

# Share The Road Signage Pilot Project Evaluation Report



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## Executive Summary

Cycling is an excellent form of exercise and increasingly popular activity for both recreational and / or utilitarian purposes. However, cyclists are considered vulnerable road users and as such, provincial & local statistics indicate there is a need to address safety issues related to cycling.

Roads on the west side of London and within the municipality of Middlesex Centre, Middlesex County are used regularly by local cycling club members as well as recreational cyclists. In response to expressed safety concerns by cyclists using the roads in this area, the Share The Road Signage Pilot Project (STRSPP) group decided to develop and implement a pilot project to help address these concerns. The project included a general education campaign for the Middlesex-London area and signage that was placed specifically on the west side of the city and within the municipality of Middlesex Centre, Middlesex County. The possibility for future expansion of the project would be deliberated once the pilot project was completed and evaluated.

Goals of the project were to:

- 1) Improve safe driving and cycling practices when sharing the road
- 2) Increase physical activity levels, and
- 3) Increase collaboration among stakeholders on Share the Road initiatives.

The following project-specific objectives were developed as a means of working toward achieving the goals:

- To educate drivers and cyclists about sharing the road, and
- To install Share the Road signage on the west side of London and within Middlesex Centre / Middlesex County where appropriate.

Presentations were made to several municipal committees to inform and receive endorsement to proceed with the pilot project. A multi-channel education campaign was developed using local data as well as input from cyclists and drivers. Implementation and evaluation of the project occurred over a 4 month period. The target audiences of drivers and cyclists 16 years of age and older were reached through a variety of communication channels including: 580 aired radio spots, Facebook ads, Twitter, a dedicated Share the Road webpage, newspaper articles, various print formats and community events. The Facebook aspect of the education campaign had a reach of 91,643 and generated enthusiastic community discussion with over 380 visitor comments. The online survey was completed by 367 respondents and included 216 comments.

Two types of road signage were installed in London and Middlesex County: 1) 4 (4 x 8') signs with the message "1 metre (3 feet) is a safe passing distance" and 2) Ontario Traffic Manual – Book 18, "Share the Road" signs were installed respectively within the City of London (16) and within Middlesex County (8). Cyclist counts were taken at 5 different sites on 2 different occasions.

The two project objectives were largely realized through the collaborative efforts of the 28 partners who invested both fiscal and human resources in order to develop, implement and evaluate the project.

The STRSPP was one of several strategies / initiatives focused on improving cycling safety within the London-Middlesex area. In general, application of strategies outlined in *Canada's Road Safety Strategy 2015* is recommended. Based on the common themes gathered throughout the project, particular strategies, that address education, infrastructure and enforcement, should be considered in order to continue to improve the safety of the cycling environment within London and Middlesex County.

## Introduction

Cycling is an increasingly popular activity for both recreational as well as utilitarian purposes. It is recognized as an excellent form of obtaining exercise. Chronic disease conditions such as cardiovascular disease, strokes, Type 2 diabetes, obesity, and some cancers can be positively impacted by engaging in regular exercise. Cycling lends itself to being an ideal mode of active transportation which can be used not only for recreation but to also efficiently travel to and from home to places of work, school or shopping.

Cyclists are considered vulnerable road users and as such provincial & local statistics indicate there is a need to address safety issues related to cycling. According to *Canada's Road Safety Strategy 2015*, a range of strategies are recommended in order to address road safety issues (Canadian Council of Motor Transport Administrators, 2011). The following strategies used separately or in combination, can address road users, infrastructure and / or vehicles:

- Education / Training
- Communication and Awareness
- Enforcement
- Information / Data / Research
- Policy / Legislation / Regulation
- Technologies
- Road infrastructure
- Linkages

Several reports have identified the need for safer cycling environments. The *Cycling Death Review* by the Office of the Chief Coroner for Ontario (2012) provided recommendations based on a detailed review of accidental cycling deaths in Ontario between January 1, 2006 and December 31, 2010. Among the several recommendations made, two are particularly relevant to the current project:

- A comprehensive cycling safety public awareness and education strategy
- Establishment of a 'one metre' rule for vehicles when passing cyclists
- Enforcement, education and public safety activities targeted to the specific issues of cycling safety identified in a given community

The Share the Road Cycling Coalition (2010) report, *When Ontario Bikes, Ontario Benefits: A Green Paper for an Ontario Bicycling Policy*, indicated the need for a bicycling policy for Ontario. According to this report, benefits of cycling include; reductions in obesity, reduced traffic congestion, improvements to climate change, quality of life by enhancing social cohesion and inclusion and enhanced economic development through tourism and leisure pursuits. Identified priorities included:

- Funding for bicycling infrastructure
- Education programs for cyclists and motorists
- Public awareness and promotion campaigns
- Legislation and policy to promote cycling

The Ontario Ministry of Transportation (2013) *#CycleON Ontario's Cycling Strategy* recognizes that cycling has become a popular activity in Ontario for both recreational and daily transportation and that cycling generates a wide range of health, economic, social and other benefits. The overall vision is that, "Cycling in Ontario is recognized, respected, and valued as a core mode of transportation that provides individuals and communities with health, economic, environmental, social and other benefits" (Ontario Ministry of Transportation, 2013). The vision is supported by five strategic directions:

- 1) Design Healthy, Active and Prosperous Communities,
- 2) Improve Cycling Infrastructure,
- 3) Make Highways and Streets Safer,
- 4) Promote Awareness and Behavioural Shifts, and
- 5) Increase Cycling Tourism Opportunities.

