

5. ROAD SAFETY COORDINATING 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 on projects being undertaken by the Road Safety Co-ordinating Committee.

RESPONSIBLE ROAD USE

This year's "Responsible Road Use" campaign took the theme of correct use of flush medians. Members of the community have requested dissemination of this information.

The target group for the campaign was drivers older than 30 years. Younger drivers should have learned how to use flush medians when learning to drive. Many businesses are keen to have road safety material to address safety and health issues for their notice boards. This set the method for distributing the information to the community.

A poster was developed using the information on flush medians from the road code, creating an eye catching A4 poster suitable for staff notice boards. A data base of addresses for businesses with ten or more staff in Christchurch was acquired and the posters mailed to the 2,675 businesses in the data base.

At the same time newspaper advertisements using the poster material appeared in The Press, The Star, Older and Bolder and Keeping On. An illustration and article also appeared in City Scene.

As a result of the mail out, there have been 22 requests for extra posters, which have been supplied, and some requests for other road safety information. This shows that the posters are being used. This has been a good way to communicate road safety information to businesses in the city.

Copies of the poster will be available at the meeting.

Chairman's

Recommendation: That the information be received.