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Item No. 11.4.1

Halifax Regional Council
March 10, 2009
April 7, 2009

TO: Mayor Kelly and Members of Halifax Regional Council

A handwritten signature in black ink, appearing to read "Mike Labrecque".

SUBMITTED BY: _____
Mike Labrecque, P.Eng., Director, Transportation & Public Works

DATE: February 6, 2009

SUBJECT: Crosswalk Safety Education and Public Awareness Campaign

INFORMATION REPORT

ORIGIN

Item 12.2 raised at the January 22, 2008, meeting of Halifax Regional Council.

BACKGROUND

In April 2007 the Nova Scotia Minister of Transportation and Infrastructure Renewal and Mayor Peter Kelly appointed the Crosswalk Safety Task Force. The objective of the Task Force was to identify strategies and measures to improve crosswalk safety in Nova Scotia. The report of the Task Force was completed in December 2007 and submitted to the Minister and Mayor in January 2008. It was released on April 10, 2008.

Under item 12.2 of the January 22, 2008 meeting of Halifax Regional Council the following motion was passed:

MOVED by Councillor Hum, seconded by Councillor Sloane, that, when the Provincial Crosswalk Safety Task Force recommendations are released, staff present the recommendations to Council, and provide a report on the budget implications of implementing the recommendations.

On January 22, 2008, members of Council requested that the report also include:

- initiatives undertaken by the Halifax Regional School Board and the Traffic Authority to educate students on crosswalk safety;
- discussion on why the fluorescent yellow crosswalk signs are not more widely used in HRM;
- whether the HRM crosswalk safety television commercials are still being run and if so, their frequency.

The Task Force report is approximately 100 pages long, plus supporting material and appendices and stands on its own. There are 42 distinct recommendations in the Task Force report. This Information Report to Halifax Regional Council is structured as a series of discussions of each recommendation in the Task Force report. The numbers used in this report match the numbers used on the recommendations in the Task Force report.

DISCUSSION

PART ONE - The Task Force Report Recommendations

In the Task Force report the recommendations are numbered in order of appearance in the report.

1. *Road Safety Advisory Committee (RSAC) must support the Department of Health Promotion and Protection's (HPP) alcohol strategy by dedicating a member to assist with the development and implementation of an alcohol impaired driving strategy.*

This recommendation is intended to ensure that the preparation of a strategy under preparation by the provincial Department of Health Promotion and Protection is coordinated with any approaches coming out of the work of the Road Safety Advisory Committee. Created in September 1997 by the Province, the Road Safety Advisory Committee is to assist in the development, implementation and evaluation of government safety strategies relating to drivers, vehicles and roadways. The committee

includes representatives from Service Nova Scotia and Municipal Relations, Department of Transportation and Infrastructure Renewal, Department of Justice, Nova Scotia Safety Council, RCMP, Police Chiefs Association of Nova Scotia, Insurance Bureau of Canada, Department of Health, Halifax Regional Municipality, and Mount St. Vincent University. This recommendation will have no effect on HRM budgets.

2. *Government must undertake a review of the current method of collision data collection and maintenance to improve the accuracy and reliability of the data.*

In carrying out its work, the Task Force learned that the data coming out of the collision data reporting system could be better for analysis. In particular, regarding pedestrian collisions it is difficult to extract raw data from the database to enable cross tabulations. Key pieces of information are not readily available, such as the average distance travelled by drivers, if the pedestrian was impaired by medication, illness or alcohol, and whether the pedestrian looked before crossing. The current legislation prohibits sharing detailed information with any other bodies beyond the Department of Transportation and Infrastructure Renewal and Service Nova Scotia and Municipal Relations. This includes municipalities which are responsible for a considerable portion of the roads and crosswalks in Nova Scotia, and the Nova Scotia Trauma Registry and other health-related groups. The Trauma Registry may have considerable detail on the short and long term consequences of a pedestrian collision but at this time there is no way to connect that information with the collision information.

The Task Force therefore, recommends work be done to review how to improve the collision database. There is no immediate expected effect on HRM budgets, although ultimately if there is more detailed work required of Halifax Regional Police or RCMP to fill out the collision report form then there would be some effect. That would be explored as part of the recommended review.

