

3. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

RR 9406

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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.

VISION ZERO

This paper presented at the road Safety Research Conference last November was by Claes Tingvall from Monash University Accident Research Centre.

In an important decision taken by the Swedish parliament in October 1997, the long term target for the road transport system is that no one should be killed or receive long-term disablement by the system.

In 'Vision Zero' it is explicitly said that the responsibility for safety is shared by the system designer and the road user, rather than being primarily the responsibility of the road user.

- “1. The designers of the system are always ultimately responsible for the design, operation and use of the road transport system and thereby responsible for the level of safety within the entire system.
2. Road users are responsible for following the rules for using the road transport system set by the system designers.
3. If road users fail to obey these rules due to lack of knowledge, acceptance or ability, or if injuries occur, the system designers are required to take necessary further steps to counteract people being killed or seriously injured.”

There has also been a proposal for ethical rules to guide the system designers. Two of them are:

- “Life and health can never be exchanged for other benefits within the society”
- “Whenever someone is killed or seriously injured, necessary steps must be taken to avoid a similar event.”

This means that mobility cannot be traded off against safety.

The background paper to the parliament contains the following sentence: "...the speed limits within the road transport system should be determined by the technical standards of vehicles and roads so as not to exceed the level of violence that the human body can tolerate. The safer the roads and vehicles, the higher the speeds that can be accepted".

Local communities in Sweden are now allowed and encouraged to set limits of 30kmh in built up areas. In the long term 30kmh will be made mandatory for the whole country.

Communities are being encouraged to volunteer to join the programme requiring all residents to make a personal commitment to respect those speed limits both in their community and in others they pass through.

More money has been allocated to the infrastructure especially outside built-up areas.

Safety can be reached in two ways, by reducing mobility or by investing in safety.

TRAFFIC SAFETY CO-ORDINATING COMMITTEE AND "VISION ZERO"

The Co-ordinating Committee is investigating recording injuries using a graded system. More detailed information on injuries is essential in working towards "Vision Zero".

NZ ROADSHOW TRUST

A report on the Driver Education Forum held by the Trust in November is attached. It includes the issues given priority by those at the forum.

Issues being addressed by the Trust this year are as follows:

A. Help for those who drive but have no licence

The Trust is working with the Maori community and the ACC Programme Manager, Cultural Strategies to investigate the best way of developing a programme in Christchurch. ACC has offered some funding for the project.

Models for such programmes come from Northland, Auckland City, and Hutt City. In all these places they have operated effectively. Some of the models help applicants to get a learners licence, others take them through to a full licence.

B. Encourage parental involvement in the driver instruction process

The model for this project comes from Victoria in Australia. The Trust is producing a plan to take to potential sponsors.

ROAD SAFETY STRATEGY

Following the forum in February, submissions on the strategy are being called for from the 'stakeholders' and from the public. The deadline for these submissions is the end of March. The Council will then be asked to adopt the strategy.

INTERSECTION CAMPAIGN

The Automobile Association has agreed to give \$2,000 towards the campaign in return for having their logo attached to the television advertisement. This will free up some funding to run the campaign again in June.

The bill board and bus back advertising is booked to begin on March 1 and run for one month. The enforcement campaign will be for two weeks from 8 March to 21 March. Television advertising will be from 7 March to 17 March.

The Press will be happy to run another article about intersections that have a high crash rate among red light runners. Nearer the time an angle for the Star will be discussed.

Bill Sissons has installed software to measure red light running at the inner city intersections and is installing it at other appropriate intersections. It will thus be possible to measure long term trends in red light running at a variety of intersections.

PEDESTRIAN SAFETY CAMPAIGN

A study by Wayne Osmers, Land Transport Safety Authority, of 168 pedestrian crashes over two years in Christchurch has provided information on the drivers and pedestrians involved in crashes, where they happen and the factors involved in the crashes. This information will be used to target this years pedestrian safety campaign.

SAFE WITH AGE

The two Safe with Age course deliverers have the new kits and are ready to run courses. They have advertised in the community notice board in the Press and an advertisement was placed in the February Community newspapers. About 80 people are now booked on courses over the next two months.

SPEED CAMPAIGN

Brochures with questions about driver attitudes to speed were distributed in Christchurch before Christmas with a reply paid form. The questions also appeared in the Star over a two-week period. There have been 406 replies. Information from the analysis is now available and has been publicised to correspond with the Police speed enforcement campaign. The information from the questions will be used to design a promotional campaign on speed.

The Co-ordinating Committee is writing to Lois Watson to thank her for the excellent article she wrote.

A one week campaign at the end of January on 92 More FM asked drivers to be aware of children walking to school and keep their speeds down. There was also an article in the Star.

CYCLE SAFETY

The working group convened by Alix Newman is working through a process to design a campaign using the information gained in the research into attitudes of cyclists and motorists. Issues relating to safety have been given a high priority by the group. A brief has been drawn up and put out to tender to several creative agencies. Tenders close in mid March, at which stage the agencies will be asked to present their strategies to the group members.

CAAP CAMPAIGN

Ruth Leversedge, CAAP Co-ordinator

A report on the CAAP projects is attached.

FINANCE

The finance report to January is attached. Unspent funding in several areas has been put into the Intersection Safety area for the March red light campaign.

ROAD SAFETY FOR SCHOOLS STEERING GROUP

The "Perfect Parker" campaign is resulting in parents outside selected schools being given either parking tickets or "Perfect Parker" certificates. Those parents receiving a certificate go in the draw for a Parker pen. The campaign is working well.

SPEEDS IN THE LYTTELTON TUNNEL

The Co-ordinating Committee for Traffic Safety has asked for more information about speeds in the Lyttelton Tunnel in relation to the proposal to raise the speed limit in the tunnel to 60km/h.

CYCLING TO SCHOOL

The Principal of Riccarton High School reported that the proportion students cycling to school has now dropped to 25%. The main reason students don't cycle is that they perceive it as dangerous.

Chairman's

Recommendation: That the information be received.