



Smart Trip

Dalhousie University | Office of Sustainability | Safe Commute Campaign | May 2019

Why?



bike dalhousie

- Increase in **urban density**
- People are coming to Nova Scotia
- Safety is a **barrier** for adopting some transportation (ex. Cycling)
- Campus **feedback** on safe commuting

Opportunity



Promote **SAFE & SUSTAINABLE**
Commuting Practices for
Staff, Faculty, and Students

Goals & Objectives

Increase understanding of the “rules of the road” for commuters to improve safety

Promote available **sustainable** transportation options for commuters

Reduce the number of **accidents / incidents** related to commuters

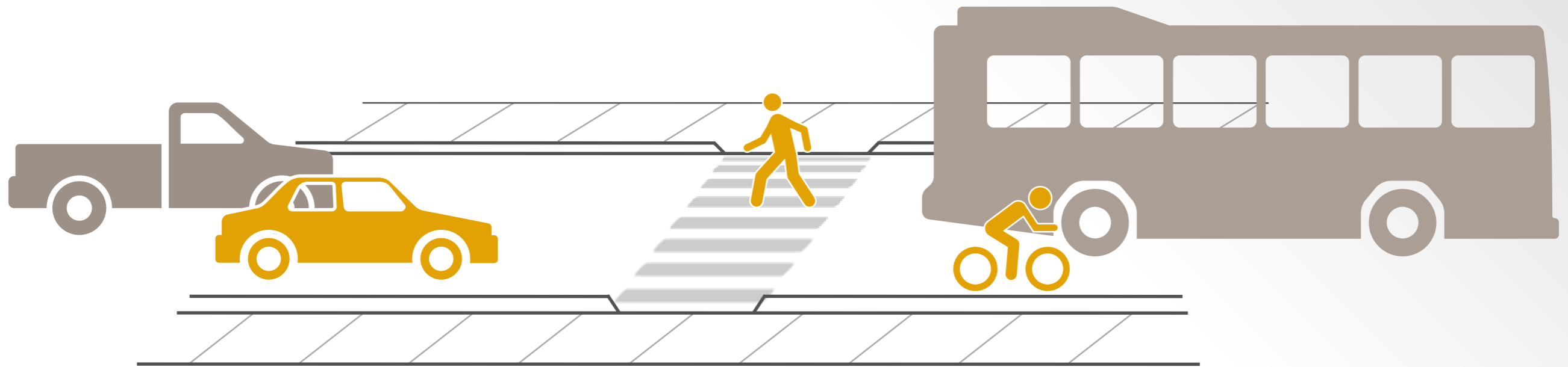
Support more commuters for using **ridesharing**, **public transit** and **active** methods of travel

Key Messages



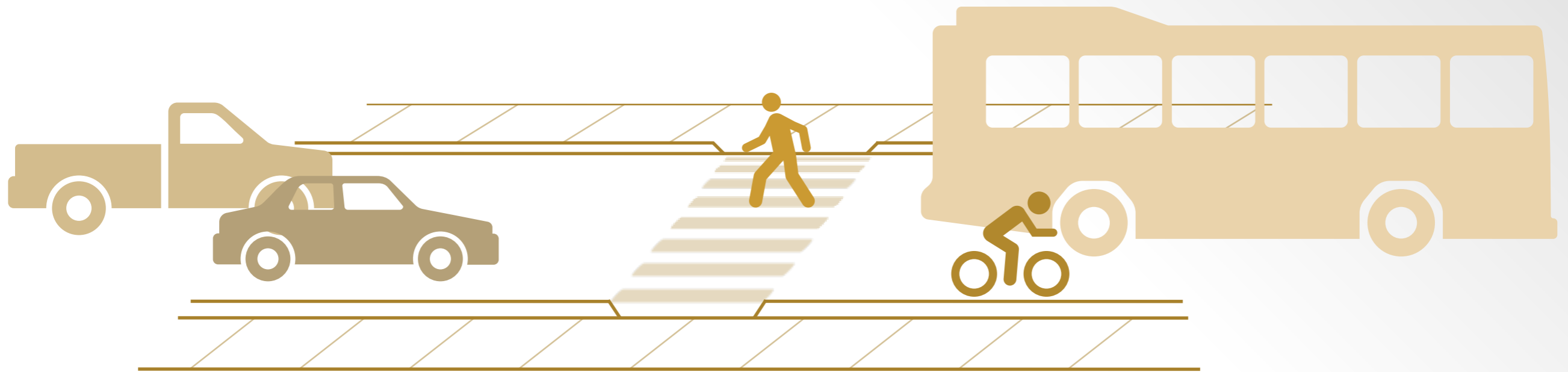
Dalhousie University encourages **staff, faculty,** and **students** to use **sustainable** and **safe** methods for commuting to work/school

