



Share the Road Nova Scotia: Volume 1

Best Practice Review &
Stakeholder Consultation

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Executive Summary

Road safety is a shared responsibility. All road users, motorists, cyclists and pedestrians, must exhibit courteous and cautious behaviour to create a safe streets environment. In Nova Scotia, 161 pedestrians were injured and 55 pedestrians were killed between 2002 and 2006. For the same years, 26 cyclists were injured and 5 cyclists fatalities occurred. To improve road safety, the literature identifies the “Three Es” of road safety improvement programs: education, engineering and enforcement. Educational campaigns should be a key component of any road safety improvement program, as they have been found to successfully modify the knowledge and attitudes of road users and reduce road accidents.

The purpose of this study is to identify opportunities to improve road safety for all road users, pedestrians, cyclists and motorists, in Nova Scotia. This report reviews “Share the Road” campaigns by jurisdictions in Canada, the United States of America, Australia and New Zealand. Through consultation with Nova Scotia road safety professionals, this report relates the campaign review and program evaluation findings to the Nova Scotia context, and offers recommendations for a “Share the Road” campaign.

The review of “Share the Road” campaigns by Canadian, American, Australian and New Zealand jurisdictions found road use as a shared responsibility and the need for all users to be courteous and cautious as constant themes throughout the campaigns. The majority of campaign approaches included the use of media, such as posters on buses and bus stops, brochures, radio advertisements and social media. Few of the campaigns reviewed used threat or fear-evoking messages, most selecting positive emotions such as humor.

Consultation with Canadian municipalities and counties revealed that few jurisdictions established goals, or objectives prior to implementing a “Share the Road” campaign. As well, few Canadian jurisdictions undertook process or outcome evaluation or monitoring of the campaign. Public surveys, collision data analysis and monitoring of measurement criteria were the most common evaluation methods utilized.

Focus group findings indicated that a “Share the Road” campaign in Nova Scotia should target the key casual factors of all road accidents: impairment, speed, distracted driving and seatbelts usage. The campaign needs to address entitlement to the road and respect for all users. Participants stated that a nontraditional approach is necessary and that the emotional approach of the campaign should be positive.

Lessons learned from the campaign review revealed that road safety campaigns should have a specific objective, not a broad goal. Nonconventional approaches are successful at capturing public attention, increasing awareness and encouraging the public to reconsider safety messages that they may have tired of through traditional media. Aesthetically designed campaign materials are valuable for gaining public attention and disseminating information. Catchy slogans are effective at capturing the public’s attention and should address the specific campaign objective in a clear, concise and clever way. Evaluation is a vital component of a “Share the Road” campaign and includes ongoing monitoring of collision data. Developing an effective road safety improvement program, a “Share the Road” campaign involves coordination with enforcement and engineering modifications. To improve road safety in Nova Scotia, all users must “Share the Road”.

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1 Background

1.1 Introduction

1.1.1 About this paper

This report is based on the premise that educational campaigns can improve the knowledge and attitudes of road users and reduce road accidents. “Share the Road” campaigns are a beneficial addition to any engineering or enforcement road safety program and offer an affordable mechanism to address road safety issues.

A review of examples of “Share the Road” campaigns implemented by Canadian, American, New Zealand and Australian jurisdictions is offered within this report. It provides a synthesis of findings and lessons learned that could inform the development of future campaigns. Through consultation with road safety professionals, this report relates the campaign review findings to the Nova Scotia context, offering guiding principles for the development of an effective “Share the Road” campaign.

This paper seeks to address the following key questions:

- Why does Nova Scotia need a “Share the Road” campaign?
- What is the current state of practice regarding road safety programs in Nova Scotia?
- What campaigns implemented by other jurisdictions have successfully increased public awareness about road safety for all users?
- What cost-effective campaign approaches exist?
- What do Nova Scotia road safety professionals recommend should be the target audience, intent and approach of a “Share the Road” campaign for Nova Scotia?

1.1.2 Who is this report for?

This report assists planners, engineers and road safety professionals in the development of future road safety programs through offering innovative ideas for “Share the Road” campaigns, a synthesis of findings and guiding principles. The ideas and opinions offered in this report can be used to develop an effective “Share the Road” campaign in Nova Scotia.

1.2 “Share the Road” campaign

1.2.1 Defining “Share the Road”

Education comprises one of the three key components of road safety improvement programs: education, enforcement and engineering. Educational campaigns use a variety of approaches including mass media and social media to improve the public’s knowledge and awareness about road safety issues. “Share the Road” campaigns are a category of educational road safety campaigns that target the attitudes and behaviours of more than one road user group, encouraging them to “Share the Road”.

Figure 1. Key elements of “Share the Road” campaigns



Common “Share the Road” campaigns objectives:

- To reduce the number of pedestrian or cyclist – motor vehicle collisions
- To encourage users to give more room to other users on the road
- To educate the public and raise awareness about road safety issues
- To remind the public of the law and the meaning of road signs and markings
- To improve the relationship between users
- To encourage users to “Share the Road”

1.3 Why implement a “Share the Road” campaign?

Canada has one of the highest collision rates of developed countries, with approximately 4,000 hospitalizations annually as a result of traumatic pedestrian injury. Every year, road safety traumas result in a national and provincial total cost of 3% of the gross domestic product (GDP). *In Nova Scotia, costs related to road safety traumas equate to approximately \$74 million dollars annually in direct health expenditures and accumulated loss of productivity.* In 2011, there were 15,692 collisions on Nova Scotia roads (Forbes & Habib, 2014). This represents an increase of approximately 1,600 collisions since 2006.

Road safety is a major concern in North America overall, especially when compared to European countries. Annually, there are 6,000 fatalities and 85,000 to 90,000 injuries to pedestrians and cyclists in the USA, comprising, approximately 11 to 13% of collisions. Although walking makes up fewer than 6% of all trips in the USA, pedestrian collisions represent approximately 13% of traffic fatalities. More people die while walking and cycling in the USA than while driving. The rate of cycling and walking in the USA is significantly lower (6% of all trips) than in Europe (46% of all trips); however, the USA has a comparable fatal injury rate to many European countries (2.1/100,000; 1.9/100,000). American pedestrians are three times more likely to be killed than German pedestrians and American cyclists are three times more likely to be killed than Dutch cyclists, making walking and cycling in American cities more dangerous than in many other countries.

Road safety traumas in Nova Scotia equate to approximately \$74 million annually in direct health expenditures

There were 15,692 collisions on Nova Scotia roads in 2011

Road user behaviour plays a major role in the current status of collision rates. The key causal factors of most road accidents in Nova Scotia include: impairment, speed, distracted driving and seatbelts usage. Education and awareness through community-based road safety campaigns will be key to modifying poor behaviours and creating a safe street environment for all users. Road safety campaigns should be an essential part of any road safety improvement program.

1.3.1 Vulnerable Road users

Cyclists and pedestrians, collectively referred to as “vulnerable road users” (VRU), are people who are most at risk of injury or death as they are unprotected in a collision. They also have a relatively small size compared to other users and travel at slow speeds. The risk to vulnerable road users is exacerbated as the road network is primarily designed for the motorist and as vehicles remain the primary form of transportation. Despite the inherent and obvious vulnerability of pedestrians and cyclists on the road, the tendency is to “blame the victim”, as

motorists assume that they have superior rights to the road. Changing this perception of superiority will be vital to improving courtesy towards all users.

1.3.2 “Three Es” of Road Safety

Road safety improvement programs include “Three Es”: education, enforcement and engineering. Studies found that road engineering measures result in fewer injuries at all ages, that enforcement effectively reduces the occurrence of fatal traffic collisions and that educational campaigns successfully change the knowledge and attitudes of road users and reduce road accidents. Education is often selected as the method to improve road safety because per person reached, educational campaigns are lower in cost than enhanced enforcement or engineering modifications. Due to the success and cost efficiency, educational campaigns are an excellent means of improving road safety. Accompanying educational campaigns with enforcement improves the campaign’s effectiveness, legitimizing the campaign and enhancing its credibility. Road safety improvement programs are most effective when all “Three Es” of road safety are incorporated.

Mass media campaigns are one of the key methods used to educate the public on the importance of sharing the road with all users. Road safety campaigns use media such as posters, radio, television, internet, billboards and social media to promote safe road use. These media disseminate persuasive road safety messages to the target audience that will motivate the appropriate behavioural change. The nature of the message influences the effectiveness of a campaign. A message is only effective if it reaches the target audience. The campaign must **“get the right message and get the message right”**.

1.3.3 Collision Data

Accurate and reliable collision data provide a quantitative foundation on which road safety programs should be developed. Collision studies inform road safety improvement programs, documenting the magnitude and nature of the road safety problem. They identify causes, common factors, geographic distribution, and trends in data. They uncover key messages for specific target audiences and provide a contextual basis on which future road safety programs can be developed. The outcome of these studies is used to reduce the number and severity of pedestrian or cyclist - motor vehicle collisions.

Collision studies are also used to evaluate the effectiveness of road safety programs. Ongoing monitoring of collision data assists decision-makers in determining whether a program is achieving its objectives and how the data measures against established targets. Collision studies aid decision-makers in determining whether a program should be continued as is, modified or eliminated due to lack of effect. Collision data should be monitored for many years prior to and following program completion. Collision data should be monitored on a continuous basis.

1.4 How safe are Nova Scotia roads?

Motor vehicle collisions in Nova Scotia are the leading cause of injury for persons under the age of 45. The number of annual collisions in Nova Scotia between 2006 and 2011 has been increasing steadily, although overall fatalities have been decreased over the same period (Forbes & Habib, 2014). The spatial distribution of motor vehicle collisions indicates that road safety concerns are not just an urban issue, but that collisions are distributed relatively equally throughout the province. The distribution of road user fatalities exhibits a similar spatial distribution, although some concentration does exist within HRM, Pictou County, and the Annapolis Valley (see Figure 3).

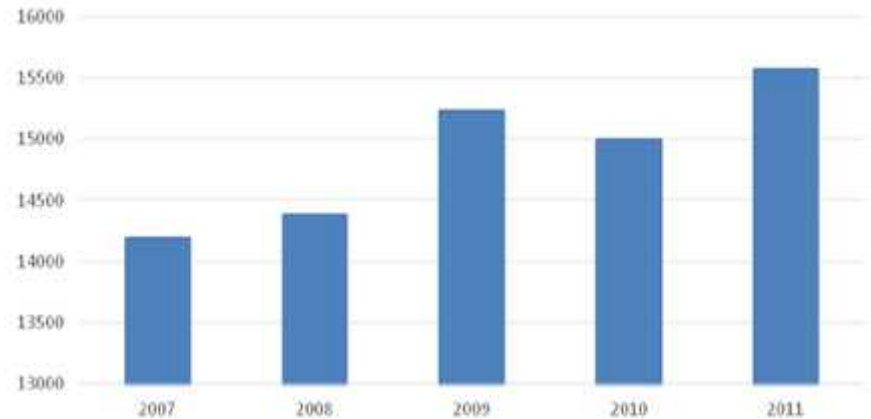


Figure 2. Annual collisions in Nova Scotia: 2006-2011 (Forbes & Habib, 2014)

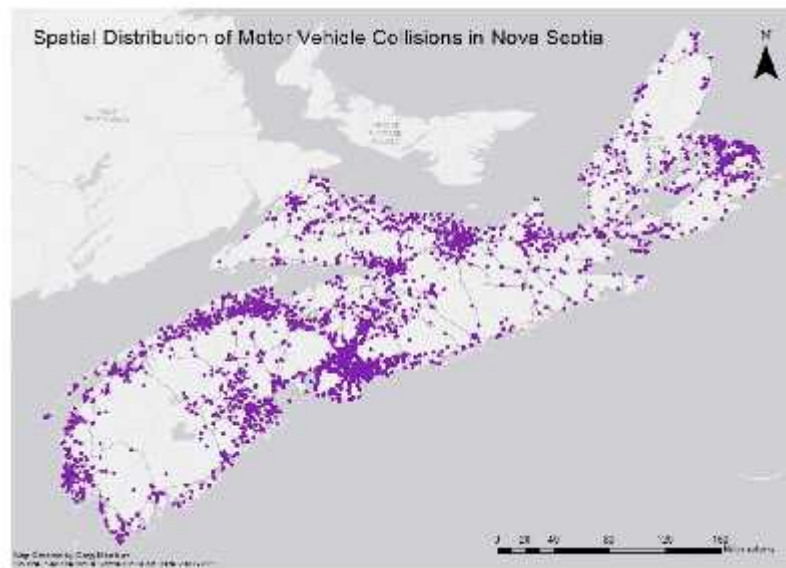


Figure 3. Spatial Distribution of Motor Vehicle Collision (Nova Scotia, 2006-2011) (Forbes & Habib, 2013)

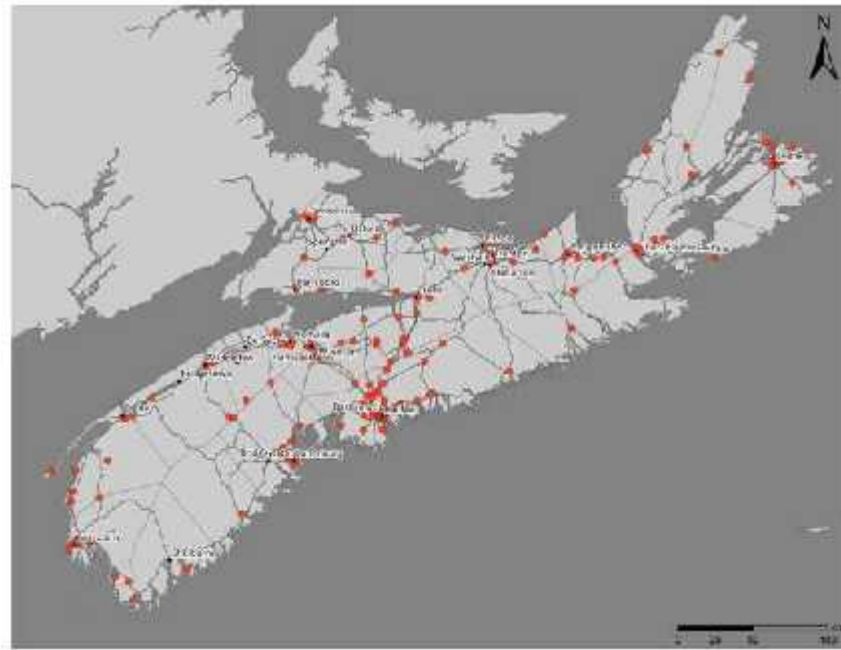


Figure 4. Spatial Distribution of Road User Fatalities (Nova Scotia, 2007-2011) (Forbes & Habib, 2014)

1.5 AT Commuting Trends in Nova Scotia

Nova Scotia has the fourth highest mode share of walking and cycling to work out of all Canadian provinces (Figure 1). On average, 8.85% of trips to work in the province are by foot or bicycle (Statistics Canada, 2006). Addressing road safety concerns has the potential to encourage even higher numbers of active transportation users.

