

***Think and Drive* Road Safety Pilot Campaign: An Evaluation of an Initiative to Improve Road Safety in Niagara**

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Report to: Regional Niagara Road Safety Committee Executive

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Think and Drive Road Safety Pilot Campaign Evaluation

Executive Summary

The “Think and Drive” road safety pilot campaign (*Think and Drive*) was launched in the town of Niagara-on-the-Lake (NOTL) on September 5, 2006 and was in effect until December 31, 2006. The campaign included a social marketing strategy targeted to road users who live and work in NOTL by way of direct-mail, posters, website, media, and community promotion, activities and events.

Think and Drive:

- Increased awareness about Niagara road safety issues,
- Increased knowledge about how to improve road safety in Niagara,
- Increased intentions to improve driving,
- Changed driver behaviour,
- Resulted in active participation by over 10% of the NOTL driving population.

Based on evaluation results, the Regional Niagara Road Safety Committee (RNRSC) recommends that *Think and Drive* be expanded across the Niagara Region. Specific recommendations are included in the evaluation report conclusions.

Background

In 2003, the RNRSC was formed as a result of a Niagara Regional Police Service (NRPS) community symposium. The symposium was held to address community concern over the dramatic increase in the number of fatal and serious injury motor vehicle collisions (MVC) occurring on Niagara roadways.

The RNRSC consists of representatives from NRPS, Niagara Region Public Works Department (NRPWD), Niagara Region Public Health Department (NRPHD) and CAA Niagara. The committee has developed and begun to implement a strategic plan to reduce fatal and serious injury MVC in Niagara by 10% over a five-year period (2004-2008). The plan uses a comprehensive injury prevention approach to road safety that includes: education, enforcement, engineering and advocacy. *Think and Drive* is one part of the overall RNRSC road safety strategy.

Problem Statement

The Niagara Region has one of the highest numbers of fatal and serious MVC per capita as compared to other regions within Ontario (see Appendix A and B).

Analysis of NRPS fatal and serious injury MVC data from 1999 to 2003 (*Report on the Niagara Regional Police Service Motor Vehicle Collision Data 1999-2003*) indicated that Niagara’s crash problem is primarily due to driver behaviour; the three major contributing factors being speed, impairment and driver error. *Think and Drive* was developed as a social marketing campaign to address driver behaviour.

Program Description

Think and Drive was launched at a media event in Niagara-on-the-Lake (NOTL) on September 5, 2006 in partnership with the NOTL Traffic Safety Task Force. The www.niagararoadsafety.com website, containing a road safety self-test became available at the same time. During that week, 6300 educational mailers were sent out to every residence in NOTL, directing recipients to the website to complete a road safety self-test and enter a prize draw.

Think and Drive posters (450) were disseminated in the NOTL community throughout the campaign. Flyers (7500) were sent to every home and business in NOTL with the hydro / water bills during the month of October. Both resources provided information about the road safety issue in Niagara and NOTL and directed people to the website.

The RNRSC collaborated with the NOTL Traffic Safety Task Force and its member associations, NOTL Town Council, local media, business associations, major employers, schools, and community groups and individuals to support, implement and promote *Think and Drive*. Additional resources were distributed with the assistance of these groups and individuals. The Niagara Advance, a NOTL weekly newspaper, provided extensive media coverage throughout *Think and Drive*.

Evidence states that the most effective road safety campaigns consist of a combination of social marketing and traffic enforcement. Evaluations of mass media campaigns indicate that they are most effective in improving road safety as measured by casualty crash frequency when combined with other supports such as legislation, enforcement and public relations or associated publicity. (Delaney, Lough, Whelan, Cameron).

The Niagara Regional Police Services implemented the “Operation Lifesaver” enforcement campaign in August 2006 to enhance traffic enforcement in NOTL and other problem areas in the Niagara Region. This stepped-up enforcement continued in NOTL throughout *Think and Drive*.

Details about the market research, campaign planning, and resource development and distribution have been described and illustrated. (See Appendix C).

Program Objectives

The campaign objectives include:

- Increasing awareness among road users about the Niagara crash problem (through the development and dissemination of creative, multi-pronged, focus-tested messaging);
- Increasing knowledge among road users about road safety skills applicable to the Niagara crash problem; and
- Changing driver attitudes about the importance of personal road safety to decrease motor vehicle collisions.

Long-term objectives include:

- A decrease of 10% in the number of serious motor vehicle collisions where factors relating to driver actions are a primary consideration.

Evaluation

Evaluation Objectives:

- To determine if the *Think and Drive* campaign objectives had been achieved.
- To inform the planning and implementation of future road safety campaigns.
- To examine the attitudes and behaviours of Niagara drivers and road users.
- To disseminate findings to key stakeholders.

Qualitative Evaluation

Needs Assessment: Community Communications Meeting (Pre-campaign)

A community meeting was held on June 22, 2006 to determine how the RNRSC could best communicate road safety messages to the NOTL community. Names of community contacts representing business, farming, medicine, politics, education, and church and community interest groups were gathered from the NOTL Town Hall Clerk and invitations were made by phone and e-mail to 41 people. Three of these community members attended the meeting. Their responses to a series of questions were documented (see Appendix D) and this information was used to plan the communication strategy for *Think and Drive*.

Quantitative Evaluation

Needs Assessment: RNRSC Road Safety Challenge Opinion Survey (Pre-campaign)

Prior to *Think and Drive*, a survey of Niagara residents was performed as part of the Ministry of Transportation Ontario *2006 Road Safety Challenge* between May 15th and June 15th, 2006. A total of 428 Surveys (see Appendix E) were completed by community members of driving age at various community events including mall displays and a senior driver educational event. The survey was used as an opportunity to raise awareness and educate participants about the road safety issue in Niagara. Once participants completed the survey they were given a tear-off copy of the 2-part survey form that contained answers to the questions posed. Content was based on the *Report on the NRPS Motor Vehicle Collision Data 1999-2006*.

Results:

Results of the survey indicated that:

- 93% of respondents are concerned about road safety in the Niagara Region
- 89% of respondents consider road safety to be a health issue
- 69% of respondents said their driving behaviour affects road safety
- 90% of respondents said road safety is a problem in the Niagara Region

Conclusions:

These results indicated to the RNRSC that the respondents consider road safety to be an important issue. The results were congruent with Canadian findings that the public rates road safety as one of

the more important social issues facing us today (Traffic Injury Research Foundation; The Road Safety Monitor, Public Awareness and Concern about Road Safety 2006). Coupled with the high incidence of fatal and serious injury collisions on Niagara's roads, the RNRSC proposed the implementation of a comprehensive social marketing campaign as part of an overall strategy to reduce the number of fatal and serious collisions on our roads.

