

MEMORANDUM

To: Transportation Standing Committee – Chair & Members

From: Jennifer Weagle, Legislative Assistant

Date: January 7, 2014

**Subject: Agenda Item 7.3.2 - Active Transportation Advisory Committee
Dal-TRAC Share the Road Campaign**

At the November 21, 2013 meeting of the Active Transportation Advisory Committee (ATAC), Dr. Ashan Habib of Dalhousie University made a presentation to the Committee on the Dal-TRAC Share the Road Campaign (presentation attached).

The following recommendation was approved:

MOVED by Ms. Barlow, seconded by Councillor Hendsbee, that ATAC request that the Transportation Standing Committee request a staff report defining if HRM can implement the “Share the Road Campaign” and where the funding would come from. MOTION PUT AND PASSED.

An extract of the Active Transportation Advisory Committee minutes of November 21, 2013 is also attached.

Extract of Minutes – Active Transportation Advisory Committee – Nov. 21,
2013

7.3.1 Dal-TRAC Share the Road Campaign – Dr. Ashan Habib

Dr. Habib, presented the Dalhousie University, Dal-Trac Share the Road Campaign to the Committee. He informed the Committee that the campaign began in August 2012. The campaign included a collision study looking at data from 2007 to 2011.

Dr. Habib informed members that Stakeholder consultation and community engagement were an integral component to the Share the Road Campaign. He provided the following key findings:

- A Share the Road awareness campaign is needed in Nova Scotia
- A campaign should address all user types
- Positive messaging is important
- A campaign should reflect local identity
- An umbrella approach is required
- Strong leadership is key to success
- A campaign should be community-based and utilize social media

Dr. Habib finished his presentation stating that Dal-TRAC would like to see a larger campaign, funding partners, supporters and facilitating a campaign implementation in municipalities across Nova Scotia

Discussion ensued.

Ms. Barlow commented that she would like to see HRM adopt this program due to its positive message.

Councillor Hendsbee commented that he would like to see this campaign run along with Bike Week with the possibility of funding partners.

MOVED by Ms. Barlow, seconded by Councillor Hendsbee that ATAC request that the Transportation Standing Committee request a staff report defining if HRM can implement the “Share the Road Campaign” and where the funding would come from. MOTION PUT AND PASSED.

The Chair thanked Dr. Habib for his informative presentation on behalf of the Committee.

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

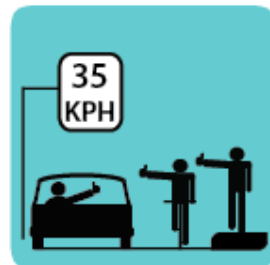
Funding Agencies:



Department of Energy

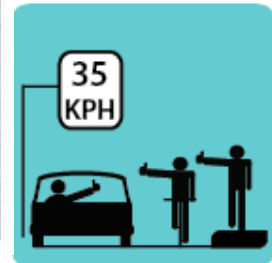
Partners:

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

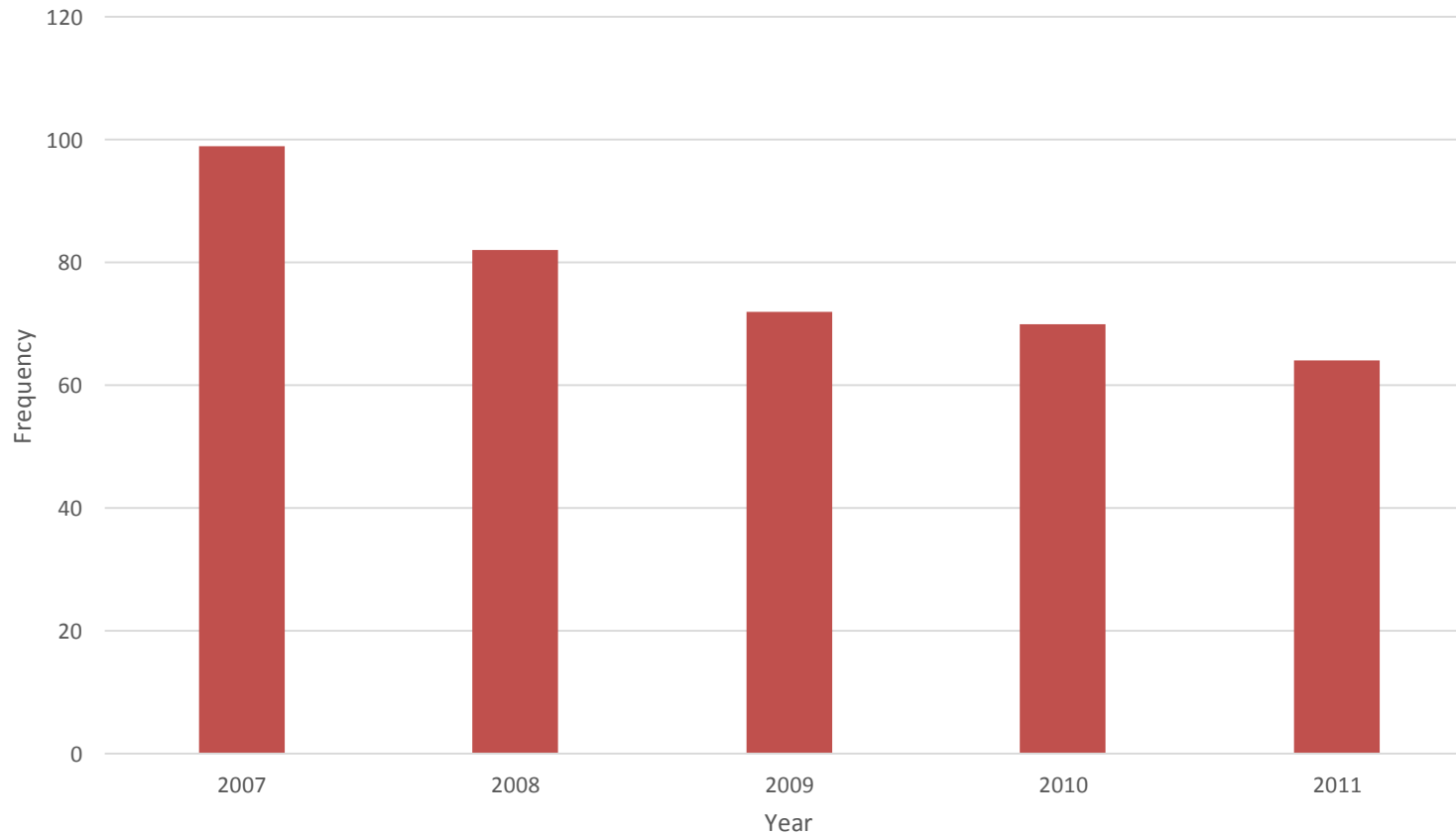
- Seventy “Share the Road” campaigns from around the world
- Audience, approach, messaging, evaluation, etc.



