

HALIFAX

P.O. Box 1749
Halifax, Nova Scotia
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Item No. 14.2.2
Halifax Regional Council
May 10, 2016

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed

SUBMITTED BY: _____
Councillor Tim Outhit, Chair, Transportation Standing Committee

DATE: May 2, 2016

SUBJECT: 2016/2017 Pedestrian Safety Action Plan

ORIGIN

Motion approved at the April 28, 2016 meeting of the Transportation Standing Committee.

LEGISLATIVE AUTHORITY

Section 5 of the Terms of Reference of the Transportation Standing Committee, which states that "the Transportation Standing Committee shall (a) promote and enable public safety campaigns and outcomes that advocate safety."

RECOMMENDATION

The Transportation Standing Committee recommends that Regional Council approve the 2016-2017 Pedestrian Safety Action Plan, included as Attachment 1 of the report dated April 1, 2016.

BACKGROUND/DISCUSSION

At the April 28, 2016 meeting of the Transportation Standing Committee the Committee received a staff recommendation report dated April 1, 2016.

FINANCIAL IMPLICATIONS

None identified.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low.

COMMUNITY ENGAGEMENT

The Transportation Standing Committee meetings are open to public attendance, a live webcast is provided of the meeting, and members of the public are invited to address the Committee for up to five

minutes at the end of each meeting during the Public Participation portion of the meeting. The agenda, reports, and minutes of the Transportation Standing Committee are posted on Halifax.ca.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

None identified.

ATTACHMENTS

Attachment 1 – Staff report dated April 1, 2016

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.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: Cathy Collett, Legislative Assistant 902.490.6517



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Attachment 1
Transportation Standing Committee
April 28, 2016

TO: Chair and Members of Transportation Standing Committee

SUBMITTED BY: **Original Signed**

Bruce Zvaniga, P.Eng., Director, Transportation & Public Works

DATE: April 1, 2016

SUBJECT: **2016/2017 Pedestrian Safety Action Plan**

ORIGIN

1. Item 11.1.10 raised at the March 18, 2014 session of Halifax Regional Council
2. 2014/2015 Pedestrian Safety Action Plan

LEGISLATIVE AUTHORITY

Part I, Section 21 "Standing, special and advisory committees", of the Halifax Regional Municipality Charter.

RECOMMENDATION

It is recommended that the Transportation Standing Committee forward the 2016-2017 Pedestrian Safety Action Plan, included as Attachment 1 to this report, to Regional Council for approval.

BACKGROUND

The 2014-2015 Pedestrian Safety Action Plan (PSAP) was created in order to provide a review of activities carried out in promoting pedestrian safety as well as an assessment of any trends or recurring issues impacting the safety of pedestrians on Halifax's roadways. The document has been updated annually since its creation in 2014. Through the on-going review of activities and information gathered over the course of each year, the document also serves as the plan for staff to use in determining what activities should be undertaken in the following year in order to address the issues identified as having the most positive impact to improving pedestrian safety. The document focuses on the "three E's" – Engineering, Education and Enforcement – and so encompasses a number of the Municipality's departments and programs.

In order to ensure the most effective approach is taken when planning future activities, continuous evaluation of relevant data and current programs is on-going over the course of the year as well as engagement activities involving internal and external groups which occurs through various avenues.

DISCUSSION

The 2016-2017 Pedestrian Safety Action Plan outlines the programs and processes focusing on pedestrian safety covering the three E's (engineering/education/enforcement) that took place over the past year (2015) and moving forward for the upcoming year (2016/2017). The document also outlines evaluation and engagement activities from the previous year and plans for moving forward.

As outlined at the November 10, 2015 and November 24, 2015 Committee of the Whole meetings, a new road safety strategy will be developed moving forward as shown in the 2016/17 TPW Business Plan. This new road safety strategy will encompass all road users including pedestrians, cyclists, and motorists to ensure that our roads provide safe mobility. A new Transportation Road Safety Engineering position was recently created with the objective to provide a focused approach to this initiative.

Following are the key points outlined in the 2016-2017 Pedestrian Safety Action Plan:

Engineering

Looking Back (2015)

- Continuation of upgrades to signalized intersections to include pedestrian countdown timers and accessible pedestrian signals. Adjustments to pedestrian crossing times at all signalized intersections were completed.
- A total of 47 uncontrolled marked crosswalks were installed, upgraded, and removed.
- RA-5 crosswalk upgrades, downgrades and removals were integrated with capital projects, regular maintenance activities, and a separate project tender.
- The pavement marking program was expanded to include repainting of the downtown areas and high volume intersections.
- Four locations have been chosen for Rapid Rectangular Flashing Beacon (RRFB) crosswalk treatment installations with project tendering in the spring of 2016.
- Conversion began of all street lighting within the municipality to energy efficient LED lighting which produces a much brighter, whiter light that is focused on sidewalk and road space.

Moving Forward (2016/2017)

- Continued upgrades at signalized intersections such as the installation of pedestrian countdown timers at five locations and accessible pedestrian signals at five alternate locations.
- Implement RA-5 crosswalk upgrades, downgrades and removals as required under the Capital Program.
- Install new marked crosswalks where appropriate.

- Implement and evaluate the new RRFB crosswalk treatments.
- Traffic Management staff will continue to participate in the TAC review of fluorescent yellow-green crosswalk signs.
- Implement Council approved Traffic Calming Policy.
- Durable pavement markings will be trialed at various locations to review the cost-benefit of such markings.
- Continue implementation of upgrades to pedestrian infrastructure through the Capital Program such as pedestrian ramps, pole relocations, reductions in pedestrian crossing distances, pedestrian refuges, curb bump-outs, etc.