Process Evaluation

Monitoring and Tracking

Think and Drive was launched on September 5, 2006 and continued until December 31, 2006. All resource distribution, campaign activities and events, website activity, and media coverage were tracked manually using an Excel spreadsheet.

Think and Drive Road Safety Self-Test:

The self-test (See Appendix C) was available both on-line and at the four NOTL post office locations to provide availability to those who did not have access to the internet.

A total of 817 self-tests were completed; 679 on-line and 138 hard copies. A total of 208 prize draw entries were collected in the post office boxes, indicating that 70 additional hard copy self-tests may have been completed and taken home by the participant, and therefore were not available for analysis.

In addition, there were 1492 website visits and over 1300 visits from unique addresses to www.niagararoadsafety.com, indicating almost twice as many visits to the website as submitted self-tests. Perhaps because self-tests submission required the entry of contact information, more self-tests may have been completed than were available for evaluation analysis. Therefore, the participation in the educational self-test may have been higher than is indicated by the number of submitted self-tests.

Results:

Question:	% Yes	%No
Do you ever drive in NOTL?	90	10
Do you ever drive over the speed limit?	62	38
Do you ever misjudge a driving situation?	35	65
Do you ever let your mind wander while driving?	46	54
Do you ever get angry with other drivers?	49	51
Do you ever drive while impaired?	3	97
Do you ever speed on rural roads?	40	60
Do you ever drive more aggressively in good weather conditions?	28	72

The age groups and sex of respondents were:

Age group (years)	Number of respondents	Valid Percent (%)
Under 16	2	0.2
16-20	47	5.8
21-30	144	17.7
31-40	118	14.5
41-50	193	23.7
51-60	130	16.0
Over 60	181	22.2
Missing	2	n/a
Total	817	100

Sex: The respondents were 52.5% female and 47.5% male.

Conclusions:

The self-reported data provides us with an indication that responding Niagara residents admit to engaging in the kinds of driving behaviours that are the main causes of fatal and serious injury collisions in the Niagara Region; speed, driver error and impairment.

The age and sex demographics indicate that those who participated in the campaign educational self-test were fairly evenly divided between males and females. There was a fairly even distribution of participants between 21-over 60 years of age and a slightly lower number of 16-20 year old participants.

Outcome Evaluation

Think and Drive evaluation questionnaire:

The *Think and Drive* evaluation questionnaire was developed to provide a quantitative evaluation of the campaign objectives, to assess the reach of the campaign, and to provide information about how to improve the effectiveness of *Think and Drive* in future.

The questionnaire (see Appendix F) was inserted into 7500 copies of the November 4th edition of the *Niagara Advance*, a weekly newspaper distributed throughout NOTL. The evaluation form was to be returned in an attached postage-paid envelope to the Niagara Region Public Health Department for processing and analysis. A total of 731 evaluation questionnaires were received by the November 21 submission deadline. An additional 31 questionnaires were received throughout December and were not included in the analysis.

Results:

Approximately half (51.3%) of the 731 people who completed and returned the questionnaire were aware of *Think and Drive*.

Question: How did you learn about the Think and Drive road safety campaign?

From:	Valid Percent (%)
Newspaper article	30.1
Flyer in the hydro/water bill	25.3
Newspaper ad	22.3
Flyer in the mail	9.2
Poster	7.5
Word of Mouth	5.9
Road safety website	4.1
Launch event	3.6
Newsletter article	2.7
Workplace	1.8
Municipal Council meeting	1.1
Presentation	0.7
Community website	0.7
E-mail	0.3

Of the 369 (51.3%) of respondents who were aware of *Think and Drive*:

- Approximately three quarters (74.8%) reported receiving the *Think and Drive* flyer in the mail or with their hydro/water bill.
- Approximately one quarter (23.2%) reported going to the www.niagararoadsafety.com website.
- Approximately one third (33.2%) reported completing the road safety self-test.
- Over three quarters (80.5%) reported that *Think and Drive* got their attention.
- 65.1 % agreed or strongly agreed that they are more aware of road safety issues in Niagara as a result of *Think and Drive*.
- 54.3% agreed or strongly agreed that *Think and Drive* increased their knowledge about what they could do to improve road safety in Niagara.
- 58.4% agreed or strongly agreed that they have thought about making improvements to their driving as a result of *Think and Drive*.
- 54.5% agreed or strongly agreed that they have made changes to their driving as a result of *Think and Drive*.

Age groups and sex of respondents:

Age groups: 42.7% of the respondents did not report their age group category. Of the 57.3% of respondents who reported their age group category, the age groups were as follows:

Age group (years)	Valid Percent (%) of respondents reporting age	Number and Percent (%) of NOTL driving population (age yrs. and older)
16-20	0.5	902 (7.0)
21-30	3.3	1202 (9.4)
31-40	7.2	1516 (11.8)
41-50	16.5	2369 (18.5)
51-60	20.0	2421 (18.9))
Over 60	52.5	4409 (34.4)
Total	100	12819 (100)

Sex: 46.4% of respondents did not report their sex. Of the 53.6% of respondents who reported their sex:

- 56.4% were female
- 43.6% were male

Questionnaire comments (See Appendix G):

Written comments were received on 52 of the 731 questionnaires analysed for the evaluation. These comments were documented and themed according to the main point being made in the comment as: engineering suggestions, enforcement suggestions, education suggestions, opinions about road safety problems and solutions, and general comments about *Think and Drive*. The comments were rated as being clearly positive, negative or more neutral comments regarding the campaign. Of the 52 comments received, they were rated as 34 neutral, 12 negative and 6 positive comments.

Conclusions:

The evaluation questionnaire indicated that of the respondents who were aware of *Think and Drive*, over half reported an increased awareness of Niagara road safety issues, an increased knowledge about how they could improve road safety, that they had thought about making improvements to their own driving and that they had made changes to their driving as a result of *Think and Drive*. This demonstrates that *Think and Drive* has met the campaign objectives of:

- Increasing awareness among road users about the Niagara crash problem
- Increasing knowledge among road users about road safety skills applicable to the Niagara crash problem; and
- Changing driver attitudes about the importance of personal road safety to decrease motor vehicle collisions.

