‘Share the Road’ Community Engagement
Halifax Regional Municipality

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Contents

INTRODUCTION .............................................................................................................................. 3

Presentation: “Share the Road” campaigns .................................................................................. 3

SESSION 1 ...................................................................................................................................... 3

   a) Mapping Exercise .................................................................................................................. 3

   b) Brainstorming Session .......................................................................................................... 5

   Key issues .................................................................................................................................... Error! Bookmark not defined.

   How can roads be shared better? ............................................................................................... 7

SESSION 2 ...................................................................................................................................... 9

INDIVIDUAL ACTIVITY .................................................................................................................. Error! Bookmark not defined.

   Slogans ....................................................................................................................................... Error! Bookmark not defined.

GROUP ACTIVITIES ......................................................................................................................... 9

   a) Design your own campaign poster ....................................................................................... 9

   b) How to spread the message in your community? .................................................................. 10

   c) How can we use social media for raising awareness? .......................................................... 11

Chester Grant Community Engagement Session Attendance ............................................... Error! Bookmark not defined.

Post-Session Evaluation Survey Results ..................................................................................... Error! Bookmark not defined.
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 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.
  o Traffic congestion
  o High speeds
  o Steep gradient

• Pleasant St./ Main Rd
  o Motorists do not obey speed limit

Halifax Peninsula

• Windsor/ Chebucto
  o Intersection confusing for all users

• Agricola/ North Park
  o Intersection confusing for all users

• Cogswell Interchange
  o Not inviting for pedestrians/ cyclists

• Young & Isleiville
  o Traffic congestion; long crosswalk

• Armdale Rotary
  o Dangerous for cyclists and pedestrians

• Quinpool/Bell/ Robie
  o Intersection too large too cross in given time

• Robie (north of young)
  o No safe crossings

• Armdale Rotary
  o Congested
  o Dangerous for cyclists and pedestrians

• Access to Macdonald Bridge (cyclists & pedestrians; gradient, heavy traffic)

• Quinpool/Oxford
  o Cyclists often ride on sidewalks
  o Traffic congestion

• Windsor St. Exchange
  o Poor road quality
  o Traffic congestion

Halifax Mainland/ Clayton Park

• Bayer’s Lake
  o No sidewalks,
  o Car oriented

• St. Margaret’s Bay Rd.
  o Blind corners
  o Motorists do not respect bike lanes

• Bedford Hwy
  o 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
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) jingle
- 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
I’m not trying to catch your eye because you’re cute
Cars are people too
Share the road 8-80.
My other car’s a bicycle
Save a ROAD. Ride a bike
One road, many users!
Share the streets. Cars. Bikes. Pedestrians
All roads lead to ROAM
I’m no stranger or statistic; I’m your ______ (mother, son, wife etc...)
Drive together! Bike together! Walk together!
Grow together! Care together!
Complete streets are for all of us
I’m not trying to flirt, I just want to know you see me
Moving together. Moving in harmony
Driver, Walker, cyclist.
Concept: Pedestrian crossing the road, with a song playing in the background (stayin’ alive)
Considerate! (not sociable!)
I am keeping my eyes on you
“You first... after you.”

Respect other modes of transportation
It’s not your road its our road
SWITCH open street Sundays
Pedestrian. Cylist. Driver. _____ (to be filled in with something that hits home).
CYCLE FRIENDLY
We’re on this road together
Red= stop
Driver: “I watch for you.” Cyclist: “I watch for you too” to be played on radio ads
Shared roads. Safe roads.
Pathways for people
Co-operate; keep your head up straight
You, me and the road make three. Let’s enjoy together
It doesn’t matter who’s right of way it was if I’m dead
Pedestrians don’t come with airbags
Eye contact not body contact
Why greener but unsafer
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
The posters above show some ideas for what a potential ‘Share the Road’ campaign poster could look like, based on ideas generated by participants in the community engagement session.

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. The ideas which were generated are listed below:

Social Media – Facebook and Twitter
Radio/TV ads featuring local Halifax celebrities
Advertisements on buses
Bumper stickers
Create a jingle for TV/Radio/Social media
Bus ads
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