

## • Road Safety Strategy 2009 - 2012

- **District Priority Areas:** The following priority areas were identified by Roadsaf Taranaki partners in each district and have been considered in the Roadsaf Taranaki Strategy for 2009 – 2012.

NEW PLYMOUTH DISTRICT	Stratford District	South Taranaki District
<ol style="list-style-type: none"> <li>1. Intersection Safety – (Cross &amp; T Junctions).</li> <li>2. Railway Crossings - statistics show New Plymouth in the top 5 worst areas in NZ for crashes at railway crossings.</li> <li>3. Repeat driving offenders.</li> <li>4. Moped/Scooter training - due to significant increase in users.</li> <li>5. Restraints (right age for right restraint)</li> </ol>	<ol style="list-style-type: none"> <li>1. School Travel Plans - to address safety issues around three primary schools.</li> <li>2. Roundabout Education.</li> <li>3. Mobility Scooter Training for Users.</li> <li>4. Moped/Scooter Training - due to increase in users.</li> <li>5. Restraints (right age for right restraint).</li> </ol>	<ol style="list-style-type: none"> <li>1. Patea Driver Licensing – breaking inter-generational driving habits.</li> <li>2. Recidivist drink driving.</li> <li>3. Moped/Scooter training due to increase in users.</li> <li>4. Restraints (right age for right restraint).</li> </ol>

KEY		
FONT COLOURS	RED	Contracted Services
	BLUE	Contestable Funding
	GREEN	Advertising/Education
BULLETS	H = HIGH	Estimated level of coordinators input required.
	M = MEDIUM	
	L = LOW	

### Summary of CONTRACTED SERVICES

Roadsaf Taranaki has identified the following contracted services to contribute to the delivery of the road safety programme over the next 3 years. Delivery will be dependent on the development of appropriate programmes or services and the availability of suitable providers.

Target Issue	Priority Area	Proposed Programme / Service	Lead in Actions 2008-2009	Year 1 (2009-2010)	Year 2 (2010-2011)	Year 3 (2011-2012)
repeat offenders (unlicensed and unwarranted drivers)	New Plymouth	Education Programme for repeat offenders	Consult with partners to identify needs and develop programme outline.	Partner Support Confirmed Education Programme Developed Tender Process Completed.	Education Programme for repeat Offenders delivered in New Plymouth District	Education Programme for repeat offenders delivered in New Plymouth District.  Programme evaluated for continued delivery.
Mobility Scooter Safety	Stratford District New Plymouth District South Taranaki District	Roadsaf Taranaki will engage qualified training providers to deliver Mobility Scooter education.	Identify providers and prepare programme briefs, tenders and contracts.	Deliver education in safe use of Mobility Scooters in all districts	Deliver education in safe use of Mobility Scooters in all districts	Deliver education in safe use of Mobility Scooters in all districts
Motorcycle and Scooter Safety	New Plymouth Stratford Hawera	Roadsaf Taranaki will engage qualified training providers to deliver Scooter Safety Education.	Identify providers and prepare programme briefs, tenders and contracts.	Deliver education in safe use of Scooters at New Plymouth Boys High School and in the Stratford Community.	Scooter training programme evaluated for continued delivery	<i>Awaiting contract evaluation</i>
Child Restraints	All Districts	Roadsaf Taranaki will support and fund the provision of restraint education for toddlers and babies in areas of need through contracted services.	Investigate gaps in education services, prepare programme briefs, tenders and contracts.	Deliver child restraint education in target areas,	Deliver child restraint education in target areas.	Deliver child restraint education in target areas.
Unlicensed Drivers	Patea Waitara	Roadsaf Taranaki is committed to supporting the provision of practical driver education for young drivers who are disadvantaged through limited resources or location.	Complete Instructor Training Prepare programme brief, tenders and contracts.	Deliver Practical Driver Education Programme in Patea.	Deliver Practical Driver Education Programme in Patea. Evaluate and consider for future funding.	<i>Awaiting contract evaluation</i>

• What We Want To Do:

<b>Priority 1: INTERSECTIONS</b>						
<b>Strategic Goal: Road users correctly use intersections and roundabouts</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>Reduce the number of injury crashes at intersections</b>	NZ Police  Local User Groups  Local Employers	<ul style="list-style-type: none"> <li>The number of crashes at identified intersections decline.</li> <li>At least 2 community or user groups engaged in support and implementation of intersection campaign.</li> </ul>	<p>Initial year to focus on background research:</p> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Linking with RSAP Group to identify intersections with high crash records.</li> <li>Talk to local communities and user groups about their perception of issues and possible solutions at high crash intersections.</li> </ul>	<p>H Develop education campaign directly targeting drivers identified running failing to stop at Stop Signs.</p> <p>H Target delivery to 2 intersections with Stop Signs in each district.</p> <p>M Assess results from investigations and develop strategy to resolve perceived and real issues. Deliver programme and/or education to address issues.</p>	<p>F/up with enforcement at year 2 target areas.</p> <p>Target further 2 intersections in each district.</p> <p>Evaluate safety improvements in year 1 target areas and continue existing programme or consider other options.</p>	Continue existing programme or develop new programme.
<b>Drivers are more aware of the dangers when entering and exiting driveways</b>	NZ Police  Target Schools	<ul style="list-style-type: none"> <li>Visit at least 10 schools during 08-09 to promote the education around driveway safety.</li> </ul>	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Develop key messages to be delivered through ongoing school events and networks.</li> </ul>	<p>L Targeted education programme to 10 schools in conjunction with Bikewise or Feetfirst.</p> <p>L Ongoing promotion through school newsletters and other activities involving parents and schools.</p>	Targeted education programme to 20 schools – in conjunction with Bikewise or Feetfirst or other road safety education.	Targeted education programme to 20 schools – in conjunction with Bikewise or Feetfirst or other road safety education.
<b>Drivers indicate correctly when using roundabouts</b>	NZ Police  New Plymouth District Council  Stratford District Council	<ul style="list-style-type: none"> <li>A perceived increase in the number of motorists indicating correctly when using roundabouts.</li> <li>After the initial enforcement period and education programme, the number of infringement notices issued for incorrect indication at roundabouts reduce.</li> </ul>	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Coordinate baseline research observing driver behaviour at roundabouts.</li> <li>Work with police to develop roundabout education and enforcement.</li> </ul>	<p>H Identify 3 highest risk roundabouts in New Plymouth.</p> <p>H Work with relevant road safety partners to develop roundabout education programme.</p> <p>H Deliver education programme in New Plymouth.</p>	<p>F/up with enforcement at year 1 target sites and continued education programme if appropriate.</p> <p>Deliver education programme in Stratford..</p>	Evaluate project and decide on repeat cycle.
<b>Reduce the number of Crashes at railway crossings</b>	NZ Police  Toll NZ	<ul style="list-style-type: none"> <li>Number of crashes and near misses at rail crossings.</li> </ul>	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Identify highest risk crossings in region.</li> <li>Meet with Kiwi Rail to discuss their safety campaign and opportunities for joint action or support of their advertising campaigns.</li> </ul>	M Work collaboratively with partners to support education campaign.	Work collaboratively with partners to support education campaign.	Work collaboratively with partners to support education campaign.

