



Transport
for NSW

Local Government Road Safety Program

2014 – 2017

Guidelines

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1. Overview

The Local Government Road Safety Program (LGRSP) aims to assist NSW councils to reduce the likelihood of deaths and injuries from road trauma in their local communities.

Local councils are well placed to plan, implement and deliver road safety projects relevant to their communities. Councils interact regularly with local residents, schools, government agencies, businesses and other stakeholders. Council officers have a detailed knowledge of their local road networks, traffic management issues and road crash history.

Transport for NSW (TfNSW) and Roads and Maritime Services (RMS) work in partnership with local Councils to part-fund LGRSP projects targeting road safety issues at a local level and to part-fund Road Safety Officer (RSO) positions.

The objectives of the LGRSP are:

- To adopt the Safe System approach to plan, develop and implement evidence-based projects aimed at improving road user safety in local communities.
- Raise the profile of road safety within local government areas (LGAs).
- Facilitate the involvement of local businesses, other government agencies and community groups/clubs in road safety project development.
- Improve the coordination of local government road safety initiatives with regional, state and national road safety initiatives.
- Review and evaluate the effectiveness of local government road safety projects.

Consultation with internal council stakeholders in particular through the Local Traffic Committee and relevant external local businesses, other government agencies and community groups is integral to delivery of effective road safety initiatives.

2. Features of the LGRSP

Funding is available for Councils to either:

- Employ an RSO (see Section 6) whose tasks will include applying for road safety project funding (up to the amount approved by RMS);
- Apply for road safety project funding (see Section 5) to address identified road safety issues in the LGA (up to the amount approved by RMS).

A Program Funding Agreement (PFA) will be implemented between RMS and Councils setting out responsibilities of both parties under the LGRSP for delivery of the program.

Councils will prepare a Local Road Safety Action Plan (2014-2017) setting out proposed projects over the three years, based on local crash data analysis, Council priorities, community feedback, and the road safety priorities set out in the NSW Road Safety Strategy 2012-2021. The Action Plan is subject to RMS approval.

A three year planning cycle (2014/15–2016/17) allows for the longer term pursuit of a strategy. It provides ongoing funding where progress and program performance are satisfactory and requirements outlined in the Program Funding Agreement are met.

All Councils are required to demonstrate their financial and in kind contribution to projects and tasks in their Action Plan and individual project applications.

Projects can include components that support development of council proposals for funding under other road safety programs, for example the Safer Roads Program and Black Spot programs.

In addition, Councils choosing not to employ an RSO officer can apply for road safety project funding of up to 50 per cent of the cost of the project. This could include an HR component for the cost of personnel to plan and deliver the project/s. The projects should be developed using the Safe System approach as outlined in these guidelines.

Councils wishing to join the program in 2015/16 or 2016/17 are encouraged to do so. Funding will be available for new councils for one or two years using the same procedures as Councils who have signed three year Program Funding Agreements.

3. Partner roles

The LGRSP is an important road safety program based on partnerships between TfNSW, RMS and local councils. Their respective roles are as follows:

3.1. Transport for NSW: NSW Centre for Road Safety

- Set priorities and direction in achieving the objectives of the NSW Road Safety Strategy to provide a context for the LGRSP.
- Develop the framework and guidelines for the LGRSP.
- Develop public education road safety resources.
- Report to senior management and the Minister for Roads and Freight on the LGRSP's performance.
- Provide funding for RMS to administer.

3.2. Roads and Maritime Services

- Provide Councils with regional road safety priorities.
- Review and approve Council's Local Road Safety Action Plans.
- Support councils in planning, developing and implementing evidence based local road safety projects.
- Assess project applications.
- Fund approved council road safety projects.
- Monitor project progress to completion.
- Ensure local projects are consistent with state and regional strategies, priorities and directions.
- Ensure that communication materials are consistent with state-wide campaigns.
- Ensure council projects are evaluated, and project reports completed.
- Deliver the regional LGRSP and report progress to Transport for NSW.
- Coordinate regular meetings with participating Councils to provide updates on the program and current road safety initiatives.

3.3. Local Councils

- Prepare a Local Road Safety Action Plan for approval which outlines proposed projects.
- Plan, develop and implement evidence based local road safety projects.
- Ensure project objectives are clear and can be evaluated to determine road safety outputs and outcomes.
- Submit road safety project applications for grant funding.
- Demonstrate financial and in-kind contributions to projects.
- Report against project milestones.
- Evaluate projects.
- A report on all projects/activities in the Action Plan should be provided regularly with timing to be agreed with RMS region.

