



MAITLAND CITY COUNCIL

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*ROAD SAFETY  
STRATEGIC PLAN*

ROAD SAFETY TOWARDS 2010  
*a community commitment*



*Revised June 2003*

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## INTRODUCTION

Crashes on our roads affect our community both socially and economically. Maitland City Council, in their commitment to Road Safety appointed a Community Road Safety Officer funded jointly by the Roads and Traffic Authority and Council. One of the primary objectives of the Road Safety Officer was to develop a Road Safety Strategic Plan.

### Why a Road Safety Strategic Plan?

The Council's Plan outlines a coordinated approach to making roads safer and reducing the costs of crashes to the community.

#### *The purpose of the plan is to*

- outline goals, objectives and strategies that Council, the community and road safety stakeholders can focus on to improve road safety.
- develop community support, awareness, ownership and participation in road safety.
- encourage effective communication and coordination between stakeholders.

The Plan is intended to be a flexible document that can be changed as road safety issues and priorities within the community change. It is important that the community develop a sense of ownership about road safety. This document will assist the general public to become road safety advocates within the community.

### Road Safety Strategic Plans in Context

The reduction of trauma on Australia's roads is a goal of both Federal and State Governments. There are two important road safety policies that provide a useful guide to help direct and formulate local road safety strategic plans.

While we have had success we need to do more. In 1998, 556 people died and more than 26,000 were injured on New South Wales' roads, a great loss to the community.

To meet our goal of having the safest roads in the world, the State Government has developed Road Safety 2010.

Road Safety 2010 is the road safety strategic plan for New South Wales for the next 10 years. It provides an integrated framework for the road safety activities of all sectors of the NSW community.

The framework sets out how we can halve the road toll, saving 2,000 lives by the year 2010. It also promotes community understanding and involvement in road safety initiatives and strategies.

This strategy aims to make New South Wales roads the safest in the world by saving 820 lives by 2005 and 2000 by 2010.

## Road Crashes in Maitland

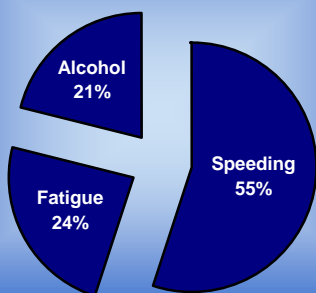
Analysing data from crashes helps in identifying road safety issues in Maitland. Crash data provide information about when, where, why and how crashes occur. Council uses this information to guide planning activities.

Between 1999 and 2001, there were 822 crashes on Maitland roads. Of these, 9 (1%) were fatal, 377 (46%) involved injury, and 436 (53%) were towaway.

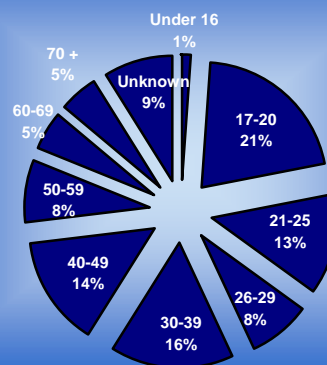
Crashes in Maitland are more likely to:

- occur on local roads. Between 1999 and 2001, 50% of crashes occurred on local Council roads, while 36% occurred on State roads.
- involve younger drivers.
- involve speeding.

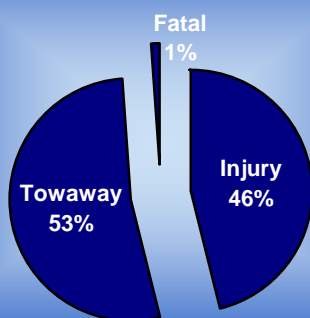
Factors contributing to crashes in Maitland 1999-2001



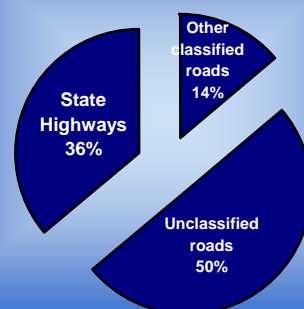
Age of motor vehicle controllers involved in crashes in Maitland LGA 1999-2001



Degree of injury in crashes in Maitland 1999-2001



Crashes in Maitland and Road Classification 1999-2001



## Goals

The goals of the Maitland Road Safety Strategic Plan are:

- To develop community support, awareness, ownership and participation in the processes of improving road safety.
- To promote safe and responsible road user behaviour.
- To realize effective communication and increased co-ordination between all stakeholders involved in road safety.
- To establish road safety as a priority in the management of transport use.