Overall Campaign Results

Think and Drive was promoted primarily to drivers who live and work in NOTL. The Municipality of NOTL has a total population of 14,971 with 7266 (48.5%) females and 7705 (51.5%) males and 12,819 residents aged 16 years and over. We do not have an estimate of the number of non-residents who work in NOTL.

The marketing agency contracted by the RNRSC, LOUD Advertising, has advised that a 3% response rate to a direct-mail campaign such as *Think and Drive* is considered good, and a 4 to 5% response rate is considered excellent. The “Think and Drive” website had 1492 visits, over 1300 unique visits and there were over 900 entries for the prize draw, representing about a 10% response rate to the campaign.

Think and Drive Reach:

- Over 450 posters, over 10,000 flyers, and over 10,000 mailers distributed throughout the NOTL community.
- Media attention throughout campaign: 30 articles in local media (Standard, Review, Niagara Advance, Niagara This Week), 2 radio interviews, CHTV and Cogeco covered launch event, and 8 paid ads in the Niagara Advance.
- Over 80 community volunteers were involved in the campaign promotion and distribution of informational materials
- Over 1400 visits to the www.niagararoadsafety.com website throughout the campaign.
- Prize draw - 693 on-line ballots plus 208 hard-copy ballots in post office locations for a total of 901 ballots submitted.
- Presentations and displays at 11 local community gatherings reaching over 800 individuals.
- Newsletter articles about *Think and Drive* were published in over 18 community and business publications.
- Web-site links to www.niagararoadsafety.com by 8 agencies - the Niagara Region, CAA Niagara and the Town of NOTL websites were noted as being used by participants as referral sites to the road safety website throughout the campaign.
- School involvement – all NOTL schools participated in the distribution of *Think and Drive* information to their school community. Colonel John Butler Elementary School and St. David’s School participated in a writing contest for grade 4 to 8 students about road safety in Niagara (See Appendix H). Niagara District Secondary School held a *Think and Drive* week including daily road safety announcements, a crash vehicle, the *Think and Drive* message on an outdoor school sign, NRPS *Drive Safe* presentation delivered to grade 11 and 12 students, and a road safety interactive display.
- Major NOTL employers distributed *Think and Drive* resources to their employees (Vintage Hotels, Niagara College, Shaw Festival, White Oaks, Town of NOTL, NOTL Hydro, Purolator, Henry Schein Ash Arcona, Meridian Credit Union, NOTL Hospital).
- NOTL Chamber of Commerce e-mailed over 500 members about the road safety campaign to provide them with background information and invite them to get involved.
- Over 50 members of the NOTL medical community were faxed information on the Think and Drive campaign and how they could assist.
- NOTL community responded with 762 evaluation questionnaires to help measure the effectiveness of the campaign.

Conclusions

Successes

Think and Drive:

- Increased awareness among road users about the Niagara crash problem,
- Increased knowledge among road users about road safety skills applicable to the Niagara crash problem,
- Changed driver attitudes about the importance of personal road safety to decrease motor vehicle collisions,
- Changed driving behaviour,
- Had a participation rate of 10% of the NOTL driving population (who actively participated in the campaign by visiting the website, or completing the road safety self-test either on-line or through the post office entries),
- Had a response rate of over 10% of recipients of the *Think and Drive* evaluation survey (762 surveys received from 7500 inserted into the Niagara Advance),
- Engaged the grass-roots community (NOTL Traffic Safety Task Force and its member associations, NOTL Town Council, local media, business associations, major employers, schools, and community groups) to support and promote road safety in NOTL and throughout Niagara. Collaboration between the RNRSC and the NOTL Traffic Safety Task Force enabled a successful working relationship beneficial to the development, implementation, and promotion of *Think and Drive*.
- Work was recognized at the Ontario Road Safety Symposium, September 2006.

Recommendations for improvements to the design and distribution of *Think and Drive* campaign resources

- Develop a strategy to increase the involvement of the 16-20 year age demographic in completing the *Think and Drive* self-test in a future campaign in order to have a good cross section of the age groups in Niagara. Collaboration with the school boards, post-secondary schools, driving schools, the Niagara Region Public Health Youth Connection team, and Niagara Regional Police Service Community Services would facilitate this.
- Pilot test any future *Think and Drive* evaluation questionnaires prior to distribution to analyse and correct any design flaws.
 1. When the *Think and Drive* evaluation questionnaires were received it was noted that despite the instructions following question #1 that only if the respondent answered “yes” to this question should they continue with the questionnaire, many respondents answered “no” but continued answering questions # 2 to 11. This caused some difficulty in interpreting the data as we couldn’t understand how respondents who answered they were not aware of *Think and Drive* could reasonably be able to answer the rest of the questions. In addition, some questionnaires were not fully completed, also making interpretation difficult. In order to obtain evaluation responses more representative of all age demographics, a strategy to distribute the questionnaire through venues in addition to local newspapers should be considered.
 2. Modify the design of future *Think and Drive* evaluation questionnaires to capture the age and sex demographics of all respondents. In the creation of the evaluation questionnaire the questions about age group and sex were put at the bottom of the

survey with the intent that only those who answered that they were aware of the campaign complete these questions. In retrospect, it would have been beneficial to have all respondents complete these questions so we would have a profile of all those who responded to the questionnaire, regardless of whether or not their reported being aware of the campaign.

- Identify and use additional community venues and groups to distribute road safety campaign resources in order to increase the reach to the target population.

Future recommendations

The RNRSC recommends:

- Expansion of *Think and Drive* throughout the Niagara Region (based on the pilot campaign evaluation results) in 2007-2008, pending availability of financial and human resources,
- Collaboration with relevant Regional, Municipal and local grass-roots community groups, interest groups and individuals to support, promote and implement *Think and Drive* throughout the region, using NOTL as a model.
- Involvement of additional road safety partners (e.g. Ontario Provincial Police Service and Public Health Emergency Medical Services) in an expanded campaign,
- Continuation of the fostering of strong working relationships and information sharing between the RNRSC members.
- Continuation of an injury prevention approach to road safety.
- Utilization of the Public Health Department Rapid Risk Factor Surveillance Survey (RFFSS) for additional evaluation of road safety in 2007

Appendix A – Fatal and Serious Injury Collisions Per Capita for Ontario - 2004 (NRPS)

Fatal and Serious Injury Collisions
Per Capita for Ontario Regions - 2004

		2004			
Region	Population (k)	Fatal	Serious Injury	Total	Per Capita
Durham	572	29	46	75	0.13
Halton	380	13	18	31	0.08
Hamilton	503	17	15	32	0.06
London	337	12	8	20	0.06
Niagara	431	30	40	70	0.16
Ottawa	774	31	47	78	0.10
Peel	989	26	15	41	0.04
Waterloo	498	16	23	39	0.08
Windsor	210	12	8	20	0.10
York	759	39	48	87	0.11