<b>Priority 2: SPEED / LOSS OF CONTROL</b>						
<b>Strategic Goal: Road users are driving at a safe speed for the conditions</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>Drivers are aware of their limitations and ability to manage their vehicle in different conditions</b>	Tourism Networks Venture Taranaki STOS Rural Women NZ (RWNZ)	<ul style="list-style-type: none"> <li>The number of speed related crashes in rural areas reduce.</li> <li>The number of loss of control crashes decline.</li> <li>The number of incidents or near misses at schools.</li> </ul>	Roadsafe Taranaki role to promote safe driving practises with focus on high risk groups in rural areas.	<p>H Develop regional map promoting 'drive to conditions' and highlighting unique general and localised hazards on Taranaki roads and;</p> <p>H Distribute map free through visitor networks and petrol stations.</p> <p>H Promote 'Drive to Conditions' and unique Taranaki hazards through visitor publications.</p> <p>L Support Rural Women NZ Safety Campaign around schools.</p>	<p>Work with Councils to review their Vehicle Use Policies and education for staff driving Council vehicles.</p> <p>Continue distribution of regional may and evaluate initiative for possible reprint.</p> <p>Promote 'Drive to Conditions' and unique Taranaki hazards through visitor publications.</p>	<p>Promote 'Best Practice' Council Vehicle Use Policies to companies with large fleets.</p> <p>Possible reprint of regional hazard map.</p>
<b>Motorists do not exceed the stated speed limit through urban areas</b>	ACC NZ Police	<ul style="list-style-type: none"> <li>Reduction in tickets issued for excessive speed.</li> </ul>	Roadsafe Taranaki role to deliver education in partnership with ACC and Police.	<p>M Utilise the ACC speed trailer to educate drivers.</p> <p>L Support police campaigns targeting speeding drivers.</p>	<p>Utilise the ACC speed trailer to educate drivers.</p> <p>Support police campaigns targeting speeding drivers.</p>	<p>Utilise the ACC speed trailer to educate drivers.</p> <p>Support police campaigns targeting speeding drivers.</p>
<b>Vehicle owners regularly maintain their vehicle and tyres</b>	Hawera Rotary and/or other Service Clubs Car Part Suppliers Mechanical Businesses	<ul style="list-style-type: none"> <li>The number of vehicles removed by police from the road due to defects and poor maintenance declines.</li> </ul>	Roadsafe Taranaki will lead and support campaigns promoting regular maintenance and vehicle checkups.	<p>H Work in partnership with service groups and mechanical professionals to develop initiative for free vehicle safety spot checks, minor repairs and education and; Trial 2 Vehicle Safety checks</p> <p>H Develop and print vehicle safety check list for people to use at home. Piggy back promotion on end of daylight saving 'Winter Safety Check' and start of school holidays for "Holiday Driving Safety Check".</p>	<p>Deliver 2 Vehicle Safety Spot Checks.</p> <p>Review Safety Check List for second year campaign</p>	<p>Deliver 2 Vehicle Safety Spot Check Initiatives.</p> <p>Consider reprint of Safety Check List.</p>

