

Road Safety Action Plan

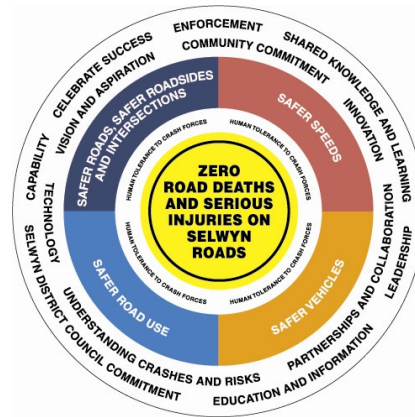
for

Selwyn District Council

July 2016 – June 2017

Vision: Zero deaths and injuries on Selwyn roads

Goal: To progressively reduce the number and severity of road crashes in the Selwyn District



Safer Journeys 2010 – 2020 National Road Safety Strategy

Safer Journeys is New Zealand's Road Safety Strategy 2010–2020. The strategy has a vision:

"A safe road system increasingly free of death and serious injury"

A Safe System Approach

The vision is a safe road system increasingly free of death and serious injury, which challenges us to see road deaths and serious injuries as preventable.

The Safe System differs from traditional approaches to road safety. Rather than always blaming the road user for causing a crash, it acknowledges that even responsible people sometimes make mistakes in their use of the roads.

Given that mistakes are inevitable, the Safe System has objectives to:

- make the road transport system more accommodating of human error
- manage the forces that injure people in a crash to a level the human body can tolerate without serious injury
- minimise the level of unsafe and risky road user behaviour

The Safe System focuses on creating safe roads, safe speeds, safe vehicles and safe road use.

- **Safe roads and roadsides** – that are predictable and forgiving of mistakes. They are self-explaining in that their design encourages safe travel speeds.
- **Safe speeds** – travel speeds suit the function and level of safety of the road. People understand and comply with the speed limits and drive to the conditions.
- **Safe vehicles** – that prevent crashes and protect road users, including pedestrians and cyclists, in the event of a crash.
- **Safe road use** – road users that are skilled and competent, alert and unimpaired. They comply with road rules, take steps to improve safety, and demand and expect safety improvements.

Selwyn District Crash Statistics 2011 – 2015 All crashes – Overview

- ✿ 1,265 crashes (504 injury, 761 non-injury) resulting in 42 deaths and 177 road users seriously injured
- ✿ 84% of all crashes happened in rural areas, 41% were at intersections
- ✿ 47% were lost control/head on type crashes (22% on bends and 25% on straight roads)
- ✿ The three most common crash factors were poor handling (38%), poor observation (33%), and failed to give way/stop (30%)
- ✿ Speed (16%) and alcohol (15%) were also common factors involved in crashes in the Selwyn District
- ✿ 30% of the at fault or part fault drivers in injury crashes were under 25 years old and 18% were over 60 years old
- ✿ ACC: Canterbury Motor Vehicle claims (2010-2014) 16,421 with a 5 year average of 3,264 showing a 2% upward trend since 2010
- ✿ ACC: Canterbury Motorcycle claims (2010-2014) 2,641 with a 5 year average of 528 showing a 7% downward trend since 2010

Selwyn District Road Safety Strategy 2020

Road Safety – A long term plan for Selwyn District – Vision: “Zero road deaths and serious injuries on Selwyn roads”

The aspiration of “Vision Zero” road deaths and serious injuries applies a long term, ultimate level of aspiration for the implementation of the Safe System in Selwyn. It takes into consideration our unique roading network that consists of 2,400 kilometres of mainly long, flat straight roads with over 1,000 intersections.

The district will continue to experience a sustained level of high growth that is continually increasing the number of vehicles on our roads ranging from those originating from our expanding townships close to Christchurch, and heavy trucks, dairy tankers and agricultural machinery on our rural network.

It is recognised that it is probably not possible to prevent all crashes. However, by taking a total view of the combined factors involved in road safety, “Vision Zero” aims to implement an improved road transport system that, in the longer term, will protect road users and prevent crashes that result in death and serious injury. The aspirational “Vision Zero” is underpinned by the overall goal to:

“Progressively reduce the number and severity of road crashes in Selwyn District”

Police enforcement - the “Fatal Five”



Canterbury: 80% of all tickets will be issued for the “fatal five” offences as shown below. There is an expectation that 50% of all speed tickets will be for speeds between 1-15kph in excess of limit. The introduction of the lowered tolerance around schools and during holiday periods has widened the target.

Speed Drink/drug driving Restraints Dangerous/Careless driving High Risk drivers



Alcohol	
Selwyn Statistics 2011 - 2015 (Local Roads and State Highways)	
Between 2011 and 2015, there were 151(15% of all crashes) crashes that involved alcohol, 74 injury 77 non injury. These crashes resulted in 12 deaths and 34 people being seriously injured.	
Target groups	
All road users	
Reason for Action	
Alcohol crashes have been identified as a high risk area in the Safer Journeys Strategy 2020. It is also included as a priority action in the Selwyn Road Safety Strategy to 2020.	
Measures	
A reduction in recorded crashes over a five year period using crash comparisons with similar TA"s. (Group D) Police enforcement data and Crash Analysis System data.	




