

9. EVALUATION OF CHRISTCHURCH ROAD SAFETY CAMPAIGNS

RR 10189

A report from the Traffic Safety Co-ordinator provided statistics which demonstrated the effectiveness of the road safety education and awareness campaigns funded by the Council. The report provided statistics on the reduction in crashes, reduction in ACC claims, education engineering and enforcement, change model, alcohol involved crashes, other road safety issues, measuring changes in attitude, and the Council's contribution to improving safety culture in New Zealand.

It was **decided**:

1. That the allocation of resources to the Council's road safety education and awareness programme should continue at least at present levels to achieve further gains.
2. That the Council be advised where any additional resources would best be directed to accelerate the process towards a better road safety culture in Christchurch, and that a range of increased resource options and reallocations be forwarded for the Council to consider in due course.