Source: Niagara Regional Police Service
07/April/2005

Appendix B - Fatal and Serious Injury Collisions Per Capita for Ontario - 2005 (NRPS)

THE ONGOING PROBLEM

Ontario Region Comparisons
Fatal Collisions per capita in 2005
Source: Niagara Regional Police Service,
September, 2006

Region	Population (K)	Fatalities	Per Capita
Toronto	2200	59	0.02
Peel	1000	20	0.02
York	918	38	0.04
Ottawa	800	22	0.03
Durham	580	29	0.05
Hamilton	500	20	0.04
Waterloo	498	16	0.03
Halton	439	14	0.03
Niagara	434	30	0.07
London	348	14	0.04
Windsor	220	4	0.02
Haldimand-Norfolk	62	10	0.16

Appendix C – Developing the Program

Market Research: Determining the Audience

Due to limited funding the RNRSC established that a pilot road safety social marketing campaign would be implemented in the Municipality of Niagara-on-the-Lake (NOTL). This site was selected due to the following:

- NOTL had a high number of fatal and serious injury collisions on their roadways per capita
- NOTL was ready for action to be taken on road safety as indicated by their formation of a Task Force on Traffic Safety.
- The Task Force on Traffic Safety could provide assistance with the community campaign.
- It was felt that the NOTL population of 13,800 could be effectively reached with the \$20,000 budget available for the campaign.

Market Research: The Marketing Strategy

Request for Proposals (RFP)

The RFP requested the development of:

- A comprehensive road safety social marketing communication plan,
- Focus-tested, evidence-based logo branding, and
- Creative design and printing of various promotional resources.

The target audience for the campaign was Niagara road users. Marketing resources were to be promoted specifically to those who live and work in NOTL.

LOUD Advertising (LOUD) was selected by the RNRSC members using criteria based on the proposal quality, project approach and work plan, cost information, skills and experience of the project team, previous experience with similar projects, and staffing available to work on the project.

Logo Branding

The *Think and Drive* logo and campaign branding was developed through a series of consultations and focus group meetings. After an initial consultation with the RNRSC members, LOUD Advertising held a community focus group meeting with RNRSC members, the Ontario Ministry of Transportation (MTO) Regional Representative for Niagara, and eight community volunteers who mirrored the age and gender demographics of drivers involved in serious injury and fatal collisions from the NRPS motor vehicle collision data. Based on the focus group input, LOUD developed some initial social marketing concepts and a selection of three branded logos. The RNRSC provided initial feedback so the logos could undergo graphics editing before being presented to the community focus group. The focus group gathered again for a presentation of the marketing concepts and the three branded logos and to make an anonymous selection of the logos.

As a result, *Think and Drive* was selected by the focus group as the branded logo with two tag lines: “a second is all it takes” and “Make Niagara’s Roads Safer”.



Communication Plan

LOUD and the RNRSC agreed on a campaign communication plan that included a campaign launch event, two direct mail pieces, two posters, and a supporting website where participants could participate in road safety educational activity and enter a prize draw.

Prior to the *Think and Drive* launch, the RNRSC held a community meeting to gather information about how and where those who live and work in NOTL obtain information about community issues. All major workplaces, agencies, community groups, service groups and professionals were then contacted requesting their participation in the upcoming campaign.

To supplement the campaign, the RNRSC planned and organized the promotion of *Think and Drive* through local activities and events, and staged advertising in the local weekly newspaper, the Niagara Advance. The committee planned and accomplished the distribution of promotional resources throughout the NOTL community with the assistance of many community volunteers.

Resource Development

Creation of content for the *Think and Drive* resources was based on a combination of behaviour change models shown to be effective for road safety campaigns.

Mailer /flyer content

The 8 ½ X 5 ½ “ mailer and 8 ½ X 3 ¾ “ flyer were designed as a stand-alone awareness /education resource as well as to direct the target audience to the www.niagararoadsafety.com website to access additional road safety information and enter the prize draw. These resources outlined the three main causes of fatal and serious injury MVCs in Niagara and how the participant could help to improve road safety by being part of the solution.

The mailer was sent by Canada Post to 6300 NOTL households during the week of Sept. 5 to Sept 8, 2006. The flyer was mailed out to 7500 NOTL households and businesses with the NOTL hydro bills throughout the month of October.

**ARE YOU A GOOD DRIVER?
TAKE THE CHALLENGE.**

Complete a road safety self-test on-line at www.niagararoadsafety.com
or at your local NOTL post office for your chance to win great prizes.

think and drive
a second is all it takes

MOTOR VEHICLE CRASHES ARE A SERIOUS PROBLEM IN NIAGARA-ON-THE-LAKE

Did you know?
The top 3 causes of serious and fatal crashes in Niagara Region are:
• Speed • Impairment • Driver Error
6 out of 10 occur on local roads.

**Here's how you can help
to be part of the solution:**

- Slow down - Allow yourself extra travel time - Stay alert
- Come to a complete stop - Be patient and courteous - Drive sober
- Always wear your seatbelt - Keep a safe distance - Signal your intent

IT'S UP TO ALL OF US... MAKE ROAD SAFETY A PERSONAL RESPONSIBILITY

think and drive
a second is all it takes

CAA Niagara Advance

Road safety self-test

Think and Drive self-test questions were developed as the core resource that would raise self-awareness and educate the Niagara public regarding Niagara-specific road safety issues and the main causes of fatal and serious injury collisions. The questions were designed to have the participant acknowledge the Niagara road safety problem, identify with it, learn about related driving skills and obtain tips that they could then apply to their own driving. The intent of the self-test was to provide participants with knowledge and skills that could potentially influence their personal driving attitudes and behaviours and provide them with a positive intention to change.

The self-test was available to participants on-line at www.niagararoadsafety.com and in hardcopy at the four NOTL post office locations in Virgil, NOTL Old Town, St. David's and Queenston. Participants were instructed to complete the self test on-line and a section with personal information and press "submit" in order to be entered into a prize draw. Those who completed the hard-copy were asked to complete the self-test and personal information on the draw ballot, tear off the ballot from the self-test and deposit both into a draw box in order to be entered into the prize draw. Although the website was available to all, only Niagara residents were eligible for the prize draw.