Alcohol / Drug Impaired Driving

Activities	Actions and Outcomes	Measures and Targets	Dates	Responsibility
Safe Road Use Alcohol Campaign 	<p>Work with hotels and taverns to promote the use of courtesy vans with continued and increase use by patrons.</p> <p>Work with sports clubs (with Liquor Licence) to increase awareness and to encourage members to make safe travel arrangements after sport and functions.</p> <p>Use a variety of advertising media, and promotional resources, encourage support from the media and utilise editorial opportunities.</p> <p>Billboard Rotation.</p> <p>Work with local Police on joint education initiatives to increase awareness and support having a sober driver.</p>	<p>Measured by number of contacts with publicans, feedback from the campaign and courtesy van usage.</p> <p>Measured by number of hotels/clubs getting behind the campaign, using the resources and promotional material provided.</p> <p>Maintain contact with each hotel and sport club rep at least once each year. Develop relationship with LUSA.</p> <p>Billboards are in place from late November until end of January.</p> <p>Community uptake and feedback from these initiatives. Hotel, Club Patrons and hospitality staff.</p>	2016-2017 financial year with focus December 2016 - January 2017	Road Safety Coordinator Road Safety Coordinator and NZ Police
Safe Road Use 	<p>Supporting Canterbury wide initiatives that reduce the harm arising from alcohol use for all road users, especially targeting people work with and around licenced premises and young people.</p>	<p>Support for rural drink drive initiatives.</p> <p>Promote the use of the online bar staff training tool. ACC is supporting an initiative that is now being funded by the HPA to offer online nationally consistent Host Responsibility Training for all bar staff. The aim is to manage clientele so they do not get to a point where they suffer from alcohol related harm, at home, in public/on roads.</p> <p>Measure: Registration of the bar staff from each TA/region (we are working on what the online training tool can capture).</p>	2016-2017 Financial year	ACC



<p>Alcohol / Drug Impaired Driving</p>

Activities	Actions and Outcomes	Measures and Targets	Dates	Responsibility
Enforcement	Police enforcement is to focus on the fatal five offences in addition to other trauma promoting offences. <i>Fatal five: Alcohol/Drugs, speed restraints, dangerous and careless driving and high risk drivers)</i>	Compulsory Breath Tests and Mobile Breath Tests are being monitored on a Canterbury Region level only. Actual number of breath tests that are completed and enforcement data on a Regional level. Utilise TAG and booze bus.	2016 - 2017 Financial year	New Zealand Police
NZTA National advertising Alcohol Interlocks	Alcohol – Print and TV Advertising Drink driving – July, October, December, April, June Drug Driving – July, September, February, June Continue the alcohol interlock programme	Regular television advertising campaigns for drink/Drug Driving resulting in improved decisions made by drivers. Reduced crashes and less impaired driving by high risk drink and drug driving offenders. Reduced incidence of repeat offending. Once these measures are in place, we aim for a reduced incidence of drink driving.	2016 – 2017 Financial year	NZTA

Intersections	
Selwyn Statistics 2011 - 2015 (Local Roads and State Highways)	
There were 514 intersection crashes, which is 41% of all crashes in the Selwyn District. There were 214 injury and 300 non injury. The injury crashes resulted in 9 deaths, 75 people seriously injured, Failure to give way/stop and poor observation were the most common crash factors.	
Target groups	
All road users	
Reason for Action	
Rural intersections have been identified as a high risk area in the "Communities at risk" register for Selwyn, it is also given a high rating in the Safer Journeys 2020. Addressing Intersection crashes is a key action in the Selwyn Road Safety Strategy to2020. In Selwyn District there are many long straight roads, with a high percentage of rural road intersections located in 100kph speed limit areas.	
Measures	
A reduction in recorded crashes over a five year period using crash comparisons with similar TA"s. (Group D) Police enforcement data and Crash Analysis System data.	

Intersections				
Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use Intersection safety education and awareness programmes. 	Deliver a co-ordinated education and awareness campaign aimed at improving road user behaviour at intersections. Road Users will be encouraged to adopt appropriate and safe driving practices at intersections.	Target is to deliver one campaign using a combination of media and resources to deliver key messages Measured by the community feedback and media pick up of the campaign.	February - March 2017	Road Safety Coordinator
Safe Roads/ Roadsides Regular control of vegetation and maintenance of signs and road markings at intersections 	Road maintenance contracts have regular inspections and work carried out to control vegetation and retain visibility of road markings. Clear sight distances and road markings clearly visible to road users	Inspections and trimming of vegetation completed as programmed. Road marking maintained to the level of retro reflectivity in the specification. Inspections and trimming recorded. Test results for road marking submitted and non-compliant road marking repainted.	On-going	Assets roading staff, maintenance contractors
Safe Roads/ Roadsides Intersection layout, control and design 	Have an on-going programme to upgrade intersections with arterial and collector roads that have the appropriate control, and layout. Have intersections that are clearly visible to drivers and provide clear guidance for drivers.	Have a proportion of the minor improvements budget used to upgrade intersections on arterial and collector routes each year (minimum of two intersections per year).	On-going	Assets roading staff

