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Item No. 7.1.1
Crosswalk Safety Advisory Committee
September 24, 2015

M E M O R A N D U M

TO: Members of Crosswalk Safety Advisory Committee
CC: Phoebe Smith, Legislative Assistant
FROM: Bruce DeBaie, Managing Director, Corporate Communications
DATE: August 21, 2015
SUBJECT: **Proposed theme and scope of Crosswalk Safety Awareness Day 2015**

Background

The inaugural Crosswalk Safety Awareness Day event in November 2014 created significant awareness through crosswalk engagement teams, advertising and social media (see attachment A), with citizens, employees and stakeholders promoting Heads Up Halifax campaign awareness at 26 high-traffic crosswalk locations throughout the municipality.

In early 2015, Corporate Communications launched the second phase of the annual campaign with new broadcast creative based on survey results of campaign awareness. TELUS sponsored a traffic safety barbecue celebration for the Municipality in May that featured safety activities, entertainment and presence from community stakeholders and municipal leaders and services (see attachment B).

The Crosswalk Safety Advisory Committee has discussed and submitted various suggestions to Corporate Communications to set the actual event date and to help the 2015-16 campaign benefit from best practices and lessons learned from the first year.

Proposed CSAD 2015

CSAC recommends that CSAD 2015 be held on November 4, the first Wednesday after Daylight Saving Time starts, which in previous years coincided with a measured increase in vehicle-pedestrian collisions. The broadcast creative developed for the spring Heads Up Halifax campaign should be repurposed and reused to reinforce its image and message, reduce expenditures and to promote the actual date of Awareness Day. CSAC members identified success for 2015 as a significant increase in total locations of crosswalk engagement teams. This target will require dedicated resources to manage the event planning and logistics before and during the event, which Corporate Communications will secure and oversee.

The proposed approach for CSAD 2015 will combine the crosswalk engagement activations with the celebration sponsored by TELUS. The November 4 event will incorporate a longer crosswalk activation period (e.g. 9-10:30 am) with a celebration wrap-up event in Grand Parade if possible. Both campaign elements will include targeted educational messages to improve pedestrian-vehicle safety awareness.

Corporate Communications

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Corporate Communications will also identify and pursue sponsorship opportunities to offset the hard costs of the celebration wrap-up event.

Thanks,

ORIGINAL SIGNED

A handwritten signature in black ink, appearing to be a stylized 'S' or 'C' shape.

Attachment "A"

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Crosswalk Awareness Day

Summary Report

November 5, 2014

Crosswalk Awareness Day

Crosswalk Awareness Day was created to help educate drivers, cyclists and pedestrians to be cautious, and avoid distractions when approaching or using a crosswalk.

On November 5th community members including police, Councillors, and the Crosswalk Safety Advisory Committee (CSAC) volunteered their time to show their support and create crosswalk safety awareness.

Crosswalk Captains and their volunteers were dispersed through the municipality at high-traffic crosswalks and intersections during the morning commute from 8:30-9:00am.

*crosswalk captains recruited and organized volunteers for their location.



Dartmouth High @Dartmouth_High · Nov 5

#HeadsupHalifax @Dartmouth_High shows support for an important cause...#crosswalkawareness pic.twitter.com/J2SAQuZIFs