The Road Safety Self-Test

Test yourself and enter to win.

Motor vehicle crashes are a serious problem in Niagara. Take the following self-test to assess your driving behaviour and learn what you can do to help improve road safety. **The self-test appears on both sides of this paper.** Next, fill out the personal information area below, tear along the perforated line and **submit both pieces of paper into the draw box.** You will automatically be entered into the prize draw. Please submit only one entry per person. Personal information will be collected for draw purposes only, and will not be linked to answers in any way.

1. Do you ever drive in Niagara-on-the-Lake? Yes No

Some of the areas in Niagara-on-the-Lake where the most serious collisions have occurred are: Queenston Road, Concession 2, East & West Line and Four Mile Creek Road.

TIP: Drive with care and attention on all roadways, and use extra caution when driving on these roads.

2. Do you ever drive over the speed limit? Yes No

Speed is the main cause of serious and fatal crashes in Niagara. The chances of being killed in a vehicle travelling at 100 km/h are four times higher than at 80 km/h.

TIP: Plan ahead and give yourself extra time. Leave a few minutes early or allow yourself to be a few minutes late.

3. Do you ever misjudge a driving situation? Yes No

Driver error is a leading cause of serious and fatal motor vehicle crashes in Niagara. Some of the most common driver errors are:

• Failing to yield the right of way • Following too close • Improper turns • Failing to come to a complete stop • Speeds too fast for the driving condition

TIP: Be aware of your driving habits. Analyze your mistakes, determine what actions led to a close call, and correct your driving behaviour. Come to a complete stop. Make certain the way is clear before entering the intersection and take time to gauge the speed of oncoming vehicles, especially on roadways with higher posted speeds. Keep a safe distance, watch for and obey all traffic signs and signal your turns to indicate your intentions to other drivers. Always wear your seatbelt, and make sure every passenger is buckled up.

4. Do you ever let your mind wander while driving? Yes No

Distracted driving is anything that takes your eyes off the road or your mind off your driving. Driving is a complicated task requiring your full attention. You make about 20 complex decisions for every kilometre driven. Distracted drivers react more slowly to traffic conditions or events. They fail to recognize potential hazards, including pedestrians, bicycles or actions of other vehicles. This decreases their margin of safety, causing them to take risks they might not otherwise take.

TIP: Stay alert and focused. Take steps to remove the distractions that are within your control. Pull over to use your cell phone or have a passenger make the call. Choose radio settings before you leave, do your personal grooming at home, provide children with toys and activities to keep them occupied, take a break to eat or drink, and keep your eyes on the road when talking to passengers.

TURN OVER THE SHEET TO COMPLETE THE SELF-TEST AND TO FILL OUT THE PERSONAL INFORMATION BALLOT FOR YOUR CHANCE TO WIN!



5. Do you ever get angry or impatient with other drivers? Yes No

Aggressive driving behaviours such as tailgating, speeding, following too close or cutting off other drivers put you at serious risk. High risk drivers are the most difficult road user group to reach with road safety messages.

TIP: Be a patient and courteous driver. Don't take other driver's mistakes personally. If you find yourself getting upset, make a conscious decision to calm down and remove yourself from the situation.

6. Do you ever drive while impaired? Yes No

Impairment includes alcohol, drugs and fatigue. In Niagara, impairment is a major cause of serious and fatal collisions.

TIP: Always drive sober. Make a plan for a safe and sober ride home before you go out. Take turns being the designated driver, call a sober driver to pick you up., or take a cab. Be a considerate host by providing safe rides for your guests or inviting them to stay overnight.

7. Do you ever speed on rural roads? Yes No

In Niagara, 58% of serious and fatal collisions occur on rural roads. Speeding, improper use of restraints, roadside objects, improper stops, wildlife, reduced visibility in low-light conditions, and loss of vehicle control on soft shoulders are all factors that contribute to these crashes.

TIP: Slow down and be alert when driving on rural roads. Monitor your surroundings and watch for wildlife or other obstacles. Be cautious at all intersections. Make sure the way is clear before entering an intersection or passing another vehicle.

8. Do you drive more aggressively in good weather conditions? Yes No

In Ontario and Niagara Region, most serious and fatal crashes occur in the summer months when there is increased traffic and more pedestrians, cyclists, and motorcyclists using the roads. Good driving conditions can cause drivers to let down their guard; leading to driving at higher speeds and more risk-taking behaviour. This increases the likelihood and severity of a crash.

TIP: Maintain focus and attention on your driving at all times and in all weather conditions. Be cautious and considerate of all types of road users, especially those who use the roads only certain times of the year.

Please describe yourself: Male Female

Age group: under 16 16-20 21-30 31-40 41-50 51-60 over 60

It's up to all of us...let's make road safety a personal responsibility.

Legal Disclaimer: Contest closes November 30th and prizes will be drawn December 15, 2006. Prizes are non-transferable and non-refundable and must be claimed, in person, by January 30, 2007. Winners will be contacted by phone and/or announced in the Niagara Advance. To be eligible to win, entrants must be a resident of the Niagara Region, and must agree to have their names and/or photos published in the Niagara Advance. Personal information is collected for entry into the prize only and will be recorded in a separate area that will not, in any way, be linked with the answers. The self-test responses may be used to analyse the driving habits of the anonymous participants.

ENTRY BALLOT

Fill out your personal information below, tear along perforated line and submit into the draw box for your chance to win.

Name _____
Address _____ Apt _____
City _____ Province _____
Home Phone _____ Email _____



YOU CAN WIN
 LET'S GET TOGETHER
 HAVE A GOOD TIME IN SUPPORTING
 OUR COMMUNITY

THE ROAD SAFETY SELF-TEST
 Test yourself and automatically enter to win

Read this before you begin the test. You do 10 items of the test and you will receive a score. You will be notified of your score. You will be notified of your score and you will be notified of your score. You will be notified of your score and you will be notified of your score.

1. Do you ever drink and drive? No Yes
2. Do you ever drink and drive? No Yes
3. Do you ever drink and drive? No Yes
4. Do you ever drink and drive? No Yes
5. Do you ever drink and drive? No Yes
6. Do you ever drink and drive? No Yes
7. Do you ever drink and drive? No Yes
8. Do you ever drink and drive? No Yes
9. Do you ever drink and drive? No Yes
10. Do you ever drink and drive? No Yes

Prize Draw Results

Age Group: Under 14 15-20 21-30 31-40 41-50 51-60 Over 60

Entry Ballot

Name: _____
 Address: _____
 City: _____ Province: _____
 Phone Number: _____
 E-mail: _____

Submit

Read this before you begin the test. You do 10 items of the test and you will receive a score. You will be notified of your score. You will be notified of your score and you will be notified of your score.