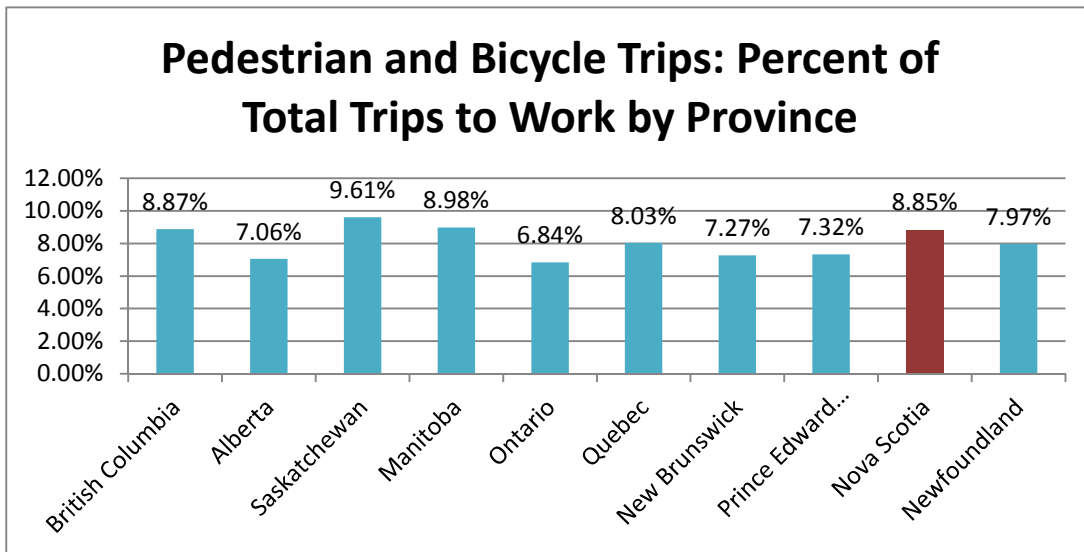


Figure 5. Pedestrian and bicycle trips to work by province (Statistics Canada, 2007)

1.6 Nova Scotia: Policy Context for Road Safety

1.6.1 Provincial Legislation

The Nova Scotia Motor Vehicle Act (MVA) is “an act in relation to the registration and identification of motor vehicles and the use of public highways by such vehicles.” It states that every cyclist upon a highway shall be subject to the provisions of the Act, as would the driver of a vehicle. However, the definition of driver and pedestrian roles and responsibilities is not clearly defined.

In June 2011, the Province of Nova Scotia introduced the ‘One-Metre Rule’ through the enactment of Bill 93. Nova Scotia is the first province in Canada to enact such legislation. This law requires that drivers provide at least one metre of clearance when passing a cyclist on the road. The law also requires cyclists to ride single file, on the right side of the road, and in designated bike lanes when they are present. This legislation encourages the safe sharing of provincial roads by cyclists and drivers alike, and addresses some of the ambiguities of the MVA.

1.6.2 Responsibility for Road Safety

Responsibility for road safety at the provincial level is shared between several government agencies.¹ These include:

- Department of Transportation and Infrastructure Renewal
- Service Nova Scotia and Municipal Relations
- Department of Health and Wellness
- Department of Justice

The Department of Transportation and Infrastructure Renewal, along with the Service Nova Scotia and Municipal Relations, share the responsibility for program development and road safety services delivery as of 2006.

The Registrar of Motor Vehicles has the authority to investigate driver competence and road safety. It also has the right to require medical examinations, driving courses, competency examinations and to suspend driver’s licenses.

¹ Information obtained from the 2007 Crosswalk Safety Study prepared by the Crosswalk Safety Task Force

1.6.3 Road Safety Advisory Committee

The Department of Transportation and Public Works established the Road Safety Advisory Committee (RSAC) in 1997. The committee’s role is to provide strategic advice based on evidence and best practice to the Deputy Minister’s steering Committee on road safety issues.

The Committee included representatives from:

- Service Nova Scotia and Municipal Relations
- Department of Transportation and Infrastructure Renewal
- Department of Justice
- Department of Health and Wellness
- RCMP
- Police Chiefs Association of Nova Scotia
- Insurance Bureau of Canada
- Safety Services Council
- Dalhousie University

RSAC focuses on priority areas that contribute to road safety issues for all road users. Priority areas are identified by contributing factors of collisions and target populations or those over represented in collision statistics. The RSAC can establish a working group to address a particular safety issue. The Crosswalk Safety Taskforce is an example of one such working group. Members of the Taskforce include education, enforcement and engineering professionals. Its objective was to improve safety, courtesy and caution amongst drivers and pedestrians. The Crosswalk Safety Taskforce was responsible for producing the “Crosswalk Safety Report” and implementing the “Crosswalk Safety Campaign” in 2007.

1.6.4 Provincial Reporting on Road Safety

Road safety in Nova Scotia is monitored through provincial reporting. Both federal and provincial reports highlight the existing state of road safety in the province, as well as provide frameworks and visions for the improvement of Nova Scotia roads.

REPORT	DESCRIPTION
<p>2011 Nova Scotia Road Safety Survey: Highlights Report http://www.gov.ns.ca/tran/publications/rss/NS_Road_Safety_Survey_2011.pdf</p>	<p>This report tracks the knowledge, attitudes and behaviours of Nova Scotians over time through the use of surveys. Information collected is used to improve road program implementation and evaluation. The survey measures the following objectives over time: changes in road safety issues, knowledge, attitudes and behaviour, and identifies issues to evaluate the effectiveness of road safety initiatives.</p>
<p>Road Safety Vision 2010 http://www.ccmta.ca/english/pdf/rsv_report_05_e.pdf</p>	<p>Key issues are identified and targets set for safety improvements. The province subsequently developed programs and strategies to achieve these goals. Canada’s “Road Safety Strategy 2015” provides an updated vision; each province now establishes its own targets.</p>
<p>2008 Sustainable Transportation Strategy http://www.gov.ns.ca/tran/hottopics/SustainableTransportationStrategy2008.pdf</p>	<p>The Department of Transportation and Infrastructure Renewal developed this strategy in 2008. The strategy recognizes the importance of safe, clean and efficient transportation to the economic and social well-being of all Nova Scotians. It outlines how the province will support sustainable transportation practices and the use of alternative modes of transportation. It complements the “Nova Scotia Pathway for People Framework for Action” created for the Department of Health Promotion and Protection. The Framework offers a vision and stories of success for active transportation in Nova Scotia. Together, these documents demonstrate a commitment to increasing the number of residents that select active and sustainable modes of transportation, improving the health and environment within the Province.</p>
<p>Crosswalk Safety Study (2007) http://www.halifax.ca/traffic/documents/CrosswalkSafetyTaskForceFinalReport.pdf</p>	<p>The Crosswalk Safety Taskforce undertook this study. It reviews pedestrian collision data and provides strategies and measures to improve crosswalk safety in Nova Scotia. These strategies aim to achieve the goals of the federal “Road Safety Vision 2010”.</p>

2006 Motor Vehicle Collision Statistics Report

http://novascotia.ca/tran/publications/collisionstats/CCM/TA_2006.pdf

The publication by the Nova Scotia Transportation and Infrastructure Renewal department provides a range of collision statistics. The number of serious injuries and fatalities are reported using categories such as: age group, road user class, time of day, month, daylight and weather conditions.

2002 Annual Motor Vehicle Collision Report

<http://www.gov.ns.ca/tran/publications/AnnualCollisionReport02.pdf>

This report, prepared by Nova Scotia Transportation and Public Works, includes traffic collision statistics regarding injuries, deaths and property damage. The report outlines key road safety issues and trends in the number and severity of collisions.

1.6.5 Local Road Safety Campaigns

The Road Safety Advisory Committee launched “[Operation Road Safety](#)” in 2004. Its objective was to improve awareness about road safety issues for drivers, motorcyclists, and cyclists. The program included checkpoints to ensure that drivers obey the laws of the road. The purpose of the program was to help achieve the targets set by “Road Safety Vision 2010”.

In 2007, Nova Scotia (in cooperation with the Halifax Regional Municipality) implemented the “[Crosswalk Safety Campaign](#)”. The campaign reminded drivers, cyclists and pedestrians to share the road and be vigilant at crosswalks and intersections. The campaign spread its message, “*Crosswalk Safety is a Shared Responsibility*”, through radio, television, print, and transit ads, encouraging pedestrians and drivers to use caution on the roads.

“[Pace Car](#)”, launched in 2012, is the most recent road safety program implemented by Nova Scotia’s Department of Transportation and Infrastructure Renewal. The objective of this program was to raise awareness about speeding on neighbourhood streets. The campaign approach included the “Pace Car Pledge”, which offered drivers the opportunity to sign a pledge agreeing to drive within the speed limit. This, in turn, had the result of creating “mobile speed bumps” that slow traffic behind them.

2 Review of “Share the Road” Campaigns

A review of “Share the Road” campaigns conducted by jurisdictions in Canada, the United States of America, Australia and New Zealand was undertaken. In total, 70 campaigns encouraging safe sharing of the road were reviewed. Each campaign was assessed according to its slogan, duration, intent, approach and target audience. The campaign review provides innovative ideas that Nova Scotian municipalities could borrow in developing their own community-based “Share the Road” campaign. The key characteristics of each campaign are summarized in both written and tabular form (Appendix A).

2.1 Canada

2.1.1 “Please Drive Carefully – We’re All Pedestrians” - City of Toronto, Ontario

The City of Toronto launched the advertising campaign, *“Please Drive Carefully – We’re All Pedestrians”* in 2003. The campaign was implemented annually until 2005, with an annual budget between \$100,000 and \$200,000. The intent of the campaign was to improve the relationship between motorists and pedestrians. The campaign educated both groups that they need to take responsibility for improving safety on Toronto’s streets. The primary message of the campaign was, “We are all pedestrians”. The campaign shared its message through posters on transit shelters, buses and curbside garbage bins. The advertisement used irony to demonstrate its message, depicting a collision between a pedestrian and vehicle. In the image, the pedestrian is unhurt and the vehicle is damaged. The campaign intended to enhance awareness that all road users should be careful and courteous; all road users must take responsibility to prevent collisions (City of Toronto, 2012).



2.1.2 “People are Fragile” - City of Vancouver, British Columbia

The City of Vancouver implemented the “People are Fragile” road safety program in 2012. The purpose of the six-week program was to raise awareness about risky, illegal and inconsiderate behaviors. The campaign identifies the most common behaviors that result in serious injury or fatality by pedestrians, cyclists and motorists. These behaviours include: pedestrians jaywalking, cyclists running stop signs and motorists failing to yield at intersections. All users should share the road and all are responsible for the safety of others around them. The primary message of the campaign was that “people are fragile and not invincible so don’t put yourself or others at risk” (City of Vancouver, 2012b, para. 1). The program launched with a media event that included spokespeople from City Council, the Vancouver Police Department and the Insurance Corporation of British Columbia. The campaign spread its message with advertisements on transit shelters, transit stations, on buses, and on outdoor TV screens. The campaign incorporated innovative elements such as street writing to spread its message at 10 of Vancouver’s busiest locations that have high incidence of jaywalking. The street writing followed the path of an imaginary jaywalker crossing the street with the words, "I'm so late for my meeting. I need to hurry up and cross the street". The words were scrawled in jagged writing next to the curb as if a car hit the words. The campaign was accompanied by public education and enforcement actions by the Vancouver Police Department (City of Vancouver, 2012b).



2.1.3 *“One Road”* - City of Edmonton, Alberta

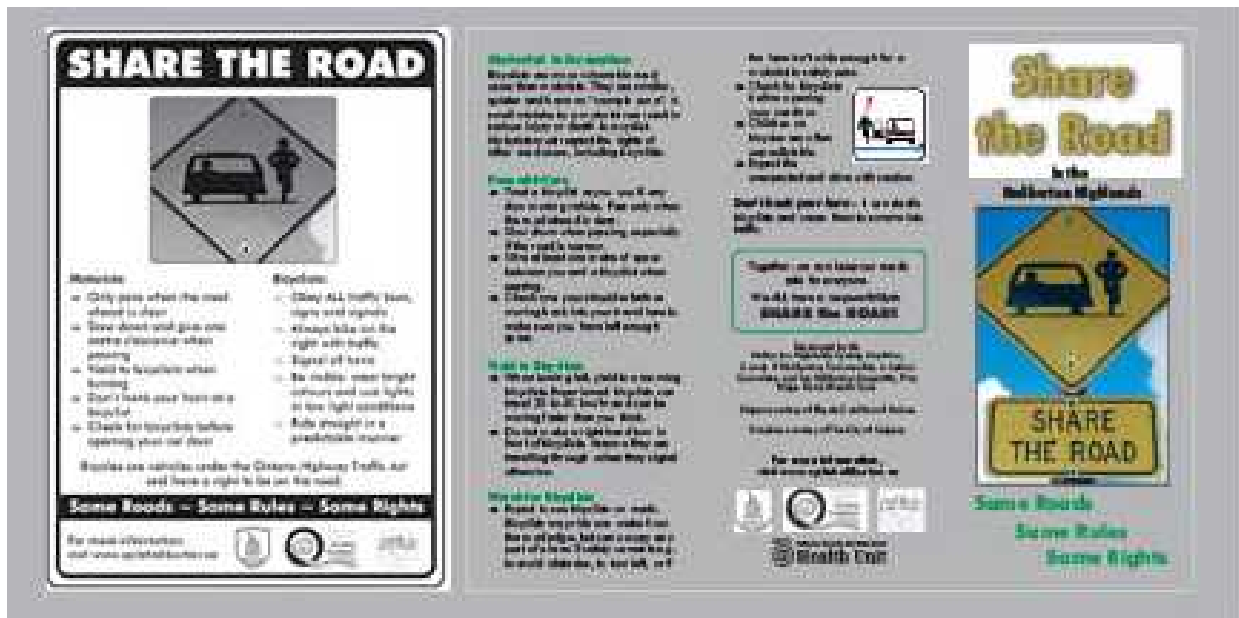
The City of Edmonton implemented the *“One Road”* campaign for the second time in 2012, following the 3-week 2011 campaign. The intent of the campaign was to spread the message that cyclists and motorists have the same rights and responsibilities and both deserve to be treated with respect. The objective of the campaign was to educate the public on how to share the road safely, ensuring cyclists and motorists are aware of their roles and responsibilities. The campaign also intended to increase awareness about new bike routes, and educate the public about markings and their meanings. The message was posted on transit busses, transit shelters, road signs, digital billboards, print ads in daily newspapers, online, on the Transforming Edmonton blog, on Twitter, and on Facebook. The 2012 campaign was similar to the 2011 campaign; however, the 2012 campaign also included mailed flyers, print ads in University of Alberta publications, and an instructional video. The campaign targeted citywide drivers who live or commute along bicycle routes, citywide bicyclists who use the bicycle network, adults and youth of driving age, children and students who may use bicycle routes. The City’s goal was to execute a strong campaign without the use of negative messages or shock tactics. The City anticipates that this campaign will encourage a long-term modal shift (City of Edmonton, 2012).



