



# **Share the Road Nova Scotia: Volume 4**

## **Pilot Campaign & Community Events**

Niki Siabanis  
Stephen Stone  
Ahsan Habib, PhD.

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Dalhousie Transportation Collaboratory (DalTRAC)  
School of Planning, and Department of Civil and Resource Engineering  
Room# B105, Dalhousie University, PO Box: 15000  
1360 Barrington Street, Halifax, NS Canada, B3H 4R2

Following the community engagement process for the 'Share the Road' campaign, DalTRAC began a review of the materials and findings in order to begin the final design and development phase of the campaign. A poster design idea generated during the HRM community engagement session was particularly influential in the final campaign design. It involved a "Thumbs Up" approach to sharing the road safely between road users. Social media accounts were created on Facebook, Twitter, Instagram and YouTube. After consultation with an expert in marketing, two final poster designs were generated and voted on at HRM's BikeFest on June 2, 2013. Following this, three more pilot testing events took place (HRM's Switch event on June 9, 2013, the annual Father's Day Ride in Hubbards on June 16, 2013, and the Hearland Tour in Pictou County). The four events are summarized below:

### **BikeFest, June 3, 2013**

**Objective:** Promote and introduce the preliminary designs for the Share the Road campaign.

**Materials:** Posters, bookmarks, buttons

**Weather:** Ideal (Warm & sunny)

**Approximate booth traffic:** 150 people, with a total of 109 votes cast for poster designs

**Notes:** The event was outdoors, and excellent weather allowed for a good turnout of people. The event was successful in generating traffic to our booth. Posters of two concepts for the final campaign design were displayed, and participants were able to vote on which concept they felt was most effective for a Share the Road Nova Scotia campaign. A total of 89 voted for Concept 1 (a simplified Thumbs Up road sign), while 20 voted for Concept 2 (Involving several different road scenario pods). Community members suggested that they preferred the informative aspect of Concept 2, but simple design of Concept 1. Several people suggested combining two concepts (i.e. Depicting laws such as the 1 metre rule, and/or more road users into a simplified poster). After voting, participants were able to choose from a variety of buttons that featured the #ShareTheRoadNS hashtag and the 'Thumbs Up' design and were given a bookmark with the social media information on it. The voting process itself involved dabbing one's preferred poster concept with provided bingo dabbers. We received positive feedback for this voting method, with participants calling it "fun" and "simple". A YouTube video booth that was set up with prize incentives for participants to express why sharing the road is important to them received approximately 12 submissions. These video clips will be used in a campaign video in the future.

### **HRM Switch, June 9, 2013**

**Objective:** Promote the social media accounts for the 'Share the Road' awareness campaign

**Materials:** Posters, bookmarks, buttons

**Weather:** Not ideal (Cold and windy)

**Approximate booth traffic:** 40-60 people

**Notes:** Unusually cold and windy temperature conditions posed challenges for this outdoor event, which received less traffic than expected. No videos were collected for the YouTube video booth. This is likely due to participants feeling less comfortable given the weather conditions and lower traffic levels. Chalk was used on the road to bring attention and traffic to the booth. This was noticeably helpful in doing so.

### **Annual Father's Day Ride in Hubbards, June 16, 2013**

**Objectives:** Introduce the 'Share the Road' awareness campaign design to communities of Hubbards and the Municipality of the District of Chester

**Materials:** Posters, bookmarks, buttons

**Weather:** Ideal (Warm and sunny)

**Approximate booth traffic:** 20-30 people

**Notes:** This event was the first at which the final designs for the campaign were displayed in Hubbards. Traffic at the booth was slightly lower than at other events. This was likely due to the fact that many participants came to the location closer to the start date, and thus did not have as much time to engage with the booth. While fewer people came to the booth, most participants picked up buttons and bookmarks, which were available at sign-in and the booth. No YouTube videos were recorded possibly due to the lower traffic levels around the booth. After the booth set-up, DalTRAC participated in the Father's Day Ride, which concluded with a number of prizes, including "Best Sharer of the Road". Lessons learned are that booths that are more interactive (such as at BikeFest) are much more successful in generating interest and community participation. Also, for this event (and possible future bike ride events) it may be easier to engage with participants at the end of an event, as oppose to prior to it. It was found that most participants are preoccupied with sign-in and other technicalities before an event of this nature, whereas they tend to be gathered together at the end, especially if the event involves a closing talk and/or prizes.

### **Heartland Tour, July 9, 2013**

**Objectives:** Introduce the 'Share the Road' awareness campaign design to the communities of Pictou County

**Weather:** Ideal (Warm and sunny)

**Approximate booth traffic:** 80 people

This event was largely successful in generating traffic to the booth. The booth was set up at the end of the event, during which all of the participants were gathered for food, prizes, and closing remarks. It was found that such a setting facilitated engaging with the community. Several YouTube videos were recorded. Initial plans to provide free bike maintenance were cancelled due to this service already being provided by a local bike shop. In the future, free bike maintenance will be provided at events as a way to educate and engage with community members.



Share the Road NS YouTube video booth and voting tent at BikeFest

### **Dartmouth Switch, August 25, 2013**

**Objective:** Promote the social media accounts for the 'Share the Road' awareness campaign

**Materials:** Posters, bookmarks, buttons

**Weather:** Warm and Sunny

**Approximate booth traffic:** 100-120 people

**Notes:** This event was successful at engaging with HRM residents. The booth was set up for the duration of the four hour event. People were encouraged to approach the booth by offering free minor bicycle repairs. Several YouTube videos were recorded and later used in the "Share the Road" campaign video.