



# **'Share the Road' Community Workshop Report County of Annapolis and Annapolis Valley**

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## INTRODUCTION

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Road safety is a shared responsibility. All road users, motorists, cyclists, pedestrians, should exhibit courteous and cautious behaviour to create a safe environment for all types of users. As part of developing a community-based Share the Road campaign, we have engaged with community members of the Annapolis Valley and the County of Annapolis, to generate ideas for an effective Share the Road Campaign.

## THE WORKSHOP

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The workshop began with opening remarks from the session's community liaison, Debra Ryan, Recreation Manager with the County of Annapolis. Ms. Ryan opened the session by welcoming a councillor from Digby County to say a few welcoming word. Ms Ryan then welcomed the public and briefly introduced the concept of "Share the Road" campaigns as a conduit for road safety. Following Debra, members of the DalTRAC team opened the floor up to the 16 community members in attendance, allowing them to introduce themselves.

### Presentation of Research Findings: "Share the Road" campaigns

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After the introduction, Dr. Habib and the team offered a brief presentation on the research findings of the collision studies, best practice review, stakeholder consultation and earlier community engagements (see the Presentation in Appendix C).



**Fig 1: Dr. Ahsan Habib presenting in the County of Annapolis**

## SESSION 1

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The first session was split into 3 activities, with the first two focusing on ways in which road safety can be improved in the local community, and how all users can better share roads (see workshop handout in appendix A). Participants were organized into groups of three to four people around tables. Each table got a number of maps of the Annapolis Valley at different scales, and large pieces of paper. In the first activity, participants were asked to identify problematic road areas in their community on the maps and explain what they thought the reasons for this were. The intention of this activity was to get the participant's to visualize road safety issues using familiar places and begin visualizing road conditions. The second activity asked participants to brainstorm ideas of what could be done to encourage the safe sharing of roads, in terms of courteous and cautious behaviour, responsibility for road safety, and what kind of awareness programs are needed. All groups were asked to summarize the main points of their discussion on large pieces of paper, which were then pinned up on the walls.

### a) Visualizing Road Safety: a mapping exercise

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In the first activity, participants mapped road safety problem areas in their communities. Traffic congestion, speed, deteriorating infrastructure, and poor visibility were common themes that emerged from the exercise. All examples, categorized by location are listed below:

### **Bridgetown**

- Tim Horton's near highway 101 on-ramp
  - High traffic area
  - Bad signage
- Evangeline Trail (East of 101)
  - Large potholes
  - No bike lanes
  - Crumbling shoulder
  - On-street parking
  - Poor sidewalk conditions
- Hwy 201 (east of 101)
  - Heavy truck traffic



### **Annapolis County East**

- Evangeline trail (through Lawrencetown)
  - Wide shoulders that encourage speeding
  - Highway 362 intersection is very busy
- Highway 362
  - Sharp turn (south of Middleton)
  - High speeds
  - No shoulder
  - Poor pedestrian and cyclist visibility



### **Annapolis County West**

- 201 (east of Annapolis Royal)
  - Shoulders are too narrow/ non-existent
- W. Dalhousie Rd/ Morse Rd.
  - T-intersection, not pedestrian friendly
- Morse Rd at highway 101
  - Dangerous for cyclists and pedestrians (no visibility)
- Evangeline Trail (west of Annapolis Royal)
  - High speed
  - Dangerous for cyclists



**Fig 2: Participants' engaged in mapping exercise**

## **Annapolis Royal**

- Granville ferry terminal access
  - Speeding
  - Traffic congestion
  - Parked vehicles

## **Annapolis Valley East (Windsor, Wolfville, New Minas, Kentville)**

- Evangeline Trail
  - No bike lanes
  - Steep shoulders
  - High speed
  - Potholes
- Commercial Street (New Minas)
  - Heavy traffic congestion

