

Thumbs Up! Share the Road Nova Scotia Campaign

Dr. Ahsan Habib and DalTRAC Team

Niki, Stephen, Justin, Mahmud, Mateja, Kelsey and others

Dalhousie University

Active Transportation Advisory Committee

21/11/13

Project timeline

- Best Practice Review
- Nova Scotia Collision Study
- Community Engagement
- Campaign Development Process
- Campaign Pilot Testing
- Next Steps



Share the Road Project

Began: August 2012

Funding Agencies:



Department of Energy

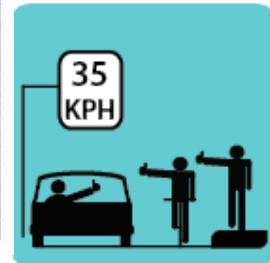
Partners:

Ecology Action Centre, Halifax Regional Municipality, Active Pictou County, Municipality of the District of Chester, Bicycle NS, Halifax Cycling Coalition, NS Dept of Health & Wellness, Route Enhancement Committee of the Aspotogan Peninsula, Doctors Nova Scotia



Best Practice Review

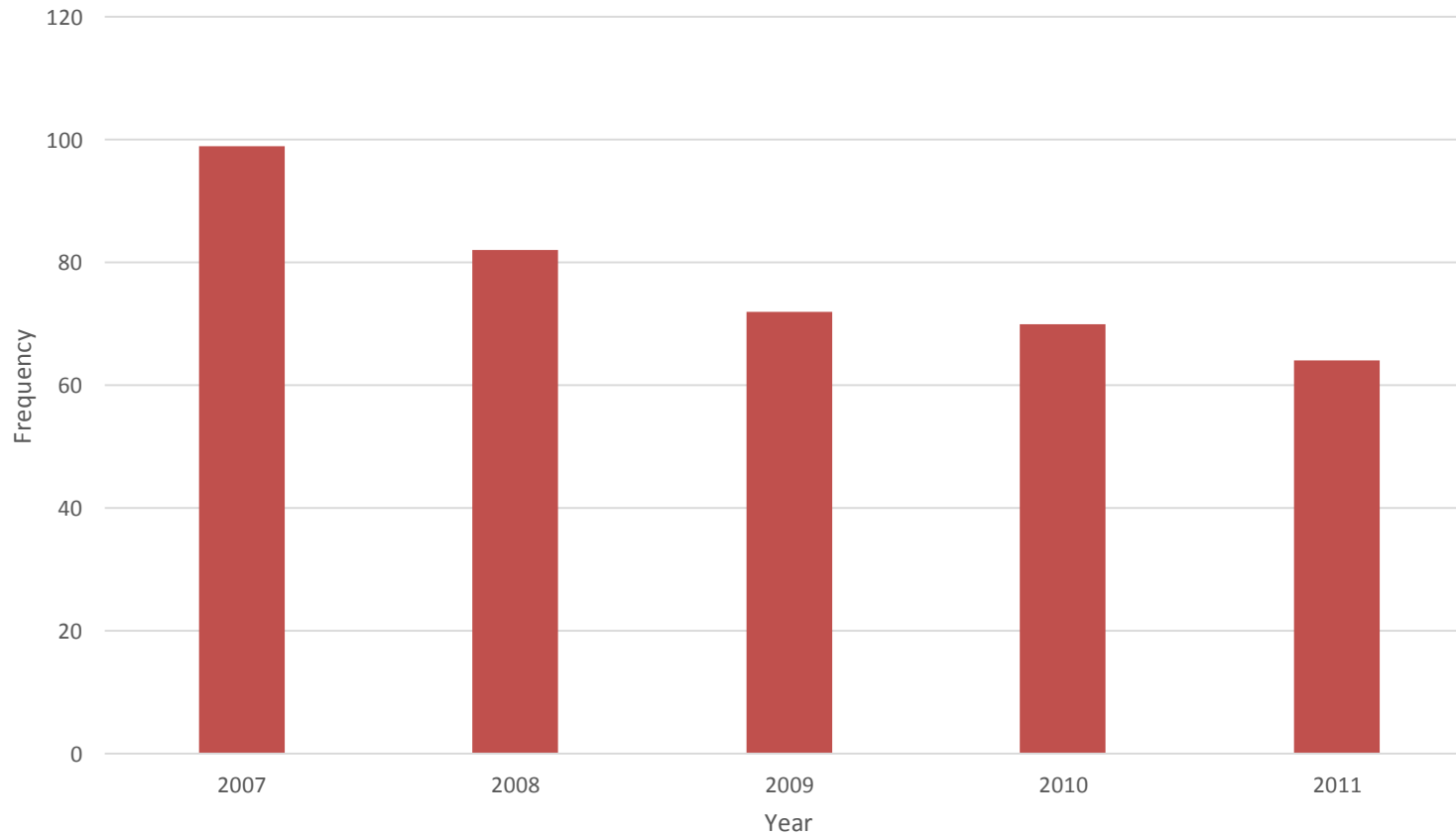
- Seventy “Share the Road” campaigns from around the world
- Audience, approach, messaging, evaluation, etc.