<b>Priority 3: ALCOHOL / DRUG IMPAIRED DRIVING</b>						
<b>Strategic Goal: Reduction in the number of drink drivers</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>Reduce community tolerance of drink driving</b>	Secondary Schools  Brain Injury Assn  Drink Driving Education Providers	<ul style="list-style-type: none"> <li>The number of drink drivers reduce.</li> <li>Community is less tolerant of family &amp; friends drinking &amp; driving.</li> <li>The number of individuals completing Fatal Vision education programme.</li> </ul>	<p>Roadsafe Taranaki will educate communities on the wider implication of resourcing drink driver enforcement; and</p> <p>Develop and deliver targeted programmes to schools and high risk groups.</p>	<p>M Invite Patea, St Mary's Diocesan School, Francis Douglas College and Sacred Heart Girls College to host DTAF tour.</p> <p>M Work in partnership with Brain Injury Assn to deliver Fatal Vision education course at 10 public events.</p>	<p>Tamati Paul to deliver his story to secondary schools.</p> <p>Work in partnership with Brain Injury Assn to deliver Fatal Vision education course at public events.</p>	<p>Review providers and continue to support delivery of drink/driving education in schools.</p> <p>Review education at public events and make improvements to delivery.</p>
<b>Reduce the number of recidivist drink drivers</b>	Council Liquor Licencing Officers  Sporting Clubs  Auckland Regional Transport Authority (ARTA)  NZ Police	<ul style="list-style-type: none"> <li>Survey of participating clubs shows increased host responsibility and perceptions of drink driving behaviour.</li> <li>Compulsory breath testing shows decline in recidivist drink driver offenders.</li> </ul>	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Compile data on age and offence numbers of convicted drink drivers to inform future planning and provide baseline measures.</li> </ul>	<p>H Target rugby &amp; golf clubs and rural hotels to promote host responsibility for their members/customers.</p> <p>L Liaise with ARTA for results of pilot recidivist drink driving programme and: L Consider delivery of similar programme.</p>	<p>Continue working with rugby and golf clubs and; monitor outcomes.</p> <p>Work with Police to confirm behaviour changes through enforcement.</p> <p>Identify new target groups for Year 4.</p>	<p>Work with new target groups to continue club host responsibility programme.</p>
<b>People use sober designated drivers to get home when alcohol has been available</b>	SADD  Large Employers  Workplace Social Clubs  NZ Police	<ul style="list-style-type: none"> <li>Number of SADD initiatives held each year</li> <li>Number of SADD members attending national conference</li> </ul> <p>Number of businesses hosting after work drinks engaged in host responsibility activities.</p>	<p>Roadsafe Taranaki will continue to work with schools and support SADD initiatives; and</p> <p>Support drink driving education campaigns delivered by NZTA or other agencies and link advertising with national campaigns whenever appropriate; and</p> <p>Develop and deliver targeted programmes to high risk groups.</p>	<p>L Establish regional forum to enable brainstorming and collaborative approach to promotion &amp; advertising in schools.</p> <p>L <a href="#">Support SADD students to attend conference.</a></p> <p>M Link with businesses that regularly host after work drinks to offer solutions to get staff home safely.</p>	<p>Continue to support regional SADD forum.</p> <p>Support SADD students to attend conference.</p> <p>Link with businesses that regularly host after work drinks to offer solutions to get staff home safely.</p>	<p>Continue to support regional SADD forum.</p> <p>Support SADD students to attend conference.</p> <p>Review effectiveness of business 'Host Responsibility' education programme.</p>

<b>Priority 4: VEHICLES –MOTORCYCLES, MOBILITY SCOOTERS (excluding heavy vehicles)</b>						
<b>Strategic Goal: All road users have the knowledge to use the road network safely and respect the needs of other users.</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>All Motorcycle and Scooter users have access to information on how to use their vehicles safely</b>	Schools  Qualified Instructors  Scooter Clubs / Social Groups  Motorcycle Clubs	•	Roadsafe Taranaki will engage qualified training providers to deliver Scooter Safety Education.	<ul style="list-style-type: none"> <li>L Deliver training in safe use of scooters at New Plymouth Boys High School.</li> <li>L Deliver training in safe use of scooters in the Stratford community.</li> <li>• Deliver education on the safe use of motorcycles through bike clubs and events.</li> </ul>	<p>Deliver training in safe use of scooters at New Plymouth Boys High School.</p> <p>Deliver training in safe use of scooters in the Stratford community.</p> <p>Deliver education on the safe use of motorcycles through bike clubs and events.</p>	<p>Evaluate scooter training and repeat or deliver in new priority areas.</p> <p>Deliver education on the safe use of motorcycles through bike clubs and events.</p>
<b>All mobility scooter users are educated on how to use their scooters safely</b>	Taranaki Electricity Trust (TET)  Mobility Scooter Suppliers  Work & Income NZ  Greypower	<ul style="list-style-type: none"> <li>• Reduced number of mobility scooter riders involved in vehicle crashes.</li> <li>• Reduced number of mobility scooter riders involved in non-vehicle related incidents resulting in injury.</li> </ul>	Roadsafe Taranaki will engage qualified training providers to deliver Mobility Scooter education	<ul style="list-style-type: none"> <li>• Work with suppliers and funders of subsidised Mobility Scooters to provide safety training for new users.</li> </ul>	Work with suppliers and funders of subsidised Mobility Scooters to provide safety training for new users.	Work with suppliers and funders of subsidised Mobility Scooters to provide safety training for new users.
<b>All road users understand the need to share space with more vulnerable users</b>	Car Clubs  Safe & Sustainable Transport Assn (SASTA)		<p>Roadsafe Taranaki will promote the need to share space with other road users through events in conjunction with other road safety programmes.</p> <p>Roadsafe Taranaki will investigate options for developing promotional material or signage.</p>	<ul style="list-style-type: none"> <li>L Liaise with SASTA members to identify existing promotion material.</li> <li>L Investigate development of personalised promotion material for Taranaki region.</li> <li>L Promote the need to share space with other road users through events, speaking engagements and promotions in conjunction with other road safety programmes.</li> </ul>	Promote the need to share space with other road users through events, speaking engagements and promotions in conjunction with other road safety programmes.	Promote the need to share space with other road users through events, speaking engagements and promotions in conjunction with other road safety programmes.

