



4. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

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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.

INTERSECTION CAMPAIGN

The red light running advertising appeared on television and billboards during the first two weeks of March. The Police Strategic Traffic Unit was out in force targeting specific intersections where crashes have occurred when drivers ran red lights. The Police and Land Transport Safety Authority got good media coverage of the campaign with items on TV3 news and The Press as well as other local media.

PEDESTRIAN SAFETY CAMPAIGN

The Pedestrian Group is meeting during March and planning how to target elderly pedestrians with information to help them become safer on the road. The group will also study the request by the City Services Committee to investigate motorist attitudes and behaviour towards pedestrians.

SAFE WITH AGE

The course providers for the Safe with Age programme report that from 14 January to 3 March 2000, weekly courses were held for 104 persons with classes kept to a maximum of 14 people.

They have a waiting list of 48 people. Most of these heard about Safe with Age from previous participants.

SPEED CAMPAIGN

The speed advertisement for young drivers is continuing in cinemas. The Speed Group suggested earlier in the year that a question should be included in the Opinions Market Research quarterly telephone survey, to find out what impact this advertising has had. Opinions will be holding a survey in May. The Speed Group will consult with Opinions to design appropriate questions.

RESTRAINTS

The Regional Restraints Group is investigating how best to encourage hire car companies to give information on the law regarding child restraints to overseas customers. Bob Clements from Land Transport Safety Authority is currently getting a list of hire car companies in Canterbury.

CYCLE SAFETY

The Cycle Safety Group has set up a process of evaluation to ensure that "Annabel" is effective. A survey has found that recall of the campaign and its messages is very good.

CYCLISTS AND CAR DOORS

A group has been set up by the Co-ordinating Committee to investigate this issue and is working on developing a campaign.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

FINANCE

A finance report to the month of January is attached.

MEMBERSHIP OF THE CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

Two staff from the Ministry of Transport attended the February meeting of the Co-ordinating Committee for Traffic Safety. They expressed interest in continuing to attend meetings. The Committee has resolved to invite the Ministry of Transport to be represented on the Committee and to attend meetings.

Chairman's

Recommendation: That the information be received.