

Active Transportation Educational Opportunities

ISSUE

To provide an update on the Cycling Education Campaign that will launch June 2019.

BACKGROUND

The Standing Policy Committee on Transportation at its meeting held on June 12, 2017 considered the Transportation 2016 Annual Report and resolved, in part:

- “3. That the Administration report back on educational opportunities for cyclists and pedestrians”.

CURRENT STATUS

In 2016, the Administration developed a pedestrian safety campaign “Roads for All: Pedestrian Safety is Everyone’s Responsibility”. The 2018 iteration of the campaign continued that same theme. Neither of these previous campaigns included cycling-specific messaging.

DISCUSSION/ANALYSIS

Following the approval of the 2019 Capital Budget, Transportation procured consulting services to develop a communication and marketing strategy, budget, and plan with supporting materials for an active transportation education campaign with a focus on cycling. The successful proponent was Copenhagenize Design Co. and 8-80 Cities.

The purpose of this campaign is to strive to make traveling on Saskatoon streets safer and more comfortable for everyone by encouraging safe traveling behaviours and interactions between road users. An effective communications strategy can help build a culture of active transportation by normalizing cycling and helping to promote safe behaviour.

The project consists of two phases:

- Phase 1, was launched March 2019 and completed May 2019, included background research, stakeholder and community engagement, and development of a communication strategy.
- Phase 2, launches June 2019 and runs until December 2019, is composed of the refinement, roll-out, and evaluation of the campaign messages. A list of key metrics and indicators are being developed to track the success of each part of the campaign roll-out.

Background research and engagement efforts were conducted as part of Phase 1 to ensure the campaign messages would reach diverse audiences. The background research examined localized strategies to determine messaging and cultural elements that resonate with Saskatoon residents. Additionally, an international review of successful communication campaigns was undertaken to define best practices and strategies.

Engagement with over 500 individuals occurred in April 2019 to identify key messaging and methods for an education campaign that would be meaningful to Saskatoon residents. The engagement resulted in an informed understanding of different groups' attitudes toward cycling and the varying levels of awareness, or lack thereof, regarding road safety and etiquette. A summary of the engagement events and feedback is included in Appendix 1.

Using both background research and the information collected through engagement, the consultant developed a campaign with messaging to promote safe traveling behaviours and encourage growth in active transportation modes. The campaign messages are rooted in the central theme of Diversity:

- Diversity of place: showcasing all the places you can go by bicycle;
- Diversity of people: illustrating individuals from a variety of backgrounds, highlighting their specific concerns, attitudes and motivations for cycling; and
- Diversity of uses: demonstrating the many ways that cycling can be used as a day-to-day means of getting around for a variety of purposes.

The campaign will reach a variety of audiences with specific messages tailored to cyclists, pedestrians and drivers.

A number of methods are being utilized to promote and communicate the campaign messages including: social media posts and paid advertisements, bus wraps, transit shelter ads, Tim's TV's, and handing out branded merchandise at summer festivals.

Social media and posters can be limited in being able to communicate the complexities of safe cycling behaviour and roadway safety. Directing people to the City's cycling website to learn more is a key element of the campaign's goal to increase education about where and how to safely cycle in Saskatoon. A new webpage structure has been developed for the cycling content based on what information is most important to bicycle users.

The campaign will launch in June 2019 and will run through to December 2019. The project team will regularly assess the effectiveness of the messages and the media buys throughout the duration of the campaign. Adjustments to the media buys will be made, if necessary, to increase the overall success of the campaign.

NEXT STEPS

The campaign is intended to run until December 2019. However, the messages and creative developed has been done in such a way as to allow the Administration to continue to use the material for the foreseeable future.

APPENDICES

1. Cycling Campaign Engagement Report, April 2019

Report Approval

Written by: Danae Balogun, Active Transportation Program Manager

Active Transportation Educational Opportunities

Reviewed by: Jay Magus, Director of Transportation
Approved by: Angela Gardiner, General Manager, Transportation & Construction

Admin Report - Active Transportation Educational Opportunities.docx