

# Community Road Safety Strategy

Priority Action Plan

for the

Community Road  
Safety Strategy

2015 - 2020

## BACKGROUND

In 2013, Ballarat was ranked 21<sup>st</sup> out of 79 municipalities in terms of the number of people killed in road crashes and 21<sup>st</sup> in terms of the number of people seriously injured in road crashes. To address the crash history in the City of Ballarat, the following crash statistics analysis should be considered relative to the proposed actions for the Community Road Safety Strategy.

- The City of Ballarat has higher than average numbers of driver casualties (58%) compared to country Victoria (52%). This is particularly of concern when the largely urban nature, and therefore lower speed zones, of the municipality is considered.
- A comparison of the number of crashes per year over the five years from 2009 to 2013 indicates that the total number of reported crashes has slightly reduced, however the number of fatalities remained similar, and the number of serious injury crashes appears to be slightly increasing.
- Overall there have been more serious injury crashes on local roads in the City of Ballarat than arterial roads in the municipality, therefore future road safety measures implemented by the City of Ballarat are expected to have a significant effect on the accident history in the municipality.
- Road users in the 60+ year old age group recorded the highest proportion of fatalities in Ballarat. However the highest proportion of driver casualties were aged 40 to 49 closely followed by 18 to 21 year olds.
- The City of Ballarat is over represented in regard to crashes involving pedestrians and cyclists, having almost two times the number of pedestrian (10% compared to 5%) and cyclist (7% compared to 4%) casualties compared to the rest of Victoria.
- There is a spike in the number of pedestrians killed or injured in crashes in the City of Ballarat in the 18 to 21 age category. This raises the question as to whether pedestrian distractions such as mobile telephones, iPods etc. are significantly contributing to these crashes or if there are other contributing factors such as alcohol. The other age group that has an unusually large number of pedestrian casualties is the 50 to 59 age category.
- The largest single group of passengers injured in crashes in the City of Ballarat are aged 18 to 21, however, those aged less than 18 make up 35% of the total passenger casualties.
- With regard to cyclists, the highest proportion of casualties in the City of Ballarat is the 50 to 59 age category, closely followed by the 40 to 49 age group and then 30 to 39 year old riders.
- The highest number of motorcyclist or pillion passenger casualties in the City of Ballarat fall in the 40 to 49 age group, followed by the 30 to 39 age group.
- In terms of the type of crashes in the municipality, VicRoads Road Safety Performance Information identifies that the City of Ballarat has almost twice the number of reported 'side impact at intersection' incidents compared to the rest of Country Victoria (32% to 18% of total reported crashes). Similarly the percentage of rear end crashes is much higher than the rest of Country Victoria (19% to 11% of total reported crashes), however the percentage of 'run off road' crashes is quite low (16% compared to 34% in the rest of Country Victoria). These figures may be reflective of the largely urban nature of the municipality. Driver distraction programs may assist with the reduction in rear end crashes. The percentage of pedestrian related crashes is also above the Country Victoria average.

## 1. ROAD SAFETY LEADERSHIP AND COORDINATION

Goal: In partnership with key agencies, provide strong direction, leadership, coordination and service in road safety, for the benefit of all residents of and visitors to the City of Ballarat.

Item	Challenge	Action	Performance Measure
1.1	Civic leadership and governance for improving road safety for all road users within the municipality.	Council to formally adopt the revised Community Road Safety Strategy.	Revised Community Road Safety Strategy adopted.
1.2	Civic leadership and governance for improving road safety for all road users within the municipality.	City of Ballarat to provide funding and resources and allocate responsibility for the implementation of the Community Road Safety Strategy.	Annual budget allocations.
1.3	Civic leadership and governance for improving road safety for all road users within the municipality.	Convene the Road Safety Advisory Committee as the ongoing interagency coordinating body for implementing the road safety plan.	Road Safety Advisory Committee meets at least quarterly.
1.4	Civic leadership and governance for improving road safety for all road users within the municipality.	Participate as an active member of RoadSafe Central Highlands and work with VicRoads and Victoria Police to improve road safety in the City of Ballarat.	Active membership of RSCH. Proportion of RSCH programs that are linked to City of Ballarat Road Safety Plan.
1.5	Civic leadership and governance for improving road safety for all road users within the municipality.	Advocate for state and federal government actions that will improve road safety for residents of and visitors to the City of Ballarat.	Major advocacy targets to be articulated and reported on annually.
1.6	Civic leadership and governance for improving road safety for all road users within the municipality.	Participate in the 'Shine a Light on Road Safety' campaign that is being promoted by Road Trauma Support Services.	Initiatives undertaken.

