Choose health!
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

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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.

Road Safety
It starts with you

Safety Tips

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

- Snap before riding into the street from a driveway 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.

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

Obey all traffic signs and signals.
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
1 METRE (3 FEET) is a safe passing distance
Share The Road Signage
Measurement

Formative – cyclist & driver input

Outcomes
• Feedback from cyclists / drivers
• Driver/cyclist counts
• Driver/cyclist incidents
## Project Milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
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<tbody>
<tr>
<td>Project initiation</td>
<td>Aug 2013</td>
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<tr>
<td>Stakeholder commitment &amp; funds secured</td>
<td>Sept – Dec 2013</td>
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<tr>
<td>Education campaign development</td>
<td>Nov 2013 – March 2014</td>
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<tr>
<td>Education campaign implementation</td>
<td>Apr – Sept 2014</td>
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<tr>
<td>Signage placed</td>
<td>April 2014</td>
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<tr>
<td>Share The Road campaign launch</td>
<td>May 2014</td>
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<tr>
<td>Campaign evaluation</td>
<td>April – Sept 2014</td>
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Cycle ON ...
Thank you!