



Share the Road Nova Scotia: Volume 3

Community Workshop Evaluation

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INTRODUCTION

Evaluation surveys were administered at each of the five community sessions (Hubbards, Chester, New Glasgow, Pictou and HRM) to objectively measure the outcome of the community engagement sessions. The survey was designed to assess a behavioural response to “Share the Road” campaigns before and after the sessions. The survey also evaluates the design of the engagement sessions by assessing the relevancy of the presented content, preparedness of administrators. The survey ended with three open-ended questions, allowing participants to answer what they liked best and least from the sessions and to provide any further comments.

DISCUSSION OF RESULTS

The following analysis of the survey will be separated into two parts. The first part will assess the results from the first six questions of the survey. Respondents were asked to rank their answers on a 5 part likert scale. These summarize the results from all community engagement sessions together. Part two will assess the results of the open-ended questions and discuss key findings between the communities. The survey can be found in Appendix A.

Section 1

Section 1, or question 1 through 6 of the evaluation survey presents six statements pertaining to the community engagement session. Participants are prompted to rank the best applicable answer to the statement based on a five-part likert scale (strongly disagree, disagree neutral, agree, or strongly agree). To gather descriptive statistics, such as means and percentages, the responses were assigned numerical values in ascending order, ranging from 1 for strongly disagree and 5 for strongly agree. The following will present the responses in bar graphs; however, a full representation of survey results can be found in Appendix B.

Question 1 stated: “I was excited to attend this workshop”. The participants responded with:

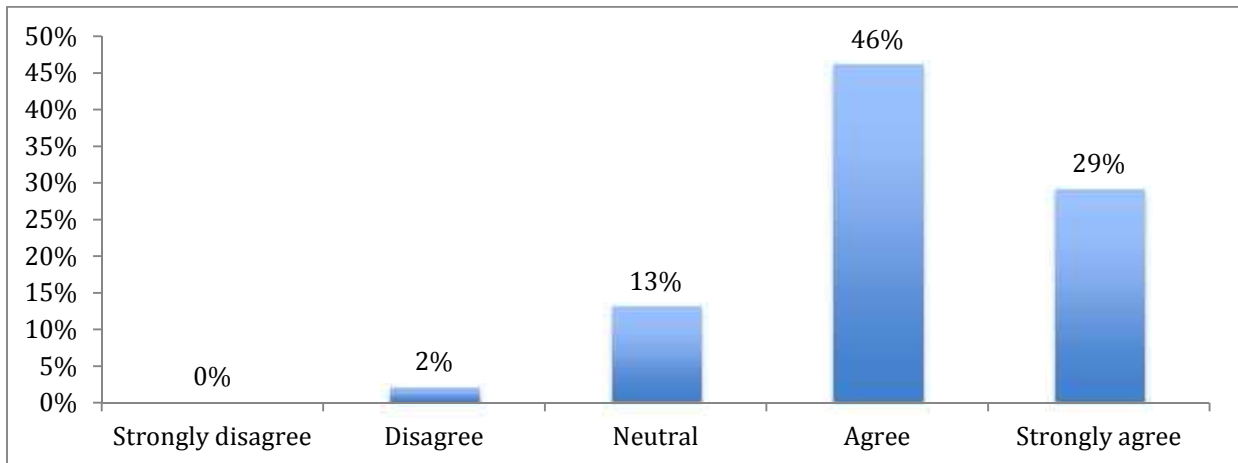


Figure 1. Responses to the statement “I was excited to attend this workshop”. Mean response is 4.2 (between agree and strongly agree) with n= 46.

The results indicate that 75% of respondents “agreed” or “strongly agreed” that they were excited to attend the workshop. Only 1 respondent indicated that they disagreed with this statement. The total sample for question one is 46 and the mean response is 4.21, between agree and strongly agree.

