



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

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## Contents

INTRODUCTION .....	3
Presentation: “Share the Road” campaigns .....	3
SESSION 1 .....	3
a) Mapping Exercise.....	3
b) Brainstorming Session .....	4
Key issues.....	4
How can roads be shared better?.....	4
SESSION 2 .....	5
INDIVIDUAL ACTIVITY .....	5
Slogans.....	5
GROUP ACTIVITIES .....	5
a) Design your own campaign poster .....	5
b) How to spread the message in your community? .....	6
c) How can we use social media for raising awareness? .....	6

## 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?

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

Eyes in the back of your head

**Be careful: heads up, here I am**

**Slow down to see the world**

My vehicle is... I use this road

Look both ways

**Careful bikers, kind drivers, harmonious roads**

**Use your head, don't loose it**

Pedestrians have no steel shell

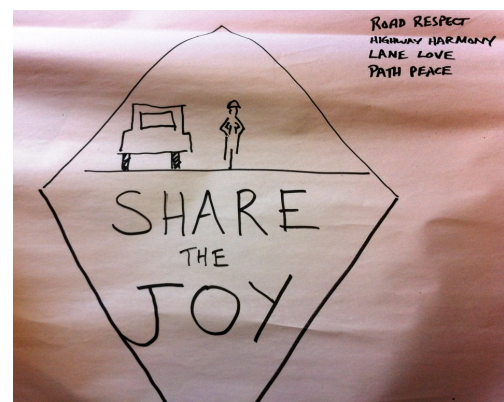
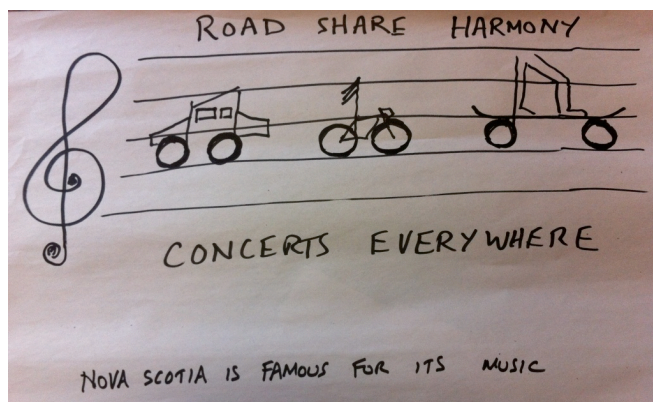
Death is lasting

What a fender bender does to cyclists

Comin' with?

### 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
- Pintrest
- Blogging
- NS Road Ecology.com
  - Collect video