Education

Looking Back (2015)

- Education campaigns including Heads Up Halifax were carried out in March and November.
- Public traffic safety event sponsored by TELUS which created broadcast media coverage and attracted more than 500 people.
- Crosswalk Safety Awareness Day in November.
- Survey results indicate that residents highly support the Heads Up Halifax campaign.

Moving Forward (2016/2017)

- The educational campaign will evolve from a seasonal campaign (spring and fall) to a sustained month-to-month approach using social media and additional outreach to schools and other community groups/stakeholders.

Enforcement

Looking Back (2015)

- HRP focus on monthly traffic safety themes. The months of February, April and November specifically focused on crosswalk safety.
- Carried out targeted education/enforcement around schools in September.
- Increased contributions to social media and local media outlets on safety issues.

Moving Forward (2016/2017)

- Continued traffic monitoring to identify key areas for targeted enforcement.
- Continued road safety efforts through enforcement, reporting, and education.

Evaluation

Looking Back (2015)

- HRP provided monthly vehicle-pedestrian collision reports to Traffic Management for analysis. Traffic staff conducted site assessments of all collision locations to identify any engineering measures that may be appropriate. Collision information for the past four years has been compiled and assessed to provide statistics in an effort to identify patterns or trends.
- HRP suspended the CROMS project and subsequently initiated a new electronic motor vehicle collision reporting software. The new e-collision application is scheduled to go live in Spring 2016.
- Crosswalk flag usage was assessed by Traffic Management staff and initial assessment indicated that the average usage at all surveyed locations was approximately 8%.

Moving Forward (2016/2017)

- Full implementation of HRP's new electronic collision reporting software.
- Collaboration of traffic data collection and sharing by Traffic Management and HRP.
- Continued evaluation of new traffic control devices.

Engagement

Looking Back (2015)

- Collaboration with community groups and crosswalk safety advocates in the placement of crosswalk flags and on-going collaboration with the Crosswalk Safety Advisory Committee.
- Continued on-going Police/Traffic Management meetings with focus on traffic safety.
- Participation in public open houses and conferences related to pedestrian and traffic safety.

Moving Forward (2016/2017)

- Continued collaboration with residents, community groups and various stakeholders interested in improving traffic safety.
- Staff will continue to liaise with Provincial traffic staff in relation to the update planned for the Motor Vehicle Act.

FINANCIAL IMPLICATIONS

There are no new financial implications associated with this report. All activities outlined within the 2016-2017 Pedestrian Safety Action Plan are anticipated to be carried out as part of existing capital and operating budgets.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate low.

COMMUNITY ENGAGEMENT

Community engagement was not undertaken as part of this report as the document produced provides plans for on-going engagement with the public through education campaigns, enforcement programs and participation with the Crosswalk Safety Advisory Committee.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with this report.

ALTERNATIVES

There are no recommended alternatives.

ATTACHMENT

Attachment 1 – 2016-2017 Pedestrian Safety Action Plan

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.

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2016-2017

Pedestrian Safety

Action Plan



INTRODUCTION

Walking has increasingly become a popular mode of transportation in recent years. This can be attributed to an increased emphasis on walking for health and enjoyment and also as a viable means of transportation. Walking promotes physical activity and health for all ages, creates a sense of livability to communities, and supports environmentally friendly transportation.

Given the increase in pedestrian activity, the occurrence of vehicle-pedestrian collisions is a safety topic that is of high priority to many jurisdictions, including Halifax. Over the past few years it has become evident that Halifax is experiencing an increase in the number of vehicle-pedestrian collisions being reported to Police, which is leading to the perception that our streets are unsafe for pedestrians. Various factors, working separately or in combination, may have contributed to these collisions including increased transportation trips, road design practices, and impaired and/or distracted road users.

Over the past few years, Halifax has implemented initiatives to improve pedestrian safety through engineering, education and enforcement actions. Processes have changed and evolved while new procedures have also been implemented.

This plan will examine: trends in vehicle-pedestrian collisions and characteristics of the resulting injuries; safety initiatives carried out by respective government agencies; and action items to be continued in future years.

It is worth noting that, although very prominent in our focus, pedestrian collisions account for only a very small percentage of overall roadway collisions. As part of the 2016/17 TPW Business Plan, we will be working collaboratively with our partners to create an overall road safety strategy that will encompass all road users including pedestrians, cyclists, and motorists. This strategy will ensure that our roads provide safe mobility for all users and that we move forward with a focus on complete streets.

EVALUATION

Improved data collection, reporting, sharing, and analysis processes in the past few years have provided for a focused approach in the areas of the “Three E’s” – Engineering, Education and Enforcement. This has allowed staff to target specific issues as they relate to their areas of responsibility as well as identify where information may be lacking and how it may be enhanced. This helps to ensure solutions are tailored to the problem at hand as opposed to taking a general blanket approach.