Question 2. stated: **“The workshop content was relevant, comprehensive and easy to understand”**. The participants responded with:

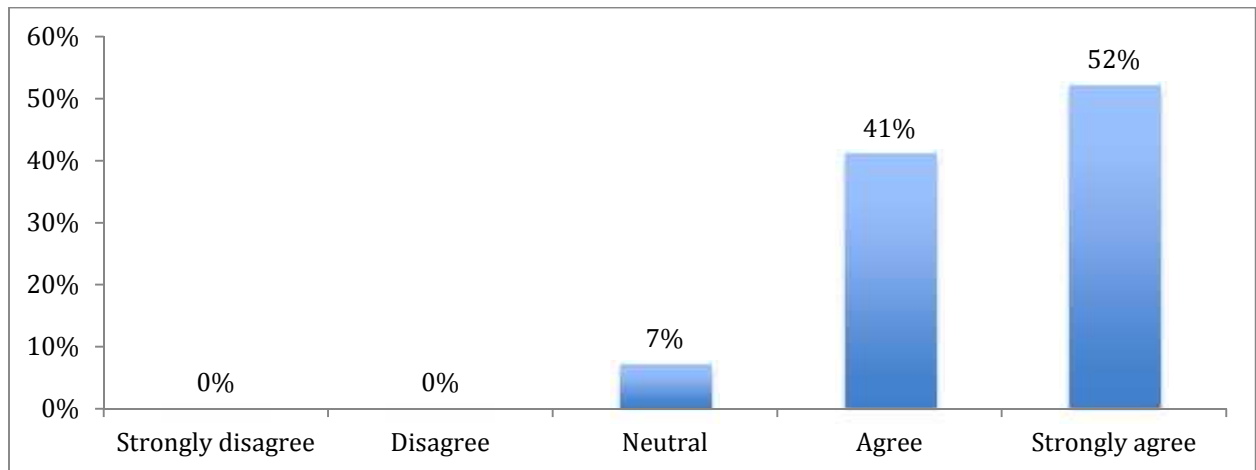


Figure 2. Responses to the statement: “The workshop content was relevant, comprehensive and easy to understand”. The mean response is 4.47, between agree and strongly agree with n= 46.

The results indicate that 93% of respondents agree or strongly agree that the workshop content was relevant, comprehensive and easy to understand. The total sample for question 2 is 46 and the mean response is 4.47, between agree and strongly agree.

Question 3. stated: **“The facilitators were well-prepared and responsive to participant’s questions”**. The participants responded with:

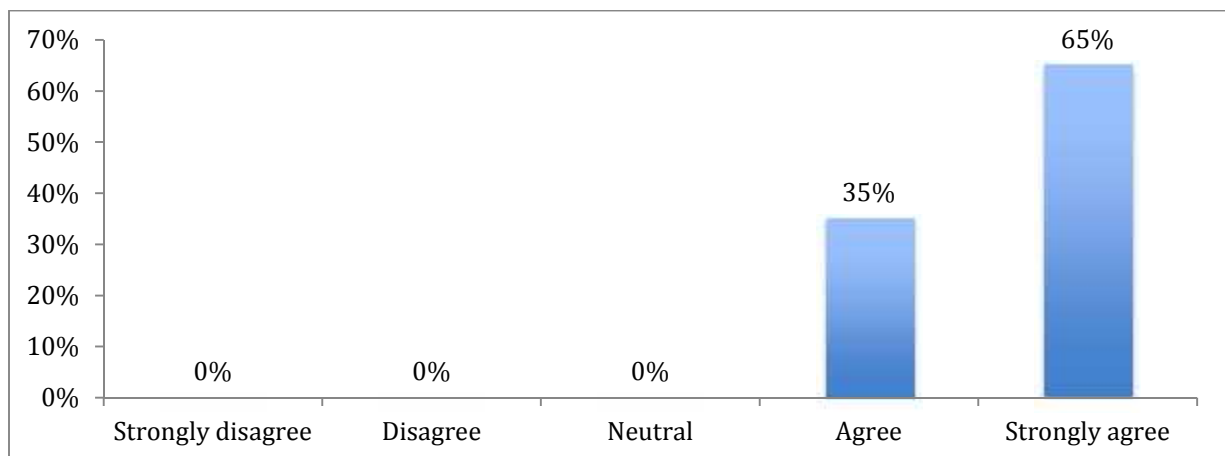


Figure 3. Respondents to the statement: “The facilitators were well-prepared and responsive to participant’s questions”. The mean response is 4.65 with n=46.

The results indicate that 100% of the respondents agreed or strongly agreed that the facilitators were well-prepared and responsive to participant’s questions. The total sample for question 3 is 46 and the mean is 4.65, between agree and strongly agree.

