

3. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

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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 Intersection Group has set up another red light running campaign in March 2000. Television time TVNZ for the first two weeks of March features the advertisement starring a Police Officer with the tag line “We’ll stop you for good – your good.”

The Strategic Traffic Unit will be running a concentrated enforcement campaign at selected inner city intersections from 1 March.

Five billboards with the message “The traffic light is red for a reason – so stop”, are displayed for the month of March at selected intersections around the city.

PEDESTRIAN SAFETY CAMPAIGN

A survey asking about people’s knowledge of and behaviour at pedestrian signals was carried out in August 1999 before the campaign where information was stuck to signal poles in the city and leaflets with information about pedestrian lights were delivered to every household in the city. The main aim of the information distributed was to improve the understanding of the flashing red pedestrian signal.

A further survey was carried out by Opinions Market Research in November to see how effective the campaign had been. The results show that about 50% of respondents say they saw some information about pedestrian lights:

- 20% say they saw the sign on signal poles
- 18% saw the round card
- 16% say they saw the item on TV (There was an item on TV1 news)
- 8% say they saw an item in the newspaper (It appeared on the front page of the Press).

However, the latest survey shows that one third of respondents still disagree that pedestrians are allowed to be on the crossing when the red man is flashing. There has been no change in the level of understanding of this issue.

This suggests that either those who saw the promotion did not take up the information from it, or the promotion did not reach those who do not understand the issue. The second survey still had one fifth of respondents disagreeing that they feel confident crossing the road where there are lights for pedestrians to cross.

The results of the August survey showed that more respondents said they felt safe as pedestrians from motorists than in a survey a year earlier in 1998. This November survey asked that question again and confirmed that result.

The Pedestrian Group will meet this month to plan developments for the rest of the year.

SAFE WITH AGE

Safe with Age Courses are continuing. More course providers are being trained in Canterbury and the possibility of Canterbury wide advertising of courses is being considered.

SPEED CAMPAIGN

A rural speed campaign has been developed with advertising in the Press in February and mail box drops in rural Canterbury including rural areas of Christchurch City. The campaign focuses on the idea that travelling at lower speeds will give you time to react to the mistakes of other drivers. The theme is 'loose cannons'.

CYCLE SAFETY

The Cycle Safety Group is reviewing the issues they wish to address with the 'Annabel' cartoons and using this review to instruct UMC on the themes they would like to cover for the rest of the year.

ROAD SAFETY RESEARCH, POLICING AND EDUCATION CONFERENCE

The Road Safety Co-ordinator attended the Road Safety Research, Policing and Education Conference in Canberra in November at her own expense. The conference was a very valuable source of information about road safety research and campaigns in Australia. In particular there were very informative papers on the work being done in Australia to improve the crash rate of novice drivers.

The conference was also an opportunity for networking with others working in road safety. Vera Zacchary, one of the Road Safety Co-ordinators in Sydney is keen to exchange information and is planning some exchanges of personnel between our two countries.

The papers from the conference were published and distributed. Particular papers can be copied if people wish to have copies.

LEARNERS LICENCES FOR MIGRANTS

The Road Safety Co-ordinator has been approached by a driver education group in the community who have been running courses for members of the Somali community to assist them with obtaining their learner driver licences. The Somali community would like more of these courses, which are also suitable for other groups of migrants and for the community at large. The course providers are asking for funding and support for this work. The Co-ordinating Committee for Traffic Safety has written to Lianne Dalziel, with a copy for Mark Gosche, alerting them to the need for these courses.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

FINANCE

A finance report to the month of January is attached.

ROAD SAFETY WEBSITE

A group from the Co-ordinating Committee for Traffic Safety has been convened to investigate the best way of setting up a road safety website.

POLICE S(A)P HOURS

The City Services Committee last month adopted recommendations in relation to a trial of red light cameras in Christchurch.

To implement the trial it will be necessary to allocate some Police hours for its implementation. It was proposed by the Intersection Safety Group, which includes the Police, that 300 S(A)P hours be diverted from “visible road safety enforcement” and put into the area of community projects. It was recommended that the City Services Committee make formal application to the Land Transport Safety Authority for this change.

The Christchurch Co-ordinating Committee for Traffic safety resolved to support the trial of a relocatable red light enforcement camera programme and further resolved to ask that the City Services Committee apply to the Land Transport Safety Authority for 300 Police hours in the S(A)P to be moved from “visible road safety enforcement’ to the community project “intersection safety”.

The Subcommittee has noted that the Committee has previously appointed three Councillors to the Subcommittee. The current members are Councillor Sally Thompson (Chair) and Councillor David Buist.

It is requested that a further Councillor be appointed.

- Recommendation:**
1. That the information be received.
 2. That the Council apply to the Land Transport Safety Authority for 300 Police hours in the S(A)P to be moved from “visible road safety enforcement’ to the community project “intersection safety”.

Chairman’s

- Recommendation:**
1. That the above recommendation be adopted.
 2. That Councillor Sally Buck be appointed to the Subcommittee.