

Safe and Sustainable Transport Reference Group Report May 2010

Road Safety

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Pedestrian campaign – STOP, LOOK, LIVE

The Stop, Look, Live campaign was delivered over March- April this year. This combined both radio and graphic imagery to advise commuter pedestrians in the CBD to be aware of crossing the road with a specific focus on distraction. We would like to thank ACC for their support in helping this campaign go ahead – particularly with utilising their employer networks within the CBD to disseminate the campaign information.

Child restraints campaign

WCC and Police are continuing to run weekly child restraint checkpoints throughout the city. We are now focusing on a variety of locations throughout the city with particular emphasis on suburbs; the location selection is based on feedback from our police colleagues and local knowledge. Drivers with incorrectly restrained children are given tickets with 14 days to comply where appropriate. While the main issue continues to be incorrect or no tether use we are also using these checkpoints as an educational opportunity to promote the use of booster seats for as long as possible (until 148cm in height as recommended by NZTA) and raise awareness around old and worn seats. Supporting promotional material has been sent to nearly all Early Childhood Centres within Wellington City. These checkpoints require significant commitment from Wellington police, and we wish to extend thanks to the Wellington STU for their on-going support.

So far this year we have checked approximately 200 vehicles with an average of 50% compliance.

Mopeds

In March and April we ran six educational and enforcement checkpoints pulling over all mopeds and motorcyclists at selected sites checking licences, issuing L plates to those who do not have one, randomly breath testing, and generally assessing the bikes. Resources on riding tips and required equipment for mopeds were handed out to all riders to help educate about placement on the road and safe moped riding behaviour. Prior to this we had a presence at the WCC information stands at both Victoria and Massey universities student orientation expos and through their student magazines. This resource information has already been sent to all high schools within Wellington city asking them to consider moped use in their student driving policies. During this campaign we 102 motorbikes and 118 mopeds. The major issues were licence breeches because of no 'L' plates or riding an inappropriate sized motorbike. We have followed this up with a couple of checkpoints targeting high schools.

I attended the regional motorcycle education day which took place in Martinborough on the 28th of February. This was a very successful day and indicated a desire from the attendees for a similar event to be run in Wellington City.

Cyclists

We are currently in the middle of our cycle lights promotion which occurs annually at the beginning of winter. We are having checkpoints with the police three times a week targeting key commuter routes. As of the 6th of May we had surveyed 207 cyclists with an average of 83% with adequate lighting. This campaign has generated a substantial amount of interest from the public and media.

Billboards

The billboards are currently displaying the 'STOP, LOOK, LIVE' message from the pedestrian campaign – they will be changed out to re-show the intersection campaign message in June.

Intersection campaign – Red Light Running

This year's campaign will roll out over June-July and have a heavy radio focus to target commuter motorists. We are also looking to survey key intersections for red-light running and using a spotter campaign (that has been trialled elsewhere in New Zealand) where those caught running red lights are sent an advisement letter. This campaign involves both ACC and the Police and we would like to thank them for their support.

Upcoming Campaigns

Orange day

The annual Orange Day Parade will take place in September this year – meaning there will not be one held in the 2009-2010 financial year. I have begun to contact all our supporters and talent, the PEOs are busy contacting and organising the school involvement.

Sustainable Transport

School Travel Plans

Recruitment of schools for school travel plans is going well, with six schools signing onto this programme since January, including four primary schools (Brooklyn, Lyall Bay, Ridgway and Haitaitai) and two colleges (Wellington East Girls' College and Wellington Girls' College). These schools are now at various stages of development. Work has also been ongoing with the three existing School Travel Plan school's; St Anne's Primary School, Redwood School in Tawa and Cardinal McKeefry School.

Organisational Travel Plans

Progress continues on the Wellington City Council Organisational Travel Plan (internally referred to as "WCC Staff Travel *Wise*"). The draft plan was approved by Management Board 20 April 2010, with a formal launch expected in June.

Walk to Work Day 10 March 2010

This event was organised by a committee which included representatives from LSA, WCC, Regional Public Health, Cancer Society, Recreation Wellington and Greater Wellington. There was a breakfast event held on 10 March 2010. This event will be repeated in 2011, with WCC taking on the coordinating role, and the current format of the event will be reviewed.

Walking and Cycling Policy Implementation

Work is underway to begin implementing the recommendations of the walking and cycling policies. Emma is a member of the organising committee for the Walking Conference in September.