

## Public Education

In 2010, the City began to install on-street bike routes with a goal to establish an extensive network that would encourage people to choose cycling as a safe, healthy and efficient way to get around the city. Along with the new infrastructure came a need for educational efforts to help cyclists and drivers understand how to use it. These efforts have grown substantially since that time to reflect the growing number and variety of on-street installations.

Public education and communication efforts have been working towards two primary objectives:

- o *Awareness and Attitude:* Encouraging drivers and cyclists to share the road and respect one another
- o *Education for roadway users.* Educating drivers and cyclists on what pavement markings and road signs mean, and how the rules of the road apply in these situations.

Public education efforts take considerable time and investment before results are widely evident. For on-street bike infrastructure, successful efforts need to overcome three significant barriers:

- 1) “Us versus Them” mentality (cyclists and motorists)
- 2) Resistance to new infrastructure
- 3) Lack of previous education efforts

Research conducted for the City indicates there has been noticeable headway in breaking these barriers down when looking at the city as a whole. Because motorists and cyclists from all areas of the city travel to places where there is on-street bike infrastructure, this is a positive development that needs to be maintained.

## Addressing Challenges

### *New Construction – localized approach*

While there is progress city-wide, greater progress is needed with efforts to reach people directly affected by new construction to ensure they understand and know how to use the roadway. Additional investment in education efforts could lead to a greater impact at the local level when construction is coming. This investment could be used to:

- Create a street team with summer students. In areas where bicycle facilities are new and/or construction is imminent, the team would work personally with citizens on ways to drive and ride on the roadway with the new infrastructure. This would include activities such as door knocking and attending community events.
- Add signage and other visual cues in areas where construction is imminent and/or newly constructed, for longer periods of time.

It's anticipated this would bring additional costs in the range of \$80,000 per year.

### *Promoting mutual benefits*

To date, efforts to communicate why bike infrastructure is important to Edmonton, and how it is beneficial for all citizens, has been embedded within communications activities for specific elements of projects. While these activities need to continue, a greater emphasis is needed to communicate why bicycle infrastructure is important, how it is mutually beneficial for all Edmontonians, and how it creates a sustainable option to help people safely move through the city. Over time, the goal is to create and foster understanding about cycling infrastructure and its overall impacts.

A strong advertising presence, coupled with other communications activities, would help bridge this gap in understanding. This approach would be most effective if it was founded by a strong investment, in the range of \$150,000 on an annual basis, for at least two to three years.

### **Marketing and Communications Efforts: 2011-13**

#### *City-wide Campaign*

Awareness and attitude efforts are primarily targeted through advertising buys in radio, online, transit and print. A number of instructional videos have also been created using LEGO characters tackling some of the more challenging situations on the roadway. This is a significant effort, with costs totaling \$175,000 in 2013. A significant media relations effort also accompanies the paid advertising efforts.

#### *Bus Shelter*



#### *Instructional Videos*



#### *2013 Media Launch*



#### **Awards won:**

Advertising Club of Edmonton (3)

#### **Nominations:**

Alberta Media Production Industries Association (1)

Transportation Association of Canada (2)

Institute of Transportation Engineers (1)

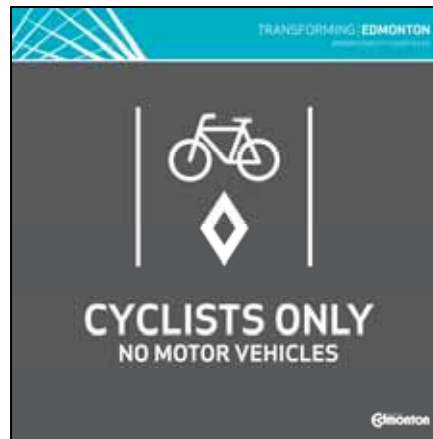
## Construction Communications

A number of communications tools provide educational information in the areas adjacent to the newly constructed routes, including construction bulletins, mailed brochures, informational street signs, and information packages for schools.

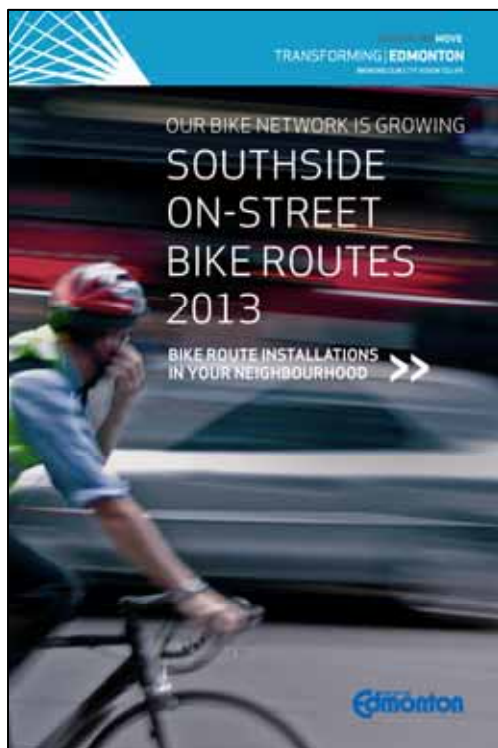
### Street signs



Pre-construction



Post-construction



Mailed brochure



Mailed brochure

**Evaluation Research (Omniweb 2013 Campaign Survey)**

- Almost 40% of Edmontonians recall cyclists/road campaign
- When presented with images from the “Let’s Get There Together” campaign, nearly one-quarter (22%) of Edmontonians recall seeing this advertising
- Over half (52%) of Edmontonians agree that the “Let’s Get There Together” advertising informed them what to expect and how to drive / ride on streets with bike routes
- Over one-third (36%) agree that it convinced them it is important for cyclists and motorists to share the road (agreement with both statements is higher among middle aged (age 35-44) Edmontonians)