Nova Scotia Collision Study

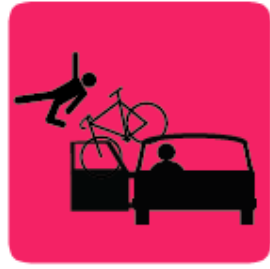
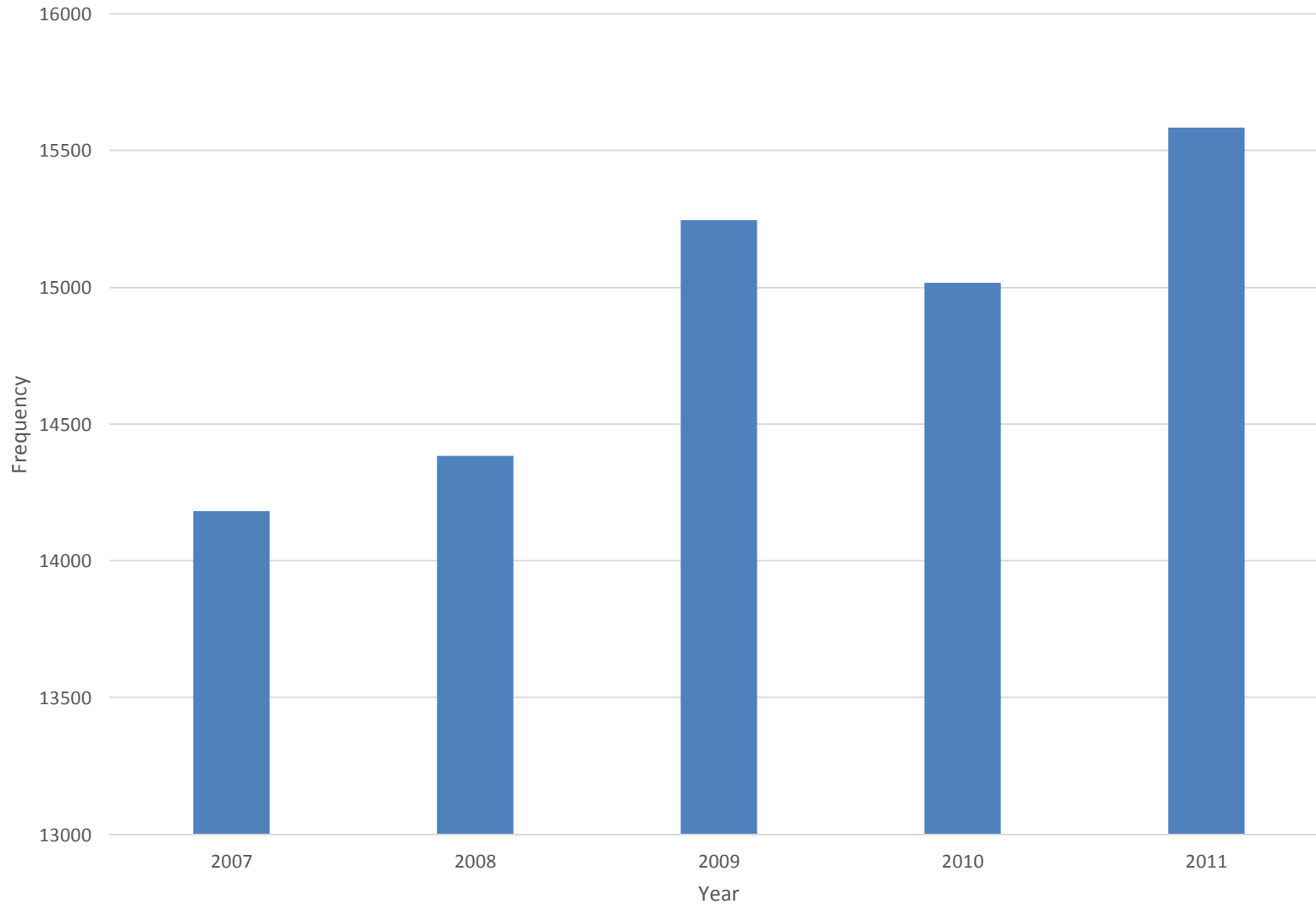
Collision records, 2007-2011