Nova Scotia Collision Study

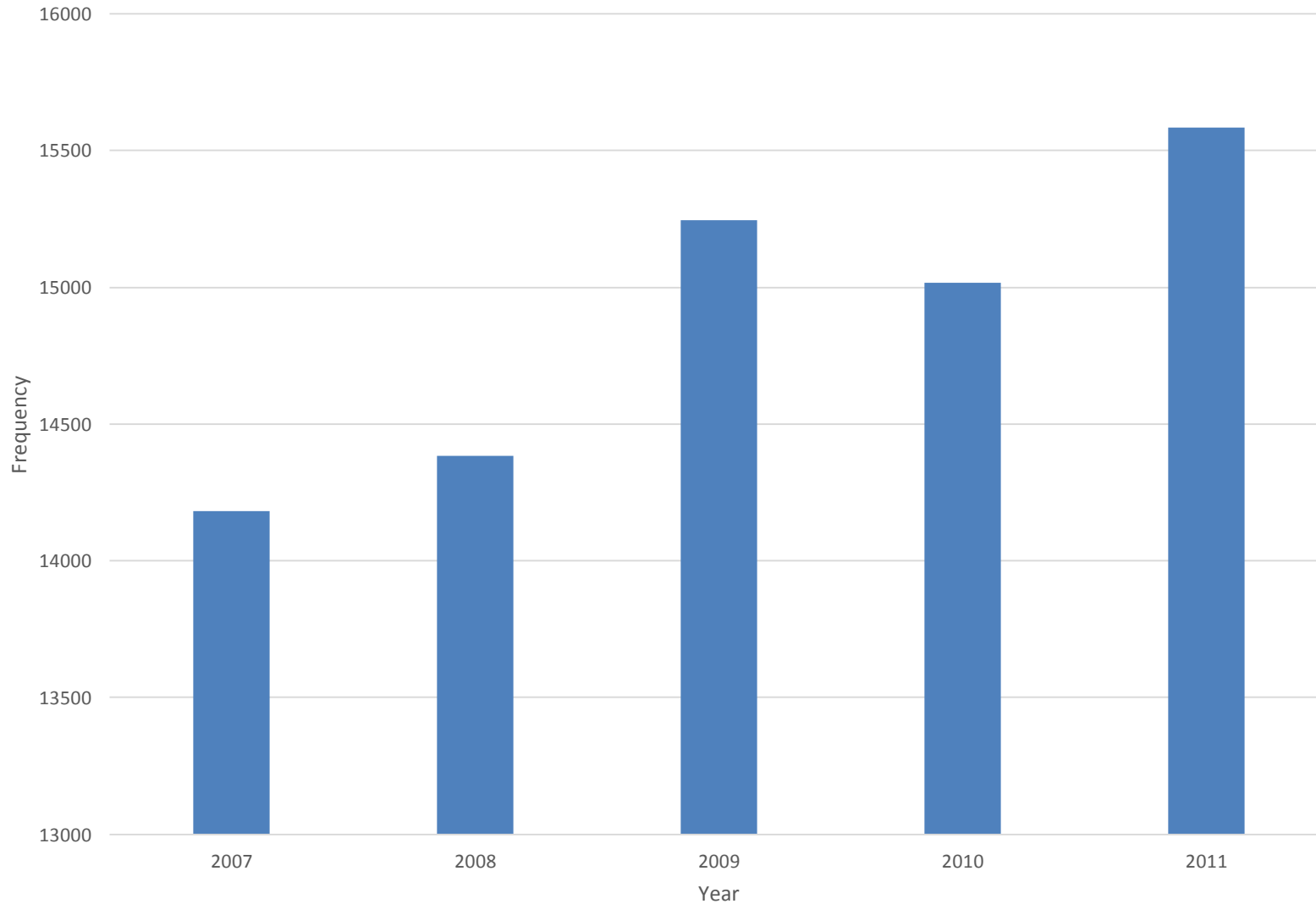
Collision records, 2007-2011

Trends in Fatality



