavic
Mr. Ben Wedge
Dr. Ahsan Habib
Mr. Stephen Stone
Mr. Kyle Miller
Ms. Janet Barlow
Mr. Tom Boyd
- REGRETS: Ms. Jill McGillicuddy, Planner, Halifax Regional School Board
- OTHERS PRESENT: Councillor Steve Craig
- STAFF: Mr. Roddy MacIntyre, Traffic and ROW
Sgt. David Reynolds, Integrated HRP/RCMP Traffic Supervisor
Mr. Darcy Warren, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 10:03 a.m.in the Media Room, City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – August 22, 2013

MOVED by Ms. Barlow seconded by Ms. Reid that the minutes of August 22, 2013 be approved as presented. MOTION PUT AND PASSED.

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

MOVED by Dr. Habib seconded by Councillor Mason that the agenda be approved as presented. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - None

5. CORRESPONDENCE, PETITIONS & DELEGATIONS

5.1 Correspondence – Transport Officials consider Crosswalk Safety improvements – *Norm Collins, August 20, 2013 was distributed.*

6. REPORTS/DISCUSSION

6.1 Crosswalks around the World – *Kyle Miller*

Mr. Stone entered the meeting at 10:06 a.m.

Mr. Miller made a presentation to the Committee on “Crosswalks around the World”. He showed various types of crosswalks, lights, and signage that are used across the world.

Mr. Miller stated that the purpose of the presentation was to show members what other provinces and countries are using to ensure crosswalk safety. The Committee agreed to have this presentation again prior to writing report to the Transportation Standing Committee. Mr. Miller stated he would be happy to present.

On behalf of the Committee, the Chair thanked Mr. Miller for his presentation.

A copy of the presentation is on file.

6.2 HRM Pedestrian Safety Campaign – Sally Christie, Corporate Communications

Ms. Sally Christie, Corporate Communications, gave a presentation to the Committee on “Distraction Kills”. This marketing campaign was used for three weeks in March

2013. Ms. Christie stated that the campaign was to increase awareness and ultimately change distracted behaviour of drivers and pedestrians by showing them the many distractions that are interfering with alertness.

Ms. Christie pointed out that HRM wanted this campaign to be hard hitting and wanted the public to see the magnitude of this issue. She then proceeded to inform the Committee of the pre and post survey results of the ad campaign. The following is a summary of the results:

- Results of the 2013 Crosswalk Safety Study indicate that although the advertising campaign was relatively short in duration, the campaign performed well with strong recall, message link, and low wear-out among viewers
- In both the pre- and post-wave surveys a high proportion of residents reported seeing or hearing advertisements and/or messaging related to pedestrian safety
- The ad campaign had a relatively high level of reach and recall in HRM, with nearly two- thirds of residents having seen or heard at least one of HRM's pedestrian safety advertisements
- Post-wave results indicate that residents report seeing advertisements or messaging regarding the need to pay attention, that crosswalk safety issues are a shared responsibility, and the danger of being distracted while driving
- A majority of residents also correctly identified HRM as a sponsor of the campaign. The vast majority of residents hold a favorable opinion to the campaign
- When asked how to improve pedestrian safety in HRM, a variety of responses were provided, with the most common suggestion being improved visibility and lighting at crosswalks
- Given the profile of the pedestrian safety issue, and endorsement of residents for HRM sponsoring such an initiative, it appears that residents would be in favour of continuing such advertising efforts

Ms. Christie finished her presentation by stating that recommendations from the survey suggest that HRM consider extending the campaign and increased visibility of crosswalks, especially in high traffic areas.

The Chair thanked Ms. Christie for the presentation and asked her where the funding for this campaign had originated. Ms. Christie responded that the funding came from the Transportation & Public Works budget.

Ms. Klenavic noted that research statistics were not shown and that most crosswalk accidents are caused by drivers. She also noted that the ad was very upsetting to children due to the graphic nature of the campaign.

Ms. Barlow also indicated that she was not fond of the "shock and awe" approach of the campaign. She stated that statistics show that positive ads have more impact than negative ads.

Dr. Habib stated the campaign was a success, but expressed concern over negative ads. Dr. Habib noted that negative ads in the long run may cause less active transportation. He stated the he would encourage more positive ads.