Question 4. stated: **“I have learned a lot about “Share the Road” awareness campaigns from this workshop”**. The participants responded with:

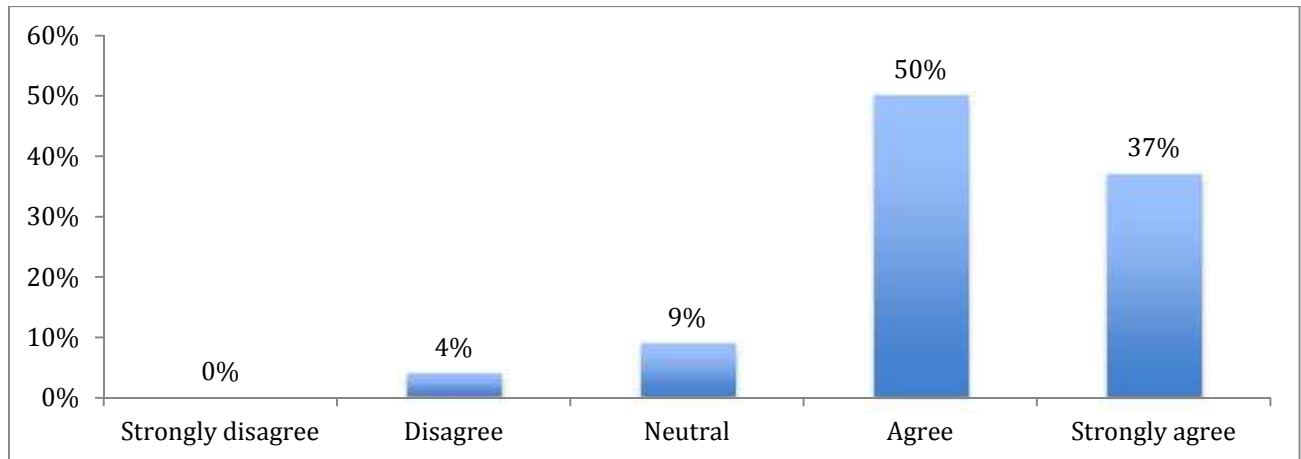


Figure 4. Responses to the statement: “I’ve learned a lot about “Share the Road” awareness campaigns from this workshop”. The mean response is 4.20 with n=46.

The results indicate that 87% of the respondents agree or strongly agree that they learned about “Share the Road” awareness campaigns from the workshop. Two respondents, or 4% indicated that they disagreed with this statement. The total sample for question 4 is 46 with a mean of 4.20, between agree and strongly agree.

Question 5. stated: **“This session inspired me to share the road”**. The participants responded with:

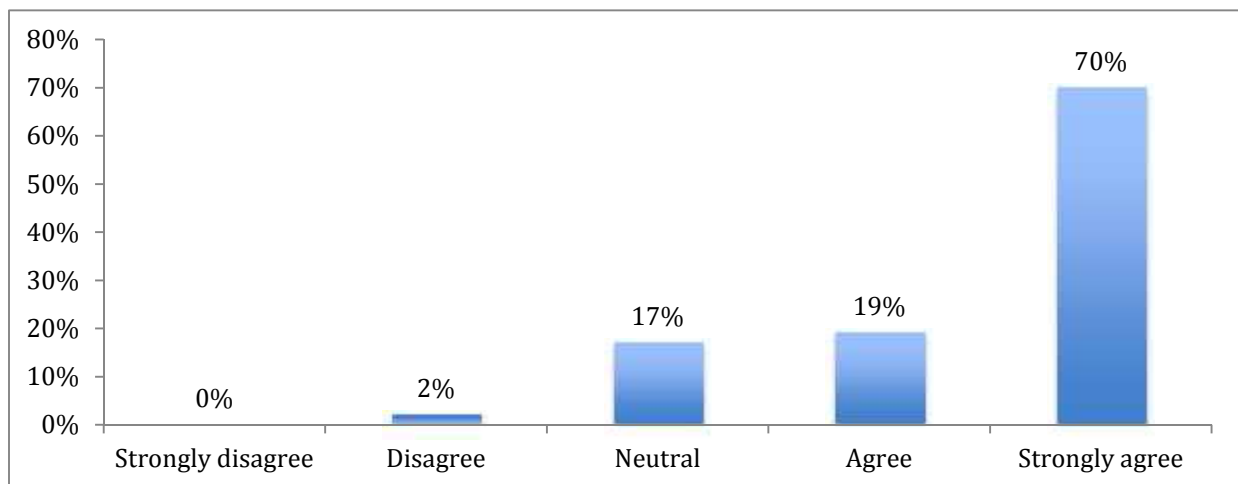
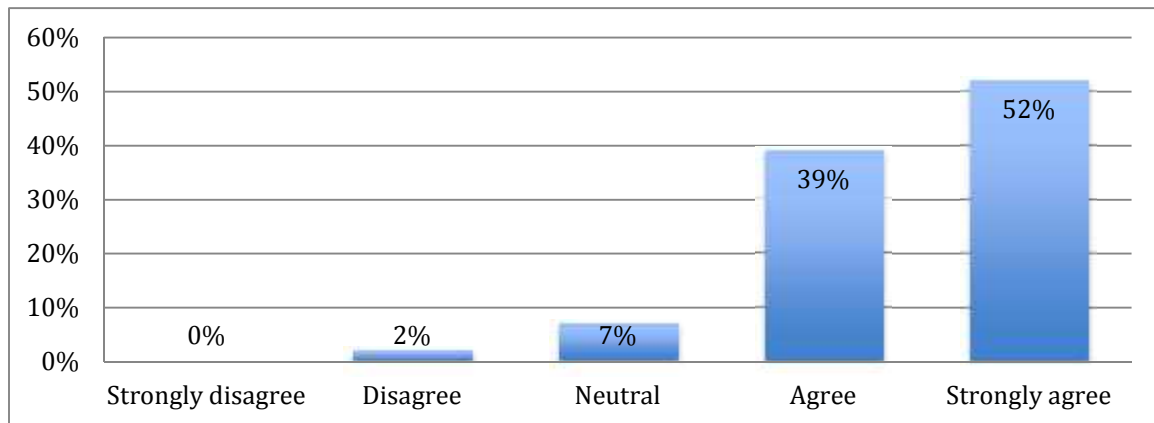