Trends in Fatality



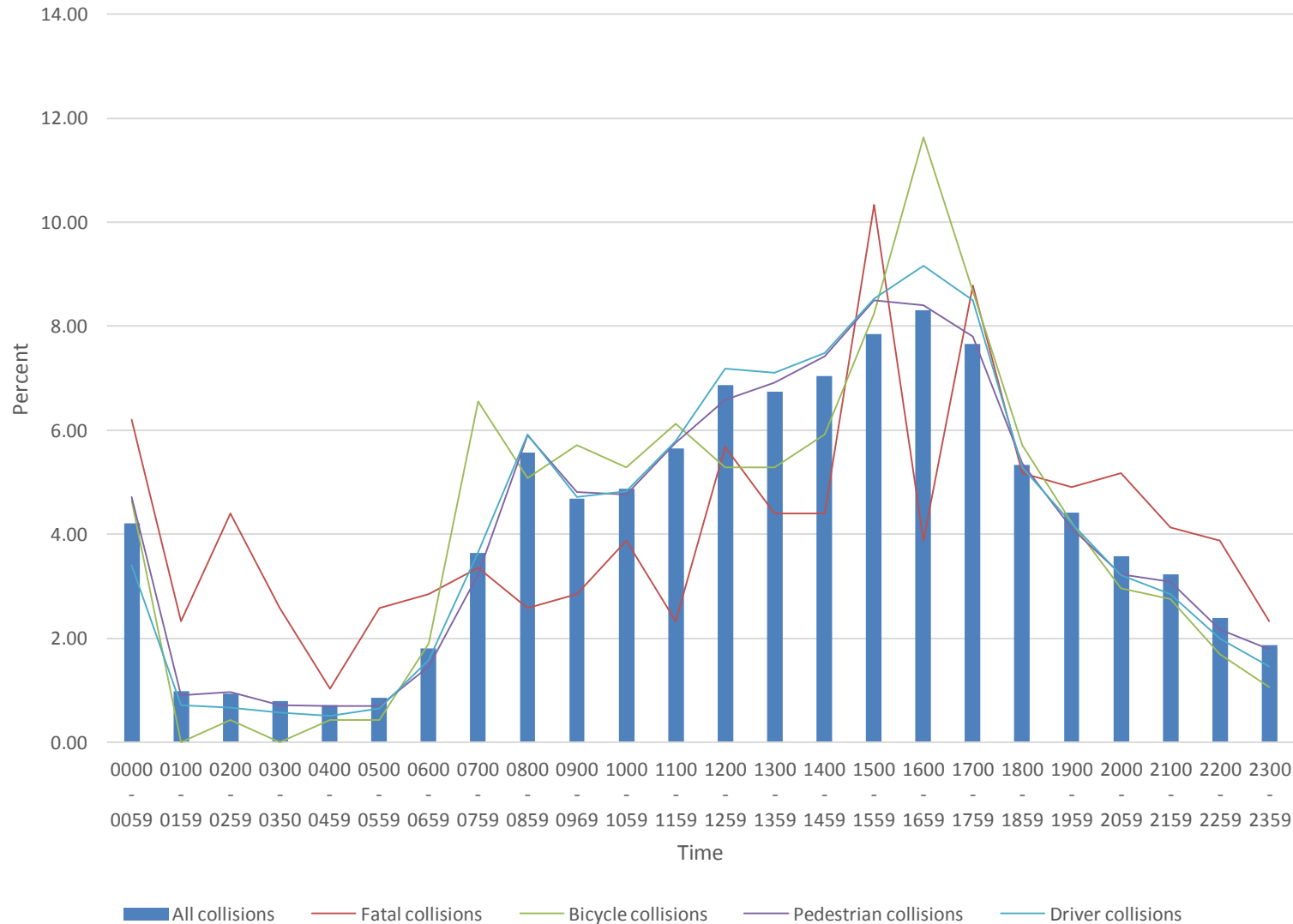
Collision Study 2007-2011

Total Collisions by Year



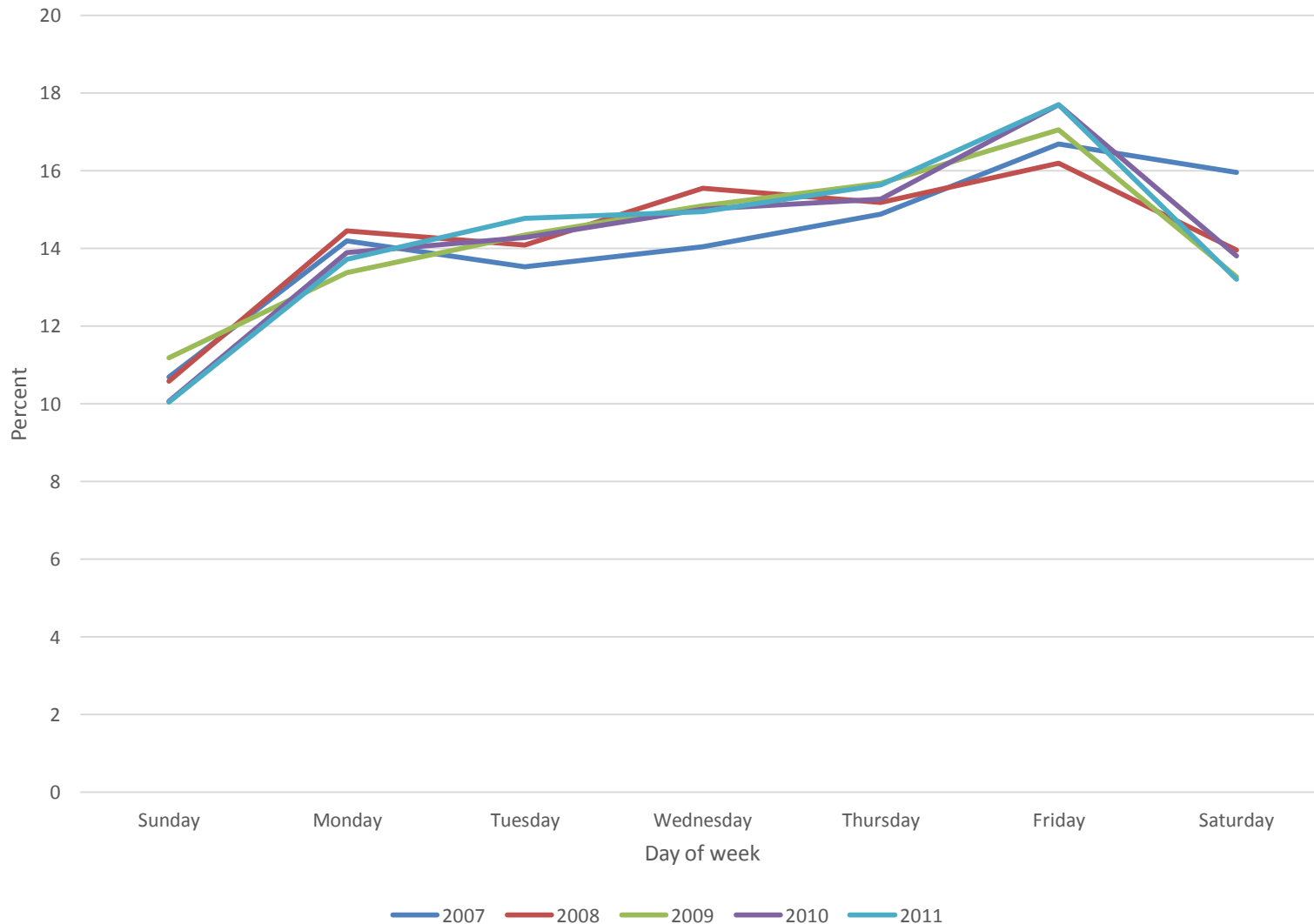