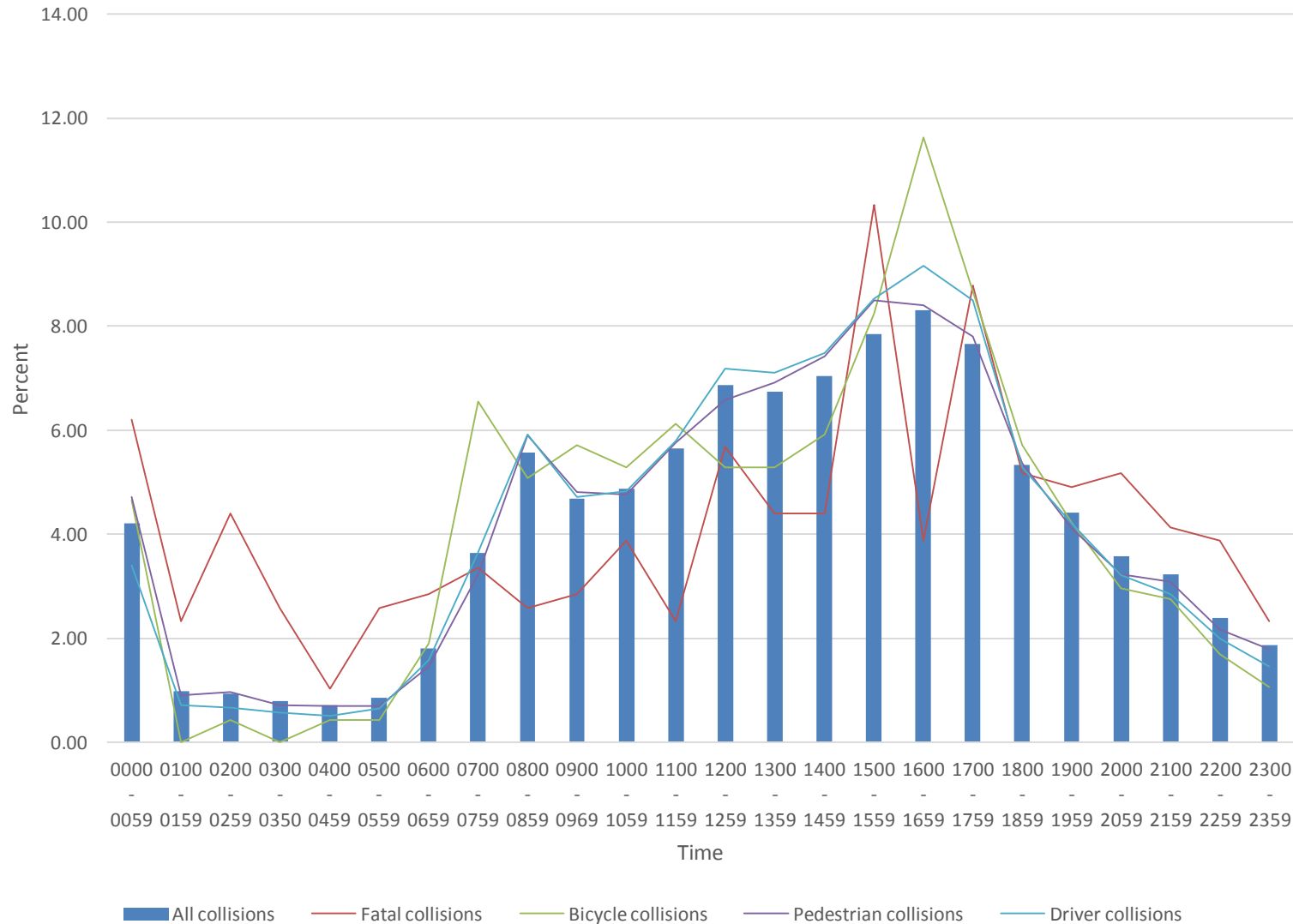
Collision Study 2007-2011

Total Collisions by Year



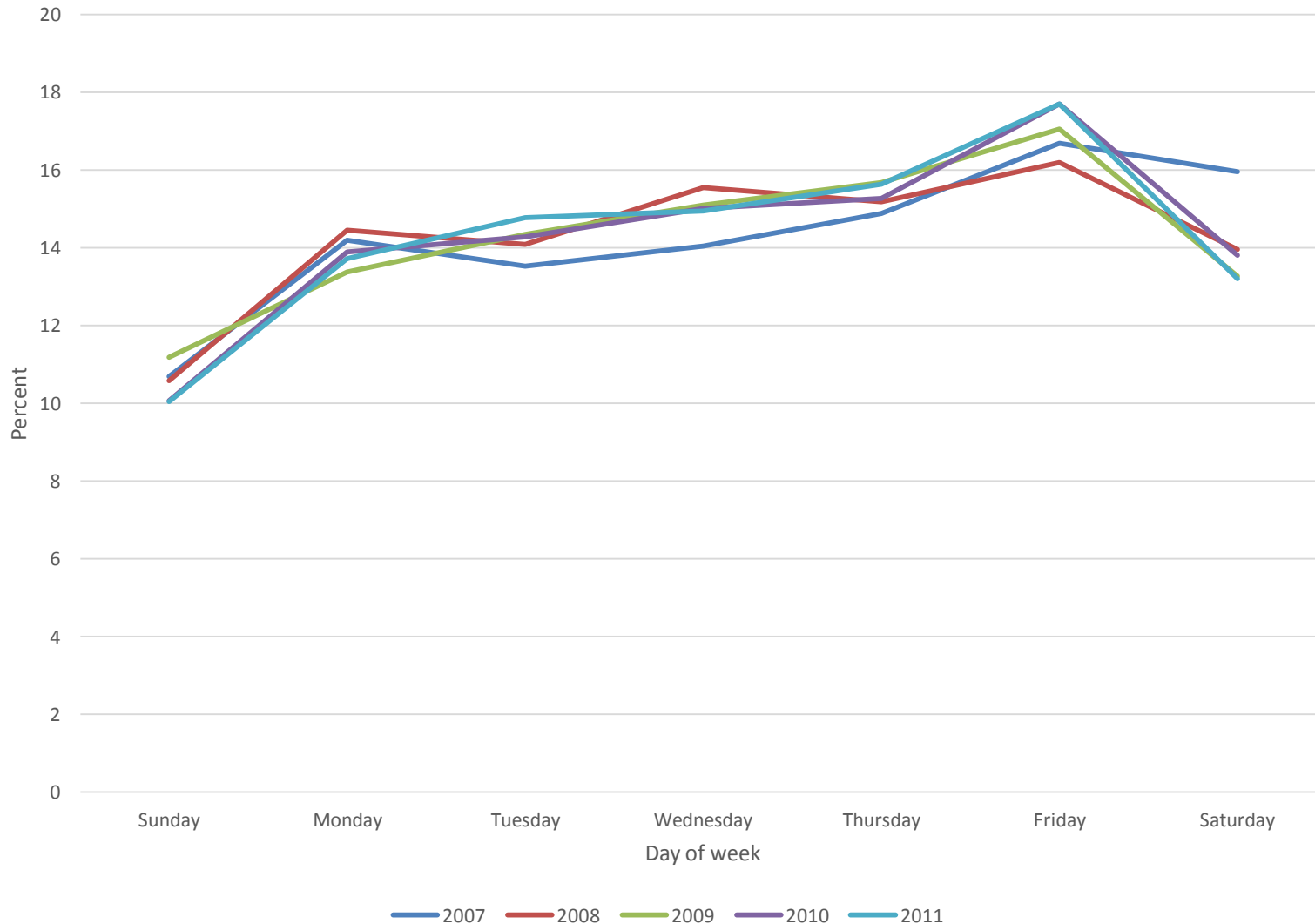
Collision Study 2007-2011

