

5. CHRISTCHURCH ROAD SAFETY CO-ORDINATING COMMITTEE

Officer responsible City Streets Manager	Author Susan Cambridge, DDI 332-2722
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The purpose of this report is to provide information from the last meeting of the Traffic Safety Co-ordinating Committee including recent education and awareness campaigns.

PEDESTRIAN SAFETY CAMPAIGN

The issue of vehicles turning at signalised intersections not giving way to pedestrians, especially school students, is being discussed by the pedestrian safety group. The group would like to work with schools which have signalised intersections close by where this is a problem. The group is considering a leaflet which schools could use to give information to their communities.

An evaluation survey has been commissioned to find out the reach and effectiveness of the pedestrian campaign during this year.

SPEED CAMPAIGN

The Police are carrying out a targeted enforcement campaign on speed in May and June. This will focus on a particular area of the city. Speed counts done before and afterwards will show what effect this has on speeds in the area.

OLDER DRIVERS

A training day was held in May for volunteers to run Safe with Age courses. We now have five keen people to run courses.

CHILD RESTRAINTS

Retailers have been positive about the approaches made to them about providing more information on the installation of child seats when they are purchased. Some retailers do a magnificent job already and have expressed interest in working more closely with us. Others were happy to receive information. Retailers may be invited to participate in car seat checking clinics during Kidsafe Week.

RESPONSIBLE DRIVING

UMC has designed a card and several radio advertisements to promote the idea that you need full concentration for driving and should pull over and stop before talking on cell phones or tuning the radio. The card is designed to be distributed in car parks and at events.

WINTER DRIVING

A promotion using bus backs and rural bill boards is being designed to raise awareness among drivers of the need to slow down in icy and wet conditions.

EVALUATION OF SPEED TRAILER

Questionnaires are being drawn up for the various surveys needed for the evaluation.

LTSA and Police are choosing sites for the speed surveys and the surveys of drivers.

CYCLIST VISIBILITY

A radio advertisement has been designed to reach young people and parents.

At the same time a message has been sent to schools with a suggested insert for their school newsletter providing information about the need to be visible especially in the dark.

Cycle retailers will be asked to promote cycle lights in their shops during the winter.

Chairman's

Recommendation: That the information be received.