



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No.
Crosswalk Safety Advisory Committee
Sept. 18, 2014

TO: Chair and Members of Crosswalk Safety Advisory Committee

Original Signed

SUBMITTED BY:

Bruce DeBaie, Managing Director, Corporate Communications

DATE: September 12, 2014

SUBJECT: Event Planning for Crosswalk Safety Awareness Day Campaign Sub Committee

ORIGIN

Item 11.1.9, Halifax Regional Council, August 5, 2014
Information Item 3, Transportation Standing Committee, June 4, 2014
Item 11.1.10, Halifax Regional Council, March 18, 2014

LEGISLATIVE AUTHORITY

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

RECOMMENDATION

It is recommended that the Crosswalk Safety Advisory Committee recommend to the Transportation Standing Committee to approve the planned actions for the 2014 Crosswalk Safety Awareness Day campaign as presented in this report.

BACKGROUND

Regional Council approved funding for a Crosswalk Safety Awareness Day event on August 5, 2014 as part of the Crosswalk Safety Work Plan goals identified in the 2014-15 Pedestrian Safety Action Plan. The Crosswalk Safety Awareness Day Campaign Sub Committee has since met several times to explore ideas and opportunities to create public recognition of the endless need to be vigilant of risk factors contributing to pedestrian related collisions, particularly in crosswalks. Given that the proposed date for the awareness day would occur approximately two weeks after the start of the broader, sustained crosswalk safety educational/awareness campaign, the Sub Committee also examined ways to closely align the event day planning and promotion with the broader campaign's strategy, theme, creative development, messaging and advertising. Both the event and broader campaign will underscore the common responsibility for road safety among all citizens.

DISCUSSION

On May 22, 2014, Members of the Crosswalk Safety Advisory Committee (CSAC) proposed November 3, 2014 for the first Crosswalk Safety Awareness Day event. This date was suggested given it was the first workday after Daylight Savings Time ends and the municipality returns to Standard Time, effectively creating darkness one hour earlier. Halifax Regional Police statistics indicate this time change is associated with higher occurrences of car-pedestrian collisions, presumably because it is more difficult to see pedestrians during end of day rush hour traffic.

During subsequent meetings, the Crosswalk Safety Awareness Day Campaign Sub Committee recommended that CSAC adopt Wednesday, November 5, 2014 as the event day to help prevent the planned activities from being overlooked by either citizens just returning to their weekly or by media dealing with unforeseen stories that may break over the weekend.

While the original Pedestrian Safety Action Plan approved by Council in March 2014 indicated that the existing *Distractions Kills* campaign concept would be reused in 2014-15 to leverage the existing videos until rights expire in 2018, Corporate Communications now believes that the call to action in this campaign is too weak and would not adequately support the education goals of the Plan. Corporate Communications recently worked with the Sub Committee to discuss recommended themes and concepts for the broader crosswalk safety awareness campaign (2 X six-week campaigns in October 2014 and February 2015) and how to adopt the most effective and efficient marketing approach for the Crosswalk Safety Awareness Day event, using key messages, creative development and media buy from the broader campaign.

The campaign theme centers on the call to action “Heads up Halifax”, which is a naturally recognizable and compelling messaging to be alert and avoid danger. It also can be a direct reference to asking people to get their heads up from the handheld devices that are often associated with distracted drivers and pedestrians (texting, phone calls, etc.). The theme also includes the context “We Are All Traffic” to reinforce the idea that we all owe a responsibility to demonstrate situational awareness of each other regardless of how we move in the roadway (car, bus, bicycle, walking, skateboarding, etc.). The practical reality is that we are usually engaging in more than one of these roles as we go through our daily routine (e.g. we may drive or take the bus to work, but then walk throughout downtown streets), and regardless of how we are moving, we are all part of the collective people traffic. Illustrations of these concepts can be found in Attachment A, *Pedestrian Safety Campaign Overview*. The campaign strategy will use data-driven insights to engage citizens through traditional and social media forums on a broad-reaching creative platform on an annual basis.

For the Awareness Day event itself, Sub Committee members recommend that CSAC engage the Mayor and members of Regional Council to create public profile and associated media coverage by creating crosswalk “captains and crews” of volunteers who would simultaneously assemble at specific crosswalk locations and use campaign materials (signs, buttons, hats, posters) to promote the “Heads up Halifax” message while regularly using the crosswalk in an appropriate manner (i.e. no participant would act as a “crossing guard” or attempt to exercise any form of traffic control; we will be working with HRP to provide specific instructions to participants). The Mayor or a member of Council could host a media event in Grand Parade to kick off the event.

