



ROAD SAFETY ACTION PLAN 2009-2012

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CONTENTS

- 1.0 INTRODUCTION**
- 2.0 CONSULTATION**
- 3.0 OBJECTIVES**
- 4.0 ROAD CRASHES IN HUME**
- 5.0 ACTION PLAN**
- 6.0 ROAD SAFETY ACTION PLAN 2009-2012**

1.0 INTRODUCTION

Road crash statistics in the most recent available calendar year being 2007 show that in Hume there were 4 fatal crashes/100,000 population compared with a State average of 6/100,000 population and 124 serious injury crashes/100,000 population compared with a state average 112/100,000 population. It is important to note that the majority of the casualty crashes have occurred on the VicRoads arterial road system and freeways and not on Council's local road network.

Road trauma has a devastating and long lasting impact on individuals, families and communities. For those who lose a loved one in a road crash or those who are seriously injured or permanently disabled the emotional and personal costs are immeasurable.

When it comes to road safety Council has achieved a great deal. But we can and must do more.

Hume City Council has been proactive in addressing road safety issues in the municipality.

The Road Safety Action Plan 2009 – 2012 will continue to build on the achievements of the previous 2001-2004 and 2005-2008 road safety plans. It will introduce new actions and initiatives to further improve road safety.

2.0 CONSULTATION

During the preparation of the Action Plan, discussions have been held with representatives of the following stakeholders.

- Community members at public meetings held at Broadmeadows, Craigieburn and Sunbury
- Hume City Council departments
- Hume Road Safety Multi Agency Team
- VicRoads
- Victoria Police
- RoadSafe North Western
- Department of Transport
- TAC
- RACV
- Honda Australia Rider Training

3.0 OBJECTIVES

The objectives of the Action Plan is to:

- reduce road casualty crashes
- improve the road infrastructure to create a safer environment
- encourage and promote the use of vehicles with high standard safety features
- increase community awareness of road safety and implement programs to tackle unsafe driving behaviour.

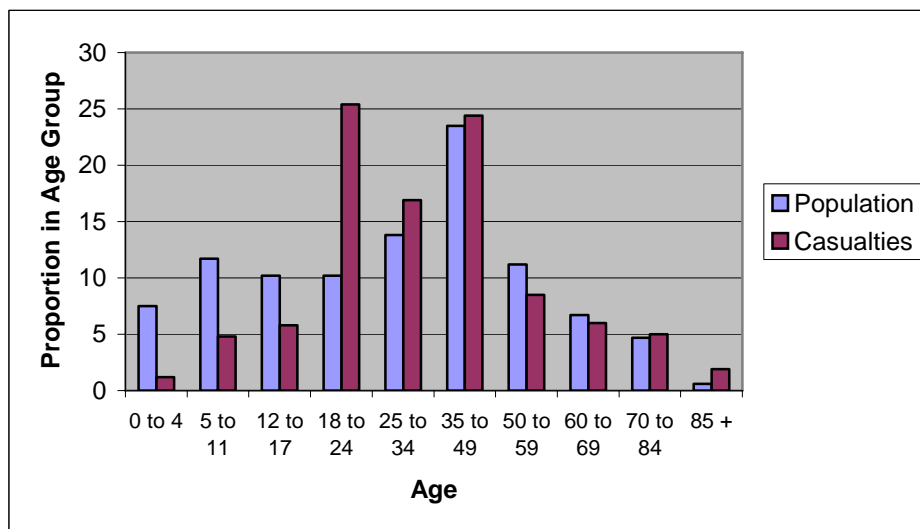
4.0 ROAD CRASHES IN HUME

A detailed analysis of the casualty crashes in Hume was undertaken for the period between 2005 and 2007. The data was obtained from the VicRoads *CrashStats* database.

