



Share the Road Nova Scotia: Volume 2

Community Workshop Reports

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April 4, 2013

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**'Share the Road' Community
Workshop Report
Chester Grant, Municipality of the District
of Chester**

Ahsan Habib, PhD,
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April 4, 2013

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INTRODUCTION

Road safety is a shared responsibility. All road users, motorists, cyclists, pedestrians, should exhibit courteous and cautious behaviour to create a safe environment for all types of users. As part of developing a community-based Share the Road campaign, we have engaged with community members of Chester Grant and the Municipality of the District of Chester, to generate ideas for an effective Share the Road Campaign.

THE WORKSHOP

The workshop began with opening remarks from the session's community liaison, Gordon Tait, Active Living Coordinator with the Municipality of the District of Chester. Mr. Tait opened the session with a few welcoming words. Mr. Tait then welcomed the public and briefly introduced the concept of "Share the Road" campaigns as a conduit for road safety. Following Gordon, members of the DalTRAC team opened the floor up to the 16 community members in attendance, allowing them to introduce themselves.

Presentation of Research Findings: "Share the Road" Campaigns

After the introduction, Dr. Habib and the team offered a brief presentation on the research findings of the collision studies, best practice review, stakeholder consultation and earlier community engagements (see the Presentation in Appendix C).

SESSION 1

The first session focused on ways in which road safety can be improved in the local community, and how roads can better be shared by all users. Participants were organized into small groups of three or four people around tables. Each table got a number of maps of the community at different scales, and large pieces of paper. In the first activity, participants were asked to identify problematic road areas in their community on the maps and explain what they thought the reasons for this were. The second activity asked participants to brainstorm ideas of what could be done to encourage the safe sharing of roads, in terms of courteous and cautious behaviour, responsibility for road safety, and what kind of awareness programs are needed. All groups were asked to summarize the main points of their discussion on large pieces of paper, which were then pinned up on the walls.

a) Mapping Exercise

The participants identified the following problematic areas in their community:

- Highway 14 – some big trucks
- Highway 12 – very dangerous, lots of big trucks
- Chester connector trail – trail safety is important too
- Old Trunk road from Chester to 103 is a safe route with paved shoulder
- Victoria Street at Walker Road – pavement up the hill is bad
- S-turn between Civic II 134 and 12
 - Road too narrow
- St Margaret's Bay Road

- Physical
 - Washout shoulders
 - Broken pavement
 - No shoulder in places
- Traffic
 - Always fast
 - Large trucks
- Blind curves
- Windsor Road / Forties Road
 - Large trucks
 - Too fast
 - No Shoulders
- Marriott's Cove to Chester Basin

b) Brainstorming Session

Key issues

- Shoulders are not engineered well, or are not maintained for safety to cyclists
- Speed
- Large trucks (especially on highway 14)
- Lack of driver and cyclist education
- Roads in general are not designed with safety in mind
- There is no road to share!
 - No shoulders for bikes
 - Pot holes and large cracks
 - Fast cars
 - Large trucks
- Connectivity to trails lacking
- Steep slope / gravel
- No shoulder
- Cars are going too fast
- Cars not giving room
- Cars not waiting before passing

How can roads be shared better?

- To encourage safe sharing = education!
- NS driver's test – can it be reviewed to include more 'Share the Road'?
- Responsibility – Who are we targeting? Make sure the message matches the audience
- Politicians need to be educated too
- Offer free 'Share the Road' workshops to cyclists
- Engineers make sure design standards incorporate cyclists' needs
- Role models needed to be champions
- Change mindset around risk – acceptable for children
- Need to encourage walking / cycling regardless!
- Table at farmers' market highlighting issues and asking for info from passersby
- Stories in Masthead about people who cycle

- Take the trail signs
- Signage showing safer alternative routes
- Signage so people are expecting to see people walking and biking
- Education of drivers
 - Including new drivers through Driver's Education
 - 1 metre rule
- School siting – close to towns to allow AT opportunities
- Education – Actual vs. perceived risk
 - Regarding dangers associated with cycling
- Education of cyclists regarding responsibilities
 - And pedestrian safety opportunities including vests and lights
- Risk spending as a pot for supporting better infrastructure
- Unified trail map with destinations
- Empathy – shared experience of using roads “make” people experience the side of the road for diver training
- Trail connectivity
 - Large scale map
 - More frequent access to TES and amenities
 - Back door access to business i.e. cafes

SESSION 2

The second session focused on generating ideas for 'Share the Road' campaign development in the local community. The session was divided into two parts: an individual activity and group activities. The individual activity consisted of participants writing down ideas for a potential 'Share the Road' campaign slogan on post-it notes, which were subsequently pinned up on the wall. The slogans were read out by the community engagement facilitators to provide participants with feedback. The second part of the session was organized into group activities. Participants were asked to switch tables prior to beginning the activities. There was a choice of three activities, and each table could select the one they wanted to work on. Each group summarized their discussion on large pieces of paper which were pinned up on the wall. A volunteer was chosen from each group to provide an overview of their group's discussion.