LOOKING BACK ON 2015

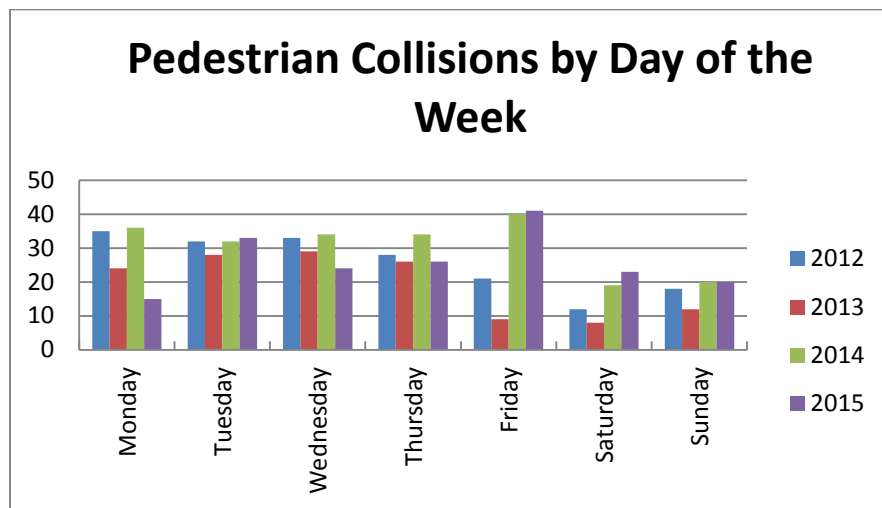
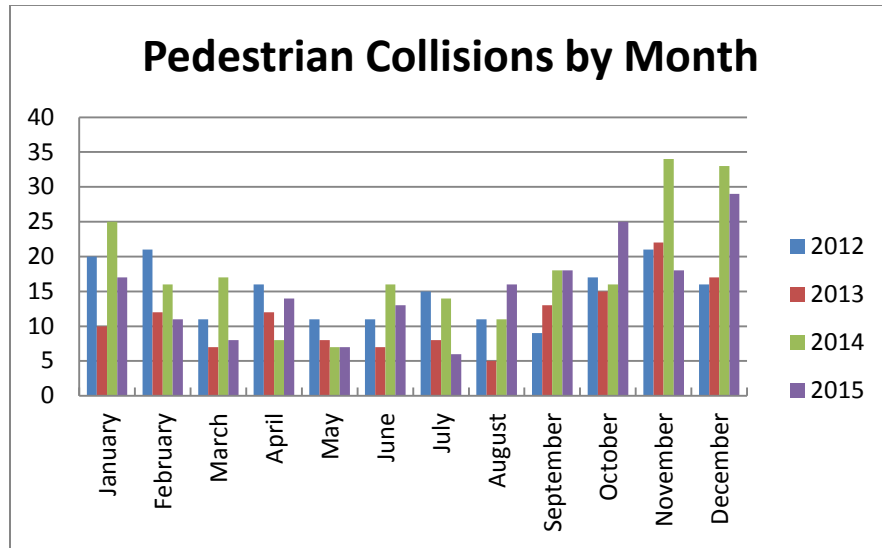
HRP/RCMP analysts tracked all pedestrian-vehicle collisions and gathered the data, which was shared with Traffic Management. This included factors such as time of day, gender and age of driver and pedestrian, collision location, any violations, etc. Additionally, Divisional Commanders monitored the locations of pedestrian-vehicle collisions to determine if patterns emerged for targeted enforcement. The data also took into consideration collisions at all intersections, whether a pedestrian was involved or not, to identify hot spots.

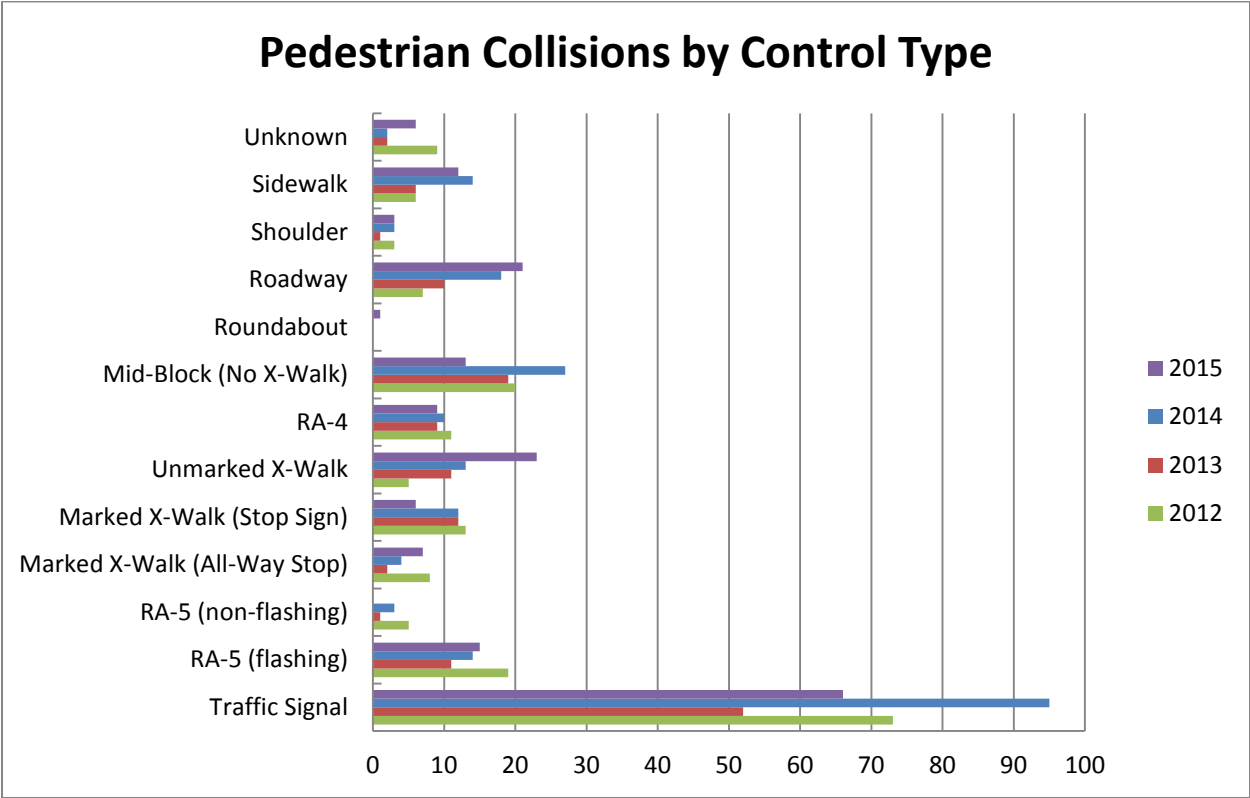
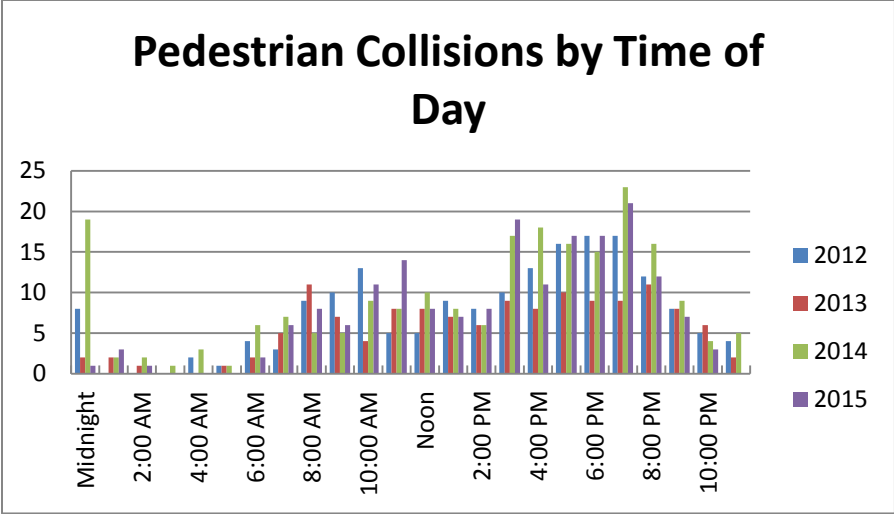
HRP initiated a partnership with Accident Support Services International (ASSI) in September 2014 to begin using a new data collection technology. The new software, referred to as Collision Reporting and Occurrence Management System (CROMS), enabled collision information to be collected and entered into the system, which allowed for data analysis to be conducted in all data fields. The CROMS Project was suspended in 2015 due to incompatibilities in the business model of ASSI, Motor Vehicle Act provisions, and interface issues. Subsequent to this HRP initiated an electronic motor vehicle accident reporting software within the existing records management system. This e-collision application will provide direct access of all fields of the present paper based report and will allow for analysis to be undertaken. The software will be available for walk in service at HRP headquarters, and also in police vehicles in the field. Although a minor setback in time, HRP is confident that the new application will provide the appropriate foundation for continued collection and analysis of the full range of accident data fields by both police and engineering staff. The system is scheduled to go live in the Spring 2016.