<b>Priority 5: DRIVER EDUCATION &amp; LICENSING</b>						
<b>Strategic Goal: Reduce the number of young road users involved in road crashes</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>All secondary schools are committed to road safety programmes</b>	Secondary Schools NZ Police Ministry of Transport (MOT) Driving Instructors ACC	<ul style="list-style-type: none"> <li>The number of road safety campaigns actively supported by schools increases.</li> <li>Students are permitted to create and attend road safety events.</li> </ul>	Roadsafe Taranaki will continue to work with schools to develop and undertake initiatives targeted to younger road users.  <b>Actions</b> Complete survey of all Taranaki secondary schools, identifying driving habits and issues for young people on the roads and baseline data for future programmes.	<p>M Complete report in conjunction with MOT from the 08/09 school survey to guide planning for the 09/12 school programme.</p> <p>M Liaise with schools to put in place strategies, school rules and education for students around driving within conditions of their license.</p>	At least two road safety initiatives led by students are promoted regionally.	At least two road safety initiatives led by students are promoted regionally.
<b>Deliver road safety messages through events that engage young people</b>	NZ Police Secondary Schools ACC Road Safety Groups/Organisations SADD	<ul style="list-style-type: none"> <li>Number of road safety events held in Taranaki each year specifically aimed at the 15-24 age bracket.</li> </ul>	Roadsafe Taranaki will continue to promote road safety through youth related events including A&P Shows and Stage Challenge and continue to seek new and innovative ways to encourage youth participation.	<p>H Coordinate display and education activity on current issues at 2 A &amp; P shows.</p> <p>L Evaluate STAGE Challenge funding, should it continue, what messages were relayed etc.</p> <p>L Link with Youth Organisations in each district to encourage buy in and promotion from youth leaders.</p> <p><i>See also Alcohol – for Driving Towards A Future Tour.</i></p>	Coordinate display and education activity on current issues at two A & P shows.	Coordinate display and education activity on current issues at 2 A & P shows.
<b>Young people have access to practical driving experience in a safe environment</b>	NZTA Driving Instructors AA ACC	<ul style="list-style-type: none"> <li>Number of young road users participating in practical driving courses.</li> <li>Practical driving course evaluation participants show a minimum of 85% of improved driving skills.</li> <li>Improved access to driver licence training in rural communities.</li> </ul>	Roadsafe Taranaki is committed to supporting the provision of practical driver education for young drivers who are disadvantaged through limited resources or location.  <b>Actions</b> <ul style="list-style-type: none"> <li>Review delivery of Holden Advanced Driving Course for outcomes and value for money.</li> </ul>	<p>H Work with stakeholders to provide two day practical driving course in Stratford.</p> <p>H Provide support and funding for driver license programme in Patea/Waverley district.</p> <p>L Liaise with Waitara High School to set up driver license support programme.</p>	Work with stakeholders to provide a two day practical driving course in Hawera. (Usually linked with Holden Advanced Driving Company). Provide support and funding for driver license programme in Patea / Waverley district and evaluate for continued delivery in year 3.	Delivery of practical driver education in year 3 to be confirmed following evaluations.
<b>Students are able to network and develop road safety initiatives to address their own issues</b>	NZ Police New Plymouth District Council Stratford District Council	<ul style="list-style-type: none"> <li>Students take the lead role in promoting road safety initiatives that are targeted at young people.</li> <li>Students are seen to be actively encouraging safer driving habits among friends and family.</li> </ul>	Roadsafe Taranaki will continue to support students to develop and deliver their own road safety initiatives.	<p>L Support students to develop road safety initiatives through funding students to attend regional road safety meetings for young people.</p> <p>L At least two road safety initiatives led by students are promoted regionally.</p>	Support students to develop road safety initiatives.  Provide funding for students to attend regional road safety meetings for young people.	Support students to develop road safety initiatives.  Provide funding for students to attend regional road safety meetings for young people.
<b>Establish networks with 15-24 age group (who are not at school) &amp; get them to deliver road safety messages to peers</b>	Car Clubs Repco and/or Supercheap Autos AA	<ul style="list-style-type: none"> <li>The number of road crashes involving young road users decreases.</li> <li>There is an increase in contacts to Roadsafe Taranaki initiated by young road users.</li> </ul>	Roadsafe Taranaki will work proactively with young peoples clubs and networks including sports clubs, church groups and alternative education providers to promote and encourage engagement in road safety messages.	<p>M Meet with North Taranaki car clubs and groups (young people) to identify their issues and develop appropriate education programmes.</p> <p>L Establish retail partners to deliver subtle road safety messages through their outlets and products. Target fatigue, drink driving and speed messages.</p>	Promote road safety messages at a min of 10 events throughout Taranaki aimed at younger drivers.  Establish retail partners to deliver subtle road safety messages through their outlets and products. (Target fatigue, drink driving and speed)	Promote road safety messages at a minimum of 10 events throughout Taranaki aimed at younger drivers.  Establish retail partners to deliver subtle road safety messages through their outlets and products. (Target fatigue, drink driving and speed).

