

Share the road project examples

Information on successful national and international projects



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1. Speed campaign | Tauranga City Council and Western Bay of Plenty District Council

Intent

To promote driver awareness of both urban and rural speed issues.

Audience

Motorists

Approach

Aim of the programme was to promote driver awareness of both urban and rural speed issues.

- A poster competition was held, where high school students created artwork focusing on drink-driving and speed. Winning entries were displayed in the community constable's window and all entries were shown at local community centres. The two winning designs (one for each category) were made into cafe cards which were available in cafes and businesses. Seven local schools entered.
- A Police enforcement campaign targeted specific areas using locally available data and statistics.
- A locally designed fact sheet was distributed to households in the area where the enforcement was held.
- A bumper sticker was printed by the Police. It was distributed to schools and groups when presentations were made either by the Police, road safety co-ordinators or council staff.
- Cinema advertisements were shown for a month.

Evaluation

The community were involved in this campaign and the advertising undertaken has been evaluated. Evaluation information is available.

Contact details

Lynnette Hines, Road Safety Coordinator, Tauranga/Western Bay of Plenty, P O Box 1121, Tauranga

2. Speed campaign | Auckland Region

Intent

To encourage drivers to slow down.

Audience

Motorists

Approach

Auckland speed campaign

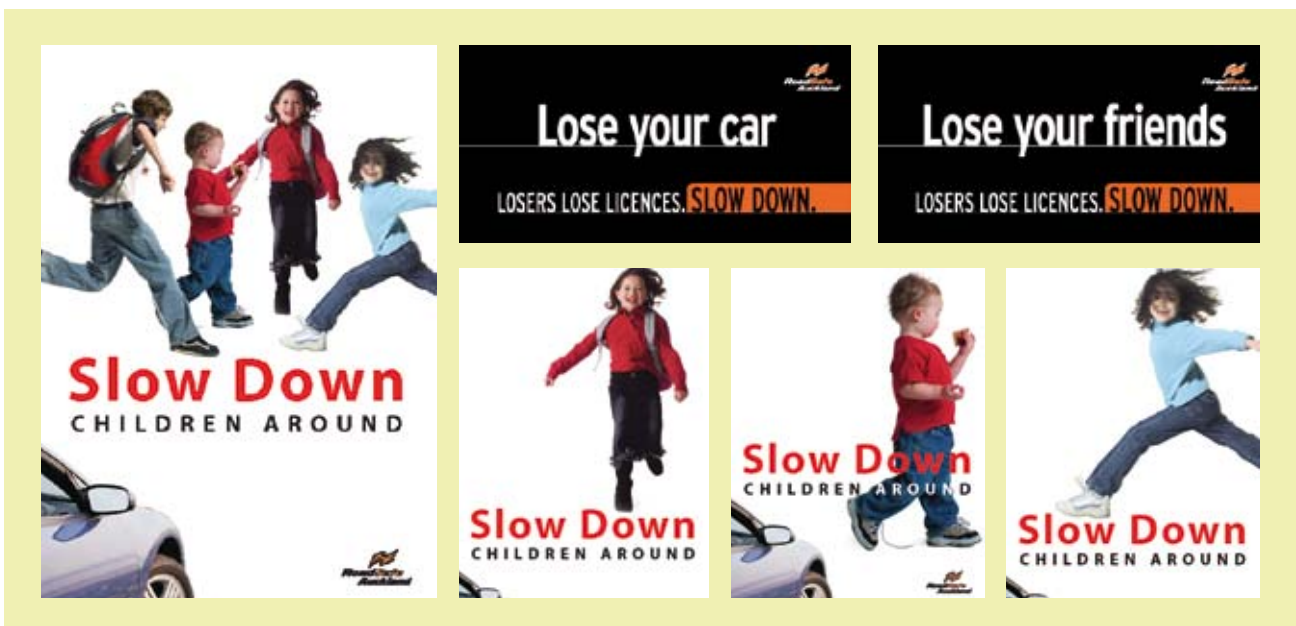
- A survey was conducted to gauge the awareness of the campaign and assess drivers' perception of the effectiveness of the need to slow down.
- A campaign entitled Passenger power was held to encourage passengers to tell their driver to slow down if speeding.
- The following promotion methods were used:
 - Billboards.
 - Radio advertisements.
 - Posters.
 - Bumper stickers.
 - Interactive website.
- The campaign was run as part of an overall community strategy.