There is evidence to support using various education approaches in order to impact behaviour change. A systematic review by Robinson et al. (2014) concluded that there is strong evidence that health communication campaigns that use multiple channels, including at least one mass media channel, combined with promotion and distribution of free or reduced price health related products are effective in improving healthy behaviors. A meta-analysis found that road safety campaigns can be effective in the short term if the message is delivered with a personal communication in a way that is proximal in space

and time to the behaviour targeted by the campaign (Phillips, Ulleberg & Vaa, 2011).

When it comes to the impact signage has on lateral placement and speed of vehicles passing bicyclists, Kay et al. (2014) found that sign treatment reduced the proportion of motor vehicles that passed bicyclists in the rightmost lane position though the signs did not significantly affect the mean buffer distance between the bicyclists and passing motorists or the propensity of crowding events during passing. The authors found that the “Share the Road” sign treatment resulted in a 2.5 miles/h (4.0 km/h) reduction in vehicle speeds. John Hopkins Center for Injury Research & Policy (2012) states that evidence for traffic signs related to speed, hazards, etc. is robust and general estimates value them as effective. The use of signage as part of an overall pedestrian and bicyclist strategy increases the number of vehicles yielding to pedestrians and cyclists and decreases collisions.

## Background and Rationale

There is a growing demand and expectation to provide safe and supportive environments for cycling and that preventing cyclist collision, injuries and deaths is paramount. Cyclists are considered vulnerable road users and as such deserve serious consideration when it comes to providing safe cycling environments.

Collision data gathered between 2008 and 2013 in London indicate there were 779 Motor Vehicle Collisions (MVC) involving cyclists and of those incidents, cyclists were at fault 502 times and drivers were at fault 273 times (Human Environments Analysis Lab, 2014). Injury data indicate that the average yearly rate of Emergency Room visits between 2009 and 2013 for bicycle related traffic collisions was higher in Middlesex-London at 27.8 per 100,000 compared to 18.8 per 100,000 in Ontario. This amounted to 128 ER visits per year in Middlesex-London (Ontario Ministry of Health and Long Term Care, 2014).

The current STRSPP built on previous local awareness and education initiatives. It also aligned with current provincial efforts to increase the number of people cycling and to provide them with safe cycling environments.

Several (28) community organizations collaborated to carry out the STRSPP and included the following:

- Middlesex-London Health Unit – staff from the Environmental Health and Chronic Disease Prevention Service, Healthy Communities and

Injury Prevention Team provided leadership and guidance for the overall project.

- City of London – staff from Environment, Fleet & Solid Waste and Environmental & Engineering Services provided leadership and guidance in matters pertaining to roads and transportation.
- Middlesex County – staff from the Engineering Department provided leadership and guidance related to roads and transportation.
- Middlesex Centre – staff from Community Services and Public Works & Engineering provided guidance on matters pertaining to recreation, roads and transportation.
- London Middlesex Road Safety Committee – members developed and implemented the education campaign.
- Healthy Community Partnership Middlesex-London provided funding for the education campaign from the Ministry of Health and Long Term Care – Healthy Communities Partnership Stream.

For a full listing of community partners see [Appendix A](#).

## Goals and Objectives

Goals of the STRSPP were to:

- 1) Improve safe driving and cycling practices when sharing the road
- 2) Increase physical activity levels, and
- 3) Increase collaboration among stakeholders on Share the Road initiatives.

The following project-specific objectives were developed as a means of working toward achieving the goals:

- To educate drivers and cyclists about sharing the road, and
- To install Share the Road signage on the west side of London and within Middlesex Centre / Middlesex County where appropriate.

## Method

### Project Initiation

Roads on the west side of London and within the municipality of Middlesex Centre, Middlesex County are used regularly by local cycling club members as well as recreational cyclists. Cyclists using the roads in this area had expressed concerns for their safety. In response to this concern, an ad hoc group, the Share The Road Signage Project (STRSPP) group, with representatives from several organizations and a common interest of supporting safe cycling environments, came together to discuss ways to enhance cycling safety in this area. The project was considered a pilot and the possibility for future expansion would be deliberated upon completion and review of the initiative.

### Project Development

A Project Charter was developed by the STRSPP group to clarify the goals and objectives, scope, project deliverables, key issues, budget and measures of the project.

A variety of data sources were used to assist in understanding the target audiences within London and Middlesex County. Data gathered included: population statistics, neighbourhood profiles, demographics, psychographics, cycling patterns, driving patterns, motor vehicle and cycling injury / death data as well as preferred communication channels.

A discussion group with cyclist and driver representatives was organized to explore relevant issues, identify characteristics of cyclists, potential education campaign themes / messages, timing of and preferred channels of communication.

The provision of roadside signage that reminded drivers and cyclists to share the road was considered an integral component of the overall project. It was agreed that using this approach would not only strengthen and support other local initiatives already underway but also reinforce provincial level efforts including, the Ontario Cycling Strategy (2013), follow the Ontario Traffic Manual Book 18 – Cycling Facilities (2014) and compliment the Share The Road Cycling Coalition (2010) work.

Primary funding (\$25,000) for the education campaign aspect of the project was provided by the Healthy Communities Partnership Middlesex-London through the Ministry of Health and Long Term Care – Healthy Communities Partnership Stream. Additionally, the City of London contributed \$5,000 towards the education campaign. Both the City of

London and Middlesex County provided signage and managed the installation of the signs.

