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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.

INTERSECTION CAMPAIGN

The red light running advertisement have been on TV1 in the last two weeks of October. Five billboards have been displayed around the city for those two weeks. An article about red light running appeared on the front page of the Star.

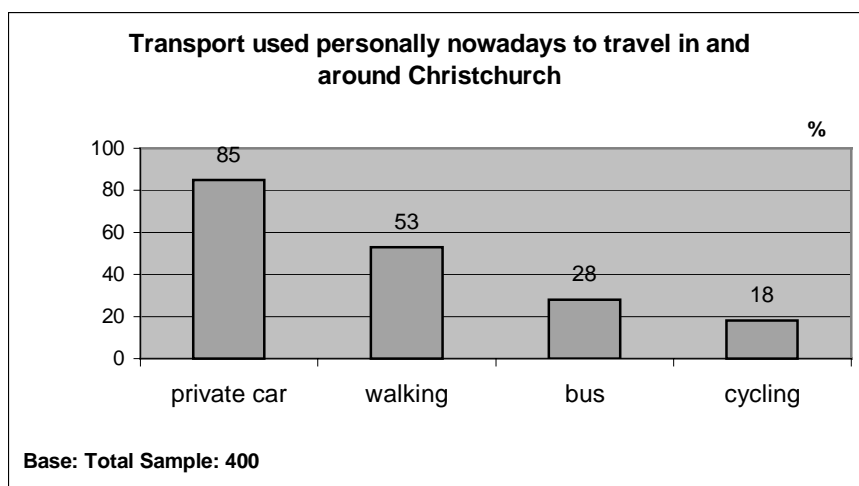
PEDESTRIAN SAFETY CAMPAIGN

A survey to evaluate the pedestrian safety campaigns was carried out with a sample of 400 Christchurch residents over the age of 15 years. The survey repeated attitude questions used in the last pedestrian survey in June 1998, and asked questions about the understanding of pedestrian signals.

Survey results

Transport Modes

A question on the modes of transport used by the survey respondents provided a frame of reference for the survey. Most (85%) said they travelled by private car. Over half (53%) said they walked while 28% used buses and 18% cycled.

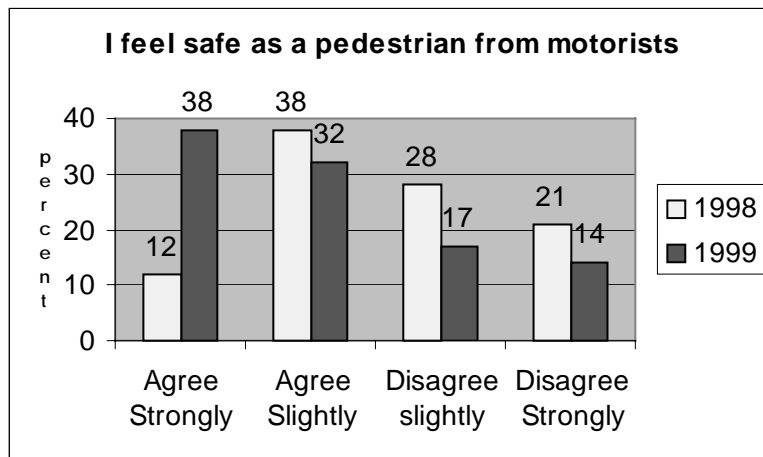


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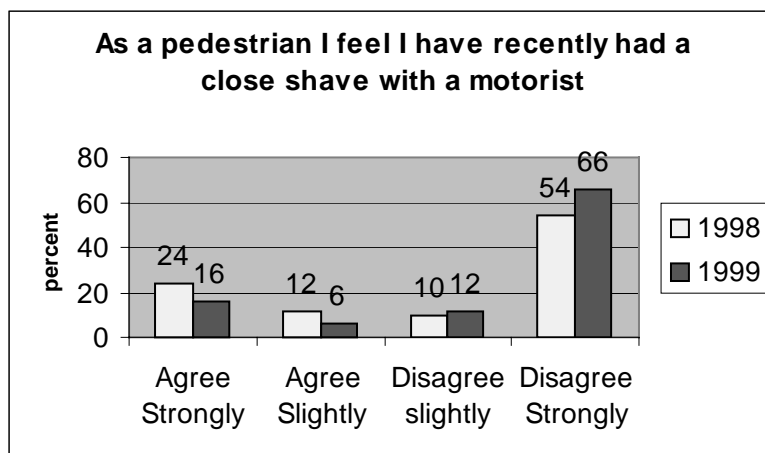
Attitudes and Behaviour

Over two thirds (69%) of respondents agreed strongly or slightly that they felt safe as pedestrians. One third said they did not feel safe including 14% who felt strongly that they were unsafe. This is a major change from the survey conducted in 1998 where only 50% of respondents agreed that they felt safe. In addition, those agreeing strongly with the statement have risen from 12% in 1998 to 38% in 1999.

