

5. COORDINATING 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 launch of the Intersection Campaign on 12 February created a good deal of media attention. Maggie Leask from the Police organised a media launch in Fendalton Road. The Canterbury Road Safety Co-ordinators sent out media releases in their areas. The Land Transport Safety Authority prepared a spot map with intersection crashes over the last five years, which was sent out with the media releases.

As a result there was an article with a map in the Press, two articles in the Star before and after the launch, an item on Radio Network, items on Prime and CHTV, and an interview on Canterbury on Air. TV1 used an item about red light cameras, highlighting the launch of the campaign on national news.

From 12 February there was a two week enforcement campaign using hand held video cameras by the Police and a two week television campaign using the red light advertisement. In addition billboards promoting intersection safety with the message "Be alert at intersections" are up at different sites in the city over a two month period.

There is a lot of media interest in the issue of intersection safety. We should continue to play on that. They are particularly interested in lists of the intersections with the most crashes. This is awareness raising for the community from the point of view of making them more careful at intersections.

The red light billboards are on loan to Ashburton and Timaru. They have had a lot of exposure in Christchurch over three years. It is good to see them used elsewhere.

PEDESTRIAN SAFETY CAMPAIGN

Pedestrian safety billboards are currently up around Christchurch with the message "Expect the unexpected".

During the last two years there has been only one pedestrian fatality in Christchurch each year. This is a reduction from the previous three years, but the numbers of fatalities are small and there will be random variations. In the years leading up to 1999 there were typically 3 to 6 a year. However, it is pleasing to note that in 1999 and 2000 the numbers of serious pedestrian casualties has also reduced from 31 or 32 per year in the four years to 1999 to 22 and 23 respectively in 1999 and 2000. There was a drop in total pedestrian casualties in 1999 but that increased again in 2000.

It appears that the severity of injuries to pedestrians in Christchurch has reduced. This effect is not confined to one age group.

Pedestrian Casualties

Year	Fatalities	Serious	Minor	All Casualties
1995	6	32	55	93
1996	4	31	57	92
1997	6	31	54	91
1998	3	32	58	93
1999	1	22	51	74
2000	1	23	74	98

SPEED CAMPAIGN

The speed television advertisement is being aired in March and in April. The new State Highway Patrol will be launched on 30 March. A message about the State Highway Patrol is being added to the advertisement in March and April.

CYCLISTS AND CAR DOORS

All cycle shops in Christchurch now have the sheets of cyclist and car door stickers. Stands for the stickers have been distributed as well. Service Centres also have the stickers and stands. Intermediate schools are being given stands and stickers and asked to put them in school offices.

RESPONSIBLE DRIVER PROJECT

The project team has met with the Business Manager for CHTV and "Canterbury Today", a 24 hour talkback radio station. He has undertaken to see how these two stations might be used to raise awareness of the issues of driving responsibly. A brief for the project has been sent to him, and the project group will meet with him this month to discuss his response.

CAAP CAMPAIGN

A report from the CAAP Co-ordinator is attached.

FINANCE

A finance report to February 2001 is attached.

Chairman's

Recommendation: That the information be received.