3. *Provincial and Municipal Traffic Authorities should meet on a regular basis to discuss, among other traffic engineering topics, pedestrian and crosswalk safety.*
4. *To ensure consistency and uniformity across the province in the installation of marked crosswalk treatments, the Province and Municipalities must use a consistent approach, based on technical merit.*

During its work the Task Force learned that crosswalk installations are made under different criteria and with different markings and signs within Nova Scotia notwithstanding the intention of NS TIR that there be uniformity across the province. The uniformity problem occurs in other matters as well, and formal regular meetings would allow better communication between the Department and the many local traffic authorities (approximately 40), as well as communication among the traffic authorities. HRM budget provides for travel out of town to attend an occasional meeting. If crosswalk installations were consistent across the province then drivers and pedestrians would know better what to expect even when travelling outside their own locality, and drivers in particular would be better able to recognize the situation when they are approaching a crosswalk anywhere in Nova Scotia. HRM already uses the provincial standards so there will be no effect on HRM budgets for

this aspect.

- 5. The road authority must require the assessment of existing marked crosswalks when refurbishing highways and roadways to ensure they reflect current traffic situations, guidelines, and standards. Where existing marked crosswalks are not warranted, they must be removed due to potential hazards.*

When a marked crosswalk is installed, it is usually intended to remain there indefinitely and the requirement for the marked crosswalk is not usually revisited. However, when a road or highway is being rebuilt, or at least repaved, is an ideal time for the utility of existing marked crosswalks to be revisited. Motor vehicle and pedestrian traffic patterns do change over time and what once may have been a busy route may now be quiet. If a marked crosswalk is no longer warranted then it should be removed so that locations where crosswalks are needed keep their prominence. This recommendation will have little or no effect on HRM budgets because the costs will be very small and just an item in a road repaving contract. The exception might be where an RA-5 type crosswalk would be removed - that might cost several hundred dollars. Clearly, no additional improvements would be added to unwarranted locations and such locations may be removed at anytime due to safety concerns.

- 6. Prior to construction, designers of highways, roadways, and streetscapes must examine the needs of all road users to ensure that the final product provides appropriate and safe facilities for all road users.*

The Task Force recommends that a balanced approach to roadway and urban design be followed so that pedestrian facilities are provided at the right locations when needed. The budget implications on HRM of this recommendation are not able to be estimated. Certainly higher standard designs will cost more than lower standard designs although HRM staff already attempt at all times to have designs made properly and meet minimum standards. Any additional costs would be included in the project approval process.

- 7. The Province and Municipalities must stay current in their knowledge of new crosswalk and pedestrian control devices and monitor the success of these devices. The Province must encourage and approve pilot projects prior to the use of the device to determine its durability, installation and maintenance requirements, effectiveness, and feasibility.*
- 8. Municipalities interested in conducting a pilot project must seek approval from the office of the Provincial Traffic Authority, as all pilot projects must be subject to an approval process.*
- 9. The Province and Municipalities must provide fixed funding to be allocated for the purposes of research and pilot testing of crosswalk devices.*

The Task Force recognized that there could be changes that could make better and more safe pedestrian crossings. The Task Force recommended that the road authorities keep informed as to what research was showing potential good results and any potential new pedestrian crossing devices

could be evaluated for possible use in Nova Scotia. The Task Force wanted tests to be well-organized so results would be valid and available to other Nova Scotia and Canadian jurisdictions. The HRM budget implication of these recommendations would likely be relatively small, perhaps no more than \$10,000 to \$20,000 annually (some years more, some years much less). This level of funding can be accommodated within existing budget allocations as the Province will likely cost share approved pilots.

10. *Parents, family members, and others who help care for young children need support through the provision of appropriate educational resources to help them develop and encourage safe crosswalk behaviour in this vulnerable age group.*
11. *The Department of Education (DOE) designate a person to join RSAC to provide support and expertise on education issues related to school age children and youth to ensure the curriculum incorporates crosswalk safety education.*
12. *The Departments of Transportation and Infrastructure Renewal (TIR) and Health Promotion and Protection (HPP) should support the Department of Education (DOE) in revising existing areas of curriculum where injury and safety are a focus, and where crosswalk safety education is an area of concern.*
13. *Review Nova Scotia's Crossing Guard Training Program to create a standard program that clarifies the crossing guard's role in crosswalk safety education for children.*

The Task Force recognized that children require training in how to safely walk along streets and sidewalks and use marked and unmarked crosswalks. The Task Force recognized that age-appropriate training material was lacking, and school-based programs may not be complete, therefore, the above four related recommendations were made. HRM has little role in creation of this material. HRM does employ and train crossing guards so a new manual would affect them, but there would be no appreciable direct budgetary effect on HRM.

