

STAFF REPORT

To: Chairman and Members, Engineering Services Committee
From: Road Safety Coordinator, Kirsty Barr
Reference: R878
Date: 21 March 2007
Subject: **ROAD SAFETY COORDINATOR'S REPORT**

1 PURPOSE

To update the committee on work carried out by the Road Safety Coordinator for 2006/2007 and to provide a brief look at what is planned for the 2007/2008 financial year.

2 SUMMARY OF ACTIVITIES 2006/07:

- **Motorcycle Training courses** – completed in Sep/Oct 2006. Defensive riding and upskilling for licensed riders, tailored for all riders from learners to experienced.
- **Pedestrian safety** – Supporting “active transport” by encouraging children to walk/cycle to school. This started in term 1 with “Walk to School week” and will be completed at the end of term 2. Brightwater School had an outstanding result with 100% of their children walking/cycling to school every day.
- **Driver Reviver** – A Driver Fatigue campaign was carried out over Waitangi Weekend in conjunction with Road Safety West Coast and Police. Educating drivers about the importance of regular breaks and raising awareness about the warning signs of fatigue/loss of concentration on long trips.
- **Cycle Safety** – Promoting safe cycling in the area through developing adult cycling courses, Bikewise activities, visibility campaigns targeting ‘unlit’ cyclists, educational campaigns.
- **Driver license** – Carried out by Motueka’s Maiawhitia Education and Learning. Encouraging unlicensed drivers to use graduated licensed system and educating on risk issues. Current barriers for participants may include literacy, access, socio-economic factors etc.
- **Safe with Age** – Courses carried out on regular basis in Richmond and Motueka. Provided in Murchison and Golden Bay on an “as needed” basis. Currently gauging interest for another course in Takaka.
- **Youth Drive Sober** - Police continue to report that apprehending rates for young people are on the rise. A roadshow theatre group will deliver a play about driving and risk taking, with a discussion afterwards initiated by SADD reps (Students Against Driving Drunk). Delivered by young people for young people. Most secondary schools in district have opted in and this will take place in last week of term 1.
- **Billboards** – An education billboard campaign is underway in Nelson and Tasman. Ten new sites have been established, making a total of 14 sites in both regions. Eleven of these are in the Tasman District and ten of the 14 sites are on state highway. Transit NZ and Land Transport NZ are the main funders. Opus will maintain billboards on State Highways in future financial years. Messages will be swapped every 3 months. Issues and sites were determined by common crash factors, black spot areas, local/seasonal issues (eg ice in Murchison north) as well as shared

information from road safety partners at Network Safety Committee and Road Safety Action Plan meetings. Final billboards should be installed in May.

- **Other Activities in conjunction with NCC:** These include Drivetime Seminars for Learner Drivers and their Coaches, (coming up in April/May) and intersection campaign (in May/June).

3 PLANNED ACTIVITIES 2007/08:

- **Activities rolled over:** Many of the above activities will be repeated in 2007/08 as they address road safety issues relevant to this local area (cyclists, pedestrians, motorcycles, loss of control, intersections). Courses and services are constantly being evaluated and developed to improve delivery and accommodate new or identified needs.
- **School Travel Planning:** Council has applied for funding with Land Transport NZ to coordinate an investigation into safer routes for schools in Richmond. The goal is to encourage and increase walking and cycling to schools in this area. This may involve identifying barriers to safer routes and implementing education, engineering, and enforcement measures to address. This will be trialled in Richmond initially because of its urban environment and cluster of schools
- **Safety Belts:** A campaign with NCC will be carried out to promote and raise awareness about adult seat belt wearing rates. Targeting rear passenger wearing rates and truck drivers.

4 THANKS TO ESC AND ENGINEERING DEPARTMENT:

I want to extend my sincere thanks to the committee for their support of Council's road safety activities over the last three years. I have enjoyed the role enormously and have learned a great deal. I have really appreciated your words of encouragement and willingness to support events – even to the point of hopping on a bike or mobility scooter to help make a point.

I also want to thank Roger Ashworth and Peter Thomson for their support of the road safety coordinator role within Council. Their input has made it clear to me how much Council values the role and the place of education programmes in the Tasman District. A big thank you also goes to others in engineering – especially to Steve, Phil and Robyn who have shared their knowledge and patience and have been so willing to help.

5 RECOMMENDATION:

THAT this report be received.

Kirsty Barr
Road Safety Coordinator