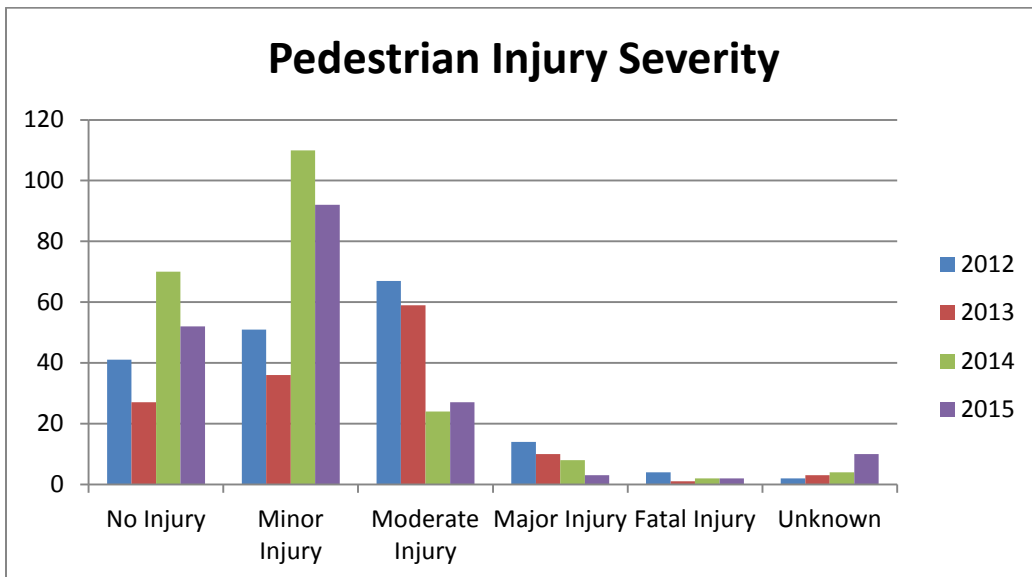
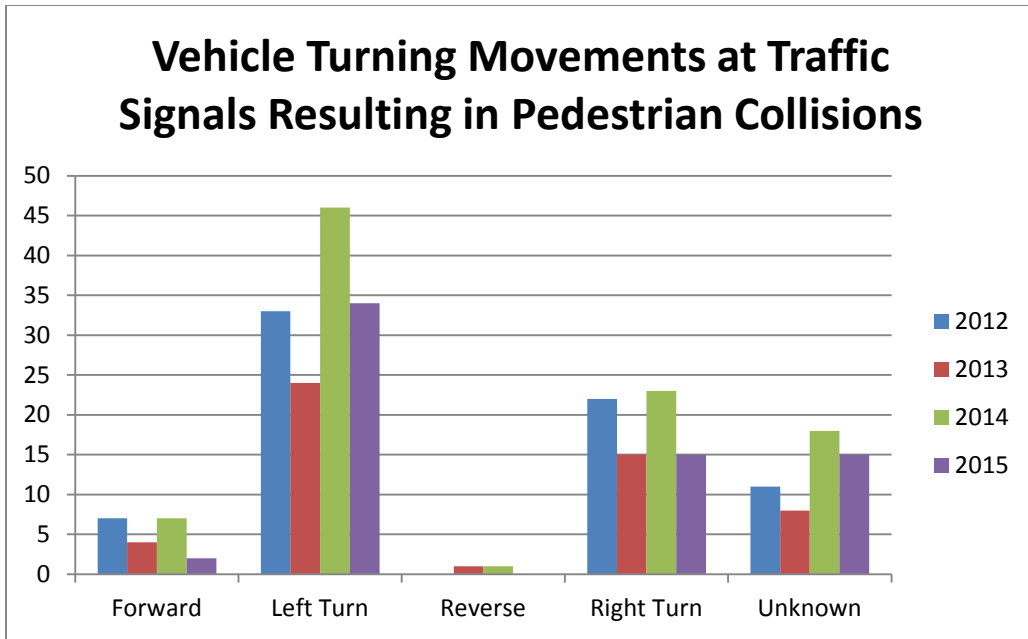
Over the course of 2015, Police and Traffic Management staff have continued to work together in the sharing of vehicle-pedestrian collision information for collection and assessment purposes. Locations where a collision occurred were assessed by Traffic Management staff as the collision reports were made available. These assessments reviewed information provided in the police report to identify any engineering related issues that may have contributed to a collision.