Intersections

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Roads/ Roadsides Intersection layout, control and design 	<p>Ensure targeted information is shared with regional partners as part of working with them to identify and develop action plans to implement effective safe system treatments for identified risks, such as roundabouts and eliminating uncontrolled right hand turns.</p>	<p>Work with RCA's to prioritise interventions to address the highest risk intersections in each region based on the top 100 riskiest intersections which will be identified by NZTA.</p>	On-going	NZTA, ACC and Councils
Safe Roads/ Roadsides Intersection layout, control and design 	<p>Ongoing sign and road marking audit at SDC intersections to ensure they have appropriate warning signs and meet best practice for safety outcomes.</p> <p>Intersections will have correct signage appropriate to meet the needs for increased driver safety and compliance.</p>	<p>The changes recommended from the audit will be implemented.</p> <p>Auditing will be ongoing throughout financial year.</p> <p>Intersections are clearly visible and provide clear guidance for road users</p>	On-going	Selwyn District Council, roading staff and contractors
Enforcement	<p>Continue with intersection enforcement as part of local Road Safety campaign.</p>	<p>Number of infringement notices issued. Reduction in serious crashes occurring at intersections.</p>	July 2016 - June 2017	New Zealand Police
NZTA The High Risk Intersection Guide 100 High Risk intersections	<p>The guide has been released and is available to Safe System practitioners.</p> <p>The 100 High Risk Intersection list to be released regularly.</p>	<p>Guide and report is readily available and are being used by Safe System practitioners</p> <p>Safer High Risk Intersections</p>	July 2016 - June 2017	NZTA NZTA, National Road Safety Committee, Councils

Motorcycles

Selwyn Statistics 2011 - 2015 (Local Roads and Highways)

There were 48 injury motorcycle crashes in Selwyn District resulting in 5 fatalities, 29 serious injuries. There were also 7 non injury crashes. These crashes represent 4% of all crashes in the Selwyn District.

Target groups

All motorcycle riders, new and return riders, both male and female

Reason for Action



Safer Journeys and the NZTA Strategic fit shows motorcycles as a high priority. The Communities at Risk Register shows that Selwyn is at medium risk.

Selwyn District is a popular destination for riders wanting to do day trips out of Christchurch, most weekends see large numbers of motorcyclists travelling through the District, either alone or in large groups. The roads of choice for motorcyclists seem to be either hilly or winding roads like those in our district travelling towards Akaroa, the Rakaia Gorge and the West Coast.


Measures

A reduction in recorded crashes over a five year period using crash comparisons with similar TA"s. (Group D) data

Motorcycles

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road use Motorbike awareness education campaigns 	<p>Deliver an awareness campaign for both riders and motorists.</p> <p>Promote subsidised training through the Ride Forever programme to motorcyclists to upskill, particularly target new and return riders. Ride Forever training programme – Gold, Silver, Bronze, Urban and Scooter Survival</p> <p>Annual Motorcycle Safety Event</p>	<p>Develop and deliver a 6 week safety campaign with resources for both rider and drivers using a range of media.</p> <p>This will be measured by feedback from participants completing training and the wider community.</p> <p>Actively work with Christchurch City Council with the organisation of the annual motorcycle event held in October. The event has a strong safety focus.</p>	<p>September – October 2016</p> <p>February 2017</p> <p>October 2016</p>	<p>Road Safety Coordinator</p> <p>Road Safety Co-ordinator, Selwyn Christchurch City and Waimakariri Councils, ACC, Police, Ride Forever motorcycle trainers</p>
Safe Road use Motorcycles 	<p>Ride Forever – Subsidised motorcycle training for riders at all levels will be delivered in all Territorial Authorities by 2 contractors. (Growth in training by 30% on the previous year in Canterbury.</p> <p>Motorcycle Events- Ride Forever will be promoted at large key events in Canterbury and West Coast by the Ride Forever trainers</p>	<p>On-going subsidised training to be offered across New Zealand to all licenced riders in line with the new Competency Based Training and Assessment guidelines. Specific training sessions can be requested for more isolated districts to ensure reach.</p> <p>ACC, Ride Forever contractors and Selwyn District Council will jointly promote the Ride Forever training offered to motorcyclists. It is anticipated that there will be an increase in uptake of the training. It is now being offered as bronze, silver, gold and urban training.</p> <p>Measure: take up of training in these areas.</p>	<p>2016 – 2017 Financial year</p>	<p>ACC and Motorcycle Safety Advisory Council (MSAC)</p> <p>Ride Forever trainer contractors and Selwyn District Council</p>

