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**Information Item 3**  
**Transportation Standing Committee**  
**October 22, 2015**

**TO:** Chair and Members of the Transportation Standing Committee  
Original Signed

**SUBMITTED BY:**  \_\_\_\_\_  
Mr. Kelsey Green, Vice-Chair of Crosswalk Safety Advisory Committee

**DATE:** September 28, 2015

**SUBJECT:** Crosswalk Safety Awareness Day 2015

**INFORMATION REPORT**

**ORIGIN**

Motion from the Crosswalk Safety Advisory Committee September 24, 2015 meeting.

**LEGISLATIVE AUTHORITY**

Terms of Reference of the Crosswalk Safety Advisory Committee:

The purpose of the Crosswalk Safety Advisory Committee (CSAC) exists to develop and present input and advice to the Transportation Standing Committee with respect to crosswalk safety in the Halifax Regional Municipality.

Goal #1 – Cross Walk Safety Advisory Committee Work plan: Education – Educate the Public about Crosswalk safety in HRM

**BACKGROUND/DISCUSSION**

At the Committee meeting held on September 24, 2015 staff presented the "Crosswalk Safety Awareness Day: 2015 Planning" as an update on the 2015 event. The Committee provided feedback on a number of items such as a "rain date" in case of inclement weather and modifying the advertising dates so as not to begin during the federal election campaign, and endorsed the plan as presented.

The Committee determined to forward the presentation to the Transportation Standing Committee for their information to increase public awareness of the upcoming "Cross Walk Safety Awareness Day: 2015."

**FINANCIAL IMPLICATIONS**

N/A

**COMMUNITY ENGAGEMENT**

The Crosswalk Safety Advisory Committee is an advisory committee comprised of three elected officials, three citizens, and one representative each of: the Active Transportation Advisory Committee, the Accessibility Advisory Committee, Halifax Regional School Board, post-secondary education, and the police community. Crosswalk Safety Advisory Committee meetings are open to the public.

**ENVIRONMENTAL IMPLICATIONS**

N/A

**ALTERNATIVES**

No alternatives were provided by the Committee.

**ATTACHMENTS**

Attachment #1: Crosswalk Awareness Day 2015 Planning staff presentation dated September 24, 2015

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

Report Prepared by: Phoebe Rai, Legislative Assistant, Office of the Municipal Clerk, 902-490-6732

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# Crosswalk Awareness Day

2015 Planning

CSAC meeting  
September 24, 2015

# 2014 feedback

- Increase participation and number of crosswalk locations
- Improve recruitment of crosswalk captains
- Improve training and toolkits for crosswalk teams
- Expand promotion and improve outreach to schools and universities
- Better integrate HRP presence, participation at crosswalks
- Expand social media reach for both promotion and education

# 2015 objectives

- Hold event on November 4
- Engage consultant to develop and manage campaign execution
- Target 50 crosswalk locations across municipality
- Use online registration for captains and teams
- Extend crosswalk activation from 8:30-9:30
- Host Awareness Day promotion/volunteer recognition event in Grand Parade from 11 am – 1 pm
- Engage social media campaign to complement paid media leading up to event
- Provide entertainment and engagement activities at event

# Pre-Promotion & Awareness



Recreate an iconic photo across the city, using familiar faces at each location. Share & distribute these via social to raise awareness of cause and event.



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# Day-Of Activation



- Create (safely) a sense of festivity and fun at specific crosswalks. Have mascot “zebras” cross with pedestrians
- Equip captains with bold colours. Provide pedestrians with branded swag for crossing safely
- Create signage that can be placed in/on ground around crossing locations



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# Celebration in Parade Square

- Marching band, UNITY Group performance
- Youth awareness/education station
- Abbey Road Crosswalk photobooth
- Audience surveys of True/False questions



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# Promotional Channels Pre-During-Post

- Twitter – share details, facts, photos
- Periscope – live event coverage
- Instagram – share Abbey road photos, sign facts
- Spotify – share playlists related to signs, heads-up, crossing the street that can be promoted, shared and played during the live event
- Neon posters – share facts and photos
- Document the event and provide a wrap-up that can be shared on multiple channels
- Earned Media
- Paid media

# Paid media schedule

- Campaign Dates: October 12 – November 6
- TV Coverage: CTV & CTV2 Halifax
- Demographic: Adults 18+
- Commercial length: 15 sec (2 commercials per commercial island (Bookends))
- Commercial occasions: 104, plus bonus commercials throughout campaign
- Adults 18+ - 7.9 million audience impressions

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# Paid media schedule

- Radio campaign October 12- November 8
  - C100 and The Bounce
  - Engage station in pre- and live-event promotion, e.g. every time the radio plays a song from the Heads Up Halifax Playlist, the XXth caller receives a prize
- Print ads before and day of event
  - Chronicle Herald: Saturday, October 31
  - Metro: Day of event (Nov.4)

**Questions?**

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