Evaluation

The community were involved in this campaign and the advertising undertaken, has been evaluated. Evaluation information is available.

Contact details

Andrew Bell, Regional Road Safety Coordinator, Auckland Regional Transport Authority, Private Bag 92236, Auckland



3. Speed stopping distance events | Christchurch

Intent

The campaign was designed to demonstrate the greater stopping distance that is required at 60 km/h compared with 50 km/h, and to encourage people to reduce speed, especially around pedestrians.

Audience

Motorists, parents and school students

Approach

- Prior to the demonstration, schools were contacted, flyers were distributed and advertisements were placed around the neighbourhood (including schools) informing people of the road closure required for the demonstration. A traffic management plan involving council was required to organise the road closure.
- The event was compered by a radio DJ who provided facts on speed and stopping distances, and discussed speed issues.
- A competition was run to guess the stopping distance of the car in the demonstration. Prizes were donated by the council and the ambulance service.
- Cardboard figures were placed at a measured distance from where the car started. The car was driven by a driving instructor travelling with a policeman. In the first run, the car braked at 50 km/h and stopped before reaching the figures. In the second run, the car braked at 60 km/h and hit the figures (blood bags on the figures burst).
- In addition, a mock crash was set up around a power pole and the fire service arrived to cut out the victim (students took part as victims), then ambulance staff took the crash victims away while the comper described the scene.
- The school held a sausage sizzle at the same time to raise funds for the school.
- The demonstration was held at four schools with approximately 600 people attending each one.
- Radio and print advertisements were used.
- Bus back advertisements were used at the same time as the stopping distance demonstrations were held.
- Apart from the school community, the demonstrations were attended by people from the local neighbourhood who had seen the road closure notices.



Evaluation

- The number of requests from schools and community for more demonstrations.
- The number of times the campaign was used in other areas.
- The number of times the campaign was repeated (three years).

Reference

Annual Road Safety Report 2003–2004. Christchurch Road Safety Coordinating Committee. Christchurch City Council, 2004.

Contact details

Susan Cambridge, Christchurch Road Safety Coordinator, P O Box 30-064, Christchurch

4. Teenage pedestrians | United Kingdom

Intent

To encourage teenage pedestrians to be more careful on the road.

Audience

Teenage pedestrians

Approach

This UK website (www.thinkroadsafety.gov.uk) has examples of TV commercials and posters aimed at teenagers to encourage them to take more care on the road.

Note: The Christchurch City Council also has a cinema advertisement on the same theme, showing teenagers being careful and looking after their mates when walking.

Contact details

Susan Cambridge, Christchurch Road Safety Coordinator, P O Box 30064, Christchurch

5. Turning traffic give way to pedestrians | Christchurch

Intent

To protect pedestrians by raising awareness of drivers turning and not giving way to pedestrians at signalised crossings.

Audience

Drivers turning at traffic lights

Approach

- Teachers and parents from schools near large signalised crossings took registration numbers of vehicles turning and not giving way to pedestrians.
- Police then sent them warning letters.
- Information cards were distributed to all school children who were encouraged to take them home to their parents.
- Media releases were used to support the programme.
- A year later, students wearing t-shirts and carrying placards saying 'We're Walking Here' staged demonstrations by walking with the pedestrian signals around the intersection at peak traffic times before and after school.

Evaluation

- Schools were happy with the results.
- Reduction in the number of problems that students had at intersections.
- The number of schools wanting to continue with the demonstrations.

Reference

Annual Road Safety Report 2002–2003. Christchurch Road Safety Coordinating Committee. Christchurch City Council, 2003.