INDIVIDUAL ACTIVITY

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

Slogans

Steer clear

Don't forget me, I'm here too

Care to share

Watch out for me

I want to get home too

I'm here too

One more bike = one less car! Clear the air!

We love cyclists

If we don't make our roads safe, how else will our kids get active?

Bikes have rights

Be a safe driver

We're all on this together – share the road

Stay alive

You know me

Please let me live. Hitting me costs you

Walk a mile in my shoes, ride a mile on my tires, share the road

Cyclists are people too!

Cars and bikes get us to the same place

Cycling and walking are more interactive and can help you get to know your neighbours!

Let's both get to our destinations

Share the experience, share the road

Let's both get there safely

Slow down. Enjoy the beauty

Put down your phone and enjoy the view!

You know me, I'm your neighbour

Hello!! I'm here too!

You know me, I'm your baby-sitter

Let's enjoy the view together!

We are neighbours

Road rage goes both ways

Drive like your children live here

Let's Share! (picture of bike, car and cyclist)

As fragile as my grandchild

Save gas; ride your bike

We all belong! Car, bike, walker

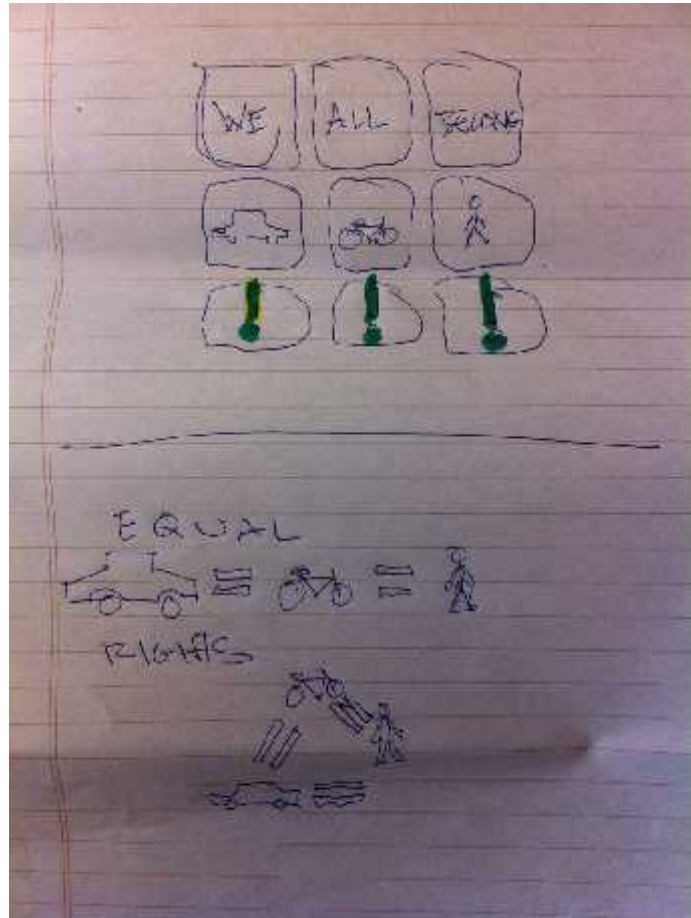
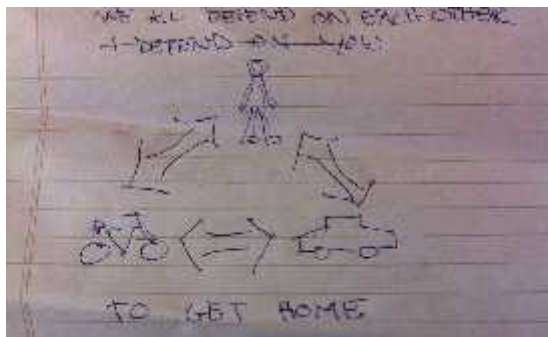
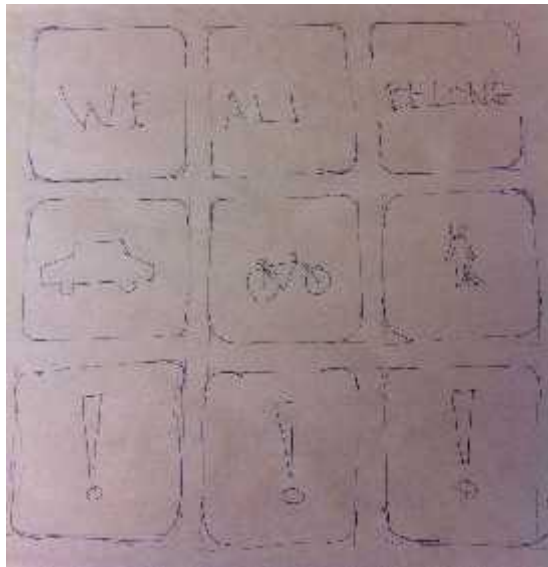
I am me and that includes you!

