



Choose
health!

ML MIDDLESEX-LONDON
HEALTH UNIT

Share The Road Project

London & Middlesex

Project Description

To **educate** drivers and cyclists about sharing the road.

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

Overall Goals

1. To improve **safe driving and cycling practices** when sharing the road.
2. To increase **physical activity** levels.
3. To increase **collaboration** on share the road initiatives.

Collaborators

- Middlesex-London Health Unit
- City of London
- Middlesex County
- Middlesex Centre
- London Middlesex Road Safety Committee (LMRSC)
- Healthy Communities Partnership Middlesex-London (HCP ML)

London Middlesex Road Safety Committee

- CAA
- City of London
- Fanshawe College -
Community Security
- LHSC
- London Police Services
- Middlesex County
- Middlesex-London
Health Unit
- Ministry of
Transportation
- OPP (Middlesex)
- TREA
- Western University
Campus Police
- Young Drivers of
Canada

Healthy Communities Partnership Middlesex-London

- Boys & Girls Club of London
- City of London
- Child & Youth Network-
HEHPA
- 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
Assoc.
- Independent volunteers

Project Rationale

- **Popular** activity
- **Demand** for safe & supportive environments
- **Preventing** injuries & deaths paramount
- Recent **reports**



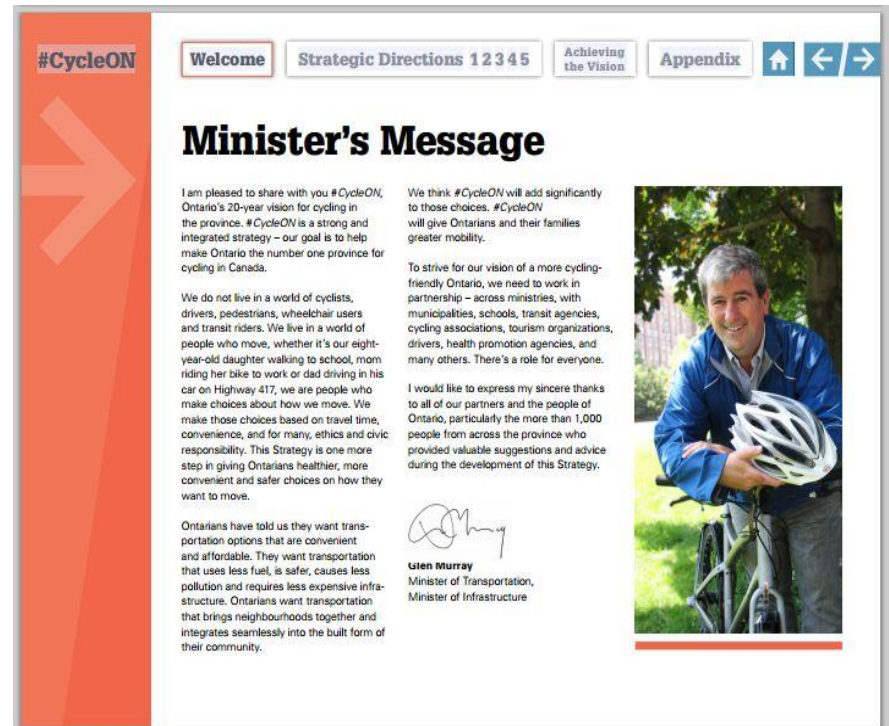
Project Rationale (cont'd)

- Roads on the west side of London are used by club & recreational cyclists
- Cyclists using these roads have expressed safety concerns



Strategic Approach

1. Comprehensive
2. Builds on local initiatives
3. Reinforces Ontario Cycling Strategy
4. Follows Ontario Traffic Council draft **Book 18**
5. Complements Ontario **Share the Road Cycling Coalition**
6. Health benefits



Share The Road – It's the Law

End-of-Trip Facilities

PARKING FACILITIES:

Simple precautions can prevent would-be thieves from stealing your bicycle. Be sure to always lock your bicycle securely, no matter how long you're going to leave it unattended.

- Always lock your bike to something solid.
- Always buy the best lock you can afford.

BIKES ARE VEHICLES TOO!

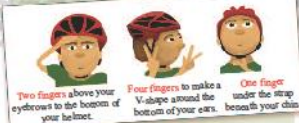
SAME ROADS, SAME RULES, SAME LAWS



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Safety Tips

Always wear a bicycle helmet ensuring that it meets CSA, SNELL or ASTM safety standards.