4. The Safe System Approach

The Safe System approach to improving road safety takes a holistic view of the road transport system and the interactions among the key components of that system. The road user, the roads, roadsides, the vehicle and travel speeds are part of that system and all have a role to play in helping to keep road users safe.

What does the Safe System approach mean for local Council?

Local Councils have a key role in this system. Councils provide local road infrastructure, they support local enforcement activities and provide the local community with road safety messages and information.

Councils will deliver projects addressing local road safety issues to their community across the whole of the safe system influencing safer people, roads, vehicles and speeds in their local community. Projects will involve elements from each part of the safe system approach. Examples include:

Safe People

- Seniors workshops – drivers and pedestrians
- Log Book Runs for Learner Drivers
- Work with school communities to address speed, parking, crossings and general road safety around schools
- Promotion of TfNSW campaigns relating to speed, drink drive, fatigue, distraction, child car seats
- Provide local publicity to support local police enforcement activities
- Promote use of appropriate gear for motorcyclists
- Promote safe driving practices to Council staff

Safe Vehicles

- Contribute to council policies encouraging the purchase of ANCAP 5 star safety rated fleet vehicles
- Correct use of appropriate seatbelts
- Child car seat checking days
- Promotion of authorised child car seat fitting stations

Safe Roads and Roadsides

- Undertake road safety audits on local roads to determine appropriate treatments
- Work with Council engineers on the consultation process with local stakeholders for proposed road safety improvements on local roads
- Provide Council staff and local residents with information promoting safety at roadwork sites
- Assess pedestrian amenity and access routes and provide education to the local community on safer road user behaviours
- Promote the consideration of road safety in local traffic decisions and development applications

Safe Speed

- Review areas which may benefit from the installation of a lower speed limit (e.g. shopping strips, transport interchanges)
- Provide regional RMS with information (speed counts, existing traffic facilities information, proposed treatments) to assist with speed limit reviews

- Promote school zone speed limits by working with school communities and local police
- Public education promoting safe speed messages
- Work with RMS and NSW Police to identify areas where speed enforcement is needed
- Conduct local speed check program around schools and other areas of high pedestrian activity

Projects submitted for part-funding through the LGRSP are to consider each component of the system.

Appropriate work under the LGRSP may include data analysis and road safety research supporting applications for other road safety grants and programs such as the 40km/h high pedestrian activity area, supporting development of Council applications for Black Spot program funding and supporting local speed enforcement as part of a broader project.

Engineering works are not funded from the LGRSP. Other sources of state government funding for councils which are most relevant to road safety are Black Spot programs and the Safer Roads Program. Information on these funding options is available from the RMS Regional Network and Safety Manager.

5. Funding of road safety projects

5.1. Funding principles

- Projects will be funded up to a level approved and determined by RMS.
- Project funding can be planned across three years for approved projects. However, project funding for each subsequent year will depend on the achievement of milestones set out in the project plan for the current year.
- Specific project funds will vary depending on the scope of the project. Project funding will average around \$5,000 to \$10,000 per project over the period of the project.
- Councils must demonstrate their financial contribution to each project.
- Project funding will be administered by the RMS region, in line with current financial arrangements. Councils new to the program should contact the Manager Road User Safety in their region for further details.
- Requests for project funding variations must be submitted to RMS for approval (outlining any project scope change and supporting evidence) prior to variations being implemented.

5.2. Project scope

The Safe System approach to road safety is to be adopted in the analysis and identification of road safety risks and development of road safety projects and activities.

Under the revised LGRSP model, the scope of Council road safety projects is broadened. Projects may include components that support development of Council proposals for funding under other road safety programs (for example Safer Roads Program or Blackspot program) and co-ordination of road safety across Council. This could include activities such as data analysis and research.

The LGRSP focus on funding educational and behavioural projects to address demonstrated local road safety priority issues continues. However, a project developed using the safe system model will include activities to support engineering and enforcement activities.

5.3. Evaluation

- Complete project milestone reports, annual evaluations and final evaluations.
- Project continuation is dependent on meeting project milestones and completing annual evaluation reports and provision of these to RMS for review and comment.
- Continuation of project funding will also be assessed for value for money, sustainability, achievement of objectives and successful implementation of strategies.

6. Funding of road safety officers

Councils may employ an RSO to prepare, plan, implement and evaluate the road safety Action Plan and road safety projects. RMS and Council will agree on the road safety tasks undertaken by the RSO to be co-funded as part of the RMS financial contribution to the RSO's salary.

