

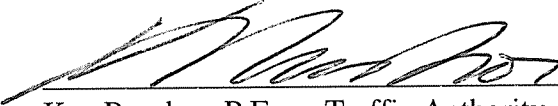
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Halifax Regional Council
October 5, 2004

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Ken Reashor, P.Eng., Traffic Authority

DATE: September 27, 2004

SUBJECT: Traffic Safety Public Education Campaign

INFORMATION REPORT

ORIGIN

This report was prepared by Traffic & Transportation Services to inform members of Regional Council on their current efforts to educate the public on traffic safety issues.

BACKGROUND

In recent years, the need for educational safety information to motorists, pedestrians, cyclists and all roadway users in HRM has become more prevalent. Road users are often unaware of their rights and obligations as well as the rights and responsibilities of other roadway users. The Halifax Regional Municipality's Traffic & Transportation Services has therefore taken steps to launch a campaign in an effort to educate the public on various traffic-related safety issues.

DISCUSSION

Traffic and Transportation Services has enlisted the help of Marketing, Design and Print Services (MDPS) to develop a campaign strategy (attached) and to aid in the production of campaign material. HRM Regional Police (HRP) and RCMP have also taken active roles in the campaign and have been extremely supportive in all efforts to educate the public on matters related to traffic safety.

The intention of the campaign is to raise awareness of our legal responsibilities as outlined in the Nova Scotia Motor Vehicle Act. Specifically, it will remind citizens about the most-often misunderstood or misconstrued 'Rules of the Road'. It will strategically focus on three to four key elements of traffic safety throughout the year. This campaign may be repeated in years to come in order to reiterate the importance of being aware and spreading the knowledge about safety and the rules of the road from both a motorist and pedestrian perspective.

MDPS has had discussions with the Provincial Department of Transportation and Public Works and The Road Safety Advisory Committee (which consists of members from HRM and the Province). All agreed that a joint partnership would not only be more economical, but also improve effectiveness of campaign messages. Discussions on collaboration efforts with the Province, the HRP and the RCMP have begun in an effort to produce a successful, effective and year-round campaign.

The campaign as planned will include advertising, promotions, presentations, and media relations to target HRM residents of all ages. MDPS is currently developing a sponsorship package to enlist the participation of community sponsors.

BUDGET IMPLICATIONS

There are no immediate budget implications. Allocation of budget funds may be requested for the next budget year.

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.

ALTERNATIVES

There are no recommended alternatives.

ATTACHMENTS

Campaign Strategy.

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by:


Erica Copeland, P.Eng., Transportation Engineer, 490-5525

**Revised communications plan
Traffic Safety Campaign
Fall 2004**

Last updated: September 27, 2004

Intro

HRM Traffic and Transportation Services, a division of Transportation and Public Works, saw a need for a Traffic Safety campaign based on increased concerns throughout our growing community. They began to investigate planning and implementing a Traffic Safety public awareness campaign in early Spring 2004, for launch in Fall 2004. After negotiations with the Province, and Halifax Regional Police, Traffic and Transportation Services approached Shared Services, Marketing, to determine if we could help plan the campaign and give it some legs. We agreed, and were more than enthusiastic to do so.

The campaign was planned to include advertising, promotions, presentations, and media relations – all with help through community sponsors. However, we encountered a roadblock when we discovered we had no money to bring to the table in order to roll out the campaign. Within the same timeframe, the Province launched its summer campaign to garner awareness about motorist safety, urging citizens to buckle up, obey the speed limits and be cautious when driving. A total of \$40,000.00 was allotted for their 2 month radio PSA - airing on weekends. This campaign wrapped up in mid-August.

We then began discussion with the Provincial Department of Transportation and Public Works, The Road Safety Advisory Committee (which consists of members from HRM and the Province) and the Halifax Regional Police. All agreed that a joint partnership would not only be more economical, but the messages we all want to get out would be more effective as well.

With many organizations in their last quarter, along with HRM and the Province's budgets also in the last leg of 2004, we decided to move forward with a public relations campaign in the Fall of 2004, in order to get the campaign rolling, and quietly keep the public informed and alert on the issues of Traffic Safety – particularly in this busy back-to-school time of year. With the new fiscal year in its planning phases, we suggest that HRM Traffic and Transportation Services incorporate the need for financial support in its business plan for 2005. We will also see the possibilities the Province may hold for this same request. With more money brought to the table, more sponsors are likely to step up to this important awareness campaign and offer support.

