



Community-based “Share the Road” Awareness Campaign Program for Nova Scotians

Summary Report

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Summary

In early 2012, DalTRAC began developing a Share the Road pilot campaign for raising awareness to safely sharing the road in Nova Scotia. We have pre-selected three municipalities (Halifax Regional Municipality, Municipality of the District of Chester, and Pictou County) to develop a community-based campaign. The process involves multiple major phases, including Research and Stakeholder Consultation, Community Consultation, Campaign Development and Pilot Testing, Community Outreach, and Social Media and Web-based Campaign. Activities in each phases are summarized below:

Research and Stakeholder Consultation: A best practice review (see Volume 1) was done, which includes evaluation of approximately seventy ‘Share the Road’ and Road Safety campaigns drawn from North America, New Zealand, and Australia. In addition, a collision study was completed by utilizing collision records from 2007-2011 (see Forbes & Habib, 2014). A stakeholder consultation involving 14 local professionals and stakeholders further informed the campaign. Participants concluded that there is a need for a province-wide, “Share the Road” awareness campaign. This research and initial consultation guided the design of the community consultation process and pilot testing of the campaign.

Community Consultation: A total of five public consultation sessions were held, engaging approximately 80 citizens. These consultations included educational and idea generation components. During the educational component, participants were shown some key findings that emerged from the review of ‘Share the Road’ campaigns, and collision research undertaken by the members of DalTRAC. This was followed by activities involving the mapping of local road safety issues, and idea generation for campaign design and development. Each session closed with a workshop evaluation survey and ‘Circle of Support’ sign-up. Ideas from each session were incorporated into the final design during the campaign development phase. A summary report was completed for each session (see Volume 2), followed by an overall evaluation of all of the community consultation workshops, which demonstrated positive feedback by the community members (see Volume 3). We have learned that the workshop itself became a live campaign for safe sharing of road.

Campaign Development & Pilot Testing: After reviewing the materials and findings from the community consultation stage, the campaign design and development phase began. The design is sensitive to the positive and light-hearted nature of Nova Scotia culture and emphasizes education and various challenges unique to rural and urban contexts. A poster design idea generated during the HRM community engagement session was particularly influential in the final campaign design. It involved a positive “Thumbs Up” approach to sharing the road. Social media accounts were created on Facebook, Twitter, Instagram and YouTube. After consultation with marketing expert, two final poster designs were generated and tested (voted) on at HRM’s BikeFest on June 2, 2013. A total of 109 votes were cast. Bookmarks and buttons promoting the social media accounts and campaign hashtag (#ShareTheRoadNS) were distributed. A video booth was set up with a prize incentive for participants to express why sharing the road is important to them. Video clips were uploaded to the ‘Share the Road’ YouTube channel, and used for developing a ‘Share the Road’ campaign video.

Final Design: The design of the campaign went through four major phases, each of which was informed by the community. The first ‘Thumbs Up’ concept involved a provocative catch line that was presented by a community member during the HRM community engagement workshop. It read “The only finger we use is this one: Thumbs Up” After several consultations, it was decided that while attention catching, this comment could potentially have a negative connotation for some members of the community, and that the campaign should convey a clearly positive message.

Thumbs up, Nova Scotia!



Thumbs up, Nova Scotia!



Thumbs up, Nova Scotia!



Final Poster Design



Buttons, bookmarks and pods illustrating road safety concerns from the community engagement workshops

The catch phrase was removed from the design. Illustrative 'pods' that are meant to represent various scenarios of road safety were created based on feedback from the community engagement sessions. The pods represent rural and urban concerns. The pods received positive feedback at community events, and were eventually adapted into a simplified poster design. The posters are interactive in that they have a QR code which links to the website page

that describes the rule of the road and/or road scenarios illustrated in the poster. The posters also present the campaign hash-tag and link to the social media accounts.

Community Campaign Events: After finalizing the design of the campaign, DalTRAC engaged in community outreach events, such as at HRM's Switch event on June 9, 2013, at an annual Father's Day Ride in the Municipality of the District of Chester on June 16, 2013, and at the Heartland Tour in Pictou County on July 9, 2013. Overall, approximately 300 HRM residents were directly engaged with the campaign at community events, and approximately 110 residents in Hubbards and Pictou County. These events featured a display of posters, an interactive video booth, and the distribution of bookmarks and buttons. The events varied in their levels of outreach, with Bikefest, SWITCH Dartmouth and the Heartland tour being the most successful. HRM Switch was least successful with respect to outreach because of the day's poor weather conditions. Lessons learned include that interactive activities create more interest and engagement at events.