Website

Road safety campaign participants were directed to the www.niagararoadsafety.ca website where they were asked “Are You a Good Driver? Take the Challenge.” A prize draw incentive was intended to entice participants to enter the site and participate in the awareness raising and educational road safety self-test. An introductory statement described the purpose of the road safety self-test and was followed by participant instructions. Once participants completed the road safety self-test, they were asked to complete and submit a ballot in order to be eligible for ten incentive prizes. Prize-draw rules were provided in a legal disclaimer at the end of the self-test.

Appendix D –

Community Communication Meeting Q&A

1. Where do you get information about the NOTL community?

- Websites: www.niagaraonthelake.com and www.notl.org
- Niagara Advance
- Simpson's Pharmacy - community board
- Reimer Insurance - community board
- Cogeco Cable 10
- Billboards throughout municipality and billboard at the end of Queen St. in the old town
- Post office bulletin board
- Both Value Mart community boards
- Library
- Virgil Business Association
- NOTL Chamber of Commerce –Janice Thomson; Executive Director
- NOTL Councillors
- Fire dept stations - 5 stations and 110 volunteers
- Wine council
- Grape Growers Association
- Federation of Agriculture
- Church bulletins
- Senior homes – Chateau Gardens, Pleasant Manor, Upper Canada Lodge
- Niagara District Secondary School and Niagara District SS sign board
- Elementary schools: St. David's School, Virgil School, Colonel John Butler School, St. Mike's School
- Shaw Festival
- Posters in NOTL workplaces
- Communication to NOTL businesses / workplaces – see Chamber of Commerce

2. What are the main communications media, print publications, TV, Magazine, newsletters, internet portals, etc. in the NOTL community that you access?

- Websites: www.niagaraonthelake.com and www.notl.org
- Parks and Recreation Dept. spring and summer booklet – *Town of NOTL Community Awareness 2006*
- Municipal tax bills and water / hydro bills – NOTL
- And all the above in #1
- Newsletter from council meeting and also distributed by email.
- School newsletters
- School e-mail distribution lists

3. How do you obtain information about local current events?

- Email from central communications - Shaw Festival
- Shaw festival website
- NOTL Municipal Council newsletter
- Health and Safety Committees in workplaces – workplaces with over 20 employees must have a H&S Committee
- See 1 & 2 above

4. What are the main gathering places in the NOTL community?

- Sports facilities, Kinsmen clubs, Skating clubs, Shaw festival, Golf courses, White Oaks, Niagara College – Glendale Campus, NOTL Town Hall in Virgil, Post Offices (4 locations), Value Mart (NOTL and Virgil), Centennial Arena, Libraries (NOTL,

Queenston), Penner's, Gas Stations (2), Shoppers Drug Mart, Banks - CIBC, Royal Bank, Meridian Credit Union, Stage Coach Restaurant, Red Rooster Restaurant, Alfredo's Restaurant, Silks Restaurant, Niagara Stone Grill, Colonel Butler Lounge, Tim Horton's, Avondale Stores, Sailing clubs/yacht club, Niagara-on-the-Lake Hospital, Pools – 2 mos. in summer - St. David' Lion's Park, Memorial Park, King St. NOTL, Skateboard Park – Centennial Sportspark, Soccer fields – Memorial Park, Rye Heritage Park, Niagara Medical Centre, LCBO, Wineries, Harvest Barn, Orchard Glen, Ball diamonds – 3 @ Centennial Sportspark, Virgil, 1 @ Memorial Park, NOTL, Community Centre, Platoff St. (behind Shaw Festival Theatre), Community Halls – Community Centre, Queenston Library, Court House, Grand Hall, John Drope Hall and Market Room, Parks – contact Parks and Recreation office

5. What are the main social, sports and interest group clubs in the NOTL community?

- Golden Age Club – meets @ Community Centre, Platoff St.
- St. Davids / Queenston Senior Citizens Club
- Old Age Facilities
- Parks and Recreation
- Niagara-on-the-Lake Community Policing – 905-688-4111 ext..4374 (District 1)
- Rotary club NOTL – and NOTL / Lewiston
- Lions club – NOTL, St. Davids and District
- Lioness - St. Davids and District
- Kinsmen Club NOTL 9
- Lacrosse, Minor
- See community contacts in *NOTL Community Awareness 2006* guide
- NOTL Bed and Breakfast Association – 905-468-0123 or www.bba.notl.on.ca

Appendix E – RNRSC Road Safety Challenge Opinion Survey

1. Are you concerned about road safety in the Niagara region?
 Yes No
2. Do you consider road safety to be a health issue?
 Yes No
3. Does your driving behaviour affect road safety?
 Yes No
4. Is road safety a problem in the Niagara region?
 Yes No
5. What are the 3 main causes of fatal and serious injury collisions in Niagara? (check 3)
 Aggressive driving Distracted driving
 Impaired driving Pedestrian error
 Speeding Careless driving
 Driver error Medical conditions
 Road conditions Cyclist error
6. Where do most fatal and serious injury collisions occur? (check 1)
 Urban roads Suburban roads Rural roads Residential roads
7. Are male or female drivers involved in more fatal and serious injury collisions?
 Male drivers Female drivers
8. Are young drivers at greater risk of having a collision than older drivers?
 Yes No
9. In what driver age group is impairment a main primary cause in fatal and serious collisions in Niagara? (check all that apply)
 16-20 21-30 31-40 41-50 51-60 over 60
10. In what season do the most fatal and serious collisions occur?
 Spring Summer Fall Winter

Please describe yourself:

Male Female

I am a Niagara Resident

Yes No

Age group:

