



**‘Share the Road’ Community
Engagement
Chester Grant, Municipality of the District of
Chester**

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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’ 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 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 <u>on</u> 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

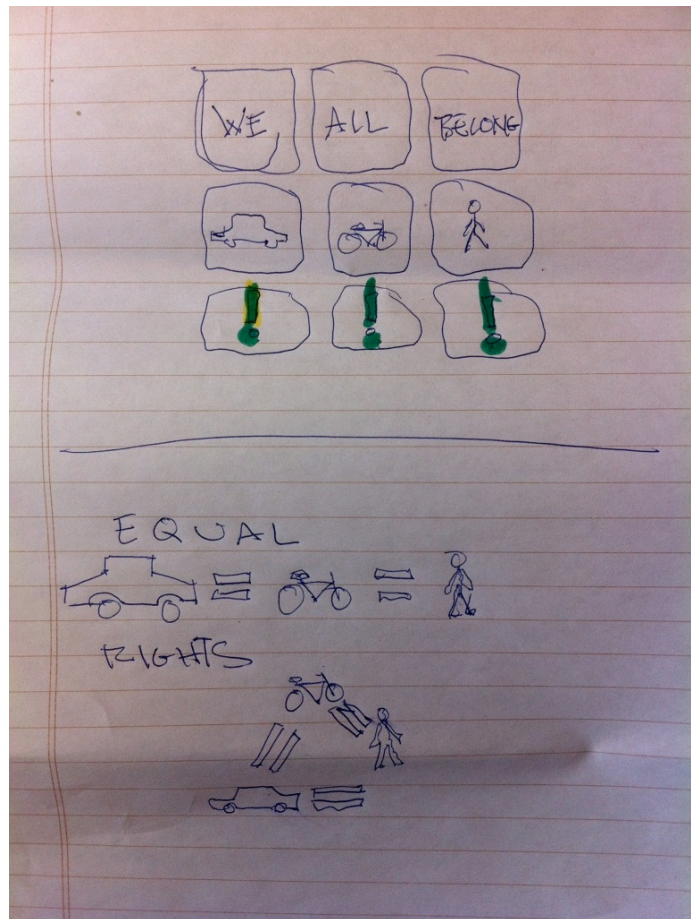
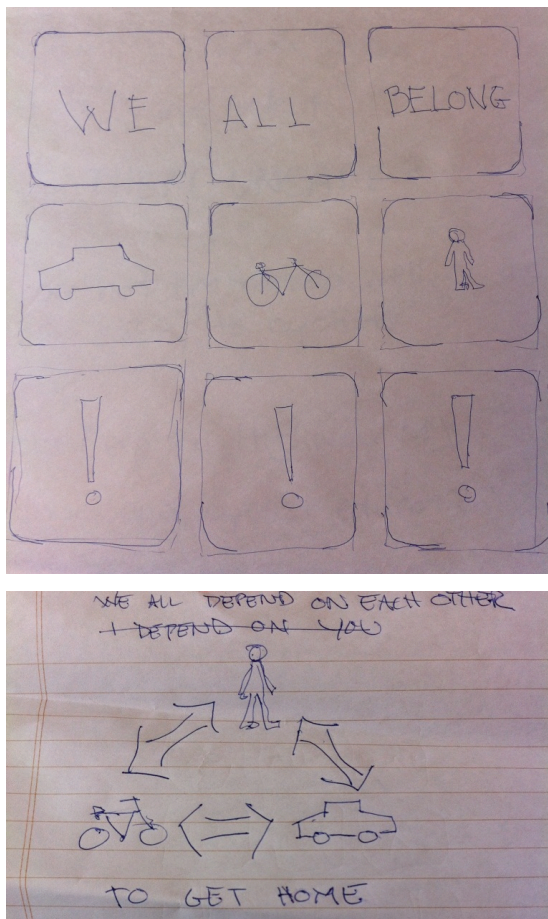
I am me and that includes you!

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 videos