### **b) What Can We Do For Safe Sharing of Roads?**

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Once participants were finished visualizing road safety problem areas through the mapping exercise, they were asked to generate some general ideas that can enhance road safety. Almost all ideas fit within the general categories of the “three E’s of road safety”: education, enforcement, and engineering. See below for the full list of ideas:

- Cut back trees and shrubs
- Limited road shoulders on rural roads
- Pave gravel roads
- Pave shoulders
- Reduce speed
- Encourage cyclists to ride single file
- Encourage cyclists to wear highly visible clothing
- Acknowledge courteous road behaviour
- Awareness of 1 metre rule
- No passing on double yellow lines
- Encourage better understanding of rules of the road
- Continue to support the safe use of cell phones
- Increased communication among interest groups
- Bicycle training in school
- Driver education awareness
- Redesign storm sewers



**Fig 3: Participants' summarizing results**

- Make active transportation and road safety a top priority at the Department of Transportation and Infrastructure Renewal
- Myth busting to reduce fear of cycling
- Recognize/reward good behaviour
- Rumble Strips
- Encourage reflective clothing
- Better RCMP enforcement of speeding
- Collaboration with other organizations

### c) Let's Get Creative! Creating "Share the Road" Slogans

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The last activity in the first session asked participants to generate a campaign slogan. After visualizing road safety problem areas and generating ideas on how to effectively share the road, participants were excited to provide some creative input into the campaign. There was a diversity of slogans generated. Positive and negative messaging and humanizing the road user were common themes. Some of our favourite ideas include: "Never drive faster than your guardian angel", "We are all traffic", and "Being safe all in one place". See below for the full list of generated slogans:

I can't help wipe my blood off your bumper if I'm dead

We all belong

Are you aware?

Pay attention

Share the road,  
Spare a life

Never drive faster than your guardian angel can drive

Share the road:  
school is out!

You are in my blind spot. I must trust you

Share the road: make our communities safer!

We are all traffic

We are all important

You know me, I'm a cyclist

Chill out, don't kill

We are an active community, share the road

Share the road for all of our sake

Share the road, my mom is out cycling today

Think. Courtney. (Above an image of a cyclist)

Let's arrive/ Let's arrive together/ We'll all get there/ We'll all get there together

Kissing toads, sharing roads can lead to great things

Make yourself visible

Cyclists to the right, Cars to the left

Bike Up



Slow down

Share the Road

Enjoy the ride, side by side, be safe!

Protect and respect each other

Cyclists are drivers too!

Make yourself visible

Right to Ride

Right to Bike

Right to Share

Walk it, you'll like it!

Being safe all in one place.

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## SESSION 2

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The second session focused on generating ideas for 'Share the Road' campaign development in Annapolis County. The session involved groups choosing one of three group activities based on their level of experience with the activities. There was a choice of three activities, ideas for poster design, ideas on how to spread the message, and ideas on how to best use social media. Each group summarized their discussion on large pieces of paper, which were pinned up on the wall. A volunteer was chosen from each group to provide an overview of their group's discussion.

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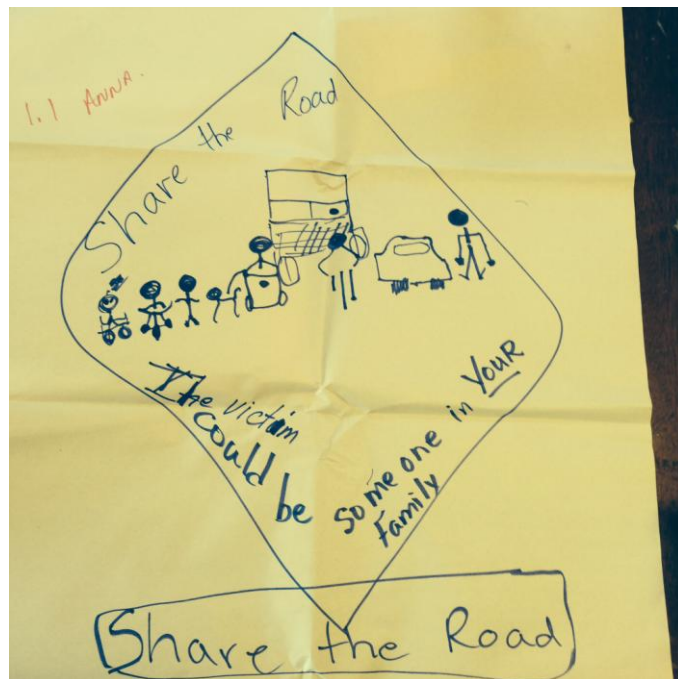
### GROUP ACTIVITIES

