



**‘Share the Road’ Community  
Engagement  
New Glasgow, Pictou County**

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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 .....	6
a) Design your own campaign poster .....	6
b) How to spread the message in your community? .....	6
c) How can we use social media for raising awareness? .....	7
Events that could highlight ‘Share the Road’ .....	7

## 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:

- 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

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

It's simple – let's share the road

One road & lots of ways to use it

Fit, fun, fabulous – active transportation

No sidewalk – walk on the left side of the road

**Let us get there together – safely**

These roads are made for walking. Please share!

**Pictou County on the move. Share the Road.**

I'm walking here!

Love me, love my bike.

Gotta share ☺

Roads are for people

I don't care what gas costs

Riders wanted

Have you seen a walker today?

Put both feet down on these pedals

**Vehicles come in different sizes**

Have you seen a bike today?

It's a crosswalk, not a cross stroll (stop texting)

Traveller image over time

**Put yourself in someone else' shoes – bike, car, chair**

Got ya... *(could be positive/negative behaviours)*

**Road Rage = Angry Bird. Have fun ☺**

Some are in a wheelchair so shovel sidewalks to show you care

**Life with different views, try walking in different shoes**

Sustainable transportation – less cars, more footwork

Think of elders, moms and babies, little boys and little ladies

Heritage themes, historical figures using present-day transit modes but won't yield for another road user... why?

Comparison between people shopping for mother duck and baby on 401

Some don't drive, they walk on bikes, so should roads not be well liked

## 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