Time of Day Distribution

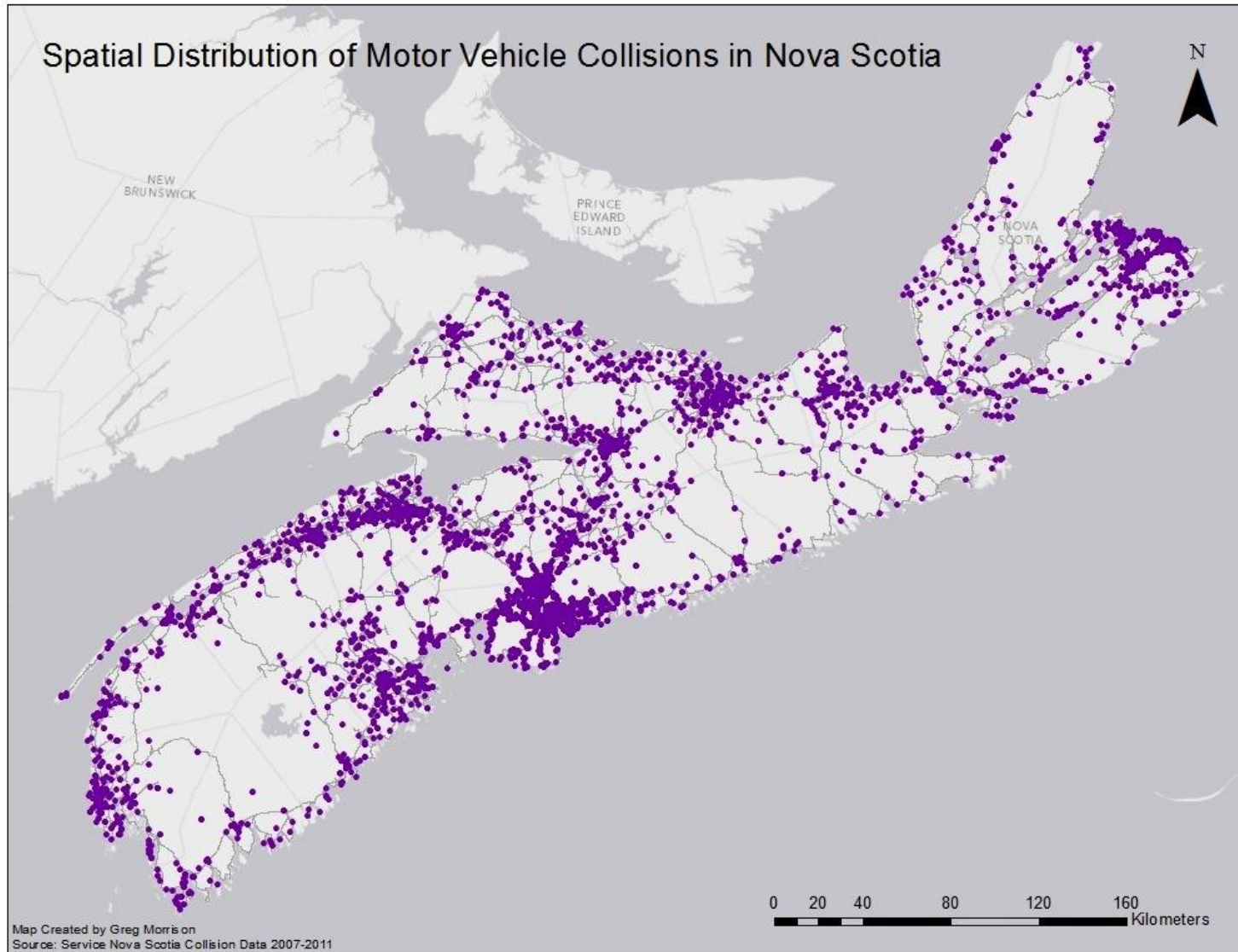


Collision Study 2007-2011

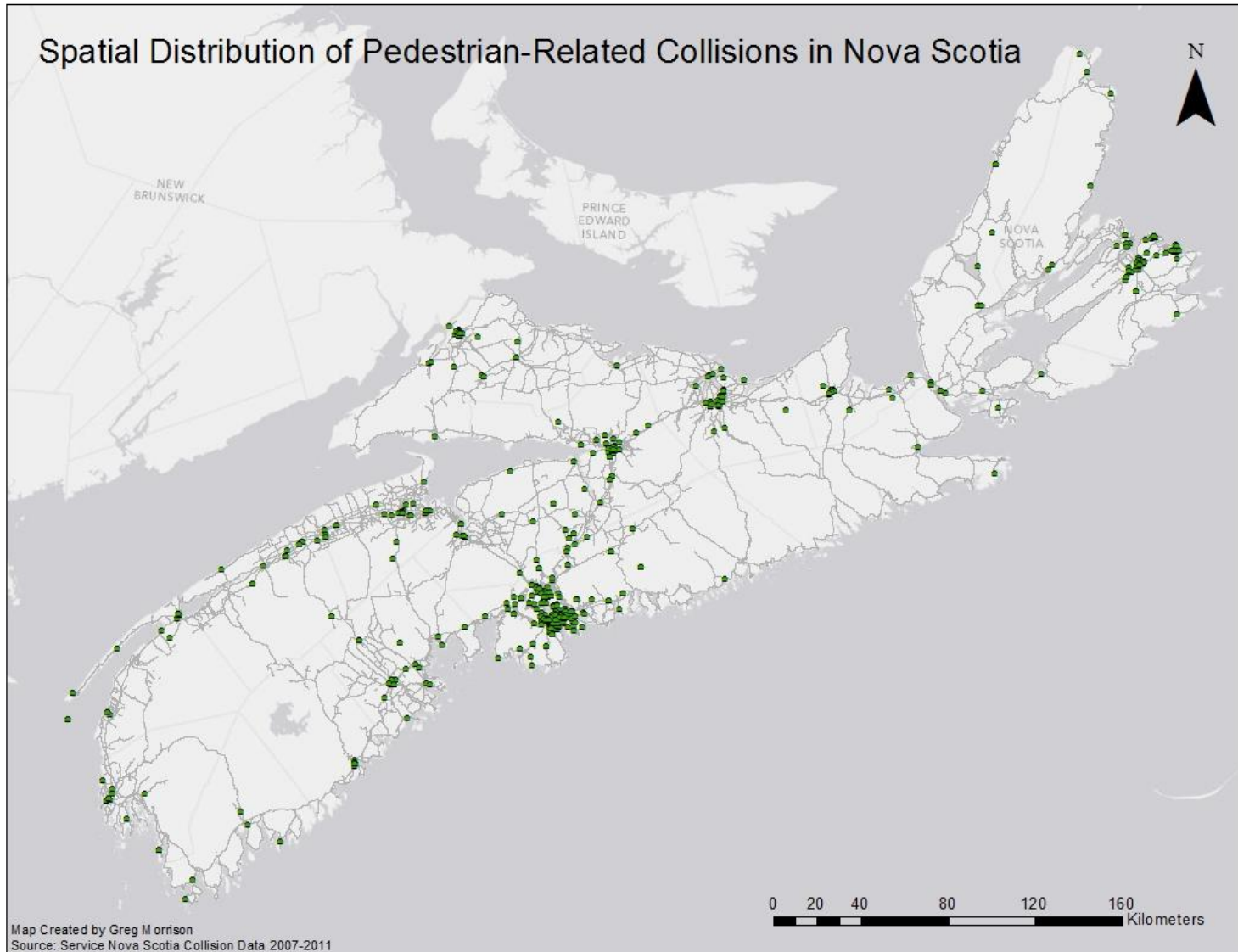
