
The Traffic Bylaw Education Strategies

Recommendation

That the report of the General Manager, Transportation & Construction Department dated April 1, 2019, be received as information.

Topic and Purpose

The purpose of this report is to outline strategies to educate the public on particulars of Bylaw No. 7200, The Traffic Bylaw (Traffic Bylaw).

Report Highlights

1. The Traffic Bylaw covers provisions around a wide variety of transportation related rules and regulations which would be too extensive to incorporate into a single educational strategy.
2. Existing Traffic Bylaw related educational campaigns and initiatives are communicated at various times of the year, and in some instances, year-round. Examples include: Parking, Building Better Roads, Bike Lanes, Respect Work Zones, Pedestrian Safety and the Neighbourhood Traffic Review process.
3. The Administration has outlined existing strategies and identified potential strategies to bring some of the lesser known sections of the Traffic Bylaw to the forefront.

Strategic Goal

This report supports the Strategic Goal of Moving Around by outlining strategies to enhance the knowledge of residents, pedestrians, motorists, and cyclists regarding the Traffic Bylaw.

Background

At its meeting held on December 4, 2018, the Standing Policy Committee on Transportation considered the communication from Walter D. Hall – Vehicles Parked near Intersections, and resolved:

“That the Administration report back on potential strategies to educate the public regarding the particulars of The Traffic Bylaw.”

Report

Bylaw Details

The Traffic Bylaw is currently 83 pages long and contains the following sections:

- Temporary Street Closures;
- Traffic Control Devices;
- Stopping and Parking;
- Driving and Operating a Vehicle;
- Pedestrian Rights and Duties;
- Skateboards, Longboards, Rollerblades and other Means of Conveyance;

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- Permitted Vehicle Weights and Dimensions on Streets;
- Use of Bridges;
- Street and Sidewalk Obstruction;
- Installation of Parking Places;
- Use of Streets, Sidewalks and Boulevards; and
- Enforcement.

Ongoing Education

Elements of each section are consistently communicated through campaigns and educational initiatives such as Pedestrian Safety, Parking, Bike Lanes, Building Better Roads, Respect Work Zones and education through the Neighbourhood Traffic Review process. In addition, the Administration also works with stakeholders directly to ensure awareness of certain sections of the bylaw, such as with the Saskatchewan Trucking Association for regulations related to commercial vehicles.

The City website, specifically the Moving Around section, expands on the following within the Traffic Bylaw: Neighbourhood Traffic Management Guidelines and Tools, Cycling, Driving and Roadways, Bridges, Walking, Parking, Parking Permits, Parking Services.

Street signage also is in place to make people aware of various bylaw details, such as duration of parking limits.

2019 Initiatives

Initiative	Details
Social Media Campaign	<ul style="list-style-type: none">• Based on popular Traffic Bylaw related inquiries through the City's social media channels and to Service Saskatoon, as well as analytics on common bylaw infractions.• The Administration is exploring the potential of a social media "Did you know?" style campaign to answer questions, address misconceptions, and bring some of the lesser known components of the Traffic Bylaw, i.e. the minimum distance that a vehicle can park from an intersection, to the forefront.
Parking Campaign	<ul style="list-style-type: none">• Administration launched the Parking 'Don't YOU forget about me' campaign in May of 2018 to educate the public about entering the correct license plate information into the FlexParking system and encourage the use of the WayToPark app.• In 2019, campaign messaging will expand to also educate about parking over-length vehicles, parking time limits, and unpaid parking tickets.
Active Transportation Education Campaign	<ul style="list-style-type: none">• The Administration is currently developing an Education and Promotion Program that addresses 17 of the 88 recommendations within the Active Transportation Plan.• This includes a strategy geared towards motorists and active transportation users to encourage sharing the road and increase bylaw compliance.

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Initiative (Continued)	Details (Continued)
Building Better Roads (BBR)	<ul style="list-style-type: none">• In addition to creating a public understanding about Saskatoon's road repair and construction program, this annual campaign informs residents about how construction and maintenance projects affect how they move around.• Weekly media briefing topics and advertising often include components pertaining to the bylaw such as the rules around work zones i.e. navigation, parking restrictions, obstructions and speed limits.
Respect Work Zones	<ul style="list-style-type: none">• This public awareness campaign was launched in 2014 alongside BBR to improve driver compliance when passing work zones.• Road maintenance and construction require traffic restrictions and detours to provide a safe work zone.• In a growing city, and especially with the increase in road work through BBR funding, there are more and more work zones on the roads each year.• This campaign involves a partnership with the Saskatoon Police Service who help endorse Respect Work Zone messaging and provide enforcement.
Neighbourhood Traffic Reviews	<ul style="list-style-type: none">• Residents gain Traffic Bylaw education through the annual Neighbourhood Traffic Review process.• Following initial meetings with the community where residents are able to voice transportation related concerns and have their questions answered, a report of recommendations is then presented during a second meeting.• Residents then have a period of time to provide feedback on the draft plan, the plan is finalized, and new measures are implemented.• Education is then rolled out on the new measures.

Communication Plan

All past and current educational initiatives are widely communicated to residents through traditional media advertising, news conferences, social media, the City website, and information sessions/community meetings.

Financial Implications

Specific campaign costs are incorporated into overall project budgets. The cost of a social media campaign would be minimal.

Other Considerations/Implications

There are no options, public and/or stakeholder involvement, environmental, privacy, or CPTED considerations or implications.

Due Date for Follow-up and/or Project Completion

Annual educational initiatives will be implemented during usual timelines. The new Active Transportation education campaign will begin in late spring 2019 and continue until the end of the year. If developed, the social media campaign will be an ongoing, year-round initiative.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Report Approval

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