14. *The RSAC member departments should consider age-related changes to driving ability and driver competency when developing a provincial road safety strategy.*
15. *The RSAC member departments should consult with the Department of Seniors, and other seniors' organizations to identify opportunities for driver-education to support older adults to continue to drive safely and reinforce the rules of crosswalk safety.*

In a manner similar to that of the changing physical and mental abilities of maturing children, as people get older their physical and mental abilities also change. The Task Force wanted to have these factors taken into account and steps taken to keep people safe as drivers and pedestrians reach advanced ages. HRM has no direct role in this work, and no budgetary responsibility.

16. *The RSAC member departments continue to research crosswalk safety and conduct pilot projects for crosswalk safety education for adults where promising practices exist.*

HRM has been active in the past few years in preparing a number of printed, audio, and television information pieces respecting roadway safety, including crosswalk safety. The materials have been directed at both drivers and pedestrians. A summary of the 2007 campaign appears later in Part 2 of this report. As the largest urban area in Nova Scotia, and with probably the majority of marked and unmarked crosswalks in Nova Scotia, HRM can expect to continue to require the best public education materials to be used. The Task Force recognized that more research could be done to improve the selection of target groups and the way messages are presented so the most effective use is made of the opportunities to reach people is made. This recommendation is not about spending money doing public education, it is about spending money researching getting the public education done well. Doing the education is expensive - the research less so. It is likely this would be the responsibility of others but if requested HRM could fund a reasonable commitment for research from the annual Pedestrian Safety and Access Program.

17. *Service Nova Scotia and Municipal Relations and Transportation and Infrastructure Renewal should examine existing driver education resources for new drivers, particularly for youth, around areas of driver behaviour that relate to pedestrian behaviour.*
18. *Service Nova Scotia and Municipal relations ensure that driving school instructors are knowledgeable about crosswalk safety, and that it be made a mandatory component of their classroom curriculum and in their in-vehicle instruction.*

New drivers, particularly young new drivers, are over represented in pedestrian collision occurrences, therefore, the Task Force recommends additional study and educational resources be directed at this particular target group. HRM has no involvement in this aspect of the Task Force's work and there is no budget implication.

19. *The provincial police service (RCMP) traffic services division and municipal police agencies are encouraged to meet on a regular basis to discuss traffic enforcement matters; ensuring frontline law enforcement officers are represented.*
20. *The Province is encouraged to identify a department and assign an individual responsible for coordinating traffic service division forums and maintaining regular communication with law enforcement officers regarding road safety matters, including pedestrian and crosswalk safety.*

The Task Force identified that various police agencies and traffic authorities were working at providing proper roadway signs, markings and then enforcement but there was not always good communication among all parties which can lead to less-than-optimal enforcement results. The Task Force then recommended ways to improve inter-agency communication and uniformity including making sure the details of what was enforceable, and how, exactly, summary offense tickets, etc. were to be filled out, was made available to the frontline police officers. HRM budgets provide for travel to attend occasional meetings.

There could be a minor effect on HRM budgets to allow for some HRM police and other staff to attend such meetings.

21. *The Departments of Transportation and Infrastructure Renewal, Service Nova Scotia and Municipal Relations, and Justice, should explore and take any opportunities to enhance and clarify the Motor Vehicle Act to enable law enforcement officers to enforce the Act effectively and efficiently. The Task Force is advancing two areas of priority:*
 - a) *Transportation and Infrastructure Renewal and Service Nova Scotia and Municipal Relations pursue amendments to legislation and regulations to reintroduce that all vehicles (personal and commercial) to require both front and rear license plates.*
 - b) *Transportation and Infrastructure Renewal and Department of Justice jointly pursue amendments to legislation and regulations to enable law enforcement officers to issue summary offense tickets based on license plate identification alone.*

These matters are provincial responsibility and will have no effect on HRM budgets.