Council will document the road safety projects and tasks in the Local Road Safety Action Plan and regularly report on progress of these items to RMS. Ongoing financial contributions from RMS to an RSO position will be dependent on Council meeting road safety project and task milestones and completing annual evaluation reports.

6.1. Funding principles

RMS will fund up to 50% of the cost of employment of a RSO. This funding contribution is capped at \$60,000 per annum.

Cost of employment is the salary paid to the officer plus on-costs (up to a maximum of 35%). On-costs are provisions for all award leave conditions (including sick leave, maternity/paternity leave, long service leave), payroll tax, superannuation and workers compensation (where applicable) but not annual leave which is included in the calculation for salary. The RMS contribution to on-costs is up to 35% of costs as defined above and agreed between RMS and Council.

A group of councils can jointly apply for funding for a road safety officer. This should be detailed as part of the Local Road Safety Action Plan. Joint funding arrangements are to be developed with RMS.

6.2. Position HR requirements

A standard position description is included in the Program Funding Agreement. Council's position description for the RSO position must be developed in consultation with and approved by the RMS Region. Councils should ensure that RSOs have suitable qualifications, skills and experience to undertake the role. An RMS representative must be included on interview panels.

7. Developing the Local Road Safety Action Plan

Councils develop an Action Plan setting out the Council's road safety activities and projects for the period of their agreement (up to 30 June 2017). This document will outline how Councils plans to address the road safety problems and issues relevant to their LGA.

The Action Plan should be completed using the template provided by RMS.

The Action Plan should provide a clear and succinct overview of Council's road safety projects and activities over the three year period 2014/15–2016/17.

Section One of the plan will include crash data analysis, LGA demographic information and other information (such as topography, major roads, known issues or emerging trends etc.) pertinent to the LGA. It will include a conclusion noting the road safety issues which the analysis has demonstrated should be targeted at a local level.

Section Two will summarise all proposed projects:

- LGRSP funded projects: Outline proposed strategies, outcomes and evaluation measures for each year that funding is being requested. Project timelines and milestone dates will be included in the detailed project application submitted through the LGRSP database.
- All other road safety projects and/or activities: Indicative funding amounts from Council and other sources should be provided along with a short description of the project/activity and how it will be evaluated.

When developing or reviewing the Action Plan consider the following:

Section One

- Outline how the Action Plan aligns with the Safe System approach to road safety and how it contributes to the *NSW Road Safety Strategy 2012-2021*
- Identify and prioritise the road safety issues for the LGA so that high risk issues are addressed (see 7.1)
- Determine projects for which Council will request part-funding from RMS (7.2).

Section Two

- Outline projects and activities that are being undertaken over the three financial years from 1 July 2014, to address identified local road safety issues
- Explain the basis for the expectation of the effectiveness of the planned projects
- Outline project objectives and strategies
- Outline the timeframe of each project/activity
- Outline the financial resourcing of each project/activity
- Specify the Council's contribution (financial and in kind)
- Set out the evaluation measures for each project
- Identify if a road safety officer will be employed either individually or shared with another Council or Councils
- Obtain Council management approval.

7.1. Identifying road safety issues

Considerations when identifying road safety issues for the Council include:

- Issues identified in the *NSW Road Safety Strategy 2012-2021*
 - See Chapter 6 of the strategy: Safe System Issues and Initiatives
- Review issues identified in other road safety strategies and action plans
 - Motorcycle Safety Strategy 2012-2021, Pedestrian Safety Action Plan 2014-2016, Cycling Safety Action Plan 2014-2016, Aboriginal Action Plan 2014-2017
- Information on the local population
 - What are the significant demographic characteristics? What are the dominant languages spoken in the area, other than English?
- Information on the topography of the area. How does it affect roads, speed limits and resulting safety issues?
- Crash data
 - Use the most recent finalised five year data
 - Consider fatal crashes
 - Consider injury crashes
 - Research behavioural factors in crashes, for example alcohol, speed, driver fatigue
 - Consider the times of crashes, for different factors, crash types, etc
 - Consider the crash types (e.g. vehicle off road, vehicle crashes into side of other vehicle at intersection)
 - Consider the types of locations (e.g. curves or intersections)
 - Consider the demographics (age, sex, residence) of people involved in crashes, for different factors, crash types, etc.
 - Many local areas will have few if any fatal crashes over a five year period. Consider the types of locations where fatal crashes happen elsewhere in the broader region that are similar to the local area
 - Consider crash types that are more likely to result in fatal or injury crashes as a predictor of future fatal crashes
 - Identify problem road links, areas or sites
 - Consider the speed limit where crashes happened
- Use regional information provided by RMS
- Obtain and include information from local stakeholders including: Police, council engineers, other government agencies, local businesses, sporting clubs, venues, schools, representative bodies and target groups
- Set out the main road safety issues, with an explanation of how they have been identified from the above information and analyses