<b>Priority 6: CYCLING (INCLUDING BIKEWISE)</b>						
<b>Strategic Goal: Increase the number of people choosing cycling as a means of transport</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>More people choose to cycle to work or school</b>	Sustainable transport organisations  Cycling groups  District Councils	<ul style="list-style-type: none"> <li>A perceived increase in the number of people cycling to work.</li> <li>More students over the age of 10 cycle to school instead of coming in a private vehicle.</li> <li>Mayoral Challenge is run as a successful event in each main town within the Districts.</li> </ul>	Roadsafe Taranaki will promote cycling in the wider community to add value to workplace and school travel plans.	<ul style="list-style-type: none"> <li>M Secure sponsorship for hi visibility equipment for those cycling to work. (possible link with Travel Plans).</li> <li>L <a href="#">Support Mayoral Bike Challenge.</a></li> </ul>	Continue pushing the message for people to cycle to work and leave their cars behind.	Continue pushing the message for people to cycle to work and leave their cars behind.
<b>All primary school children have access to cycle safety education.</b>	NZTA Schools NZ Police TDHB ACC Cycling groups Cycle retailers	<ul style="list-style-type: none"> <li>Bike to Work day is held in at least one of the Districts.</li> <li>Cycle training days are held in schools as part of Bikewise month.</li> <li>A number of Bikewise Events are profiled in the local papers.</li> </ul>	Roadsafe Taranaki will focus on Bikewise Events to promote cycle safety in schools.	<ul style="list-style-type: none"> <li>H Develop partnerships to deliver cycle safety education days at primary schools in South and Central Taranaki.</li> <li>H Target Intermediate Schools and carry out spot checks of cycles, helmets and correct positioning of lights, with incentives for those doing the right thing.</li> </ul>	Develop partnerships to deliver cycle safety education days at primary schools in South and Central Taranaki.	Develop partnerships to deliver cycle safety education days at primary schools in South and Central Taranaki.
<b>Work with Councils to provide safe cycle access within town boundaries</b>	Councils	<ul style="list-style-type: none"> <li>People feel safe cycling on the roads they need to ride on to get to their destination.</li> </ul>	Roadsafe Taranaki will maintain a facilitation and advocacy role to address infrastructural issues for cyclists.	<ul style="list-style-type: none"> <li>L Advocate to Councils for safe cycle lanes on key routes.</li> <li>L Facilitate meetings between cyclists and Council staff to identify and address safety issues.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate to Councils for safe cycle lanes on key routes.</li> <li>Facilitate meetings between cyclists and Council staff to identify and address safety issues.</li> </ul>	Support meetings between Council staff and cyclists if required.
<b>Cyclists are aware of the risks involved in using the road network, including the need to be visible to other road users, and the need for appropriate safety equipment</b>	ACC  Cycling Groups  Cycle retailers  NZ Police	<ul style="list-style-type: none"> <li>There is a perceived increase in the number of cyclists wearing hi-visibility equipment.</li> <li>The number of people correctly wearing their cycle helmet increases.</li> <li>The number of road crashes involving cyclists not being seen by drivers decreases.</li> </ul>	Roadsafe Taranaki will continue to work with cycle groups and other partners to jointly promote cycle safety messages to the wider community.	<ul style="list-style-type: none"> <li>M Work with partners to deliver cycle safety and maintenance training.</li> <li>L Promote safe riding habits among cyclists through events and advertising.</li> <li>L Support police enforcement around non compliant cyclists</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners to deliver cycle safety and maintenance training.</li> <li>Promote safe riding habits among cyclists through events and advertising.</li> <li>Support police enforcement around non compliant cyclists</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners to deliver cycle safety and maintenance training.</li> <li>Promote safe riding habits among cyclists through events and advertising.</li> <li>Support police enforcement around non compliant cyclists.</li> </ul>
<b>Drivers are aware of cyclists and the risk to their safety</b>		<ul style="list-style-type: none"> <li>The number of road crashes involving cyclists decreases.</li> </ul>	Roadsafe Taranaki will work in partnership with New Plymouth District Council Sustainable Transport Coordinator to promote awareness of cyclists needs to other road users.	<ul style="list-style-type: none"> <li>H Develop media campaign to raise drivers awareness of cyclists and walkers on the roads (for release around start of daylight saving).</li> <li>H Prepare training presentations to educate drivers on how to share the road with other road users through: <ul style="list-style-type: none"> <li>Speaking to community groups.</li> <li>Discussion/training in conjunction with Travel Plans.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Continue daylight saving media campaign and evaluate.</li> <li>Continue driver education programme and evaluate.</li> </ul>	<ul style="list-style-type: none"> <li>Continue revised media campaign.</li> <li>Continue revised education programme.</li> </ul>