Day of Week Distribution



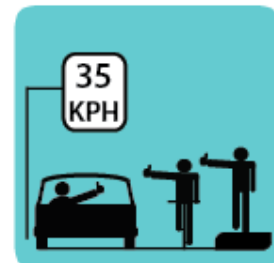
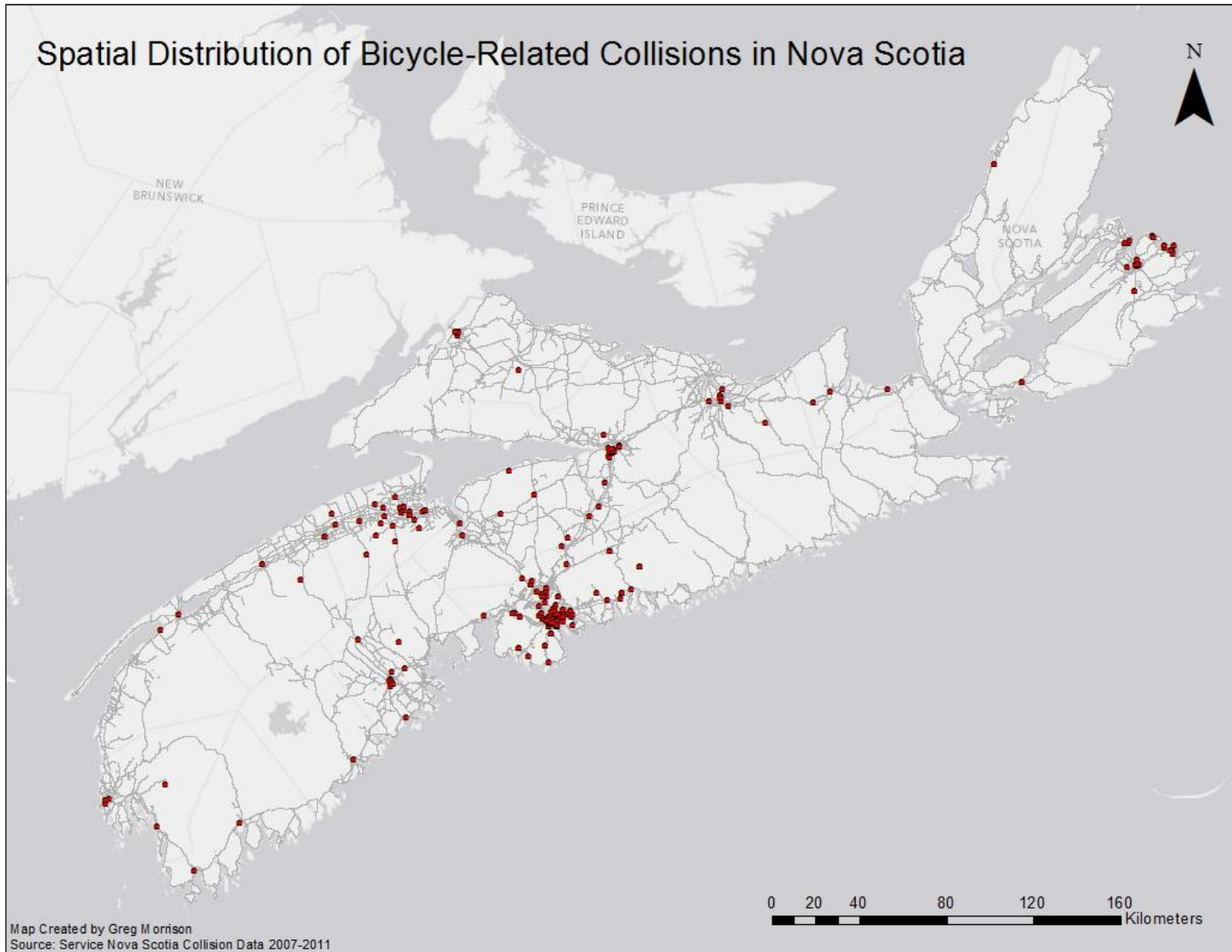
Collision Study 2007-2011



