

5. CO-ORDINATING COMMITTEE FOR TRAFFIC SAFETY

Officer responsible City Streets Manager	Author Susan Cambridge
Corporate Plan Output: Road Safety 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 Canterbury Road Safety Co-ordinators are planning a rural intersection campaign in May/June, with the theme that drivers should take care at intersections because other drivers may not be obeying the rules. It will extend the theme used in the rural speed campaign. Christchurch City will contribute to this campaign as the worst crash sites in Christchurch are the rural intersections and Christchurch drivers contribute to crashes at rural intersections elsewhere in Canterbury.

PEDESTRIAN SAFETY CAMPAIGN

The Pedestrian Group has worked through a planning process to develop ideas for a leaflet reminding older pedestrians that the safest places to cross the road are traffic signals, zebra crossings and refuge islands and telling them the rules at each of these. Lack of understanding of these rules has been identified as a problem in focus groups with older pedestrians. The leaflet will be very simple with minimum words.

The leaflets will be distributed in places where older pedestrians gather.

SAFE WITH AGE

Safe with Age courses continue in Christchurch with good attendance. The course providers report that since the testing requirement has been moved to age eighty, they are getting fewer people in their early 1970s on the course and more people in their 1980s who have failed their test and been sent for retraining. They are often quite confused and have little knowledge of changes to the road rules.

SPEED CAMPAIGN

The Speed group will meet this month with Karen Selway from Opinions Market Research to develop questions for inclusion in the Opinions quarterly survey to measure the reach of the cinema advertisement targeting speed.

RESTRAINTS

The Regional Restraints Group will find a way of targeting hire car companies with information for tourists about the law in New Zealand regarding child restraints.

CYCLE SAFETY

Planning for the direction of the Annabel campaign for the coming twelve months is underway from the Cycle Safety Group.

CYCLISTS AND CAR DOORS

The car doors and cyclists group has worked through a development process and reached the stage of presenting a brief to a creative agency. The initial stage of the project, limited by a small budget is to produce stickers reminding drivers to look before opening their doors. These will be distributed initially to cyclists with the request that they put them on their cars so that other motorists parking near them will see the reminder.

In future if more funding or sponsorship can be obtained the reminder may be used on billboards. The Canterbury Regional Council has offered to contribute two advertisements on the backs of buses.

The group is also investigating on-road and in-car solutions.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

FINANCE

A finance report to the month of March is attached.

Recommendation: That the information be received.

Chairman's

- Recommendation:**
1. That the information be received.
 2. That staff investigate whether distribution of the cyclist/car door stickers could be via petrol stations and/or other appropriate outlets.