

City of Bunbury RoadWise Committee

Action Plan 2019/2020

Date Endorsed: 9 July 2019

1. Executive Summary

Road safety is a shared responsibility and an issue for all members of our community. The City of Bunbury RoadWise Committee will work collaboratively with stakeholders and the community to prevent road trauma.

The City of Bunbury RoadWise Committee works within the framework of the Safe System Approach which seeks to create forgiveness in the system so when a crash occurs it doesn't have to result in serious harm or death. Creating a safe system hinges upon the understanding and implementation of the following principles:

- Humans are fallible, they make mistakes that can lead to crashes;
- The human body has limited physical ability to tolerate crash forces before harm occurs;
- A shared responsibility exists among those who design, build, manage and use roads and vehicles and provide post-crash care to prevent crashes resulting in serious injury or death;
- All parts of the system must be strengthened to multiply their effects; and if one part fails, road users are still protected.

The City of Bunbury RoadWise Committee is also vision zero focused which is based on the ethical standpoint that no one should be seriously injured or killed while using the road transport system as a driver, passenger, cyclist or pedestrian. The only acceptable figure for the number of seriously injured and killed is zero. Adopting the safe system approach involves a fundamental shift from the common belief that crashes occur because of people's behaviour to a system that accepts that people will make mistakes.

2. Strategic Objective

The objective of WALGA's RoadWise is working together to prevent road trauma.

The objective of the City of Bunbury RoadWise Committee is to reduce serious injury and fatal crashes within the city by implementing effective safe system activities and solutions based objective crash data.

The City of Bunbury RoadWise Committee fits under various areas of the City of Bunbury Strategic Community Plan 2018-2028 including under a safe community.

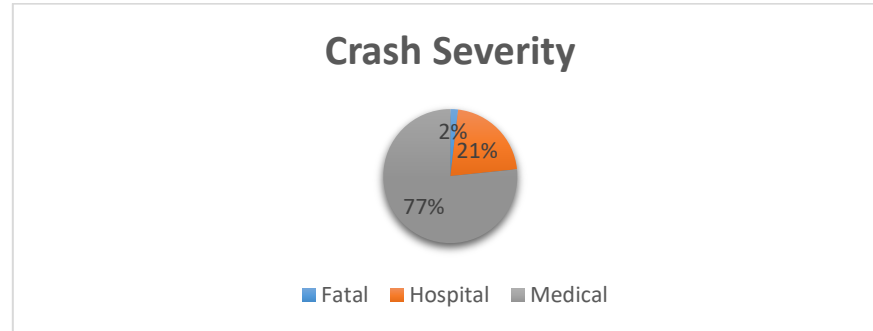
Theme 1: Our community and culture.

Goal: A safe, healthy and cohesive community, with a rich cultural life, and supportive social environment.

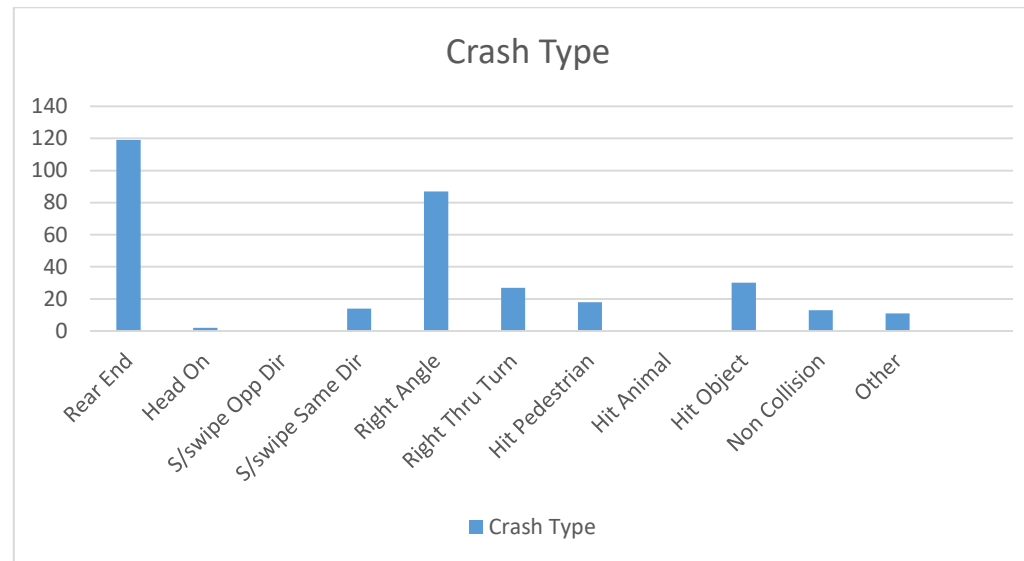
Objective 1.1: A community where people are safe and feel safe.