4.1 Road Users Involved in Casualty Crashes

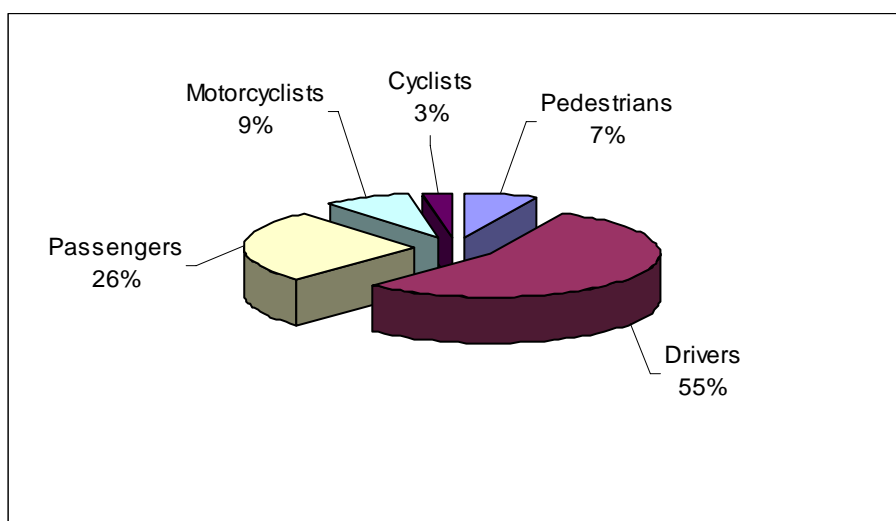
The age group most at risk from road crashes was the age group between 18 and 21 years. As shown in Figure 4.1.1, this age group represented only 10 percent of the total population but was involved in over 25 percent of the casualty crashes.

Figure 4.1.1 Age of Road User Casualties



Car drivers and passengers were involved in the majority of the crashes in Hume. Figure 4.1.2 shows the type of road users killed or injured.

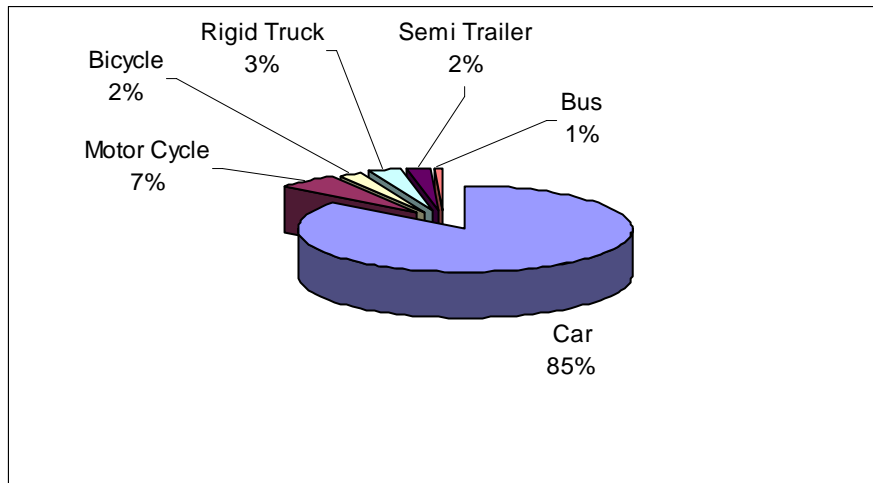
Figure 4.1.2 Road User Casualties



4.2 Vehicles involved in Casualty Crashes

Cars were involved in the majority of the casualty crashes. Rigid trucks and semi trailers were involved in 5 percent of the casualty crashes and 17 percent of the fatal crashes.