22. *Transportation and Infrastructure Renewal, Department of Justice, and Service Nova Scotia and Municipal Relations explore the feasibility of amending legislation and regulations to provide legislative authority for electronic summary offense tickets (E-SOT).*

The Task Force learned that many police agencies have found that automated ticket devices enhance accuracy (and conviction rates) while increasing officer efficiency allowing the officer to spend more time watching for offences than before. HRM already uses electronic devices to write up parking tickets but current legislation does not allow for this in Summary Offences. There would be budget implications for HRM if this recommendation were to proceed because HR Police would need to purchase the hand-held and support equipment while the increased fine revenues that might accrue do not go to HRM's accounts. Cost will be defined once legislation and regulations are amended.

23. *The RCMP and municipal police agencies publically and formally identify speeding as a public safety priority and explore methods of enhancing their enforcement efforts.*
24. *Speeding countermeasures should be developed and include public awareness campaigns combined with concentrated enforcement of speeding with the objective of reducing the average travelling speed, incidents of speeding and zero tolerance of speeding in school zones.*

Halifax Regional Police and RCMP conduct regular speeding enforcement campaigns throughout HRM particularly through the joint Traffic Services Division. The Traffic Services Division incorporate education campaigns as part of their program of enforcement. In the spring season of 2007, Halifax Regional Police school liaison officers presented a crosswalk safety message to every public school student in the HRP area (not including RCMP areas). There could be some HRM budget implications for additional enforcement and education campaigns over and above the present level and would be addressed through the typical budget process.

25. *The Province and Municipalities identify the staffing of traffic services position vacancies as a provincial road safety priority.*

The Task Force was told that traffic services positions within police agencies are not always filled as quickly as might be because the general political direction forces have received indicated other priorities.

This was a province-wide concern and the effect this change in emphasis would have on HRM is minimal as HRP Traffic Unit has filled any vacancies immediately. It is the intent that all positions be filled with reasonable speed.

26. *The RCMP and Municipal police agencies communicate to frontline law enforcement officers the importance of completing pedestrian collision reports in an accurate and timely manner.*

Targeted enforcement, education and engineering efforts require good data to assist in deciding what problems are occurring on the street. Without the information contained in the collision reports no reasonable analysis of trends and target groups can be made.

HRM budgets would be affected in only the most minor way by this change, if a police officer takes only a few minutes longer to do a more-complete job of filling in a collision data sheet. If the pedestrian is badly injured or there is a fatality there is already a complete investigation - that aspect would not change. Additional training of officers would have some impact on existing budget.

27. *The RCMP and Municipal police agencies review the role of their school liaison officers in traffic and crosswalk safety education to determine the most efficient use of their abilities and time.*

The Task Force had in-depth discussions about the role of police as traffic safety educators. The literature review and additional research demonstrated conflicting opinions on what role law enforcement officers were to assume in traffic and crosswalk safety education. The Department of Education presentation confirmed that guest speakers were not always the most effective way to teach crosswalk safety. Task Force members indicated that not all municipal police agencies have enough officers to do this type of work. Halifax Regional Police are often invited by school staff. Police agencies have to assess and determine what is best for them. It may be that police officers can better serve in other roles if the in-classroom training is done by others. There doesn't appear to be a significant effect on HRM budgets as a result of this recommendation.

28. *Policing agencies must explore the feasibility of publishing a reference manual that consolidates all speeding and crosswalk violations.*

Some jurisdictions in the United States and in Australia have developed comprehensive reference manuals to assist law enforcement officers in enforcing bicycle and pedestrian laws. Information specific to pedestrian and driver behavior, including what constitutes particular violations is included. This increases the confidence of law enforcement officers in the law and their ability to

enforce the laws with improved conviction rates.

There would be no effect on HRM budgets from this recommendation.

29. *The government, RCMP, and Municipal Police Agencies must dedicate funding toward traffic enforcement to promote, educate, and enforce traffic and crosswalk safety effectively.*

While RCMP has a province-wide traffic unit and HRM has a joint traffic unit (HR Police with RCMP within HRM) other municipal forces do not have traffic units, and regular RCMP detachments are not able to do a lot of traffic enforcement due to all their other responsibilities. If improvements in crosswalk safety are desired then resources must be directed to those goals.