Figure 5. Responses to the statement: “This session inspired me to share the road”. The mean response is 4.4 with n=42.

The results from question 5 indicate that 91% of the respondents agree or strongly agree with the statement that the session inspired them to share the road. It is worth noting that this question may have caused confusion for some participants. It was noted on a number of surveys that “they were already inspired to share”, which may account for the slightly lower sample size of 42 for this question. The mean is 4.4, between agree and strongly agree for this statement.

Question 6. stated: “I am motivated to raise awareness on this issue in my community”. The participants responded with:



The results from question 6 indicate that 91% of the respondents agree or strongly agree with the statement “ I am motivated to raise awareness on this issue in my community”. 1 respondent disagreed and 3 indicated that they were neutral towards this statement. The mean response is 4.4, between agree and strongly agree with n=46.

Section 2

Section 2 of the survey featured questions 7 through 9 on the survey that were three open ended questions that allowed participants to elaborate on what they liked least and best about the public engagement session. The final question prompted respondents to offer any additional comments of feedback. The analysis for this section will be disaggregated by community to highlight the differences between HRM, Chester, and Pictou County respondents.

Municipality of the district of Chester Responses

Table 1. Frequency of responses when asked “what did you like most about the session” for Chester participants.

Question 7. What did you like most about the session?	Percentage
Open ended answers noted by the respondents	
Creativity and variety in the activities	39%
Well-structured and on-time	23%
Interaction with community members	23%
“Share the Road” best-practice review presentation	15%

Table 1. highlights the responses received in the Municipality of the District of Chester when asked “what did you like most about the session. For analysis purposes the responses were merged into relevant themes. The majority of responses indicate that the participants in this community enjoyed the variety and creativity of the goal-oriented activities. The structure and timeline of the sessions along with interacting with community members was also frequently mentioned.

Table 2. Frequency of responses when asked “what did you like least about the sessions” for Chester participants.

Question 8. What did you like least about the session?	Percentage
Open ended answers noted by the respondents	
Nothing	60%
Time constraints	30%
Creating slogans	10%

Table 2 highlights the responses receiving in the municipality of the District of Chester when asked “what did you like least about the session. For analytical purposes these responses were merged into common themes. The majority of participants responded with “Nothing” (60%). 30% of participants indicated that the time constraints of the activities were what they liked least about the session.

When prompted for additional comments Chester participants mostly offered “good luck” and “thank you” messages. One respondent indicated that RCMP enforcement for road safety issues is needed and another commented that a solution to road safety concerns for active transportation users would be to promote secondary roads as “safe routes”.

Pictou County Responses

Table 3. Frequency of responses when asked “what did you like most about the session” for Pictou County participants.

