

5. ROAD SAFETY CO-ORDINATING COMMITTEE

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The purpose of this report is to provide information on projects being undertaken by the Road Safety Co-ordinating Committee.

The section headings used in this report are issues identified for action in the Christchurch Road Safety Strategy. Project management groups plan and manage actions for the year as identified in the strategy. A plan for the year is produced by each project group based on research from the Land Transport Safety Authority crash reports and other information available.

In each section in this report reference is made to the actions in the Road Safety Strategy being addressed in the planned activity for the year.

The priority actions identified at the workshop on implementing the road safety strategy are listed at the end of each section for reference.

INTERSECTION SAFETY GROUP

Plan for the year

Billboards

Two intersection billboards are being produced, one relating to red lights and one relating to rural intersections. Four rural billboards will be developed for use in the rural billboard process. Two urban billboards will be produced for use in Timaru, Ashburton and Christchurch. The urban billboards will be displayed during November, March and May.

Radio advertising

The Love's Sweet Madness radio advertisements will be used on Radio Network and Radio Works. The red light running advertisement will be used on Radio More FM in March to correspond with the Police enforcement.

Good Intersection driving promotion

More FM will be asked to repeat the project from last year where they spotted drivers at intersections stopping at orange lights, read out their names on the radio and gave them a reward. This is to happen in March.

Street performers

A project will be set up similar to those in Wellington and Auckland where street performers dress up as red and green traffic lights and talk to pedestrians about using pedestrian lights safely. The street performers to be used at the A&P show, as well as in the city.

School survey project

Selected schools will be invited to take part in a project where students survey traffic at an appropriate intersection, looking for incorrect behaviour, and use the results as a maths project.

Enforcement

Police will undertake enforcement of red light running and obeying stop and give way controls at intersections during March 2003. Appropriate media coverage to be arranged.

Cartoon advertising

The six newspaper cartoon advertisements used last year will be placed in The Star during March 2003.

Media

The driving editor of The Press to be encouraged to print more about dangerous intersections. Media opportunities to be taken in local papers if schools undertake surveys.

Planning

Regular meetings of the Transport Planning Team to work on the actions relating to planning.

These actions relate to actions 1, 2, 3, 4, 11, 12, 13, 14 in the Road Safety Strategy.

Priorities Identified at the Road Safety Workshop:

- Action 4 – Install right turn traffic signal arrows at appropriate locations where right turning vehicle crashes are of concern
- Action 6 – Identify defects by establishing a system of crash studies and by utilising safety audits of the existing roading network
- Action 8 – Prioritise remedial/improvement roading work
- Action 11 – Set up an inter-unit land use and traffic planning group
- Action 12 – Audit the City Plan to identify areas of potential conflict with road safety
- Action 14 – Implement a requirement that all planning decisions state the road safety implications as an integral part of the decision

RESTRAINTS

Child seat checking clinics will be set up as part of Kidsafe Week. These checks will be in shopping centre car parks. Displays will be set up inside shopping malls during Kidsafe Week. A display in the City Council window will promote the use of child seats as well as other Kidsafe week themes.

Research

A survey of drivers carried out a few years ago by Wayne Osmer from Land Transport Safety Authority found that the main reasons for not wearing seat belts were:

- Too lazy,
- Too uncomfortable,
- Low risk of being caught,
- Low chance of being in an accident,
- Takes too long to put on,
- More likely to get hurt in a crash,
- Better to hold the steering wheel instead.

Both wearers and non-wearers thought that the most effective way of increasing wearing rates would be in-car measures. Both groups thought that teaching children to remind their parents to put their seatbelts on would be the single most effective measure.

Further actions for the year are being planned.

New Actions from the Road Safety Workshop:

- Research why people don't use their restraints,
- Lobby manufacturers for 'easier to use' types of seat belt. (Many rear belts are difficult to use.)

Priorities identified at the Road Safety Workshop:

Huge issue for Christchurch. All actions need immediate attention. Do immediately research into why people aren't complying, and lobby manufacturers. NB also a national issue.

Chairman's

Recommendation: That the information be received.