

Officer responsible City Streets Manager	Author Susan Cambridge
Corporate Plan Output: Road Safety page 9.6 text 8	

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.

FREE TAXI PHONE

Mr Cam Bates addressed the Traffic Safety Co-ordinating Committee with a demonstration of a communications system where free taxi phones can be set up in service stations or bars. The phones work by means of a cell phone. The purchasing taxi company answers the call which automatically records the location of the phone so that a taxi can be dispatched. The system has been used in Nelson.

The Co-ordinating Committee resolved to endorse the product.

INTERSECTION SAFETY

The results of the survey to measure changes in attitudes and behaviour in relation to red light running since August 1998 are now available. During that time there have been two further red light running campaigns.

The executive summary of the report on the survey has been distributed.

Notable changes in the last 12 months are:

- A further increase in those expressing caution in entering intersections on the green light. Those who said they would slow down and proceed with caution on encountering a green light increased by 10%. There was an increase of 10% in this area between the first two surveys. This is a continuing trend.
- A further reduction in those recalling running red lights. Only 31% said they recalled running a red light. In 1998 this was 39% in the second survey and 47% in the first survey.
- “Unaware of the lights/mistake” had halved as a reason given for red light running and "Unable to stop in time" had increased. Perhaps drivers have been made more aware of traffic signals.
- Those who would, at an orange light, “assess the situation and either stop or proceed” as opposed to “stopping and waiting for a green light” had increased by 17%.
- The numbers who said they had seen Police officers issuing tickets for red light running declined from 7% to 4%. Similarly those indicating that it was “very unlikely” that offenders would be caught increased from 65% to 80%.

- There has been a shift in the expectation that it is “very likely” that someone will be hurt towards “somewhat likely” someone will be hurt.
- The recall of the information has declined. Television and bill boards feature most highly in the recall. Back of bus advertising does not feature well although it was used as frequently as the bill boards.
- There is a decline in the numbers of respondents who say they have changed their behaviour as a result of the advertising.
- The proportion of respondents indicating that the advertising has made them more cautious at intersections has increased. Note that 7% of respondents now say the advertising has made them more patient or slower drivers. This variable did not feature in the surveys a year ago.

Positive Findings

- Further increase in those entering intersections carefully on green light.
- Further decrease in those admitting to having run red lights.
- Increase in those saying promotion made them slower and more patient drivers.
- “Unaware of lights” has reduced as a reason for running red lights.

Negative Findings

- Decline in numbers seeing tickets issued for red light running.
- Increase in those saying “very unlikely” to be stopped by Police for red light running.
- Decline in those saying they would stop at an orange light.

The campaign will be run again using bill boards and television advertising in October and in March.

PEDESTRIAN SAFETY CAMPAIGN

The pedestrian safety television advertisement is playing in September and October. Bill Sissons has developed notices telling people how to use pedestrian signals. These are being attached to signal poles around the city. A leaflet giving information about pedestrian signals to drivers and pedestrians has been distributed to Christchurch households.

A survey is gathering information about changes in attitudes towards pedestrians. The survey also asks about understanding of the pedestrian signals. These questions will be repeated in November to measure the impact of the promotion.

A leaflet for older pedestrians is being produced with help from Age Concern.

SPEED CAMPAIGN

The cinema advertisement targeting young women with speed messages is now running in Hoyts cinemas. Hand outs with condoms sponsored by Family Planning were distributed to young women over the age of 18 outside the cinemas on the weekend of the launch. Tee shirts with the :”Practise Safe Speed” message were worn by those giving out the condoms, and posters were stuck up on bollards outside the cinema. Another flight of posters is being used on bollards in Oxford Terrace this month.

Advertising on TVNZ around the speed limit changes is planned for early November. Transit NZ will contribute \$2,000 towards this.

CYCLE SAFETY

‘Annabel on Top’ continues. The plan for promotion for the next twelve months is being discussed with UMC. The proposal is to produce two more television advertisements in the same cartoon format.

KIDSAFE WEEK

Kidsafe Week activities resulted in good media publicity with photographs in the Press and the Star and interviews and news items on local television channels.

Displays in libraries and in the City Council window, visits to schools and pre-schools, and distribution of flags to make students more visible as they cross the road.

A&P SHOWS

A regional group is planning a road safety display to take to nine A&P Shows in Canterbury. An integrated display covering five issues will be set up and erected at each show. The five issues are Restraints, Intersections, Alcohol, Fatigue/Inattention and Speed. The group has designed display boards on which permanent display material will be fixed. The Canterbury Regional Council has agreed to sponsor a covered trailer to hold the display material.

A cover is being made for the cut away car. It will be sponsored by Michael Fiddymont. Plunket car seat rentals are supplying child seats for the car on permanent loan.

CAAP CAMPAIGN

A report on the CAAP projects is attached.

Chairman’s

Recommendation: That the information be received.