Contact details

Susan Cambridge, Christchurch Road Safety Coordinator, P O Box 30064, Christchurch



6. *Sunny gets smart* road safety drama | Nelson

Intent

To teach road safety skills to children.

Audience

Primary school children

Approach

Sunny gets smart is a 25-minute play with three performers, that was presented to primary school students to teach them about road safety. A script was commissioned which included screening video footage showing a real road situation.

Evaluation

The schools were happy with the performance.

Contact details

Margaret Parfitt, Road Safety Coordinator, Nelson City Council, P O Box 645, Nelson



Top left: Sunny gets street smart – Sally and Grae Burton (Sunny and traffic light) and interacting with children at the local market. Photo courtesy of Margaret Parfitt, Road Safety Coordinator, Nelson City Council.

Top right: Honker (Peter Graeme) the clown, photo courtesy of Margaret Parfitt, Road Safety Coordinator, Nelson City Council.

Bottom left: Traffic light the clown. Photo courtesy of Margaret Parfitt, Road Safety Coordinator, Nelson City Council.

Bottom right: Sunny (Sally Burton) interacting with children at flea market. Photo courtesy of Margaret Parfitt, Road Safety Coordinator, Nelson City Council.

7. Mobility scooter workshops | Ashburton, Waimakariri

Intent

To provide safety information to users of mobility scooters.

Audience

Users of mobility scooters

Approach

Workshops were promoted and held. A variety of speakers discussed safety issues for scooters, the different types of scooter available and how to maintain and use scooters safely. Information was distributed to attendees.

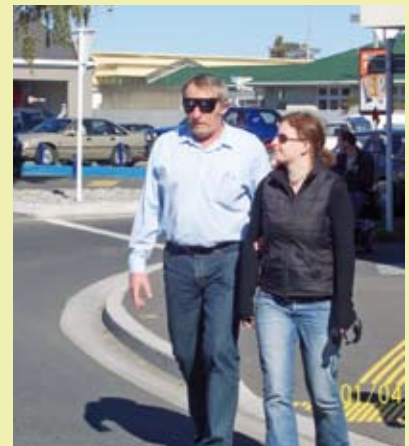
Evaluation

These workshops have been repeated in various places.

Contact details

Maureen Bishop, Regional Road Safety Co-ordinator, Environment Canterbury, PO Box 419, Ashburton

Chris Neason, Road Safety Co-ordinator, Waimakariri District Council, Private Bag 1005, Rangiora



Above: John Regan, Draughtsman/Surveyor Waimakariri District Council, crossing the road.

Above centre: Ken Stevenson, Roading Manager Waimakariri District Council, checking out the accessibility of Rangiora High St.

Above right: Ken Avant, Contract Engineer, being helped across the road by Jennifer of the Blind Association.

Right: Attendees at a workshop in Rangiora for users of mobility scooters.



9. Red and green people pedestrian project | Wellington Region

Intent

To raise awareness among pedestrians of safe ways to cross the road at traffic lights.

Audience

Adult pedestrians

Approach

The red and green people pedestrian project in the Wellington Region included:

- the distribution of brochures with safety tips for pedestrians
- media releases
- street theatre involving a team of 25 actors dressed as red and green people, moving through central Wellington handing out brochures and interacting with the public. Teams of actors also covered the regional Wellington centres.

Evaluation

After a week a survey was carried out which found that 66 percent of people surveyed had seen the red and green people and over 90 percent of these people were aware of what the campaign was about. Nearly everyone surveyed (93 percent) rated the campaign as very effective.

Reference

Wellington Region Project Report, 2002

Contact details

Transport Strategy team, Greater Wellington Regional Council, PO Box 11646, Wellington

Photos supplied by Claire Dixon, Road Safety Co-ordinator, Auckland City Council, PO Box 92516, Wellesley Street, Auckland



10. Driveway resource | Waitakere

Intent

To reduce the incidence of children run over in driveways.

