

4. REQUEST FOR ADDITIONAL ROAD SAFETY FUNDING TO DEVELOP A CAMPAIGN TARGETING RESPONSIBLE DRIVING

Officer responsible City Streets Manager	Author Stephen Matheson
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BACKGROUND

The Christchurch Road Safety Strategy, after consultation with Community Boards and groups in the community added a section on Responsible Road Use. The introduction in the Strategy says:

“Inadequate checks, inattention and fatigue have been identified as key road safety target areas due to the high number of injury crashes with these factors. These responsible road use factor groups are the most common contributing factor groups for injury crashes.

In urban areas inattention and fatigue crashes occur most often between 8am and 8pm. In rural areas they occur often between these hours and between 4am and 8am (especially at weekends).

Under 25 year old drivers are commonly involved in these crashes in both urban and rural areas.

The actions in this part of the strategy include:

“Develop interventions that target responsible road use in the following areas:

- Fatigue
- Courtesy
- Road user distractions
- The road environment”

CRASH STATISTICS

The factors relating to responsible road use are rising in Christchurch as a percentage of all crashes. This is an area where Christchurch is performing badly in relation to the rest of the country and other similar cities.

PROPOSED ACTION

The Christchurch Co-ordinating Committee for Traffic Safety would like to target the areas identified in the Road Safety Strategy. Interventions will involve the development of targeted campaigns to raise awareness of the hazards associated with fatigue and distractions, and the promotion of courteous behaviour on the road.

REQUEST FOR INCREASED ROAD SAFETY FUNDING

The Co-ordinating Committee requests an additional \$40,000 to carry out these interventions. The additional funding is needed because this is an area not targeted in the past, but identified strongly as a concern in consultation with the community during the development of the Road Safety Strategy. The Committee does not wish to take funding away from areas where ongoing work is being done to change road user behaviour and reduce crashes.

This is an area where Christchurch is performing badly at present in comparison to other cities. Any change that can be made will have a great impact on the overall crash rate.

Recommendation: That an additional \$40,000 be added to the Road Safety Budget to allow the development of interventions targeting responsible road use.