## Objectives and Strategies

Objectives and Strategies have been developed which support these Goals. It is intended that these Goals, Objectives and Strategies will be incorporated into Council's Management Plan for action by the relevant area of Council operation.

In addition an Action Plan will be produced each financial year outlining the specific programs, campaigns and activities which being undertaken by the Road Safety Officer for that year.

### **Goal One—To develop community support, awareness, ownership and participation in the processes of improving road safety.**

- ◇ **Objective - To develop community ownership of, and effective participation in, road safety.**

#### **Strategies**

- Conduct local public education and communication programs to increase community knowledge of and interest in road safety issues and crash prevention.
- Identify opportunities for local business sponsorships to support appropriate road safety initiatives.
- Support community initiatives that reinforce the objectives of the Road Safety Strategic Plan

- ◇ **Objective - To raise community involvement in, and awareness and understanding of, road safety issues.**

#### **Strategy**

- Conduct awareness and education campaigns on the role of speed, fatigue, seat belts and drink driving in road safety.

- ◇ **Objective - To establish and maintain a high profile for road safety in the local community.**

#### **Strategies**

- Involve local media in road safety projects and activities to increase the community's awareness and understanding of road safety.
- Encourage use of the Council road safety trailer at venues and events as a promotional education tool.

## Goal Two—To promote safe and responsible road user behaviour.

- ◇ **Objective—To improve road users behaviour, giving priority to: Drink/drug driving, Speeding, Young drivers (17 – 25), Cyclists.**

### Strategies

- Support, enhance and localise state and regional strategies and actions in enforcement and public education activities.
- Conduct education campaigns to discourage speeding and drink/drug driving.
- Conduct education campaigns directed at young drivers and motorcyclists.
- Co-ordinate and support local road safety actions of council in conjunction with RTA and Police.
- Establish positive reinforcement programs for young drivers to encourage safe road usage.
- Encourage local bicycle shops to support road safety practices.
- Provide positive reinforcement for cyclists wearing helmets.
- Inform and educate school children, and the community, on new developments in equipment that can contribute to safety.
- Support police efforts to educate and encourage the public during the enforcement of laws targeting these issues.

- ◇ **Objective—To improve the road safety awareness and driving practices of council staff.**

### Strategy

- Implement Safe Driving Policy and promote safe driving practices by council staff.

- ◇ **Objective—To improve road user behaviour through the provision of a road environment that is more conducive to road safety.**

### Strategies

- Develop an integrated Pedestrian Safety Plan in collaboration with the RTA, Police, Health and other agencies.
- Improve pedestrian safety for intoxicated pedestrians by incorporating safe walking routes in the pedestrian network.
- Work with local organizations to develop road safety initiatives that cater to the needs of visitors to the area.

- ◇ **Objective - To incorporate road safety into all council road construction and maintenance programs.**

### Strategies

- Establish a program of road safety audits of existing roads.
- Establish a program of road safety audits for all new roads and road works.

- ◇ **Objective - To improve the design and efficiency of the local road network and its environment.**

### Strategies

- Develop and maintain a road hierarchy throughout the local area, to provide safety, mobility and access.
- Require all new construction and reconstruction projects to be adequately delineated for all weather and lighting conditions.
- Implement a program for the treatment of hazardous obstacles in the road reserve.

## Goal Two continued...

- ◇ **Objective - To achieve safety and access for all road users by improving the design, construction and maintenance of the road network.**

### Strategies

- Establish a policy to accommodate the special needs of pedestrians, cyclists and people with disabilities in the development and management of local roads.
- Review Council signs policy to ensure sight distances are maintained and motorists are not distracted.

- ◇ **Objective - To improve road environment for pedestrians.**

### Strategies

- Audit footpaths to identify those needing repair or modification.
- Audit traffic devices/drainage along bus routes and prepare a program for remedial work to allow low-floor buses to operate.

