



**CROSSWALK SAFETY ADVISORY COMMITTEE  
MINUTES  
March 31, 2016**

PRESENT: Mr. Kelsey Green, Chair  
Councillor Reg Rankin  
Councillor Gloria McCluskey  
Councillor Tony Mancini  
Ms. Krista Daley  
Dr. Ahsan Habib  
Ms. Jill McGillicuddy, HRSB  
Cst. Shawn Flynn, HRP

REGRETS: Ms. Lucille Reid, Vice-Chair

STAFF: Mr. Bruce DeBaie, Managing Director, Corporate Communications  
Mr. Taso Koutroulakis, Traffic Management and Right of Way  
Mr. Roddy MacIntyre, Traffic Management and Right of Way  
Mr. Kevin Arjoon, Municipal Clerk  
Ms. Phoebe Rai, Legislative Assistant

*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/160331CSAC-Agenda.php>*

*The meeting was called to order at 10:03 a.m. and adjourned at 11:21 a.m.*

**1. CALL TO ORDER**

Mr. Kelsey Green, Chair called the meeting to order at 10:03 a.m.

Mr. Green welcomed new Committee member Councillor Tony Mancini and noted that Ms. Reid had provided regrets.

**2. APPROVAL OF MINUTES – November 26, 2015**

MOVED by Councillor Rankin, seconded by Ms. Daley

**THAT the minutes of November 26, 2015 be approved as presented.**

**MOTION PUT AND PASSED.**

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

MOVED by Ms. Daley, seconded by Councillor Mancini

**THAT the agenda be approved as presented.**

**MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES**

**4.1 Correspondence from Minister MacLellan regarding Non-Monetary Penalties**

The Committee took note of the response dated July 28, 2015 from Minister MacLellan to the letter sent by Mayor Savage on behalf of Regional Council on June 19, 2015 regarding Non-Monetary Penalties. No further action was taken.

**5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS – NONE**

**6. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE**

**8. INFORMATION ITEMS BROUGHT FORWARD – NONE**

**9. REPORTS**

**9.1 STAFF**

**9.1.1 Crosswalk Safety Awareness Day 2015 – Bruce DeBaie**

The following was before the Crosswalk Safety Advisory Committee:

- A staff presentation dated March 31, 2016

Mr. Bruce DeBaie, Managing Director of Corporate Communications provided information regarding the Crosswalk Safety Awareness Day 2015 event. Mr. DeBaie advised that there was significant media and social media interest in the event. He indicated that the event furthered the key message of the broader Heads Up Halifax campaign that drivers, cyclists and pedestrians all share responsibility for travelling safety together. He addressed the metric selected by the Committee to gauge success, noting that the reach of the event was extended from 26 to 48 crosswalks with better geographic representation.

Despite significant interest in the event, Mr. DeBaie advised that there was only moderate recall of campaign messages. The results of a Corporate Research Associate post-event survey with approximately 500 respondents conducted less than one month after the event demonstrated that between one third and one quarter of the respondents were aware of the Crosswalk Safety Awareness Day, suggesting that residents need to hear the messages more consistently and more often in order to influence behaviour.

Mr. DeBaie indicated that staff is looking to spread existing resources out through a sustained year-long campaign, rather than two shorter campaigns where recall drops off afterward.

A brief discussion ensued with Mr. DeBaie responding to questions of clarification from the Committee. Members of the Committee suggested that rather than moving to a yearlong campaign, staff may consider a shorter time frame so that focus is not lost. It was also suggested that staff coordinate the timeframe with HRP and TIR themed months relevant to crosswalk safety and to focus on September when schools begin their fall session.

The Chair thanked Mr. DeBaie for his presentation.

### **9.1.2 Crosswalk Safety Advisory Committee Review – Katherine Barnstead**

The following was before the Crosswalk Safety Advisory Committee:

- A memorandum from the Municipal Clerk dated March 23, 2016

Ms. Katherine Barnstead, Public Appointment Analyst, Municipal Clerk's Office provided an overview of the motion passed by the Transportation Standing Committee (TSC) and ensuing review of the Crosswalk Safety Advisory Committee. She indicated that the purpose of the current discussion was to consider the preliminary findings of the review and to consult with the Committee on the recommendation being brought forward for consideration by TSC.

Ms. Barnstead outlined the mandate of the Committee and indicated that the findings of the review demonstrate that the mandate has been fulfilled. She highlighted the success of the Committee regarding the Crosswalk Safety Work Plan and the Committee's contributions to the Heads Up Halifax campaign through the Crosswalk Safety Awareness Day, Zebra striped markings, support for TRANSED Conference, recommendations on non-monetary penalties for crosswalk infractions, and commercial parking lot standards regarding pedestrian safety. She advised that a recurring theme throughout the review has been an appreciation of the level of commitment and dedication demonstrated by the Committee and the impact it has had on promoting the advancement of pedestrian safety in HRM.

Committee members expressed support for the findings of the review. The Committee heard that meetings of TSC are webcast and provide opportunities for public participation, and they agreed that it would be an appropriate forum for conversations regarding crosswalk and pedestrian safety. It was suggested that additional wording be added to the TSC mandate to establish crosswalk safety as a Regional Transportation issue.

In response to questions from the Committee, Mr. Kevin Arjoon, Municipal Clerk advised that staff would recommend that TSC receive an annual report regarding crosswalk and pedestrian safety, and that the meeting be advertised through social media and other channels. He emphasized that there would always be the opportunity for residents to speak to the matter through the public participation section of the agenda. Mr. Arjoon spoke to initiatives to increase public awareness of the opportunities for participation and webcasting.

Ms. Barnstead thanked the Committee for their time and advised that their feedback would be included in the report being presented to TSC.

The Legislative Assistant agreed to circulate by email a link to the Crosswalk Safety Advisory Committee Continuance report once it is made available to the public.

**9.2 COMMITTEE MEMBERS - NONE**

**10. ADDED ITEMS – NONE**

**11. DATE OF NEXT MEETING - Thursday, May 26, 2016, 10:00 a.m., Halifax Hall, City Hall**

**13. ADJOURNMENT**

The meeting adjourned at 11:21 a.m.

Phoebe Rai  
Legislative Assistant