Collision Study 2007-2011

Time of Day Distribution

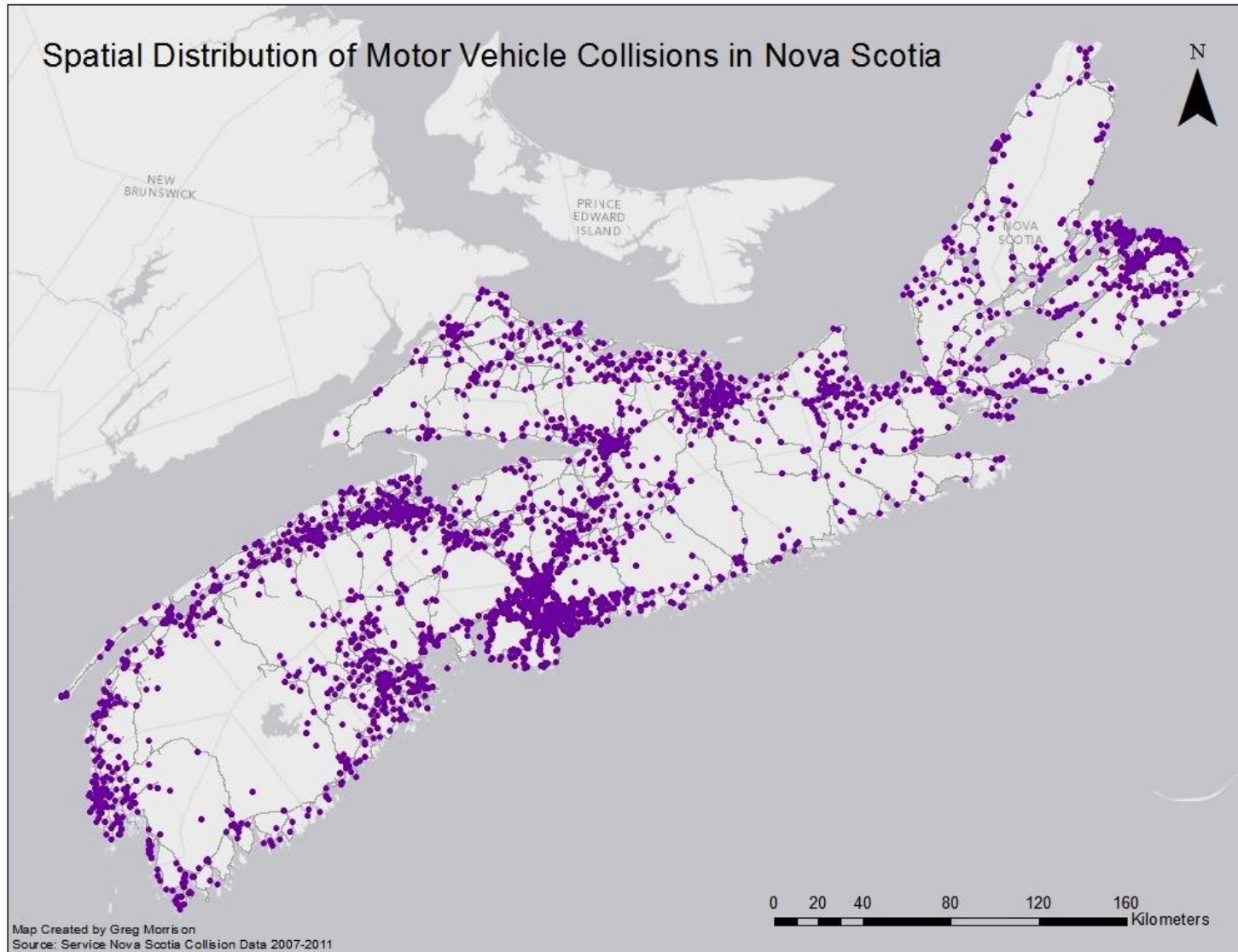


Collision Study 2007-2011

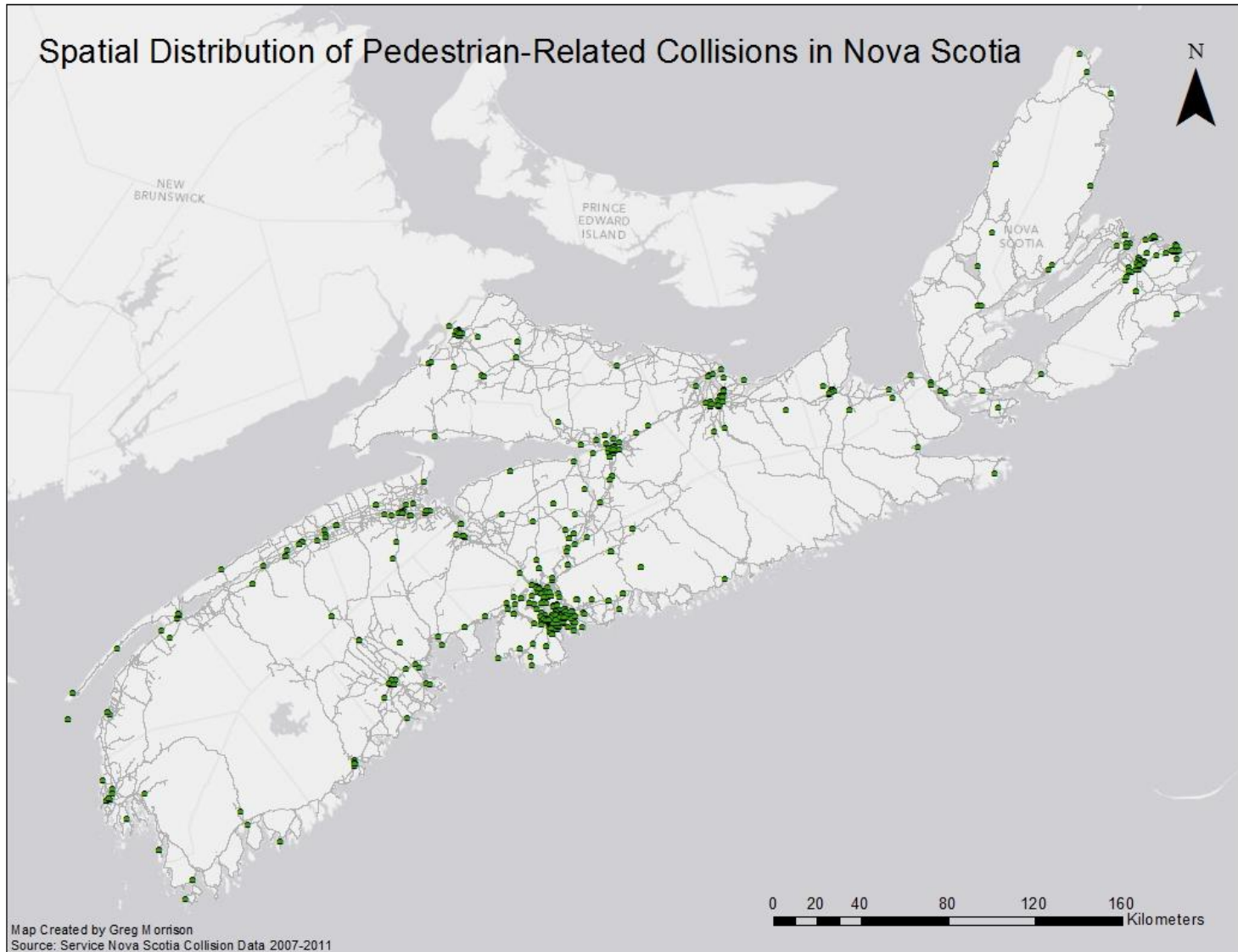