In addition to assessments of collision locations, staff has compiled statistics from police reports from 2012-2015 in an attempt to identify any trends in the data that might indicate a particular issue that needs to be addressed. Traffic Management staff filtered the data provided by Police to focus only on vehicle-pedestrian collisions that occurred within the public right-of-way (collisions involving bicycles or taking place in parking lots were removed), as is the practice of the majority of jurisdictions across the country. The following tables and figures provide a summary of findings to date.

Pedestrian Collision History				
	2012	2013	2014	2015
Total Pedestrian Collisions Occurring within ROW	179	136	215	182







Assessment of the data compiled for the last four years shows that the majority of vehicle-pedestrian collisions are occurring at traffic signals during the PM peak traffic period by vehicles making left turns.

It is also important to note that there are a high number of no injury collisions being reported in Halifax. Less than 75% of collisions result in injury in comparison to other jurisdictions in Canada where typical injury rates are 85-90% or higher. This is significant since a pedestrian is almost always injured when involved in a collision with a motor vehicle. This indicates that there are some very minor vehicle-pedestrian collisions, with no injuries, being reported here that might not be recorded in other jurisdictions.

Site investigations undertaken by Traffic Management staff at collision locations reported in 2015 did not result in the identification of any outstanding engineering related issues contributing to the collisions. Evaluation of the available data, coupled with the site assessments conducted, appear to be indicating that issues surrounding vehicle-pedestrian collisions are not engineering related and may be of a nature more appropriately addressed through on-going targeted education and enforcement. This is consistent with previous years' findings.

Crosswalk Flags

The installation of crosswalk flags was introduced in 2014 as a community managed and funded program in which high visibility orange flags were installed in buckets on both sides of a crosswalk. Traffic Management conducted an initial assessment of the effectiveness of existing crosswalk flags during the summer and fall months of 2015. A sample of crosswalks where flags were installed were chosen as study locations, each having varying characteristics.

This initial assessment indicated that flag usage at all locations surveyed averaged approximately 8%. The number of pedestrians using crosswalk flags was especially low at locations where there was an RA-5 installed, as pedestrians would choose to use the overhead flashing lights to signify their crossing instead of, or in addition to, carrying the flags. Young children and seniors represented the majority of crosswalk flag users. Consequently, flag usage was especially high at the observed crosswalks in close proximity to elementary schools.

MOVING FORWARD IN 2016/2017

Staff will continue to make use of the new electronic data collection processes and systems to evaluate and assess vehicle-pedestrian collisions in order to identify any hotspots or trends that may appear. This on-going evaluation process will be used by staff to identify the most appropriate approach (engineering, education or enforcement) to effectively address the particular issue.

HRP and Traffic Management plan to initiate the collaboration of traffic data including speed data, vehicular and pedestrian counts, etc. Currently both groups are independently collecting and analyzing their own data. Moving forward, communication will open between the two groups before data collection equipment is set up. This could eliminate duplication of data, save time and resources, and result in a more effective safety review. This will not only help with the focus on pedestrian safety, but significantly as the complete road safety strategy is developed.

It is through information/data sharing that we understand where our information is lacking and how it needs to be enhanced for effective analysis. As a result, HRP will be improving efforts to ensure collision information is collected in a consistent and as complete a manner as possible when responding to collisions.

Staff will continue to evaluate new devices as they are installed. With pilot projects of new pedestrian crossing control devices such as rectangular rapid flashing beacons, compliance studies and benefit analyses will be completed before the introduction of a new municipal standard.

ENGINEERING

This past year saw an increased focus on pro-active assessment coupled with the implementation of various initiatives and equipment / infrastructure upgrades. Activities were guided by the objectives set out in the 2015/2016 Pedestrian Safety Action Plan as well as goals outlined in the Crosswalk Safety Work Plan produced by the Crosswalk Safety Advisory Committee.

LOOKING BACK ON 2015

Signalized Intersections

Pedestrian countdown timers are used to provide information to pedestrians about how much time is left to cross the street at a signalized intersection. Under the Capital Program, work continued on the installation of pedestrian countdown timers at intersections where the pedestrian crossing distance is 14 m or greater. Three existing signalized intersections were upgraded while two new signalized intersection installations also included this equipment.

In previous years, efforts began to adjust traffic signal timings to increase pedestrian crossing times. The new crossing time is based on a reduced walking speed of 1.0 m/s. All signalized intersections have now had the signal timings adjusted to this reduced walking speed.