7.2. Projects to address issues identified

- Select actions that will address the road safety issues that have been identified. This can include emerging issues based on population trends and forecasts. Proactive road safety projects could be considered.
- Explain how the planned project addresses the identified problem
- Outline how the project demonstrates the Safe System approach to road safety

7.3. Explaining why planned projects will be effective

- Use a reliable source of information on relevance and effectiveness of this type of action. For example:
 - Guidelines issued by RMS or TfNSW
 - Local Police intelligence
 - Use of similar actions in the past, in this or similar councils, together with evidence of past effectiveness
 - Expectations of effectiveness should be based on sound evidence
- Explain how you would ensure the necessary expertise, resources and commitment to implement the project

7.4. Timing

- Start and end dates
- Dates of any major events or milestones
- A projects duration may be between one and three years

7.5. Resources

- Total funding
- Funding requested from RMS
- Council contribution
- Project officer (usually road safety officer)

7.6. Evaluation

- Outputs and outcomes
- How these will be measured
- Any appropriate comparison (e.g. with neighbouring LGAs)

7.7. Road Safety Officer

- Indicate in the Action Plan, councils intention to employ a road safety officer

7.8. Council approval

- The Action Plan and proposed projects must have council management approval

8. Reviewing the Action Plan

Councils joining the program in 2014/15 have submitted three year Action Plans using the methods outlined in Section 7 of these guidelines.

In the following two years of the program, the Action Plan should be reviewed annually to ensure the proposed projects and tasks are addressing the local road safety issues.

An analysis of the most recent crash data (five-year data if available) and review of LGA wide crashes will assist in determining if tasks and activities outlined in the Action Plan require revision or if they are still meeting local needs.

Any identified changes to projects or tasks should be discussed with Council management and the RMS Region prior to changes being made.

9. Developing project funding applications

Based on the information provided in Section Two of the Action Plan, each project funding application will provide comprehensive detail so the proposal can be reviewed and compared to other proposals received within the RMS region to determine funding allocations for the coming financial year.

Ongoing funding of projects is dependent on successful delivery of the preceding year of the project along with completion and submission of the project evaluations to the RMS regional office.

Project funding applications must be completed using the LGRSP database. Advice on completing applications can be sought from the RMS Regional Office.

10. Action Plan, project funding applications and reporting requirements

- Due dates for submission of Action Plans and project funding applications can be obtained from the Regional RMS office as dates may vary among Regions.
- Requests for project variations (either funding or timelines) must be submitted to RMS for approval (outlining any project scope change and supporting evidence) prior to variations being implemented.

11. Project areas based on road safety issues and risks

11.1. Identification of road safety engineering projects

Work to support the development of funding applications for road safety engineering projects under other RMS programs aimed at improving the safety of local roads is encouraged.

Typical project components may include:

- Road safety data analysis, stakeholder consultation or road safety audits where there is a clear intention to use the results to improve road safety
- Preparation of Council road safety project proposals
- Road safety input into traffic management decisions and development assessment
- Co-ordination of road safety education
- Road safety education / promotion to increase the acceptance of engineering works such as pedestrian fencing

Outcome measurements may include:

- Analyses of road system and definition of problems
- Road safety project proposals
- Community acceptance of road safety countermeasures

Useful background knowledge:

- Local government programs on RMS website
- Safer Roads Program
- *NSW Road Safety Strategy 2012-2021*, pages 20 and 21, Safer Roads issues and initiatives

11.2. Speed

The NSW road safety speed program aims to reduce the number and severity of speed related crashes.

Typical project components may include:

- Public education to support TfNSW publicity campaigns using material available from TfNSW
- Public education to support police enforcement
- Public education/consultation related to road safety engineering projects (speed related)
- Local media releases and promotions linking local issues with regional and state-wide campaigns
- Consulting with communities to address specific speed problems, using courtesy speed checks, police enforcement and public education initiatives
- Promoting compliance with posted local speed limits
- Ensuring speed messages are delivered to local communities and /or identified risk groups such as commuters on high speed roads
- Identifying road sections where increased speed enforcement appears to be necessary and draw to the attention of police and RMS
- Identifying road sections where the speed limit appears inappropriate and draw to attention of RMS
- Identifying locations for 40km/h High Pedestrian Activity Area speed zones

- Promoting knowledge of the Safer Roads NSW website for nomination of speed camera locations and requests for speed limit reviews

Outcome measurements may include:

- % reduction in speeding on selected roads
- % reduction in speed related crashes
- Local enforcement supported by a public education strategy
- Evidence of usage of TfNSW campaign materials

Useful background knowledge:

- Current NSW speeding campaigns, strategies and taglines.
- *NSW Road Safety Strategy 2012-2021*, pages 30 and 31, Safer Speeds issues and initiatives
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- Material on Safer Roads NSW website (saferroadsnsw.com.au)

11.3. Drink driving

The NSW drink drive program aims to reduce alcohol involvement in all crashes.