<b>Priority 7: WALKING (INCLUDING FEET FIRST)</b>						
<b>Strategic Goal: Increase the number of people choosing walking as a means of transport</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>More people choose to walk to work or school</b>	TDHB Roadsense NPDC Parking Wardens ACC Schools Employers	<ul style="list-style-type: none"> <li>Survey of all schools in Roadsense programme show a perceived reduction in the number of vehicles in and around gates before and after school.</li> <li>A perceived increase in the number of pedestrians coming into New Plymouth CBD reported by NPDC Parking Wardens.</li> <li>Increased number of students walking to school.</li> </ul>	Roadsafe Taranaki will link with Roadsense schools and provide support and funding to promote walking to school; and Promote walking as a healthy and safe alternative to employees bringing cars to work.  <b>Actions</b> <ul style="list-style-type: none"> <li>Negotiate with New Plymouth District Council to agree on splitting of Regional Targets for transport modal change.</li> </ul>	<ul style="list-style-type: none"> <li>L Work with NPDC Sustainable Transport staff to achieve regional targets for transport modal change.</li> <li>L Develop promotion/incentive package to encourage workers in urban areas to walk to work.</li> </ul>	<ul style="list-style-type: none"> <li>Continue working with Sustainable Transport staff at NPDC to achieve Regional targets for transport modal change.</li> <li>Deliver Urban Walk to work package in Hawera and Stratford in conjunction with business travel plans.</li> </ul>	<ul style="list-style-type: none"> <li>Continue working with Sustainable Transport staff at NPDC to achieve Regional targets for transport modal change.</li> <li>Evaluate Hawera and Stratford walk to work packages.</li> </ul>
<b>The number of people walking for short trips increases</b>	Sustainable Transport Organisations TDHB Sport Taranaki	<ul style="list-style-type: none"> <li>A perceived increase in the number of people walking around the regions towns during the weekend.</li> <li>Two events organised by community groups or organisations help promote the benefits of walking</li> </ul>	<ul style="list-style-type: none"> <li>Roadsafe Taranaki will work with partners to encourage communities to consider walking as an alternative mode of transport and reduce car use.</li> <li>Roadsafe Taranaki will promote walking in the wider community to add value to workplace and school travel plans.</li> </ul>	<ul style="list-style-type: none"> <li>L Work with Sport Taranaki and TDHB to support Push Play and active modes of transport promotions.</li> <li>L Liaise with NPDC to support and piggy back off promotions targeting a shift away from car use.</li> </ul>	<ul style="list-style-type: none"> <li>Work with Sport Taranaki and TDHB to support their Push Play and active modes of transport promotions.</li> <li>Liaise with NPDC to support and piggy back off promotions targeting a shift away from car use.</li> <li>Develop local promotion to encourage walking for short trips.</li> </ul>	<ul style="list-style-type: none"> <li>Work with Sport Taranaki and TDHB, support their Push Play and active modes of transport promotions.</li> <li>Liaise with NPDC to support and piggy back off promotions targeting a shift away from car use.</li> </ul>
<b>Walking School Buses (WSB) are an acceptable method of transport for young children to get to school</b>	Schools TDHB Roadsense	<ul style="list-style-type: none"> <li>Maintain and support the current walking school buses set up in Taranaki.</li> <li>Increase the number of walking school buses throughout the region.</li> </ul>	Roadsafe Taranaki will continue funding schools wanting to set up walking school buses; and Work with school PTA or BOT and encourage community ownership of walking school buses and safety of students.	<ul style="list-style-type: none"> <li>H Establish 20 Walking Schools Buses in approx 7 schools in NP District.</li> <li>H Establish 5 Walking School Buses in approx 2 schools in Stratford District.</li> <li>H Establish 10 Walking School Buses in approx 3 schools in South Taranaki district.</li> </ul>	<ul style="list-style-type: none"> <li>Provide ongoing support for established Walking School Buses.</li> <li>Establish further 10 Walking School Buses in the region.</li> <li>Evaluate walking school bus programme and set targets for 2011/12)</li> </ul>	New Walking School Bus target based on 2010/11 evaluation.
<b>Feet First activities are accepted in school curriculum</b>	Schools NZTA	<ul style="list-style-type: none"> <li>Schools actively promote Feet First events throughout the school year.</li> <li>Schools advertise Feet First activities through newsletters and school promotions.</li> </ul>	Roadsafe Taranaki will link with schools at the beginning of each school year to promote the support and funding available for events encouraging walking to school.	<ul style="list-style-type: none"> <li>L Support NZTA Feet First promotions.</li> <li>L Support schools to promote positive safety outcomes from walking to school.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to support NZTA Feet First promotions.</li> </ul>	<ul style="list-style-type: none"> <li>Meet with schools which have not taken up Feet First challenge and work with them to resolve issues and barriers.</li> </ul>
<b>Work with Councils to provide safe pedestrian access within town boundaries</b>	Councils	<ul style="list-style-type: none"> <li>The number of safety and access issues relating to popular walkway routes reduces.</li> </ul>	Roadsafe Taranaki will maintain a facilitation and advocacy role to address infrastructure and safety issues for walkers.	<ul style="list-style-type: none"> <li>L Pedestrian safety and access issues are discussed at RSAP quarterly meetings and addressed by relevant Councils and partners.</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian safety and access issues are discussed at RSAP quarterly meetings and addressed by relevant Councils and partners.</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian safety and access issues are discussed at RSAP quarterly meetings and addressed by relevant Councils and partners.</li> </ul>

<b>Priority 8: SCHOOL TRAVEL PLANS</b>						
<b>Strategic Goal: Schools promote the most economical, safe and sustainable mode of transport for their staff and students to travel to and from school</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>Travel Plans are a key part of primary and intermediate school planning</b>	Primary Schools  Intermediate Schools  Councils	<ul style="list-style-type: none"> <li>The percentage of primary schools in the region with completed travel plans.</li> </ul>	<p>Roadsafe Taranaki is committed to supporting the development of Primary School Travel Plans as a tool to reduce environmental impacts and increase the safety and long term health of students and whanau.</p> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Begin work with Stratford Primary School to develop School Travel Plan. (If possible link with other 2 Stratford primary schools to work as cluster</li> <li>Liaise with New Plymouth District Council Sustainable team to share skills and experience in establishment of first plans.</li> </ul>	<p>H Complete Stratford Primary School(s) Travel Plan; and work with other partners to improve engineering barriers and provide education and training.</p> <p>H Begin second school travel plan with a South Taranaki School (possibly Hawera Intermediate).</p> <p>L Work cooperatively with NPDC staff to provide mutual support and share resources for travel plans.</p>	<p>Provide ongoing support for Stratford Primary School(s) travel plan.</p> <p>Work cooperatively with NPDC staff to provide mutual support and share resources for travel plans.</p>	<p>Provide ongoing support for schools with existing travel plans.</p> <p>Use successful Travel Plans as example to engage further South and Central Taranaki schools to develop and implement travel plans.</p> <p>Work cooperatively with NPDC staff to provide mutual support and share resources for travel plans.</p>
<b>Travel Plans are a key part of secondary school planning</b>	Secondary Schools  Councils	<ul style="list-style-type: none"> <li>The percentage of secondary schools in the region with completed Travel Plans</li> </ul>	<p>Roadsafe Taranaki is committed to supporting the development of Secondary School Travel Plans as a tool to reduce environmental impacts and increase the safety and long term health of students and whanau.</p> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Liaise with New Plymouth District Council Sustainable team to share skills and experience in establishment of first plans.</li> </ul>	<p>H Begin working with one South Taranaki High School to develop a school travel plan. (possibly Opunake).</p>	<p>Complete first High School Travel Plan.</p> <p>Use successful Travel Plans as examples to engage a second High School to develop and implement a travel plan.</p>	<p>Provide ongoing support for schools with existing travel plans.</p> <p>Use successful Travel Plans as example to engage further South and Central Taranaki schools to develop and implement travel plans.</p> <p>Work cooperatively with NPDC staff to provide mutual support and share resources for travel plans.</p>