Discussions will soon be under way on how we can all (the Municipality, Province, HRP and RCMP) work together to make this campaign a successful, year round initiative.

Where we are now

This is not the official launch of the campaign, as we are unaware of the amount of money we have, and therefore, the initiatives we can move forward. However, we are able to slowly, quietly create pockets of awareness about the importance of traffic safety

before actually announcing a launch of a year round, ongoing public awareness campaign. We need to know the details, the partners, who is involved and essentially how much funding is brought to the table before we can begin.

Public Relations campaign for Traffic Safety

Fall 2004

Objective

To increase awareness amongst motorists and pedestrians about the importance of traffic safety and the rules of the road.

KEY MESSAGES

- 1) Traffic safety is a personal responsibility.
- 2) The fall season means back to school, and back to work. More pedestrians, motorists and road users alike will be on the streets, so use caution when travelling. Both motorists and pedestrians use caution when approaching a crosswalk. Make sure you are visible: use eye contact.
- 3) HRP, HRM, RCMP and the Province is increasing public awareness about crosswalk and traffic safety in order to decrease the number of incidents and fatalities in a year.

Fall 2004 game plan:

Herald – Weekly Traffic Tips

The former crime beat reporter at the Herald, Pat Brooks and Randy Jones, have informed Theresa that they would be interested in pitching a “weekly traffic tips” column to the editor. Their idea never flew and the tips never surfaced. We think that with use of the joint logo (HRP, HRM and RCMP) we can format a weekly tips column to be both useful and recognizable. The tips can be catered to what issues are prevalent depending on what time of year it is. I.e. – crosswalk safety for back to school, safety at Halloween, New Years, bicycle safety for springtime, etc.

Timing: September 2004

PSAs – Q104 Traffic Updates

In their daily traffic updates, we can suggest they also mention the importance of this time of year, being aware of those we share the road with. Keep a look out not only for speeding, but for pedestrians too. Be aware of the rules of the road during this busy back-to-school and back-to-work time. Also, we will send them the weekly traffic tips in hopes that in exchange for “speed trap” information, they will also mention safety tips and caution warnings pertaining to the time of year.

Timing: September 2004

Breakfast Television Segment

Highlighting the importance of traffic safety, we can suggest the 2 hosts dress up as child heading back to school, and a motorist. A police person can be on hand to “guide” them in learning rules of the road that they otherwise may not have been aware of.

Timing: Last week of August

Status: BT Segment featuring Halifax Regional Police Cst. Don Jenkins and RCMP Cst. Lynn Tardif regarding crosswalk and bicycle safety aired on September 1, 2004.

Information Posted on HRM website

With the new HRM website being launched, traffic safety tips can be added in an easy to use format for parents, interested students and motorists. Tips can be added in and updated every week/ season. Trouble spots for pedestrians and motorists can also be added (i.e. crosswalks by QEII High School, Rotary changes, how pedestrians can get through from one side to another).

Timing: September, 2004 – with the launch of the new site

Meet with Traffic Safety – the 2005 Business Plan for Traffic Services

Since this has been agreed to be a necessary effort, Traffic Services needs to ensure that in order to get money for the spring new fiscal year, the Traffic Safety campaign is a part of the overall business plan for PWT in 2005. That way, we can ensure that the tasks and outcomes will meet desired goals for the whole department.

Timing: ASAP

Development of Sponsorship Package

After speaking with Tourism and Rec, Corporate Communications and HRP, we learned that there is not a lot of “red tape” surrounding regulations for approaching businesses. Once it is determined how much money can be scrounged up and brought to the table, we will work with the Province and HRP to determine what organizations we want to target (The Province has leads on NSLC and Michelin) and how we can best go about doing so. In the meantime, based on templates used in other departments for other initiatives, we will begin drafting a sponsorship package that will come from the whole traffic safety team.

Timing: ongoing

Leveraging ongoing initiatives/ Developing partnerships

As discovered and discussed, there are pockets of many similar traffic safety initiatives going on throughout HRM and Nova Scotia. Together, the Municipality, the Province, the HRP and RCMP can combine efforts to make this campaign more economical and effective. Our many messages can be merged and much stronger. We will plan to meet ASAP to discuss opportunities and next steps as a larger group.

Timing: ongoing