2.1.4 *“Share the Road”* - Haliburton County, Ontario

“Share the Road” was a road safety campaign that was implemented by Haliburton County, Ontario from March 2009 to March 2010. The objective of the campaign was to educate

motorists and cyclists about how to share the road safely. The campaign approach disseminated the message through radio ads, brochures, flyers, bumper and window stickers, a “walk and roll” commuter's guide, the installation of “Share the Road” signs, an extensive public information campaign, and promotion and support of the annual Commuter Challenge. Four radio ads were developed, two targeting motorists and two targeting cyclists. The ads featured the voice of a local Community Services Officer and aired on two local radio stations. (Haliburton County, 2010). The newspaper ads ran in five publications and the flyers were distributed to all households. Posters were put up across the county and brochures and bumper stickers were distributed at community events.



2.1.5 “I am Not a Target”, “Expect the Unexpected” - City of Mississauga, Ontario

The City of Mississauga developed a two-part pedestrian safety educational campaign. Part one was titled “*I Am Not a Target*”, followed by the second phase of the campaign, “*Expect the Unexpected*”. The first phase of the campaign launched in September 2008 and the second phase was implemented in December 2009. The intent of the “*I am not a target*” campaign was to promote pedestrian safety in Mississauga. The campaign’s message was primarily shared through educational posters. The second phase of the campaign, “*Expect the unexpected*” built on the message of the first phase of the campaign by raising awareness amongst motorists that pedestrians should be expected on the roadway. The campaign also reminded pedestrians to be aware, especially in all light conditions. Pedestrians were reminded to make eye contact with motorists, listen to what is around them, look left-right-left before crossing the street and continue to look while crossing. The campaigns used educational posters to ask pedestrians and motorists to use caution. Both campaigns are still active (City of Mississauga, 2012).



2.1.6 “You Know Me, I Ride a Bike” - City of Thunder Bay, Ontario

The City of Thunder Bay launched *“You know me, I ride a bike”* in 2011. The intent of the campaign was to, “improve the relationship between motorists and cyclists” (City of Thunder Bay, 2012, para. 1). The campaign personalized the cyclists, so that motorists see a person, not an object. The campaign reminded motorists that the cyclist could be their child’s teacher, local optometrist, or a mother of two. The campaign used posters on transit shelters and buses to spread its message (City of Thunder Bay, 2012).



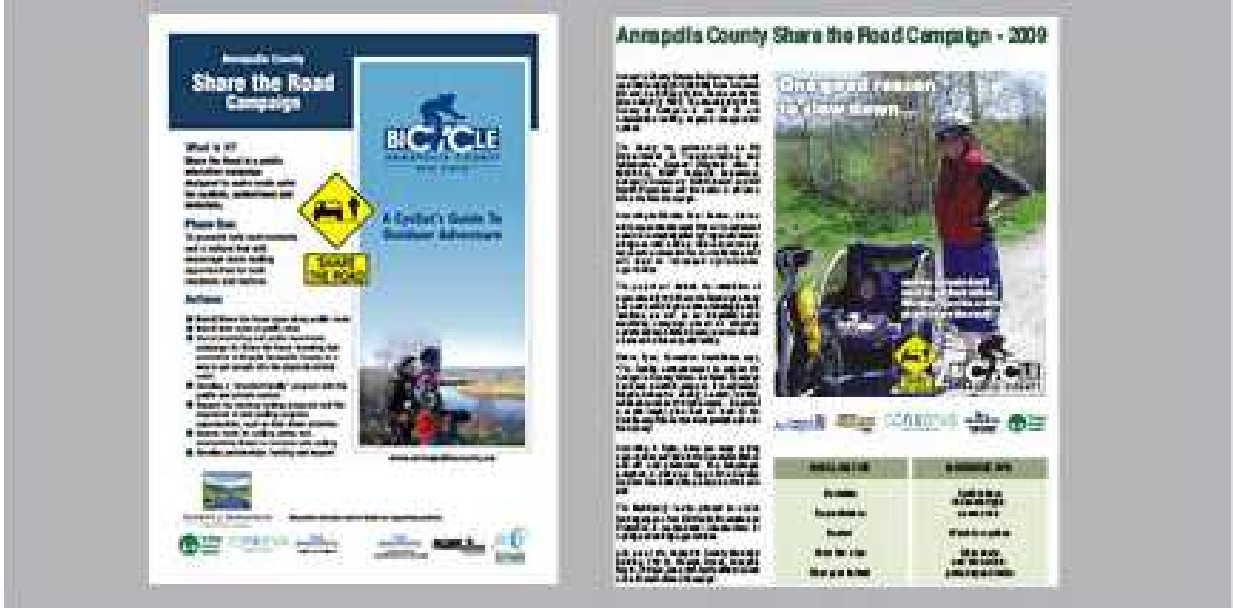
2.1.7 “Head’s up! Look out for each other” - City of Edmonton, Alberta

“Heads up! Look out for each other” was a pedestrian safety campaign developed by the City of Edmonton in 2010. The intent of the campaign was to raise awareness about safety at pedestrian crossings and to create a safe pedestrian environment for residents and visitors. The campaign was a month long in duration and cost approximately of \$20,000. It targeted both pedestrians and motorists (City of Edmonton, 2012). The campaign spread its message through print ads, posters, brochures and street signs. Police officers assisted with the campaign, distributing brochures and educating the public about safety at crosswalks and intersections.



2.1.8 “Share the Road” - County of Annapolis, Nova Scotia

The County of Annapolis launched “Share the Road” in 2009 in coordination with Nova Scotia Department of Transportation and Infrastructure Renewal, Royal Canadian Mounted Police (RCMP), Community Health Board and Nova Scotia Health Promotion. The intent of the campaign was to make roads safer for cyclists, pedestrians and motorists. The County expected that the program would create a safer cycling environment on rural roads and encourage active transportation of residents. The campaign urged motorists and cyclists to be aware of each other and drive and pedal safely. The campaign began with the installation of 120 “Share the Road” signs that were followed by bike rack installations at public venues. The approach includes, “Share the Road” signs along public roads, a social marketing and public awareness campaign, yellow “Share the Road” t-shirts, and branding and promotion of Bicycle Annapolis County. The campaign targeted pedestrians, cyclists and motorists. In spring 2013, the County plans to launch the program for a second time with radio and newspaper ads and RCMP road stops to hand out safety information (Country of Annapolis, 2009).



2.1.9 “Share the Road – Coming to a lane near you” - City of Thunder Bay, Ontario

“Share the Road - Coming to a lane near you” was an awareness program initiated by the City of Thunder Bay. The intent of the campaign was to disseminate information about what shared lanes are and what they mean for the public. The campaign message was spread through pamphlet, billboard, bus tailcards, door hangers as well as a TV commercial. Online educational materials included “what you need to know” and “shared lanes frequently asked questions” (City of Thunder Bay, 2012).



2.1.10 “Share the Road” - City of Hamilton, Ontario

The City of Hamilton, Ontario implemented “Share the Road” in 2012. The objective of the campaign was to educate cyclists and motorists that road safety is a shared responsibility and to reinforce and build upon the success of the 2009 campaign. The campaign approach disseminated its message through street banners, pamphlets, free car magnets and free bumper stickers, bus ads, flyers, media ads and online information. Tips for motorists and cyclists were also provided online.



2.1.11 “Share the Road” - Norfolk County, Ontario

Norfolk County, Ontario implemented “Share the Road” in 2011. The intent of the campaign was to raise awareness amongst motorists and bicyclists that road safety is a shared responsibility. The main feature of this campaign was the implementation of caution signs along county roads. The purpose of the signs was to remind drivers to use caution and be aware of other road users, including bicyclists and walkers. The campaign message was promoted through the road signs as well as free promotional items including, “Share the Road” reflective armbands and “Share the Road” bumper magnets.



2.1.12 “Pass Bikes Safely” - City of Toronto, Ontario

“Pass Bikes Safely” was an advertising campaign launched by the City of Toronto, encouraging motorists to be cautious when passing cyclists. The campaign placed ads on recycling bins, transit vehicles and bus shelters. The ads request that motorists leave a minimum of one meter when passing a cyclist. The intent of the campaign was to make motorists aware of the rules of the road, ensuring the safety of all users (City of Toronto, 2012).



2.2 United States of America

2.2.1 “Curbside Haiku” - New York City, New York

New York City implemented the “*Curbside Haiku*” campaign in November 2011. The intent of the campaign was to raise awareness about the importance of shared responsibility among pedestrians, bicyclists and motorists in keeping New York City’s streets safe. The campaign spread its message through a public art campaign. The campaign used twelve bright, eye-catching designs by artist John Morse that mimic traditional street safety signs and were accompanied by a haiku poem. Each sign depicted a specific mode of transportation. The signs were placed near eye level in high-crash locations, cultural institutions and schools. In many locations, the haikus were embedded in a Quick Response (QR) code on the sign. The QR code allowed the haiku to be read with a smartphone application (New York City, 2012).



2.2.2 “Be Super Safe” – City of Seattle, Washington

The City of Seattle launched the “*Be Super Safe*” campaign in 2012, continuing into 2013. The intent of the campaign was to modify the risky behaviours of all street users. The campaign uses the idea of a super hero, that every road user can be a super hero by looking out for one another on the road. The campaign disseminated its message through rack cards, posters and a “Road Map for Safety” brochure. The City of Seattle intends to use collision data to improve its outreach efforts. The City anticipates that this will create a more effective campaign, increasing safe behaviour.



2.2.3 “Share the Road License Plates” – State of Oregon

Oregon State passed the “Share the Road” license plate bill in 2007. The bill allowed for the creation of a new group license plate with a “Share the Road” design. “Share the Road” license plates are designed with a blue background, 4-letter configuration in white, and include a picture of a cyclist as well as the “Share the Road” slogan. The license plate cost \$10 for two-years and \$20 for a four-year registration period. The additional fees benefit the Bicycle Transportation Alliance and Cycle Oregon (Oregon Department of Transportation, 2012).



2.2.4 “Heads Up” - New York City, New York

“Heads up” was a road safety campaign implemented by New York City’s Department of Transportation. The intent of the campaign was to remind cyclists and pedestrians to obey the rules of the road in order to keep all users safe. The campaign promoted its message through ads asking New Yorkers to “Know the Code and Share the Road”. New York Knicks basketball player Baron Davis joined the campaign, with a video stating, “His head is up, is yours?” (New York City, 2012)



2.2.5 “Look” - New York City, New York

New York City implemented the road safety campaign “Look!” in September 2012. The intent of the campaign was to remind motorists, cyclists and pedestrians to be alert and focused. The campaign used street markings, ads, and videos to spread its message. “LOOK” pavement markings at crosswalks were drawn with “eyes” in the O’s to alert pedestrians of oncoming traffic (New York City, 2012).



2.2.6 “Share the Road” – City of Portland, Maine

The City of Portland, Maine and the Bicycle Coalition of Maine implemented “*Share the Road for a Healthy Maine*” in 2006. The campaign was updated and expanded state-wide in 2007. The intent of the campaign was to spread the message, “Same Roads, Same Rules, Same Rights”. It explained proper etiquette for motorists including yielding when turning, slowing down and allowing three feet of clearance. Cyclist etiquette included obeying all traffic laws and signals, riding on the right, signalling turns and using lights at night. The campaign message was promoted through media including television, radio, print ads and the internet. Greater Portland aired 115 television ads, 276 radio spots, 10 newspaper ads and 300,000 web impressions (City of Portland, Maine, 2012).



2.2.7 “Share the Road” – State of Maine

The Department of Transportation, Maine implemented *“Share the Road”* with the intent of educating bicyclists and motorists about safe and responsible use of the road system. The campaign had three main focus points: to educate motorists about bicyclists’ rights to use the road, to educate motorists about their responsibilities under Maine law and to educate bicyclists about safe cycling procedures and their responsibilities under Maine law. The campaign shared its message through radio ads, flyers, checklists, and frequently asked questions. Five pages were added to the Maine Motorist Handbook and a bicycle safety question was added to the Maine Driver Exam.

2.3 New Zealand

2.3.1 “Red and Green People Pedestrian Project” - Wellington Region

Wellington Region developed the *“Red and Green People Pedestrian Project”* in 2002 with the objective of raising awareness among pedestrians about safe ways to cross the road at traffic lights. The campaign promoted its message through the distribution of brochures with safety tips for pedestrians, media releases, and street theatre involving a team of 25 actors dressed as red and green people. The actors handed out brochures, offered street performances and interacted with the public during lunch and peak commuter times (Land Transport New Zealand, 2006).



2.3.2 “Don’t Burst Their Bubble” – District of Waimakariri

District of Waimakariri launched the “*Don't burst their bubble*” campaign with the intent of raising awareness among motorists that they need to provide more space to vulnerable road users such as cyclists, walkers, joggers and school children. This campaign promoted its message through the use of the concept of a 'bubble'. Motorists should perceive a bubble around other road users that should not be broken, just as the ‘bubble’ of a car protects the motorist. Advertisements used local people and included the person's story about their experiences on the road. Six advertisements were placed in local papers and on three billboards that focused on a walker, a jogger, a cyclist and a horse rider (Land Transport New Zealand, 2006).



2.3.3 *“Share the Road”* – The City of Christchurch

The City of Christchurch launched *“Share the Road”* with the intent of encouraging cyclists and motorists to share the road safely. The campaign promoted its message through bus-back and bus stop advertisements, billboards, postcards and radio advertisements. The campaign, targeting motorists, featured graphics of animals on bicycles with the by-line “Cyclists are people too” and “Ease your pace and give us space”. Slogans such as, “When you're out there you need to be seen”, encouraged cyclists to increase their visibility on the road (Land Transport New Zealand, 2006).