<b>Priority 9: WORKPLACE TRAVEL PLANS</b>						
<b>Strategic Goal: Workplaces promote the most economical, safe and sustainable mode of transport for their staff to travel to and from work</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>More people choose sustainable mode of transport to get to and from work</b>	Sustainable Transport Groups  Cycling Groups  Cycle Retailers  ACC  Employers	<ul style="list-style-type: none"> <li>Employers have more car parks available as staff choose sustainable modes of transport to get to and from work.</li> <li>More vehicles entering commercial and industrial centres with more than one occupant. (.Baseline spot survey in target areas to establish % of vehicles with more than one passenger)</li> </ul>	<p>Roadsafe Taranaki is committed to supporting the development of Secondary School Travel Plans as a tool to reduce environmental impacts and increase the safety and long term health of students and whanau.</p> <p><b>Actions</b> Obtain Management approval from South Taranaki District Council and Stratford District Council for development of travel plans.</p> <p>Liaise with New Plymouth District Council and Taranaki Regional Council to benefit for learnings as their travel plans are developed and implemented.</p> <p>Take a strong advocacy role for the provision of appropriate public transport services.</p>	<p>H Develop Stratford and South Taranaki District Council Travel Plans.</p> <p>H Support NPDC staff if required as they work with NP employers to create Workplace Travel Plans.</p>	<p>Review cost effectiveness of plans – are they viable tools to achieve sustainable transport.</p> <p>Approach South Taranaki &amp; Stratford businesses. Begin planning with 2 major employers.</p> <p>Support NPDC staff if required as they work with NP employers to create Workplace Travel Plans.</p>	<p>Target for Year 4 Travel Plans to be set after evaluation of year 2.</p> <p>Support NPDC staff as they work with NP employers to create Workplace Travel Plans.</p>

<b>Priority 10: FATIGUE</b>						
<b>Strategic Goal: Drivers are aware of the risks of fatigue</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>High risk sectors such as shift workers are informed about the dangers of driving while fatigued.</b>	ACC	<ul style="list-style-type: none"> <li>The Road Safety Coordinator supports ACC delivery of at least two fatigue related workshops.</li> <li>Distributed fatigue literature to at least 10 companies.</li> </ul>	<p>ACC is currently funded to provide Fatigue Education. To avoid duplication Road Safe Taranaki will work cooperatively with ACC to support and add value to their programmes where appropriate.</p> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>In 2009 Road Safe Taranaki will: Advocate for a review of the STDC Council Vehicle Policy related to fatigue; and</li> <li>Investigate what fatigue education resources are available.</li> </ul>	<ul style="list-style-type: none"> <li>Where appropriate support or deliver fatigue messages on behalf of ACC; and</li> <li>Encourage employers to host ACC workshops to education their staff about the risks of fatigue.</li> <li>Link with Stratford and New Plymouth District Councils to review Council Vehicle Policies around fatigue.</li> </ul>	Where appropriate support or deliver fatigue messages on behalf of ACC; and Encourage employers to host ACC workshops to education their staff about the risks of fatigue.	Where appropriate support or deliver fatigue messages on behalf of ACC; and Encourage employers to host ACC workshops to education their staff about the risks of fatigue.
<b>Motorists are more aware of how fatigue affects their driving</b>	ACC	<ul style="list-style-type: none"> <li>Motorists fatigue awareness levels increase as reported by ACC from fatigue stop records.</li> <li>Reported fatigue incidents reduce.</li> </ul>	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>Collaborate with ACC to deliver one fatigue stop in South Taranaki (possibly Kakaramea) and evaluate outcomes..</li> </ul>	M If South Taranaki fatigue stop trial is successful, continue to deliver on an annual basis.	If South Taranaki fatigue stop trial is successful, continue to deliver on an annual basis.	If South Taranaki fatigue stop trial is successful, continue to deliver on an annual basis.

<b>Priority 11: RESTRAINTS</b>						
<b>Strategic Goal: All drivers and passengers in vehicles are correctly restrained</b>						
<b>Objective</b>	<b>Partners</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>Increase the number of correctly restrained toddlers and babies</b>	Plunket Health Providers ACC NZ Police Kidsafe New Plymouth Injury Safe	<ul style="list-style-type: none"> <li>50 people will be educated on correct restraint use and fitting.</li> <li>Roadsafe Taranaki staff pass the appropriate Safe2Go training course.</li> <li>The percentage of correctly fitted restraints increases.</li> </ul>	Roadsafe Taranaki will support and fund the provision of restraint education for toddlers and babies in areas of need through contracted services.	<b>M</b> Source and fund contracted restraint education in identified need areas and target locations: <ol style="list-style-type: none"> <li>Early childcare facilities</li> <li>Whanau days</li> <li>Community events for younger children and families</li> <li>Wherever there may be adult relatives of young children</li> </ol>	Source and fund contracted restraint education in identified need areas and target locations.	Source and fund contracted restraint education in identified need areas and target locations.
<b>Seatbelts are worn by all adults and children too big for child restraints</b>	NZ Police ACC	<ul style="list-style-type: none"> <li>The number of infringements issued for motorists not wearing their seatbelt correctly decreases.</li> </ul>	Roadsafe Taranaki will work in partnership with NZ Police to support education and enforcement programmes.	<b>M</b> Work collaboratively with Police to support Police operations targeting non-compliant motorists; and <b>L</b> Facilitate supporting partnerships with community groups eg: community safety networks.	Work collaboratively with Police to support Police operations targeting non-compliant motorists; and Facilitate supporting partnerships with community groups eg: community safety networks.	Work collaboratively with Police to support Police operations targeting non-compliant motorists; and facilitate supporting partnerships with community groups eg: community safety networks.
<b>Promote wearing seatbelts through use of Seatbelt Simulator</b>		<ul style="list-style-type: none"> <li>Seatbelt Simulator is utilised at a minimum of 8 promotion or safety events.</li> </ul>	Roadsafe Taranaki will continue to promote the use of restraints through use of the seatbelt simulator at events in the region.	<b>M</b> Continue to link with community groups and event organisers to promote seatbelt use through seatbelt simulator demonstrations and education.	Continue to link with community groups and event organisers to promote seatbelt use through seatbelt simulator demonstrations and education.	Continue to link with community groups and event organisers to promote seatbelt use through seatbelt simulator demonstrations and education.