Good roads, good living

Enjoy nature; ride a bike

GROUP ACTIVITIES

a) Design your own campaign poster



The posters above show some ideas for what a potential 'Share the Road' campaign poster could look like, based on ideas generated by participants in the community engagement session.

b) How to spread the message in your community?

Participants were asked to suggest cost-effective ideas for how the campaign message could be spread in their community. The ideas which were generated are listed below:

- School kids – ask them what the message should be
- Legions
- Farmers markets – posters on a table set up to talk to people
- The Playhouse brochures
- Churches (bulletins)
- Bulletin boards
- Public interest stories on CBC, Masthead, Progress Bulletin, CKBW
- Community flyers (New Ross and Blandford)
- Aspotogan Heritage Trust – they're plugged into many groups
- High school drivers' education – it's all free, doesn't need a pilot (*we like this one best. The participants would be required to walk along the road → develop empathy with pedestrians and cyclists*)
- Put info on placemats in restaurants. Could even have a set of 6 human interest stories, 1 on each placemat)
- Social media – Facebook and YouTube
- App? Safe roads in 'this' area. Support: bike shops and scenic destinations
- Promote quality of secondary roads as the community's big recreational asset to be supported
- Appeal to energize public to make secondary roads a political issue
- Feedback to community through photographs, stats, and tabulation
- Local events: Fish Fry, Farmers Markets, Chester Races

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

Participants discussed how a wider audience within the community could be reached using social media.

- Reach all demographics/audiences
 - YouTube videos for reaching youth
 - QR codes
 - Facebook
- Use focus groups to identify the communication channels they use
- Use local people telling local stories within that → stories from all generations/ages
- Continue to increase networks by reaching out to special interest groups i.e. cycling groups, parent associations
- Identify social media champions for the campaign by running a local contest to develop slogans/ideas/awareness

Videos

- Go to high schools, elementary schools and community colleges to get ideas for campaign slogans, create YouTube videos to launch on social media sites
- Use humour → less than 30 seconds
- Use animals and kids in your video



**'Share the Road' Community
Engagement
Hubbards, Municipality of the District of
Chester**

Ahsan Habib, PhD,
Mateja Peterlin, and Kelsey Baglo

April 4, 2013

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INTRODUCTION

The workshop started with an introduction of the DalTRAC team, followed by community members introducing themselves and explaining their reasons for being interested in attending the workshop.

Presentation: “Share the Road” campaigns

After the introduction, there was a short Powerpoint presentation which highlighted the work of DalTRAC, provided examples of interesting ‘Share the Road’ campaign examples, and explained the format of the workshop. The workshop was divided into two sessions, with a break in-between.

SESSION 1

The first session focused on ways in which road safety can be improved in the local community, and how roads can better be shared by all users. Participants were organized into small groups of three or four people around tables. Each table got a number of maps of the community at different scales, and large pieces of paper. In the first activity, participants were asked to identify problematic road areas in their community on the maps and explain what they thought the reasons for this were. The second activity asked participants to brainstorm ideas of what could be done to encourage the safe sharing of roads, in terms of courteous and cautious behaviour, responsibility for road safety, and what kind of awareness programs are needed. All groups were asked to summarize the main points of their discussion on large pieces of paper, which were then pinned up on the walls.

a) Mapping Exercise

The participants identified the following problematic areas in their community:

- #3 highway, skate park to gym
- Lots of parents are home with children and no car near Hubbards
- Hwy 103 needs 4-5 foot shoulder to accommodate baby strollers on both sides
- No sidewalk on St. Margaret’s Bay Road
 - Is already a well-used walking loop
- There should be pedestrian / cyclist accessibility from AHT to Queensland Beach
- Speeding on St Margaret’s Bay Road
- Trail to highway access near Zinck Road
 - Awareness signs
 - Problematic / dangerous
- Cove Shore Road has “S” curves
- Aspotogan loop hills, by Lobster Pond

b) Brainstorming Session

Key issues

- Lack of shoulders
- Narrow shoulders
- Poor pavement
- Deep ditches
- Shoulder drops
- Attitudes against active users
- Conservative infrastructure spending
 - Motor vehicle centric

How can roads be shared better?