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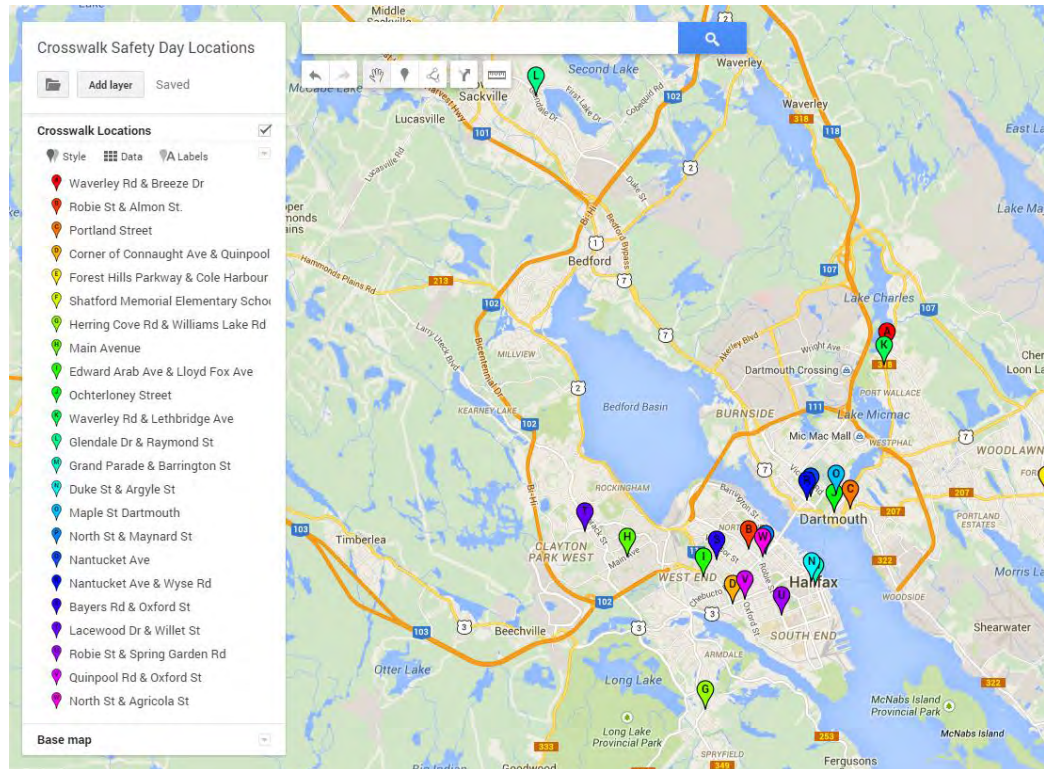
Promotional Toolkits

All crosswalk captains were given promotional toolkits that included the following:

- Promo cards—handouts with crosswalk safety facts
- Reflective armbands
- Heads Up Halifax signs—used when crossing the road to create visibility to drivers
- Temporary Tattoos
- Stickers—removal and repositionable
- Volunteer package— a paper copy of volunteer guidelines included

Locations

- A total of 26 high-traffic crosswalk locations were selected across the municipality for the event
- View the [live map](#) for full list of locations



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Promotional Items

Distribution Channels	Armbands 10,000	Temporary Tattoos 10,000	Heads Up Halifax Signage 60	Promo Cards 6,000	Stickers 5,000
Crosswalk Captain Toolkits	100 X 20 teams = 2,000	100 X 20 teams =2,000	2 X 20 teams =40	200 X 20 teams = 4,000	100 X 20 teams = 2,000
TPW/Fire	N/A	N/A	N/A	N/A	300
Police	100	200	2 X4 =8	200	200 [placed on vehicles]
BIDs	N/A	N/A	N/A	N/A	40 Downtown Dartmouth 100 Downtown Halifax
RCMP	N/A	N/A	N/A	N/A	20 [placed on vehicles]
Transit	N/A	N/A	N/A	N/A	100 [placed on vehicles]
Service Centres	100 X 4 = 400	100 X4 = 400	N/A	100 X4 = 400	100 X4 = 400
Councillor Promo Toolkits	50 X 9 = 450	100 X 9 = 900	N/A	100 X 9 = 900	100 X 9 = 900
Total used	2,950	3,500	48	5,500	4,060
Total remaining	1,050	6,500	12	500	940

In The News

- Sept 18th | Metro News
[Heads up, Halifax! New pedestrian safety campaign to kick off next month](#)
- October 14th, 2014 | Global News
[New Halifax crosswalk safety campaign begins next week](#)
- October 31st, 2014
[Heads up Halifax, Nov.5 is Crosswalk Awareness Day](#)
- November 3rd 2014 | CBC News
[Heads Up Halifax highlights vehicle-pedestrian safety](#)
- November 5th, 2014 CBC News
[Crosswalk Safety Awareness Day aims to shed light on safety](#)
- November 5th, 2014 | News97.5
[Heads up Halifax, it's Crosswalk Safety Awareness Day](#)