## 2. SAFE ROAD AND PATH NETWORK

Goal: Incorporate safe system principles into the design of roads and roadsides and develop innovative infrastructure treatments to improve safety.

Item	Challenge	Action	Performance Measure
2.1	Review of high risk sites.	<p>Annually review the VicRoads crash statistics, supplemented by inspections, local knowledge and community input to identify high risk sites.</p> <p>Identify potential Black Spot and Black Length sites and rank the sites for potential funding.</p> <p>Apply for road safety funding for the delivery of treatments at eligible sites.</p> <p>Advocate for VicRoads to address high accident locations (Blackspots and Black Lengths) on the arterial road network in the City of Ballarat.</p>	<p>Review conducted and priorities set.</p> <p>Treatments installed.</p> <p>Letters of support for road safety funding for treatments at Blackspot and Black Lengths sent to VicRoads.</p>
2.2	Safer traffic conditions in activity centres.	Reduce speeds in activity centres.	Initiatives undertaken.
2.3	Safer traffic infrastructure in new developments.	Critically review development plan proposals to ensure appropriate separation for pedestrians and cyclists to move about safely.	Adequate facilities incorporated.
2.4	Antisocial, dangerous and illegal driver behaviour.	<p>Strive to reduce 'hoon' driver behaviour by promotion of the hoon hotline and neighbourhood mail drops.</p> <p>Deliver the annual Local Area Traffic Management program.</p>	<p>Neighbourhood mail drops completed in response to complaints.</p> <p>LATM program delivered.</p>

### 3. ROAD SAFETY IN SCHOOL PRECINCTS

Goal: Support schools in providing traffic safety education that is relative to primary and secondary environments.

Item	Challenge	Action	Performance Measure
3.1	Promote safe traffic conditions around schools.	<p>Promote safe dropping off and picking up of students.</p> <p>Enforce parking regulations near schools.</p> <p>Empower school administrators to initiate and lead their own road safety programs.</p> <p>Encourage alternative measures such as 'Park and Walk' to reduce traffic around schools.</p>	<p>Promotions undertaken.</p> <p>Attendances at schools by local laws officers.</p> <p>Information provided to schools.</p> <p>Promotions undertaken.</p>
3.2	Safe pedestrian and bicycle access to schools.	<p>Strive to improve road safety in school environments and on routes to school, particularly bicycle and pedestrian routes to school.</p> <p>In partnership with RoadSafe Central Highlands continue to implement campaigns on safe access to schools.</p>	<p>List of improvements implemented.</p> <p>Number of schools at which measures taken.</p> <p>Promotions undertaken.</p>

#### 4. PEDESTRIANS (INCLUDING MOTORISED MOBILITY DEVICES)

Goal: Provide pedestrians with improved infrastructure and safer vehicle speeds to reduce risk, while supporting the uptake of sustainable transport modes.

Item	Challenge	Action	Performance Measure
4.1	Safe pedestrian conditions at key activity centres.	Reduce speeds and implement appropriate engineering works at key activity centres to improve conditions for all pedestrians, particularly older people, parents with prams and people of all abilities.	Number of improvements made.
4.2	Maintaining a safe pedestrian path network.	<p>Continue to plan and provide a safe and integrated pedestrian environment (Wayfinding Strategy delivered).</p> <p>Upgrade nominated pedestrian routes to have appropriate DDA installations.</p> <p>Upgrade Bus Stop facilities to incorporate DDA requirements to ensure improved pedestrian access.</p> <p>Continue to conduct regular inspections of footpaths, assisted by other partners as appropriate, and continue to update the program of footpath maintenance works. (Asset Management Plan).</p> <p>Include pedestrian safety as a key consideration of relevant Local Area Traffic Management.</p>	<p>Annual Footpath Program delivered.</p> <p>Annual delivery of the DDA Program.</p> <p>Annual delivery of the DDA Program.</p> <p>Extent of footpath inspections and improvements.</p> <p>Pedestrian safety considered as relevant to LATM.</p>
4.3	Safe departure from entertainment venues.	Continue the operation of the Safe City Taxi Ranks.	Safe City Taxi Rank operation supported.
4.4	Pedestrian Awareness	In partnership with RoadSafe Central Highlands, promote the need for pedestrians to be aware of their personal safety and the dangers of distractions such as iPods and mobile telephone use whilst walking.	Promotions undertaken.

