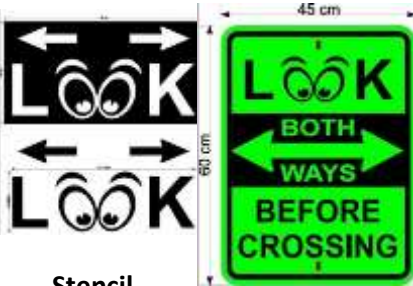



SAFE COMMUNITIES NORTHUMBERLAND COUNTY – BRIGHTEN UP / LOOK / SHARE THE ROAD WORKING GROUP

Agenda / **MINUTES**



DATE: Wednesday March 28 2018	TIME: 10:00 am	LOCATION: 66 Front Street, Campbellford
CHAIR: Tim Blake	RECORDER: Joanne Brewster	
PRESENT: Tim Blake, Heather Grundy, Joanne Brewster, Sean Clair, Don Clark, Melanie Trottier, Ray Benns, Scott Jibb, Bruce Bellaire, Gene Thompson, Denise Marshall, Rick Caddick, Tammie Staples, Steve Bates		

AGENDA ITEM	SUBMITTED BY:	KEY DISCUSSION POINTS	OUTCOME/ACTION
1. Welcome & Introductions		Meeting began at 10:06 am	
2. Declaration of Conflict of Interest		None declared	
3. Approval of minutes from last meeting		Last meeting: March 2, 2018	Motion to approve the minutes as written made by Scott JIBB Seconded by Sean CLAIR CARRIED
<p>4. LOOK Campaign / sign / stencil</p> <p>Concentrated campaign on social media/multiple channels – education – promotion Work with the schools to bring message</p> <p>Timeline: August - October</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <ul style="list-style-type: none"> Reviewed the campaign ideas Concern raised about the “look” pavement stencil - that it will have pedestrians looking down at the stencil/ground rather than looking up to check traffic, etc. This is not supported by the County due to these health & safety concerns Melanie T presented the “be alert” sidewalk decal that adheres to concrete – have been used in York Region Melanie T has 20 decals available – they were part of a pedestrian safety campaign Sign can be one extra tool for the campaign The stencil/decals would not be part of any winter maintenance concerns/costs with the timelines for the campaign that were agreed upon Questions about whether the decal will become </div>  </div>			<p>ACTION: Tim B will trial the “be alert” decal in a Campbellford location and report the results</p> <p>Members believe that the decal material allows for one time use only – i.e., cannot be removed and placed elsewhere</p> <p>Agreed to set aside the use of the stencil until trial of the decal is complete (if moving forward with stencil in the future, need to ensure painted surface is slip resistant)</p>

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		<p>slippery resulted in an agreement to engage in a trial/test period with the decal</p> <p>Updates from Denise M</p> <ul style="list-style-type: none"> • Reviewed traffic calming efforts within hamlets • County is taking inventory of what is in each of the community safety zones – crossing guards, signage as well as collision history • Facebook campaign – short video clips, safety around school buses – can be shared via FB 	<p>Hamlet Traffic Calming Measures used - signage, pavement markings (transverse bars), widen centre lane markings to slow down traffic</p> <p>Did speed readings – pre and post</p> <p>Only 1 km/h difference on average</p>
<p>5. Share the Road sign – urban sign</p> 		<ul style="list-style-type: none"> • Melanie T had sent a photo of the sign (R) to the group via email • Members notes that E-bikes are considered a bicycle under the HTA • Strategically place signs and work with the County • The <i>Share the Road</i> signs the County placed were along cycling routes • Discussion about Education and Enforcement of the 1-metre law • Challenging to address driver behaviour • Discussion about posted speed limits in hamlets • Discussion about data collection re: speeding and road usage using BlackCat technology/devices – 	<p>Outcome</p> <p>ALL - Think about education for this campaign and how to work with police regarding enforcement</p>