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#### a) Design your own campaign poster

Participants who selected to generate poster ideas presented creative ideas! Participants were enthusiastic to create and share their ideas to the larger group. The first generated poster, see poster 1 below, envisions a "street sign" shaped illustration that depicts various road users using a road. It is complemented by the slogan: "The victim could be someone in your family" as an attempt to personalize the road user and attract the critical attention of the viewer.

The second poster envisions a road with various road users: a motorist, runner, cyclist, and a wheelchair user. It is accompanied by the text: "People in Motion, A Cooperative Notion". The word "cooperative" was used as a fresh alternative to safety that is sometimes felt overused by the community.



Poster 1: A new take on a traditional Share the Road sign

We appreciated the creative energy and enthusiasm from the participants when creating and sharing their posters. The larger group enjoyed the ideas of both posters.



Poster 2. People in motion: a road safety poster.

#### b) How to spread the message in your community?

Participants were asked to suggest cost-effective ideas for how the campaign message could be spread in their community. Ideas included collaborating with various groups, using traditional and non-traditional media outlets, and promoting youth safety to youth. Participant's agreed that to efficiently spread a message throughout the community collaboration is required. The group identified the Department of Transportation and Infrastructure Renewal, Municipalities and Counties, School Boards, and the RCMP as key partners to help spread the message of road safety.

The group also identified non-traditional events to change the perception of how we use the roads. These included an open street party, similar to SWITCH in Halifax., a bike rodeo, group rides and group rides and walks.

Traditional media outlets such as newspapers, posters, presentations to key user groups, and provincial and municipal-led messaging were identified as possible venues to spreading the message. Participants also identified school curriculum and drivers training material as a non-



traditional, innovative way to spread road safety messaging. Most participants agreed that the most cost-effective way to spread the message involves social media, which is the focus of the next section.

### c) How can we use social media for raising awareness?

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The final group was asked to generate ideas on ways to effectively use social media to spread road safety awareness. A diversity of innovative approaches to using social media were presented and the group was enthusiastic and creative in their approach.

The group identified Facebook as a major opportunity, given its popularity across demographics in the community. The group identified that a Facebook page could be created that would allow users to self generate the site with good and not-so-good behaviour to begin a healthy dialogue between road users. An administrator could share and send daily messages of road safety from around the world to generate discussion.

Participants agreed that the Facebook site could be cross-promoted from other social media sites, mainly YouTube, where videos could be shared. One favoured idea was to establish an inter-school YouTube video contest, where youth would create road safety videos and the winner could be selected through an online contest on Facebook.

The group discussed that the Facebook site could be promoted through posters in the community and by promotion on established community Facebook sites such as the municipalities, radio stations and other organizations. The group also discussed the idea of having a local or national celebrity delivering a road safety message to generate momentum and excitement in the community about road safety and the social media campaign.

### Circle of Support and closing session

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The session ended with a wrap-up discussion that involved the various ways to promote road safety and thanking the participants for being enthusiastic and creative in generating ideas for a Share the Road campaign. Previously created material for the Thumbs Up! Nova Scotia campaign was showcased and the community was able to offer feedback and acquire posters, buttons and bookmarks to distribute. The participants liked the Thumbs Up! materials and believed it fit well with what they were articulating throughout the session.