Day of Week Distribution



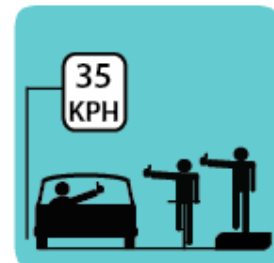
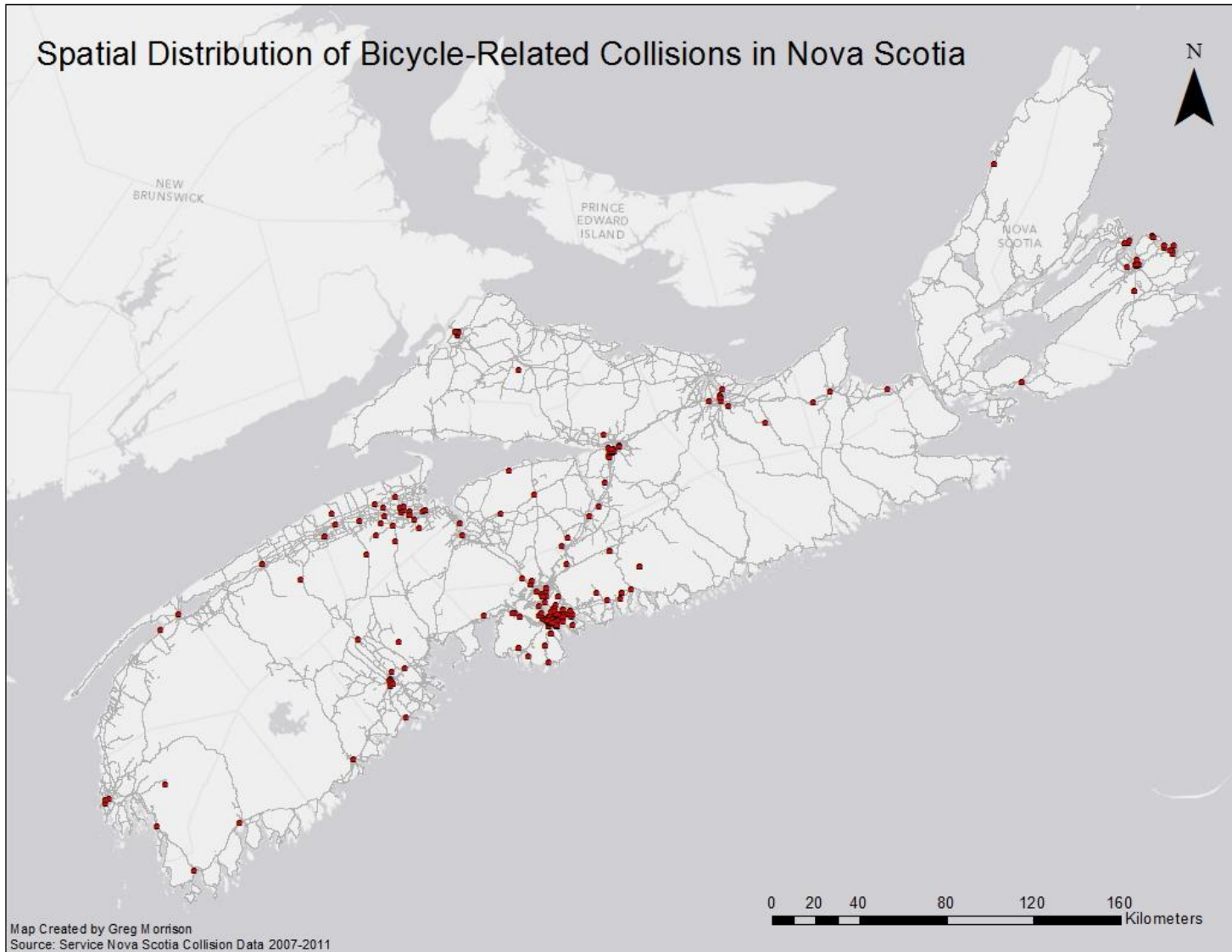
Collision Study 2007-2011