It is understood from health promotion research that using a multi-channel approach to provide health information is the most effective method for educating and changing attitudes and behaviours (Robinson et al. 2014). For the STRSPP, several campaign elements were chosen in order to reach the target audiences over a 3 and a half month period (May 29 – September 21, 2014) and included the following:

- Media event
- Radio ads
- Website
- Facebook (FB) posts
- Twitter
- Print material (rack cards, posters)
- Placemats (for restaurants)
- Promotional items (T-shirts, measuring tapes)
- Display board for community events

According to Thackeray, Neiger & Keller (2012), the effectiveness of social marketing strategies can be increased by integrating social media. This principal was applied to the STRSPP communication campaign by including the interactive social media channels of Facebook and Twitter. Additionally, an internet-based online survey was developed which solicited comments about the campaign from those who visited the Share the Road website page.

An online survey was developed as a method of obtaining feedback about the campaign. FluidSurveys® was used and the survey consisted of 7 questions to determine geographic area of residence, identification as a cyclist, driver, or both a cyclist and a driver, knowledge and attitude about the main campaign message, sense of safety related to presence of signage and whether or not the campaign should be continued ([Appendix B](#)). A section where respondents could leave comments was also included.

### Project Implementation

Presentations were delivered to several municipal committees in order to provide information and receive endorsement in some cases, in order to

proceed with the project. These municipal committees included:

City of London

- Civic Works Committee (March 3, 2014)
- Transportation Advisory Committee (March 4, 2014)
- Community Safety and Crime Prevention Committee (March 27, 2014)

Middlesex County

- Middlesex County Council – Committee of the Whole (March 25, 2014)
- Middlesex Centre Council (March 19, 2014)

The London Middlesex Road Safety Committee developed and implemented the education campaign. The City of London and Middlesex County installed the roadside signage during the month of May, 2014. Middlesex-London Health Unit staff provided oversight and coordination of all campaign components including ongoing social media monitoring and dialogue as well as project evaluation (September 2013 – October 31, 2014).

## Results

Using both local data as well as insights gained from a discussion group with cyclists and drivers, it was determined that an education campaign targeting drivers and cyclists 16 years of age and older would be undertaken. The main campaign message was finalized as “1 metre (3 feet) is a safe passing distance” with the following subtext, “Be respectful. Be courteous.” This approach took into consideration existing organizational mandates, community readiness and available resources.

Table 1 provides an overview of the education campaign elements and outputs.

**Table 1 – Campaign Elements and Outputs**

Campaign Element	Outputs
Discussion group with cyclists & drivers	Key message and graphic determined – “1 metre (3 feet) is a safe passing distance” ( <a href="#">Appendix C</a> )
Media Event (May 29)	Media Release ( <a href="#">Appendix D</a> )  Media coverage by 5 radio stations and the London Free Press newspaper  20+ community partners in attendance
Related media coverage (March – September) <i>share the road / bicycle safety-related</i>	Newspaper, radio, TV  Approximately 16 different earned media <sup>1</sup> pieces
Radio ads (1 metre passing message) (May 28 – Aug 17)	2 paid advertisements targeting both drivers and cyclists on 5 different radio stations resulting in 580 aired radio spots <sup>2</sup> ( <a href="#">Appendix E</a> )
Website (MLHU)	One dedicated ‘Share the Road’ web page: <a href="http://www.healthunit.com/share-the-road">http://www.healthunit.com/share-the-road</a>  1006 unique page views  2:55 min average time spent on page  54% of visitors from London  52% came to site via Facebook

<sup>1</sup> Earned media is awareness and publicity gained through means other than advertising.

<sup>2</sup> Impressions are unique & separate paid for media pieces

Campaign Element	Outputs
Social Media – Facebook (FB)  (June 1 – Sept 7)	5 paid ads ( <a href="#">Appendix F</a> )  Reach <sup>3</sup> – 91,643 ( <i>majority being within the target audience age range of 16+ years</i> )  Impressions <sup>4</sup> – 247,487  383 visitor comments  333 visitors shared the ad  350 liked the post
Social Media – Twitter (May 29 – Sept 13)	33 Tweets (2 tweets per week)  204 Retweets ( <a href="#">Appendix G</a> )
Promotion by other community partners	4+ (websites, outdoor / indoor signs, etc.)
Print Material – rack cards & posters (containing key message and graphic)	6300 rack cards & 200 posters distributed  80+ distribution outlets  12+ community events
T-shirts (Share the Road text)	60 distributed at initial media event & subsequent community events
Paper placemats with the ‘1 metre is a safe passing distance’ graphic (May – Aug)	75,000 placemats distributed  2 restaurants – 1 on west side of London & 1 in Middlesex Centre

<sup>3</sup> Reach is the number of individuals who saw the Facebook ad

<sup>4</sup> Impressions is the number of times the Facebook ad was viewed

Campaign Element	Outputs
Measuring tapes (1m) – with ‘Share the Road’ message	500 distributed
Key chains with ‘Share the Road’ message	480 distributed
Sandwich board for use at community events (containing key message and graphic)	5 events

### Online Survey

The online survey ([Appendix B](#)), which gathered feedback, received a total of 367 completed submissions including 216 comments. Of those responses, 86% were from the City of London and 14% were from Middlesex County. Forty percent identified themselves as cyclists, 13 percent as drivers and 47 percent as both a cyclist and a driver. Sixty-nine percent learned about the campaign from Facebook. Many respondents (66%) indicated they knew that drivers should pass cyclists at a distance of 1 metre prior to the Share the Road campaign. Most (75%) agreed or strongly agreed that drivers should pass cyclists at a distance of at least 1 metre. Thirty-seven percent of cyclists agreed or strongly agreed that Share the Road signs installed on roadways made them feel safer, while 28% did not agree and 25% were neutral. Fifty-seven percent thought the Share the Road campaign should be continued beyond 2014, 26% did not and 14% did not know if it should be continued.