<b>GENERAL COORDINATION / ADMINISTRATION</b>						
<b>Strategic Goal: The Regional Road Safety Contract makes a significant contribution to the safety of road users and the sustainability of the transport network.</b>						
<b>Objective</b>	<b>Responsibility</b>	<b>Measure/Outcome</b>	<b>CURRENT POSITION/POLICY (Including lead in actions)  November 2009</b>	<b>Year 1 (2009-2010)</b>	<b>Year 2 (2010-2011)</b>	<b>Year 3 (2011-2012)</b>
<b>Projects funded through contestable funding contribute to the safety of road users and the sustainability of the transport network.</b>	Contract Manager  Roadsafe Taranaki Staff  Roadsafe Taranaki Management Team	<ul style="list-style-type: none"> <li>Project Evaluations</li> </ul>	<p>Roadsafe Taranaki has established criteria and processed to ensure applications are administered in an efficient and transparent manner and make the best use of funding and resources.</p> <p>Processes will be continually reviewed and evaluated.</p>	<ul style="list-style-type: none"> <li>All funding applications will be considered and administered according to the processes adopted by the Management Team.</li> <li>Application and accountability forms will be reviewed in year 1 to meet reporting requirements for community contributions.</li> </ul>	All funding applications will be considered and administered according to the processes adopted by the Management Team.	All funding applications will be considered and administered according to the processes adopted by the Management Team.
<b>Contracted services are funded, administered and evaluated in an appropriate and transparent manner.</b>	Contract Manager  Roadsafe Taranaki Staff  Roadsafe Taranaki Management Team	<ul style="list-style-type: none"> <li>Contract Evaluations</li> </ul>	<p>A move to 3 yearly contracts provides a greater level of security for Road Safety services and enables Road Safe Taranaki to plan ahead for contracts and begin tender processes prior to the year of delivery.</p> <p><b>ACTIONS</b></p> <ul style="list-style-type: none"> <li>In early 2009 processes and timeframes will be established for tendering, monitoring and contract evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>Trial contract templates and processes for year 1 contracts.</li> </ul>	Evaluated year 1 delivery and implement improvements.	Evaluation year 2 delivery and implement improvements.
<b>The Roadsafe Taranaki Strategic Plan makes an effective contribution to the safety of road users and the sustainability of the transport network in Taranaki.</b>	Contract Manager  Roadsafe Taranaki Staff  Roadsafe Taranaki Management Team  Taranaki Road Safety Action Planning Group  NZTA	<ul style="list-style-type: none"> <li>Feedback from NZTA</li> <li>Project Evaluations</li> </ul>	<p>Roadsafe Taranaki will review the Strategic Plan annually to ensure that funds and resources are use in the most efficient and effective way.</p> <p>Roadsafe Taranaki will work cooperatively with other Road Safety partners to maximise benefits of programmes and avoid duplication.</p>	<ul style="list-style-type: none"> <li>Maintain regular contact with Road Safety partners.</li> <li>Review Strategy and finalise goals for 2010 – 2011 by March 2010.</li> </ul>	<p>Maintain regular contact with Road Safety partners.</p> <p>Review Strategy and finalise goals for 2011 – 2012 by March 2011</p>	<p>Maintain regular contact with Road Safety partners.</p> <p>Review Strategy and finalise goals for 2012 – 2013 by March 2012.</p>
<b>Road Safety Staff are provided with appropriate training and personal development opportunities</b>	Contract Manager  NZTA	<ul style="list-style-type: none"> <li>Training successfully completed</li> <li>Staff performance</li> <li>Staff retention</li> </ul>	As the contractor the South Taranaki District Council is committed to providing employment related training and personal development opportunities to maximise the effectiveness of the Road Safety Team.	<ul style="list-style-type: none"> <li>6 monthly performance reviews of all staff are completed in June and December and training needs are identified, recorded and addressed.</li> </ul>	6 monthly performance reviews of all staff are completed in June and December and training needs are identified, recorded and addressed.	6 monthly performance reviews of all staff are completed in June and December and training needs are identified, recorded and addressed.
<b>Communities support Road Safety initiatives through contributions to resourcing and funding.</b>	Contract Manager  Road Safety Team  Roadsafe Taranaki Management Team  Community Groups and Businesses	<ul style="list-style-type: none"> <li>The number and value of community contributions to Road Safety Initiatives.</li> </ul>	Roadsafe Taranaki is committed to encouraging a community development approach by engagement of communities in identifying and addressing their own road safety issues.	<ul style="list-style-type: none"> <li>Identify potential partners and encourage involvement in Roadsafe Taranaki Projects.</li> <li>Support community groups and businesses to undertake their own road safety projects.</li> </ul>	<p>Identify potential partners and encourage involvement in Roadsafe Taranaki Projects.</p> <p>Support community groups and businesses to undertake their own road safety projects.</p>	<p>Identify potential partners and encourage involvement in Roadsafe Taranaki Projects.</p> <p>Support community groups and businesses to undertake their own road safety projects.</p>