Collision Study 2007-2011

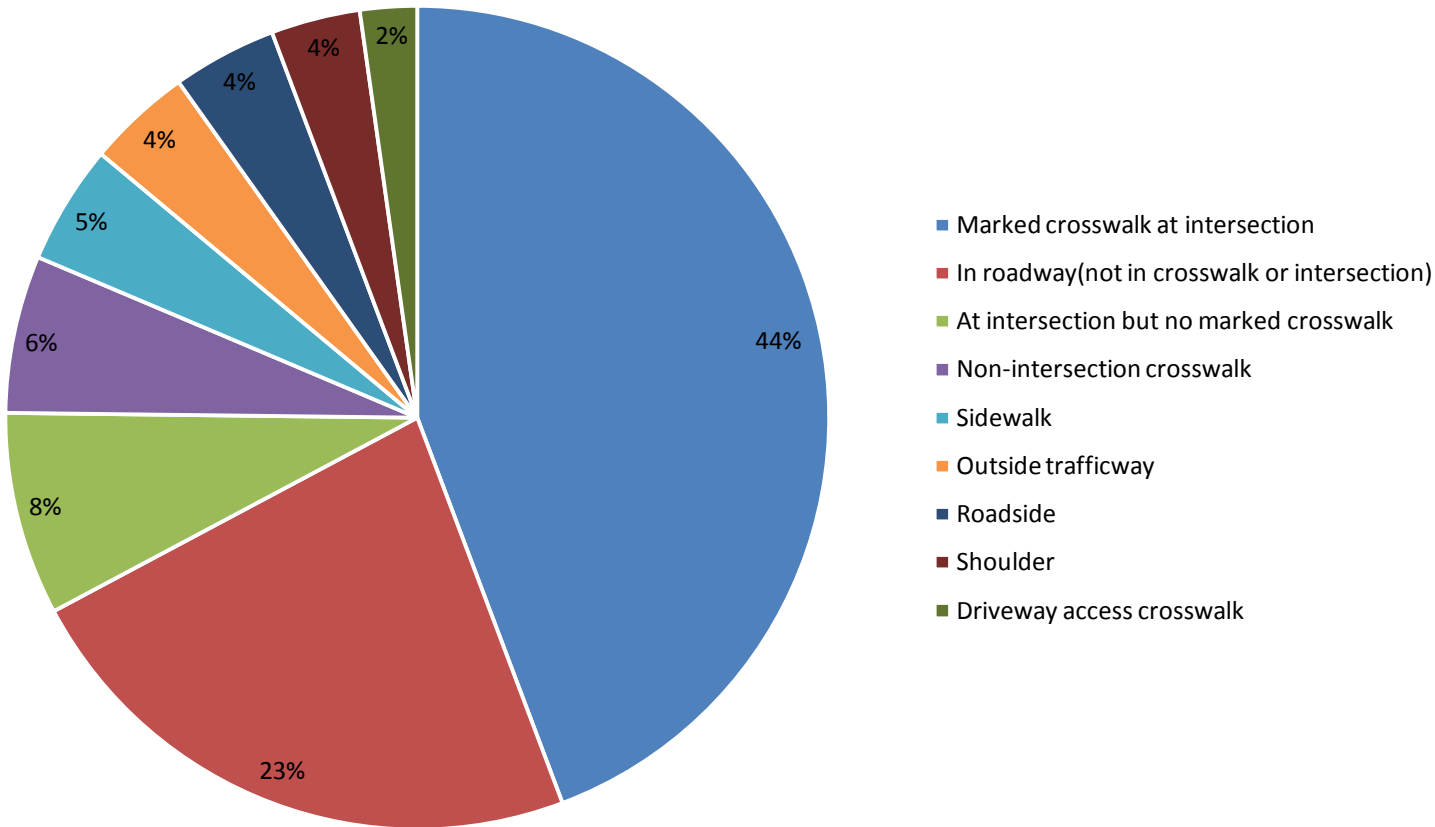


Collision Study 2007-2011



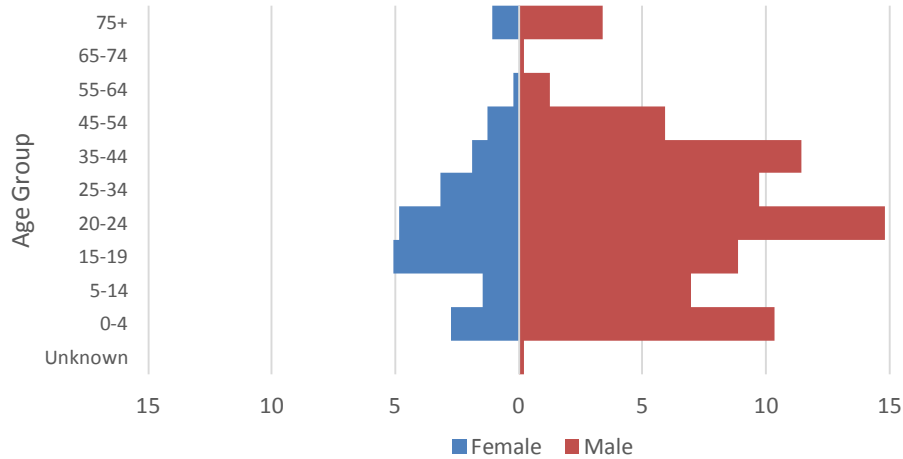
Collision Study 2007-2011

Location of Pedestrian collisions in percentage

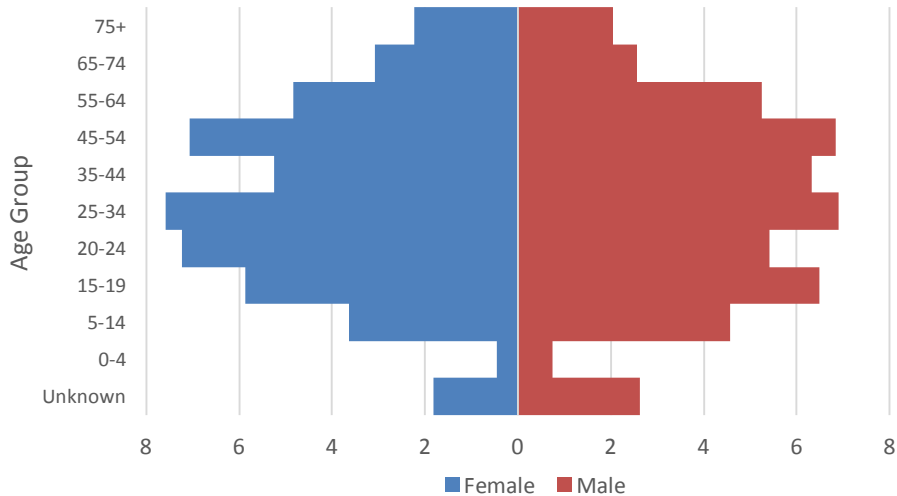


Collision Study 2007-2011

Age and Gender – Bicycle Collisions



Age and Gender – Pedestrian Collisions



Stakeholder Consultation



Stakeholder Consultation (contd.)

Key findings:

1. A *Share the Road* awareness campaign is needed in NS
2. A campaign should address all user types
3. Positive messaging is important
4. A campaign should reflect local identity
5. An umbrella approach is required
6. Strong leadership is key to success
7. A campaign should be community-based and utilize social media



Community Engagement Workshop



