

## **DalTRAC to engage community on ‘Share the Road’**

**Halifax, March 21, 2013** – The Dalhousie Transportation Collaboratory (DalTRAC) will be holding a community consultation workshop in the District of the Municipality of Chester to explore options for improving road safety for all types of road users. Residents are invited to attend either of the two workshops to be held on April 4<sup>th</sup>, 2013. The first workshop will be held at the Forest Heights Community School in Chester Grant (3-5pm), and the second one at the Aspotogan Heritage Trust building in Hubbards (7-9pm).

The workshop will begin with a presentation which will highlight effective and innovative ‘Share the Road’ campaigns from Canada, the United States, Australia and New Zealand. The workshop will be divided into two sessions. The first session will focus on how road safety can be improved in the local community. All motorists, cyclists and pedestrians should feel safe using the road, so it is important to explore ways in which roads can be shared by all users. The second session will focus on generating ideas for a ‘Share the Road’ awareness campaign for the local community. Participants will be asked to offer their suggestions regarding how to raise awareness for sharing the road in their community (for instance, what kinds of messages or what kind of medium should be used). The format of the workshop will consist of small group discussions, brainstorming and mapping activities, and an evaluation survey at the end of the event. Your opinions will offer valuable insights for developing an effective ‘Share the Road’ awareness campaign for your community and the Province of Nova Scotia.

**About DalTRAC and its initiatives** - Dalhousie Transportation Collaboratory (DalTRAC) is a new transportation research facility sponsored by the Canada Foundation of Innovation (CFI), Natural Science and Engineering Research Council (NSERC), Province of Nova Scotia and Halifax Regional Municipality (HRM). The key mission of DalTRAC is to advance transportation planning and engineering research in the Nova Scotian context. DalTRAC promotes a collaborative working environment for researchers and practitioners from different disciplines, including engineering, planning, health, public policy, and environmental sciences. This initiative is a part of a NS Department of Energy sponsored project, “Community-based “Share the Road” Awareness Campaign (CSRAC) Program for Nova Scotians”. The Municipality of the District of Chester and the Route Enhancement Committee for the Aspotogan Peninsula (RECAP) have partnered with DalTRAC in this initiative. DalTRAC’s graduate students will consult community members in the Halifax Regional Municipality and Pictou County for this initiative.

### **For further information, please contact:**

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