A copy of the presentation is on file.

Councillor Mason left the meeting at 11:03 a.m.

6.3 Work Plan Session – Marilyn Smith, Volunteer Services

Ms. Smith reviewed the agenda for the work plan session and divided the Committee into two groups. The following is a summary of the work session:

Ms. Smith noted that the Committee is to prepare a report with action plans that will identify and address concerns for crosswalks as they relate to crosswalk safety including budget implications. Issues to be addressed in the report include, but are not limited to:

Preparing a report with action plans that will identify and address concerns for crosswalks as they relate to crosswalk safety, including budget implications. Issues to be addressed in the report, not limited to the following:

- Education
- Enforcement
- Traffic Control Measures
- Standards and consistency
- other items that may arise

Each of the two groups was to assign a recorder and a presenter to inform the whole Committee of their responses. Following each presentation the Committee was given time to ask questions of clarification and to add relevant information. Each issue was addressed by answering the following questions:

- What's currently happening?
- What improvements are required?
- What challenges are we faced with?
- What steps are required to make the necessary crosswalk improvements?

The first work plan session included education and enforcement. The following is a summary of the discussion which took place after each group made their presentation.

Group A – Education: discussion took place using the following questions:

1. What's currently happening?

- Halifax Regional Municipality's "Distraction Kills"
- Social Media
- Traditional Media

- Norm Collins – Crosswalk Safety
- Making Tracks Ecology Action Centre
- Pedestrian Safety Brochure – Provincial
- Nothing happening in schools

2. What improvements are required?

- Road Safety curriculum in schools
- Increased HRM advertising
- School Board and Provincial involvement
- Positive messaging
- HRM should take the lead in the coordination of external interest groups

3. What do you see as challenges? Identification of possible solutions.

- Budgets
- Going into schools
- Curriculum for teachers to teach the students
- Shared responsibility between HRM and the Province
- Behavioural challenges
- Pedestrian and driver cooperation

4. What steps are required to make improvements? What resources are needed?

- Halifax Regional Municipality to approach the province and the Halifax Regional School Board
- Educational enforcement to change current lifestyle as it relates to crosswalk safety
- Request funding from all levels of government
- Positive messaging
- Encourage a cultural shift
- Encourage shared responsibility

Group B – Enforcement: discussion took place using the following question:

1. What's currently happening is it working, if not why?

- What penalties, if any, exist for pedestrians and drivers?
- What laws and regulations are presently in place
- Clarification from the Motor Vehicle Act in regards to pedestrian penalties
- MVA Section 125(3)
- Define definition of unmarked crosswalks
- Entrapment? Plain clothes officers (radio ahead)
- Little knowledge in recognizing the need for education of crosswalk safety in schools
- What is currently happening in HRM as a whole?

2. What improvements are required? What is no longer relevant? What are the gaps?

- Increase in clarity and enforcement
- Change in priorities for enforcement
- So many policing issues; what is most important?
- Crossing Guards
- Informal enforcement: community enforcement stewardship like neighbourhood watch
- Citizens taking control
- Improvement of the successes we already have
- Are we utilizing staff properly?

3. What do we see as challenges? Identifying possible solutions.

- Perceived level of importance in regards to budgets and priorities
- Education and lack thereof
- No strong messages coming from unified sources
- Difficult/unwillingness to change legislation
- Need for cultural change
- Overlap between issues

4. What steps are required to make the necessary improvements? What are we able to do? What resources are required?

Due to time constraints Group B were unable to present their responses. The Committee agreed that the whole of the next meeting will be dedicated to the work plan session.

The Chair thanked Ms. Smith for facilitating the work plan session thus far and indicated the Committee looks forward to the next session.

7. ADDED ITEMS - None

8. NEXT MEETING DATE – *October 24, 2013*

The next regular meeting of the Crosswalk Safety Advisory Committee will be held on Thursday, October 24, 2013, 10:00 a.m., Halifax Hall, City Hall, 1841 Argyle Street, Halifax.

9. ADJOURNMENT

The meeting was adjourned at 12:00 p.m.

Darcy Warren
Legislative Assistant

INFORMATION ITEMS – NONE