Figure 4.2 Vehicles involved in Casualty Crashes



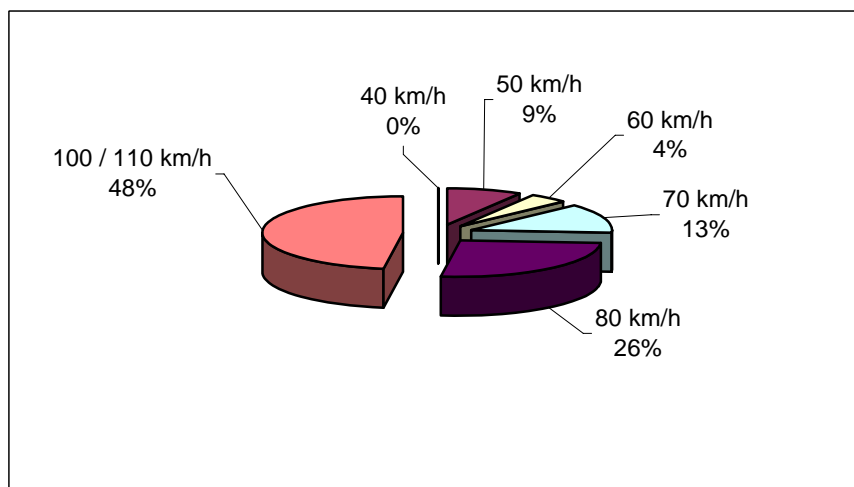
4.3 Location of Crashes

Hume City Council is a rapidly developing municipality with both urban and rural areas. The majority of the casualty crashes (86% of total) and two thirds of the fatal crashes occurred in the urban areas.

Speed Limits

Over one half of the casualty crashes (51% of total) occurred on roads with speed limits of 60 km/h or less. As detailed in Figure 4.3, the majority of the fatal crashes occurred on roads with speed limits greater than 60 km/h.

Figure 4.3 Fatal Crashes by Speed Limit

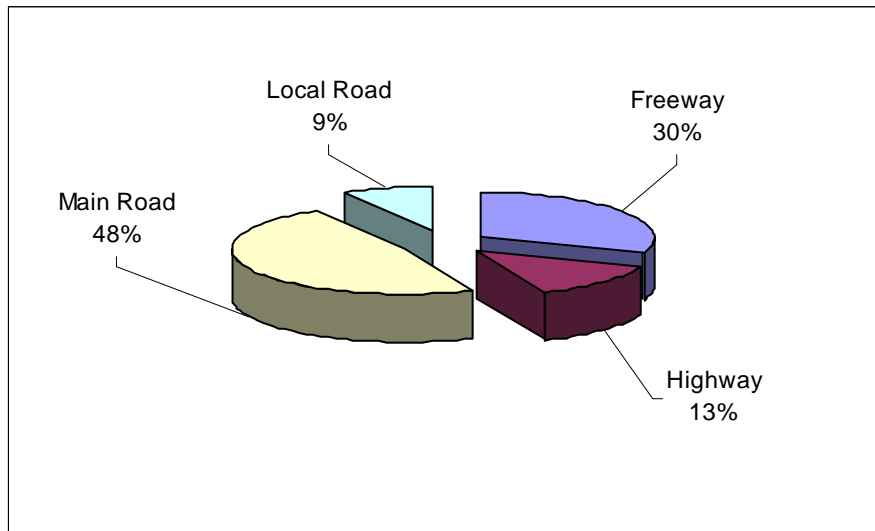


4.4 Road Types

The majority of the casualty crashes occurred on the main roads (41 % of total) and on the local roads (35 % of total). The predominant types of casualty crashes were rear end, intersection and single vehicle loss of control crashes.

As detailed on Figure 4.4, almost one half of the fatal crashes (48% of total) occurred on the main roads and one third (30% of total) occurred on the freeways. The predominant types of fatal crashes were rear end and single vehicle loss of control crashes.

Figure 4.4 Fatal Crashes by Road Type



5.0 ACTION PLAN

The Road Safety Action Plan 2009 – 2012 has been prepared to align with Victoria's Road Safety Strategy *Arrive Alive 2008 – 2017*.

The action plan reflects the elements of the Safe System approach to road safety which incorporates the following.

- **Safer roads and roadsides**

Improving the infrastructure of the roads and roadsides will reduce the likelihood of crashes and the likelihood of fatal or serious injury when crashes occur.

- **Safer vehicles**

Increasing the proportion of vehicles on the roads with high standard safety features to reduce risks to all road users.

- **Safer road users**

All road users share a responsibility to use the road system safely and responsibly and with consideration for other road users. Unsafe behaviours such as speeding, drink driving, fatigued driving and driver distraction will be targeted with programs and enforcement.

