

Officer responsible City Streets Manager	Author Susan Cambridge
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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.

ANNUAL ACTION PLAN AND BUDGET

Attached are the action plan and budget for the coming year, developed and approved by the Traffic Safety Co-ordinating Committee.

INTERSECTION SAFETY

The Intersection Safety Group has identified the opportunity to run two promotional campaigns during the coming year using television and bill boards. The first of these campaigns will be in October and will have no enforcement to support it. The second campaign will be in March and will have enforcement.

Systems will be in place to measure red light running behaviour at specific intersections. Before and after data will be collected and the two campaigns will be evaluated to give information on the difference that is made by having the enforcement.

The Automobile Association has agreed to contribute \$2,000 to the campaign as they did last year.

The Planning Group has agreed to use \$5,800 from the Community Support fund to commission a follow up survey on red light running. This survey will measure the 'reach' of the promotion over the last twelve months, will see how the recall of the campaign messages has changed since the survey last August and will investigate people's attitudes to red light running and their reported behaviour.

PEDESTRIAN SAFETY CAMPAIGN

The Pedestrian Safety advertising on TV1 will continue in September. Bill Sissons is planning to put notices on signal poles around the city, telling pedestrians how to use pedestrian signals. He will do this in September. In support of this a promotional campaign is proposed targeting drivers with information about giving way to pedestrians at traffic signals. UMC will be asked to design newspaper advertisements or leaflets.

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

SAFE WITH AGE

A regional group has been set up to co-ordinate the Safe with Age courses in Canterbury. The Christchurch courses are continuing. Safe with Age is a programme to help older drivers and pedestrians improve their road safety in the areas they find most difficult. The programme has been developed by the Land Transport Safety Authority and includes a video and workbooks for participants. The courses are delivered by volunteers from the community, trained by Land Transport Safety Authority, who run four hour seminars using the course hand book. In Christchurch we are particularly lucky to have a team of two course deliverers who run courses once a fortnight and have a waiting list of participants.

SPEED CAMPAIGN

The cinema advertisement targeting young women with speed messages began in August in Hoyts cinemas. Hand outs with condoms sponsored by Family Planning were given to 18-24 year old women outside the cinemas on the evening of the launch. The launch resulted in considerable publicity for the issue.

The Speed Group is planning promotions around the speed limit changes. The group will also look at possible ways to use the newly developed speed display trailer.

CYCLE SAFETY

‘Annabel on Top’ continues. The Cycle Group approves new scripts as they are developed.

KIDSAFE WEEK

Kidsafe Week in August focused on the issues of ‘Chaos at the School Gate’ and getting children safely across the road on the way to school as well as water safety. ACC and the Council sponsored bright yellow flags for children to carry to make them more visible as they cross the road. Paul Cottam worked with 37 primary schools which provided the flags for their students. Many of these schools also held car-free days during Kidsafe Week. St John and Police took an ambulance and Police cars to one school each morning during Kidsafe Week. They gave out resources and information to students and parents. Plunket volunteers visited adjacent pre-schools with information and resources.

The school nurses took ‘Chaos at the School Gate’ information to schools. Parking wardens handed out information at schools. St John and Plunket set up displays in the suburban libraries. A Maori translation of “Chaos at the School Gate” was done by Te Puni Kokire in Christchurch and distributed to Kohanga Reo.

Swimming Education New Zealand distributed water safety materials at swimming pools and set up a display on water safety in Riccarton Mall. Water safety material was also given to distributors of swimming pool equipment.

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. Special display boards are being built to hold permanent display material showing the problems in Canterbury and the promotions to address the problems. A covered trailer will be purchased to hold the display signs and other display material. The seat belt sled and cut away car will also form part of the display. Each district will be responsible for organising the site and tent in their area.

In Christchurch a site similar to last year's one, near the big dipper, has been booked.

CAAP CAMPAIGN

A report on the CAAP projects is attached.

FINANCE

The finance report for the year ending 30 June 1999 is attached.

The budget was underspent by \$19,000. Of this \$16,000 was needed to balance a projected incoming amount which did not eventuate. The budgeted funds for "Speeds outside schools" went largely unspent because of the delays in developing the trial 40km/h school zones. Some of this under funding was soaked up by small overruns in other projects especially in "Intersection Safety".

The underspending in "Pedestrian Safety" was off-set by overspending in "Urban Speed". The opportunity may be taken in the coming financial year to reverse this imbalance.

Deputy Chairman's

Recommendation: That the information be received.