

5. ROAD SAFETY CO-ORDINATING COMMITTEE

Officer responsible City Streets Manager	Author Susan Cambridge
--	----------------------------------

The purpose of this report is to provide information on projects being undertaken by the Road Safety Co-ordinating Committee.

The section headings used in this report are issues identified for action in the Christchurch Road Safety Strategy. Project management groups plan and manage actions for the year as identified in the strategy. A plan for the year is produced by each project group based on research from the Land Transport Safety Authority crash reports and other information available.

In each section in this report, reference is made to the actions in the Road Safety Strategy being addressed in the planned activity for the year.

The priority actions identified at the workshop on implementing the road safety strategy are listed at the end of each section for reference.

SPEED SAFETY GROUP

Tentative plan for the year:

(1) **Promotion**

Continue existing television advertisements, cinema advertisements, radio advertising and new urban and rural billboards.

(2) **Crashed car display**

Possibility of getting a crashed car from a recent fatal crash and mounting it with a display for use at A&P Shows and for schools or community groups to use.

(3) **Work with schools on stopping distances**

Working with schools to have students measure how long it takes a particular car to stop at various speeds. Generate media coverage.

(4) **Stopping distances at Woodford Glen**

Have a competition to guess how long a car takes to stop at a set speed and demonstrate stopping distances at Woodford Glen events.

(5) **Posters**

Develop posters with factual information about speed for use by schools and community groups. They may also be used at A&P Shows, displays at Health Days, etc.

(6) **Evaluation**

Telephone survey with Opinions Market Research May/June 2002

These actions relate to actions 9,.11 and 15 in the Road Safety Strategy.

Priorities

- Action 4 – Progressively introduce appropriate traffic calming on local roads.
- Action 7 – Establish limited access roads designed for appropriate operating speeds with sufficient capacity and efficiency levels to ensure safety for all road users.
- Action 9 – Education and enforcement.
- Action 10 – Safety features not speed of new vehicles to be promoted.

PEDESTRIAN SAFETY GROUP

Planned actions for the year include:

(1) **Turning traffic give way to pedestrians at signals**

- Work with 10 schools which have intersections nearby where turning traffic is an issue for the students on their way to and from school.
- Help these schools provide information to offending motorists.
- Work with schools on observation at the problem intersections.
- Produce an information card about turning traffic and pedestrians for schools to give their communities.
- Put this information in City Scene.
- Generate media interest in the issue.
- Have students use 'Pedestrians – Maximum Respect' placards at selected intersections.
- Give green 'Pedestrians – Maximum Respect' stickers to selected schools.
- This programme will be held from Mid-October to mid-November 2002.

(2) **Advertising**

Continue to use existing television and radio advertising.

(3) **Visibility promotion for joggers and walkers**

Produce promotional material encouraging pedestrians to be visible when walking in the dark. The target group for this material will be joggers and walking groups. The timing for this promotion will be May/June 2003.

(4) **Research**

Reported pedestrian injury crashes will be examined to find out how much of an issue alcohol involvement of the pedestrian is in these crashes. Reported pedestrian injury crashes will be examined to find out what part pedestrian behaviours at intersections play in the crashes and whether further research is justified.

(5) **Evaluation**

The programme will be evaluated as part of the Opinions Market Research monitor in May 2003.

These actions relate to 1, 2, 3, 4, 5, 13 in the Road Safety Strategy.

The Road Safety Strategy workshop identified:

New Actions

- Educate – regarding alcohol and pedestrians, and joggers making themselves visible.
- Study pedestrian behaviour at intersections (linked to action 2).

Priorities

- Action 4 – Visibility of pedestrians.
- Alcohol and pedestrians.
- Slow speeds outside schools.

This plan covers all the points identified except the last one which is covered in the speed strategy.

OLDER ROAD USERS GROUP

Actions for the year include distribution of the 'Drive for Life' leaflet, more 'Safe with Age' courses and information workshops to groups of older road users.

These actions relate to actions 2, 3, 4, and 6 in the Road Safety Strategy.

New Actions

Providing information on alternatives to driving – being done but needs to continue.

Priorities

- Action 9 – Safety audits take into account the needs of older road users.
- Action 5 – Consult with older road users about their needs and provide pedestrian facilities that meet those needs.
- Action 8 – Encourage greater frequency of bus services, and extended routes, along with all day tickets.
- Providing information – pamphlet, workshops etc.
- Driving and dementia – information for carers.

Chairman's

Recommendation: That the information be received.