Accessible pedestrian signals (APS) emit an audible tone to indicate to visually impaired pedestrians when they have the right of way to cross the street. Approximately five signalized intersections are upgraded with APS each year. In 2015, four signalized intersections had APS added, while a fifth intersection had the APS technology upgraded.

Uncontrolled Marked Crosswalks

These crosswalks include any marked crosswalks with side mounted (RA-3, RA-4) pedestrian signs and overhead (RA-5) crosswalks lights (does not include crosswalks at traffic signals and stop signs). Requests for new marked crosswalks are assessed based on national guidelines from the Transportation Association of Canada. As part of the capital project review process, existing uncontrolled marked crosswalk locations within project limits were reviewed to determine if improvements/upgrades were required, or if the crosswalk should be relocated/removed. This enabled upgrades, where conditions permitted, within existing capital and operating budgets by taking advantage of integration opportunities and reducing costs. The following table shows the number of crosswalks that were installed, upgraded or removed in the 2015/2016 construction season.

Uncontrolled Marked Crosswalks (2015/2016)	
Installed	8
Upgraded	36
Removed	3

Upgrades to basic (RA-3, RA-4) marked crosswalks included new/adjusted pedestrian ramps and the replacement/relocation of crosswalk signs. Overhead (RA-5) crosswalk lights upgrades included the following:

- 300 mm beacons (increased from 200 mm)
- Additional side-mounted flashing beacons
- Brighter LED down-lighting modules
- Controllers allowing for pedestrian extension of the walk (flash) time
- Poles located downstream from approaching traffic
- Accessibility of push button and pedestrian ramp

Pavement Marking Maintenance at Crosswalks

The pavement marking program was expanded in 2015 so that pavement markings in the downtown areas were re-painted a second time during the fall where they would normally only be painted once during the pavement marking program. High traffic volume intersections such as the Armdale Rotary were also included in the re-painting program.

Following the installation of zebra markings at all uncontrolled marked crosswalk locations in 2014, zebra markings were once again painted during the 2015 pavement marking program.

Rectangular Rapid Flashing Beacons (RRFB)

The Transportation Association of Canada (TAC) is currently reviewing rectangular rapid flashing beacons (RRFB) as a crosswalk treatment to bridge the gap between standard marked crosswalks and special crosswalks (overhead flashing RA-5 and pedestrian half signals) in terms of structure and cost. The study has not yet been completed, but initial information contained in an interim report indicates very good rates for compliance of drivers yielding to pedestrians at locations where a standard crosswalk has been upgraded to include RRFB modules.

Staff has recognized the potential benefit of using RRFB's and pilot locations have been chosen for project tendering in the spring of 2016. A total of four locations will be installed which include one new marked crosswalk installation, and three existing RA-5 locations. The three existing RA-5 locations do not meet the current standards to be equipped with an RA-5, but could benefit from a treatment above the standard RA-4 infrastructure.



RRFB Crosswalk Treatment

LED Streetlight Conversion

All streetlights within the municipality will be converted from the traditional high-pressure sodium streetlights to new energy efficient LED lighting. LED streetlights produce a much brighter, whiter light that is focused on the sidewalk and road space, improving visibility and safety for all road users. The new technology also offers real-time monitoring which will allow the municipality to better manage streetlight maintenance and replace burnt out lights much sooner. This project is expected to be completed in 2017.

MOVING FORWARD IN 2016/2017

Signalized Intersections

The installation of countdown timers at locations where the crossing distance is 14 m or greater will continue under the Capital Program. It is also anticipated that five new locations will be upgraded annually with APS.

Uncontrolled Marked Crosswalks

Uncontrolled marked crosswalks will continue to be upgraded, downgraded, or removed as required under the Capital Program. Specific locations and modifications will be identified and reviewed as the annual construction list is finalized.

Rectangular Rapid Flashing Beacons (RRFB)

As the new RRFB locations are installed, Traffic Management staff will evaluate the benefits of using this new crosswalk treatment. If the installations prove to be successful, this crosswalk treatment will be considered when reviewing requests for new marked crosswalk installations, and when reviewing existing marked crosswalk locations.

Policies and Standards

A TAC project is currently in progress regarding the appropriateness of using fluorescent yellow green colour for crosswalk signs. If the resulting recommendation from this project is to use this colour, staff will engage the Province about amending the regulations to allow its use in Nova Scotia.

Council recently approved an Administrative Order respecting traffic calming for residential streets. Although this policy would not be considered to be directly related to crosswalk safety, the secondary benefits of reduced vehicle speeds would generally lead to improved safety in and around crosswalks in residential neighbourhoods.

Moving forward, it is intended to continue with the expanded pavement marking program which will see the downtown areas and high traffic volume intersections painted twice each pavement marking season. In addition where required, a fall season re-painting of zebra crosswalks will be performed on arterial and major collector roadways. Traffic Management will also be trialing durable pavement markings at various locations in 2016 to review the cost-benefit of such markings.

Under the Capital Program, efforts will continue to improve pedestrian safety through infrastructure upgrades where feasible in specific projects. Items could include pedestrian ramp upgrades/installations, pole relocations, reductions in pedestrian crossing distances, pedestrian refuges in centre medians, curb bump-outs, etc. These efforts combined with those above increase crosswalk visibility, but more importantly visibility of pedestrians at crosswalks.

EDUCATION

Pedestrian safety requires the efforts of individuals involved with each of the “Three E’s – Engineering, Education and Enforcement”. As a result, efforts to educate and inform the public are shared among several groups, each providing information related to their specific areas of expertise, and coordinated through a broad campaign drawing on expertise as to how best get the message out.