### Signage

Two different types of signage were installed in several different areas within the City of London (west end) and Middlesex County (Middlesex Centre).

- 1) **1 metre is a safe passing distance** – This 4’ x 8’ sign contained the same graphic that was on the other promotional materials, e.g., rack cards, posters ([Appendix C](#)). This sign was placed at 3 locations in the City of London west end and in 1 location in Middlesex County (Middlesex Centre Recreation and Wellness Complex, Komoka).

- 2) **Share the Road – Ontario Traffic Manual (OTM) - Book 18 Cycling Facilities** - These yellow diamond-shaped signs were placed at 16 locations in the City of London (west end) and 8 locations within Middlesex Centre, Middlesex County ([Appendix H](#)).

**Cyclist Counts**

The City of London, Transportation Division conducted cyclist counts at 5 different locations and on 4 different dates; 3 counts took place in the City of London and 2 counts in Middlesex County (Table 2). Counts that were taken in 2 of the 3 city locations were in close proximity to the large ‘1 metre passing’ signs whereas counts taken at the 2 County locations were not near either the ‘1 metre passing’ signage nor the OTM ‘Share the Road’ signage. All cyclist count sites were chosen because they provided representative locations along the various cycling routes between the City and the County inter-municipal roadway network. Counts were conducted on weekends when higher volumes of cyclists would be expected. All studies were from 7am to 7pm. The data was acquired using Miovision cameras and sent to Miovision for analysis.

**Table 2 – Cyclist Counts**

Location	Date	Volume (number of cyclists)
<b>City of London</b>		
Carriage & Gideon	Sat, Aug 23/14	71
	Sun, Aug 24/14	114
Oxford & Westdel Bourne	Sat, Sept 13/14	6
	Sun, Sept 14/14	55
Byron Baseline & Westdel Bourne	Sat, Sept 13/14	22
	Sun, Sept 14/14	63

<b>Middlesex County</b>		
Sharon & Woodhull	Sat, Aug 23/14	37
	Sun, Aug 24/14	29
Carriage Hill & Hwy 402	Sat, Aug 23/14	44
	Sun, Aug 24/14	16

**Common Themes**

During the time period (May 29 – September 21, 2014) in which the education campaign took place, 600 comments and opinions were gathered from 2 campaign elements, Facebook and the online survey.<sup>5</sup> Three common themes emerged:

- 1) The need to **educate both** cyclists and drivers about the rules of the road.
- 2) The need to improve the **infrastructure** in order to provide a safer cycling environment.
- 3) The need to **enforce** the rules of the road for both cyclists and drivers.

**Discussion**

Given that the average yearly rate of Emergency Room visits between 2009 and 2013 for bicycle related traffic collisions was higher in Middlesex-London compared to Ontario (Ontario Ministry of Health and Long Term Care, 2014) and that between 2008 and 2013, cyclists were more often at fault (Human Environments Analysis Lab, 2014), there is a need to consider evidence-based interventions that will increase cycling safety on London and Middlesex County roads.

The STRSPP was one of several strategies / initiatives in support of bicycle friendly community in Middlesex-London. It was primarily an education campaign supported by “Share the Road” signage. Overall project goals were to; 1) improve safe driving and cycling practices when sharing the road, 2) increase physical activity levels and 3) increase collaboration among stakeholders on share the road initiatives.

<sup>5</sup> Additional to the 2 campaign elements where community commentary was gathered, a non-campaign-related (August 18, 2014) newspaper article pertaining to the death of a local cyclist elicited 147 comments, and was included in the thematic review.

The two project objectives (see below) were largely realized through the collaborative efforts of the 28 partners who invested both fiscal and human resources in order to develop, implement and evaluate the project.

**Objective 1: To educate drivers and cyclists about sharing the road**

A multi-channel education campaign was developed, implemented and evaluated. The target audiences of drivers and cyclists were reached through a variety of communication channels including: an initial media event, radio, Facebook, Twitter, Share the Road webpage, newspapers, print and promotional materials distributed through numerous community venues and events.

Radio ads and social media messages targeted both drivers and cyclists in the London and Middlesex vicinity, and as such reached beyond the pilot area where signage was located (on the west side of London and within the municipality of Middlesex Centre, Middlesex County). Using Facebook, as one of the communication channels provided an opportunity to understand issues raised by those responding to the posts and participating in the discussion. It also provided an opportunity to engage in dialogue and respond with relevant information designed to raise awareness and educate. Throughout the course of the campaign, responses to Facebook posts, modification of Tweets and the MLHU Share the Road webpage were updated when necessary and / or appropriate. Additionally, the comments from the online survey provided information that was helpful in creating and modifying messages delivered through Facebook, Twitter and the website itself.

Thackeray, Neiger & Keller (2012) note that the integration of social media and social marketing creates a powerful synergy and a potentially more robust model for consumer-oriented health promotion. Successful use of technology requires that the content is truly a dialogue and will engage the audience. Using Facebook as one of the communication channels in the STRSPP allowed for enhanced interaction and responsiveness to comment on themes from those posting comments.

The online survey gathered feedback from 367 respondents. Most respondents indicated they were aware of and agreed that drivers should pass cyclists at a distance of at least 1 metre. Interestingly, respondents were split as to their feelings of safety while cycling by having Share the Road signage installed on roadways. A possible interpretation is that, although necessary, signage alone is not sufficient in helping cyclists feel safe and that other interventions are required. Just over half (57%) of the respondents indicated they thought the campaign

should be continued beyond 2014. This again, could indicate that other interventions beyond education should be included.

