



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

The screenshot shows the #CycleON website interface. At the top, there is a navigation bar with the following elements: a "#CycleON" logo on the left, a "Welcome" button, a "Strategic Directions 1 2 3 4 5" button, an "Achieving the Vision" button, an "Appendix" button, and three navigation icons (up, left, right). The main content area is titled "Minister's Message". It features three columns of text and a photograph of Ugen Murray, the Minister of Transportation and Minister of Infrastructure, holding a bicycle helmet. The text in the first column discusses the province's goal to be the number one province for cycling in Canada. The second column discusses the importance of cycling for various groups of people. The third column expresses gratitude to partners and the people of Ontario. The photograph shows a man in a blue jacket and grey pants, smiling and holding a white bicycle helmet. The background of the photo is a green, outdoor setting with trees.

#CycleON

Welcome Strategic Directions 1 2 3 4 5 Achieving the Vision Appendix

Minister's Message

I am pleased to share with you #CycleON, Ontario's 20-year vision for cycling in the province. #CycleON is a strong and integrated strategy – our goal is to help make Ontario the number one province for cycling in Canada.

We do not live in a world of cyclists, drivers, pedestrians, wheelchair users and transit riders. We live in a world of people who move, whether it's our eight-year-old daughter walking to school, mom riding her bike to work or dad driving in his car on Highway 417, we are people who make choices about how we move. We make those choices based on travel time, convenience, and for many, ethics and civic responsibility. This Strategy is one more step in giving Ontarians healthier, more convenient and safer choices on how they want to move.


Ontarians have told us they want transportation options that are convenient and affordable. They want transportation that uses less fuel, is safer, causes less pollution and requires less expensive infrastructure. Ontarians want transportation that brings neighbourhoods together and integrates seamlessly into the built form of their community.

We think #CycleON will add significantly to those choices. #CycleON will give Ontarians and their families greater mobility.

To strive for our vision of a more cycling-friendly Ontario, we need to work in partnership – across ministries, with municipalities, schools, transit agencies, cycling associations, tourism organizations, drivers, health promotion agencies, and many others. There's a role for everyone.

I would like to express my sincere thanks to all of our partners and the people of Ontario, particularly the more than 1,000 people from across the province who provided valuable suggestions and advice during the development of this Strategy.


Ugen Murray
Minister of Transportation,
Minister of Infrastructure



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!

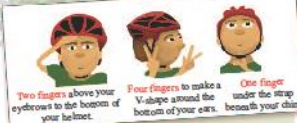
SAME ROADS, SAME RULES, SAME LAWS



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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.

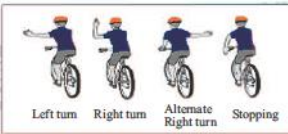
Always carry a tool kit or spare tube.

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



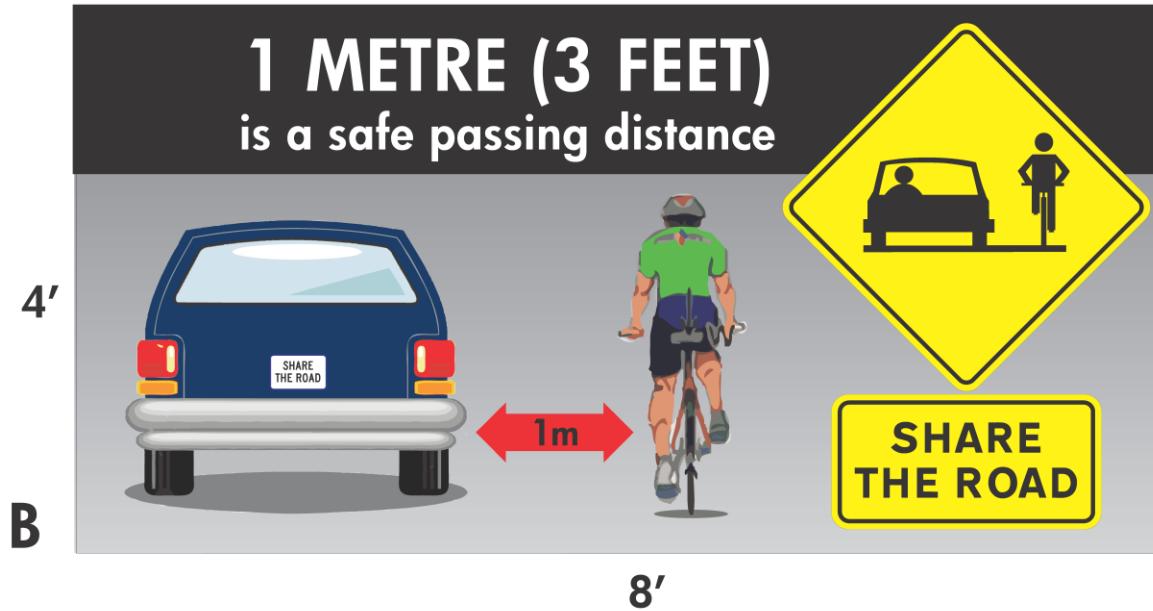
Education Campaign

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!