Key Messages



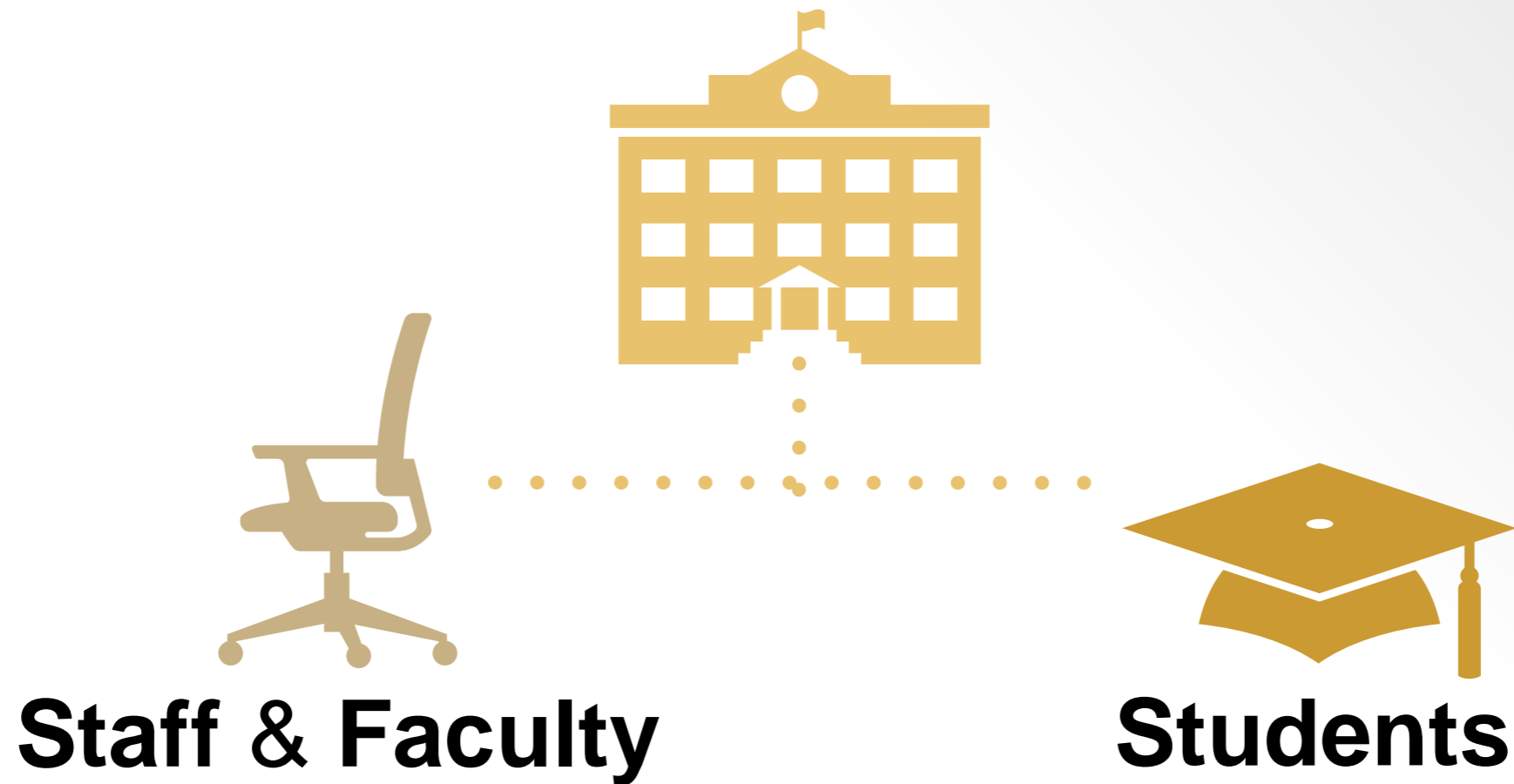
Being **alert** during your commute is the easiest way to stay **safe**