- Pedestrian and cycling is friendly
- From AHT – trail lead to at least Queensland
 - Include lands and loops around Shore club
- Pathways on private land? Purchase land around Johnson Road
- Widen route 3 shoulders!
- Signs where trail meets road
- Change behaviour – maybe through personal connection
- Educate kids and new drivers
- Better road standards
- Awareness program aimed for rural roadside pedestrians and cyclists
- Education has to begin at school
- Message has to be local

SESSION 2

The second session focused on generating ideas for 'Share the Road' campaign development in the local community. The session was divided into two parts: an individual activity and group activities. The individual activity consisted of participants writing down ideas for a potential 'Share the Road' campaign slogan on post-it notes, which were subsequently pinned up on the wall. The slogans were read out by the community engagement facilitators to provide participants with feedback. The second part of the session was organized into group activities. Participants were asked to switch tables prior to beginning the activities. There was a choice of three activities, and each table could select the one they wanted to work on. Each group summarized their discussion on large pieces of paper which were pinned up on the wall. A volunteer was chosen from each group to provide an overview of their group's discussion.

INDIVIDUAL ACTIVITY

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

Slogans

Who's your father?

Eyes in the back of your head

Slow down to see the world

Look both ways

Use your head, don't loose it

Death is lasting

Comin' with?

Nova Scotia: where the cars are as friendly as the people

Be careful: heads up, here I am

My vehicle is... I use this road

Careful bikers, kind drivers, harmonious roads

Pedestrians have no steel shell

What a fender bender does to cyclists

GROUP ACTIVITIES

a) Design your own campaign poster



b) How to spread the message in your community?

Participants were asked to suggest cost-effective ideas for how the campaign message could be spread in their community. The ideas which were generated are listed below:

Newspaper

- Bi-weekly news “from the road:

Community events

- Monthly women’s rides
- Bike rodeo concept
- Father’s Day ride
- Ride of Silence – international
- Create a ‘Ride the Lobster’ event

Encourage active transportation

- Ride bike – free coffee at the Barn
- Schools – bike to school day

Initiate “Marketing Tracks”

- Training for bike safety – skills
- Road signs

Blogging

- Ongoing
- Building websites

Bike racks

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

Participants discussed how a wider audience within the community could be reached using social media. The ideas included:

- Crowd-sourcing
 - Photos of problematic areas
- Pinterest
- Blogging
- NS Road Ecology.com
 - Collect videos from community (online)



**'Share the Road' Community
Engagement
New Glasgow, Pictou County**

Ahsan Habib, PhD.
Mateja Peterlin and Kelsey Baglo,

April 11, 2013

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a) Mapping Exercise

The participants identified the following problematic areas in their community:

- Frasers Mountain Road at John Campbell Road
 - Walk / don't walk at intersection flashing lights
- Persons using motorized chairs / scooters – where do they belong?
- Road safety training
- Winter use
- By-law for snow removal in front of business and home enforcement
- Library curbs / grate
- Lawtons curb near Vale Road
- Little Harbour Road – road to Melmerby Beach
 - #289 to Melmerby Beach has no bike lane or shoulders and the speed limit is too high
- East River Road – no bike lanes and heavy traffic
- East River East side Road needs widening for walking, biking and running
- Trenton Road and Little Harbour Road – proposed bike route
- S Foords Street – paint bike lanes
- Need bike lane under Trans Canada Highway overpass
- Need sidewalks on Main Street

b) Brainstorming Session

Key issues

- **Texting/distractions**
- Lack of info/support for users of motorized wheelchairs and scooters
- Underpass between Wellness Centre and mall/restaurants
- Placement of button for signal lights – difficult for wheelchair users to reach
- Snow removal policies and practices; enforcement

How can roads be shared better?

General comments

- Developing a relationship between road users
- Make sharing the road more personable
- Engaging other road users and motorists. Using advertising and road signs – “Have you seen a bike today?”
- Drivers waiting for pedestrians
- Rural and school areas – children playing

Support from municipality and organizations

- Municipal units supporting organizations/clubs e.g. town hall, planning department → public awareness PSA's
- Local active transportation groups could be more vocal and use media promotion year-round
- Public works – maintenance/infrastructure. Refresh painted lines
- Removal of old signage

Law enforcement

- Rewarding positive behaviour
- By-laws/sheriffs office

Massive education program:

1. What is active transportation – public awareness
2. Link in with government “Thrive” program
3. Media blitz
4. Social media blitz
5. High school education (troupe, skits)
6. Elementary school program (remember Elmer the Safety Elephant?)

SESSION 2

The second session focused on generating ideas for 'Share the Road' campaign development in the local community. The session was divided into two parts: an individual activity and group activities. The individual activity consisted of participants writing down ideas for a potential 'Share the Road' campaign slogan on post-it notes, which were subsequently pinned up on the wall. The slogans were read out by the community engagement facilitators to provide participants with feedback. The second part of the session was organized into group activities. Participants were asked to switch tables prior to beginning the activities. There was a choice of three activities, and each table could select the one they wanted to work on. Each group summarized their discussion on large pieces of paper which were pinned up on the wall. A volunteer was chosen from each group to provide an overview of their group's discussion.