- ◇ **Objective - To improve road environment for cyclists.**

### Strategy

- Develop process for auditing existing cycleways, and prepare a program to undertake remedial work.

- ◇ **Objective -To operate and maintain a safe fleet of vehicles and equipment.**

### Strategies

- Establish a safety program for Council as a fleet operator which embraces vehicle selection, maintenance, fault reporting and safe driving programs and policies.
- Develop a vehicle maintenance program.
- Develop safe vehicle selection guidelines.

- ◇ **Objective - To encourage local businesses and community to operate and maintain safe vehicles.**

### Strategies

- Facilitate the development of safe vehicle policies in all organizations with fleets.
- Establish a safe driver recognition system and rewards.
- Conduct advertising campaigns to promote the benefits of safe driving
- Implement a 'Safe Driver' reward system to reward drivers with exemplary driving records.

- ◇ **Objective - To reduce the incidence and severity of casualties due to inappropriate use or non-use of vehicle safety and crash protection equipment.**

### Strategies

- Establish a driver education program, including emergency and general vehicle operation and maintenance.
- Encourage and promote the adoption of safe practices by Council staff and contractors at maintenance and construction works.

## Goal Two continued...

- ◇ **Objective - To improve crash avoidance capabilities and crash protection afforded by vehicle and other safety equipment.**

### Strategy

- Support programs that focus on improving and encouraging the use of safer vehicles and equipment.

- ◇ **Objective - To incorporate road safety into all construction and maintenance programs.**

### Strategy

- Ensure OH&S, RTA and Australian Standards safety guidelines are followed during all roadworks to ensure safety of staff, contractors and all network users.

- ◇ **Objective - To ensure personnel working in road safety have expert knowledge and skills and appropriate information.**

### Strategies

- Maintain council's road safety capacity and resource allocation.
- Maintain databases of road crashes in the council area.
- Support co-operation on road safety between the council and other organizations and stakeholders.

## Goal Three—To realise effective communication and increased co-ordination between all stakeholders involved in road safety.

- ◇ **Objective— To improve communication between, and co-ordination of, Council departments on road safety issues.**

### Strategies

- Integrate and implement the council's Road Safety Strategic Plan as a part of Council's Management Plan.
- Establish within the traffic and transportation area of council a key responsibility for the co-ordination and implementation of this Plan.
- Encourage council to appoint a coordinator of sponsorship for the purposes of raising financial support to promote road safety and other community safety issues.
- Encourage the involvement of community services in conveying road safety messages to the community.

- ◇ **Objective—To improve communication between, and co-ordination of, Council and external stakeholders on road safety issues.**

### Strategies

- Establish a road safety committee of the local stakeholders.
- Encourage all stakeholders to incorporate road safety strategies into their organisational plans.
- Establish and implement an integrated framework for joint planning and action in road safety.
- Encourage and support co-ordination of road safety actions of local agencies, stakeholders, community groups and corporate bodies.

## **Goal Four—To establish road safety as a priority in the management of transport use.**

### **◇ Objective - To integrate road safety into land use planning in the LGA.**

#### **Strategies**

- Require road safety audits and impact assessments on all major development applications and subdivisions.
- Develop and implement road safety assessment guidelines for new developments and subdivisions.

### **◇ Objective - To integrate road safety considerations into transport planning and management in the LGA.**

#### **Strategies**

- Develop a comprehensive multi-modal transport strategy to meet the LGA's long-term needs.
- Ensure road safety issues, pedestrian access and safety are considered in the planning stage of development applications.
- Increase opportunities for developers to contribute to improving road safety in conjunction with Planners through the Section 94 levy.

### **◇ Objective - To increase the use of alternative transport models.**

#### **Strategies**

- Support programs to encourage the use of transport alternatives such as public transport, car pooling, bicycles.
- Require all new development proposals to incorporate the objectives and strategies of the Council bike plan.

### **◇ Objective - To achieve safer, more efficient traffic flow.**

#### **Strategy**

- Develop guidelines to make comprehensive use of Police/RTA crash data to identify crash locations, casualties and trends.