6.0 ROAD SAFETY ACTION PLAN 2009-2012

A set of sixteen action plans included in this report have been developed to address the road safety challenges for Hume City Council.

Each action has a Council officer and/or department allocated to be responsible for its implementation, a measure to assess its effectiveness and an implementation target period.

In some actions, external organizations such as VicRoads, Victoria Police, RoadSafe North Western, Department of Transport, Bicycle Victoria, TAC, RACV, and Honda Australia Rider Training will partner with Council and have a major input into the delivery of the tasks.

ROAD SAFETY ACTION PLAN 2009-2012

- 1.0 COORDINATION OF ROAD SAFETY**
- 2.0 SAFER ROADS AND ROADSIDES**
- 3.0 SAFER VEHICLES**
- 4.0 SPEED AND SPEEDING**
- 5.0 DRINK AND DRUG DRIVING**
- 6.0 FATIGUED DRIVING**
- 7.0 DRIVER DISTRACTION**
- 8.0 YOUNG CHILDREN AND FAMILIES**
- 9.0 YOUTH/YOUNG DRIVERS**
- 10.0 OLDER DRIVERS**
- 11.0 MOTORCYCLISTS**
- 12.0 PEDESTRIANS**
- 13.0 CYCLISTS**
- 14.0 HEAVY VEHICLE SAFETY**
- 15.0 PUBLIC TRANSPORT USERS**
- 16.0 COUNTRY ROADS USERS**

1.0 COORDINATION OF ROAD SAFETY

Provide direction, leadership, coordination and service in road safety.

Item	Action	Responsibility	Measure	Target
1.1	Coordinate meetings of the Hume Multi Agency Team (MAT)	HRSO	Meetings conducted, minutes taken and actions addressed	Quarterly meetings
1.2	Implement the Road Safety Action Plan 2009-2012	MAT	Report progress at MAT meetings	Quarterly meetings
		HRSO	Council Report on the progress of the Road Safety Plan	Annually Every December
1.3	Attend RoadSafe North Western meetings	HRSO HChildSO	Attendance, participation at meetings and report back to MAT	Monthly
1.4	Prepare the Road Safety Action Plan for 2013-2016	HRSO MAT	Council adoption of plan	March 2013

Legend:

HRSO	Hume Road Safety Officer
HCSO	Hume Community Safety Officer
HChildSO	Hume Child Safety Officer
T & CD	Hume Traffic and Civil Design Department
Mark & Com	Hume Marketing and Communications Department
MAT	Hume Multi Agency Team
Eco Dev	Hume Economic Development Department
Aged & Dis	Hume Aged and Disability Department
Strat Plan	Hume Strategic Planning Department
Leisure	Hume Leisure Services Department

2.0 SAFER ROADS AND ROADSIDES

Improvements to road design and infrastructure will reduce the incidence of the most common types of road crashes and provide a much safer environment for all road users.

Item	Action	Responsibility	Measure	Target
2.1	Review reported casualty crashes for all road users, and investigate any trends and implement appropriate actions	HRSO	Council Report on road safety trends with strategies and actions	Annually Every November
2.2	Identify high casualty crash sites and develop appropriate treatments	HRSO	Council Report listing road safety funding applications the proposed forwarding of funding applications to VicRoads	Annually Every November
2.3	Review fatalities in the municipality	HRSO	Investigate and introduce responsive actions where possible	Every fatality
2.4	Prepare Local Area Traffic Management (LATM) studies	T & CD	Council adopted LATM and referral of actions to funding programs	2 LATMs per year
2.5	Undertake road safety audits of new design projects where applicable	T & CD	Council Capital Works applicable to projects greater than \$200,000	100% of projects
2.6	Address issues of road safety raised by the community	T & CD	Respond to issues raised and implement action where applicable	Address all issues raised

3.0 SAFER VEHICLES

Vehicles with high standard safety features reduce the likelihood of crashes and the severity of injuries to occupants.