INDIVIDUAL ACTIVITY

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Slogans

It's simple – let's share the road	Vehicles come in different sizes
One road & lots of ways to use it	Have you seen a bike today?
Fit, fun, fabulous – active transportation	It's a crosswalk, not a cross stroll (stop texting)
No sidewalk – walk on the left side of the road	Traveller image over time
Let us get there together – safely	Put yourself in someone else' shoes – bike, car, chair
These roads are made for walking. Please share!	Got ya... <i>(could be positive/negative behaviours)</i>
Pictou County on the move. Share the Road.	Road Rage = Angry Bird. Have fun ☺
I'm walking here!	Some are in a wheelchair so shovel sidewalks to show you care
Love me, love my bike.	Life with different views, try walking in different shoes
Gotta share ☺	Sustainable transportation – less cars, more footwork
Roads are for people	Think of elders, moms and babies, little boys and little ladies
I don't care what gas costs	Heritage themes, historical figures using present-day transit modes but won't yield for another road user... why?
Riders wanted	Comparison between people shopping for mother duck and baby on 401
Have you seen a walker today?	Some don't drive, they walk on bikes, so should roads not be well liked
Put both feet down on these pedals	

GROUP ACTIVITIES

a) Design your own campaign poster

Main components:

- **Concept** – need a spokesperson
- **'AWARE'** – show different perspectives

Ideas:

- Break for ducks?
- Elmer the Safety Elephant
- Colouring books/curriculum
- Flags
- Month designation – corresponding posters for themes
- Simple cartoons – simple messages
- Unplugged
- Tunnel vision – what are you missing? *Show the road, then show the full panoramic perspectives*
- What's wrong with this picture? *Full picture of various road users doing different behaviours*
- **OR** 'Eye Spy' – looking out for each other (Nova Scotians) – it should be easy to read
- Be a good neighbour – look out for each other
- Heads up as a slogan – we like. Simple. Easy to read, no explanation needed

b) How to spread the message in your community?

Participants were asked to suggest cost-effective ideas for how the campaign message could be spread in their community. The ideas which were generated are listed below:

- Radio advertisement
- Radio interviews with experts and word on the street interviews with road users
- TV spotlights and advertisement
- Municipality take role in helping promote and encourage people
- Full advertising campaign with billboards, newspaper etc
 - Hometown Voice – cheap ads
- Community events that bring people together
 - I.e. Bike week
- Local champions who promote the message within their community
- Internet campaigns and social media
 - I.e. YouTube videos, facebook page, website
- Using community table at the local farm markets
- Present to other community groups to spread the word
- Have "Share the Road" group/ message take part in local parades, Christmas, Canada Day etc.
- Have road safety message incorporated into vehicle festivals like car and bike shows
- Have a large forum or symposium
- Have people wear "Share the Road" t-shirts during Jonny Miles run

- Organizing community letter writing / petition campaigns and protests
- Organizing critical mass events for walkers and cyclists
- Encouraging more than just cyclists to take part in bike week
 - Have events to attract other people
- Government and municipalities look at AT as recreation – HUGE misconception – public awareness

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

Participants discussed how a wider audience within the community could be reached using social media.

Digital natives (?) vs. Digital immigrants – “so Google it”

How do you want to spend the last 10 years of your life?

1. Interactive website of **all** trails and roadways (all uses)
 - With links and visual expansion of data
2. Image/slogan to be remembered
3. Personalize choices in social stories
4. Highland connect

Social media campaign

- Start at an early age e.g. senior high
- Cell phones
- Facebook

Events that could highlight ‘Share the Road’

- Seniors’ Expo – June 7 & 8
- Commuter Challenge – Community Transit Nova Scotia



**'Share the Road' Community
Engagement
Pictou, Pictou County**

Ahsan Habib, PhD.
Mateja Peterlin and Kelsey Baglo,

April 11, 2013

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SESSION 1

The first session focused on ways in which road safety can be improved in the local community, and how roads can better be shared by all users. Participants were asked to discuss ideas of what could be done to encourage the safe sharing of roads, in terms of, for example, courteous and cautious behaviour, responsibility for road safety, and what kind of awareness programs are needed, among others.