Motorcycles

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Roads/Roadsides Engineering activities that improve the safety of our roads and roadsides 	Consider the effect on motorcyclists in roading designs.	The design of roading layouts and traffic facilities are considered as part of every project.	On-going	Selwyn District Council, Roading Team, NZTA State Highway consultants and contractors.
Enforcement	Concentration on motorcyclist offences throughout the Selwyn District.	The number of infringement notices issued to motorcyclists. Support and refer riders to motorcycle training.	July 2016 - June 2017	New Zealand Police
NZTA High risk motorcycling guide Motorcycle Licence changes High Risk Canterbury Motorcycle Routes	Released and available on the NZTA Website. Changes have been made to strengthen theory, basic handling skills and restricted tests. Encourage uptake of Competency Based Training Assessment programme. Rider based assessments have been completed and findings to be released (3 Canterbury High Risk Routes on SH).	Support the use of the motorcycling guide to Safe System practitioners and policy makers. Measurement; A reduction in motorcycle crashes and motorcycle riders taking responsibility for their own safety.	July 2016 - June 2017	NZTA NZTA NZTA, Motorcycle Safety Advisory Council (MSAC) and local Councils

Driver Distraction/Fatigue

Selwyn Statistics 2011 - 2015 (Local Roads and Highways)

There were 69 crashes with fatigue recorded as a contributing factor. These crashes resulted in 4 fatalities, 22 people receiving serious injuries. There were 108 crashes with distraction recorded as a contributing factor. These crashes resulted in a fatality and 22 serious injuries. These 2 factors make up 14% of all crashes in the Selwyn District.

Target groups

All drivers and their passengers.


Reason for Action


Driver Distraction and Fatigue has been identified as a Medium Risk area for the Selwyn out of the Communities at Risk Register and also given as a medium concern in the Safer Journeys. There is growing concern that many crashes have distraction as a contributing cause. Cell phone use, eating, passengers, altering vehicle controls while driving are some of the commonly known types of distraction. It is felt fatigue in drivers is not easy to detect and may be under reported and not openly admitted after a crash.

Note: Distraction and Fatigue have been combined into one activity to encourage a continued focus and local injury prevention strategies and awareness campaigns to be delivered to our residents and visitors throughout the year.

Measures

A reduction in recorded crashes over a five year period using crash comparisons with similar TA's. (Group D) Crash Analysis System data

Distraction				
Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use Community awareness 	<p>Deliver a campaign to increase community awareness about risk and consequences of distractions.</p> <p>It has come to our attention that cell phone use is believed to be a common concern and many residents are keen to see this change.</p> <p>Arrange billboard rotation.</p>	<p>The amount of community response and engagement to the campaign.</p> <p>There will be an increased awareness of distraction while driving, particularly cell phone use, Drivers and passengers will be encouraged to make efforts to reduce the impact of cell phone use whilst driving.</p> <p>Billboards are installed for a period of six weeks on local roads.</p>	September-October 2016	Road Safety Coordinator
Enforcement	<p>Concentration on cell phone offences as there has been a steady increase in infringements since hand held phones were banned in 2009.</p> <p>Support the Selwyn District Distraction campaign.</p>	The number of enforcement notices issued through the year and during the period of the campaign.	On-going	New Zealand Police
NZTA National Advertising High Risk Rural Road Guide	<p>Continue to promote distraction messages on the NZTA website.</p> <p>Advertising – August, February, May</p> <p>Incorporate distraction considerations when developing infrastructure.</p>	<p>Increased awareness of the consequences of being distracted while driving and a reduction in crashes where distraction is a factor.</p> <p>The website is viewed by the wider NZ community.</p>	July 2016 – June 2017	NZTA

Fatigue				
Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use Fatigue 	<p>Deliver campaigns with messages to raise awareness of fatigue related crashes and general strategies to cope with driver fatigue.</p> <p>Use advertising and resources to attract attention from the community.</p> <p>The outcome will be to increase awareness and ideally reduce the number of crashes with fatigue as a factor.</p>	<p>Deliver awareness campaigns prior to Summer holiday period and each long weekend during the year.</p> <p>Increased awareness of fatigue by drivers and their passengers.</p> <p>We gain regular editorial opportunities from local newspapers.</p> <p>Measured by pick up of media interest and community feedback.</p>	October, November and December 2016, Waitangi and Easter Weekend 2017.	Road Safety Co-ordinator
Enforcement	Fatigue is included in high risk drivers in the fatal five. Increased awareness of fatigue in drivers by Police staff.	Number of crashes where fatigue is recorded as a crash factor reflects actual numbers. Driver education opportunities at point of contact.	July 2016 – June 2017	New Zealand Police
NZTA National Advertising	<p>Information about Fatigue on NZTA website</p> <p>National advertising campaign/billboards using Drive fresh campaign</p> <p>Advertising – November, January, March</p>	Increased awareness of driver fatigue and a reduction in crashes where fatigue is a factor.	July 2016 – June 2017	NZTA

Safe Speeds – Loss of Control

Selwyn Statistics 2011 - 2015 (Local Roads and Highways)

There were 170 crashes where speed too fast for the conditions and loss of control was a factor. The 82 injury crashes resulted in 9 fatalities, 37 people receiving serious injuries. There were 88 non injury crashes. These made up 13% of all crashes in the Selwyn District. Loss of control on bends featured highly with 59% of these crashes, with 21% being straight road loss of control.

