



**CROSSWALK SAFETY ADVISORY COMMITTEE
MINUTES
June 25, 2015**

PRESENT: Mr. Kelsey Green, Vice Chair
Councillor Darren Fisher
Councillor Gloria McCluskey
Councillor Reg Rankin
Dr. Ashan Habib
Ms. Krista Daley
Ms. Anne James
Ms. Lucille Reid
Ms. Jill McGillicuddy
Sgt. Steve Calder

REGRETS: Ms. Janet Barlow, Chair

STAFF: Mr. Bruce DeBaie, Managing Director, Corporate Communications
Ms. Tanya Davis, Traffic Management and Right of Way
Mr. Roddy MacIntyre, Traffic Management and Right of Way
Ms. Phoebe Smith, Legislative Assistant
Mr. Darcy Warren, Legislative Support

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

The agenda, supporting documents, and information items circulated to Crosswalk Safety Advisory Committee are available online: <http://www.halifax.ca/boardscom/csac/150625CSACAgenda-HRM.php>

The meeting was called to order at 10:09 a.m., and the Committee adjourned at 11:07 a.m.

1. CALL TO ORDER

Mr. Kelsey Green, Vice Chair called the meeting to order at 10:09 a.m. in Halifax Hall, City Hall, 1841 Argyle Street Halifax.

2. APPROVAL OF MINUTES – April 23, 2015

MOVED by Councillor Rankin, seconded by Councillor McCluskey that the minutes of April 23, 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 Dr. Habib that the agenda be approved as presented. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 Making Our Communities Safer Plan

The following was before the Committee: Memorandum, Motion in regard to item 8.1 of the April 23, 2015 meeting of the Crosswalk Safety Advisory Committee.

Ms. Phoebe Smith, Legislative Assistant, informed the Committee that upon review with the Municipal Clerk, it was determined that the motion passed regarding item 8.1 of the April 23, 2015 meeting of the Crosswalk Safety Advisory Committee (CSAC) cannot be actioned as Regional Council has already provided their direction to staff as to what actions staff are to proceed on in 2015-2016.

Ms. Smith also noted that this direction was initiated by motion of the Transportation Standing Committee (TSC) and subsequently adopted by Regional Council on February 3, 2015.

Councillor Fisher stated that he would request a meeting with the Municipal Clerk to discuss this matter further and report back to the Committee at a future meeting of CSAC.

Councillor Rankin informed the Committee that the TSC will be meeting this afternoon, at which time he will request a staff update on the "2015-2016 Pedestrian Safety Action Plan. He informed the Committee that he would notify members once the staff update is completed and the date and place where the update will be given. The Committee agreed, and look forward to the update.

5. CONSIDERATION OF DEFERRED BUSINESS – NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence – None

6.2 Petitions - None

6.3 Presentations – None

7. REPORTS/DISCUSSION

7.1 STAFF

7.1.1 Update from Corporate Communications re: Heads Up Halifax

The following was before the Committee:

- *Update from Corporate Communications re: Heads Up Halifax – Bruce DeBaie, Managing Director, Corporate Communications*

Mr. DeBaie informed the Committee that the “Heads Up Halifax Campaign” was held on May 30, 2015, in Victoria Park Halifax. He then proceeded to inform the Committee how the campaign was planned and executed.

Mr. DeBaie stated that campaign consisted of four key elements: (1) Corporate Sponsorships; (2) Connecting crosswalk safety along with traffic safety; (3) Breaking through messaging clutter; and (4) leveraging social media.

He proceeded to inform the members that Telus was the major sponsor through its “Days of Giving Fund”. He stated that Telus was an exceptional partner, not only with funds but also with volunteers who gave out mock citations to increase safety awareness. He noted that the Halifax Regional Fire Department took part as well as portable traffic lights were used to teach traffic and crosswalk safety.

Mr. DeBaie finished his update by stating that there was also a kid’s area with entertainment from the “UNITY Charity” beat box dancers. He expressed his gratitude to Telus for the excellent exposure, as well as CBC and CTV news.

A short discussion ensued.

Ms. Daley questioned if Telus would sponsor this event again. Mr. DeBaie responded that Telus was a onetime sponsor and new sponsors will have to be pursued.

Dr. Habib commented that this event could piggy back on other events such as Bedford Days. He also stated that a pilot project such as car dealerships passing pamphlets on crosswalk and traffic safety could be used in the future. Dr. Habib expressed concerns that the “Heads Up Halifax” is not targeting drivers.

Councillor Fisher questioned if CSAC would be able to take ownership of this campaign. Mr. DeBaie responded that funds are available, but staff resources are not.

Ms. James stated that she could look into leveraging the help of students from the Nova Scotia Community College.

Councillor Rankin suggested that the new message boards be used to get drivers attention and inform citizens of the event. Mr. DeBaie stated that any messaging must be consistent, frequent and target drivers to increase awareness.

7.2 COMMITTEE MEMBERS

7.2.1 Crosswalk Safety Awareness Day 2015

The following was before the Committee:

- *Crosswalk Safety Awareness Day Sub-Committee Summary Report dated January 22, 2015*

A short discussion ensued.

Mr. DeBaie informed the members that they would have to recruit new crosswalk captains, take ownership of the event and send a report to the TSC for approval.

Dr. Habib expressed concerns that a sub-committee is needed in order to plan and advise CSAC.

The Committee agreed to re-instate the sub-committee with the following members: Ms. Janet Barlow, Mr. Kelsey Green, Ms. Anne James and Mr. Norm Collins. The sub-committee will meet throughout the summer and inform CSAC members as planning progresses.

MOVED by Councillor McCluskey, seconded by Ms. Daley that the Crosswalk Safety Advisory Committee reinstate the sub-committee to plan and facilitate the next Crosswalk Safety Awareness Day and forward the Crosswalk Safety Awareness Day Summary Report dated January 22, 2015 to the Transportation Standing Committee. MOTION PUT AND PASSED.

8. ADDED ITEMS – NONE

9. IN CAMERA - None

10. DATE OF NEXT MEETING – Thursday September 24, 2015

The next regular meeting of the Crosswalk Safety Advisory Committee will be held on Thursday September 24, 2015 in Halifax Hall, city Hall, 1841 Argyle Street, Halifax.

11. ADJOURNMENT

The meeting was adjourned at 11:07 a.m.

Mr. Darcy Warren
Legislative Support