Key issues

- People walking from residential areas to downtown in Stellarton
- Strollers, wheelchairs
- Sidewalks multi purpose
- County has no sidewalks, because doesn't have to maintain – it's the Province's responsibility
 - Do have sidewalks, just not on the portion under provincial jurisdiction
 - Passing the buck
 - Cross-jurisdictional issue
 - Crossing boundaries
- Awareness of stopping
- Generic signs won't work
 - Haikus make you look for one you're interested in etc
 - New York style campaign that's different, makes you stop and look, keep them dynamic, change and refreshing
- Humanize campaign eg Edmonton holding hands
- No shoulders in rural areas
- Fast, big trucks (Not a lot of traffic / volume) = Speed
 - Few congestion issues
- Rotary in Pictou: People coming off ferry, confused
 - Dangerous for cyclists
 - Few signs
 - Is Province's responsibility
 - Tourism season issues
 - Heavy traffic
- Stellarton – heavy truck traffic is major issue
 - How to divert
- Walking to work is challenging because of multi-purpose trips and summers are too hot

How to encourage people to share the road?

- Need to get people to bike and walk recreational in a safe environment first
- Stellarton – more people walk because of community college
- Stellarton – Kids take the bus to school
- You have to change the whole way of thinking
 - Champaign should encourage people that they CAN do it differently
- Target – parents, older people
 - So many campaigns for young people
 - Have an aging population
 - 30-40 year are the “sandwich generation”
 - Can influence their kids
 - Look, I’m healthy and walking
- Lady on bike – humanizes activity
- Different types of bikes makes it fun, baskets and fun colours
- Pedometers, workplace competitions / rewards etc
- Chad transit – could have community messages on them (one white)

SESSION 2

The second session focused on generating ideas for ‘Share the Road’ campaign development in the local community.

How to spread the message in your community?

- Facebook ads / hyper-targeting
- Start with people who are already active i.e. Johnny Miles running weekend list serve, local bike shop list serve
- Local radio station has Facebook following, jock talk, water cooler programs
- NS grant for bikes
- Blank canvasses on some busses, could have “Share the Road” signage
- Event sponsors?
- Volunteer shirts? – Share the Road t-shirts made for events
- One meter stick – don’t burst their bubble campaign ideas

Events that could highlight ‘Share the Road’

- Annual bike week, June 2-9
- July 8th Heartland Tour campaign



**'Share the Road' Community
Engagement
Halifax Regional Municipality**

Ahsan Habib, PhD.
Niki Siabanis, Stephen Stone and Brittney Samson

May 15th 2013

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INTRODUCTION

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

Presentation: "Share the Road" campaigns

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

SESSION 1

The first session was split into 3 activities, with the first two focusing on ways in which road safety can be improved in the local community, and how all users can better share roads. Participants were organized into groups of six to eight people around tables. Each table got a number of maps of the community at different scales, and large pieces of paper. In the first activity, participants were asked to identify problematic road areas in their community on the maps and explain what they thought the reasons for this were. The second activity asked participants to brainstorm ideas of what could be done to encourage the safe sharing of roads, in terms of courteous and cautious behaviour, responsibility for road safety, and what kind of awareness programs are needed. All groups were asked to summarize the main points of their discussion on large pieces of paper, which were then pinned up on the walls.

a) Mapping Exercise

Dartmouth

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

Cole Harbour/ Eastern Passage

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

- Portland St./ Cole Harbour Rd.
 - Traffic congestion
 - High speeds
 - Steep gradient

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

Halifax Peninsula

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

Halifax Mainland/ Clayton Park

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

- Bedford Hwy
 - Traffic Congestion
 - Montor
- Dunbrack/ Lacewood Shopping centres
 - Not walkable

*Midblock bus stops are a hazard

Spryfield

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

Timberlea/ Lakeside/ Beechville

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

Bedford/ Lower Sackville

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

b) Brainstorming Session

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

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

Suggestions:

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

Suggestions:

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

Individual activity

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

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

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

I am keeping my eyes on you

Why greener but unsafer

“You first... after you.”

Drive as if your children live on this street

People are fragile

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

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

Don't wait. Look now

We all want to get there in our own way.