Audience

Families and drivers

Approach

- A card designed to be hung on doors with information about keeping children out of the path of reversing vehicles in driveways was distributed to families.
- A video showing the hazards of driveways was shown at meetings and family days.
- The tag line used was 'Going out? Where are the kids? Check and check again!'

Contact details

Kitch Cuthbert, Road Safety Coordinator, Waitakere City Council, Private Bag 93109, Waitakere City

11. Driveway display | Christchurch

Intent

To reduce the incidence of children run over in driveways.

Audience

Families and drivers

Approach

A display was set up using cardboard figures of toddlers, the height of a two year old child. The figures were placed just behind a car and onlookers were invited to sit in the car so that they could see that the figures would not be visible in a driving situation. The display was promoted at public events. Teachers from pre-schools and Plunket safety officers were trained in setting up the display so that they could demonstrate it when meeting with parents.

Evaluation

The display has been used for three years and is popular with pre-school teachers and volunteers.

Contact details

Community Health Information Centre, Community and Public Health, 76 Chester Street East, P O Box 1475, Christchurch



12. Cycle safe | Christchurch

Intent

To improve the cycle skills of year six students and encourage cycling.

Audience

Children aged 10–11 years

Approach

The Cycle safe programme aims to teach children about cycle safety skills and appropriate clothing to wear, so they can safely ride to and from school. There are five modules in the programme: cycle maintenance, clothing and cycle check, riding skills, road rules and simulations, and a practical road test. On-road sessions involved groups of six or seven per instructor.

Students need to be available on four consecutive mornings or afternoons to complete the course. Teachers can also participate in the programme and cycle with the students. Parents can attend and cycle with their children during the on-road section and are also involved with marking the practical road test. Parents are contacted if their child is struggling with the course and encouraged to help with practice.

Evaluation

Pre and post programme testing was undertaken with questionnaires for students and parents. Children's theory knowledge increased. Children's knowledge of cycle behaviour increased. There was a high level of compliance with the rules learnt.

Reference

Annual Road Safety Report 2002–2003. Christchurch Road Safety Coordinating Committee. Christchurch City Council, 2003.

Contact details

Michele Gyde, Christchurch Cycle Safe, Christchurch City Council, P O Box 237, Christchurch



13. Be safe be seen | Tauranga

Intent

To encourage cyclists to make themselves visible on the road.

Audience

Cyclists

Approach

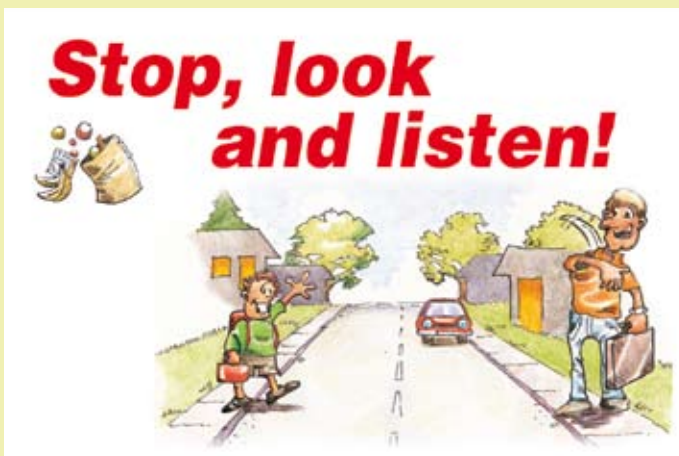
This campaign included cycle tags, posters and reflective cats eye stickers designed to be placed on helmets. The promotion was aimed mainly at school cyclists but also adult cyclists. An enforcement campaign was run alongside the campaign by members of a cycle advocacy group, who offered free cycle lights and advice to cyclists who were stopped by Police for cycling without lights.

Evaluation

The programme ran for several years.

Contact details

Lynette Hines, Road Safety Coordinator, Tauranga/Western Bay of Plenty, P O Box 1121, Tauranga



Illustrations provided by Lynette Hines.
Copyright Jury Design Studio, P O Box 1197, Tauranga.