16-20 21-30 31-40 41-50 51-60 over 60

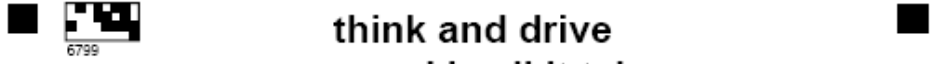


1. Most Canadians are concerned about road safety.
2. For the first time ever, the World Health Organization (WHO) designated road safety as the theme for the 2004 World Health Day in order to raise the profile of road safety as a global health issue. In Canada, more than 600 people per day suffer some form of physical injury due to traffic collisions, affecting themselves, their loved ones and their communities.
3. **“Road Safety is No Accident”**. Road traffic incidents are largely predictable and preventable. Using the term “accident” implies unpredictability, control by fate, or a chance, random event. By describing them as collisions, we are more likely to take action to prevent injuries.
Each driver has a personal responsibility for safety on our roads. Niagara road users can do their part to contribute to their safety, the safety of their passengers and the safety of other road users by buckling up, driving the speed limit, staying alert and driving sober.
4. Although **Ontario’s roads are the safest in North America**, the Niagara region has one of the highest numbers of fatal and serious injury collisions per capita compared to other regions in Ontario. Over 150 people were killed on Niagara roads from 1999 to 2003.
5. Statistics show that the **top 3 primary causes for fatal and serious collisions** in Niagara are
1. Driver error 2. Impairment and 3. Speed. Driver error is a problem with drivers of all ages, but is more prevalent in the youngest and oldest age groups.
6. Most serious and fatal collisions in Niagara occur on **rural roads (58%)**. Speed is often a factor in these collisions.
7. In Niagara, **male drivers** are involved in **75%** of the fatal and serious injury collisions involving driver error, impairment and speed. In Ontario, male drivers are involved in 676% of all collisions and 77% of fatal collisions.
8. Across the province, **road collisions are the leading cause of death for young people** aged 16 to 24. Research shows that driving inexperience is one of the key factors. In Niagara, drivers in this age group are involved in almost 1/3 of the fatal and serious collisions on our roads. Driver error is the most common primary cause of these collisions.
9. In Niagara, **impairment** is the most common primary cause of fatal and serious collisions in drivers aged **21-40 years**. Although impairment is not as prevalent among those aged 16-20, **young people who drive impaired may be particularly at risk** of collision because of their driving inexperience and risk-taking behaviour.
10. In Ontario and Niagara Region, the most fatal and serious injury collisions occur in the **summer months**. Many people think that winter driving conditions create the greatest risk, however the summer months bring increased traffic and other road users such as cyclists and motorcyclists to our roadways.
Nicer weather can give drivers a false sense of security that may lead to driving at higher speeds, increasing the likelihood and severity of a crash. **The chances of being killed in a vehicle travelling at 120 km/h are four times higher than at 100 km/h.** When a car crashes at 200 km/h the chances of survival are minimal.

Road Safety



Appendix F - "Think and Drive" evaluation questionnaire



think and drive
a second is all it takes

Your response matters. Results of this questionnaire will be used to evaluate the "think and drive" road safety campaign and will help us to improve future road safety campaigns. We encourage you to complete this questionnaire and return it in the enclosed postage paid envelope.

Please shade circles like this → ●
Not like this → ☒ ○

1. Are you aware of the "think and drive" road safety campaign?..... Yes No
 If yes, please continue with questionnaire. If no, return the survey in the postage paid envelope provided.
2. Did you receive the "think and drive" flyer in the mail or with your NOTL hydro/water bill?.....
3. Did you go to the road safety website at www.niagararoadsafety.com?.....
4. Did you complete the road safety self-test?.....
5. The "think and drive" road safety campaign got my attention.....

For the following statements, please shade the circle that most accurately describes how you feel.

- | | | | | | |
|---|--------------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|
| | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| 6. I am more aware of road safety issues in Niagara as a result of the "think and drive" road safety campaign..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. The "think and drive" road safety campaign increased my knowledge about what I can do to improve road safety in Niagara..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. I have thought about making improvements to my driving as a result of the "think and drive" road safety campaign..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. I have made changes in my driving as a result of the "think and drive" road safety campaign..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. How did you learn about the "think and drive" road safety campaign? (check all that apply)

<input type="radio"/> Launch event	<input type="radio"/> Niagara Advance advertisement
<input type="radio"/> Postcard in mail	<input type="radio"/> Workplace
<input type="radio"/> Poster	<input type="radio"/> Presentation
<input type="radio"/> Flyer in hydro/water bill	<input type="radio"/> Community website
<input type="radio"/> www.niagararoadsafety.com website	<input type="radio"/> Email
<input type="radio"/> Municipal Council meeting	<input type="radio"/> Word of mouth
<input type="radio"/> Niagara Advance article	<input type="radio"/> Newsletter article
11. Are you: Male Female
12. In what age group do you belong: Under 16 16-20 21-30 31-40 41-50 51-60 Over 60

Thank you for your time. Please return the survey in the postage paid envelope provided.



Appendix G – “Think and Drive” Evaluation Questionnaire Comments Themed and Rated

Rating:

C – comment or suggestion

P – clearly positive comment

N – clearly negative comment

Engineering suggestions

1. C - Make stop signs larger and more pronounced and brighter
2. C - Wide white/yellow painted lines at each stop might help
3. C - Speed/safety bumps might help (like on the sides of highways)rumble strips
4. C - \$60,000. rumble strips
5. C - Fix the roads
6. C - All lines at 60K, all concessions at 70K, Lakeshore Rd. East West Line and Creek Rd all at 70K
7. C - Please consider “rivets” in the roads (rural) approaching all stop signs, Keep up the Great work.
8. C - Sample photo attached: I drive a tractor trailer approx 130,000 miles a year for over 40 years. I do know a lot about safety in the U.S. These orange markers are on a lot of different signs. They do get my attention. I went to the works department with this idea. The Niagara Advance, with no response. My thought was on the stop signs that seem to be ignored. I believe it is a real easy and real cheap helpful tool
9. N - Please fix the stop sign problem not the surveys?
10. C - Something, definitely has to be done to address the speeding and any unsafe conditions that exist and have caused fatalities. Speed bumps, more lights, police presence, etc.
11. C - I want safer roads in NOTL. I live on Mary St. between King + 55 and it’s like living on Hwy 401. It’s supposed to be 50km. People are speeding, we are in need of traffic calming strips or stop signs at the same location as John St. at least the 50km signs. I have called the town of NOTL the Region and I just get the run around. I have even seen car accidents and a lady get hit on her bike and Mary St. is for walking & biking RIGHT if you would like to take your life in your hands or the drivers of these speeding cars.
12. N - “Awareness” won’t decrease accidents-> “rumble strips” flashing lights, more warning re: approaching intersections, better visibility of signs from a distance (ie. Trees in the way on Line 1 for Conc 2 & 1) in N-O-T-L towards Niagara Parkway.
13. C - Trees that block your view as you approach a corner should not be allowed as on Con 8 and flashing lights at stop signs need to be installed. This “is” a tourist town and we need to deal with our roads as such...More than half of people on our roads are looking at the signs, that is why stop signs need flashing lights this is not rocket science. Shame on all of you for not dealing with this sooner. How many more of our neighbors do we have to lose?
14. C - 4 way stops ensure drivers stop or at least slow down; rumble strips before a stop, create awareness. Simple, economical and a permanent fix!