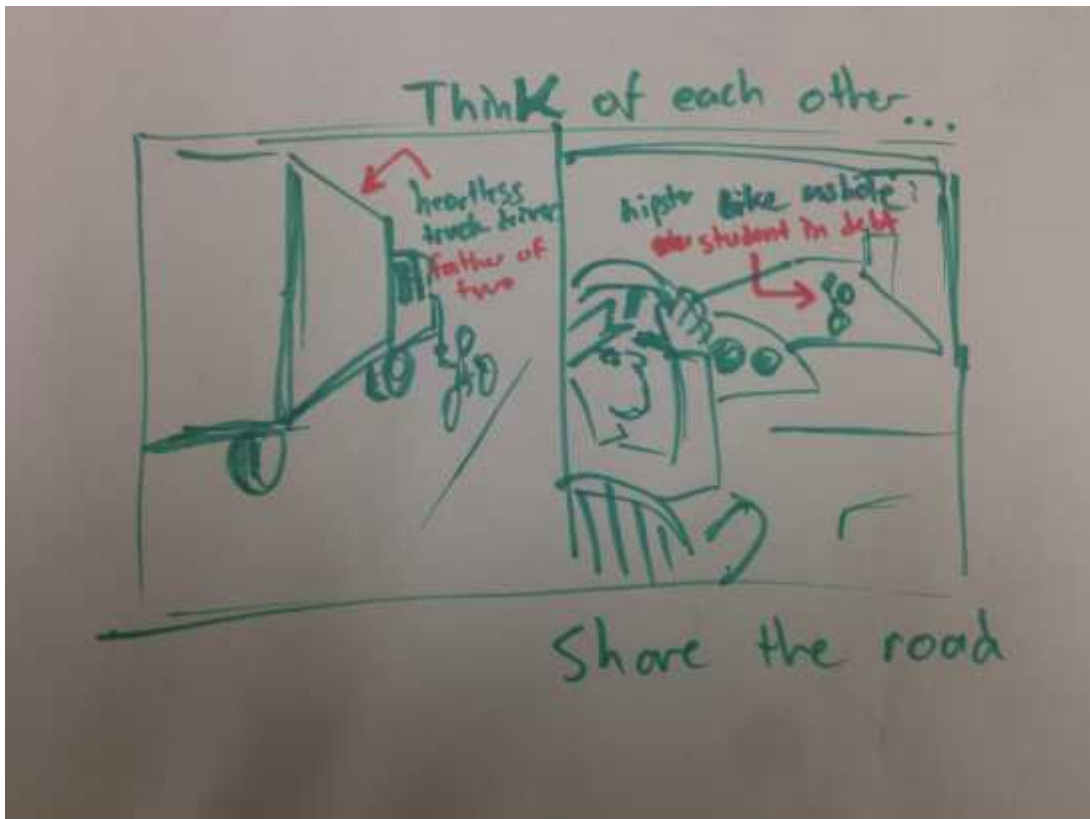
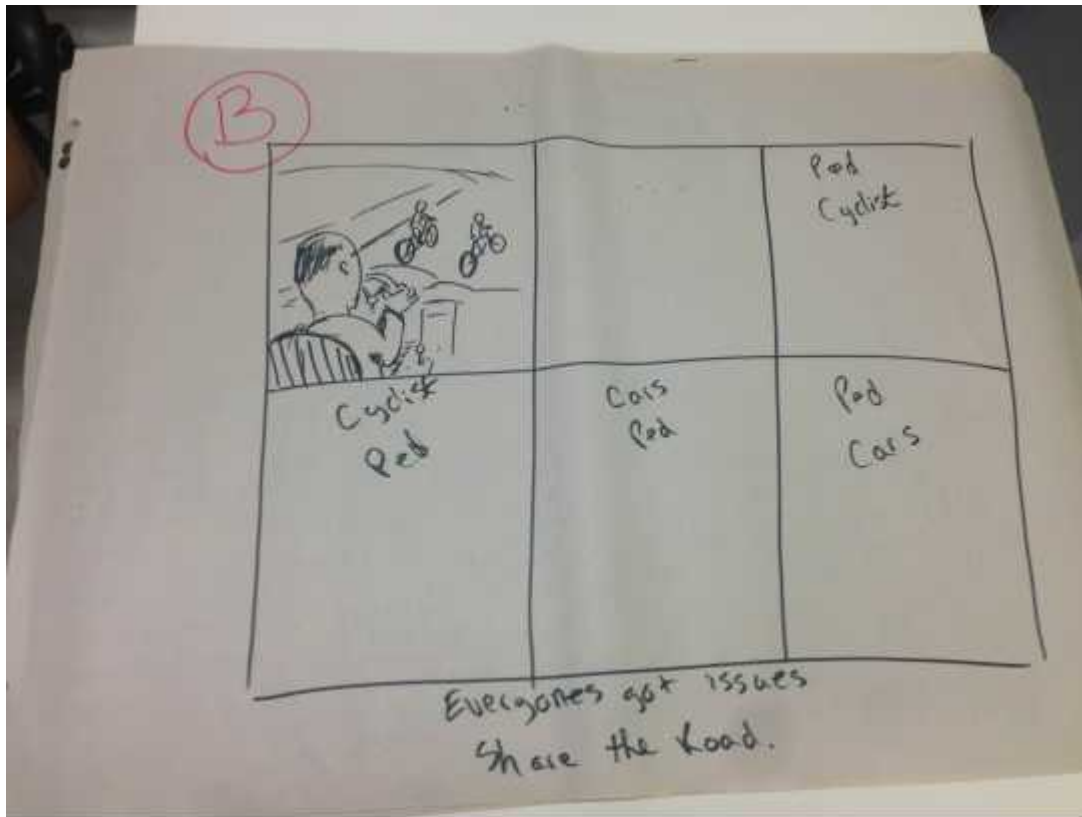
The above slogans were generated by the community during an individual activity session