2.3.4 "Share the Road" - Tauranga City

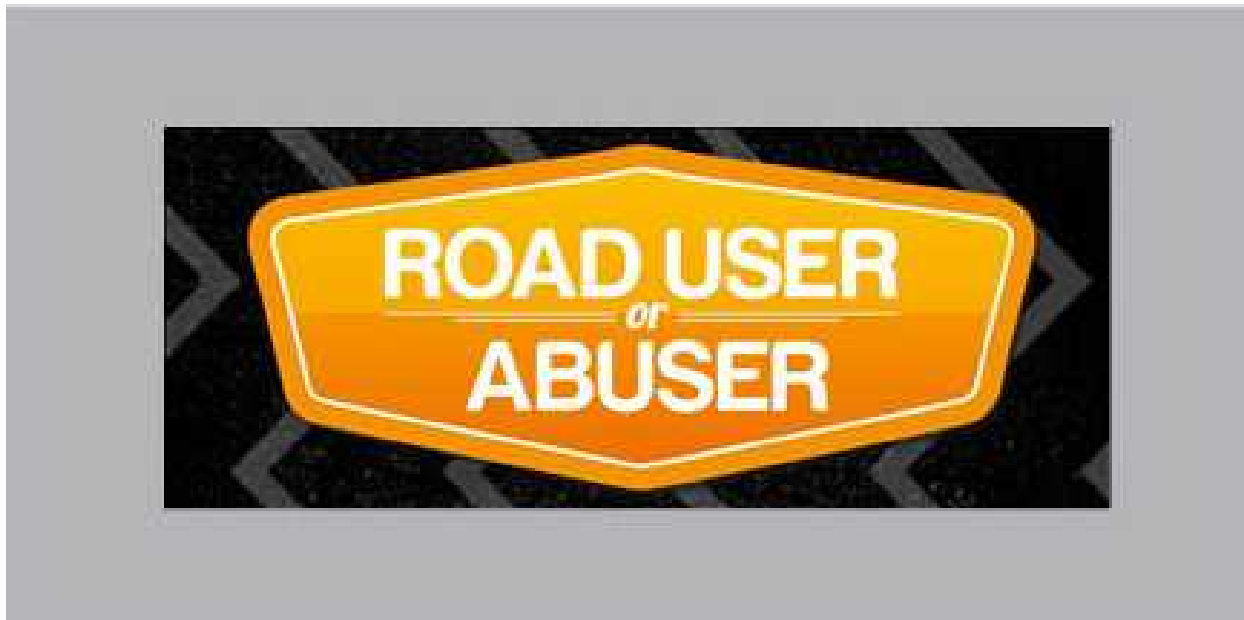
Tauranga City implemented "Share the Road" with the intent of encouraging cyclists and motorists to share the road safely. The campaign spread its message through activities and a promotional campaign. Activities included, an Ironkid Triathlon, school visits from high profile community members and cyclists, councillors taking part in a cycle ride, enforcement, radio advertisements, signage and advertising. Sign, posters and bumper stickers promoting road sharing were distributed to motorists and cyclists.



2.4 Australia

2.4.1 “Road User or Abuser” – State of Victoria

“Road User or Abuser” was a road safety campaign implemented by the State of Victoria in February 2012. The campaign was 6 weeks in duration and intended to improve the relationship between drivers and cyclists. The campaign was primarily promoted through Facebook social media. The Facebook page provided a forum for cyclists and motorists to come together to discuss their concerns about sharing Victoria's roads and to provide clarification on the rules of the road. Each week addressed a different topic including, relationships, rules and tips, visibility, points of view, and confessions. The campaign also included an educational awareness video (State of Victoria, 2012).



2.4.2 “Share the Road” – State of Queensland

Queensland, Australia implemented “Share the road” in 2000. The intent of the campaign was to educate cyclists and motorists how to share the road safely. The campaign disseminated its message through television and radio advertisements, stickers and information leaflets with the message, “Play fair and share the road”. Television advertisements included a three-step approach for motorists: give cyclists room, check for cyclists and give way to cyclists. Cyclists were given instruction to obey the road rules. The message of the advertisements was “It takes two to tango”. T-shirts with slogans were given to local cyclists and information was given to driving instructors on how to train young drivers to share the road with cyclists (Land Transport New Zealand, 2006).



2.4.3 “Share the Road” – The State of Victoria

The State of Victoria, Australia launched “Share the Road” with the objective of encouraging cyclists and motorists share the road cooperatively. The campaign included leaflets for cyclists and motorists as well as car door and mirror stickers to remind motorists to check for cyclists (Land Transport New Zealand, 2006).



2.4.4 Additional Campaigns Reviewed

Additional campaigns to those summarized above were reviewed. Examples include: Aspotogan Peninsula's *"We share the road"*, the City of Ottawa's *"Shift to a Nicer Gear"* and the City of Christchurch's *"Stop. Look. Cyclist."* campaigns. A comprehensive overview of all campaigns reviewed is provided in tabular form, in Appendix A.

2.5 Summary of Findings

"Share the Road" campaigns implemented by Canadian, American, Australian and New Zealand jurisdictions followed common characteristics. Campaigns largely used positive emotion evoking messages, including humour and irony. Road use as a shared responsibility and the need for all users to be courteous and cautious, were constant themes throughout the campaigns. Common campaign approaches included disseminating messages with posters on buses, bus stops, brochures and radio advertisements. Many of the campaigns reviewed incorporated innovative approaches to capture public attention and raise awareness about the campaign's message including: pledges, radio contests, coasters, bumper stickers, car magnets, reflective armbands, mirror decals, cinema advertisements, promotional t-shirts, and interactive art. Many campaigns used aesthetically designed poster advertisements and catchy slogans, a valuable tool to gain public attention and disseminate information.

The campaigns reviewed provide strong examples of intent, approach, graphic design and slogan. They undertook effective and non-traditional approaches that capture public attention, raise awareness and encourage road users to reconsider conventional road safety messages. The campaigns offer innovative ideas that Nova Scotian municipalities could borrow in developing their own "Share the Road" campaign.

2.5.1 Campaign Intent

The intent of the campaign is the program goal. Campaign objectives should be identified at the outset of program development. This in turn will aid program designers in identifying the media and target audience that will best address the campaign intent. Common objectives of "Share the Road" campaigns include the following:

Common "Share the Road" Campaigns Objectives:

- To reduce the number of pedestrian or cyclist – motor vehicle collisions
- To encourage users to give more room to other users on the road
- To educate the public and raise awareness about road safety issues
- To remind the public of the law and the meaning of road signs and markings
- To improve the relationship between users

2.5.2 Target Audience

The target audience is directly related to the campaign intent. The target audience should be the user group for which behaviour or attitudinal changes are desired in order to achieve the goal of the campaign. The target audience can be defined by road user group such as: pedestrian, cyclist, motorcyclist, and motorists. The target audiences can also be defined by demographics including: young adults, students, children, or senior citizens or : drivers of a specific route.

2.5.3 Advantages and Disadvantages of Media

Road safety campaigns utilize a variety of media to disseminate messages to the target audience. The media selected for the campaign should be that which will best reach the target audience and motivate the appropriate behavioural change. Each media offers advantages and disadvantages in terms of cost, reach, and impact. The advantages and disadvantages of the most common media utilized in “Share the Road” campaigns are provided below.

	Advantages	Disadvantages
Traditional Media <ul style="list-style-type: none"> Television Radio 	<ul style="list-style-type: none"> Wide reach Great creative opportunity Can target emotional connections Multi-sensory appeal Can incorporate characters audience can relate to Instant nature of the media Can bring messages to life Can use a variety of production techniques such as special effects TV allows the message to be demonstrated as opposed to just talked about 	<ul style="list-style-type: none"> Cost of advertisements Television requires video equipment and logistics are make it more complicated to produce Digital boxes allow viewers to fast-forward through commercials Radio advertisements are ephemeral. If you miss a website or phone number you have to wait for the ad to air again
Print Media <ul style="list-style-type: none"> Newspapers Flyers Brochures 	<ul style="list-style-type: none"> Flyers and brochures can be handed out for free Good for targeting a specific geographic area Newspapers have credibility as they have been around for a long time, especially compared to online sources Presents a static message Newspapers have broad demographic readership Content quality 	<ul style="list-style-type: none"> Cost of advertisements in newspaper Cost to design and print Lacks audio and visual capabilities of other media Newspapers require purchase Newspapers have a short shelf life, one day Newspapers may not be the best approach for certain target audiences, such as youth May require planning months in advance Print media is often tossed after

		being read or before being read <ul style="list-style-type: none"> • Newspapers have a shrinking audience
Poster Media <ul style="list-style-type: none"> • Posters • Billboards • Banners 	<ul style="list-style-type: none"> • Wide reach, viewed by many people • Credibility, people trust what they see on a poster • Can place in locations you know target audience will see them • Easy to see, catch people's eye • Can reach a range of target audiences • Long time span 	<ul style="list-style-type: none"> • Cost effective compared to other media • Potential for vandalism / weathering • May not be visible to cars / pedestrians passing
Social Media <ul style="list-style-type: none"> • Facebook • Twitter • Blogs • Youtube 	<ul style="list-style-type: none"> • Cost effective (free) • Wide reach • Useful for evaluating interest in campaign • Good for younger population • Makes campaign stand out / creates buzz • Can increase website traffic through linking pages • Advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience • Viral nature of social media means that each person who reads a post can spread the post, so reaching a large number of people in a short time • Twitter can be used to save money on press releases • Increases "word of mouth" advertising • Trust is established through natural connections and relationships that develop in online communities • Increased visibility in search engines will boost the number of visitors who find the campaign website when searching related keywords 	<ul style="list-style-type: none"> • Ineffective for those without access to computer • Less effective for elderly population • Updating social media accounts takes time and effort • Cost in time for employee to update site means the media is not completely free • It is ongoing work to find new angles about the campaign to continually post and re-post information • Information is only visible for a short time before newer posts replace it • Disgruntled members of the public can publish negative comments • Every post on Twitter is public and you have no control over what people say
Guerrilla Marketing	<ul style="list-style-type: none"> • Low cost • Unconventional • Targets specific geographic area 	<ul style="list-style-type: none"> • Requires energy and imagination • Can result in misrepresentation of message

<ul style="list-style-type: none"> • Graffiti • Flash mobs • Sticker bombing • Street giveaways • PR stunts 	<ul style="list-style-type: none"> • Can turn viral, have wide reach through media coverage and word of mouth • Can be interactive • Unique, engaging and thought-provoking messages • Creates a memorable experience 	<ul style="list-style-type: none"> • Requires traditional media to maintain the buzz about the message
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- **Facebook** allows the user to create a free page
- **Twitter** disseminates 140-character posts that users follow
- **Blogs** are online journals written by users
- **YouTube** is a repository for podcasts and video clips

3 Lessons Learned from “Share the Road” Campaign Review

“Share the Road” campaigns implemented by Canadian, American, Australian and New Zealand jurisdictions follow common characteristics. Campaign messages, including road use as a shared responsibility and the need for all users to be courteous and cautious, were constant themes throughout the campaigns. Common campaign approaches included disseminating messages with posters on buses, bus stops, brochures and radio advertisements. Most campaigns used positive messaging, few selecting negative threat or fear evoking messages. The majority of campaigns targeted the behaviours of more than one user group. The review of “Share the Road” campaigns revealed a series of lessons that will be beneficial in developing future road safety programs.

Use Positive Messages

The campaigns reviewed largely used positive emotion evoking messages, including humor. Few campaigns used threat or fear-evoking messages. The use of humor and joy is effective in gaining attention. Positive emotions renew interest in safety messages that the target audience may have tired of through traditional negative, threat based messages. Positive messages are less risky and complicated than negative emotion based messages.

Have Specific Objective, Not Broad Goal

Road safety campaigns should have a specific objective, not a broad goal. Whether the objective is to improve the relationships between users or personalize the cyclist, it is important that the campaign addresses a particular issue, behaviour and user group. A narrow campaign objective increases the likelihood that the message will be received and understood by the

intended target audience. The objective must be able to be translated into operational terms, made visible and measurable.

Incorporate Elements of Enforcement and Engineering

Accompanying road safety campaigns with enforcement activities or engineering initiatives is an effective approach. Road safety programs can include reminders for users of sign meanings and laws or enhanced on-street enforcement. Incorporating enforcement into educational road safety campaigns improves the effectiveness of the campaign. It legitimizes the campaign and improves the credibility of its message. Educational campaigns are more effective when accompanied with enforcement activities.

Road safety campaigns can also be used to remind or educate road users about road safety infrastructure. It can remind road users what street markings mean or to be aware of cycling infrastructure. Road safety improvement programs are most effective when all “Three Es” of road safety are present.

Use Unique Approaches

Many of the campaigns reviewed incorporated innovative approaches to capture public attention and raise awareness about the campaign’s message. Nonconventional approaches are successful at capturing public attention, increasing campaign awareness and encouraging the public to reconsider safety messages that they may have tired of through traditional media. Unique approaches have viral potential, increasing promotional reach and awareness about the campaign.

Make the Campaign Interactive

Interactive campaigns involve the target audience. They allow for two way communication between the source and the user. They are more engaging than traditional approaches due to their hands-on nature. Interactive campaigns allow the target audience to participate in the message as opposed to passively experience it. Examples of interactive campaign components include QR codes, smart phone applications or street performances.

Strong Aesthetic Design

Non-traditional and aesthetically designed campaign materials are valuable for gaining public attention and disseminating information. Strong poster design makes the campaign message clear and compelling. It is a useful tool in ensuring the campaign message is memorable and effective.

Use a Non-traditional Spokesperson

Utilizing a non-traditional spokesperson for road safety campaigns is an effective approach to capture public attention, increase awareness and improve buzz around the campaign. A non-traditional spokesperson may encourage the public to reconsider safety messages that they may have tired of hearing from traditional sources, such as the police.

Catchy Slogan Addressing Campaign Intent

Slogans are an effective way to disseminate the campaign message. Slogans should be catchy in order to capture public attention. It should address the specific campaign objective in a clear, concise and clever way. The campaign message should be memorable and evoke an emotional response from the target audience, making the message interactive.