LOOKING BACK ON 2015

In 2015, Corporate Communications continued to work with the Crosswalk Safety Advisory Committee, HRP, and other municipal interests to promote awareness of the Heads Up Halifax campaign and crosswalk safety. In addition to the campaign advertising placed in March 2015, an ad hoc opportunity for a public celebration event on May 30 highlighted the value of engaging external sponsors.

As part of its annual *Days of Giving* volunteer initiative, TELUS employees joined municipal volunteers at a sponsored outdoor traffic safety celebration featuring crosswalk engagement teams, live entertainment, a kids’ education zone and reps from Halifax Regional Police, Halifax Regional Fire, Halifax Transit, the Halifax Cycling Coalition and crosswalk safety advocates all promoting safe behaviours for crosswalks, cycling and traffic in general. The event created broadcast media coverage and attracted more than 500 people. It also trended regionally on social media, which was used to share crosswalk safety images and Q&A’s, and showed how integrating crosswalk safety awareness day activities with publicity events could significantly extend the campaigns reach and relevance.

The Crosswalk Safety Awareness Day event in November 2015 continued to create significant campaign awareness during activation. Through crosswalk engagement teams, paid advertising and an expanded social media campaign that helped the campaign trend nationally, citizens, municipal staff, Councillors, schools, local celebrities and a zebra mascot helped promote crosswalk safety awareness and gave away high visibility tuques and gloves at 48 crosswalk locations throughout the municipality (almost twice as many spots in the previous year). The event earned 10 media coverage spots mostly in broadcast, including a remote radio broadcast during the campaign’s celebration component in Grand Parade where about 400 people enjoyed snacks, entertainment and answered traffic safety quizzes.

Results of the post-campaign study indicate continued strong support for Heads Up Halifax, with a clear indication that traffic safety remains a key concern among citizens. There is also some evidence of the campaign’s effectiveness over time, with a greater portion of residents viewing Halifax as a safe place to travel compared to one year ago, and a decrease in the frequency of close calls reported.

However, while most residents have recently seen or heard advertisements or messaging related to pedestrian, cyclist or driver safety, the campaign continues to have only modest levels of recall (about one-quarter of residents reported awareness of Crosswalk Safety Awareness Day prior to the survey, and about the same reporting that they had seen the Heads Up Halifax television and print ads). That said, for those who have seen the campaign, the messages were still effective and relevant.

The 2015 television campaign performed well on various metrics, with most residents agreeing on some level that the ads:

- were effective in raising awareness about crosswalk safety issues
- made them more concerned about crosswalk safety
- made them more aware of staying alert when traveling in Halifax

Overall, eight-in-ten residents hold a favourable view of the Heads Up Halifax videos with the vast majority supporting the municipality's advertising concerning the importance of crosswalk safety. Other results indicate that:

- few were able to correctly identify the municipality as the sponsor of the television ads (brand linkage between the messages and the Heads Up Halifax identity needs to be amplified in the campaign to increase sponsor awareness)
- the message link for the television ads was relatively strong (opinions regarding the overall purpose of the campaign were generally on target)
- there is still a high level of concern regarding pedestrian and cyclist safety despite virtually all residents perceiving themselves as being actively aware of their surroundings, and widespread public perception that motorists are generally safe when travelling in Halifax
- half of the respondents admit that road and sidewalk safety is generally only top-of-mind when they see, hear or read about someone getting injured
- the portion of residents who view Halifax as being a less safe place to travel compared with one year ago has decreased notably since 2014
- the average number of close calls that residents report having been involved in either as a driver or as a pedestrian has also decreased notably this year

Overall, results indicate that residents highly support the Heads Up Halifax campaign and that it continues to perform reasonably well year-over-year. However, there are still many opportunities to build upon the campaign and further encourage the adoption of safety measures, particularly given the campaign's limited exposure and gaps in perceptions between those aware and unaware of the campaign.

MOVING FORWARD IN 2016/2017

The Spring 2014 CRA survey suggested that running a campaign longer and more frequently would directly contribute to achieving the goal of influencing positive motorist and pedestrian behaviors by raising awareness of the individual responsibility for safety we all share.

Both Fall 2014 and Fall 2015 survey results reveal that while the campaign is well received by those who are aware of it, awareness continues to be too low to truly be influential. The vast majority of respondents recall some messaging regarding pedestrian or crosswalk safety, but only one-quarter of them specifically recall Crosswalk Safety Awareness Day or the Heads Up Halifax campaign. These results suggest there is a lot of "noise" in the public domain regarding pedestrian and traffic safety in general, and that specific campaigns can be overshadowed by current events (the latest campaign launched after the public controversy regarding a significant increase to fine levied for jaywalking, which many respondents recalled).

While there continues to be significant feedback on the Crosswalk Safety Awareness Day event, the overarching campaign should be reconsidered from a twice annual campaign (spring and fall) four-week activation to a sustained three-to-four month approach (September to December) using integrated traditional and social media channels. Combined with more outreach to schools, universities and other community groups/stakeholder that influence safety awareness (e.g. existing initiatives with Halifax Regional Police and the Province of Nova Scotia), this sustained approach will increase the message frequency and reach those needed to close the gap between public perceptions and behaviour.

ENFORCEMENT

LOOKING BACK ON 2015

Halifax Regional Police continued to report on traffic themes by month, and when possible these themes were coordinated with Provincial and RCMP themes to leverage the advantage of similar communications and messaging. Minor changes to the traffic themes ensured HRP was more consistent with themes at key times of the year, such as weather conditions in January, but ensured that there was adequate attention given to those topics that most impact road safety. These topics not only included crosswalk safety but saw increased efforts in inattentive/distracted driving and speeding.