Participants were invited to place their name on a “circle of support” poster, that features three rings, representing different support opportunities from leadership support to keeping in touch. Participants were invited to be filmed for a community “share the road” video that was used to generate a recent campaign video (<http://www.youtube.com/watch?v=UHMAmyn-sDg>)

Participants were asked to evaluate the workshop (see survey in appendix B) and the results are presented in the next session.

## Evaluation Results

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<b>1. I was excited to attend this workshop</b>				
Strongly Disagree 0%	Disagree 7%	Neutral 21%	<b>Agree 43%</b>	Strongly agree 29%
<b>2. The workshop content was relevant, comprehensive and easy to understand</b>				
Strongly disagree 0%	Disagree 0%	Neutral 7%	Agree 43%	<b>Strongly agree 43%</b>
<b>3. The facilitators were well-prepared and responsive to participant's questions</b>				
Strongly disagree 0%	Disagree 0%	Neutral 0%	Agree 29%	<b>Strongly agree 71%</b>
<b>4. I have learned a lot about "Share the Road" awareness campaigns from this workshop.</b>				
Strongly disagree 7%	Disagree 7%	Neutral 7%	<b>Agree 35%</b>	Strongly agree 43%
<b>5. This session inspired me to share the road</b>				
Strongly disagree 0%	Disagree 2%	Neutral 21%	Agree 36%	<b>Strongly agree 43%</b>
<b>6. I am motivated to raise awareness on this issue in my community</b>				
Strongly disagree 0%	Disagree 0%	Neutral 0%	Agree 46%	<b>Strongly agree 54%</b>

Total observations (n=14)

When asked what they liked most about the session participants indicated that they enjoyed how the facilitators were conscious of time and kept things moving in a coherent, timely manner. The

enjoyed learning about previous share the road campaigns and liked the energy and enthusiasm in the room. When asked what they enjoyed the least from the session, few participants indicated they thought there would be more emphasis on available provincial tools and resources for road safety awareness campaigns.

## CONCLUSIONS AND RECOMMENDATION

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In conclusion, the workshop provided a great opportunity for community members from the Annapolis Valley to come together and discuss road safety issues and ways to promote and raise road safety awareness. The materials produced in this workshop could help in designing a share the road campaign for the County of Annapolis, reflecting participants' ideas and local concerns.

It was revealed in the workshop that the County of Annapolis has a traditional Share the Road Campaign. It uses a yellow street signs with respect to graphic design of the campaign. On the hand, "Thumbs Up!" materials presented in the workshop uses different colour scheme, which may create mixed message in the County. However, participants also identifies that the Thumbs Up! Share the Road campaign and materials are relevant to road safety concerns of the community members in the County. Therefore, we recommend following three options for the community:

**Alternative 1:** The community can develop their own Share the Road campaign with some linkages to the province-wide "Thumb's Up!" campaign

**Alternative 2:** The community can join in the "Thumbs Up! Nova Scotia" campaign, utilizing "Thumbs Up!" materials (DalTRAC will offer current design materials free of cost; County of Oxford, Ontario and Region of Waterloo took this approach with us)

**Alternative 3:** The community can adapt the campaign with modification to the existing campaign materials, reflecting some of the ideas generated in this workshop

Overall, the key to any educational awareness campaign is building trust and partnership. To be successful with a share the road campaign, the County of Annapolis and Annapolis Valley should continue building partnerships with different departments in the region (such as engineering, planning, police, etc), groups (such as driving trainers, schools, church, etc) as well adjacent Counties and other provincial and community organizations. Participants of Annapolis Valley workshop showed support for further emphasis in raising awareness on sharing the road. They are willing to participate and offer leadership to promote safer roads for all types of users in the community.