Common themes that emerged from the comments and opinions that were gathered throughout the campaign reinforced the need to utilize road safety strategies contained within *Canada’s Road Safety Strategy 2015* in order to increase cycling safety.

**Objective 2: To install Share the Road signage on the west side of London and within Middlesex Centre / Middlesex County where appropriate.**

The following signs were installed:

- 3 (4 x 8’) signs with the message “1 metre (3 feet) is a safe passing distance” were installed on the west side of London and 1 (4 x 8’) sign was installed within Middlesex Centre, Middlesex County in strategic locations
- Ontario Traffic Manual – Book 18, “Share the Road” signs were installed in the city of London (16) and within Middlesex County (8) in strategic locations

Cyclist counts that were done as a part of the STRSPP may be used as a reference point for future cyclist count comparisons to determine if cyclist traffic volume increases in future years. It should be noted that several factors impact cyclist volume including weather, cycling club routes, time of year, whether or not it is a long holiday weekend, etc.

It is recognized that in order to make informed decisions that support bicycle friendly environments, rigorous measurement data must be part of the process. The STRSPP was a time limited education intervention with a relatively small budget and human resource allocation, and as such was not able to include sophisticated data collection measures. However, learnings from this pilot project do support the use of ongoing coordinated approaches that incorporate the 3 E’s – Education, Engineering (infrastructure) and Enforcement which are considered best practice for improving cycling safety. Consideration should be given as to what and how elements of the current project could be used and/or improved in future projects.

It should be noted that during the time period that the STRSPP was being implemented, Bill 173, “Keeping Ontario’s Roads Safe Act” was tabled in the Ontario Legislature. This wide ranging Omnibus Bill contained additions, amendments and technical updates to the Highway Traffic Act including the introduction of a one-metre safe passing law which was one of the key recommendations of the Cycling Death Review (Office of the Chief Coroner for Ontario,

2012). However, Bill 173 died on the order papers when the Parliament of Ontario dissolved on May 2, 2014, due to a provincial election being called. At the time of writing this report, the one metre safe passing law was re-introduced, October 21, 2014, within Bill 31.

## Next Steps

The STRSPP was designed as a pilot project, focusing on roads on the west side of London and within Middlesex Centre, Middlesex County. This is a popular area for both club and recreational cyclists to cycle. The possibility of future expansion of the pilot project is yet to be deliberated and will be based on a review of the current initiative within the context of other strategies / projects currently underway that focus on improving cycling safety within the London-Middlesex area.

In addition to the municipal departments that address cycling issues from transportation, engineering and transportation demand management perspectives, other current initiatives and strategies include:

- City of London
  - London Road Safety Strategy
  - Cycling Advisory Committee
  - Transportation Advisory Committee
  - Cycling Master Plan
  - The London Plan
- Middlesex County
  - Bicycle Master Plan
  - Ontario By Bike
- Other local initiatives
  - London Middlesex Road Safety Committee
  - London Cycle Link
  - Can Bike
  - Western University UCycle Program
  - Helmets on Kids
- Provincial initiatives
  - Ministry of Transportation - #CycleON – Ontario’s Cycling Strategy
  - Share the Road Cycling Coalition

## Recommendations

Cycling is an excellent form of exercise. However, cyclists are vulnerable road users and as such, a variety of local and provincial measures need to be applied in order to continue to improve cycling safety. Effective strategies and initiatives that take into consideration local statistics and utilize evidence-based approaches need to be developed, implemented and maintained. Based on the common themes gathered throughout the project, further development of the following strategies, in particular, should be considered:

- 1) **Education** of cyclists and drivers about the Highway Traffic Act rules of the road.
- 2) **Infrastructure** improvements that increase the safety of the cycling environment.
- 3) **Enforcement** of the Highway Traffic Act rules of the road for both drivers and cyclists.

Current local initiatives should build on previous endeavours, coordinate efforts and capitalize on provincial initiatives, in particular the Ontario Cycling Strategy, in order to improve the cycling environment within London and Middlesex County.

## Conclusion

Cycling is an increasingly popular activity for both recreational as well as utilitarian purposes. Cyclists are considered vulnerable road users and as such provincial & local statistics indicate there is a need to address safety issues related to cycling. The STRSPP focused on education, using a multi-channel communication strategy which included road signage, to encourage drivers and cyclists to share the road. The social media aspect of the education campaign generated enthusiastic community discussion on the topic. Application of strategies outlined in *Canada’s Road Safety Strategy 2015* is recommended with a specific focus on education, infrastructure and enforcement, in order to improve the safety of the cycling environment within London and Middlesex County.

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## Appendix A – Project Collaborators

### Share The Road Signage Pilot Project Collaborators

**Middlesex-London Health Unit - Lead**

**Corporation of the City of London**

**County of Middlesex**

**Municipality of Middlesex Centre**

**London Middlesex Road Safety Committee (LMRSC)**

- Canadian Automobile Association
- Can Bike
- City of London – Environmental & Engineering Services
- Fanshawe College – Community Security
- London Health Sciences Centre
- London Police Services
- Middlesex County
- Middlesex-London Health Unit
- Ministry of Transportation
- Ontario Provincial Police (Middlesex)
- Western University Campus Police
- Young Drivers of Canada

**Healthy Communities Partnership Middlesex-London (HCP ML)**

- Boys & Girls Club of London
- City of London - – Environmental & Engineering Services
- Child & Youth Network – Healthy Eating Healthy Physical Activity
- Fanshawe College – Fitness & Health Promotion Program
- Heart & Stroke Foundation
- Hutton House
- London District Catholic School Board
- Municipality of Middlesex Centre
- Middlesex-London Health Unit
- Ministry of Culture, Tourism & Sport
- Thames Valley District School Board
- Thames Region Ecological Association
- independent volunteers

## Appendix B – Online Survey

### Share the Road Campaign Evaluation Online Survey - FluidSurveys®

Tell us what you think about the London and Middlesex “Share the Road” Campaign. Your input is very important!

