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Corporate Plan Output: The Christchurch Road Safety Strategy	

## INTRODUCTION

The purpose of this report is to provide the attached “Safe Streets”, the Christchurch Road Safety Strategy, for the Board’s information (Board members only). The strategy is to be forwarded to the Council for adoption at the August meeting by the City Services Committee.

The document “Safe Streets”, the Christchurch Road Safety Strategy, is intended to: *integrate safety aspects of engineering, education and enforcement for Christchurch and the surrounding areas in consultation with all key sector groups*. It outlines joint strategies, goals and actions intended to ensure we undertake collective ***governance*** to achieve positive road safety outcomes. The strategy has been developed using the knowledge of individuals, agencies and community organisations.

Following adoption by the Council the strategy will be used to synergise road safety programmes throughout the Christchurch area.

## BACKGROUND

In October 1998 members of the Co-ordinating Committee for Traffic Safety (CCTS) commenced work on a road safety strategy for the Christchurch area. The CCTS was intent on developing a concise easily read document that would outline the strategic direction for the provision of road safety programmes within Christchurch for the next five years.

The initial work of the CCTS was followed up with targeted focus groups addressing significant issues of concern within the Christchurch area. The issues that were examined by the early focus groups and targeted within the strategy were:

- Intersections and Driveways
- Speed
- Drink Driving
- Pedestrians
- Occupational Restraints
- Older Road Users
- Cyclists and Motorcyclists

The focus groups identified strategies, goals and actions necessary to address the safety concerns in each of the above areas.

A draft of the road safety strategy was presented to the City Services Committee in June last year. The Committee agreed that full public consultation be undertaken to ensure extensive community ownership of the strategy before its formal adoption.

#### **SEEKING COMMUNITY VIEWS**

The public consultation phase of the development of the Road Safety Strategy has now been successfully completed. A public launch/forum was held at the Centra Hotel earlier this year. The Forum was well attended with excellent support from senior police, LTSA personnel, and elected members. Issues raised by participants were often raised at subsequent meetings.

Presentations on the strategy were also made to all Community Boards. Some Boards invited representatives of their neighbourhood groups to attend. Attendance at the three meetings was very good with active involvement by around 30 to 40 participants at each meeting. The issues raised were very similar.

Using a public relations consultant a feature was run over eight weeks in the “Star” newspaper. Interest from the public was high with around 100 reply coupons or letters being received. The issues raised were again very similar.

#### **SUGGESTED IMPROVEMENTS**

A full review of all the feedback received has now been completed by the CCTS. All the issues raised had merit with only three issues not being included in the strategy. These issues are:

- Changing the emphasis from Drink Driving to include drug affected driving. This has been discussed by the CCTS before and rejected due to the difficulty in checking drug use and a general correlation between the two. This correlation has now been noted in the strategy.
- Operation of yellow flashing traffic signals at off peak periods. There is no evidence to show that this will have a safety benefit. The reverse may be the case.
- Replacement of the Target Area of Occupant Restraint with an alternative of Responsible Road Use. Responsible Road Use has been added to the Target Areas. This additional target area covers many of the issues raised during the *Seeking Community Views* process.

To prepare the strategy for formal adoption a CCTS workshop meeting was held on 17 June 1999. The meeting considered the feedback received and developed Goals, Strategies and Actions for the Responsible Road Use target area. The resulting document has been formally adopted by the CCTS.

## **CONCLUSION**

“Safe Streets”, the Christchurch Road Safety Strategy, contains strategies and actions to achieve each of the goals identified under the various target areas. Following the Council’s adoption of the strategy it will be used to provide the *governance* necessary to coordinated road safety programmes throughout the Christchurch area.

To deliver the safety benefits identified in the strategy an action plan will be prepared each year by Co-ordinating Committee for Traffic Safety. The annual action plan will be based on “Safe Streets” and the results of the previous year's campaigns.

## **For discussion**