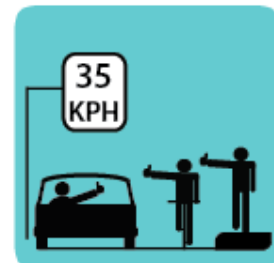
- Share Your Idea

Pictou, Chester and HRM



Community Engagement Workshop

- Pictou, Chester and HRM



Community Engagement Workshop

- Key road safety issues
- Poster design
- How to run a campaign
- Slogan Generation
 - We all belong: Car, Bike, Walker
 - Road Rage Goes Both Ways
 - Cars and Bikes get us to the same place
 - My Taxes Paid for that Road too
 - Bikes have rights too
 - Care to Share
 - One more Bike one less Car – Clear the Air
 - The only finger we use is this one: Thumbs up!**
 -



Thumbs Up Campaign

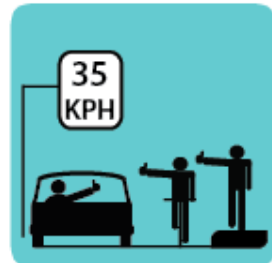
Campaign Development (1st Design Phase)



Thumbs Up Campaign

Campaign Pilot-testing

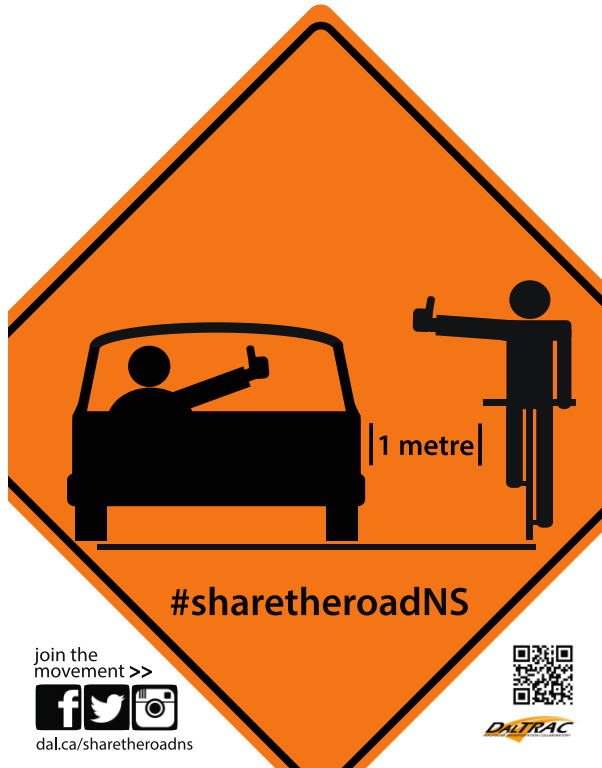
- Interactive feedback (final design)
- Community events
- Youth engagement