Take Advantage of Social Media

Social media poses an excellent opportunity to reach a large audience with minimal costs. Its viral nature allows the message to be received by a large number of people in a short time period. It can be used to make the campaign stand out and create “buzz” about the message. Social media allows for “geo-targeting” according to specific criteria, ensuring the campaign message reaches the correct audience.

Develop an Evaluation Strategy

Evaluation is a vital component of road safety programs. Evaluation should be considered from the beginning and programs should be developed with evaluation in mind. Monitoring and evaluation ensure that the correct program is implemented to achieve the desired goals. Evaluation is necessary to produce information that can be used in developing better programs in the future. Evaluation should be undertaken on an ongoing basis.

4 “Share the Road” Campaign Evaluation

4.1 Introduction

Each Canadian municipality and county identified as implementing a “Share the Road” campaign was contacted requesting a consultation regarding whether the campaign was successful and how the success of the campaign was evaluated. Of the 17 municipalities and counties contacted, 12 responses were received. Evaluation results were essential in determining the effectiveness of the “Share the Road” campaigns as well as the current state of practice regarding campaign evaluation in Canada.

Program design should include an evaluation strategy

Consultation with Canadian municipalities and counties revealed that few jurisdictions established

goals, objectives or evaluation criteria prior to implementing a “Share the Road” campaign. There was little indication that Canadian municipalities and counties undertook process or outcome evaluation or ongoing monitoring. The majority of jurisdictions stated that anecdotal evidence indicated that the campaign was successful. However, those jurisdictions that set goals, objectives and measurement criteria benefited from a comprehensive evaluation of the campaign’s success. Public surveys after campaign completion proved to be valuable in understanding public awareness and determining whether the campaign approach was capable of disseminating the message and modifying the target behaviours. Measurement criteria were useful in assessing the level of success of quantifiable campaign components. Collision data analysis was a valuable tool in evaluating improvements in road safety. The following sections offer examples of formal program evaluation undertaken by Canadian jurisdictions that offered valuable information regarding the success of the “Share the Road” campaign.

4.2 “Heads up!” - City of Edmonton

The City of Edmonton developed two goals by which the campaign “*Heads up!*” would be evaluated. These included to raise awareness about pedestrian safety at intersections and to create a safe pedestrian environment for residents and visitors. The following objectives and measurements of success were established to meet the goals of the campaign: to reduce the number of pedestrian injuries and fatalities in Edmonton, with a target of reducing pedestrian collisions by 5%; to ensure that all communication materials share a common brand and are all quickly identifiable as part of the safety campaign; to attract media attention, with an objective of 70% of news stories having a positive or neutral tone; the number of visits to the campaign webpage, with a target of 500 visits; and activity on 311 City Services Contact Centre, Twitter, Facebook, and the Transforming Edmonton Blog with a target of 10 re-Tweets on Twitter, 10 Likes on Facebook and 10 comments on the Transforming Edmonton blog (personal communication, October, 2012).

Pedestrian collisions were monitored before and after campaign implementation. Evaluation indicated that pedestrian collisions decreased 6% from the previous year, surpassing the target of a 5% reduction. Visual identity was measured qualitatively to determine whether communication materials were easily identifiable. Evaluation concluded that the graphics were strong, the slogan was catchy and that materials were easily identifiable. Media coverage was

monitored to determine if the campaign met a target of 70% of news stories having a positive or neutral tone. The campaign exceeded this measurement, with 100% of news stories having a positive or neutral tone. Web traffic was measured as the number of visits to the campaign webpage. The target was to achieve 500 visits. The campaign exceeded this target by 27% with 635 visits to the site. A further measurement of the campaign's success was activity on 311 City Services Contact Centre, with a target of 5 calls. Evaluation revealed that 311 did not receive any calls. The City speculates that this may be because the campaign was self-explanatory or because people received their information online. Levels of interest in the campaign were measured by tracking social media activity. Evaluation of activity on social media revealed that the campaign exceeded all targets set for social media, with 18 re-Tweets, 5,000 followers, 18 Facebook Likes and 2,300 fans of the Facebook page. The Transforming Edmonton Blog had 292 views and 4 comments as well as 1,400 views on YouTube (personal communication, October, 2012).

An online survey was conducted to evaluate public perception of the campaign and its impact on behaviour. The results of the survey were inconclusive as there were not enough responses. The City of Edmonton states, however, that the survey did provide valuable information. Of survey respondents, 43% answered that the campaign increased community awareness about pedestrian safety. Only 28.6% stated that the campaign increased their own awareness and 54% answered that they were not more cautious as a result of the campaign. The City stated that these findings may be the result of a public perception that road safety is a social problem, not an individual problem. The City suggests that surveys be conducted before and after the next "Head's up" campaign (personal communication, October, 2012).

The City of Edmonton concluded that "*Heads up!*" was successful as it improved awareness about pedestrian safety and added to the reputation of the city. The campaign helped to develop strong partnerships between the City of Edmonton, Edmonton Police Service as well as many local businesses. The City plans to develop "*Head's Up*" into an annual campaign, building off the success of the campaign in 2010 (personal communication, October 2, 2012).

4.3 "Share the Road" - Haliburton County

Haliburton County set the goals of increasing commuter cycling through education and infrastructure, and for the public to view cycling as a viable mode of transportation, prior to implementing the campaign. The objectives set to achieve these goals were to: increase the knowledge of drivers and cyclists about how to safely share the road, increase awareness in the general community about sharing the road with cyclists, increase cyclists' skills in order to safely share the road, increase participation in the Commuter Challenge that encourages active transportation, increase infrastructure to support commuter cycling and build capacity within

the community to continue to support transportation demand management (personal communication, October 2012).

Measurement criteria for the project included the number of: signs installed, people attending bike skills workshops, ads run, information pieces distributed, locations where information was provided, and bicycle racks installed. Evaluation concluded that 8,000 media materials were distributed, over 60% of people heard about the campaign at least four times and the brochure was distributed to all homes in the county. The online survey received 250 responses, which indicated that 39.7% of people heard the campaign 4 to 10 times, 73.3% stated that they heard about the campaign by viewing one of the “Share the Road” signs, and all other media was viewed by 30-40% of survey respondents. Of respondents, 57% reported that the campaign was useful at communicating road safety issues. The survey results indicate that the campaign was successful at increasing the knowledge and awareness of the public about road safety for all users in Haliburton County (personal communication, November 1, 2012).

4.4 “We’re all pedestrians” - City of Toronto

The City of Toronto set two goals for its *“We’re all pedestrians”* campaign. The first goal was to encourage motorists to be more aware of pedestrians and second, to improve the relationship between motorists and pedestrians. The City used an omnibus survey to evaluate the success of the campaign. The results of the survey indicated that 34% of respondents were aware of the campaign. The advertisements were well received by the public, as 75% of respondents stated that they liked the advertisements and 60% thought that the City of Toronto was effective at spreading its message. City staff considered the campaign successful (personal communication, October 4, 2012).

4.5 “One Road” - City of Edmonton

The City of Edmonton set primary and secondary objectives for its *“One Road”* campaign prior to implementation. The primary objectives included to: raise public awareness about the responsibilities of drivers and bicyclists, ensuring they safely share the roadway; increase motorists’ awareness of the new on-road bike lanes and encourage cyclists to use bicycle routes and to follow the rules of the road. The secondary objective was to educate the public about bike route markings and their meanings. The online survey received 444 responses. The survey indicated that 37% of respondents recalled the campaign message without aid while 55% recalled the images with aid. Of respondents, 65% agreed that the campaign message is an important issue and 53% stated that the campaign provided them with the information necessary to share the streets safely. Finally, 65% stated that the campaign convinced them that it is important for cyclists and motorists to share the road. The City of Edmonton concluded

that the campaign was successful because the program doubled the unaided recall goal and improved awareness of underlying issues (personal communication, October 2, 2012).

4.6 Evaluation Techniques

Evaluation is a vital component of road safety programs. Evaluations should be considered from the beginning and programs should be designed with evaluation in mind. Monitoring and evaluation ensure that the correct program is implemented to achieve the desired goals. It is important in producing information that can be used in designing better programs in the future. Program evaluation is necessary for developing an effective multi-year “Share the Road” campaign.

Campaign evaluation can be undertaken in terms of process or outcome evaluation. Process evaluation assesses how the program was conducted and presented. Outcome evaluation refers to assessing the impact the program had on the problem. Process success is necessary for outcome success. If the program design was low quality, the outcome will likely produce little success.

A few of the evaluation techniques appropriate for assessing the level of success of road safety campaigns include the following:

Before and after comparison

- This approach compares conditions before and after a program is implemented. The method requires that objectives and evaluation criteria are identified prior to program implementation. This method assumes that the differences between before and after program implementation are the result of the program, but fails to reflect other forces that could be influencing any change.

With and without comparison

- This approach intends to determine what changes a program has brought about by comparing a location with the program to one without the program, both before and after implementation. This approach also assumes that changes are the result of the program.

Actual-versus-planned comparisons

- This approach compares actual post-program data to targets set prior to implementation of the program. The approach requires targets be set for known time periods. These targets are then compared to data on actual performance. Targets can be set for one or more years in advance.

Time-series design

- This approach involves a series of measurements at periodic intervals before the program and after the program is implemented. This approach is beneficial for measuring data over a long period of time. Collision studies can be undertaken using the time-series design. Annual collision data analysis will aid in evaluation of the campaign's effectiveness on an ongoing basis.

Evaluation strategy must determine the focus of the evaluation, the data that will be produced, evaluation criteria, a timeframe, and marks of success. Outcome evaluation measures for road safety campaigns can include such measures as knowledge of road rules, safe behaviour, or records of traffic violations. Although linking a "Share the Road" program to a road safety outcome can be problematic, using a number of complementary measures, each contributing a different facet of information, can provide a rounded and truer picture of the program's outcome.

Road safety programs should be designed to produce short-term changes that will in turn produce the conditions for achieving the long-term goal. Short-term changes offer opportunities for immediate evaluation of a program's impact. Proximate measures are useful measures for the evaluation of road safety programs, as the outcomes of these programs generally to lie far in the future. Proximate measures are used to assess immediate goals. Measures developed should be based on program intent and can include measures of opinions, attitudes, knowledge and behaviours. Sources of evaluation data can include tests, questionnaires and interviews. Behaviour information can be self-reported or based on records.

There is no one answer as to how long an organization should monitor its campaign for after its completion. Evaluation should be tailored to each program in order to address the evaluation and program goals specific to the campaign. Evaluation is an important and necessary component of program design and should be conducted on a continual basis.

4.7 'Share the Road' Focus Group

LOCATION: *Dalhousie University, Sexton Campus*

DATE: *November 15, 2012*

PURPOSE: *To understand the current state of practice regarding road safety in Nova Scotia*

A focus group session was held with 16 road safety professionals from the Province of Nova Scotia, Halifax Regional Municipality, and Non-Government Organizations (NGO). The aim of the focus group was to provide a forum for discussion for road safety professionals and stakeholders regarding Nova Scotia's need for a 'Share the Road' campaign, and the nature of

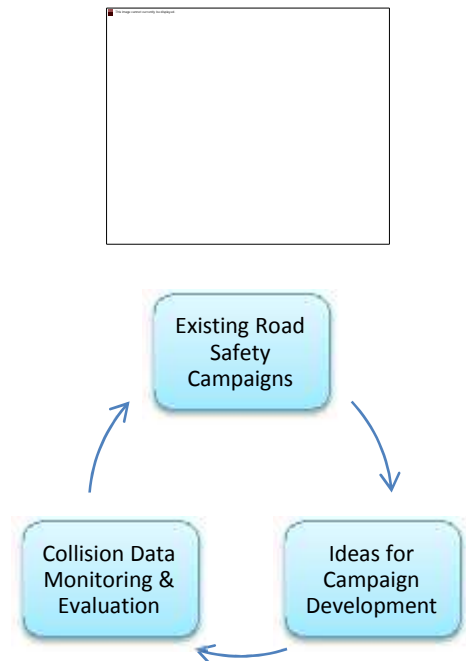
such a campaign were it to be implemented. The participants were invited to attend the focus group by email. They were

selected based on their title, department, or participation in road safety organizations and committees, as well as by referral. The participants represented the following agencies:

- Service Nova Scotia
- Department of Transportation & Infrastructure Renewal (TIR)
- Department of Health and Wellness
- NS Environment
- HRM
- Municipality of the District of Chester
- Ecology Action Centre
- Dalhousie University & Dalhousie Office of Sustainability
- Clean Nova Scotia
- Injury Free Nova Scotia
- Royal Canadian Mounted Polices (RCMP)

FOCUS GROUP FORMAT

The focus group session began with a presentation of best practices of “*Share the Road*” campaigns, followed by a group discussion regarding road safety campaigns that exist in Nova Scotia. The scope of the discussion was not limited to “*Share the Road*” campaigns only; it included any road safety initiatives in Nova Scotia, as there are few campaigns in the province that are specifically “*Share the Road*”. This session was followed by a guided group discussion on the type of “*Share the Road*” campaign that is required, including the need for a campaign, the target audience, and campaign leadership and responsibility. Although data collection initiatives and data availability were discussed, this report will strictly focus on ‘Share the Road’ campaigns.



5 Focus Group Findings

The focus group participants provided valuable feedback regarding the current state of practice of road safety programs in Nova Scotia. Participants were asked to share examples of road safety campaigns that they were aware of, specific to Nova Scotia. The session also elicited information on the types of “Share the Road” campaigns that the participants felt were required. The findings of the focus group session provide the foundation for developing recommendations for a comprehensive “*Share the Road*” campaign for Nova Scotia.

5.1.1 Road Safety Campaigns in Nova Scotia

Focus group participants discussed all road safety programs that they are aware of in Nova Scotia. The scope of this discussion was not limited to “Share the Road” campaigns; all road safety initiatives were included as few specifically “Share the Road” campaigns exist within the Province.

Identified Road Safety Programs in Nova Scotia	
I Cycle Halifax	Guerilla crosswalk painting
HRM Crosswalk safety videos	Operation Christmas
1 Metre Campaign	Bicycle book
Annapolis County Share the Road Campaign	Route Enhancement Committee of the Aspotogan Peninsula (RECAP) ‘Share the Road’ campaign
Elmer the Safety Elephant	SWITCH
School zones, reduce to 30 km/ h	Ecology Action Centre Mobile Speed Bump
Red Flag Waverley Road	Active and safe routes to school
HRM traffic website Videos	Canada Road Safety
Bicycle Vault for Bi Bike for Vault Events	Operation Impact

The list in the table above shows that very few ‘Share the Road’ campaigns were identified in Nova Scotia. A number of the initiatives identified are general road safety campaigns, while others (such as ‘SWITCH’) promote active transportation.

