



**‘Share the Road’ Community
Engagement
Halifax Regional Municipality**

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INTRODUCTION

The workshop began with opening remarks from the session's community liaison, Janet Barlow, Active Transportation Coordinator with the Ecology Action Centre. Ms. Barlow opened the session by welcoming the public and briefly introducing the concept of "Share the Road" campaigns as a conduit for road safety. Following Janet, members of the DalTRAC team opened the floor up to the 40+ community members in attendance, allowing them to introduce themselves.

Presentation: "Share the Road" campaigns

After the introduction, there was a brief presentation that highlighted the the work of the Dalhousie Transportation Collaboratory (DalTRAC) including past, current, and future projects, provided examples of interesting 'Share the Road' campaigns, and explained the format of the workshop. The workshop was divided into two sessions, with a break in-between.

SESSION 1

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. Participants were organized into groups of six to eight people around tables. Each table got a number of maps of the community 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 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) Mapping Exercise

Dartmouth

- MicMac Mall parking lot
 - Traffic in all directions, chaotic
- Wyse Rd/ Base of MacDonald Bridge
 - Traffic congestion
- Portland Street Exchange
 - Traffic congestion
- Pleasant/ Portland Intersection
 - Traffic congestion
 - Gradient issue

Cole Harbour/ Eastern Passage

- Forest Hills Pkway.
 - Motorists do not obey speed limit

- Portland St./ Cole Harbour Rd.
 - Traffic congestion
 - High speeds
 - Steep gradient
- Pleasant St./ Main Rd
 - Motorists do not obey speed limit

Halifax Peninsula

- Windsor/ Chebucto
 - Intersection confusing for all users
- Agricola/ North Park
 - Intersection confusing for all users
- Cogswell Interchange
 - Not inviting for pedestrians/ cyclists
- Young & Isleville
 - Traffic congestion; long crosswalk
- Armdale Rotary
 - Dangerous for cyclists and pedestrians
- Quinpool/Bell/ Robie
 - Intersection too large too cross in given time
- Robie (north of young)
 - No safe crossings
- Armdale Rotary
 - Congested
 - Dangerous for cyclists and pedestrians
- Access to Macdonald Bridge (cyclists & pedestrians; gradient, heavy traffic)
- Quinpool/Oxford
 - Cyclists often ride on sidewalks
 - Traffic congestion
- Windsor St. Exchange
 - Poor road quality
 - Traffic congestion

Halifax Mainland/ Clayton Park

- Bayer's Lake
 - No sidewalks,
 - Car oriented
- St. Margaret's Bay Rd.
 - Blind corners
 - Motorists do not respect bike lanes
- Bedford Hwy
 - Traffic Congestion

- Montor
- Dunbrack/ Lacewood Shopping centres
 - Not walkable

*Midblock bus stops are a hazard

Spryfield

- Herring Cove Rd.
 - Motorists travel too fast over speed limit

Timberlea/ Lakeside/ Beechville

- St. Margaret's Bay Rd
 - No sidewalks/ dangerous bus stops/ high speed
 - Cars park in bike lanes
 - Narrow, winding road

Bedford/ Lower Sackville

- Glendale Dr.
 - Heavy traffic congestion
 - Bad crosswalks
- Cobequid Rd.
 - Sidewalks needed
 - Motorists drive too fast
- Bedford Hwy near 102/ Sunnyside Mall
 - Narrow roads
 - Lots of congestion

b) Brainstorming Session

- Lack of mindfulness on the roads. People tend to be on "autopilot."
- There is sometimes a competitive/anxious nature on the roads, "me first."
- Suggestions:
 - More time for pedestrians to cross at intersections
 - Timing lights to lessen inclination to rush for the next light (especially for closely spaced intersections)
 - Paint the street arrows on pavement
 - Improve visibility of painted lanes on narrow roads
 - Consider cyclists when designing bike lanes
 - Enforce cellphone usage more
 - Create rules for/enforce limitation on residential streets to discourage shortcuts on longer commutes

- More roads for bikes
 - Enforce hands free laws for drivers and cyclists
 - Create a way to enforce distracted walking(texting/reading)
 - Reduce speed limits on residential streets and local arterial roads
 - Enforce/promote crosswalk safety
 - Promote a walk to school campaign
 - Keep cars off of school property
 - Digital speed signs outside of schools
- Motorists don't understand the obstructions and challenges on the road that cyclists have to deal with
 - Bedford Highway, Portland Street, and the Agricola/North Park intersection are unsafe for cyclists
 - Cyclists and pedestrians not following road rules: Motorists and bus drivers need to as well
 - Many issues with crosswalks. The example given was drivers not stopping for pedestrians
 - Conflicts between pedestrians and left turning cars

Suggestions:

- More pavement markings and signs
 - Give designated markings for bicycles in specific, small scale spots such as hills
 - Make personal but positive messages to promote safe sharing of roads
 - Show different kinds of people walking and cycling
- Better markings on roads, specifically lane markings
 - Traffic calming and lower speed limits
 - Cyclists handing roses to motorists as a goodwill campaign
 - Mimes stopping traffic for pedestrians
 - Encouraging co-operation
 - Involve car dealerships in promotional campaigns
 - Have the share the road campaign involve personal stories
 - Push button crossings
 - Excessive amounts of pot holes
 - Bridge crossing unsafe for bicycling
 - Bus stops orbiting bridge ramps are dangerous
 - Taxis and passengers are too quick to exit vehicles (opening doors without looking for cyclists and pedestrians)

Suggestions:

- Eye contact
- Be visible, predictable and observant

- Communicate and reduce speed when necessary
 - Create inviting opportunities to experience the “other”
 - Simulators
 - Curriculum
 - Demos
 - Licencing
- Improve public education of safety and courtesy issues
 - Improve signage
 - Door danger zones
 - Watch for cyclist signs
 - Suggestions to slow down in heavy pedestrian or cyclist areas
 - Create specifically defined zones where these signs will be enforceable

Individual activity

The last activity in the first session asked participants to generate ideas for a campaign slogan, which they felt could be effective in their community. The table below lists the slogans that the group came up with.

