



SAFR Carr's Landing Road

SAFETY AWARENESS FRIENDS & RESIDENTS

LAKE COUNTRY

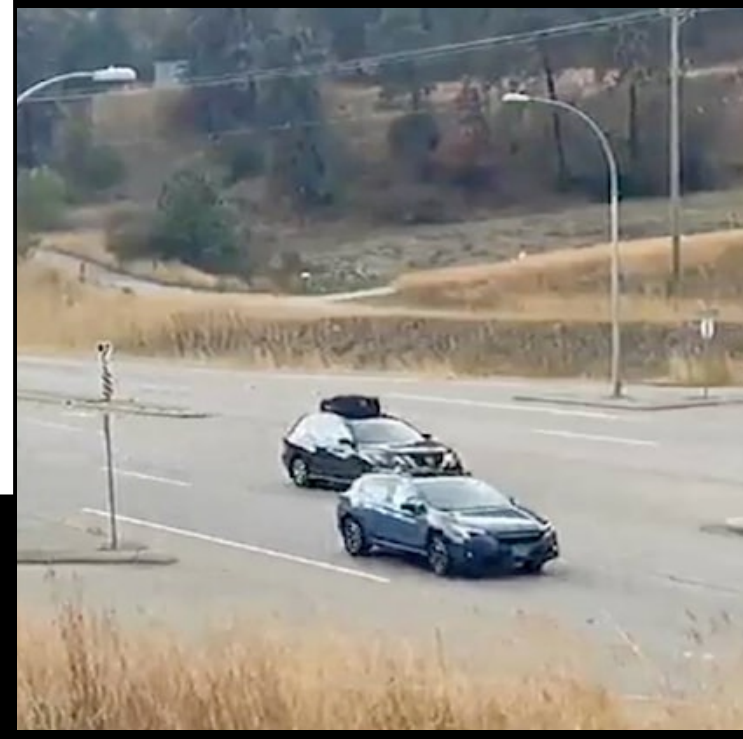
**SHARED ROADS**

CAMPAIGN

SEPTEMBER 10, 2024

# SAFR VISION

Lake Country to become a place where our roads are safe for all road users shared harmoniously by pedestrians, cyclists, motorists and wildlife, contributing to a happier, healthier community.



# SAFR MISSION



Create, maintain and promote shared roads where all users, whether pedestrians, cyclists, transport operators, motorists and wildlife, can safely navigate with mutual consideration and respect, in Lake Country.

We believe in the power of community collaboration to foster a culture of shared road awareness to minimize road accidents and prioritize the well-being of all road users.

# AIMS & OBJECTIVES



1. Road safety promotion
2. Promote mutual respect among road users
3. Increase awareness and education
4. Reduce road accidents and conflicts involving vulnerable users
5. Empower vulnerable road users
6. Influence positive behavioural change
7. Enhance infrastructure

# ROADMAP

MARCH, 2024 TO  
PRESENT &  
BEYOND



## STAGE 1

Shared Roads research and model for consideration

## STAGE 2

Collaboration with District staff, UBCO, IH and other community partners

## STAGE 3

Engagement of community partners and residents:  
Idea Generator Workshop on Sept 18th

## STAGE 4

Campaign ideas implementation

# WHAT SETS AN EFFECTIVE SHARED ROADS CAMPAIGN APART



# MEET THE SAFR TEAM



**SAFR Carr's Landing Road**  
SAFETY AWARENESS FRIENDS & RESIDENTS



Johanna & Peter Johner



Janice Larson



Marie Molloy

# PARTNERS IN SHARED ROADS



RCMP



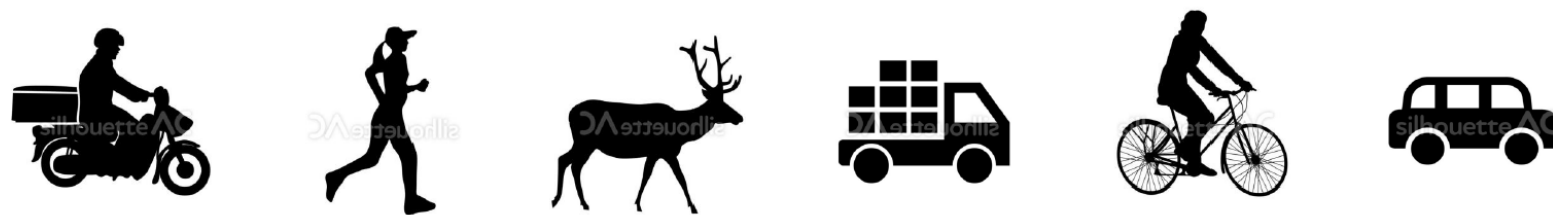
COMMUNITY  
POLICING



THE COMMUNITY  
OF LAKE COUNTRY

## SHARED ROADS

*Smarter & Safer Together!*



*Lake Country. British Columbia. Canada.*





# OUR ASK

SAFR (Safety Awareness Friends and Residents) requests Council to continue to embed safer roads for all user types into their strategic priorities to keep road safety top of mind when making decisions within the budget cycle and OCP updates.