NZ Police: An expectation that 50% of all speed tickets issued will be issued for speeds 1-15kph in excess of the limit. Focusing on these “low end” speed offences is considered to be key in reducing the overall speed distribution and consequent road trauma. The introduction of lowered tolerances around schools and holiday periods has widened the target.

Target Groups

All drivers

Reason for Action

Selwyn District can experience severe weather and road conditions during the Winter months. To increase driver awareness to make appropriate changes to their driving behaviour during Winter conditions. Crashes where loss of control was a factor were not necessarily drivers exceeding the limit, and were also attributed to not adjusting speed to suit the conditions.

There are two parts to this project, one targeted at Winter driving conditions and other for speed/ loss of control on rural roads.



Measures

There will be a reduction in the number of crashes where drivers drive too fast for conditions and lose control.



Speed monitoring sites. Installation of speed safety cameras at various locations. The measure is that excess speed will reduce at controlled sites

Police enforcement data, the number of speed infringement notices recorded.

Safe Speeds – Loss of Control

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Speeds 	<p>Winter Driving Use all types of media to increase awareness of Winter driving conditions. Motorists are given relevant warning messages to encourage understanding of various driving conditions, how ice and snow, rain or sun strike might affect driving.</p> <p>Co-ordinate a Speed, Loss of control on rural roads campaign with other Canterbury Road Safety Coordinators.</p>	<p>Measured by community feedback and engagement of both campaigns.</p> <p>Increased public awareness of driving at an appropriate speed for the conditions and encouraging adoption of safe driving practices.</p> <p>A reduction in crashes where too fast for conditions are a contributing factor in crashes.</p>	<p>July 2016</p> <p>May2017- June 2017</p>	<p>Road Safety Coordinator</p> <p>Canterbury Road Safety Coordinators Speed group</p>
Safe Road Use Young Drivers 	<p>Educate young drivers how to drive on different road surfaces i.e. snow and ice as part of the Leading Learners course, as an injury/crash prevention session.</p> <p>Organise Teen Coach sessions for parents and young driver as they gain their Learners Licence.</p>	<p>Utilise Leading Learner courses and Teen Coach to encourage safe driving practices and awareness of surroundings and potential distractions when driving.</p> <p>Measured by feedback from Learners, parents and the instructor.</p> <p>Reduction in young driver loss of control crashes in Selwyn District.</p>	<p>October 2016 and January, April 2017</p>	<p>Road Safety Coordinator</p> <p>Local police and NZTA qualified instructors</p>

Safe Speeds – Loss of Control


Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Speeds 	<p>In Canterbury - In collaboration with road controlling authority and road safety partners identify roads that require speed management and support the development and implementation of action plans to manage speeds in a way that supports a Safe Systems approach.</p>	<p>Support roading authorities to prioritise speed management into regional road safety action plans, with a view to increasing public engagement around improved speed management.</p> <p>Nationally - Partner and co-invest in the development of a new approach to public engagement and education on speeds.</p>	<p>July 2016 – June 2017</p>	<p>ACC</p>
Safe Roads and Roadsides Engineering to improve the safety of our roads and roadsides 	<p>Consider the effect of loss of control in engineering design to have roadsides clear of hazards where vehicles may travel e.g. on the outside of bends.</p> <p>An ongoing district wide safety audit including but not limited to signage, road markings to improve safety on local roads.</p>	<p>The roadsides are designed as part of any project with loss of control a factor in the design.</p> <p>To improve road and roadside safety aids for drivers in Selwyn District.</p>	<p>On-going</p>	<p>Selwyn District Council Rooding Team, NZTA State Highway consultants and contractors.</p>
Police enforcement	<p>Police enforcement is to focus on the fatal five offences in addition to other trauma promoting offences.</p> <p><i>Fatal five: Alcohol/Drugs, speed restraints, dangerous and careless driving and high risk drivers)</i></p>	<p>Targeted enforcement around school areas and over long weekends.</p> <p>The measure will be the number of enforcement notices issued and a reduction in speed related crashes.</p>	<p>On-going</p>	<p>New Zealand Police</p>

Safe Speeds – Loss of Control

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
<p>NZTA</p> <p>National Advertising and promotion</p> <p>Speed management Plan</p> <p>Safety/speed cameras</p>	<p>National Television advertising. Reach NZ Wide – August, November, January and May</p> <p>Continue to work towards a Speed Management Plan for Government. Gain feedback and community from the wider NZ Community. Agree positions on appropriate speed given to use, function, risks and level of safety provided by the road.</p> <p>Following consultation, more locations and increased use for safety/speed cameras. Camera Installation sites and new technology is targeted at areas of risk.</p>	<p>Increased public acceptance of safe speeds and awareness of consequences of driving at high speeds.</p> <p>Measure – If people agree, it will affect driver behaviour and support travel at safer speeds. Evident interest and support for the 3 year campaign from communities nationwide.</p> <p>Attendance and input at the Safer Speed workshops throughout NZ.</p> <p>Number of safety camera installations completed and resulting infringements issued.</p>	<p>July 2016 – June 2017</p>	<p>NZTA</p> <p>NZTA, New Zealand Police, Communities</p> <p>NZTA, Ministry of Transport, New Zealand Police, Communities</p>