Collision Study 2007-2011

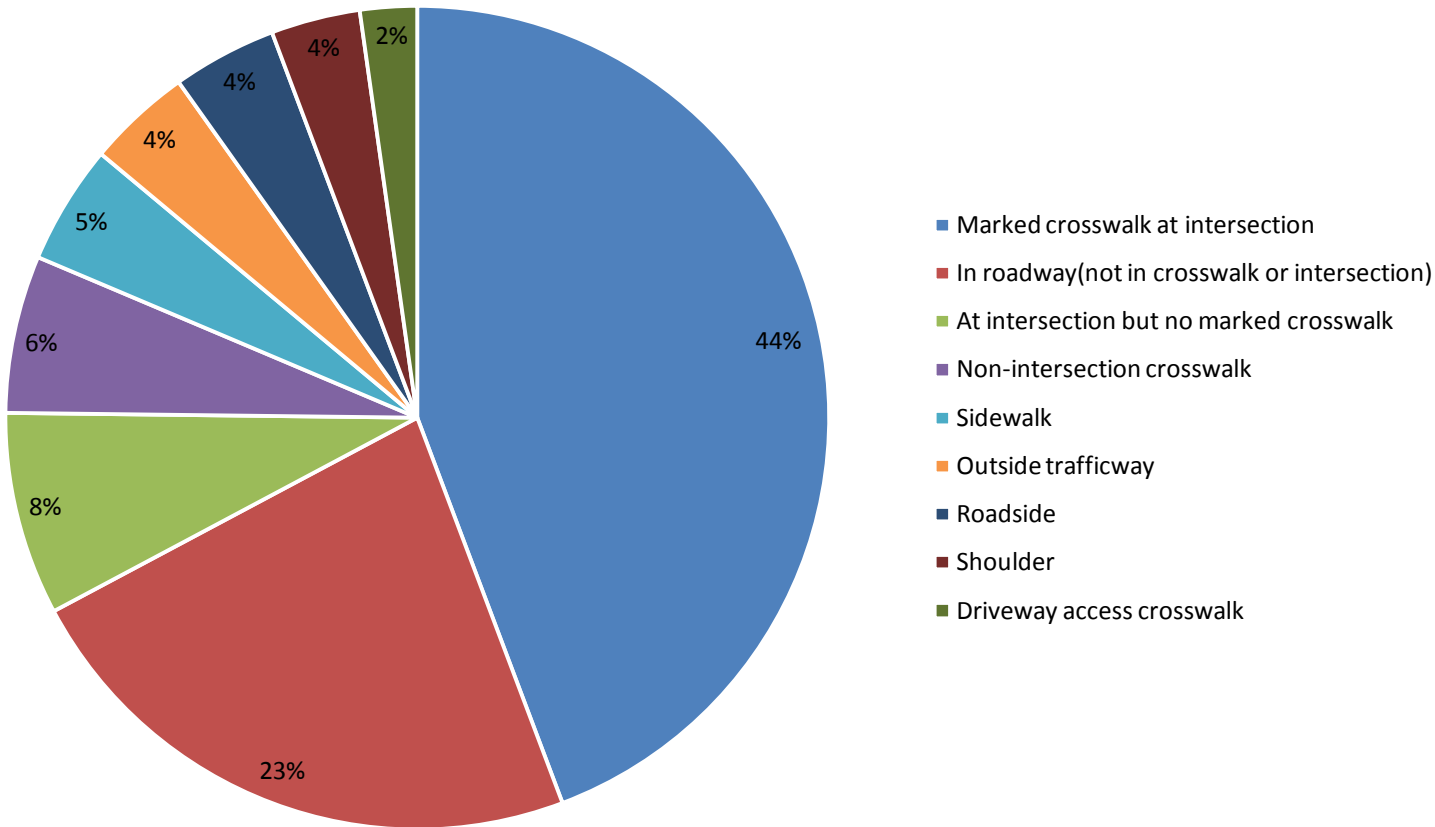


Collision Study 2007-2011



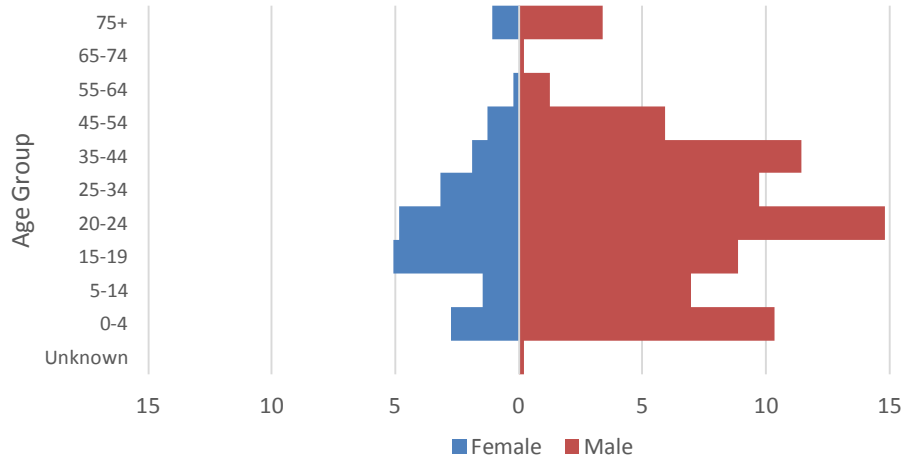
Collision Study 2007-2011

Location of Pedestrian collisions in percentage

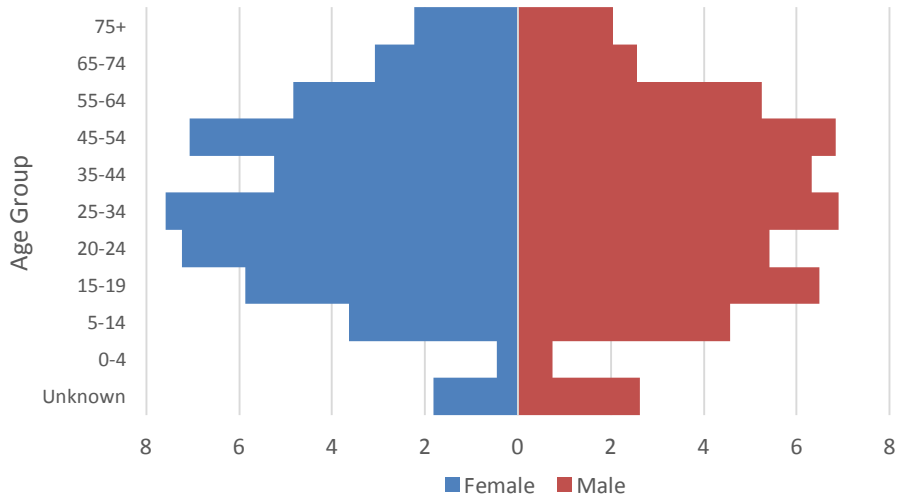


Collision Study 2007-2011

Age and Gender – Bicycle Collisions



Age and Gender – Pedestrian Collisions



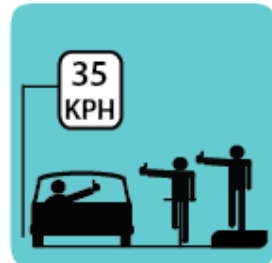
Stakeholder Consultation



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

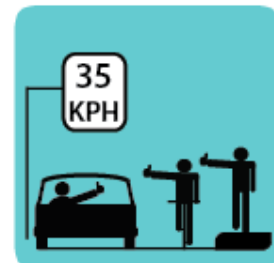


Community Engagement Workshop



- 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!**
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Thumbs Up Campaign

Campaign Development (1st Design Phase)