5.2 “Share the Road” Campaign in Nova Scotia

Need for ‘Share the Road’

Discussion revealed that the province appears to have “a large group of people who think that roads are for vehicles only”, and that “the time is now” to start addressing the challenges facing the province in ensuring the safety of all road users. The discussion revealed that public awareness and understanding are key to making roads safer. Participants agreed that there is a “need to understand *why* you have to share the road everywhere, not just at the blind curve”. Some participants also mentioned factors in road safety, such as impairment, speed, seatbelts and distracted driving. With an increase in car, pedestrian and cyclist volumes, road space is becoming limited, and there is a “growing amount of distractions”. The focus group discussion revealed a consensus regarding the need for all road users to be aware of their surroundings, and to be “present” when sharing roadways, since people are “paying less attention to the environment around them”. A ‘Share the Road’ campaign could be effective in reminding people to be more vigilant and aware of all road users.

The discussion further revealed that a disconnect exists between what questions are being asked in relation to road safety, and “what actually exists” on the ground. Progress needs to be made to ensure that the questions are translated into concrete actions that could improve the current state of road safety in the province. A ‘Share the Road’ campaign that aims to encourage a shift in attitudes and mindsets should involve elements of engineering and enforcement in addition to educating the public. The three “E’s” of road safety (engineering, education and enforcement) are required in order to contribute to effective change: to disseminate information, enforce rules, and design safer roadways.

Targeting the Right Audience

Participants concluded that the ultimate goal of a campaign would be to promote “respect for all road users”, and to promote greater tolerance. This means targeting all user types rather than just drivers or cyclists in isolation, and includes the acknowledgement of all transportation modes. Participants further cited the importance of a ‘Share the Road’ campaign in reframing the sense of entitlement to the road. They suggested that the campaign should reframe the concept of a street to that of a public right of way or a public transportation corridor, to highlight that a road is “not just infrastructure”².



“It’s about all of us collectively”

² The quotation marks throughout the focus group chapter provide direct quotes from focus group participants

This includes removing labels that imply an “us” versus “them” mentality, and a shift to treating all users as one entity.

“Parents are gatekeepers to children’s travel”

Although it was generally agreed that a potential ‘Share the Road’ should focus on all road users, some participants suggested that campaigns should target parents specifically. Parents have the greatest influence over their children’s behavior and can begin educating them about road safety early on. Simultaneously, participants mentioned that pedestrians need to be educated; shared responsibility implies that not only drivers need to pay attention on the road. Another suggestion was to incorporate road safety campaigns into the Service Nova Scotia Driver’s Handbook, although this would only be useful for new drivers and does not reach those drivers who have had their license for many years.

What should be the nature of a campaign in Nova Scotia?

The focus group participants expressed the need for a province-wide campaign. Outside of the HRM, Nova Scotia is largely rural in character, and the group debated the importance of considering different forms of the built environment when designing a ‘Share the Road’ campaign. Participants emphasized the need for a campaign to be “multi-faceted and not one-pronged when addressing people”; a reflection of incorporating many different groups under one campaign. In general, participants seemed to agree that the province needs **“something different, something outside the box”**.

Participants stressed the importance of culture as a central theme for a potential campaign. The question “What kind of community do we want to be?” was discussed; participants agreed that a campaign should

“People want to do the right thing here already – build on it”

build on the idea of Nova Scotia as a “friendly culture”. One suggested idea for an effective campaign in the Province was to play on identity, using a slogan such as “As a good Nova Scotian...” Going back to the Province’s roots would allow the Province to “bring out the best of who we want to be”. This would include reminding Nova Scotians of historic times of integrity, such as Nova Scotia’s Christmas tree gift to the City of Boston each year, a token of appreciation for the assistance the City of Boston provided to Nova Scotia after the Halifax Explosion in 1917. This, the participants suggested, would set the framework of being kind to others. This led into a discussion regarding human dignity, and the hope of conveying a strong message of equality through the campaign. “Not everyone uses a car, but everyone uses the space and people’s life circumstances mean all uses have rights”. Some participants mentioned the “Eye to Eye” campaign from Portland as an example of a campaign that

promotes empathy and respect. RECAP modeled their campaign based on the Portland example, and used pictures of people from the community to relate it to the local context. A participant further asked, “what can we take from this to tap into the sense of community in a Nova Scotian way?”

Most participants recommended that the campaign should have a positive message. They stated that people don’t want negative labeling, and that it should discourage “fear-based messages”. The findings of the focus group showed that singling out “user-abusers” was undesirable, and that the message should rather tie in to Nova Scotia’s “friendly” identity because it is “good to bring out the best in people”. The participants also discussed the feasibility of a ‘*Share the Road*’ campaign coinciding with a campaign promoting sustainable transportation. The debate hinged on the complexity of coordinating multiple campaigns, and the balance required to present a unified message. These complementary campaigns would encourage people to try commuting by bike or walking while simultaneously, while raising awareness about road safety. Some participants stated that feeling unsafe is a major deterrent for active transportation, and that by “putting yourself in someone else’s shoes, by trying it”, people could learn about the experiences of other road user types and consequently contribute to improved road safety. A participant proposed the slogan “Let’s keep it real”, which shows vulnerability and makes people understand responsibility. However, the discussion concluded that this approach could be effective in a large city, but “it’s very different in rural Nova Scotia” since driving is often the only option.

There was a consensus among the group regarding campaign information dissemination. Participants expressed that “we need to change the way the word gets out” and “get the right message to the right spaces”. Social media is increasingly playing a key role in how information is disseminated and consumed, and should feature prominently in the campaign. In particular,

“More Nova Scotians are on Facebook than read the newspaper. Students don’t have TV”

young adults and students are increasingly obtaining their news and information online, as opposed to more conventional print media sources, such as the radio or newspapers. That being said, “all people relate differently to media and the environment”, and

the campaign should therefore appeal to a diverse population. For example, Nova Scotia’s population is aging, and a predominantly technology-based approach may not be the most effective in reaching a large audience. Overall, the general opinion seemed to be that marketing is key, and that successful campaigns require “someone who knows how to do it, not just experts doing it”. Ultimately, “provincial legislation affects a lot of people”. The group expressed that it is important to “ensure that you have a good variety of people at the table”

because different perspectives are needed “when developing new values” and “answering questions raised after the fact”.

Whose Responsibility is it?

Overall, there did not appear to be a general consensus among participants on the most effective leadership structure for a *‘Share the Road’* campaign. However, participants expressed that “the campaign needs to come from a trusted source” and that it should have an umbrella structure with a provincial lead to allow for united messaging. The group discussed the possibility of the campaign being housed in one provincial department, but expressed that it should be envisioned as a collaborative effort between various provincial departments, municipalities, and local agencies working with Nova Scotian communities. This would allow the campaign to be tailored to the local context and allow each community to take ownership of their own campaign. “A truly effective campaign requires a joint effort”. An inter-departmental effort would, therefore, standardize the campaign message but allow for variation on the community level through various partnerships with communities.

“If the campaign is too close to the government, it will be boring

Several suggestions were made regarding which government department should take the lead in a *‘Share the Road’* campaign. The majority of participants expressed that the primary responsibility for campaign leadership should lie either with the Department of Transportation and Infrastructure Renewal (TIR), or the Department of Health and Wellness (DHW) since they have “the most impact and funding availability”. One participant also suggested that the campaign should “live” at TIR, but that the Road Safety Advisory Committee (RSAC) would be a better option than TIR alone. The committee is comprised of 4 municipalities and many different stakeholders, and is further broken down into various subcommittees. It also has the capacity to take issues to the government. Other suggestions included: the Union of Nova Scotia Municipalities (UNSM), “although they have no budget”; the RCMP due to enforcement capabilities; Transport Canada, because they receive collision information from Service Nova Scotia; the Traffic Injury Research Foundation; and the Department of Energy. The Department of Energy “can make overarching connections”, and as such would be a “unique” government lead department that could “peak people’s interest”.

Participants later debated whether or not the campaign lead needs to come from a government department. One participant stated that they “would not want to see the lead as a government piece of work. It can fund [the campaign], but doesn’t need to be housed there”. Another participant added that there should be some shared ownership and responsibility, and that

perhaps stronger government collaboration with non-profit organizations would stimulate different elements of the community to take a leadership role. Some other suggestions included collaboration with universities and researchers, or more non-traditional partners who could take the lead. Participants stated that a campaign by a nontraditional organization could be more interesting and raise more awareness than a campaign implemented solely by a conventional government department.

6 Conclusion

Educational awareness campaigns have been shown to be successful in positively changing road user behaviour and decreasing road accidents. Recent initiatives and strategies from the Province of Nova Scotia and other stakeholders have emphasized the need for increased awareness on road safety and sustainable transportation. To date, and with a few exceptions, there have been limited road safety and Share the Road awareness campaigns in Nova Scotia. This missing link suggests a potential opportunity for positively changing road behavior in the Province through educational awareness campaigns.

Based on the lessons learned in this report, a Share the Road campaign in Nova Scotia should be goal-oriented, community-based, positive, reflect Nova Scotian culture, and have the capability of being applied and/or adopted at a local and municipal level. Literature suggests that consultation within local communities of municipalities involved in the campaign will be crucial to understanding their respective concerns and subsequently designing a campaign that incorporates a broad range of issues. The information gained from consultation will inform a design that can be best adapted in each of the municipalities. Within the community workshops that will be held, directing conversation and ideas in positive and proactive directions through a series of well-structured activities will be important. The activities will include education on road safety campaigns, mapping exercises wherein participants can begin to think of and inform us of local concerns, brainstorming campaign development ideas, and finally, an evaluation of the workshop so that the activities can be improved where needed. Finally, workshops should include a circle of support, wherein participants can inform the organizers of what type of role they would be interested in taking for the campaign. From the information generated in the community workshops, attractive and aesthetically designed campaign materials should be produced. Due to cost, materials such as posters should serve as secondary to other mediums, such as social media. During the pilot-testing phase, social media as a wide-reaching and cost-effective medium should be employed to engage with and gain following base. Lastly, a website will be created on which educational information, community events, and other resources for the campaign will be made available.

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Appendix A

Table 1. Contact Information for Road Safety Departments in Canadian Jurisdictions

Jurisdiction	Contact Information	Contact Department	Response
Calgary	escape.the.rush@calgary.ca	Transportation Engineer	Y
County of Annapolis	Albert Dunphy - adunphy@annapoliscounty.ca (Planning) Stephen McInnis smcinnis@annapoliscounty.ca (Engineering)	Recreation Manager	Y
Edmonton	transplanning@edmonton.ca	Communications, Transportation Operations	Y
Fredericton	Municipal website		
Guelph	traffic@guelph.ca	Transportation Demand Management Coordinator	Y
Haliburton County	info@cyclehaliburton.ca	Health Promoter	Y
Hamilton	roadopsandmaint@hamilton.ca	Project Manager, Alternative Transportation	Y
Kenora	Rhalverson@Kenora.ca		
Mississauga	public.info@mississauga.ca	Coordinator, Road Safety	Y
Montreal	Municipal website		
Moose Jaw	Online - http://www.moosejaw.ca/?page_id=26	Staff	Y
Ottawa	Municipal website	Coordinator, Safer Roads Ottawa Program	Y
Saskatoon	http://www.saskatoon.ca/FORUM/Pages/ContactUs.aspx?select=referrer		
Thunder Bay	jmikulinski@thunderbay.ca <jmikulinski@thunderbay.ca>	Active Transportation Coordinator	Y

Toronto	311@toronto.ca		Y
Vancouver	Jane.Pickering@vancouver.ca	Traffic and Data Management Branch	Y
Whistler	info@whistler.ca	Manager, Strategic Alliances	Y

Table 2. Canada: "Share the Road" Campaign Review

Jurisdiction	Target Audience	Intent	Approach	Website Link
Aspotogan Peninsula <i>"We share the road"</i>	Pedestrians, cyclists and motorists	The intent was to raise awareness about the need for all users to share the road.	The approach features local community members, including their name and a statement about what they enjoy about active transportation.	http://aspotoganroute.org/about-recap/sharing-the-road/
Calgary, City of <i>"Look out for each other"</i> 2007	Motorist and pedestrians	The intent of the campaign was to reduce the number and severity of pedestrian collisions.	The campaign approach included a brochure.	http://www.calgary.ca/Transportation/Roads/Pages/Traffic/Traffic-safety-programs/Pedestrian-safety.aspx
Chilliwack, City of <i>"Safer City"</i> March 2003	N/A	To intent of the campaign was to improve road safety for all users by reminding motorists and pedestrians that fall is one of the most dangerous seasons for pedestrians.	N/A	http://www.chilliwack.com/main/page.cfm?id=859
County of Annapolis <i>"Share the Road"</i> 2009	Pedestrians, cyclists and motorists	The intent of the campaign was to make roads safer for cyclists, pedestrians and motorists.	The approach included, "Share the Road" signs along public roads, social marketing and promotion of Bicycle Annapolis County.	http://annapoliscounty.ca/community/recreation-programs-a-activities/252-share-the-road

<p>Edmonton, City of</p> <p><i>“Heads up! Look out for each other”</i></p> <p>September 2010 - December 2010</p>	<p>Motorist and pedestrians</p>	<p>The intent was to raise pedestrians’ and drivers’ awareness about safety at pedestrian crossings.</p>	<p>The campaign message was spread through print ads, posters, brochures and street signs. Police officers handed out brochures and educated pedestrians and drivers about crosswalk and intersection safety. Students from the Guru Digital Arts College created four short videos with safety tips for pedestrians and drivers that were shared on the Transforming Edmonton Blog and on the City of Edmonton YouTube channel.</p>	<p>http://www.edmonton.ca/transportation/on_your_streets/heads-up-campaign.aspx</p>
<p>Edmonton, City of</p> <p><i>“One Road: Isn’t it time we got along?”</i></p> <p>2011 - 3 week duration - repeated in 2012</p>	<p>City wide drivers who live or commute along bicycle routes, city wide bicyclists who use the bicycle network, adults and youth of driving age, children and students who may use bicycle routes.</p>	<p>The campaign intent was to spread the message that cyclists and motorists have the same rights and responsibilities and both deserve to be treated with respect.</p>	<p>The message was posted on transit bus backs, transit shelters, road signs, digital billboards, print ads in daily newspapers, online, on the Transforming Edmonton blog, on Twitter, and on Facebook. The 2012 campaign was similar to the 2011 campaign with the addition of mailed flyers, print adds in University of Alberta publications, and an instructional video.</p>	<p>http://www.edmonton.ca/transportation/on_your_streets/one-road.aspx</p>