Item	Action	Responsibility	Measure	Target
3.1	Incorporate safer vehicle features (aim for 5 star vehicle safety) into Council's Fleet Policy	HRSO Hume Fleet	EMT adoption of the updated Council Fleet Policy that will include safer vehicle features	June 2010
3.2	Inform community of benefits of safer vehicles	HRSO Mark & Com	Communicate and promote Vehicle Safety Ratings as determined by MAT	Once a year within Council's communication channels
3.3	Promote Safer Vehicle features to local businesses with fleet vehicles	HRSO Mark & Com Eco Dev	Contact and promote benefits of safer vehicle features to local businesses	2 businesses per year
3.4	Incorporate Safe Driving Procedure for Council vehicle users into Council's Fleet Policy	HRSO Hume Fleet	EMT adoption of the updated Council Fleet Policy that will include safer driving procedures	June 2010

4.0 SPEED AND SPEEDING

Travel speed affects both the risk of a crash happening and the severity of injuries sustained when a crash does happen.

Item	Action	Responsibility	Measure	Target
4.1	Promote safe traffic speeds and develop measures to encourage motorists to travel within the speed limits	T & CD HSCO Mark & Com	Implement programs used to promote safe traffic speeds in local roads as approved by Manager Infrastructure Planning <i>(e.g. – Speed Display Trailer)</i>	1 program per year as a minimum
4.2	Promote Statewide Crime Stoppers 'Hoon' hotline	HRSO Mark & Com	Implement programs used to promote 'Hoon' hotline as approved by MAT <i>(e.g. – Distribution of Hoon Hotline Fridge Magnets)</i>	1 program per year and once a year within Council's communication channels

5.0 DRINK AND DRUG DRIVING

Drink driving contributes up to 30 percent of driver and rider deaths on Victoria's roads each year.

Item	Action	Responsibility	Measure	Target
5.1	Encourage drivers to plan alternatives to driving when they are intending to consume alcohol	HRSO Mark & Com	Programs implemented as approved by MAT <i>(e.g. – Looking After Our Mates, Good Sports, Driving Straight)</i>	1 program per year as a minimum
5.2	Increase awareness of drink and drug driving even at low levels of consumption	HRSO Mark & Com	Programs implemented as approved by MAT	1 program per year as a minimum
5.3	Promote responsible serving of alcohol	HRSO Mark & Com	Programs implemented as approved by MAT	1 program per year as a minimum

6.0 FATIGUED DRIVING

It is estimated that fatigue is a factor in 20 percent of driver deaths on Victoria's roads each year.

Item	Action	Responsibility	Measure	Target
6.1	Incorporate fatigue driving procedures into Council's Fleet Policy	HRSO Hume Fleet	EMT adoption of the updated Council Fleet Policy that will include fatigue driving procedures	June 2010

7.0 DRIVER DISTRACTION

There is a growing body of evidence that driver distractions, both within vehicles and in the road environment, are becoming an increasingly large cause of road trauma.

Item	Action	Responsibility	Measure	Target
7.1	Incorporate a procedure for the safe use of mobile phones and other in-car devices such as satellite navigation into Council's Fleet Policy	HRSO Hume Fleet	EMT adoption of the updated Council Fleet Policy that will include safer driving procedures for the use mobile phones and other in-car devices	June 2010

8.0 YOUNG CHILDREN AND FAMILIES

Provide traffic safety education programs that address the critical stages of student development and the risks young people face on the road network.

Item	Action	Responsibility	Measure	Target
8.1	Promote restraint (seatbelt) usage and raise awareness of laws and regulations	HChildSO Mark & Com	Programs on restraint usage implemented as approved by MAT	1 program per year as a minimum
8.2	Provide road safety information to parents	HChildSO Mark & Com	Programs implemented at: <ul style="list-style-type: none"> • Early childhood centres • Family Day Care centres • preschools • Primary schools • Migrant Resource Centres • Maternal and Child Health Centres 	75% of centres per year

9.0 YOUTH AND YOUNG DRIVERS

Inexperience, multiple passengers, risk taking, drink driving and vehicle safety are important in reducing the involvement of young drivers in road crashes.