Enforcement suggestions

1. N - I am not impressed with your program or this survey-frankly it is in most respects wasting taxpayers money! The quickest way to increase road safety is continuous police presence and enforcement. The car insurance companies will take care of the rest with increased premiums.
2. N - Fatalities on the road of Niagara caught my attention and have done so for years. In my view all the safety campaigns in the world are not effective. Heavy fines and loss of drivers license for DUI are the only ways to deal with dangerous drivers. Do you really think a poster is going to stop an irresponsible person?
3. C - In my opinion if you wish to improve driving safety in Niagara, take away the license of anyone not able to drive the speed limit
4. C - Require more police as speeding on Lakeshore Rd. is bad.
5. N - Increased road safety equals give us our fair share of regional policing! I never ever see adequate traffic enforcement in NOTL. (arrow pointing to Road Safety Logo..Yet another example of wasted Regional \$.
6. N - Where is enforcement on the QEW @ 12-2:00am when "Boy Drivers" are driving 130km and erratic? Have never seen an enforcement vehicle- Why? Address real issues instead of working people!!! Stop wasting tax \$ on Lakeshore & Niven & Hwy 55 where there has scarcely been an accident. Speed kills and it's most prevalent on the QEW! Where are you after hours??
7. C - Our roads would be much safer if the wine tasting facilities were closed or at least more strictly enforced, our driving laws to zero tolerance.
8. C - Increase police presence and use of road signs as reminders!

Education suggestions

1. C - As a school bus driver we are trained and tested at very regular times, but after 55 years of age everybody should be tested at least every 3 years.

Opinions about road safety problem / solution

1. C - You have to think like you were going for your drivers license and remember those rules
2. C - Moved here years ago from Winnipeg and thought Winnipeg had the worst drivers but here in Ontario we find too many people are busy doing other things (cell phone, etc.) than driving. They drive too fast and seem to be constantly on your bumper. I drive the speed limit and gaining time by speeding only helps on a long drive. Shaving a few minutes off you drive time isn't worth your life or that of another driver.
3. C - Speed limit enforcement has made the most difference
4. C - I drive safely already I wish others would keep their speed down! Road Markings need to improve here!
5. N - I'm more vigilant about other drivers. Question 9/Yes because of the exposure of driving habits in the Niagara Pen. Campaign results close to nil. Speeding is No 1 problem and passing (double yellow lines on Lakeshore) probably by locals or tailgaters
6. C - I have always maintained my proper driving habits.
7. C - I'm always careful and attentive
8. C - We drive these roads once maybe twice a day people still driving like idiots.

9. C - It's the slow drivers that are more of a problem. Speed is only a problem if it is beyond your ability.
10. C - The girls and women are as bad or worse than boys, seem to think because they're female they come first. Both male and female don't come to full stops and if they have any common sense sure don't use it! Not used to driving at night and go about 60-65 on Hwy 55. Twice I have had 2 idiots get behind me and themselves with their lights in my rear view mirror and side mirror. Also when I saw an ambulance coming toward me I pulled off on the shoulder and another jackass swung around me and just saw the ambulance in time to get into his proper lane. How about letting us report their license number IF we can get it???
11. C - My husband is 80 and I am 78 neither of us have ever had a car accident, one must be alert, watch signs and cars all around.
12. C - I was really angry/in disbelief that as the road safety campaign was in it's 2-3rd week, the Advance had a front page story "Fight Your ticket-Shortage of Justice of the Peace in Area" Most people that were ticketed during this event---just got a break and really learned no road/drive safety. If I hadn't read this I would have conceded I was wrong and deserved the ticket and I should pay for my mistake. Sometimes ignorance pays off!!! Many of us locals are guilty of speeding but it's strangers usually that run stop signs. I have slowed down because 4 times in one week...someone didn't stop or simply didn't see me!

General comments about campaign

1. C - To question 5, did "think and drive" campaign get my attention—response" no, the many accidents did. Think and Drive was a response
2. C - With all the accidents around here our family had already agreed to use defensive driving techniques, well before the campaign
3. C - My husband forced me to fill this out but I am a good safe driver and that's a fact
4. N - This is expense to the taxpayer that we don't need
5. N - Complete waste of time and money! Laughable! Fire somebody!
6. P - I do remember seeing a poster in the window at Virgil Variety and thinking "Oh, they're trying to increase awareness"
7. P - I drive slower! Thank you
8. P - I have always been aware of road safety. This campaign is long time coming too many deaths around town!
9. C - Why did you not enclose a copy of the "think and drive" campaign with this questionnaire so that a person can reply intelligently?
10. C - The questions on the website were not really going for an accurate answer. "Do you ever exceed the speed limit "has to be answered yes, since I believe there is no one who hasn't. Similar problem with the questions. .should be graded ie. Never, rarely, often, always – for instance. I rarely exceed the speed limit, become distracted etc., but have to answer "yes" because in years of driving one can not drive perfectly with no faults.
11. P - Really great to see monitoring of campaign a success?
12. P - I am more alert to how bad the drivers are!
13. N - What a waste of time & money!! Just like the rumble strips!!
14. C - This questionnaire cost lots of money
15. N - How many people like me started to do the online survey and then quit when it asked

Think and Drive - Regional Niagara Road Safety Committee Evaluation

for personal info? What a big waste of time, effort and probably money. And I suspect the data you gather from this survey will be useless (except for back patting) as mostly campaign supporters will bother to fill this out.

16. P - I am more aware of the “think and drive” every time I hear of another accident.

Always tried to be a good driver.

17. N - I think money is wasted on this type of campaign. Do you think kids need this or for the mailer how many households will throw this into the garbage.

Total # written comments on 731 evaluation questionnaires received = 52

Rating totals:

C – comment or suggestion = 34

P – clearly positive comment = 6

N – clearly negative comment = 12

Appendix H – Sample from Elementary School Writing Contest

We kids would like you to stop speeding and fallow the speed limit. Already people have been getting killed because you speed. This is a list of things we want you to follow:

- *Don't drink and drive*
- *Don't talk on your cell phone*
- *Pay attention to the road*
- *Wear a seatbelt*
- *Don't drive through red lights*

So there you go. Please follow the rules.

Written by: Zachary, Age 12