Mature Road Users	
Selwyn Statistics 2011 - 2015 (Local Roads and Highways)	
There were 121 injury crashes in Selwyn District involved drivers over the age of 60 years. These crashes resulted in 19 fatalities and 44 people receiving serious injuries. There were 39 crashes where drivers were over the age of 75 years, resulting in 5 fatalities and 12 serious injuries.	
Target groups	
All mature drivers, with a particular focus on those aged 60+	
Background	
In Selwyn District there is a need for mature drivers to continue driving for longer to enable them to access services, shops and health requirements. Mature drivers are a high concern for Selwyn in the Communities at Risk Register. It is a key action in the Selwyn District Road Safety Strategy. Older drivers feature as an emerging trend both locally and nationally.	
Measures	
The number and severity of crashes where the mature driver is either at fault or part fault is reduced. A reduction in recorded crashes over a five year period using crash comparisons with similar TA's. (Group D) Crash Analysis System data.	

Mature Road Users

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use 	<p>Mature Driver Courses Contract Age Concern to facilitate the Confident Driving Courses in the Selwyn District.</p> <p>CarFit Events Co-ordinate Carfit events in the Selwyn District.</p> <p>Outcomes - Mature drivers will be more confident, safe and comfortable when driving their vehicle.</p>	<p>Each course is well attended and positive feedback received.</p> <p>Course and event participation and feedback from mature drivers.</p> <p>A reduction in the number and severity of crashes where mature drivers are involved.</p>	<p>October 2016-April 2017</p>	<p>Road Safety Co-ordinator, Age Concern, Police</p> <p>Road Safety Co-ordinator, AA, CarFit Technicians, and Occupational Therapists</p>
Enforcement	Attend and support Confident Driving Courses and refer drivers where applicable.	Attendance when each course is held in the Selwyn District.	2016-2017 Financial year	New Zealand Police
NZTA Staying Safe	Resources are readily available for mature driver education and activities.	Resources will be utilised and mature drivers are given opportunities to attend courses and activities.	On-going	NZTA

Young Drivers (16-24)

Selwyn Statistics 2011 – 2015

Young drivers were involved in 174 crashes resulting in 13 fatalities, 55 people receiving serious injuries. These crashes make up 33% of all crashes in the Selwyn District.

Target groups

Overall: drivers aged between 16 and 24 years old, utilising young driver programmes, resources and engagement opportunities.

Leading Learners: drivers on a Learner or restricted licence who are a resident in Selwyn (aged 16-19).

Teen Coach: drivers and their parent/caregiver who are on or preparing for a Learner Licence (aged 16-19)



Reason for Action

The reason for this action is to reduce the number of young people involved in crashes, driving offences and Graduated Driving Licence System breaches. Encourage participation in other driving programmes to increase experience and support 120 hours of supervised driving before applying for a Restricted Licence.

Measures

There will be a reduction in young driver crash and enforcement statistics. A reduction in breaches of learner and restricted licence. Evaluation forms from Learners and parents, and feedback from instructors after attending courses and activities.

Young Drivers

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use 	<p>Hold four Leading Learners courses this financial year. A practical programme that teaches driving on different road surfaces, braking and stopping distances, hazard awareness and practical coaching for young drivers.</p> <p>Investigate other programmes to assist all young drivers to become more skilled and experienced and safe drivers.</p>	<p>Young driver 16-24 years The courses and activities are well attended by young drivers and parents attending a Selwyn secondary school or living in the District. Evaluation forms and feedback from instructors.</p> <p>A reduction in the crash statistics involving young drivers, particularly restricted drivers.</p> <p>A reduction in the number of young driver offences.</p>	2016 - 2017 financial year	Road Safety Coordinator and Driving Instructors New Zealand Police
Safe Road Use 	<p>Promote Drive and Safe Teen programmes to Young Drivers in the Selwyn District including, but not limited to high schools.</p> <p>Safe Teen Driver - www.safe.teen.govt.nz Drive - www.drive.govt.nz Right Car - www.rightcar.govt.nz</p>	<p>Drive was launched on 01 July 2016. This comprehensive website is targeted at all stages of the GDLS, including coaches.</p> <p>Measure: Registration of drivers on the Drive site. The increase use of computer based tools for Young drivers.</p> <p>Programmes are successful and utilised by young drivers and their parent/caregivers.</p>	2016 - 2017 financial year	Road Safety Coordinator ACC NZTA
Enforcement	<p>Support Leading Learners courses and refer if applicable. Young Drivers are included in the fatal five offences in High Risk Drivers.</p>	<p>Police attendance at Leading Learners courses and other programmes.</p> <p>The measure will be the number of enforcement notices issued.</p>	2016-2017 Financial year	New Zealand Police

Selwyn District Council Road Safety Projects

Selwyn District Council Projects

- ✿ School community: Support schools with general road safety concerns, inclusive of speed, return to school, 20k passed school bus and school gate safety
- ✿ Community Road Safety Fund: Schools, organisations and residents have access to the fund which is available to support local road safety initiatives.
- ✿ Child restraint: Education and child restraint checking and clinics are available to Selwyn District residents.
- ✿ Vulnerable Road users: Road safety for young pedestrians and cyclists.
- ✿ Truck Safety: NZ Trucking Association Safety programme

Target groups

Selwyn Young people aged 0-18 and their parents/caregivers.
Early childhood education centres (ECEs) and schools.