14. Don't burst their bubble | Waimakariri

Intent

To help vulnerable road users such as cyclists, walkers, joggers and school children by making motorists more aware of the space they need to provide them.

Audience

Cyclists and pedestrians

Approach

This programme promoted the concept that just as motorists are protected by the 'bubble' of their car, motorists should perceive a bubble around other road users that should not be broken. Each advertisement, using local people, was accompanied by a short story about that person and their problems on the road. Six colour advertisements, focusing on a walker, a jogger, a cyclist and a horse rider, were made and placed in the local paper. These were followed up with three billboards at strategic sites.

Evaluation

A survey of 25 people undertaken a month after the last advertisement found that 15 recalled the advertisements without prompting, two recalled them with prompting, eight had no recall of the advertisements and 23 agreed that the message was clear. All reported that they slowed down near other road users. By the end of 2004, seven South Island and two North Island councils had taken up or planned to adapt the bubble concept for use locally.

Reference

Chris Neason, *Bubbles protecting vulnerable road users*. New Zealand Road Safety Programme 2002/2003. Waimakariri District Council, 2003.

Contact details

Chris Neason, Road Safety Coordinator, Waimakariri District Council, Private Bag 1005, Rangiora
Margaret Parfitt, Transport and Road Safety Coordinator, Nelson City Council, P O Box 645, Nelson



Waimakariri Safety posters courtesy of Chris Neason, Road Safety Coordinator.
Nelson City Council poster courtesy of Margaret Parfitt, Nelson City Council.

15. Share the road | Tauranga City and Western Bay of Plenty

Intent

To encourage cyclists and motorists to share the road safely.

Audience

Cyclists

Approach

This project, begun in 2001, involved activities and a promotional campaign. The activities included: an Ironkid Triathlon, school visits from high profile community members and cyclists, councillors taking part in a cycle ride, enforcement, signage and advertising. Signs were effectively used on a popular cycle route at Mount Maunganui. Bumper stickers with the message 'Share the road look for cyclists' were distributed along with posters providing tips for motorists and cyclists about sharing the road. A picture of a car door being opened in front of a cyclist was used on the poster. Radio advertising was also used.

Evaluation

In 2002–2003, a further range of activities were introduced, including a cycle ride, school visits, 'Beyond the Couch' educational activities, Ironkid Triathlon, enforcement and Safe Routes to School. The signage, bumper stickers and posters continued to be used.

Reference

Lynette Hines, *Road user behaviour evaluation*. Tauranga City and Western Bay of Plenty, 2002–2003.

Contact details

Lynette Hines, Road Safety Coordinator, Tauranga/Western Bay of Plenty, P O Box 1121, Tauranga



Illustrations provided by Lynette Hines. Copyright Jury Design Studio, P O Box 1197, Tauranga.

16. Stop. Look. Cyclist. | Christchurch

Intent

To remind motorists to check for cyclists before opening car doors.

Audience

Drivers

Approach

Stickers with the message 'Stop. Look. Cyclist.' were distributed to motorists, fleet vehicle drivers and taxi operators to remind them to check for cyclists before opening their doors. A range of sticker sizes were printed – small ones designed to fit inside a car door and large ones for the rear windscreen of vehicles to act as a promotion to other drivers.

Evaluation

The campaign lasted for three years. Stickers on cars can still be seen around Christchurch five years after the campaign. Managers of fleet vehicles and taxi companies were very supportive of the campaign.

Reference

Annual Road Safety Report and Evaluation 1999/2000. Christchurch Coordinating Committee for Traffic Safety. Christchurch City Council, 2000.

Contact details

Susan Cambridge, Christchurch Road Safety Coordinator, P O Box 30064, Christchurch



17. Share the road | Christchurch

Intent

To encourage cyclists and motorists to share the road safely.