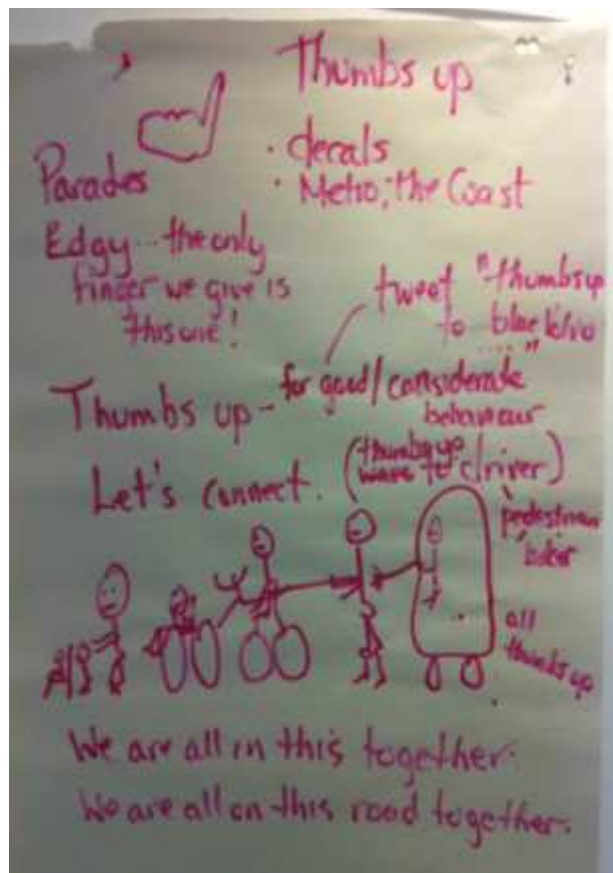
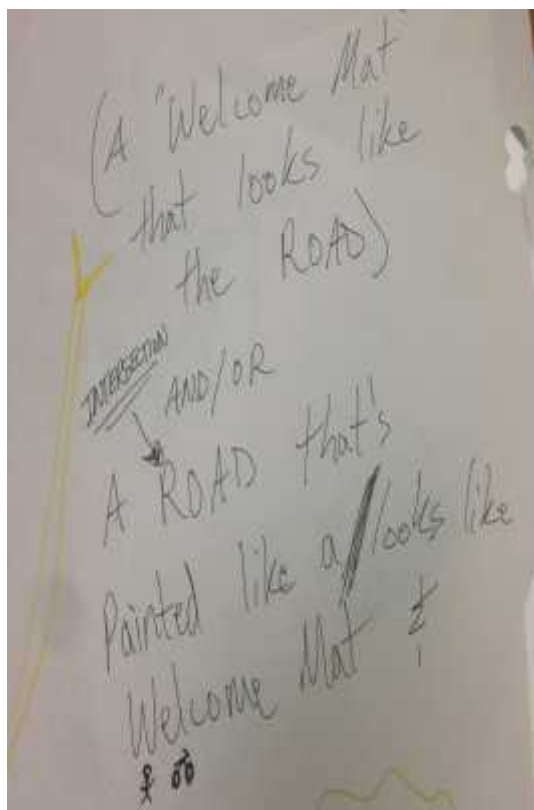
SESSION 2

The second session focused on generating ideas for ‘Share the Road’ campaign development in HRM. The session involved groups choosing one of three group activities based on their level of experience with the activities. There was a choice of three activities, ideas for poster design, ideas on how to spread the message, and ideas on how to best use social media. Each group summarized their discussion on large pieces of paper, which were pinned up on the wall. A volunteer was chosen from each group to provide an overview of their group’s discussion.

GROUP ACTIVITIES

a) Design your own campaign poster





The posters above show some ideas for what a potential 'Share the Road' campaign poster could look like, based on ideas generated by participants in the community engagement session.

b) How to spread the message in your community?

Participants were asked to suggest cost-effective ideas for how the campaign message could be spread in their community. The ideas which were generated are listed below:

Social Media – Facebook and Twitter
Radio/ TV ads featuring local Halifax celebrities
Advertisements on buses
Bumper stickers
Create a jingle for TV/Radio/Social media
Bus ads
License renewal – access NS
Newspaper Ads
Driver’s Education program
Running Club
Bike Club
Billboards
Community Events
“Participaction”
Pole Ads
Parking spots – guerrilla marketing (how many bikes can fit)
Bike rack signs
Bike Shops (I heart bikes)
Theatrical re-enactments
Getting kids involved
Focus Groups

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

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

Appendix



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