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		Cramahe and Alnwick-Haldimand given as examples where it has been used <ul style="list-style-type: none"> • Discussion about touching base with community policing committees 	
6. Caution SMV, agricultural sign – rural sign 		<ul style="list-style-type: none"> • Discussed sign placement on County Rds. 30 & 2 • 1:1 conversation needed with the farming community • Repair shops, dealerships, CO-OP, Granaries might be appropriate places to post signs • OFA – monthly meeting = 20 members, AGM meetings might have 100 members • Some other sign for the farms – could request to post on their private property • 2014 collision data – no real trend captured in that data • Data includes the accidents – where are the “near misses”? a question for the Agricultural Advisory Committee • Plowing match – good spot to promote – ask questions / gather information – attend with an intent to get data • Specific “Pop-up” sign for agricultural vehicles for display purposes– can use prize as incentive to come and share thoughts/recommendations • ROMA – Rural Ontario Municipal Association – are there any opportunities there? 	Ray B reported that the Alnwick-Haldimand agricultural advisory committee meets next week – would be willing to bring the sign, gather information about interest and report back Denise M – County Agricultural Advisory Committee meets in April, will bring this to the meeting. Will also gather their thoughts about how to get message to the farming community ACTION: Scott J – will investigate a Safe Communities booth at the Plowing Match ACTION: Don C – will investigate the date/details for the Cattleman’s Dinner
7. Brighten UP		<ul style="list-style-type: none"> • Joanne B reported on the criteria for breaking the world record and outlined the various roles that are 	Members agreed to aim for 2500 as the record

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Guinness Book of World Records - Target for 2019		<ul style="list-style-type: none"> required (independent witnesses, stewards, photographer, videographer) • The submission of evidence is key • Free to apply • The evening Santa Claus parade will be too chaotic to try and break the record at that event • Consider having schools involved in creating a safety event where the record can be broken too • The Sweet Life Road Show – Teens Learn to Drive – could be shown and do the record? • http://teenslearntodrive.com/ • Re: High Visibility Vests - we will need to draft a sponsorship request letter as move forward 	<p>All - Think about an event where this could be held (everyone must be in one location to be properly counted) or creating our own event</p> <p>Could be tied to an MTO funding opportunity</p> <p>Action: Tim B will speak with Doug Birch Dave Bernier, Charlotte Filip about partnering with schools</p> <p>Action: Tammie S will investigate hot dogs for students and will investigate if interest from Behan construction to sponsor some vests</p> <p>ACTION: Denise M and Heather G - Research costs of vests (County supplier & Mayhew Graphics)</p>
8. Workplan and report to Lead Table		<ul style="list-style-type: none"> • Joanne B circulated the workplans completed to date • Discussion about adding Cycle Transitions bike safety sessions, CanBike, to the workplans • Bruce B - CanBike sessions in the school - Grafton, Brighton, Colborne, Castleton (6 presentations). Aim to deliver to Grades 4-5, ½ day course 	<p>Deferred the workplan discussion to next meeting. ACTION: Joanne B will attach a copy of the workplans to the draft minutes</p> <p>Add CanBike sessions to the workplan Incorporate the reflective zipper pulls into the CanBike presentations</p>
NEW / EMERGING ISSUES			
9. Local Issues	Tim BLAKE	<ol style="list-style-type: none"> 1. Farm 911 – The Emily Project, has come to a close. Yellow sign, specific to the project – to be installed by Municipalities Specifically designed for emergency access 	

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		<p>2. Boat launch sign – pilot project in Trent Hills - “BL67” – for emergency services The “BL” allows emergency services to prepare for a potential water rescue</p> <p>3. SOLAR sign – firefighting safety – better respond to residences that are identified as solar powered</p>	
10. Organization / Agency News	Ray BENNS	April 3, 2018 – Centreton Library & Hall – kids and adult’s safety programs - Cst. Steve Bates and Cst. Tanya Royall, OPP are the presenters	
	Heather GRUNDY	<i>Northumberland Families on the Move – FREE event</i> May 4-5, 2018 at Cobourg Collegiate Institute	Registration and more information https://www.eventbrite.ca/e/northumberland-families-on-the-move-family-evening-event-tickets-43755425656
NEXT MEETING: Wednesday May 16 th @ 1:30 pm - location TBA – <i>Tim will confirm location and send meeting invite to members</i>			
ADJOURNMENT: 12:15 pm			