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Info Item iv
Transportation Standing Committee
October 1, 2014

TO: Chair and Members of Transportation Standing Committee
Original Signed

SUBMITTED BY: _____
Bruce DeBaie, Managing Director, Corporate Communications

DATE: September 30, 2014

SUBJECT: Assessment of implementing DalTRAC's Share the Road Campaign

INFORMATION REPORT

ORIGIN

Item 7.3.2, Transportation Standing Committee, January 15, 2014

LEGISLATIVE AUTHORITY

Part 1, Section 21, "Standing, Special and Advisory Committees" of the HRM Charter.

BACKGROUND

Dr. Ahsan Habib of Dalhousie University shared a presentation on the Dal-TRAC *Share the Road* campaign at the November 21, 2013 meeting of the Active Transportation Advisory Committee. Dr. Habib indicated that the *Share the Road* supporters wanted municipalities across Nova Scotia to adopt, implement and possibly fund the production/distribution of the campaign, and that such a request should be put forward to the Transportation Standing Committee (TSC).

Given that the municipality had recently launched the Council-approved branding strategy and that the TSC would soon be considering a crosswalk safety work plan with 2014-15 budget implications, the TSC requested Corporate Communications to consider the applicability of implementing and funding the *Share the Road* campaign.

DISCUSSION

At the time that Dr. Habib presented the *Share the Road* campaign to the municipality, Regional Council had approved and funded the Halifax branding project to create a contemporary and distinct visual identity to symbolize the best qualities for which the municipality should be known and to foster a memorable and positive image. The master brand platform approach would also address the fragmented identity of many internal and external sub-brands that perpetuated since amalgamation.

To date, implementing the master brand platform has resulted in a widely-recognized visual identity for all municipal interests and partnerships. Consistently applying the master brand platform is critical to the brand's recognition and sustainability, and thus integrating any one-off or altered brand elements should rarely be considered. Adopting any graphics from the *Share the Road* campaign would pose significant risk to the master brand's integrity, so they should be avoided.

The *Share the Road* campaign messages focus on building positive relationships between all users of public roadways. This approach can improve target audience attitudes and behaviours over time, but the campaign messages do not create an immediate or memorable call-to-action for citizens to be alert to safety hazards and reconnect their risk assessment to behaviour choices.

The Crosswalk Safety Advisory Committee's (CSAC) Safety Work Plan includes a crosswalk safety awareness campaign and an annual crosswalk safety awareness day as part of the Committee's education goals. Adopting the *Share the Road* campaign messages would not provide the simple, universal and direct call-to-action needed to support CSAC's goal of improving the safety of pedestrians using crosswalks in the municipality.

A weaker call-to-action is the same reason that the municipality should not reuse the previous pedestrian safety campaign *Distractions Kill* and instead pursue a sustainable strategy for crosswalk safety messaging that aligns with a "share the road" philosophy. The same message can be included in campaign messages that go beyond crosswalk safety like Halifax's Bike Safety Week .

The *Share the Road* campaign messaging and design can benefit communities that do not already have resources aligned to their priorities associated with roadway and pedestrian safety. However, given the municipality's current focus on brand promotion and crosswalk safety, it can best support the *Share the Road* campaign by incorporating the "share the road" philosophy into roadway safety campaign narrative and including the designated Twitter hashtag /sharetheroadNS into creative executions.

FINANCIAL IMPLICATIONS

There are no financial implications given the assessment that the municipality should focus on maintaining its brand integrity and associating its campaign messages on crosswalk safety and not start producing and distributing the *Share the Road* campaign materials on behalf of DalTRAC.

COMMUNITY ENGAGEMENT

None, although the master brand platform upon which the assessment in this report is based engaged more than 20,000 people through focus groups, one on one meetings, online surveys, phone calls, postcards and social media channels.

ATTACHMENTS

None.

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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