This recommendation could certainly have an effect on HRM budgets if it requires that more police officers be hired to increase the size of the traffic unit (and the equipment needed for them provided). An estimate of the cost requires a decision on the size of the increase. The current traffic unit has 11 officers and any additional staff requirements would follow the appropriate business case process.

30. *The Task Force recommends that Road Safety Advisory Committee member departments and relevant agencies improve their systems and processes to collect, analyse, and share the data critical to understand and address crosswalk safety.*

The Task Force learned that information from collision reports could not easily be correlated with information from ambulance and hospital records regarding outcomes of collisions, and by law nor were details of collision reports available to agencies and bodies beside the provincial Service Nova Scotia and Municipal Relations and Transportation and Infrastructure Renewal, even with unneeded personal identifying information removed. The Task Force urged these barriers to good analysis and understanding, and any others, to be investigated and removed where possible.

There are no budgetary implications for HRM from this recommendation.

31. *The Task Force recommends that the Road Safety advisory Committee ensure formal evaluations of programs, policies, and strategies related to crosswalk safety are conducted.*
32. *The Task Force recommends that the Road Safety Advisory Committee ensure an annual report regarding the implementation status of the recommendations (of the Report of the Crosswalk Safety Task Force) is released to the public, and after five years, a formal review of crosswalk safety programs, policies, and strategies is conducted.*

The Task Force learned that evaluation of crosswalk safety and measures intended to improve safety has not been formalized and as a result has not been done on a regular basis. For example, the 1990 Pedestrian Safety Task Force Report made a number of recommendations - some were implemented and some seem to have been forgotten. The Task Force could not condemn the failure to follow up any particular recommendation but instead urged follow up be done on the current set of recommendations.

There is no direct effect on HRM budgets from these two recommendations because they are evaluations done by provincial agencies and bodies.

33.
 - a. *The province and municipalities must remain consistent with the guidelines provided in the Manual of Uniform Traffic Control Devices for Canada (MUTCDC) and install crosswalk treatments according to MUTCDC practices.*
 - b. *Municipalities in Nova Scotia using signs other than those prescribed by the MUTCDC for crosswalks should change those signs to conform to the manual.*

The Task Force received submissions from members of the public. Some submissions advocated use of a fluorescent yellow-green colour for crosswalk signs, such as have been installed in some Nova Scotia municipalities. The Task Force learned that notwithstanding fluorescent yellow-green signs are more noticeable they have no effect on increasing motorists' yield behavior at crosswalks. Fluorescent yellow-green has been reserved for school zones to replace the previous blue colour which was not particularly conspicuous. The Task Force therefore recommended that Nova Scotia municipalities follow the Manual of Uniform Traffic Control Devices standards and remove any nonconforming signs so school zones retain their unique markings. HRM already follows the national standards and therefore no budget implications.

34. *Pedestrian activated beacons continue to follow the national standard. In an effort to add conspicuity to pedestrian activated beacons, municipalities and the province should consider introducing a program to upgrade amber pedestrian beacons to 300 mm (12") LED lenses.*
35. *Municipalities and the province should undertake a program to update pedestrian activated beacon installations to enable the extension of the signal when the pedestrian button is reactivated. Priority should be given to those installations where frequent pedestrian crossings are anticipated.*
36. *Further pilot studies should be conducted to determine the long term effects of advance yield markings and signs on driver yielding distance and compliance at crosswalks on multi-lane approaches.*

The Task Force spent considerable effort considering submissions into how to perhaps improve the performance of RA-5 type (pedestrian actuated flashing amber light) crosswalks. Among all the suggestions specific to these crosswalks that the Task Force determined to have merit were these three; make the flashing lights more visible, keep the lights on when a second pedestrian arrives a little while after the first, and evaluate further advance yield markings to get drivers to stop further away from the pedestrians.

RA-5 crosswalk installations in HRM today have 8 inch diameter lenses, with only the most recently installed ones having LED lights. The cost to change four lights from 8 inches to 12 inches LED lenses would typically be about \$2,000. HRM RA-5 crosswalks have two different types of electronic controllers. One type can be reprogrammed to extend the flashing light time when a

second person pushes the button with only a new firmware electronic chip replacement in the controller device for a cost of about \$150.00. The other type of controller would need to be replaced at a rough cost of about \$1,600.00. HRM has about 140 RA-5 locations with flashing lights and a total of five locations have been completed to date and approximately another 10 will be completed this year. The cost to upgrade all the locations with these modifications would be in the range of \$400,000 to \$600,000.