- November 5th, 2014
[Heads Up Halifax Aims To Strew Light On Crosswalk Safety](#)
- November 5th, 2014 | CTV news
[Pedestrian injured on Crosswalk Awareness Day](#)
- November 5th | Chronicle Herald
[Let's all pay attention](#)
- November 5th, 2014 | unews.ca
[Awareness campaign targets increase in crosswalk accidents](#)
- November 6, 2014 | Cape Breton Post
[Better designed intersections, crosswalks needed to reduce pedestrian collisions: expert](#)
- November 6, 2014 | Truro Daily
[Better designed intersections, crosswalks needed to reduce pedestrian collisions: expert](#)

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Social Media

- Twitter— Halifax's official twitter account, [@hfxgov](https://twitter.com/hfxgov) was used to promote the event, provide safety awareness tips, and interact with residents using #headsupalifax. The event was trending on twitter during and after the event.

Tweets with #Headsupalifax	Re-tweets	Favourites
185	647	398



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Citizen Engagement Feedback

- Pedestrians and drivers reacted positively
- A few people stopped to take photos and then tweeted them later on
- Everyone was concerned about this crossing for the Linear Trail; posts were installed for pedestrian crossing signs as per engineers plans, but no signs installed after 24 months. The trail is a continuation of the trail that crosses Radcliffe, Langbrae and Farnham Gate where crosswalks, now zebras, are painted. Why a different treatment?
- Excellent response from pedestrians and cyclists in general. School bus drivers were waving to us, and most drivers were curious. One resident in the neighbourhood came and thanked us for doing this. In his words "we see crazy things happening here." One cyclist stopped by and demanded more bike lanes.



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Promotional Item Feedback

- Overall a great success (reflective bands were popular), but this should be a beginning of a material, as well as mental change.
- The sign was too large for easy holding in a windy setting so was not used.
- There could have been an Inventory of materials in the bag. I did not know there were two styles of bands (large and small) until later when I opened the sealed bag after using the open bag. The tattoos were at the bottom and missed.
- The paper copy of the waivers could have been included in the kit for efficiency.
- I distributed the leftover bands to my walking group and for their grandchildren and 3 Seventh Day Adventists missionaries I met at Shubie Park later that morning. They were all most appreciative for their personal safety, when out at night and also the overall programme.



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Event Location Issues

- Volunteers faced safety challenges at this intersection: the right turn to Almon street heading north from Connaught heading west. Traffic merges to the turn very fast, and most cars do not come to a complete stop before making a right turn with drivers being on the look-out for the merging traffic, creating extreme risks for pedestrians who are either crossing or about to cross Connaught. If we were not extra cautious, we would have many close calls within a 30 min window.

Additional Feedback

- We are hopeful that the city will take these issues/concerns seriously and build roads/intersections that are pedestrian friendly, and force drivers to come to a complete stop as they approach a right turn.
- Promote the call for crosswalk captains more widely with a good explanation of what it entails.
- Be more clear letting people know that they are not to stop or delay cars.
- Additional questions for evaluation survey:
 1. Was the volunteer package useful?
 2. What did you like about the event?
 3. Did media show up?
 4. Did you take photos? If so, please forward them to us with permission for us to use them in future communications
- Create a prize to entice volunteers to complete the survey
- Just curious about the statement regarding use of Cell phone...hands free use is encouraged and could be encouraged. A statement about pedestrian use of earbuds and/or texting while walking needs enhancement...witnessed a near miss last evening as a pedestrian walked in to a crosswalk as if it was a continuation of the sidewalk...no hesitation or eye contact.



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Attachment "B"

The word "HALIFAX" is written in a bold, white, sans-serif font. It is positioned within a dark blue triangular area that is part of a larger geometric design. The design consists of several overlapping triangles in various shades of blue, creating a dynamic, abstract background. The word "HALIFAX" is centered horizontally within its dark blue triangle.

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Heads Up Halifax

Traffic Safety Celebration

June 25, 2015

Key elements

- Corporate Partnership
- Connecting crosswalk safety to traffic safety
- Breaking through message clutter
- Leveraging social media



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Office of the Mayor @MikeSavageHFX · May 30

Crossing the [#crosswalk](#) safely for
[@hfxgov](#) [@TELUS](#) [#HeadsUpHalifax](#)
event at Victoria Park &
[@SpringGardenRd](#) today!



RETWEETS

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FAVORITES

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12:58 PM · 30 May 2015 · Details

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Questions?

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