Reason for Action

Road safety for our Districts young people is included in the current Selwyn Road Safety Strategy and the Walking and Cycling Strategy (currently being updated)


Measures

A reduction in speed around schools, an improvement in school gate safety and children's school travel (by way of engineering improvements and road safety education). Utilisation of safe routes to school, improvement of driver behaviour around schools, incorporation of NZTA school road safety education into the curriculum, increased road safety knowledge of children and their parents/caregivers, increased compliance of child restraint laws and recommendations.



Selwyn District Council Road Safety Projects (0-18yrs)

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use 	<p>Road users slow down to 40km/h when travelling through rural school zones when children are present.</p>	<p>A reduction in vehicle speeds when children are present within school zones.</p>	<p>2016 – 2017 Financial year</p>	<p>Road Safety Coordinator</p>
Safe Speeds 	<p>Road users comply with the posted speed limit when driving past urban schools and drive 20km/h when passing a school bus that has stopped to let children on or off, in both directions.</p> <p>Support schools and communities with NZTA resources and a back to school awareness campaign</p> <p>Promote safe travel for children to/from schools, including all modes of transport, including walking, cycling, scooting, private car and bus transport.</p> <p>Support the NZ Trucking Programme to be delivered in schools and community events.</p>	<p>The continued use of the 40km/h advisory speed rural school signs will show a reduction in vehicle speeds and an increase in awareness.</p> <p>A reduction in speed in the school communities.</p> <p>Distribute NZTA resources to schools when requested.</p> <p>Deliver back to school campaign in February to increase awareness of our young road users as they travel to/from school.</p> <p>The display is utilised across Selwyn District and wider Canterbury.</p>	<p>2016 -2017 Financial year</p> <p>February 2017</p> <p>2016-17 Financial year</p>	<p>Selwyn District Council Rooding Staff</p> <p>Road Safety Coordinator</p> <p>Road Safety Coordinator and NZ Trucking Association</p>





Selwyn District Council Road Safety Projects (0-18yrs)

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Enforcement	Continue speed past schools enforcement campaigns.	<p>Target drivers who drive over the posted limited in school areas.</p> <p>The measure will be the number of infringement notices that are issued.</p> <p>And a reduction in the incidence of vehicles speeding past schools and stopped school buses.</p>	On-going	New Zealand Police
Safe Roads/Roadsides Engineering activities that improve the safety of our roads and roadsides 	Consider the layout of intersections and crossing points so they provide crossing facilities that are as safe as possible and easy to use by school children. Appropriate locations for kerb cut-downs are selected.	Minor improvements are made where possible after assessing school road safety concerns. Safer routes to/from school are identified and children are made aware of and use these routes.	On-going	Selwyn District Council Rooding Team, NZTA State Highway consultants and contractors, and School communities
NZTA School Road Safety resources and promotions	NZTA School Road Safety website www.education.nzta.govt.nz	School resources are utilised by schools and competitions receive a high number of entries across NZ.	On-going	NZTA

Selwyn District Council Road Safety Projects

Activities	Actions and Outcomes	Target and Measures	Dates	Responsibility
Safe Road Use 	Community Road Safety Fund Selwyn District schools, ECEs and the wider community are invited to apply for funding for road safety initiatives that will contribute to the goals of the Selwyn District Road Safety Strategy and Safer Journeys. Community, School and Early Childhood Education road safety projects and initiatives are identified and delivered.	The fund is used appropriately according to the terms of reference to increase, assist or improve road safety for the Selwyn District. Initiatives and projects are delivered and are successful in meeting the goals of the Community Road Safety Fund.	2016 – 2017 Financial year	Selwyn District Council Funding Road Safety Coordinator
Safe Road Use 	Child Restraints Coordinate the training and support of Child Restraint Technicians across Selwyn District. Support the group to attend child restraint clinics, promote car seat safety, identify and remedy child restraint issues in the community	Educate Selwyn parents and caregivers on the correct use and installation of child restraints. Check child restraints and remedy any incorrect installations at child restraint clinics. Parents / caregivers are more informed. Operate Child Restraint check points with RSC, Police and Plunket.	2016 -2017 Financial year	Selwyn District Council Funding Road Safety Coordinator Police
NZTA Child Restraints	Raise awareness on benefits of child restraint use over 5 years of age Extend the criteria for mandatory use of child restraints for children over 7 years	Support with print resources, public education campaigns and improved data collection about restraint use.	On-going	NZTA

