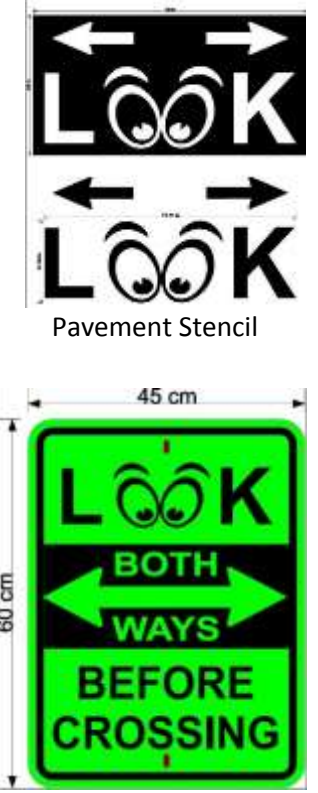


SAFE COMMUNITIES NORTHUMBERLAND COUNTY – Brighten Up / LOOK / Share the Road Working Group

MINUTES

DATE: Friday March 2, 2018	TIME: 10:00 am	LOCATION: 66 Front Street, Campbellford (Boardroom)
CHAIR: Tim Blake	RECORDER: Joanne Brewster	
ATTENDANCE: Ray Bennis, Tim Blake, Bruce Bellaire, Melanie Trottier, Colin Cackette, Joanne Brewster, Denise Marshall, Scott Jibb, Rick Caddick		



AGENDA ITEM	SUBMITTED BY:	KEY DISCUSSION POINTS	OUTCOME/ACTION
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1. Introductions		<ul style="list-style-type: none"> • Tim Blake chaired the meeting • Roundtable introductions 	
2. LOOK – Draft Sign  <p>Pavement Stencil</p> <p>45 cm</p> <p>60 cm</p>	Tim Blake	<ul style="list-style-type: none"> • Tim B reviewed the concept of the LOOK campaign – it’s to start the conversation about pedestrian safety • An aluminum stencil is used to paint the marking on the pavement • Need to identify where high hazard intersections are • Denise M outlined some of the work done by the County re: traffic calming, not convinced that signs and pavement marking make a difference on driver behaviour. Collected speed data re: traffic calming before and after – no change in speeds • Concerns about “sign pollution” • Need to be strategic with signs and placement • Denise M – will be engaging a consultant to look at the lights at the intersection in C’ford that was discussed – identified as a congested / high traffic / pedestrian area • Lots of engineering things can be done • Scott J – concerns budget required for maintenance, i.e., annual painting requirement • All agreed that enforcement must be part of it • Engineering – Enforcement – Education are key 	<p>The LOOK campaign is ideal for education with students - provides good content for promotion and education</p> <p>Outcome Targeted campaign – education – promotion Concentrated campaign on social media/multiple channels International Walk to school day could be target Start in August run through September and October Need police involved and schools/boards ACTION: Denise M will review engineering that can be incorporated into community safety zones ACTION: Melanie T will bring a decal that can be placed, removed and re-used Suggestion: Look “all ways” vs “both ways” on the signs</p>

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3. Share the Road – Draft Sign 	Tim Blake	<ul style="list-style-type: none"> • Seen as an urban centres sign – draft/mock up sign presented • Melanie T – might be helpful to incorporate the legislation around how many meters motorists should be distanced from cyclists • Rick C - this sign would be very relevant for Brighton Provincial Park • Promotional campaign 	ACTION: Melanie T – will review some other signs and send to the group/present at next meeting
4. Caution – SMV sign – agricultural sign – Draft Sign 	Tim Blake	<ul style="list-style-type: none"> • Identified areas #30, #2, #41 • Archers’ – great spot for education of drivers/farmers • Ray B and Scott J have many farm contacts • OFA should be involved • Need to have a plan – counts on the road • Denise M– agricultural vehicles on county roads – high volume, high speed = safety concerns/risks • Farm Credit may be approached with funding requests 	ACTION: Tim B / Rick C will follow up with Archer’s ACTION: Tim B will confirm price for the sign ACTION: Scott J, Denise M - Connect with Allan Carruthers OFA ACTION: Denise M will investigate data about high instance areas ACTION: Tim B will contact police partners

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5. Brighten UP	Joanne Brewster	<ul style="list-style-type: none"> • Review of evening parades attended in 2017 – Brighton, Grafton, Warkworth • Handed out hundreds of Brighten UP reflective zipper pulls and bookmarks at parades • Discussed Guinness Book of World Records for most people wearing high visibility vests in one location (approx. 2300) • Could approach construction companies to donate vests • Would also try to attract people to event who already had their own vests • Goal would be to attract media attention, give out vests, have the public continue to wear them after • Great way to bring awareness to the issue while getting the community involved • Could be the theme for the entire Santa Claus parade 	<p>ACTION: Joanne B to research requirements and present at next meeting – will also enlist help of Don Clark</p> <p>Target for 2019 Brighton evening Santa Claus parade</p>
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NEXT MEETING: March 28, 2018 @ 10 am, 66 Front Street, Campbellford (Boardroom) Joanne Brewster to send meeting invite to members

ADJOURNMENT: 12:20 pm