Typical project components may include:

- Public education to support TfNSW publicity campaigns, using material available from TfNSW
- Public education to support Random Breath Testing (RBT)
- Initiatives (in partnership with other government agencies or local Liquor Accord) to:
 - Improve the responsible service of alcohol
 - Increase the number of self-funded or jointly-funded alternative transport schemes
 - Increase enforcement strategies
- Local media releases and promotions linking with regional and state-wide campaigns
- Consultation with police regarding enforcement strategies
- Consideration of road safety in planning decisions for licensed venues
- Assisting in infrastructure projects to help venues to manage alcohol issues such as the provision of taxi ranks, pedestrian fencing and appropriate speed limits
- Consultation with sporting clubs to encourage alternative transport for events, through Good Sports (goodsports.com.au) if appropriate
- Promote breath testing at events and in venues

Outcome measurements may include:

- Licensed venues that have breath-testing machines installed and used
- Localised campaigns and media releases raising awareness of drink driving
- Alternative transport schemes
- Liquor Accord meetings attended
- Agencies liaised with and projects developed to include a road safety component in drink driving awareness projects.
- Stakeholder involvement in the delivery of project

Useful background knowledge:

- Current NSW drink driving campaigns, strategies and taglines
- *NSW Road Safety Strategy 2012-2021*, page 29, Impaired Road Users issues and initiatives
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)

11.4. Driver fatigue

The NSW driver fatigue program aims to reduce crashes by encouraging drivers and riders to take regular breaks and be aware of the signs of fatigue.

Typical project components may include:

- Public education to support TfNSW publicity campaigns using material available from TfNSW
- Developing educational workshops or staff fatigue management plans in conjunction with HR departments of local businesses and council
- Working with tourism stakeholders to promoting 24-hour truck stops, Driver Reviver sites, rest areas, local parks with amenities and other locations that are suitable for drivers to take breaks
- Identifying new locations or opportunities for the promotion of driver fatigue awareness and promotion of safe and attractive facilities and locations for drivers to take breaks during long journeys
- Advertising local Driver Reviver operations prior to and during peak holiday periods. Monitor sign posting and report problems to RMS and the State Co-ordinator (in consultation with region)
- Educating the community about local engineering projects designed to reduce the likelihood and severity of fatigue crashes e.g. Clear zone improvements, centre and roadside safety barriers and rumble strips
- Local media releases and promotions linking local issues with regional and state wide campaigns

Outcome measurements may include:

- Implementation of a fatigue action plan to coordinate signage, community education initiatives and activities
- Number of driver fatigue campaigns, media releases or other initiatives
- Number of fatigue signs on key travel routes during public holiday periods

Useful background knowledge:

- Current NSW driver fatigue campaigns, strategies and taglines
- *NSW Road Safety Strategy 2012-2021*, page 29, Impaired Road Users issues and initiatives
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)

11.5. Seat belt and child car seat use

The restraints program aims to increase the effective and correct use of seat belts and child car seats.

Typical project components may include:

- Public education to support TfNSW publicity campaigns using material available from TfNSW
- Promoting drivers' responsibility to ensure that all occupants wear appropriate restraints
- Promoting legal requirements and safety benefits of children using appropriate restraints for age and size, e.g. child car seat fitting days
- Promoting authorised fitting stations and correct use of child car seats
- Media releases about local seat belt enforcement initiatives
- Promoting initiatives in community languages as appropriate for the LGA
- Further promotion locally through local health services and pre/post natal clinics
- Local media releases and promotions linking local issues with regional and statewide campaigns

Outcome measurements may include:

- Number of local campaigns promoting restraint enforcement activities and penalties for not wearing a restraint
- Reduced number of infringements issued for seatbelt offences
- Number of customers utilising child car seat fitting stations, including comparison with previous year's attendance
- Number of local campaigns promoting authorised fitting stations

Useful background knowledge:

- Current NSW seat belt and child car seat usage campaigns, strategies and taglines
- Child Car Seats website (childcarseats.com.au)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- *NSW Road Safety Strategy 2012-2021*, page 15, Risk taking behaviours
- Neuroscience Research Australia: child injury page (neura.edu.au/health/child-injury).