The survey findings indicate that there has been a shift towards pedestrians feeling safer on the streets.



One fifth (22%) felt that as a pedestrian they had recently had a close shave with a motorist. When this is compared with the 1998 survey, it seems that once again pedestrians are feeling safer, 36% agreeing that they had had a close shave in 1998.



It is interesting to note that only 11% of respondents felt that as a motorist they had recently had a close shave with a pedestrian. These figures were similar across the two surveys.

A key attitude where the Pedestrian Safety Group would like to see change is in the responses to the statement “As a motorist I feel that pedestrians should be responsible for their own safety”. Responses show that nearly three quarters (72%) felt that pedestrians should be responsible for their own safety. This was similar to the 1998 survey, indicating that there has been no change in this respect.

Understanding of Pedestrian Signals

Respondents were asked whether they felt confident crossing the road where there are lights for pedestrians to cross. The responses indicated that 80% did feel confident. However 20% did not feel confident, and nine percent of those disagreed strongly about feeling confident.

Questions were asked about the understanding of the flashing red light. A massive 33% of respondents disagreed with the statement “I am aware that pedestrians have a right to be on a crossing when the red man is flashing”. This shows that about one third of the road users in Christchurch do not understand how to use the pedestrian lights.

Drivers were asked whether they gave way to pedestrians when the red man was flashing. Not surprisingly only 71% agreed strongly with this statement. Thus only about two thirds of drivers say they always give way to pedestrians under these circumstances.

Drivers were also asked whether they look to see what the signal is for pedestrians. Just over half (52%) agreed strongly with this statement and another 23% agreed slightly. Thus the majority of drivers say that they frequently do look at the pedestrian signals.

Recall of Pedestrian Campaigns

The final questions in the survey asked respondents about the pedestrian promotions they had seen or heard recently. Unprompted, 29% said they had seen pedestrian promotions.

When prompted over half (58%) recalled having seen or heard “expect the unexpected”, and just under half (47%) said they had seen “One in every four deaths on our roads is a pedestrian”. These were the two main messages from the promotion. Just under a third (30%) still recalled the promotion from a year ago “If you stop for a duck, stop for a pedestrian”. All these promotions were most commonly recalled from television advertising.

SAFE WITH AGE

Safe with Age courses have been on hold due to the illness of the course deliverers. They should start again around mid October. There is a waiting list for the courses.

SPEED CAMPAIGN

The speed limit changes will come into being in the first week in November. Advertising reminding people of the changes is booked on TVNZ for two weeks.

CYCLE SAFETY

Scripts are being worked on for two more “Annabel” television advertisements.

RESTRAINTS

A regional campaign reminding people to “Get it on in the back seat” is happening in the first two weeks in November. Radio advertising has been developed and More FM is interviewing Police and a survivor as well as giving information and statistics about restraint wearing on their breakfast show. Newspaper advertising is using art work developed by the **Land Transport Safety Authority**.

A Police campaign at that time may allow Plunket to distribute magnets and stickers to drivers at check points. Stickers, bumper stickers and bookmarks will be given out at the A&P Show which is in the second week of November.

A&P SHOWS

A travelling Road Safety display for Canterbury A&P Shows has been developed. The five issues addressed are: Restraints, Intersections, Alcohol, Fatigue/Inattention and Speed. The first show was in mid October.

CAAP CAMPAIGN

A report on the CAAP projects is attached.

FINANCE

The finance report for the period July 1999-September 1999 is attached.

INTERSECTION ENGINEERING

A comment was made at the Co-ordinating Committee for Traffic Safety by the Police that engineering design aspects of some intersections with high crash rates need to be considered. Changes to engineering design may be more effective in reducing crashes than enforcement.

TRAFFIC SAFETY WEBSITE

The idea was raised at the Co-ordinating Committee for Traffic Safety that a road safety website might be created incorporating various organisations and associated information. The website address might be included on all brochures, correspondence, advertisements, etc. and promoted as a resource for information.

Recommendation: That the information be received.

Chairman's

Recommendation: That the Council investigate the fundamental causes of poor motorist attitudes and behaviour especially towards pedestrians with a view to adjusting expenditure for the traffic safety programme.