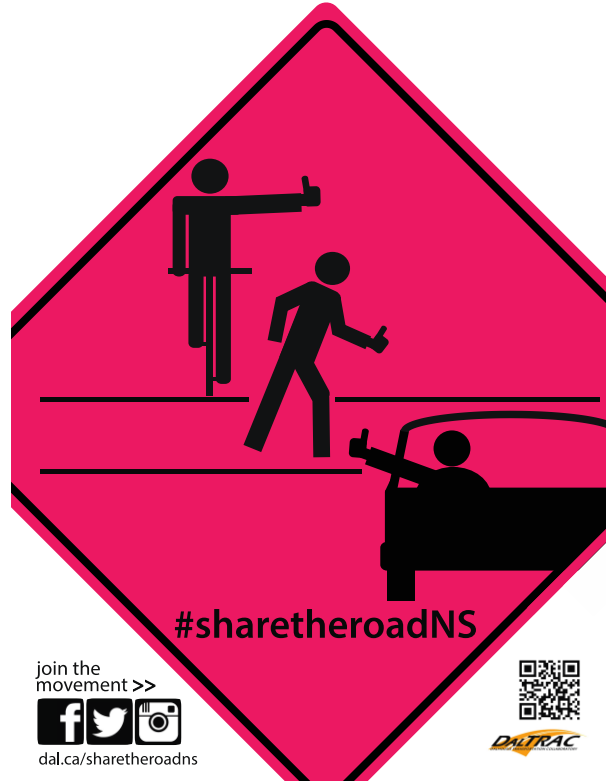
Campaign Development (contd.)

Campaign Materials (Final Design)

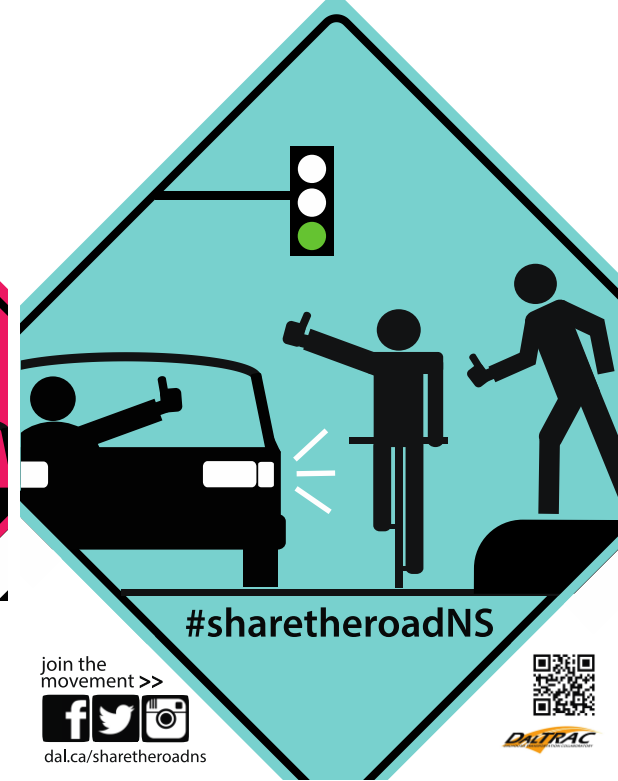
Thumbs up, Nova Scotia!



Thumbs up, Nova Scotia!



Thumbs up, Nova Scotia!



Share the Road Campaign

Campaign Materials



Web-based Campaign

Social media

- Dedicated website



Social Media Campaign

Share the Road Nova Scotia Halloween Special

10 Days of Sharing

SHARE OR TWEET
& WIN!

Watch for WINNING posts throughout October 21-31, 2013 & Share or Tweet them for a chance to WIN over 40 awesome prizes!



other prizes include:
bicycle tune-ups,
oil changes, tshirts,
waterbottles,
and more!



Thumbs Up Campaign

Website

<http://www.dal.ca/sites/share-the-road.html>

Facebook

<https://www.facebook.com/ShareTheRoadNS>

Twitter

[Share the Road NS](#) @ShareTheRoadNS

Youtube

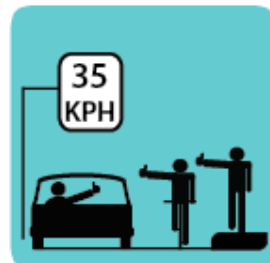
<http://www.youtube.com/watch?v=UHMAmyn-sDg>



Next Steps

Looking for Partners

- A larger campaign
- Funding partners
 - CAA?
 - HRM?
 - Municipalities?
- Finding supporters
- Facilitating campaign implementation in municipalities across NS



Share the Road Campaign

Join the Movement > >



@sharetheroadns

THANK YOU

Questions?