11.6. Distraction

The distraction program aims to raise awareness among all road users of the dangers of distractions, including mobile phone use, personal music players and in-car navigation systems.

Typical project components may include:

- Public education to support TfNSW publicity campaigns using material available from TfNSW
- Public education to support police enforcement (mobile phone use)
- Local media releases and promotions linking with regional and state-wide campaigns
- Ensuring distraction messages are delivered to local communities
- Development of educational workshops to address distracted driving / distracted pedestrian issues in conjunction with local businesses and/or community groups
- Developing and promoting mobile phone policies (hands-free or no mobile phone use when driving) in conjunction with HR/Fleet departments of local businesses
- Promotion of mobile phone policies at Council.

Outcome measurements may include:

- Number of distraction campaigns or other initiatives
- Number of local campaigns and media releases to raise awareness of driver distraction
- Implementation of community education initiatives and activities
- Reduction in the number of distraction related crashes

Useful background knowledge:

- Current NSW mobile phone campaigns, strategies and taglines
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- *NSW Road Safety Strategy 2012-2021*, Impaired Road Users issues and initiatives page 29
- NSW Centre for Road Safety Internet page on mobile phone use

11.7. Pedestrian safety

The pedestrian safety program aims to increase the safety of pedestrians.

Typical project components may include:

- Public education to support TfNSW publicity campaigns, using material available from TfNSW
- Identifying pedestrian crash areas around licensed premises, shopping areas and new developments etc. Work with the local community to implement appropriate countermeasures
- Working with council engineering and planning sections to implement pedestrian safety features on roads in high volume pedestrian areas
- Identifying high pedestrian activity areas with apparent need for 40 km/h speed limits and work with RMS to assess and develop proposals for consideration.
- Other work to improve urban speed management which has the potential to improve pedestrian safety
- Promoting driver awareness of their responsibilities regarding pedestrians and their relationship to pedestrian safety
- Local media releases and promotions linking local issue with regional and state-wide campaigns.
- Promote pedestrian awareness of road risks and safe practices to increase their safety.

Outcome measurements may include:

- Local publicity for specific at-risk groups in accordance with NSW campaign strategies and material.
- Pedestrians:
 - Are aware of road risks and safe road user behaviours
 - Use pedestrian facilities and safe practices to cross roads
 - Are aware of causes of distraction
- Drivers:
 - Are aware that lower speed limits (e.g. 40km/h and 50km/h) improve pedestrian safety
 - Are aware of the need to give way to pedestrians
 - Comply with 40km/h speed limit when driving through high-use pedestrian areas
 - Are aware of the high risk faced by children, older people and alcohol impaired pedestrians
- Road network:

- The amount of local road network with improved safety for pedestrians including for children, older and alcohol impaired pedestrians (as required)

Useful background knowledge

- Current NSW pedestrian campaigns, strategies and taglines
- *NSW Road Safety Strategy 2012-2021*: page 26, Pedestrians issues and initiatives Page 28 Improve mobility scooter safety for older road users
- *Pedestrian Safety Action Plan 2014-2016*
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)

11.8. Motorcycle safety

The motorcycle safety program aims to increase rider safety. Issues can include riders wearing appropriate protective gear. Education programs can include efforts to remind all drivers of the need to look out for motorcycles, particularly at intersections.

Typical project components may include

- Public education to support TfNSW publicity campaigns, using material available from TfNSW
- Local motorcycle campaigns linked to regional and state-wide campaign messages
- Local media releases to target a specific group and time of year (e.g. older males, warmer months)
- Identifying local crash sites, investigating the problem and implementing targeted countermeasures in partnership with engineers
- Working with NSW Police on motorcycle safety enforcement strategies
- Working with local riders to help identify hazards / issues that can be addressed
- Increasing awareness of key crash times on recreational motorcycle routes (e.g. mid-afternoon, weekends)

Outcome measurements may include:

- Local media releases/education campaigns undertaken using NSW campaign strategies and materials
- High risk areas identified and countermeasures implemented
- Number of locations/local motorcycle groups that have received community education material.
- Enforcement strategies developed and implemented with NSW Police

Useful background knowledge

- Current NSW motorcycle campaigns, strategies and taglines
- *NSW Road Safety Strategy 2012-2021*, page 28, Motorcyclist issues and initiatives
- *NSW Motorcycle Safety Strategy 2012-2021*
(roadsafety.transport.nsw.gov.au/downloads/motorcycle_strategy2012.pdf)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- NSW Safer Roads Motorcycle Safety Infrastructure Program Guidelines

11.9. Bicycle safety

The bicycle safety program aims to reduce the incidence and severity of crashes involving cyclists throughout NSW.