Item	Action	Responsibility	Measure	Target
9.1	Support road safety driver programs in schools	HRSO HChildSO	Programs implemented as approved by MAT (<i>Program. - Keys Please</i>)	5 schools each year
9.2	Encourage young drivers to drive safely and responsibly	HRSO HChildSO	Programs implemented as approved by MAT	1 program per year as a minimum
9.3	Provide road safety driver programs for the youth prior to getting their licenses	HRSO HChildSO	Programs implemented as approved by MAT (<i>e.g. - Fit to Drive</i>)	1 program per year as a minimum

10.0 OLDER DRIVERS

Encouraging drivers to prepare for the effects of ageing on their mobility will be critical to addressing risks for older drivers.

Item	Action	Responsibility	Measure	Target
10.1	Support programs aimed at safe driving practices for older drivers	HRSO HCSO Mark & Com	Programs implemented as approved by MAT (e.g. - <i>Keeping Older Drivers Safe and Mobile</i>)	1 program per year as a minimum
10.2	Encourage mobility planning in older people for transition from driving to use of public transport	HRSO HCSO Mark & Com Metro Access Project Officer T&CD Aged & Dis	Programs implemented as approved by MAT	1 program per year as a minimum

11.0 MOTORCYCLISTS

Motorcyclists face a significantly higher risk of being involved in a fatal crash, or being seriously injured, than drivers.

Item	Action	Responsibility	Measure	Target
11.1	Promote use of correct motorcycle safety equipment	HRSO	Programs implemented as approved by MAT	1 program per year as a minimum
11.2	Promote and encourage safe road user practices for all riders	HRSO	Programs implemented as approved by MAT (e.g. - <i>HART Honda Australia Rider Training</i>)	1 program per year as a minimum

12.0 PEDESTRIANS

Speed limits, intoxicated pedestrians, older pedestrians and children are important in reducing the involvement of pedestrians in road crashes.

Item	Action	Responsibility	Measure	Target
12.1	Promote schools to include pedestrian traffic safety programs	HChildSO	Programs implemented at schools as approved by MAT <i>(e.g. - Looking out for Pedestrians)</i>	2 schools per year
12.2	Support existing walking strategies for safe and healthy walking routes to schools	HChildSO	Programs implemented at schools as approved by MAT	2 school per year

13.0 CYCLISTS

Speed limits and infrastructure are important in reducing the involvement of cyclists in road crashes.

Item	Action	Responsibility	Measure	Target
13.1	Promote schools to include bicycle safety programs including safe riding to school	HChildSO Mark & Com	Programs implemented at schools as approved by MAT <i>(e.g. - Bicycle Helmets, Don't Ride Without One')</i>	4 schools per year
13.2	Promote bicycle safety programs to the community	HRSO Mark & Com	Programs implemented as approved by MAT	1 program per year as a minimum
13.3	Implement actions in Hume's "Walking and Cycling" Strategy that relate to cycling facilities	Leisure T & CD	Adoption of Hume's "Walking and Cycling" Strategy and staged implementation of actions	30 November 2009

14.0 HEAVY VEHICLE SAFETY

Public education, infrastructure improvements and enforcement will reduce crashes involving trucks.

Item	Action	Responsibility	Measure	Target
14.1	Promote heavy vehicle safer driving practices	HRSO Mark & Com	Promote benefits of heavy vehicle safer driving practices to local businesses	2 businesses per year

15.0 PUBLIC TRANSPORT USERS

Increasing public transport use has the potential to deliver road safety benefits.

Item	Action	Responsibility	Measure	Target
15.1	Promote park and ride facilities at major public transport nodes	T & CD Mark & Com Strat Plan	Promote benefits of park and ride facilities at major public transport nodes	80% of major public transport nodes

16.0 COUNTRY ROAD USERS

Rural road casualties remain disproportionately higher per population than in the urban areas.

Item	Action	Responsibility	Measure	Target
16.1	Identify hazards close to the road on Council controlled rural roads	HRSO T&CD	Conduct Road Safety Audit of Council rural roads	2 Council controlled rural roads per year as a minimum