The province will provide an initial \$300,000 over three years for cost-shared projects with municipalities to improve crosswalks on eligible roads. The existing five trial locations have been funded by the province for 50% of the cost. Less than a quarter of the HRM RA-5 locations would be potentially eligible for funding. Application will be made to the province for additional locations. Once the results of the trial have been completed, an implementation strategy will be recommended including any corresponding cost implications.

At a few locations in HRM and elsewhere in Nova Scotia advance yield markings were tried to see if markings on the road set back from an RA-5 location would help drivers to stop further away from the marked crosswalk and thus make for a safer crossing situation by reducing the “multiple-threat” problem. (The multiple threat problem is where some drivers stop, the pedestrian proceeds, but is then struck by a vehicle driven by a driver who somehow did not notice the pedestrian – perhaps because the person was screened by stopped vehicles and the pedestrian did not notice the not-stopping vehicle, again perhaps because of screening.) The results were encouraging in the short term test, but longer term tests are still needed. HRM will work with the province to identify and cost share further test locations in the coming year. The costs for the trial would be accommodated within existing budget.

37. *Crosswalk markings should be maintained by the municipality and/or the province to keep them as legible as is practical.*

The painted lines on the road that increase crosswalk visibility at higher pedestrian traffic locations wear away each year due to specific condition of the road surface and the action of motor vehicle traffic and snow and ice control operations. The Task Force concurred that crosswalks should be painted annually at a minimum and more frequently when needed if practical.

In HRM the crosswalks and other lateral markings are painted by contract forces annually which commence and continue as weather permits. Line painting requires certain minimum surface temperatures and dryness – requirements which are more problematic because busier locations must be painted at night. In the 2007-2008 budget year, contract line painting totaled \$183,238.95. Repainting all the locations more than once a year would have a significant impact on HRM budget and in reality it would not be possible. The number of locations and the time required with the typical weather conditions and the length of the season would make it impractical. Some locations are repainted based on a visual inspection.

38. *Pedestrian specific signs should be considered to provide pedestrians with feedback and reminders to cross safely. These devices should only be installed where there are pedestrian control devices (i.e., walk/don't walk signals, pedestrian activated beacons) and where they have been determined to have technical merit.*

It is expected that the most common of these types of signs would be those requesting pedestrians to use the push buttons provided to activate the pedestrian crossing sequence. At some signalized intersections without a button being pushed not enough green time to meet national pedestrian crossing time is provided because motor vehicle volumes are low enough that their time is shorter. Some pedestrians choose to cross against a don't walk signal if they did not push the button, thus placing themselves at risk of collision. (At HRM signalized intersections without pedestrian signals minimum pedestrian crossing time is always provided.)

The budget cost to provide these signs is minimal if no post is required (mostly the signs would be mounted on a traffic signal pole). HRM has about 255 signalized intersections in its control. Signs are being placed at each location during the course of repairs and/or inspections.

39. *Municipalities and TIR should consider installing raised pedestrian refuges for new and redesigned highways when those highways have more than two lanes in each direction. Refuges should be constructed to allow ample space for wheelchairs, etc. to wait for a crossing opportunity.*

The presence of a raised median or crossing island has been associated with a significantly lower crash rate on roads with more than two lanes, at both marked and unmarked crosswalks. If reasonably possible, HRM should try to provide a refuge island in the middle of the road to allow crossings to be made in two stages. This could require more right of way which could be a problem in some circumstances.

The effect on HRM budgets would have an impact on the overall cost of a roadway reconstruction or construction project and could be significant if additional right of way is required. If feasible the costs would be incorporated into the project approval process.

40. *The province and municipalities must adopt HRM's current pedestrian ramp design as a provincial standard.*

HRM current pedestrian ramp standard has been modified several times since amalgamation to improve its performance for wheelchair users. Compared to standards in use in 1996 the current version is wider, has a less-steep ramp, and has no lip at the gutter. The street corner standard now has two ramps (or else one very wide single ramp) instead of the former single diagonal ramp that did not align with either crosswalk. In addition, HRM has tried various types of surface treatments to assist with the visually impaired as there has been no consensus on a standard. We are waiting feedback from Transportation Association of Canada (TAC) for the recommended standard on surface treatment.