## 5. SAFER CYCLING

Goal: Provide cyclists with improved infrastructure and safer vehicle speeds to reduce their risk and support the uptake of sustainable transport modes.

Item	Challenge	Action	Performance Measure
5.1	Providing safe cycling routes.	<p>Implement the City of Ballarat 2014 – 2019 Bicycle Strategy.</p> <p>Allocate funding for the continued implementation of the Principle Bicycle Network in the City of Ballarat.</p> <p>Continue to plan and provide a safe and integrated on and off-road network of user friendly bicycle paths which are well signed and link key destinations.</p> <p>Identify and prioritise the improvement of safe cycling routes to schools and major employers. Refer to the 2014-2019 Ballarat Bicycle Strategy.</p>	<p>Proportion of recommendations implemented.</p> <p>Status of the Smart Roads Principal Bicycle Network in Ballarat.</p> <p>Bicycle facilities installed.</p> <p>Bicycle facilities installed.</p>
5.2	Bicycle Safety Promotion.	In partnership with RoadSafe Central Highlands, continue to promote bicycle safety and the wearing of bicycle helmets.	Promotions conducted
5.3	Promoting education about safe bicycle riding.	Continue to support the provision of bicycle information and education, for all schools within the City of Ballarat.	Number of training courses delivered (VicRoads dependent).

## 6. SAFER DRIVING AND MOTOR CYCLING

Goal: Promote safer driving and motorcycling.

Item	Challenge	Action	Performance Measure
6.1	Novice drivers.	Continue to assist novice drivers to safely gain supervised experience through Lead On mentoring and programs such as the Drive 120 program, Fit to Drive, and Keys Please.	Programs available.
6.2	Risk taking by young drivers.	In partnership with RoadSafe Central Highlands, run advertising and information campaigns that address risk taking by young drivers and promote safe driving.  Encourage the public to call the 'Hoon Hotline' (Crimestoppers) where appropriate.	Promotional activities undertaken.  Promotional activities undertaken.
6.3	Leadership and role models.	Support RoadSafe Central Highlands and the City of Ballarat Youth Services in the delivery of programs such as Looking After Our Mates and Fit to Drive.	Programs delivered.
6.4	Drink/drug driving.	In partnership with RoadSafe Central Highlands and Victoria Police, promote drink/drug driving messages, supported by coordinated enforcement.	Promotional activities undertaken.
6.5	Promote safer driving by older people.	Promote safer driving by older people. Undertake information sessions with seniors groups, in conjunction with the Walk With Care, Safe Drive Medical, RACV Wiser Driver and Years Ahead safety programs where appropriate.  In partnership with Public Transport Victoria, promote the use of public transport to older people.	Promotional activities implemented each year.  Promotional activities implemented each year.
6.6	Driver distraction	In partnership with RoadSafe Central Highlands, run advertising and information campaigns to promote safe driving with emphasis on driver concentration and risks associated with distractions such as mobile telephone use.	Promotional activities run.
6.7	Reducing vehicle use.	Promote Sustainable Transport.	Sustainable Transport Strategy adopted.



6.8	Motorcycle safety.	Consider the needs of motorcyclists when undertaking road maintenance activities.	Enhanced awareness of road maintenance staff.
6.9	Driver fatigue.	<p>In partnership with RoadSafe Central Highlands, run advertising and information campaigns which address the risk of driver fatigue and promote safe driving. Address the risk of driver fatigue issue.</p> <p>Continue to support the Driver Reviver program.</p>	<p>Programs undertaken.</p> <p>Driver Reviver program/s undertaken.</p>

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