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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.

1. **INTERSECTION SAFETY**

The Police have been targeting red light running at intersections inside the four avenues and failing to give way at suburban and rural intersections during the month of June. The television advertisement discouraging red light running was played on TVNZ for two weeks in mid-June.

2. **PEDESTRIAN SAFETY CAMPAIGN**

The pedestrian safety campaign prepared by UMC has been running during June. Two television advertisements are being aired on TVNZ, two billboards are up in the city and advertisements have appeared in the Press and the Star. The theme for the campaign is “expect the unexpected.”

The campaign will run into the next financial year and is using part of the budget for both years.

A leaflet targeting older pedestrians with safety messages is also being produced with the help of Age Concern. Signs explaining the use of pedestrian signals are being developed. It is proposed to use some of next year’s funding to support this with advertising.

3. **SAFE WITH AGE**

Safe with Age courses continue. A member of the AA Council attended one of the courses and found it very worthwhile. He suggested that courses should also be run in the suburbs. If that is to happen we may need more course providers.

4. **SPEED CAMPAIGN**

UMC have developed an idea for a local speed campaign using a film advertisement to be played at Hoyts Eight. They suggest this be accompanied by hand outs to act as teasers. The Speed Group has approved the advertisement. Discussion is continuing about the hand out.

5. **CYCLE SAFETY**

UMC have developed two television advertisements to promote cycling and cycle safety. These will be accompanied by newspaper advertising in the Press and the Star. The advertisements will be available for viewing at the meeting.

6. **KIDSAFE WEEK**

Kidsafe Week in August will focus on the issues of Chaos at the School Gate and getting children safely across the road on the way to school. ACC is investigating sponsoring red flags for children to carry to make them more visible. Paul Cottam is contacting schools to suggest that they hold car free days. St John will take an ambulance to one school each day during Kidsafe Week and hand out information to children and parents. Police Education Officers will also hand out information. The school nurses will take Chaos at the School Gate information to schools. Parking wardens will hand out information at schools. St John and Plunket will set up displays in the suburban libraries.

7. **CAAP CAMPAIGN**

A report on the CAAP projects is attached.

8. **FINANCE**

The finance report for the year up to May is attached.

9. **ROAD SAFETY FOR SCHOOLS STEERING GROUP**

**Bright Jackets**

Canterbury Apparel has designed a jacket and has sent the designs to Hong Kong for costing.

**Safe Routes to School**

Paul Cottam is working with Aranui School and has identified some minor engineering improvements which will increase the safety at the school gates. Paul is doing survey work at West Spreydon School in conjunction with the development of a Local Area Traffic Management Scheme.

**Awesomely Active Shield**

Paul Cottam has organised for the Mayor to make the inaugural presentation of the "Awesomely Active Shield" at Burnside Primary next month. The Shield seeks to promote active forms of transport to school, and will be awarded to the class with the highest percentage of children walking or cycling to school.

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

**Chairman's**

- Recommendation:**
1. That the information be received.
  2. That the results of approaches to schools for car free days be reported in detail in due course.