The survey will take 5 minutes or less to complete.

Please note:

- Participating in this survey is voluntary.
- You may decline to answer any question.
- The information you provide will be anonymous & confidential.

If you have any questions, please contact:

Bernie McCall, Public Health Nurse, Middlesex-London Health Unit

519-663-5317 ext. 2314

Email: [bernie.mccall@mlhu.on.ca](mailto:bernie.mccall@mlhu.on.ca)

1. Where do you live?
  - Middlesex County
  - City of London
  - Other (Exit Survey)
2. Which category best represents you?
  - driver
  - cyclist
  - Both a driver and a cyclist
  - Neither a driver nor a cyclist (Exit Survey)
3. How did you learn about the Share the Road Campaign in London & Middlesex (check all that apply)?
  - Internet
  - Facebook
  - Twitter
  - Radio
  - Newspaper
  - Television
  - Pamphlet
  - Signage
  - Word of mouth
4. Prior to the “Share the Road” Campaign, did you know that drivers should pass cyclists at a distance of 1 metre?
  - Yes
  - No
  - Don't know

5. To what extent do you agree or disagree with the following statement: “Drivers should pass cyclists at a distance of at least 1 metre”?

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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6. If you are a cyclist, to what extent do you agree or disagree with the following statement: “Share the Road signs installed on roadways make me feel safer while I am cycling”?

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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7. Do you think that the “Share the Road” Campaign should be continued in Middlesex-London beyond 2014?

- Yes
- No
- Don't know

8. What other additional comments do you have about the campaign?

Thank you for taking the time to fill out this survey!

## Appendix C – Key Message & Graphic

**1 METRE (3 FEET)**  
is a safe passing distance

**SHARE THE ROAD**

**Be Respectful. Be Courteous.**  
[www.healthunit.com/cycling-share-the-road](http://www.healthunit.com/cycling-share-the-road)

## Appendix D – Media Release



MEDIA RELEASE  
media release

### **CAMPAIGN AIMS TO DECREASE ROAD INJURIES BY REMINDING DRIVERS AND CYCLISTS TO SHARE THE ROAD**

FOR IMMEDIATE RELEASE

May 29, 2014

Middlesex Centre, ON – Encouraged by warmer temperatures and drawn by a desire to be active, more and more cyclists are riding city streets and county roads. As bicycle riders and motorists find themselves increasingly sharing roadways, the London Middlesex Road Safety Committee has launched an awareness campaign to prevent collision-related injuries and deaths. Using an approach that combines traditional media with highly visible signage, the Share the Road campaign encourages drivers and cyclists to be courteous and respectful of one another, while providing safety margins for vehicles that pass bikes.

“Cyclists can be injured, or worse, when they are either struck by a vehicle that attempts to pass them, or when a vehicle passes too closely, causing a rider to lose control. That’s why we’re emphasizing leaving at least one metre between a vehicle and a bicycle on any roadway,” says Joyce Castanza, Chair of the London Middlesex Road Safety Committee and a Public Health Nurse with the Middlesex-London Health Unit. “When you’re behind the wheel and you pass a cyclist, consider whether there’s enough room for an average-sized doorway or a dining room table between your vehicle and the bike. If there isn’t, then there isn’t enough room.”

Although they are not permitted on 400 series highways, bicycles are considered vehicles under the Highway Traffic Act, requiring riders to follow the same rules as those who drive any other type of vehicle on public roadways. While not part of that legislation, the Share the Road campaign calls for a safety margin for vehicles that pass slower-moving bicycles. Through an awareness effort that includes advertising and signage, including four large roadside signs, the London Middlesex Road Safety Committee hopes it will become routine for drivers to leave at least one metre when passing a cyclist.

The London Middlesex Road Safety Committee is made up of representatives from The City of London, the County of Middlesex, the Municipality of Middlesex Centre, the Middlesex-London Health Unit, the Ontario Provincial Police Middlesex Detachment, the Ontario Ministry of Transportation, London Health Sciences Centre, London Police Service, Can Bike London, the Canadian Automobile Association, the London Block Parent Program, Young Drivers of Canada, Western University and Fanshawe College. The Committee’s mandate is to make roads safer in London and Middlesex County.

**Media Contact:**

Dan Flaherty, Communications Manager, Middlesex-London Health Unit  
519-663-5317 ext. 2469 or 519-617-0570 (cell)

**Spokesperson:**

Joyce Castanza, Chair, London Middlesex Road Safety Committee; Public Health Nurse  
Middlesex-London Health Unit

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51 Front St. E., Strathroy, ON N7G 1Y5  
tel: (519) 245 - 3230 fax: (519) 245 - 4772

## Appendix E – Radio Ads

**London Middlesex Road Safety Committee**  
**Share the road campaign**  
**REVISED 1 x 30 PSA**  
**Cyclists**

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**Upbeat, catchy music bed**

**SFX:** Ambient road noise, sound of cyclist riding (no bells), birds, etc...

**Vox 1 (cyclist, as though they are riding):** With more and more people riding their bikes, we all need to remember to “Share the Road”.

That not only means paying attention to what you’re doing and what’s going on around you – but also being courteous and respectful of all road users.

As cyclists, we need to stay to the right, ride single file and obey traffic signals.