2015 traffic themes were:

- January: Driving for weather conditions
- February: Crosswalk safety
- March: Inattentive/distracted driving
- April: Crosswalk safety
- May: Motorcycle and bicycle safety awareness
- June: Speed enforcement and impaired driving
- July: Speeding enforcement
- August: Child restraints and seatbelts
- September: Back-to-school safety/school bus safety
- October: Inattentive/distracted driving
- November: Crosswalk safety
- December: Impaired driving, including Operation Christmas

HRP has increased communication and education opportunities on key themes through the use of traditional and social media reporting. Greater emphasis continues to be coordinated on the themes by all units in HRP Patrol, including School and Community Response Officer's activities.

Some key highlights for 2015 included:

HRP Traffic Cop Facebook and twitter accounts were again used to share key messaging throughout the year. HRP also used other corporate accounts, including their primary corporate account to re-share key highlights relating to pedestrian safety. These social media sites are an ideal venue for communicating about pedestrian safety and the rules of the road.

In February 2015, in part due to the unusual weather events, Traffic Unit, Community Response Officers, School Response Officers and Patrol Officers had increased engagement with drivers and pedestrians, particularly in the area of schools dealing with challenging sight lines and safe clearances for crosswalks. HRP also supported the peaceful protest regarding service standards on HRM crosswalks and the challenge this has created for some residents.

In April, HRP continued to work with local schools as part of Co-op education. This allowed for students to participate in the ride along program, working with traffic unit members and provided direct access between the officers and this small segment of the population to discuss challenges with road safety.

In June, HRP officers were able to partner with CAA and CTV in the Halifax Downtown to engage drivers and pedestrians in the area on topics such as road safety, including bicycle and pedestrian safety.

In July and August, HRP made increased contributions to the majority of local media on safety issues related to speeding and distracted driving and their impacts on pedestrian safety.

In September, efforts shifted to back to school activities. Several HRP units saw an increased presence in the school areas, both to educate and enforce violations and safety issues.

In October, in conjunction with Canadian Association of Chiefs of Police and police agencies throughout Nova Scotia, HRP officers increased check points and traffic efforts around road safety and safe driving behaviours.

In November, HRP again took part in Heads up Halifax as part of HRM's coordinated efforts around crosswalk safety. Building on last year's success, HRP conducted high visibility proactive checkpoints around the importance of shared responsibility with pedestrian safety.

MOVING FORWARD IN 2016/2017

Traffic monitoring and road safety efforts continue to form part of HRP's intelligence led policing model. HRP is now reporting on road safety issues on a regular basis as part of the Comstat model and resources can be redirected as necessary to support safety related issues.

In an effort to remain consistent, HRP will continue to report on issues related to safety through the Board of Police Commissioners on a monthly basis. HRP will continue to share the important message of shared responsibility to road safety, as both pedestrians and drivers need to reduce inattentive behaviours that result in unnecessary and avoidable contact or near misses between vehicles and pedestrians. All efforts to reduce the impacts related to inattentive and distracted driving, speeding, and crosswalk safety have a direct impact on pedestrian safety. Future intent will be to expand the message to broader issues of road safety.

ENGAGEMENT

LOOKING BACK ON 2015

Community Engagement / Collaboration

Since 2014, Traffic Management staff has collaborated with community groups and crosswalk safety advocates in the placement of crosswalk flags at various locations. This initiative is completely community driven, and all costs associated with their installation and maintenance is covered by the particular community group. Traffic Management staff provided advice and guidance in the placement of the flag installations in order to ensure safety and consistency.

Staff participated in an “Idea Café”, open house style meeting held by Dalhousie’s transportation research group DalTraC in early 2015. This session provided an opportunity for staff to offer information and share ideas as it relates to pedestrian and traffic safety.

Traffic Management and Project Planning & Design staff attended the Nova Scotia Pedestrian Safety Symposium which was held in May 2015. The symposium was hosted by Child Safety Link, in collaboration with the NS Department of Transportation and Infrastructure Renewal, the NS Department of Health and Wellness, Injury Free Nova Scotia, the Atlantic Collaborative on Injury Prevention, and the Ecology Action Centre. The symposium brought together key stakeholders in pedestrian safety from across the province to discuss the current state of pedestrian safety in Nova Scotia, share knowledge, experience and best practices, and provide input into recommended actions to reduce the incidence and severity of pedestrian injuries and fatalities.

Crosswalk Safety Advisory Committee

The Crosswalk Safety Advisory Committee continued to provide a key public engagement role related to pedestrian safety throughout 2015. The Sergeant in charge of the Integrated Traffic Unit, along with staff from Traffic Management attended all meetings of the Crosswalk Safety Advisory Committee over the past year.

Police/Traffic Engineering Meetings & Interdepartmental Coordination

These meetings include senior managers in HRP, HRM Corporate Communications and Traffic Management discussing traffic related issues, including crosswalks and pedestrian safety on a regular basis, which has led to clarity in requests for data and suggestions for improvement in the overall information flow between the key players. As a result, the dialogue has progressed from pedestrian safety to a more holistic and strategic focus on overall traffic safety in our community.

Collaboration with Other Groups and Organizations

The Province is continuing with a project to update and modernize the MVA through a major rewrite that will see the current Motor Vehicle Act replaced by the Traffic Safety Act. Traffic Management staff work closely with their Provincial counterparts and will provide input, where appropriate, into the drafting of the new Traffic Safety Act which is anticipated to incorporate a definition of the role and responsibility of the Traffic Authority as it fits with the new Act.

Traffic Management will continue to collaborate with residents and community groups interested in improving pedestrian safety.

Staff will continue to engage with various stakeholders including relevant standing committees supported by Council.

Police/Traffic Engineering Meetings & Interdepartmental Coordination

Collaboration will continue among HRP, HRM Corporate Communications and Traffic Management to continue the dialogue on traffic safety from a holistic and strategic perspective.