<p>Fredericton, City of</p> <p><i>“These Are Not Suggestions”</i></p> <p>2007</p>	Motorists	The intent of the campaign was raise awareness amongst drivers regarding pedestrian safety. Drivers were reminded that speed limit signs, crosswalk signs and school zone signs are not suggestions but the law.	The campaign had three phases, education, warning and enforcement, with the intent of improving pedestrian safety. Brochure were mailed to all homes in Fulton Heights and distributed through schools. During the second phase of the campaign, City Police increased their visibility in the neighbourhood and conducted an awareness program. The third phase of the campaign included enhanced enforcement.	http://www.fredericton.ca/en/transportation/2007Jan18notsuggestions.asp
<p>Guelph, City of</p> <p><i>“Share the Road - Cycle Safe”</i></p> <p>2009</p>	Cyclists	The intent of the campaign was to spread the message that, "It's a sideWALK. Your bike belongs on the road. Share the road."	The message was spread online, on Facebook and Twitter.	http://guelph.ca/living.cfm?itemid=77206&smocid=2562%20
<p>Hamilton, City of</p> <p><i>“Share the Road”</i></p> <p>2012</p>	Cyclists and Motorists	The objective of the campaign was to educate both cyclists and motorists about shared responsibilities on the road.	The message was spread through “Share the Road” pamphlets, free car magnets and free bumper stickers.	http://www.hamilton.ca/NewsandPublications/NewsReleases/2012News/05-17-12ka.htm
<p>Haliburton County</p> <p><i>“Share the Road”</i></p> <p>March 2009- March 2010</p>	Cyclists and Motorists	The intent of the campaign was to increase the knowledge of motorists and cyclists about how to safely share the road.	The campaign approach included radio ads, a brochure, a “walk and roll” commuter's guide, the installation of “Share the Road” signs, and the promotion and support of the annual commuter challenge.	http://www.cyclehaliburton.ca/sharetheroad.htm
<p>Kenora, City of</p> <p><i>“Share the Road Trivia Contest”</i></p>	Pedestrians, cyclists and motorists	The intent of the campaign was to raise awareness about sharing the road.	The approach included a “Share the Road Trivia” radio contest with a \$100 gift card prize.	http://www.kenoraonline.com/index.php?option=com_content&view=article&id=2203:share-the-road-trivia&catid=4:q104-

2012				blog&Itemid=54
Kingston, City of <i>“Share the Road: A Guide for Motorists and Cyclists”</i> 2009 - 2010	Cyclists and motorists	The intent was to remind cyclists and motorists that they are subject to the rules of the road as per the Ontario Traffic Act.	The approach included a guide explaining the road signs and rules of the road.	http://www.cityofkingston.ca/cityhall/press/release.asp?mode=show&id=2611
Lethbridge, City of <i>“Please Yield”</i> 2010	Motorists	The intent was to remind drivers that pausing for 5 seconds to let the bus in improves traffic flow and road safety.	The campaign spread its message through a series of videos.	
Manitoba Public Insurance <i>“Share the Road”</i>	Motorists	The intent of the campaign was to remind motorists to “share the road” with other vehicles, people and even animals.	The message was shared through a video.	http://www.mpi.mb.ca/english/dr_tips/SharingTheRoad.html
Mississauga, City of <i>“I am not a target”</i> September 2008	Pedestrians and motorists	The intent of the campaign was to promote pedestrian safety in Mississauga.	The campaign shared its message through posters.	http://www.mississauga.ca/portal/residents/pedestriansafety

<p>Mississauga, City of</p> <p><i>“Expect the unexpected”</i></p> <p>December 2009</p>	<p>Pedestrians, motorists, transit drivers, senior citizens, and high school students</p>	<p>The "Expect the unexpected" campaign was the second phase of the "I am not a target" campaign. This campaign reminded drivers and pedestrians to be aware, especially in low-light conditions.</p>	<p>The campaign shared its message through posters.</p>	<p>http://www.mississauga.ca/portal/residents/pedestriansafety</p>
<p>Montreal, City of</p> <p><i>“Ne Jouez Pas Avec Votre Securite (Be careful out there, don't play with your safety)”</i></p> <p>2008</p>	<p>Pedestrians and motorists</p>	<p>The intent of the campaign was to encourage pedestrians to cross safely at intersections and to urge drivers to respect crosswalks, reducing the number of accident victims and improving the road safety record.</p>	<p>The program included awareness and mobilization activities as well as road checks with police paying special attention to compliance with traffic signals and right of way at crosswalks. The campaign spread its message, through radio and newspaper ads.</p>	<p>http://www.svvm.qc.ca/EN/documentation/gd-campagne-pietons.asp</p>
<p>Montreal, City of</p> <p><i>“Zero Accidents “</i></p> <p>April - October 2010</p>	<p>Pedestrians, especially seniors</p>	<p>The intent of the campaign was to improve pedestrian safety and reduce the number of collisions involving pedestrians through encouraging considerate pedestrian behaviour.</p>	<p>The campaign spread its message through signs and posters in Montreal Metro cars, posters displayed in 64 selected bus shelters in key Montreal neighbourhoods, 268 “trompe-l’oeil” style, 36”-diameter self-adhesive ads placed on the sidewalk surface, an animation ad broadcasted on Canoe websites, bookmarks handed out by police officers during the awareness operations, and a “Zero Accidents” campaign safety vest. Police handed out tickets when necessary.</p>	<p>http://www.svvm.qc.ca/en/documentation/gd_42.asp</p>

<p>Montreal, City of</p> <p><i>“Active Transportation Safety Campaign “</i></p> <p>2012</p>	<p>Pedestrians, especially seniors</p>	<p>The intent of the campaign was to promote awareness and accountability among road users.</p>	<p>The campaign approach included an increase in the number of interventions and police controls.</p>	<p>http://www.spvm.qc.ca/EN/documentation/gd_66.asp</p>
<p>Montreal, City of</p> <p><i>“Pedestrian Safety Campaign”</i></p> <p>April - November 2012</p>	<p>Pedestrians, cyclists, motorists</p>	<p>The intent of the campaign was to remind motorists to pay attention on the road, obey traffic signs, regulations and right of way.</p>	<p>The campaign shared its message through videos, radio and newspaper ads.</p>	<p>http://www.spvm.qc.ca/EN/documentation/Campagne-securite-pietons.asp</p>
<p>Moose Jaw, City of</p> <p><i>“Share the Road, The Sign Says”</i></p> <p>2010</p>	<p>Motorists</p>	<p>The intent of the campaign was to raise awareness about new traffic signs, sponsored by Moose Jaw In Motion. The intent was to remind drivers to “share the road” with cyclists.</p>	<p>The campaign spread its message by distributing brochures to elementary school children and local cycling shops with the rules of the road for both cyclists and motorists.</p>	<p>http://www.discovermoosejaw.com/index.php?option=com_content&view=article&id=12134:share-the-road-the-sign-says&catid=13:local-news&Itemid=800</p>
<p>Niagara, City of & CAA</p> <p><i>“Share the Road”</i></p> <p>2012</p>	<p>Motorists, cyclists and pedestrians</p>	<p>The intent of the campaign was to spread awareness about the importance of motorists and cyclists understanding their responsibilities to share the road. The first campaign aimed to raise the awareness of pedestrians and to promote safe crossing behaviour. The second phase built on the messages of the earlier campaign, providing a focus on raising the awareness of motorists that pedestrians should be expected</p>	<p>The campaign message was spread through 1,000 “Share The Road” decals for municipal vehicles as well as "Watch For Bikes" stickers for drivers to place on their side mirrors, to reminder drivers to look out for cyclists.</p>	<p>http://www.caaniagara.ca/index.php/share-the-road.html</p>

		on the roadway.		
<p>Norfolk County</p> <p><i>“Same Roads – Same Rules – Same Rights”</i></p> <p>2011</p>	Cyclists and motorists	The intent of the campaign was to raise awareness amongst motorists and bicyclists that road safety is a shared responsibility.	The campaign message was promoted through road signs as well as free promotional items including, “Share the Road” reflective armbands and “Share the Road” bumper magnets.	http://www.norfolkpathways.ca/index.php?option=com_content&view=article&id=18&Itemid=19
<p>Nova Scotia & Halifax Regional Municipality</p> <p><i>“Crosswalk Safety Campaign”</i></p> <p>2007</p>	Pedestrians, cyclists and motorists	The intent of the campaign was to remind drivers, cyclists and pedestrians to share the road and look out for each other at crosswalks and intersections.	The ad spread its message, “crosswalk safety is a shared responsibility”, through radio, television, print and transit ads, encouraging pedestrians and drivers to use caution	http://novascotia.ca/news/release/?id=20090903001
<p>Ottawa, City of</p> <p><i>“Walk like your life depends on it”</i></p> <p>2009</p>	Pedestrians	The intent of the campaign was to promote safe pedestrian practices.	The campaign message was spread with posters and online information.	http://www.ottawa.ca/en/roads_trans/driving/road_safety/motorists/share_road/driver_tips/index.html

Ottawa, City of <i>“Shift to a nicer gear”</i>	Pedestrians, cyclists and motorists	The intent of the campaign was to raise awareness about the importance of being courteous and cautious when commuting and reminding all road users that each other's safety is a shared responsibility.	The campaign message was spread with posters and online information.	http://www.ottawa.ca/en/roads_trans/driving/road_safety/motorists/share_road/index.html
Regina, City of <i>“Thanks for the Break”</i>	Motorists and buses	The intent of the campaign was to encourage motorists and buses to share the road.	N/A	http://www.regina.ca/residents/transit-services/regina-transit/transit-notices-promotions/thanks-for-the-break/
Saskatchewan, City of <i>“No Zone - Sharing the Road”</i>	Motorists and big trucks	The intent of the campaign was to remind drivers that trucks have blind spots and to be aware of them for their own safety.	The campaign message was promoted through educational media including a “No-Zone” trailer and display that can be booked for functions, safety fairs, or events.	http://www.highways.gov.sk.ca/n ozone/
Saskatoon, City of <i>“Saskatoon is sidewalk friendly”</i>	Cyclists	The intent of the campaign was to ask cyclists to walk their bike on sidewalks.	The campaign message was spread through posters.	http://www.saskatoon.ca/DEPARTMENTS/Infrastructure%20Services/Transportation/Cycling/CyclingSafety/Pages/SidewalkSafety.aspx
Saskatoon, City of <i>“Lets get on track”</i> 2009	Cyclists and motorists	The intent of the campaign was to promote awareness about “sharrow” bike lanes.	The campaign message was spread with posters, a brochure, and radio ads.	http://www.saskatoon.ca/DEPARTMENTS/Infrastructure%20Services/Transportation/Cycling/CyclingEducation/Pages/LetsGetOnTrack.aspx
Thunder Bay, City of <i>“Share the Road - Coming to a lane</i>	Cyclists and motorists	The intent of the campaign was to spread information about what shared lanes are and what it means for the public.	The campaign message spread with pamphlets, billboards, bus tailcards and door hangers.	http://www.thunderbay.ca/Living/Getting_Around/Active_Transportation/Resources.htm

<i>near you”</i>				
Thunder Bay, City of <i>“You know me. I ride a bike”</i> 2011	Motorists	The intent of the campaign was to improve the relationship between motorists and cyclists. The goal was to personalize cyclists, so that motorists see a person, not an object, riding on the road.	The campaign used posters on transit shelters and buses to spread its message.	http://www.safecyclingthunderbay.com/article/you-know-me-i-ride-a-bike-127.asp
Toronto, City of <i>“Pass bikes safely”</i>	Cyclists and motorists	The intent of the campaign was to urge motorists to be careful while passing cyclists.	The message was spread through posters on recycling bins, transit vehicles and bus shelters.	http://www.toronto.ca/cycling/safety/passbikessafe/passbikessafe.htm
Toronto, City of <i>“The door prize”</i> 2005	Motorists	The intent of the campaign was to raise awareness amongst drivers or passengers that opening their car door in the path of cyclists is one of the most frequent car-bike collisions in the downtown core and that all of these collisions can be avoided. The citywide campaign seeks to increase safety, cooperation, and consideration among road users.	The campaign message was promoted through the distribution of 150,000 mirror decals and “Door Prize” cards.	http://www.toronto.ca/cycling/safety/watchforbikes/index.htm
Toronto, City of <i>“Safety is no joke”</i> September – November 2005	Motorists, cyclists and pedestrians	The intent of the campaign was to use humor in advertisements to spread the message that whether you are driving, walking or cycling, everyone needs to put safety first.	The campaign message was promoted through ads on various Toronto radio stations, in newspapers, transit shelters and on recycling bins.	http://www.toronto.ca/transportation/safety/index.htm

<p>Toronto, City of</p> <p><i>“We’re all pedestrians “</i></p> <p>2003-2005</p>	<p>Pedestrians and motorists</p>	<p>The intent of the campaign was to encourage both pedestrians and drivers to be careful on the road.</p>	<p>The campaign message was promoted through 220 posters on transit shelters, 500 curb side garbage bins across the city for five weeks, and one streetcar which travels on various routes over a 12-week period. Posters were also placed in libraries, community centres, schools and other locations.</p>	<p>http://www.toronto.ca/transportation/publications/pedestrian_safety/index.htm</p>
<p>Vancouver, City of</p> <p><i>“People are fragile”</i></p> <p>February 2012</p>	<p>Pedestrians, cyclists and motorists</p>	<p>The intent of the campaign was to raise awareness about behaviours that can cause serious injuries and fatal consequences for all road users with the goal of improving road safety and preventing collisions, injuries, and fatalities for all road users.</p>	<p>The campaign message was spread through street writing and ads on transit shelters and buses.</p>	<p>http://www.practiceroadsafety.ca/</p>
<p>Whistler, City of</p> <p><i>“Walk Safe”</i></p> <p>2011</p>	<p>Pedestrians and motorists</p>	<p>The intent of the campaign was to change pedestrian behaviour, improving the safety of pedestrians at night.</p>	<p>The campaign message was spread through transit ads and posters.</p>	<p>http://www.whistler.ca/walksafe</p>
<p>Winnipeg, City of</p> <p><i>“Stay back, stay safe”</i></p>	<p>Motorists and pedestrians</p>	<p>The intent of the campaign was to promote road sharing with snow clearing equipment by both motorists and pedestrians. Motorists and pedestrians were asked to alter their behaviours to winter conditions and to think about safety first.</p>	<p>The campaign message was shared through videos with the message, "Be patient, Motorists will lose, snow clearing vehicles can't always see you".</p>	<p>http://www.winnipeg.ca/publicworks/SnowRemoval/staybackstayafe.asp</p>