Thumbs Up Campaign

Campaign Pilot-testing

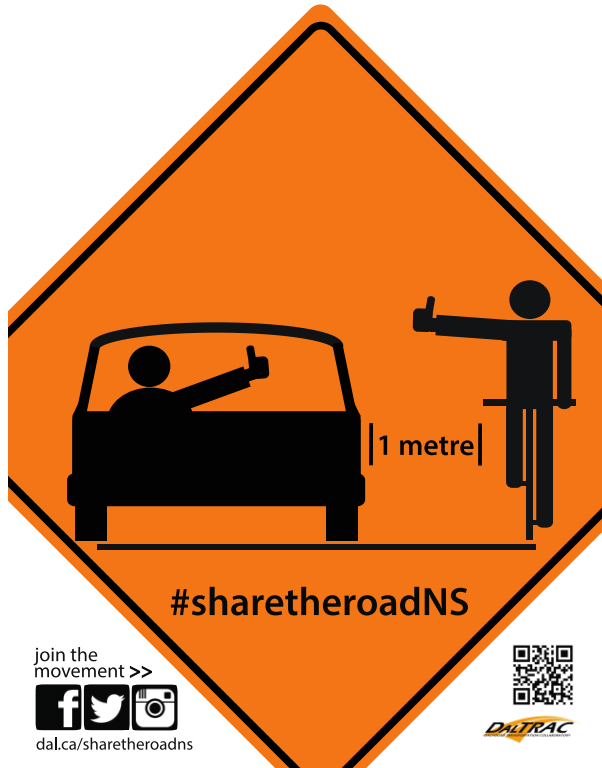
- Interactive feedback (final design)
- Community events
- Youth engagement



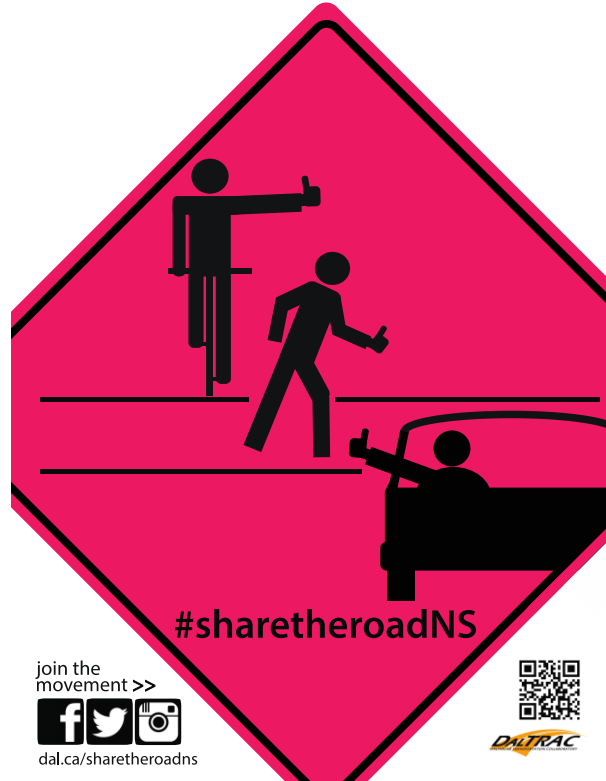
Campaign Development (contd.)

Campaign Materials (Final Design)

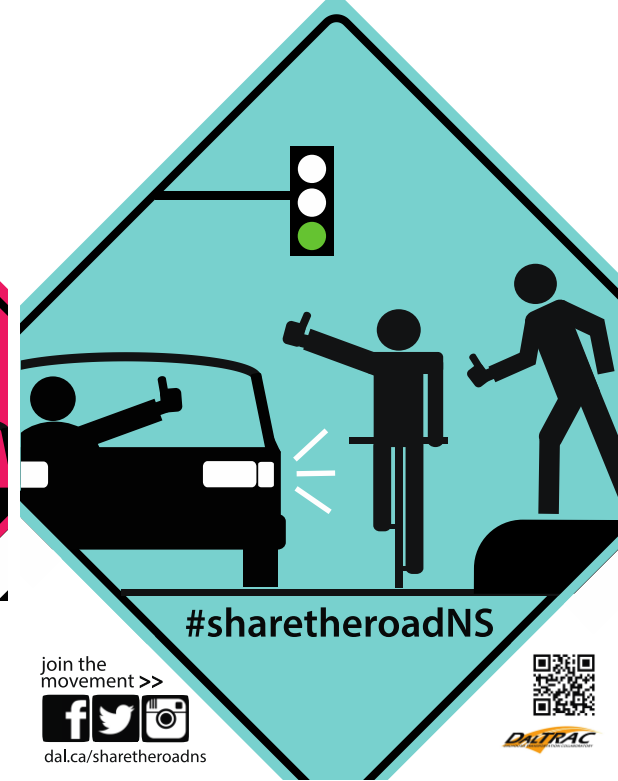
Thumbs up, Nova Scotia!



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, t-shirts,
waterbottles,
and more!



Thumbs Up Campaign

Website

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

Facebook

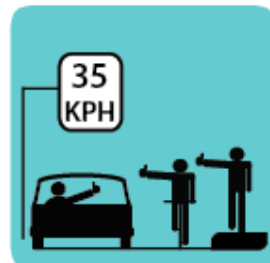
<https://www.facebook.com/ShareTheRoadNS>

Twitter

[Share the Road NS](#) @ShareTheRoadNS

Youtube

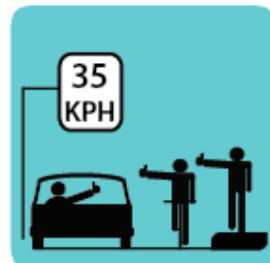
<http://www.youtube.com/watch?v=UHMAmyn-sDg>



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?