Typical project components may include:

- Public education using materials available through TfNSW
- Research local bicycle safety problems in consultation with cycling stakeholders
- Promoting use of bicycle helmets
- Developing local media releases using approved NSW strategies to target a specific group and time of year e.g. Bike Week
- Promoting the safe use of shared paths

Outcome measurements may include the number of:

- Bicycle crash areas identified and a targeted countermeasure implemented with Council engineering and planning sections
- Enforcement strategies developed with NSW Police
- Number of community events held to promote safe cycling (including Bike Week)
- Reduction in the number of bicycle crashes

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- *NSW Road Safety Strategy 2012-2021*, page 27, Bicycle rider issues and initiatives
- *Cycling Safety Action Plan 2014-2016*
- Amy Gillett Foundation website (amygillett.org.au)

11.10. Heavy vehicle safety

The NSW heavy vehicle safety program aims to reduce heavy vehicle road crashes by educating heavy vehicle operators about the risks of speeding, fatigue, drug driving and not wearing seatbelts.

Typical project components may include:

- Local publicity to support heavy vehicle enforcement
- Consulting with operators on road safety problems
- Identify and address local heavy vehicle issues
- Consulting with local heavy vehicle operators and RMS regional offices to:
 - Encourage operators to implement safe driving policies to increase seat belt use and to reduce driver fatigue, drug use and excessive speeding
 - Educate drivers about the risks of drug driving and driving while fatigued, including the issue of sleep disorders
 - Encourage operators to assist drivers to implement personal driver fatigue management plans
 - Ensure operators and drivers are aware that they are subject to legal requirements relating to chain of responsibility provisions, workplace safety legislation and fatigue law

Outcome measurements may include:

- An increase in seat belt wearing by truck drivers
- Safe driving policies are implemented and enforced by operators
- Operators and drivers are aware that they must comply with their legal requirements
- Drivers are aware of road safety risks
- Reduction in the number of heavy vehicle crashes

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
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- *NSW Road Safety Strategy 2012-2021*, pages 32 and 33, Heavy vehicle issues and initiatives
- RMS heavy vehicles page (rms.nsw.gov.au/heavyvehicles)
- National Heavy Vehicle Regulator website (nhvr.gov.au)

11.11. Aboriginal road safety

Aboriginal road safety projects aim to increase the knowledge and understanding of road safety issues among Aboriginal people and their communities.

Specific conditions for project implementation

Council and RMS officers are advised to contact the RMS regional Aboriginal Programs Officer and council's Aboriginal Community Development Officer prior to the commencement of planning a project targeting Aboriginal communities.

Typical project components may include:

- Projects are to utilise TfNSW developed culturally appropriate road safety materials
- Developing partnerships with Aboriginal communities, agencies and community groups to implement road safety projects
- Promoting authorised fitting stations and correct use of seatbelts to parents and carers of children
- Consulting with Aboriginal communities to determine road safety priorities

Outcome measurements may include:

- An increase in child restraint and seat belt use
- Identification of local Aboriginal road safety issues and improvement in those issues

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- *NSW Road Safety Strategy 2012-2021*, page 34 Road Safety for Aboriginal Communities
- *Aboriginal Road Safety Action Plan 2014-2017*

11.12. Older road user safety

Older pedestrians, older drivers and passengers are over represented in fatal crashes. The ageing NSW population means there is a strong and growing need to improve the safety of older road users.

Typical project components may include:

- Developing local campaigns promoting road safety for older road users using approved campaign strategies and resources
- Delivery of workshops addressing pedestrian safety (Walking Safely)
- Delivery of workshops addressing road safety issues for older drivers
- Delivery of workshops on motorised wheelchairs (presentation available as part of Walking Safely)
- Identification of hazards on pedestrian routes frequently used by older pedestrians and development of countermeasures
- Media releases relating to road safety issues for older road users at targeted times (e.g. Seniors Week)

Outcome measurements may include:

- Older road users select appropriate transport options
- Older drivers know and understand licence requirements
- Older pedestrians know and understand use of pedestrian facilities
- Older drivers are aware of the implications of health and medications on driving safety

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- *NSW Road Safety Strategy 2012-2021*, page 28 Older Road Users

11.13. School communities

The school communities program aims to reduce the likelihood and likely severity of child casualties around schools.

