



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

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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 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 8? Heartland tour, health awareness campaign