

5. CHRISTCHURCH ROAD SAFETY CO-ORDINATING COMMITTEE

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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.

The Road Safety Co-ordinating Committee held a workshop in May, to review the implementation of the Road Safety Strategy. As a result of that workshop a new system of reporting at the committee meetings is to be trialled. Each of the main issues in the Road Safety Strategy will be reported by the project group working on that issue, and other organisations will report on the work they are doing in that area. This will tie the work of the project groups more directly to the actions identified in the Road Safety Strategy.

Each project group will prepare a one year and a three year action plan and report to the Co-ordinating Committee on how that will achieve and measure progress in achieving the goals and strategies in the Road Safety Strategy.

PEDESTRIAN SAFETY CAMPAIGN

The Pedestrian Safety Group is developing a project focussing on motorists turning at signals not giving way to pedestrians. The group is currently working on a card to raise awareness of the issue and give information to drivers.

The group intends to work with schools where this problem exists at an intersection near the school. Schools will be supported and encouraged to take action to reduce the problem.

SPEED CAMPAIGN

The Safe Speed Group has worked through a process identifying existing resources, brainstorming opportunities and creating a draft programme for the coming twelve months.

This is a combined regional project with a budget of \$120,000.

The group has made a tentative list of priorities as follows:

- Evaluation
- Existing TV ads-3 flights
- Existing cinema ads
- Radio
- Billboards – creative:
 - Skins
 - Urban display
- Crashed car display
- Work with schools on stopping distances
- Posters

OLDER DRIVERS

A pilot roadshow to promote Safe with Age courses, consult with older road users and provide information as required has been held successfully at Wainoni.

A leaflet with information about safe driving, the aging process and ways to retain mobility if a driver has to give up driving is about to be printed.

Staff

Recommendation: That the information be received.

Chairman's

Recommendation: That the Subcommittee report in future on steps taken to implement the Road Safety Strategy.