

7. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

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The purpose of this report is to provide information from the last meeting of the Traffic Safety Coordinating Committee including recent education and awareness campaigns.

INTERSECTION CAMPAIGN

The Intersection Group has briefed UMC to design a promotion to address urban and rural intersection issues with a focus on red light running and failing to give way.

PEDESTRIAN SAFETY CAMPAIGN

The “Expect the Unexpected” campaign will be extended using the existing television advertising. A further campaign to extend into next year will be developed shifting the focus to pedestrian crossings, flashing red pedestrian lights and pedestrian refuge islands.

SAFE WITH AGE

Safe with Age courses will begin again in October.

SPEED CAMPAIGN

A brief has been sent to UMC asking for a promotion which supports the setting up of the State Highway Patrol and focuses on urban and rural speed with the emphasis on getting serious about speed. Most of the community is at the beginning of the process of culture change in relation to speed.

The Canterbury speed campaigns are being combined. The speed group plans to address the issues of urban speed, rural speed and speed outside schools in one co-ordinated promotion.

CYCLISTS AND CAR DOORS

The cyclist and car doors group asks that the funding under “community support” be used for this project. Ways of printing the stickers for the promotion in sets of large and small stickers with instructions are being investigated. Interest in the project from other parts of the country is being canvassed so that print quantities can be boosted to keep costs down.

Environment Canterbury has paid for advertisements on the backs of buses in the city.

KIDSAFE WEEK

The themes for this year’s Kidsafe Week are cycle safety and falls in the 0-4 age group. Kidsafe Week starts in 16 October.

ACC, Crown Public Health and Police Education are working with schools to promote cycle safety. Paul Cottam is organising a “Bike with your child to school day”. St John and Plunket are putting up displays in the suburban libraries and Plunket is taking information into pre-schools. There will be feature page in the Star and advertising space has been given by “Buy, Sell and Exchange” under the appropriate headings.

Sheppard Industries is encouraging bike shops to set up displays, promote cycle testing and hand out information to students and parents.

The national launch will take place in Christchurch on 16 October. School students will be involved in the launch, which will profile the Cycle Safe programme.

Safe Kids in Auckland will send a parent check list for cycle safety to schools for distribution to every child in the target age group.

Pacific Island and Maori radio advertisements will be aired and talk back sessions on Plains FM are being organised.

PAINTED MEDIANS

An article on painted medians has appeared in City Scene.

STREET DISORDER COMMITTEE

Inspector Barry Thackwell is leading the setting up of a Street Disorder Committee to investigate ways of improving the situation in Colombo Street and generally in the city.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is tabled.

The Committee **received** the information.