RMS will not fund projects developed to deliver lessons, programs and/or workshops to students and/or teachers within schools or projects which include components which duplicate existing TfNSW programs.

The NSW Road Safety Education Program is funded by Transport for NSW. It provides classroom-based road safety education through a mandatory curriculum for students in Years K-10 and is optional in Years 11 and 12. Also as part of this program, Road Safety Education officers in the Department of Education and Communities, the Catholic Education Commission and Association of Independent Schools provide road safety educational resources and professional development to schools.

RSOs must not carry out education campaigns in schools without consulting the local school education consultant.

Typical project components may include:

- Promoting driver compliance with 40km/h school zones and when passing a school bus
- Supporting local NSW Police enforcement of school zones
- Working with parents and school communities to promote safer parking around schools
- Providing road safety advice to relevant school and parent organisations

Outcome measurements may include:

- An increased proportion of motorists who drive at or below the posted speed limit
- An increased number of drivers in school zones obeying road rules relating to parking, school crossings, and the use of mobile phones
- Councils liaise with the communities about school safety issues on Council roads that require engineering treatments

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- Road safety issues around schools – fact sheets for parents and carers for distribution through schools
- A practical guide to addressing road safety around schools

11.14. Early childhood road safety education

The NSW Early Childhood Road Safety Education Program (ECRSEP), operated by Macquarie University, aims to reduce the number of child casualties on roads and road environments. ECRSEP provides education for early childhood professionals in children's services (long day care, pre-schools, family day care etc.) and relevant training institutions.

Additionally, ECRSEP develops *Kids and Traffic* resources about early childhood road safety for use by these professionals to work directly with children in their care. Council officers can use these resources to develop and implement projects targeting parents and carers of preschool aged children.

RMS will not fund projects working directly with staff or children in children's services or projects duplicating resources and training provided by ECRSEP.

Transport for NSW provides funding for the ECRSEP through the NSW Road Safety Education Program.

Typical project components may include:

Councils work with road safety and early childhood stakeholders to:

- Increase family and community awareness of the dangers of reversing vehicles / driveway safety
- Increase family and community awareness of child restraint laws by distributing TfNSW child restraint information
- Increase community awareness of correct choice of child restraints
- Increase awareness of keeping young children in booster seats for as long as possible
- Devise Council strategies to improve safe pedestrian access in the local area

The road safety strategies should target:

- Families with young children
- GPs, hospitals, early childhood health centres, immunisation clinics, chemists and children's libraries
- Play groups, learn to swim classes, baby gyms, child restraint and wheeled toy retailers, parent/grandparent groups, sporting and recreational groups
- Families involved in children's services

Outcome measurements may include:

- Improvement in driving and parking behaviour of parents/carers around children's services sites
- Improvement in pedestrian access for pre school sites
- Increased capacity of the Early Childhood Road Safety Program to deliver road safety education to a greater audience
- Increase in the number of correctly fitted child restraints
- Increased awareness of driveway safety issues

Contact details:

Early Childhood Road Safety Education Program

Email: kidsandtraffic@mq.edu.au

Website: kidsandtraffic.mq.edu.au

12. Advertising

TfNSW undertakes targeted advertising in each region using campaign material developed for specific road safety issues such as speed, drink driving, fatigue, seatbelt use and mobile phones.

Any proposed paid advertising (local papers, billboards etc) as a component of a local road safety project must be approved by Transport for NSW through the relevant RMS region to ensure it does not breach the NSW Government advertising guidelines and spend limits.

Approval to use TfNSW campaign material will require a lead time of six weeks for new material and two weeks for existing material.

RMS advice and approval for other promotional material developed either by council or by external agencies must be obtained prior to use. TfNSW approval will be sought by RMS. Approval will require at least six weeks lead time.

Project applications with components that include producing television commercials or development of local media campaigns which duplicate existing TfNSW campaigns will not be approved.

13. Road safety resources

To obtain road safety resources contact:

Blue Star website ordering facility: bspq.com.au/login/rta

Blue Star Help Desk/Customer Service Desk: **1800 060 607**

For additional NSW community road safety resource product information, to establish a council log-in or for any service problems with Blue Star, please contact:

Carol Chalk
Distribution Officer
Stakeholder and Community Engagement
Centre for Road Safety
Phone: 8265 7545
Email: carol.chalk@transport.nsw.gov.au

Councils should order their resources directly from Bluestar.