All new construction in HRM and all street reconstruction follows the new ramp standards. There are still lots of locations with the old ramp, or no ramp at all (or no sidewalk at all). There are no budget implications of this recommendation on HRM because this is already the standard and a replacement program is place.

41. *Municipalities and the province must follow the Transportation Association of Canada (TAC) Guidelines for Understanding, Use and Implementation of Accessible Pedestrian Signals when considering accessible pedestrian signals to ensure uniformity and consistency.*

These guidelines allow persons with handicaps the most optimal use of pedestrian signals, usually at signalized intersections but also at RA-5 locations. HRM is already using these guidelines.

There is no particular budget implication of this recommendation on HRM because this is already the standard HRM follows.

42. *The departments responsible for enhancing road safety must develop a comprehensive road safety strategy that is evidence-based and combines engineering, education, and enforcement countermeasures. The province must dedicate funding and resources to enhance, support, and maintain road safety initiatives and encourage Nova Scotians to accept road and crosswalk safety as a shared responsibility.*

The Task Force recommends that the effort to improve roadway safety continue. This recommendation includes the Task Force's principles for carrying on – comprehensive, evidence-based, engineering, education, and enforcement, requires funding and resources, and needs Nova Scotians to accept personal responsibility.

PART TWO - Initiatives undertaken by the Halifax Regional School Board and the Traffic Authority to educate students on crosswalk safety, and crosswalk safety commercials

In the summer of 2007, HRM Traffic and Right of Way Services with Global Maritimes conducted a Crosswalk Safety Campaign. Three 30 second announcements were produced and broadcast on Global Maritimes on all of their Nova Scotia, New Brunswick, and Prince Edward Island outlets during the period July 9 through September 9, 2007. (The Global network thought the message important enough to broadcast throughout the Maritimes.)

There were 73 occasions during daytime programming - Passions, Days of Our Lives, Simpsons, and Judge Judy; 64 prime time occasions - Shark, Global National, Without a Trace, Teen Choice Awards, Power of 10 1 vs 100, Entertainment Tonight, Numbers, Big Brother, Crossing Jordan, Simpsons, American Inventor, ET Canada, Age of Love, Friday Night Lights, The Office, Bones and House; and 10 late night occasions - Entertainment Tonight, ET Canada, The Unit, NCIS, and Trading Spaces. A significant number of these programs and times, but not all, would appeal to school-age children.

The production and airtime cost HRM \$11,142.00. The value that normally would have been

charged by Global Maritimes was \$42,239.75.

Another initiative of the Traffic and Right of Way group was the production of the Crosswalk Safety booklet. 170,000 copies were printed with one delivered to each household in HRM (162,000) for a cost of \$37,400. Most of the remaining 8,000 copies were distributed to HRM Customer Service Centres, Recreation/Community Centres, and HRM Libraries as well as other groups by request (schools, hospitals, driver training schools, police, etc.). The audience for this booklet was all ages but the reading level is about junior high level, and the intention is for families to use the booklet as a tool to help with training of children in crosswalk use.

Halifax Regional School Board relies on Halifax Regional Police and RCMP school liaison officers for any crosswalk safety training provided. In the spring season of 2007, Halifax Regional Police school liaison officers presented a crosswalk safety message to every public school student in the HRP area (not including RCMP areas). The messages were presented in various ways adjusted to the age level of the students present. Lower grades were done in classrooms with higher grades in assembly settings. The multi-lane problem was discussed. The message was about how to cross safely, and for upper grades emphasis was on a message that "You can lose - don't just be cool."

Police also presented crosswalk safety during Police Week. A full-size portable traffic signal head with pedestrian displays was used at presentations with approximately 1,000 children attending.

BUDGET IMPLICATIONS

There are no budget implications at this time as any costs to date has been minimal and accommodated within existing capital and operating allocations. In addition, many of the recommendations are the responsibility of others and therefore will have no direct impact on HRM budgets. Moreover, any budget implications that do arise will be brought forward specifically to Council for their review and approval.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Alan Taylor, P.Eng., Transportation Planner

Report Approved by:



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