Audience

Cyclists and motorists

Approach

This promotion was based on bus-back advertisements, billboards and bus stop advertising. The graphics featured animals on cycles with the byline 'Cyclists are people too'. Other slogans used included, 'Ease your pace and give us space', and 'When you're out there you need to be seen'. The promoters were careful to target their message equally to both drivers and cyclists. The message for cyclists was based around increasing their visibility on the road. In 2005, postcards for school cyclists and billboards conveying the message to drivers to watch out for school cyclists, were introduced. The graphics were supported by radio advertisements.

Evaluation

The programme ran for three years and was planned by cyclist groups and the local council. Police enforcement was coordinated with the promotion.

Reference

Annual Road Safety Report 2003–2004. Christchurch Road Safety Coordinating Committee. Christchurch City Council, 2004.

Contact details

Michael Ferigo, Cycle Advocate, Christchurch City Council, P O Box 237, Christchurch



Handy hints to help you get ahead of the pack and stay on course:

- Check your brakes, chain, tyres, lights and reflectors before you go.
- Wear your helmet, make sure it fits firmly and keep it done up.
- Use a cycle lamp or ride a metre out from parked cars – watch for drivers opening doors without looking.
- Occupy the centre of the traffic lane when you need to position yourself for a turn.
- Look ahead for potholes, drain gratings and pedestrians or drivers who have not seen you.
- Be seen and indicate clearly. Make sure that drivers can see you and understand what you're doing. If traffic's bad, get off and be a pedestrian for a while.
- Plan your trip. Find the best way to go, by checking the Cycle Route Map. This free map is available from cycle shops, Council libraries and service centres.

18. Share the road | Victoria

Intent

Share the road is a community programme to help cyclists and motorists share the road cooperatively.

Audience

Cyclists and motorists

Approach

Leaflets for cyclists and motorists and car door and mirror stickers to remind motorists to check for cyclists approaching before opening car doors, were provided for this campaign. It was initiated by the Victorian Bicycle Advisory Council in 2004 and launched at the Orange Great Melbourne Bike Ride.

Evaluation

Verbal reports indicate that cyclists were very happy with the campaign and felt that the campaign would improve share the road tyre issues.

Contact details

www.bv.com.au



19. Share the road/Queensland

Intent

To teach cyclists and motorists how to share the road safely.

Audience

Cyclists and motorists

Approach

A promotional campaign used a television advertisement with the byline, 'Play fair and share the road' as the centre of its campaign and supported it with radio announcements, stickers and information leaflets. T-shirts with slogans were provided to local cyclists. Information was given to driving instructors on how to train young drivers to share the road with cyclists. The television advertisement provided a three-step approach for motorists to share the road – give cyclists room, check for cyclists and give way to cyclists. Cyclists were given one step – obey the road rules. The theme and tag line was 'It takes two to tango'. The television advertisement's message was designed to be simple and specific.

Evaluation

About 85 percent of people who had seen the television campaign felt that the message had been successfully disseminated. Around 65 percent agreed that since viewing the advertisement, they had made more of an effort to check for cyclists when driving.

Contact details

www.roadsafety.qld.gov.au

20. Cycle lanes campaign/Christchurch

Intent

To educate motorists not to drive in cycle lanes.

Audience

Motorists

Approach

The campaign used bus-back advertising, radio advertisements and leaflets to inform drivers about not driving or parking in cycle lanes. Placards were worn by a team of cyclists who rode around the city streets at the same time as the radio advertisement played.

Contact details

Michael Ferigo, Cycle Advocate, Christchurch City Council, P O Box 237, Christchurch

Susan Cambridge, Christchurch Road Safety Coordinator, P O Box 30064, Christchurch

Our contact details

For general enquiries, or more information about Land Transport New Zealand, please email

info@landtransport.govt.nz

www.landtransport.govt.nz

National Office

Telephone 04 931 8700

Fax 04 931 8701

Level 4, NZ Post House

7-27 Waterloo Quay

P O Box 2840

Wellington

Help desk

General enquiries

0800 699 000

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