We all want to get there our own way	Don't be a toad and get squashed on the road
Look before you open your car door	Handle with care
Slow down and pay attention!	Bikes are people too.
Thumps Up!	
Share the road, be right but not dead right.	Cyclist. Driver. Pedestrian. PERSON
We all just want to get there in our own way	Slow down, I don't see a crown
Hey... doesn't your brother ride a bike? That looked like him	Two wheels, not four, drive less bike more
The next cyclist you meet might be your _____(Mother, sister etc...)	This road is your road... this road is my road (to the tune of this land is your land) <i>jingle</i>
I'm working 9 to thrive	It's not about us and them: WE share the road!
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
Eye to eye. (above pic. Of motorist & ped.	Mother of two. (Beside a picture of a woman on

Making eye contact	a bicycle)
I'm not trying to catch your eye because you're cute	Respect other modes of transportation
Cars are people too	It's not your road its our road
Share the road 8-80.	SWITCH open street Sundays
My other car's a bicycle	Pedestrian. Cyclist. Driver. _____ (to be filled in with something that hits home).
Save a ROAD. Ride a bike	CYCLE FRIENDLY
One road, many users!	We're on this road together
Share the streets. Cars. Bikes. Pedestrians	Red= stop
All roads lead to ROAM	Driver: "I watch for you." Cyclist: "I watch for you too" to be played on radio ads
I'm no stranger or statistic; I'm your _____ (mother, son, wife etc...)	Shared roads. Safe roads.
Drive together! Bike together! Walk together! Grow together! Care together!	There's plenty of room for all of us (Above the image of a pedestrian, bicycle and car)
Complete streets are for all of us	Pathways for people
I'm not trying to flirt, I just want to know you see me	Co-operate; keep your head up straight
Moving together. Moving in harmony	You, me and the road make three. Let's enjoy together
Driver, Walker, cyclist.	It doesn't matter who's right of way it was if I'm dead
Concept: Pedestrian crossing the road, with a song playing in the background (stayin' alive)	Pedestrians don't come with airbags
Considerate! (not sociable!)	Eye contact not body contact
I am keeping my eyes on you	Why greener but unsafer
"You first... after you."	Drive as if your children live on this street

People are fragile

We all have somewhere to go. Let's all get there

Don't wait to see a pedestrian to slow down for one

Don't wait. Look now

We all want to get there in our own way.



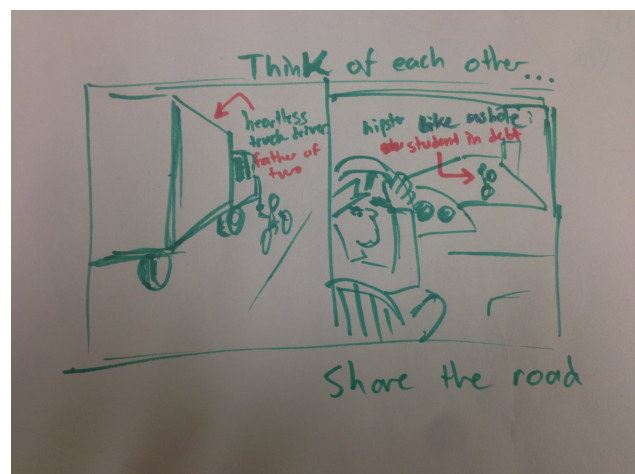
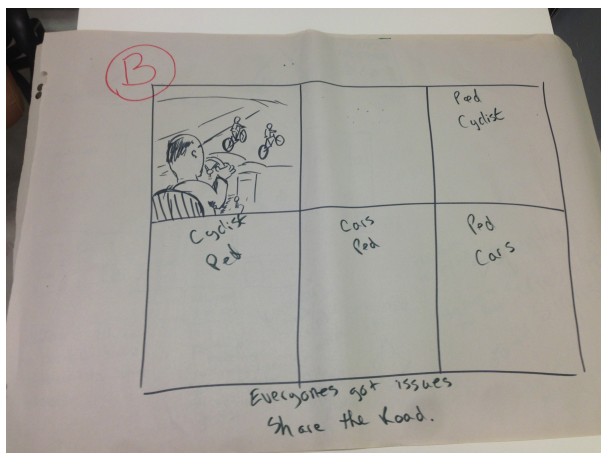
The above slogans were generated by the community during an individual activity session

SESSION 2

The second session focused on generating ideas for 'Share the Road' campaign development in HRM. 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.

GROUP ACTIVITIES

a) Design your own campaign poster



License renewal – access NS
Newspaper Ads
Driver's Education program
Running Club
Bike Club
Billboards
Community Events
"Participaction"
Pole Ads
Parking spots – guerrilla marketing (how many bikes can fit)
Bike rack signs
Bike Shops (I heart bikes)
Theatrical re-enactments
Getting kids involved
Focus Groups

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

- Facebook contest for "likes"
- Radio for car users
- Tumblr
- Reddit
- Create a biker meme
- Talk to car dealerships to expand audience
- "shaming" videos on YouTube
- Target youth to change behaviour early



A live tweet of the HRM Workshop from @DalTRAC 's twitter account