Cyclists under the age of eighteen are required by law to wear a helmet when biking. While adults are not required by law to wear a helmet, realize that you are a role model for children.

Make sure your bike is equipped with a bell or horn to communicate with others.

Wear reflective and/or bright clothing and use reflectors and lights when riding at night.

Obey all traffic signs and signals.



Stop before riding into the street from a drive-way or a laneway so motorists have time to see you.

Cross railroad tracks on a right angle to avoid getting your wheel caught.

Beware of car doors opening or cars pulling out into traffic when riding in lanes next to parked cars.

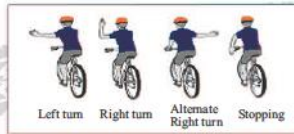
Always carry a tool kit or spare tube.

Always ride defensively & stay alert.

Dress appropriately for the weather.

Be Safe, Be Seen.

Always use hand signals.



SHARE THE ROAD

it's the law!

Project Components

- Education
- Signage
- Measurement



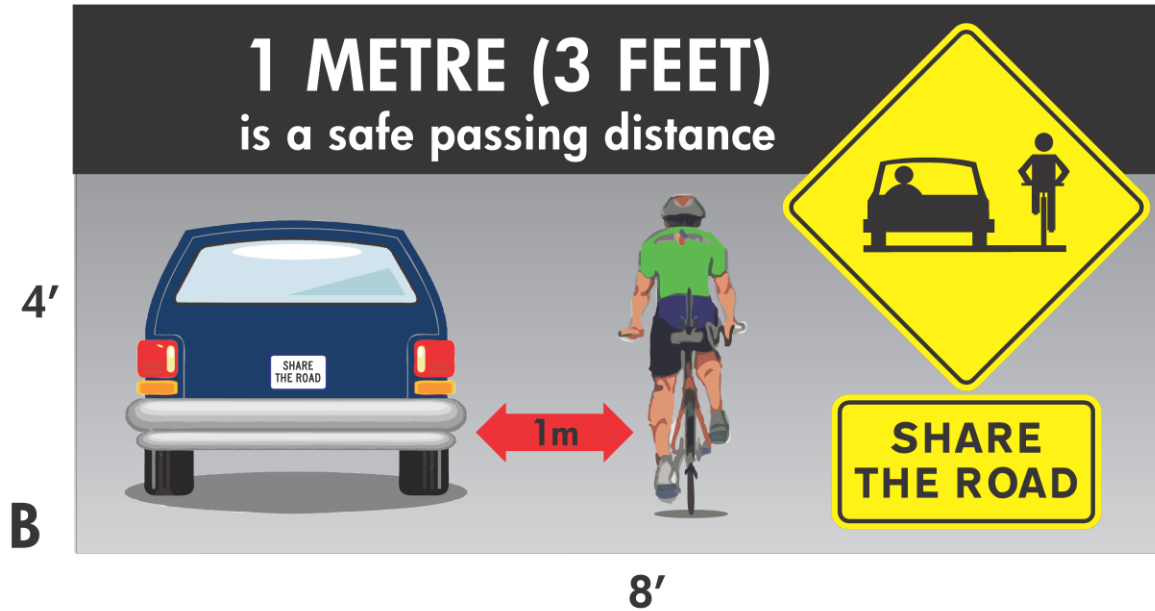
Education Campaign

Message Delivery:

- Permanent sign (*Middlesex Centre Wellness Recreation Complex, Komoka*)
- Social media
- Websites
- Mass media
- Events /Interpersonal communication



Middlesex Centre Wellness & Recreation Complex



REVISED

Share The Road Signage



Measurement

Formative – cyclist &
driver input

Outcomes

- Feedback from
cyclists / drivers
- Driver/cyclist counts
- Driver/cyclist
incidents



Project Milestones

Milestone	Date
Project initiation	Aug 2013
Stakeholder commitment & funds secured	Sept – Dec 2013
Education campaign development	Nov 2013 – March 2014
Education campaign implementation	Apr – Sept 2014
Signage placed	April 2014
Share The Road campaign launch	May 2014
Campaign evaluation	April – Sept 2014

Cycle ON ...



Thank you!