CSAC will also work with the Municipality to engage businesses near crosswalk locations to display the campaign materials (posters, stickers) in windows where potential crosswalk users can be reminded of the campaign themes and call to action.

Following the event, the Sub Committee will evaluate the success of the awareness day in terms of participation of the crosswalk “teams” and local businesses promoting the event, and traditional and social media engagement. The Sub Committee will then brief CSAC on recommendations for future awareness day events. Surveys of the broader education/awareness campaign elements will also examine aspects of the awareness day event.

FINANCIAL IMPLICATIONS

The costs associated with this campaign are estimated at \$170,000 and can be accommodated with in the 2014/2015 approved operating budget for A620 Marketing & Promotions.

COMMUNITY ENGAGEMENT

Community engagement was not required as this report is in response to a report submitted by the Crosswalk Safety Advisory Committee which is made up of, and receives input from members of the community.

ENVIRONMENTAL IMPLICATIONS

No environmental implications have been identified.

ALTERNATIVES

There are no recommended alternatives.

ATTACHMENTS

Attachment A, *Pedestrian Safety Campaign Overview*



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.

Report Prepared by: Bruce DeBaie, Managing Director, Corporate Communications 902.490.2348

Original Signed

Report Approved by:

Bruce DeBaie, Managing Director, Corporate Communications 902.490.2348

Report Approved by:  

Taso Koutroulakis, Manager, Traffic and Right of Way Services, 902.490.4816

Financial Approval by: 

Greg Keefe, Director of Finance & ICT/CFO, 902.490.6308

The background of the slide features a large, abstract graphic composed of several overlapping triangles in various shades of blue. The word "HALIFAX" is prominently displayed in white, bold, sans-serif capital letters within a dark blue triangular area in the upper right. Below this, the main title "Pedestrian Safety Campaign" is written in a dark blue, bold, sans-serif font. Underneath the title, the subtitle "OVERVIEW & CAMPAIGN CONCEPT" appears in a smaller, dark blue, sans-serif font. At the bottom left, the date and event information "September 4, 2014 — Presentation to the Crosswalk Safety Awareness Day Sub Committee" is written in a small, dark blue, sans-serif font.

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Pedestrian Safety Campaign

OVERVIEW & CAMPAIGN CONCEPT

September 4, 2014 — Presentation to the Crosswalk Safety Awareness Day Sub Committee

Campaign Objective

To change motorist and pedestrian behaviors by demonstrating that all modes of transport share a responsibility for safety in Halifax.

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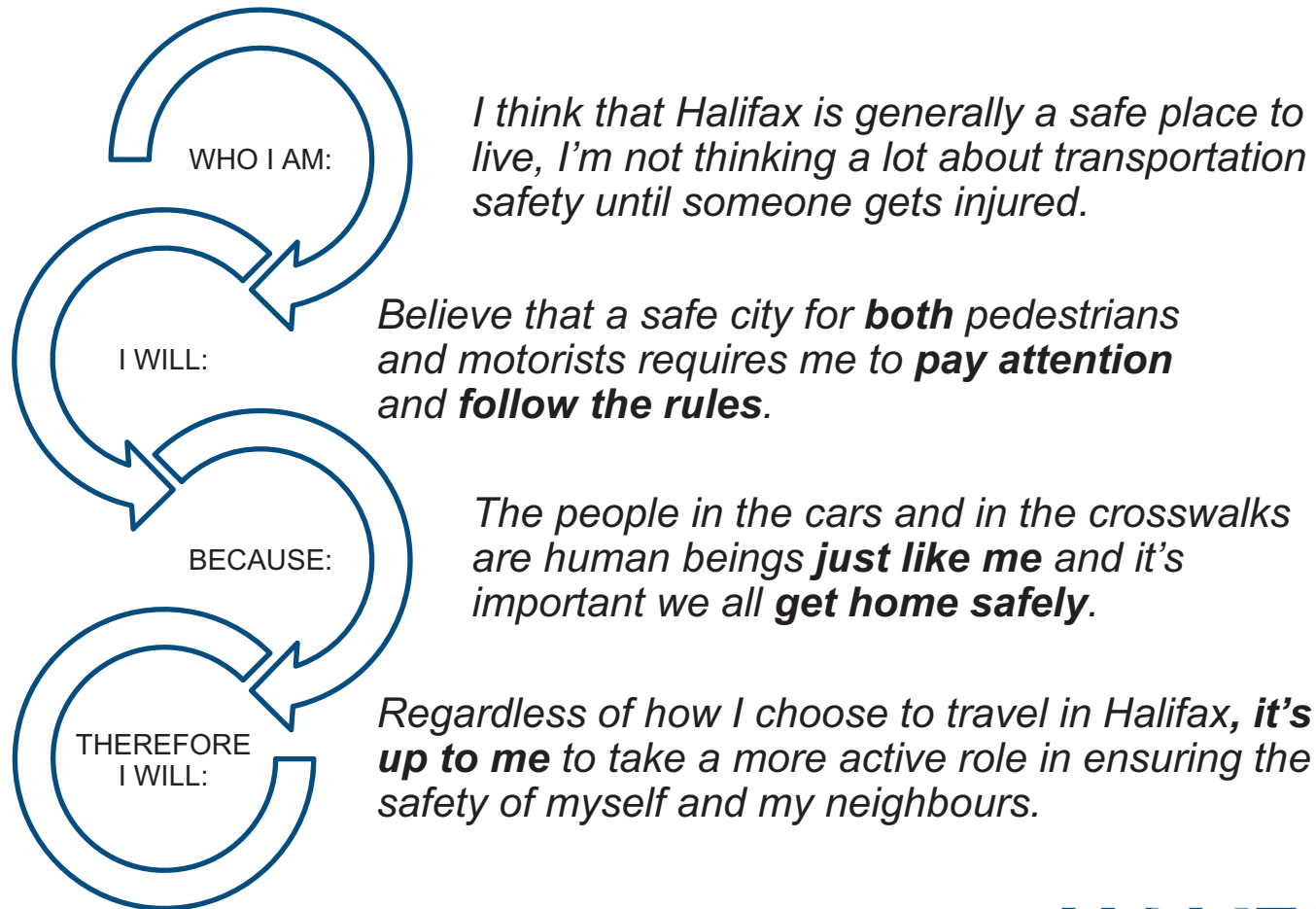
A decorative horizontal bar at the bottom of the slide, composed of three segments in different shades of blue: a medium blue segment on the left, a dark blue segment in the middle, and a lighter blue segment on the right.

