

## Request for Council's Consideration

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| <input checked="" type="checkbox"/> <b>Included on Agenda</b><br>(Submitted to Municipal<br>Clerk's Office by Noon<br>Thursday) | <input type="checkbox"/> <b>Added Item</b><br>(Submitted to Municipal<br>Clerk's Office by Noon<br>Monday) | <input type="checkbox"/> <b>Request from the<br/>Floor</b> |
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**Date of Council Meeting:** 18 November 2025

**Subject:** Road Safety Communications

### Motion for Council to Consider:

THAT Halifax Regional Council direct the Chief Administrative Officer to provide a staff report to develop a positive HRM road safety messaging campaign evolving from the lessons learned during the Heads Up Halifax campaign and taking inspiration from leading vision zero municipalities across North America. The campaign shall use images of local real-world examples depicting all road users that will encourage changing behaviors that have the most impact on road safety outcomes. The campaign shall address road safety in ways that build community and promote a culture of respect among residents.

**Reason:** per the 2025 Road Safety Annual Report and presentation at Transportation Standing Committee on 23 October 2025, fatal and serious injury collisions are trending upwards over a 4-year period, with 20+ deaths in 2025 to date (the total for 2023 was six and 11 people died on roads in HRM in 2024).

HRM road safety communications are trailing the quality we see being shared by other municipalities in Canada, in part because HRM does not have specific staff dedicated to and uniquely qualified for working on this type of messaging. Also, when the Heads Up Halifax campaign was cancelled, funds were not directed to a more effective program at the time.

**Outcome Sought:** staff report on the plan for designing the campaign and funding required in time for the 2026/27 budget

*Councillor Laura White*

*District 7*