And drivers, please give us some space when you pass. At least a metre or three feet, gives us some added safety.

So, let’s all “Share the Road”

**Vox 2:** Be respectful, be courteous and Share the Road.

This message is brought to you by the Middlesex London Road Safety Committee.

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**London Middlesex Road Safety Committee**  
**Share the road campaign**  
**1 x 30 PSA**  
**Drivers**

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**Vox 1:** One metre.

**Vox 2:** It’s about the width of a doorway.

**Vox 1:** One metre.

**Vox 2:** It’s roughly how wide a dining room table is.

**Vox 1:** One metre.

**Vox 2:** One metre is also how much space drivers should give cyclists when passing them on a road.

So, pay attention and look out for cyclists when you’re behind the wheel.  
Give them room and only pass when it’s safe.

Be respectful, be courteous and Share the Road...because bikes belong.

**Vox 3:** This message is brought to you by the London Middlesex Road Safety Committee.

## Appendix F – Facebook Ads

### Facebook Post Ads

Please note: The links below include the Facebook post and the corresponding comment thread.

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#### **Campaign Details**

Timeframe: June 1, 2014 – September 7, 2014

Target sex: Male and female

Target age: 16+

Target location: Middlesex-London

#### **Facebook Post - Ad 1**

*Made visible on the MLHU's Timeline on July 18, 2104*

<https://www.facebook.com/middlesex.london.health.unit/posts/250808905108823>

#### **Facebook Post - Ad 2**

*Made visible on the MLHU's Timeline on June 2, 2104*

<https://www.facebook.com/middlesex.london.health.unit/posts/250042605185453>

#### **Facebook Post - Ad 3**

*Made visible on the MLHU's Timeline on July 29, 2104*

<https://www.facebook.com/middlesex.london.health.unit/posts/250809578442089>

#### **Facebook Post - Ad 4**

*Made visible on the MLHU's Timeline on August 6, 2104*

<https://www.facebook.com/middlesex.london.health.unit/posts/266715676851479>

#### **Facebook Post - Ad 5**

*Made visible on the MLHU's Timeline on September 2, 2014*

<https://www.facebook.com/107296532793395/posts/266716970184683>

#### **Facebook Post - Ad 6**

*Made visible on the MLHU's Timeline on August 21, 2104*

<https://www.facebook.com/middlesex.london.health.unit/posts/266717640184616>

## Appendix G – Twitter Schedule

### Twitter Content Schedule – Share the Road

Date	Tweet
May 29	<ul style="list-style-type: none"> <li>Have you seen our new signs? Getting set to launch the #sharetheroad campaign in Komoka. <a href="https://www.healthunit.com/share-the-road">pic.twitter.com/fMTMvKR3U</a></li> </ul>
	<ul style="list-style-type: none"> <li>Share the road. Be respectful. 1 metre (3 feet) is a safe passing distance. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Jb9i">http://ow.ly/i/5Jb9i</a> #LdnOnt</li> </ul>
	<ul style="list-style-type: none"> <li>How much room should be between your car and a bike when you pass? One metre. #sharetheroad. <a href="https://www.healthunit.com/share-the-road">pic.twitter.com/YGOeVC1uKw</a></li> </ul>
	Additional Mentions (e.g. Tweets including @MLHealthUnit from other Twitter accounts)
June 1 – June 7	Share the road! Leave at least 1 metre (3 feet) when passing a cyclist. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a>
	<ul style="list-style-type: none"> <li>Share the road! Look out for cyclists, slow down &amp; only pass when it's safe to pass. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a></li> </ul>
	Drivers and cyclists ... share the road. Be respectful. Be courteous. [attached share the road poster/image] <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a>
	Additional Mentions retweeted by @MLHealthUnit (e.g. Tweets including @MLHealthUnit from other Twitter accounts)
June 8 – June 14	Did you know? 1 metre (3 feet) is a safe passing distance. [attached share the road poster/image] <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a>
	<ul style="list-style-type: none"> <li>Did you know? 1 metre (3 feet) is a safe passing distance. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a>   <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</li> </ul>
	Share the road! It could save someone's life. <a href="https://www.youtube.com/watch?v=MFwH5oPssRg">https://www.youtube.com/watch?v=MFwH5oPssRg</a>   <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a>
June 15 – June 21	Signal when driving and cycling on the roads. <a href="https://www.healthunit.com/cycling-law">https://www.healthunit.com/cycling-law</a>
	<ul style="list-style-type: none"> <li>Learn about cycling &amp; the law. Cyclists have the same rights &amp; responsibilities as other vehicles using the road: <a href="https://www.healthunit.com/cycling-law">https://www.healthunit.com/cycling-law</a></li> </ul>
	Share the road! Be respectful. Be Courteous. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a>
	<ul style="list-style-type: none"> <li>Share the road! Be respectful. Be Courteous. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</li> </ul>
June 22 – June 28	<ul style="list-style-type: none"> <li>Be respectful. Be courteous. Look out for cyclists, slow down &amp; only pass when it's safe to pass. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a></li> </ul>