Guiding Principles

- Reinforce **community-minded** value of Halifax brand
- Utilize **data-driven** insights to garner attention and social media conversation
- Develop a narrative theme that is **relevant** and **sustainable** across multiple years and seasons
 - Annual communications in market Fall & Spring
- Campaign viewed by public as **valuable** spend of municipal resources

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Campaign Narrative Strategy



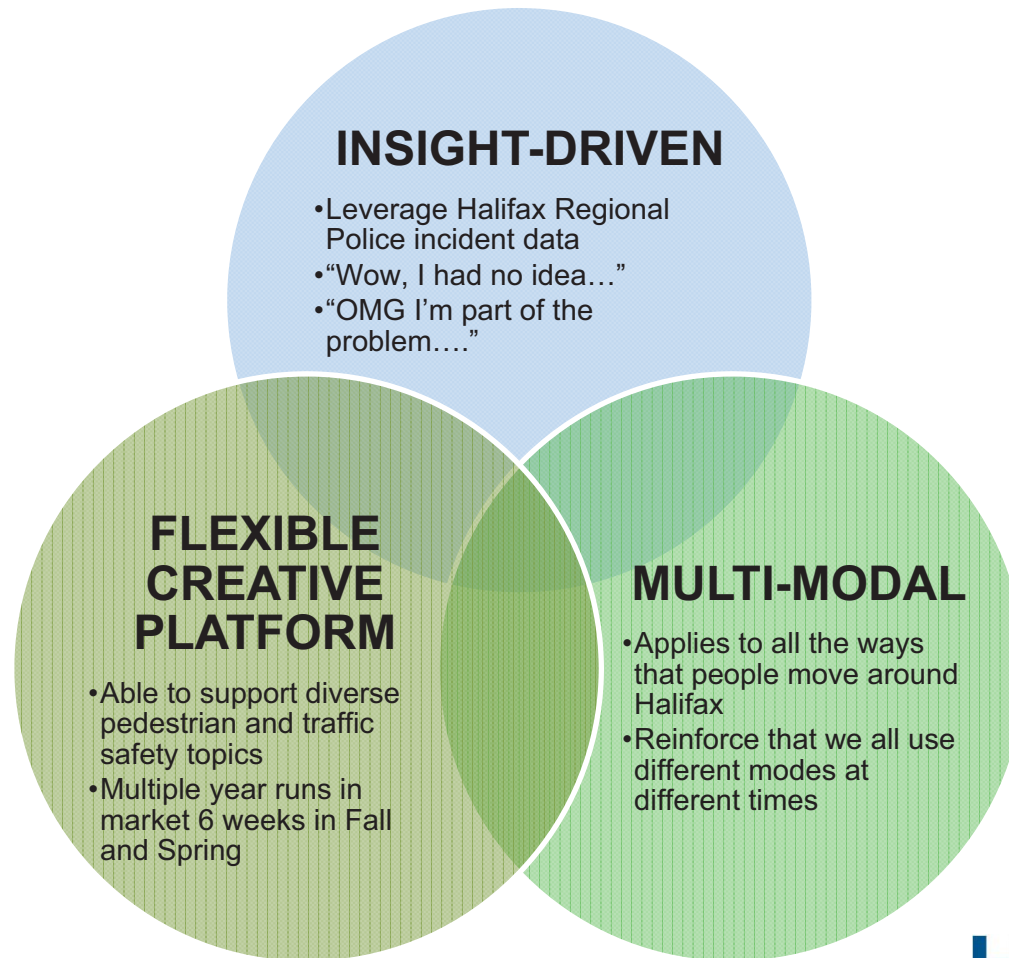
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Campaign Platform

