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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. (The Council has requested that this report be a Part A item.)

**INTERSECTION CAMPAIGN**

The next red light running campaign will be March 2000 and will include Police enforcement. The Star produced an article on the results of the red light running survey.

**PEDESTRIAN SAFETY CAMPAIGN**

A survey asking about understanding of the pedestrian lights has been repeated in November to measure the effect of the advertising and signs on signal poles. The first survey was done in September before the campaign and showed that 33% of respondents did not understand the flashing red signal.

**SAFE WITH AGE**

A schedule of Safe with Age courses for November and February has been set up. Courses are all full and there is a waiting list.

**SPEED CAMPAIGN**

Advertising around the speed limit changes has been carried out in the first two weeks of November. A television advertisement made during the last round of speed limit changes has been aired on TVNZ. There have been articles in the Star and the community newspapers about the speed advertisement in cinemas.

**CYCLE SAFETY**

Annabel advertisements continue with themes relating to the Park to Pier ride, spring and summer. Themes that relate to ‘back to school’ are planned for January.

**RESTRAINTS**

A regional restraints campaign focusing on wearing seat belts in the back seat has been running in early November. Radio More FM added a lot of value to the advertising on their station by having interviews on the breakfast session and discussing statistics and information about restraints. Plunket became involved distributing information to pre-schools. Police have been holding check points. Stickers and information about restraints have been distributed at various Canterbury A&P Shows.

### **A&P SHOWS**

The road safety display has been to three A&P shows in rural Canterbury, and the Christchurch Show. The trailer donated by the Regional Council has proved to work well for carrying the display panels. The displays are attracting lots of interest. Rubbish bags with a speed message and stickers with messages about seat belts have been distributed along with Kit Kats and a fact sheet about 'fatigue and driving'. The breath testing machine is popular with young people. The seat belt machine attracts children with adults as observers. Ken Hay's speed trailer set up as a bowling alley to measure the speed of the balls provides another interactive attraction and is popular with teenagers and young adults. In Christchurch the road safety tent was visited by a constant stream of interested people of all ages.

### **INVESTIGATION OF MOTORIST ATTITUDES AND BEHAVIOUR**

Last month the Chairman recommended that the Council investigate the fundamental causes of poor motorist attitudes and behaviour especially towards pedestrians. This has been discussed at the Traffic Safety Co-ordinating Committee and the Committee has agreed that a group will meet early in the new year to investigate the setting up of such a project.

### **CANBERRA CONFERENCE**

The Road Safety Co-ordinator will be attending the Road Safety Research, Policing and Education Conference in Canberra at the end of November. She is presenting a paper on the Pedestrian Safety campaign, jointly with Wayne Osmer.

### **TRAFFIC SAFETY WEBSITE**

A small group from the Traffic Safety Co-ordinating Committee will meet in February to discuss the possibility of setting up a road safety website.

**Recommendation:** That the information be received.