

5. 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 will run two flights of television advertising using the red light advertisement. This will be supported by police enforcement. The red light advertising will be in March and June.

An intersection safety advertising campaign is being developed which will apply to rural and urban intersection. This will be funded by regional LTSA funding, funding from Canterbury local authorities and some funding from Christchurch City Council.

PEDESTRIAN SAFETY CAMPAIGN

“Expect the Unexpected” advertising using television and billboards will continue during the coming months. UMC will work on a pedestrian promotion which will apply to the wider Canterbury situation as well as Christchurch City. The development of this new advertising will be funded by LTSA regional funding.

SPEED CAMPAIGN

UMC have proposed an idea for a television advertisement which gives messages relating to speed and speed for conditions in a light hearted way with serious undertones. The plan is to take this advertising to air in November and run through until June 2001. The television will be supported by billboards.

CYCLISTS AND CAR DOORS

The cyclist and car doors group has designed an A5 sheet with two small and one large sticker and instruction for placing them on cars. Cardboard holders will be developed for displaying them on counters in bike shops and other places. Road Safety Co-ordinators around the country have been asked if they would like to participate in printing the stickers. This will reduce the price.

KIDSAFE WEEK

A report on the completed Kidsafe Week will go to the next meeting of the committee.

RESPONSIBLE ROAD USERS

A responsible road users group has been convened and is working on ways of addressing the issue of inattention in crashes.

STREET DISORDER COMMITTEE

Two meetings have been held of the Street Disorder Committee. The group is working through the issues.

ROAD SAFETY RESEARCH, POLICING AND EDUCATION CONFERENCE

The Road Safety Co-ordinator will be attending the Road Safety Research, Policing and Education Conference in Brisbane at the end of November at her own expense. She is presenting papers on two research projects: “Cycle Audit and Cycle Review: a scoping study”, and “Measuring Road Safety Culture in Relation to Speed”.

As the Road Safety Co-ordinator has family business later in December in Australia, she will be away until the week before Christmas.

SAFETY (ADMINISTRATION) PROGRAMME FUNDING APPLICATION

A summary of the S(A)P funding application for 2001-2002 is separately circulated. This application has been approved by the Co-ordinating Committee for Traffic Safety. The process now is for the City Services Committee to approve it and the City Manager to sign it.

ANNUAL ROAD SAFETY REPORT

The report on road safety projects carried out in 1999-2000 has been distributed to Councillors and to the Co-ordinating Committee for Traffic Safety.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

Chairman's

Recommendation: That the information be received.