Table 3. United States of America: "Share the Road" Campaign Review

Jurisdiction	Target Audience	Intent	Approach	Website Link
<p>Maine, Department of Transportation</p> <p><i>"Share the Road"</i></p>	<p>Motorists and cyclists</p>	<p>The intent of the campaign was to educate bicyclists and motorists about safe and responsible use of the road system, to raise awareness among motorists to lookout for cyclists and how motorists can best to interact with them.</p>	<p>The campaign shared its message through radio ads, flyers, checklists, and frequently asked questions.</p>	<p>http://www.maine.gov/mdot/bikeped/safety/media.shtml</p>
<p>New York City</p> <p><i>"The Look!"</i></p> <p>September 2012</p>	<p>Pedestrians, cyclists, and motorists</p>	<p>The intent of the campaign was to remind motorists and pedestrians to be alert.</p>	<p>The campaign used street markings, ads, and videos to spread its message. "LOOK" pavement markings at crosswalks, with "eyes" drawn within the O's, to alert pedestrians to oncoming traffic.</p>	<p>http://fastlane.dot.gov/2012/09/ny-c-dot-look-campaign-reminds-new-yorkers-to-drive-and-walk-safely.html#.UI6Mdmj1jRo</p>
<p>New York City Department of Transportation</p> <p><i>"Heads up"</i></p>	<p>Cyclists and pedestrians</p>	<p>The intent of the campaign was to remind cyclists and pedestrians to obey the rules of the road in order to keep all users safe.</p>	<p>The campaign promoted its message through ads asking New Yorkers to "Know the Code and Share the Road". New York Knick Baron Davis joined the campaign, stating, "His head is up, is yours?"</p>	<p>http://www.nyc.gov/html/dot/html/safety/heads_up.shtml</p>

<p>New York City <i>“Curbside Haiku “</i> 2011</p>	<p>Pedestrians, cyclists and motorists</p>	<p>The intent of the campaign was to raise awareness about the importance of shared responsibility among pedestrians, bicyclists and motorists in keeping New York City’s streets safe.</p>	<p>The campaign spread its message through a public art campaign. The campaign used twelve bright, eye-catching designs by artist John Morse that mimic traditional street safety signs and were accompanied by a haiku poem.</p>	<p>http://www.nyc.gov/html/dot/html/safety/curbside-haiku.shtml</p>
<p>New York City <i>“Look and share the road”</i> 2009</p>	<p>Cyclists and motorists</p>	<p>The intent of the campaign was to promote motorist attention of cyclists on the road and to remind cyclists to obey traffic laws.</p>	<p>The campaign spread its message through broadcasts and print ads.</p>	<p>http://www.transalt.org/newsroom/media/3739 http://www.nyc.gov/html/dot/html/bicyclists/biketips.shtml</p>
<p>New York City <i>“Don't be a Jerk”</i> 2010</p>	<p>Cyclists</p>	<p>The intent of the campaign was to humorously highlight the essential dos and don'ts of safe, responsible biking with the message "Don't Be A Jerk".</p>	<p>The campaign included a Bike Smart pledge and videos.</p>	<p>http://www.nyc.gov/html/dot/html/bicyclists/dontbeajerk.shtml</p>
<p>Oregon, State of <i>“Share the Road” license plates</i> 2007</p>	<p>Motorists</p>	<p>The intent of the campaign was to encourage motorists and pedestrians to “Share the Road”.</p>	<p>The campaign used “Share the Road” license plates to spread its message.</p>	<p>http://www.oregon.gov/ODOT/D MV/Pages/vehicle/platenonprof.aspx</p>

<p>Portland, City of, Maine & Bicycle Coalition of Maine</p> <p><i>“Share the Road for a Healthy Maine”</i></p> <p>2006, expanded statewide in 2007</p>	<p>Motorists and cyclists</p>	<p>The intent of the campaign was to spread the message, "Same Roads, Same Rules, Same Rights". It explained proper etiquette for motorists including: yielding when turning, slowing down and allowing three feet of clearance. Cyclist etiquette includes: to obey all traffic laws and signals, ride on the right, signal turns, use lights at night.</p>	<p>The campaign message was promoted through media including television, radio, print and the Web. Greater Portland aired 115 television ads, 276 radio spots, 10 newspaper ads and 300,000 web impressions.</p>	<p>http://www.bicyclinginfo.org/library/details.cfm?id=3966 http://katana.hsrb.unc.edu/cms/downloads/EDU.SharetheRoadforaHealthyMaine.pdf</p>
<p>Portland, City of, Oregon</p> <p><i>“I Share the Road Pledge”</i></p>	<p>Motorists</p>	<p>The intent of the campaign was to promote awareness about speeding and encourage drivers to “Share the Road”.</p>	<p>The campaign spread its message by urging people to sign up to be an "I share the road" driver and put up yard signs.</p>	<p>http://www.portlandoregon.gov/transportation/article/141759</p>
<p>Seattle, City of</p> <p><i>“Take it Slow Downtown”</i></p> <p>2011 - 3rd year of the campaign</p>	<p>Pedestrians and motorists</p>	<p>The intent of the campaign was to urge all users traveling through downtown to “Take it Slow.” The objective of the campaign was to remind drivers and pedestrians that everyone has a role in improving safety.</p>	<p>The campaign spread its message through posters in store windows, coasters distributed to restaurants and bus ads in bright neon colors with slogan, “See You in the Crosswalk”. Participating stores offered a safety pledge to: cross safely at identified crosswalks, watch for cars when walking and take extra precautions when driving, biking and walking.</p>	<p>http://walkinginseattle.org/?tag=campaign</p>
<p>Seattle, City of</p> <p><i>“Be Super Safe”</i></p> <p>2012-2013</p>	<p>Pedestrians, cyclists and motorists</p>	<p>This campaign’s objective was to change the riskiest types of behavior that happen on Seattle streets.</p>	<p>The campaign approach included rack cards, posters, and a “road map for safety” brochure.</p>	<p>http://www.seattle.gov/besupersafe/campaign.htm</p>

Table 4 Australia: "Share the Road" Campaign Review

Jurisdiction	Target Audience	Intent	Approach	Link
<p>ATC Government Territorial and Municipal Services Australia</p> <p><i>"Share the Road"</i></p> <p>September - October 2011</p>	<p>Pedestrians, cyclists and motorcycles</p>	<p>The intent of the campaign was to urge all road users to "Share the Road".</p>	<p>The campaign included television, cinema and roadside message signs that depict potentially dangerous situations and also demonstrate appropriate behaviours.</p>	<p>http://www.austroads.com.au/abc/images/pdf/Australian_National_Cycling_Strategy_2011-16.pdf</p>
<p>Queensland, Australia</p> <p><i>"Share the Road"</i></p>	<p>Cyclists and motorists</p>	<p>The intent of the campaign was to teach cyclists and motorists how to share the road safely.</p>	<p>The campaign used a television and radio advertisement, stickers and information leaflets with the message, "Play fair and share the road".</p>	<p>http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/share-queensland.html</p>
<p>Queensland, State of</p> <p><i>"Share the Road"</i></p> <p>2000</p>	<p>Motorists, cyclists and potential cyclists.</p>	<p>The intent of the campaign was to raise awareness about issues affecting safe cycling, teaching motorists and cyclists how to share the road safely.</p>	<p>The campaign shared its message through TV advertising, safety net, radio promotion, driver training promotion, customer service centre promotion, promotional items such as t-shirts, stickers, posters, events, publicity through media release, sponsorship, and road safety consultant local promotion.</p>	<p>http://www.tmr.qld.gov.au/Safety/Driver-guide/Driving-safely/Sharing-the-road-with-cyclists.aspx</p>
<p>Queensland, State of</p> <p><i>"Share the road"</i></p>	<p>Cyclists and motorists</p>	<p>The intent of the campaign was to raise awareness about cycling safety and how cyclists and motorists can share the road responsibly.</p>	<p>The campaign shared its message through television commercials.</p>	<p>http://www.tmr.qld.gov.au/Safety/Driver-guide/Driving-safely/Sharing-the-road-with-cyclists.aspx</p>

<i>with cyclists”</i> 2012				
Sydney, City of <i>“Cool it, Share it”</i> 2012	Cyclists	The intent of the campaign was to encourage considerate and safe behaviour on shared paths.	The campaign included a sound installation, and a piano-like installation, with colourful keys arranged along the park's shared path.	http://cyclingresourcecentre.org.au/post/cool_it_share_it
Victoria, State of <i>“Share the Road”</i>	Cyclists and motorists	The intent of the community program was to help cyclists and motorists share the road cooperatively.	The campaign included leaflets for cyclists and motorists as well as car door and mirror stickers to remind motorists to check for cyclists.	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/share-victoria.html
Victoria, State of <i>“Road User or Abuser”</i> 2012	Cyclists and motorists	The intent of the campaign was to improve the relationship between drivers and cyclists.	The campaign was primarily promoted through social media, such as Facebook. The page provided a forum for bike riders and drivers to come together to discuss their concerns about sharing Victoria's roads.	http://cyclingresourcecentre.org.au/post/road_user_or_abuser

Table 5 New Zealand: "Share the Road" Campaign Review

Jurisdiction	Target Audience	Intent	Approach	Link
Auckland Region <i>"Slow down, children around"</i>	Motorists	The intent of the campaign was to encourage drivers to slow down.	The campaign promoted its message through, billboards, radio advertisements, posters, bumper stickers, interactive website.	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/speed-auckland.html
Auckland, City of <i>"Share the Road - Equal rights equal responsibility"</i> 2010	Cyclists and motorists	The intent of the campaign was to promote the message that all road users have rights and responsibilities to obey the road rules. The campaign asks road users to try putting themselves in another road user's space and think before you act.	The campaign spread its message with bus back and motorway off-ramp billboards, and web banners that provide access to weekly prize draws for open to both motorists and cyclist.	http://www.roadsafeauckland.org.nz/campaigns/index.cfm?id=1035
Christchurch, City of <i>"Speed stopping distance events"</i> 2004	Motorists, parents and students	The intent of the campaign was to raise awareness about the distance that is required to stop at 60 km/h compared with 50 km/h, and to encourage people to reduce speed, especially around pedestrians.	The campaign spread its message through distributing flyers and advertising around the neighbourhood prior to the campaign. An event was held, providing facts on speed and stopping distances, and discussed speed issues. A competition to guess the stopping distance of the car in the demonstration was held. The campaign used radio, print and bus back advertisements.	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/speed-christchurch.html

<p>Christchurch, City of</p> <p><i>“Turning traffic give way to pedestrians”</i></p> <p>2003</p>	Drivers turning at traffic lights	The intent of the campaign was to raise awareness about drivers turning and not yielding to pedestrians at signalized crossings.	The campaign included both education and enforcement elements. Teachers and parents from schools near signalized crossings took registration numbers of vehicles turning and not yielding to pedestrians so that the Police could later send them warning letters. Information cards were distributed to schoolchildren, encouraging them to bring them home to their parents. Media releases were also used to share information.	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/giveway-christchurch.html
<p>Christchurch, City of</p> <p><i>“Cycle lanes campaign”</i></p>	Motorists	The intent of the campaign was to educate motorists not to drive in bicycle lanes.	The campaign promoted its message through bus-back advertising, radio advertisements and leaflets.	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/cycle-lanes-christchurch.html
<p>Christchurch, City of</p> <p><i>“Stop. Look. Cyclist.”</i></p> <p>1999</p>	Drivers	The intent of the campaign is to remind motorists to check for cyclists before opening car doors.	The campaign spread its message through stickers distributed to motorists, fleet vehicle drivers and taxi operators with the message “Stop. Look. Cyclist.”	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/stop-christchurch.html
<p>Christchurch, City of</p> <p><i>“Share the Road”</i></p> <p>2003/2004</p>	Cyclists and motorists	The intent of the campaign was to encourage cyclists and motorists to share the road safely.	The campaign promoted its message through bus-back, billboards, radio, bus stop advertisements, postcards and promotional materials.	http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/share-christchurch.html

<p>New Zealand</p> <p><i>“iWay share the road”</i></p>	<p>Cyclists and motorists</p>	<p>The intent of the campaign was to promote the behaviours that a good cyclist and safe driver should do on the iWay commuter routes, making it safer for cyclists and motorists.</p>	<p>The campaign spread its message through video and posters.</p>	<p>http://www.iway.org.nz/share</p>
<p>Tauranga City</p> <p><i>“Be safe be seen”</i></p>	<p>Cyclists</p>	<p>The intent of the campaign was to encourage cyclists to make themselves visible on the road.</p>	<p>The campaign spread its message with cycle tags, posters and reflective cats eye stickers for helmets. Cyclists who were stopped by Police for cycling without lights were offered free cycle lights.</p>	<p>http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/be-safe-be-seen-tauranga.html</p>
<p>Tauranga City</p> <p><i>“Share the Road”</i></p> <p>2002/2003</p>	<p>Cyclists</p>	<p>The intent of the campaign was to encourage cyclists and motorists to share the road safely.</p>	<p>The campaign shared its message through activities including an Ironkid Triathlon, school visits from high profile community members and cyclists, councilors taking part in a cycle ride, enforcement, signs, posters and bumper stickers.</p>	<p>http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/share-tauranga.html</p>
<p>Waimakariri, District of</p> <p><i>“Don't burst their bubble”</i></p> <p>2002/2003</p>	<p>Cyclists and pedestrians</p>	<p>The intent of the campaign was to raise awareness among motorists that they need to provide more space to vulnerable road users such as cyclists, walkers, joggers and school children.</p>	<p>This campaign promoted its message through advertisements that used local people and included that person's story about their experiences on the road. Six advertisements were placed in local papers and on three billboards that focused on a walker, a jogger, a cyclist and a horse rider.</p>	<p>http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/bubble-waimakariri.html</p>

<p>Wellington Region</p> <p><i>“Red and green people pedestrian project”</i></p> <p>2002</p>	<p>Pedestrians and motorists</p>	<p>The intent of the campaign was to raise awareness among pedestrians about safe ways to cross the road at traffic lights.</p>	<p>The campaign promoted its message through the distribution of brochures with safety tips for pedestrians, media releases, street theatre involving a team of 25 actors dressed as red and green people that handed out brochures and interacted with the public.</p>	<p>http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/red-green-wellington.html</p>
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