Safer Journeys - General

Activities	Actions and Outcomes	Targets and Measures	Dates	Responsibility
Safe Road Use Heavy motor vehicles  Safe Speeds Heavy motor vehicles 	<p>Workplace safety interventions – Fleet safety Programme and Fleet Saver.</p> <p>Both of these programmes are being promoted for use with business across Canterbury. Fleet Safety is promoted for use with key road partners, NZTA, CVIU and Worksafe.</p> <p>Support the Fleet Health promotion with Police Rural PHO and fleet companies.</p>	<p>At least 10% of Canterbury business with fleet have logged on to fleet safety website to assess their fleet risk.</p> <p>Provide resources to support these organisations when requested / required.</p> <p>Present to industry on these products</p>	<p>July 2016 – June 2017</p>	<p>ACC, NZTA, New Zealand Police, Ministry of Business Innovation and Employment</p>
Safe Road Use 	<p>Promote and deliver the “Share the road safely with big trucks” programme to schools and at community events</p>	<p>To deliver the programme across Canterbury initially and wider as the opportunity arises.</p>	<p>July 2016 – June 2017</p>	<p>NZ Trucking Association, Road Safety Coordinator.</p>
Safer Vehicles Right Car Website 	<p>Promotion of Right Car Website</p> <p>Increased awareness of website and other information available from NZTA</p> <p>Right Car website promoted as part of Leading Learners courses to educate parents/caregivers on safe first car options.</p> <p>Maintain Right Car Website www.rightcar.govt.nz</p>	<p>Selwyn residents, particularly those intending to buy a motor vehicle for personal or business use.</p> <p>Improved safety of learner drivers by recommending parents/caregivers obtain a vehicle with a safety rating of 3 stars or more. Promote Rightcar and star ratings.</p> <p>Changed consumer behaviour when purchasing vehicles and the website is regularly visited by people across New Zealand.</p>	<p>On-going</p> <p>July 2016 – June 2017</p> <p>On-going</p>	<p>Road Safety Coordinator</p> <p>Road Safety Coordinator</p> <p>NZTA</p>

Road Safety Calendar 2016 – 2017

Month	Project/Activity	Brief Description	Seasonal Risk Factors	NZTA Advertising
July	Speed – Loss of Control Young Drivers	Winter Driving - Be prepared for all conditions Leading Learners	Fatigue, Pedestrians, Drive to the Conditions	Alcohol Drugs
August	Distraction Young Drivers	Distraction - Drive phone free Young Driver Mentor programme	Cyclists, Distractions, Drive to the Conditions	Speed Distractions
September	Motorcycles Mature Drivers	Distraction – Drive phone free Motorcycle event planning and Ride Forever training promotion Young Driver Mentor Programme	Distractions, Drive to the Conditions	Young Drivers Drugs
October	Mature Drivers Motorcycles Fatigue Young Drivers	Motorcycle Safety Event (with CCC) and Ride Forever training promotion Labour Weekend Fatigue Leading Learners and Young Driver mentor Programme	Alcohol, Drugs, Drive to the Conditions	Alcohol Young Drivers
November	Mature Drivers Motorcycles Young Drivers	Speed Campaign Confident Driving Course Show weekend Fatigue Young Driver Mentor Programme	Visiting Drivers, Motorcycling, Restraints	Speed Fatigue
December	Fatigue Alcohol	Summer holiday driving Christmas / New Year Drink/Drive Campaign, involving local Licenced premises including hotels, taverns and sport clubs.	Alcohol, Drugs, Speed, Restraints, Fatigue, Visitor Drivers, Motorcycling, Young drivers	Alcohol Speed

Road Safety Calendar 2016 – 2017

Month	Project/Activity	Brief Description	Seasonal Risk Factors	NZTA Advertising
January	Alcohol Young Drivers	Christmas / New Year Drink/Drive Campaign, involving local Licenced premises including hotels, taverns and sport clubs. Leading Learners	Speed, High Risk drivers, Visiting Drivers, Fatigue, Motorcycling	Speed Fatigue
February	Intersections Mature Drivers Motorcycles School Road safety	Intersection campaign Confident Driving Course Promotion for Ride Forever training Back to school campaign	Visiting Drivers, Young Drivers, Motorcyclists, Cyclists	Drugs Distraction
March	Mature Drivers Intersections Motorcycles Fatigue	Confident Driving Course Intersection Campaign Promotion of Ride Forever training Easter Weekend Fatigue	Visiting drivers, Alcohol, Drugs, High Risk Drivers, Restraints, Motorcycling, Cyclists	Young Drivers, Fatigue
April	Mature drivers Speed/Loss of Control	Confident Driving Course Rural Roads – Your speed affects others, Vulnerable road users	Motorcycling Young Drivers	Young Drivers, Fatigue
May	Speed/Loss of Control	Winter Driving – be prepared for all conditions	Pedestrians, Heavy Vehicles, Distractions	Speed, Distractions
June	Speed/Loss of Control	Winter Driving - Be prepared for all conditions	Alcohol, Drugs, Pedestrians, Drive to the Conditions, Cyclists, Distractions, Heavy Vehicles	Drugs, Alcohol