Key Messages



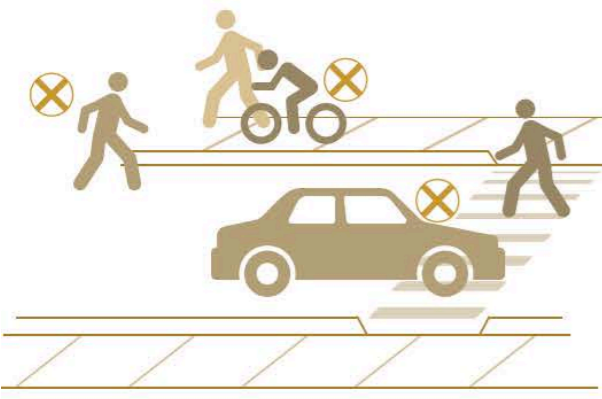
Following the rules of the road as a driver, cyclists, and pedestrian

Target Audience | Campus Commuters



Funding

Dalhousie University



Development of Campaign Plan

Pilot Test



Potential for Other Partners



Future Development



Department of Energy & Mining
Connect2



Things Learned to Date | **Soft Launch**

Sensitivity around visuals and language

Perceived victim blaming

Some communication channels will pick up a **broader audience** outside of the campus

Be **more clear** with the intent and messaging


Campaign Development





SMARTTRIP
AT DALHOUSIE

**EVERY CORNER
IS A CROSSWALK**

BE SMART. BE SAFE.

 **DALHOUSIE
UNIVERSITY**
Office of
Sustainability

dal.ca/smarttrip
 /DalhousieOfficeOfSustainability
 @DALOFFICESUST



SMARTTRIP
AT DALHOUSIE

WHEN CROSSING THE ROAD BE AWARE.



**DALHOUSIE
UNIVERSITY**

Office of
Sustainability

dal.ca/smarttrip



/DalhousieOfficeOfSustainability



@DALOFFICESUST





SMARTTRIP
AT DALHOUSIE

**WEAR A
HELMET.**

AVOID THE FINE. SAVE YOUR SPINE.

 **DALHOUSIE
UNIVERSITY**
Office of
Sustainability

dal.ca/smarttrip

 /DalhousieOfficeOfSustainability
 @DALOFFICESUST



SMARTTRIP
AT DALHOUSIE

PAY ATTENTION AT INTERSECTIONS BE ALERT.



**DALHOUSIE
UNIVERSITY**

Office of
Sustainability

dal.ca/smarttrip

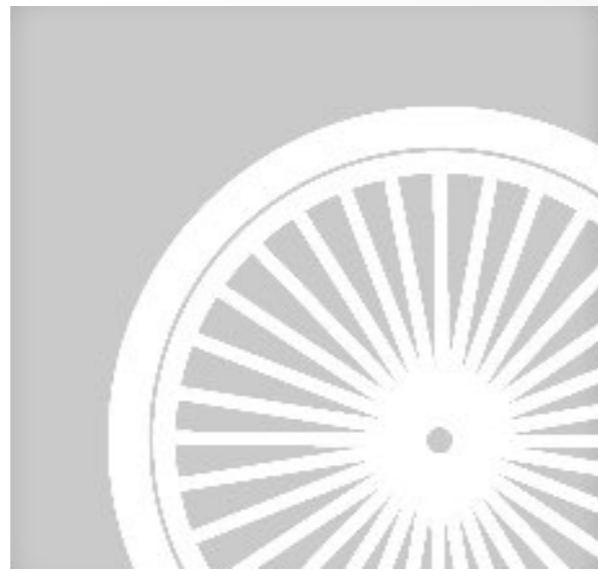
 /DalhousieOfficeOfSustainability
 @DALOFFICESUST



12 Tips for Safe Cycling Video

SmartTrip Components

Active Transport
Programs &
Infrastructure



Carpooling
Guaranteed Ride
Home &
Rideshare

Transit
EPASS & UPASS



Travel
Avoidance
TDM Planning &
Tracking



Thank You
Questions?