Youth Outreach: Research and community consultation highly emphasized the importance for educating road users and particularly engaging with the youth on sharing the road. On August 8, 2013, DalTRAC hosted a session for grades 5-6 at SuperNOVA - a summer science and engineering youth camp located at Dalhousie's Sexton campus (see Volume 5). The session was organized into four parts: 1. Warm-Up to Sharing the Road; 2. Road Safety Video; 3. Bicycle Mechanics; and 4. Road Signalling Obstacle Course. After having completed all four parts of the session, students were awarded with a Share the Road Nova Scotia certificate, buttons, and bookmarks. Overall, the session was successful in engaging with the youth on matters of road safety involving both bicycle mechanics and on-road behaviour. The session – which lasted a total of one hour and thirty minutes – received positive feedback from the students.

Social Media and Web-based Campaign: DalTRAC created a Share the Road Nova Scotia website that serves as the central resource and educational tool for the campaign, with links to the social media pages on Facebook, Twitter, Instagram, YouTube, as well as government and other organization resources. In addition to informing current municipalities involved in the campaign, the website provides materials and information for other municipalities interested in implementing a 'Share the Road' awareness campaign locally. Facebook advertisements and a "10 days of Sharing" contest attracted attention and helped populate the social media accounts.

Evaluation: The community workshops were evaluated (see Volume 3). Overall, 52% of workshop participants strongly agreed that the workshop content was relevant, comprehensive, and clear. Additionally, 70% of participants stated that the workshop inspired them to share the road. We have also evaluated the performance of our 10-day social media campaign by observing social media statistics and an online post-campaign survey. The findings demonstrated that the 10 Days of Sharing led to significant increases in Likes, Follows, and levels of engagement on Facebook and Twitter. Additionally it can be concluded that incentives and prize draws significantly increase the level of engagement with the social media campaigns. The post-campaign survey results suggest that the campaign had a positive effect on those who had engaged with it. 62% of respondents said they had learned something new as a result of the campaign. 45% reported changes in attitudes toward other road users and 48% reported changes in behaviour as a result of the campaign. Of those that had reported changes in behaviour, the majority cited an increased awareness of themselves and other road users. More interestingly, results demonstrated that those who had been engaging with the campaign for a

longer period reported higher increases in changes of attitude and behaviour, suggesting that long-term campaigns are more effective at promoting safer streets for all road users.

Impact & Future Steps: DalTRAC's Share the Road awareness campaign significantly contributed to the discourse of safe sharing of roads by all types of users. We have received extensive media coverage for this campaign including GlobalTV, CTV, CBC, and Canadian Press. Several Nova Scotia communities expressed interest to get involved with this campaign, including Annapolis County, Colchester County and Cape Breton Regional Municipality. The campaign also has drawn attention of other communities outside Nova Scotia, for example Region of Waterloo, Ontario, Oxford County, Ontario and Share the Road KSA in Saudi Arabia (each implemented a share the road campaign using our concepts and materials). We are continuing the Share the Road Nova Scotia social media campaign and regularly updating our website materials. We routinely interact with the community members and continue to spread the campaign's message via social media. In terms of future plans, DalTRAC is planning to expand the campaign province-wide. We are extensively looking for additional partners and collaborators, including non-traditional partners such as Canadian Automobile Association (CAA). We are expecting that Nova Scotia municipalities would collaborate with us to form a consortium under a provincial campaign branding strategy. Furthermore, we are exploring opportunities to increase the impact of the social media campaign across Nova Scotia. Overall, this pilot project demonstrates the promise, and effectiveness of the DalTRAC-led Share the Road Nova Scotia educational campaign. We would like to continue creating a distinct, recognizable and long-term umbrella campaign for Nova Scotia, in partnership with the provincial departments and municipal units of the Province of Nova Scotia.

DalTRAC Campaign Links:

Website

<http://www.dal.ca/sites/share-the-road/about.html>

Facebook

<https://www.facebook.com/ShareTheRoadNS>

Twitter

@ShareTheRoadNS

Instagram

<http://instagram.com/sharetheroadns/#>

YouTube

<http://www.youtube.com/watch?v=UHMAmyn-sDg>

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