- Insight-driven
 - Leverage Halifax Regional Police incident data
 - “Wow, I had no idea...”
 - “OMG I’m part of the problem....”
- Multi-modal
 - Applies to all the ways that people move around Halifax
 - Reinforces that we are all
- Flexible creative platform
 - Able to support diverse pedestrian and traffic safety topics
 - Multiple year runs in market 6 weeks in Fall and Spring year over year

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Campaign Platform



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Campaign Concept

- PRIMARY MESSAGE
 - **We are all traffic.** We all share a responsibility on the roads in our community, regardless of how we travel.
- CALL-TO-ACTION
 - **Heads Up Halifax!**
- EXECUTION STRATEGY
 - Get people to pay attention to traffic safety by presenting key messages and the traffic environment in a new and unexpected ways.

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Possible Campaign Execution

“See the Person Inside”: We’re all people regardless of how we get there. Let’s get there safely.



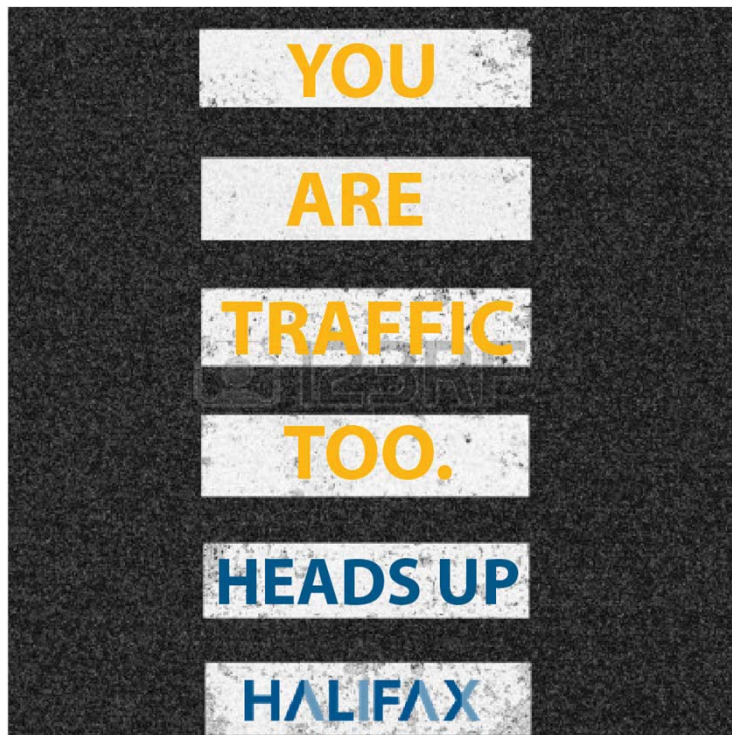
Illustration purely conceptual. Actual campaign execution may differ.

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Crosswalk Safety Awareness Day

POSSIBLE TACTICS

- Create crosswalks in unexpected locations throughout Halifax carrying campaign messages e.g. Grand Parade, Spring Garden Library, Public Gardens



- Buttons
- T-shirts
- Hats



The background of the slide features a large, stylized graphic of the letter 'H'. The left vertical bar of the 'H' is white. The right vertical bar is composed of two overlapping rectangular blocks: a darker blue block on top and a lighter blue block on the bottom. The horizontal crossbar of the 'H' is also composed of two overlapping blocks: a darker blue block on top and a lighter blue block on the bottom. The word 'HALIFAX' is written in white, bold, sans-serif capital letters across the top right portion of the darker blue blocks.

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Questions?