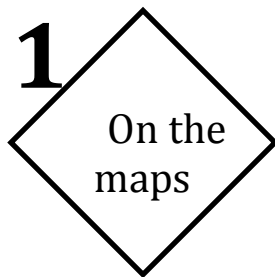
## SESSION 1:

### How can we make local roads safer for all users? (30min)

This session focuses on ways in which road safety can be improved in the local community. All motorists, cyclists, and pedestrians should feel safe using the road.

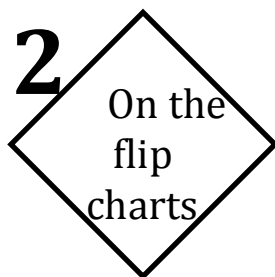
Discuss some ways in which roads can be shared by all users.

#### ACTIVITIES:



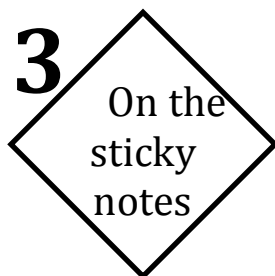
##### [In groups] Let's Map Safety Issues

- Identify the problematic road areas
  - What makes these streets unsafe, and how can they be shared better?



##### [In groups] Brainstorming Session

- THINK! What can we do to encourage safe sharing of the roads?  
For example:
  - Courteous and cautious behaviour
  - Taking responsibility
  - What kinds of awareness programs are needed?  
etc.



##### [Individually] Make a Campaign Slogan

- Be creative. What slogan do you think would be most effective in your community?
  - Write your idea(s) on the provided sticky notes.
  - Post the notes on the wall when time is up.

## SESSION 2:

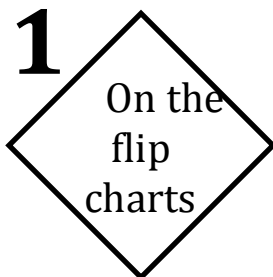
### Getting the message out! (45min)

This session focuses on spreading awareness of the Share the Road campaign throughout the HRM. Arrange yourselves in groups, based on your preferences (between poster design, spreading the message, and social media).

As a group, perform one of the following:

#### Activities:

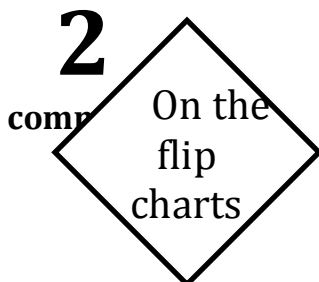
1



#### Design your own campaign poster:

- Sketch out your ideas of what a potential campaign poster should look like.

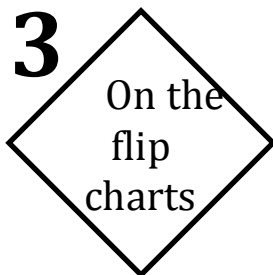
2



#### How should we spread the message in your

- What media would be effective in reaching members of your community?
- What are the best ways to do pilot testing?
  - How can you assist in this?
- What are some innovative and cost effective ideas for social marketing campaigns?

3



#### How can we use social media for raising awareness?

- How can we reach a wider audience?
- What types of social media or information technologies do you think are most effective and why?
  - YouTube videos? Facebook? Twitter? Blogs? Email list? etc.
- How do we gather volunteers for mass social media campaigns?



## Appendix B

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### Workshop Evaluation

On a scale of 1-5 where 1 is **strongly disagree** and 5 is **strongly agree**, please circle the most appropriate answer:

1. I was excited to attend this workshop: 1   2   3   4   5
2. The workshop content was relevant, comprehensive and easy to understand: 1   2   3   4   5
3. The workshop lived up to my expectations: 1   2   3   4   5
4. The activities were useful learning experiences: 1   2   3   4   5
5. The facilitators were knowledgeable, well-prepared and responsive to participants' questions: 1   2   3   4   5
6. What did you **like best** about this workshop? \_\_\_\_\_
7. What did you **like least** about this workshop? \_\_\_\_\_

\_\_\_\_\_  
Additional comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Appendix C

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Annapolis County Workshop Presentation (attached)