

5. CHRISTCHURCH ROAD SAFETY CO-ORDINATING COMMITTEE

Officer responsible City Streets Manager	Author Susan Cambridge, DDI 332-2722
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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

Leaflets on intersection behaviour prepared by Land Transport Safety Authority as part of their "Code Red" series are being distributed to transport-related firms.

Photographs have been taken of two problem intersections in each Canterbury district by "Skyworks", using a balloon to angle the camera above the intersection. These photographs are being used in "The Press" to highlight the issues resulting in crashes at those intersections.

A series of cartoons illustrating the main ways to avoid crashes at intersections have been developed for use in Canterbury newspapers.

An enforcement campaign was launched at the end of February. Radio advertising using the "Love's Sweet Madness" advertisements, including two new ones, will support the campaign.

PEDESTRIAN SAFETY CAMPAIGN

The "Pedestrians – Maximum Respect" television advertisement was on air at the beginning of February and generated lots of positive comments.

SPEED CAMPAIGN

An enforcement campaign was held at the end of January using the hours allocated for speed under community projects. The campaign focused on speeds around schools, especially in the 40kph school zones.

This campaign was supported by the three speed television advertisements.

OLDER DRIVERS

A leaflet is being developed with information for older road users. WINZ has agreed to distribute the leaflet to clients as they apply for superannuation. They will also have the leaflets available in their offices.

CYCLE SAFETY

In conjunction with the cycle planning team from City Streets, more "Stop Look Cyclist" stickers have been printed, this time with information on the back of the sheets.

These stickers were distributed during 'Bike Week,' which started 17 February. Students distributed stickers in car parks and at the "Go by Bike Celebration Stations". The possibility of a mailout of stickers to managers of fleet vehicles is being investigated.

At the same time there was print advertising using new art work describing car doors as a lethal weapon. This advertising is also on bus backs around the city. There was also a radio promotion on More FM.

GREERS ROAD

A report from the Safety for Schools Group to the Road Safety Co-ordinating Committee discussed the proposal that a median island be installed in Greers Road between Burnside High School and Christ the King School. The island is intended to provide a safer crossing point for students who need to cross Greers Road before and after school to get to and from Burnside High and Christ The King schools. Co-ordinating Committee members supported the concept of providing for students crossing the road in this area.

Chairman's

Recommendation: That the information be received.