Date	Tweet
	<p>Drivers, slow down when passing a cyclist. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a></p> <ul style="list-style-type: none"> <li>Look out for cyclists on the road, slow down &amp; only pass when it's safe to pass <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> #ShareTheRoad <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a></li> </ul> <p>Drivers, leave at least 1 metre(3 feet) when passing a cyclist (attach share the road image)</p> <ul style="list-style-type: none"> <li>Did you know? #Cyclists have the same rights &amp; responsibilities as other vehicles. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> #ShareTheRoad</li> </ul>
June 29 – July 4	<p>It is vacation time! Look out for cyclists on the roads. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a></p> <ul style="list-style-type: none"> <li>Look out for cyclists on the roads! Be respectful. Be courteous. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> #ShareTheRoad</li> </ul> <p>Cyclists, wear a helmet. <a href="https://www.healthunit.com/fit-bicycle-helmet">https://www.healthunit.com/fit-bicycle-helmet</a></p> <ul style="list-style-type: none"> <li>Do you know how to properly fit a bicycle helmet? Use the helmet salute! <a href="https://www.healthunit.com/fit-bicycle-helmet">https://www.healthunit.com/fit-bicycle-helmet</a> <a href="http://ow.ly/i/66cwC">http://ow.ly/i/66cwC</a> #ShareTheRoad</li> </ul>
July 6 – July 12	<p>Bicycles are considered vehicles under the Ontario Highway Traffic Act <a href="https://www.healthunit.com/cycling-law">https://www.healthunit.com/cycling-law</a></p> <ul style="list-style-type: none"> <li>Did you know? Bicycles are considered vehicles under the Ontario Highway Traffic Act. <a href="https://www.healthunit.com/cycling-law">https://www.healthunit.com/cycling-law</a> #ShareTheRoad</li> </ul> <p>Watch for bikes on our roadways and give them space <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a></p> <ul style="list-style-type: none"> <li>Look out for cyclists on the road, slow down &amp; only pass when it's safe to pass <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> #ShareTheRoad <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a></li> </ul>
July 13 – July 19	<p>Share the road and get to your destination safely. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a></p> <ul style="list-style-type: none"> <li>Do you know how to properly fit a bicycle helmet? Use the helmet salute! <a href="https://www.healthunit.com/fit-bicycle-helmet">https://www.healthunit.com/fit-bicycle-helmet</a> <a href="http://ow.ly/i/66cwC">http://ow.ly/i/66cwC</a> #ShareTheRoad</li> <li>Did you know? Bicycles are considered vehicles under the Ontario Highway Traffic Act. <a href="https://www.healthunit.com/cycling-law">https://www.healthunit.com/cycling-law</a> #ShareTheRoad</li> </ul>
July 20 – July 26	<p>Pass a cyclists when it is safe...leave at least 1 metre. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a></p> <ul style="list-style-type: none"> <li>What do you think about the London &amp; Middlesex #ShareTheRoad campaign? Take the survey <a href="http://fluidsurveys.com/surveys/mlhucdip/share-the-road">http://fluidsurveys.com/surveys/mlhucdip/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #LdnOnt</li> </ul> <p>Cyclists always stop for pedestrians at crosswalks. <a href="https://www.healthunit.com/cycling-law">https://www.healthunit.com/cycling-law</a></p> <ul style="list-style-type: none"> <li>True or False? In #LdnOnt, cyclists under 14 years of age are allowed to bicycle on the sidewalk. <a href="http://www.healthunit.com/share-the-road">http://www.healthunit.com/share-the-road</a> #ShareTheRoad</li> </ul>
July 27 – August 2	<ul style="list-style-type: none"> <li>When cyclists use sidewalks, conflicts are more likely to occur at driveways &amp; intersections. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a></li> </ul>

Date	Tweet
	<ul style="list-style-type: none"> <li>Did you know? In #LdnOnt, only cyclists under 14 years of age are allowed to bicycle on the sidewalk. <a href="http://www.healthunit.com/share-the-road">http://www.healthunit.com/share-the-road</a> #ShareTheRoad</li> </ul>
August 3-9	<ul style="list-style-type: none"> <li>What do you think about the London &amp; Middlesex #ShareTheRoad campaign? Take the survey <a href="http://fluidsurveys.com/surveys/mlhucdip/share-the-road">http://fluidsurveys.com/surveys/mlhucdip/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #LdnOnt</li> </ul> <p>Share the road! Only pass when it's safe to pass. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</p>
August 10-16	<p>Tell us what you think about the London &amp; Middlesex #ShareTheRoad campaign. Survey: <a href="http://fluidsurveys.com/surveys/mlhucdip/share-the-road">http://fluidsurveys.com/surveys/mlhucdip/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #LdnOnt</p>
August 17-23	<p>Why can't cyclists just use the sidewalk instead of the road? <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</p> <p>DYK? Bicycles are considered vehicles under the Ontario Highway Traffic Act. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</p>
August 24-30	<p>Share the road. Be respectful. Be courteous. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</p> <p>What do you think about the London &amp; Middlesex #ShareTheRoad campaign? Take the survey <a href="http://fluidsurveys.com/surveys/mlhucdip/share-the-road">http://fluidsurveys.com/surveys/mlhucdip/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #LdnOnt</p>
August 31 – September 6	<p>Look out for cyclists on the roads! Be respectful. Be courteous. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #LdnOnt #ShareTheRoad</p> <p>Share the road! Cyclists must follow all traffic laws. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> #ShareTheRoad</p>
September 7 – 13	<p>Both drivers and cyclists are expected to follow the Highway Traffic Act. <a href="https://www.healthunit.com/share-the-road">https://www.healthunit.com/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #ShareTheRoad</p> <p>What do you think about the London &amp; Middlesex #ShareTheRoad campaign? Take the survey <a href="http://fluidsurveys.com/surveys/mlhucdip/share-the-road">http://fluidsurveys.com/surveys/mlhucdip/share-the-road</a> <a href="http://ow.ly/i/5Lwtv">http://ow.ly/i/5Lwtv</a> #LdnOnt</p>

## Appendix H – Ontario Traffic Manual, Book 18 - Cycling Facilities Share the Road signage

