



PO Box 1749  
Halifax, Nova Scotia  
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## Item No. 11.1.5

Halifax Regional Council  
September 9, 2008

**TO:** Mayor Kelly and Members of Halifax Regional Council

A handwritten signature in cursive script, appearing to read "Dan English".

**SUBMITTED BY:**

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Dan English, Chief Administrative Officer

A handwritten signature in cursive script, appearing to read "Frank A. Beazley".

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Frank A. Beazley, Chief of Police

**DATE:** August 14, 2008

**SUBJECT:** PACE Car Program

### ORIGIN

The Insurance Bureau of Canada (IBC) seeks an endorsement of the PACE Car program from HRM Council.

### RECOMMENDATION

It is recommended that HRM Council endorse the PACE Car program and the efforts of the IBC to expand PACE car in HRM.

## **BACKGROUND**

The PACE Car program is a concept that began in Australia in 2000 with a group of neighbours who felt that traffic, and speeding in particular, was taking over their community. In response, they committed that they would pledge to drive the speed limit and encouraged others to do the same. The initial program included a PACE Car logo, bumper stickers, and pledge forms. Since then, the program has been expanded to communities in Australia, United States, and Canada.

In Nova Scotia, PACE Car has been operated by the Ecology Action Centre as part of their Active and Safe Routes to Schools program. In the past year IBC has become the major sponsor. The communities of Fairview, Spryfield, Hammonds Plains, Millwood, Portland Estates, St Margaret's Bay, Tantallon, and South End Halifax all have initiated programs.

The premise of PACE Car is that drivers become mobile speed bumps. Drivers pledge to obey the speed limit in a neighbourhood, and thereby force the drivers behind them to also drive the speed limit. Drivers also pledge to honour the pedestrians and cyclists they encounter by giving them the right-of-way. Drivers who sign a pledge to drive the speed limit are given a window clinger/bumper sticker which serves to notify those behind them that they are a "mobile speed bump".

## **DISCUSSION**

The Insurance Bureau of Canada has made a significant investment in order to expand and promote the program. The main objective is to significantly expand the program in HRM to coincide with the fall 2008 school year.

Speeding, aggressive driving, and other traffic concerns remain serious concerns for citizens. The beginning of the school year, with the influx of students going and coming from school, only heightens these concerns. The PACE Car program would add a valuable traffic educational tool. This program would also fit with the Road Safety Action Committee 2010 goals of reducing collisions, speeding, and pedestrian and cyclist collisions.

The PACE program is an excellent opportunity to focus on controlling speed in many neighbourhoods, in particular in school areas. The program would be targeted at parents whose children travel to and from school twice daily. The message being sent by those enrolled in the program is "we don't speed in this neighbourhood and we honour pedestrian and cyclist right of ways".

HRP and RCMP have been involved in the PACE program for the last two years. It is a community based program in which the police act as partner. The program will be funded by the IBC as part of their Be Smart, Be Safe Injury Prevention program.

IBC is asking for HRM Council to endorse the program and to commit to:

- assist in supplying speeding and accident stats from designated problem areas
- collect quantifiable speeding data (via radar trailers) to be used for comparison later
- attend for launches
- endorse the program publicly

Both the RCMP and HRP support the program and encourage HRM Council to endorse the program .

### **BUDGET IMPLICATIONS**

There are no budget implications for this program as it is fully funded by IBC.

### **FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

### **ATTACHMENTS**

Brochure from PACE Car  
Window Clinger  
Bumper Sticker

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Finance Approval:



Catherine Sanderson, Senior Manager, Financial Services, 490-1562



Report Approved by: Deputy Chief C. McNeil, Halifax Regional Police, 490-5272