Question 7. What did you like most about the session?	Percentage
Open ended answers noted by the respondents	
Well-structured and on time	38%
Presentation of “Share the Road” best practice review	38%
Interactive nature	24%

Table 3. highlights the responses received in the Pictou County sessions when asked “what did you like most about the session. For analysis purposes the responses were merged into relevant themes. The respondents indicated that the structure and timeline of the sessions as well as the presentation of “share the road” best practice review was what they liked best about the session, both receiving 38% of total responses. The interactive nature of the sessions was what 24% of respondents liked most in the Pictou County workshop.

Table 4. Frequency of responses when asked “what did you like least about the sessions” for Pictou County participants.

Question 8. What did you like least about the session?	Percentage
Open ended answers noted by the respondents	
Nothing	40%
Low turnout	40%
Overview too brief	20%

Table 4 highlights the responses receiving in the Pictou County sessions when asked “what did you like least about the session. For analytical purposes these responses were merged into common themes. The most frequent responses were “Nothing” and the low turnout of participants, both highlighted by 40% of responses. 20% of responses indicated that the overview of the session was too brief and what they liked least from the workshop.

When prompted for “additional comments” at the end of the survey, Pictou County responses offered all “thank you” messages.

Halifax Regional Municipality Responses

Table 5. Frequency of responses when asked “what did you like most about the session” for HRM participants.

Question 7. What did you like most about the session?	Percentage
Open ended answers noted by the respondents	
Interactive format	71%
Volunteers/Staff/Facilitation	17%
Presentation of “Share the Road” best practice review	11%

Table 5. highlights the responses received in the Halifax Regional Municipality workshop when asked “what did you like most about the session. For analysis purposes the responses were merged into relevant themes. The respondents indicated that the interactive format was what they liked best about the session, being mentioned in 71% of responses. 17% of respondents indicated that the volunteer, staff and overall facilitation of the session was what they liked best. The best practice review of “share the road” campaigns was mentioned by 11% of responses as what participants liked best.

Table 6. Frequency of responses when asked “what did you like least about the sessions” for HRM participants.

Question 8. What did you like least about the session?	Percentage
Open ended answers noted by the respondents	
Time constraints	54%
Objectives not clear	30%
Room temperature (too cold)	8%
Use of Styrofoam cups	8%

Table 5 highlights the responses receiving in the Halifax Regional Municipality workshop when asked “what did you like least about the session. For analytical purposes these responses were merged into common themes. The most frequent response was “time constraints”, mentioned in 54% of responses. Followed by “objectives not clear” at 30%. Two people indicated that the room temperature and use of Styrofoam cups were what they liked least about the workshop.

When prompted for “additional comments” at the end of the survey, Pictou County responses offered all “thank you” messages.

APPENDIX A

Workshop Evaluation

On a scale of 1-5 where 1 is **strongly disagree** and 5 is **strongly agree**, please circle the most appropriate answer:

- 1. I was excited to attend this workshop: 1 2 3 4 5

- 2. The workshop content was relevant, comprehensive and easy to understand: 1 2 3 4 5

- 3. The workshop lived up to my expectations: 1 2 3 4 5

- 4. The activities were useful learning experiences: 1 2 3 4 5

- 5. The facilitators were knowledgeable, well-prepared and responsive to participants' questions: 1 2 3 4 5

6. What did you **like best** about this workshop? _____

7. What did you **like least** about this workshop? _____

Additional comments: _____

APPENDIX B.

Table 7. Summary of section 1 survey responses.

1. I was excited to attend this workshop (n=46)				
Strongly Disagree 0% (0)	Disagree 2%	Neutral 13%	Agree 46%	Strongly agree 29%
2. The workshop content was relevant, comprehensive and easy to understand (n=46)				
Strongly disagree 0%	Disagree 0%	Neutral 7%	Agree 41%	Strongly agree 52%
3. The facilitators were well-prepared and responsive to participant's questions				
Strongly disagree 0%	Disagree 0%	Neutral 0%	Agree 35%	Strongly agree 65%
4. I have learned a lot about "Share the Road" awareness campaigns from this workshop.				
Strongly disagree 0%	Disagree 4%	Neutral 9%	Agree 50%	Strongly agree 37%
5. This session inspired me to share the road				
Strongly disagree 0%	Disagree 2%	Neutral 17%	Agree 19%	Strongly agree 70%
6. I am motivated to raise awareness on this issue in my community				
Strongly disagree 0%	Disagree 2%	Neutral 7%(3)	Agree 39% (18)	Strongly agree 52% (24)