3. Background Data

In the five year period January 2014 to December 2018 there were 2055 reported crashes on the roads within the City of Bunbury. In the same five year period the number of serious injuries or fatalities was 321.



The crash data showed that the majority of crashes occurred during daylight hours on a straight, level and dry road. The most prevalent crash types was rear end, right angle and hit object. In the five year period there was 18 reported crash types that involved a hit pedestrian.



4. Influencing and Contributing Factors

Crash / Road User Type: Rear End (37% KSI)	
Factor	Influencing / Contributing Factors
Road Environment	<ul style="list-style-type: none"> • Heavy traffic • Unsafe intersections • Poor signs and signals • Poor horizontal and vertical alignment • Poor road surface
Speed Management	<ul style="list-style-type: none"> • Inappropriate speed limit • Shared use of road with vulnerable road users
Vehicle	<ul style="list-style-type: none"> • Mechanical failure (tyres/brakes/tail lights) • Safety rating and features of vehicle (airbags/ABS/autonomous emergency braking) • Tail lights on trailers not working
Behaviours	<ul style="list-style-type: none"> • Distracted driving • Fatigue • Speeding • Inadequate following distance • Road rage • Impaired driving • Inexperience • Medical conditions and/or medications • Sharing the road with heavy vehicles
Post-crash Care	<ul style="list-style-type: none"> • Ambulance response time • Access to RAC Rescue Helicopter

Crash / Road User Type: Right Angle (27% KSI)	
Factor	Influencing / Contributing Factors
Road Environment	<ul style="list-style-type: none"> • Inadequate signage • No or inadequate lighting
Speed Management	<ul style="list-style-type: none"> • Inappropriate speed limit
Vehicle	<ul style="list-style-type: none"> • Safety features – side air bags
Behaviours	<ul style="list-style-type: none"> • Lack of road rules knowledge • Over cautious drivers • Inexperienced drivers
Post-crash Care	<ul style="list-style-type: none"> • Ambulance response time • Access to RAC Rescue Helicopter

Crash / Road User Type: Hit Object (9.3% KSI)	
Factor	Influencing / Contributing Factors
Road Environment	<ul style="list-style-type: none"> • Roadside hazards • Lack of shoulder seals • Animals on road • Sun strike
Speed Management	<ul style="list-style-type: none"> • Speed inappropriate for road condition
	<ul style="list-style-type: none"> • Mechanical failure

Vehicle	<ul style="list-style-type: none"> • Safety rating/features of vehicle (ESC) • Unsecured loads
Behaviours	<ul style="list-style-type: none"> • Unfamiliarity with road • Not driving to conditions • Speeding • Distracted driving • Fatigue • Inexperience
Post-crash Care	<ul style="list-style-type: none"> • Ambulance response time • Access to RAC Rescue Helicopter

Crash / Road User Type: Vulnerable Road Users	
Factor	Influencing / Contributing Factors
Road Environment	<ul style="list-style-type: none"> • Conflict of road user types • Shared road use • Lack of separation, shared paths, cycle lanes
Speed Management	<ul style="list-style-type: none"> • Inappropriate speeds for shared road use environments • Survivable speed limit 30 km/h for vulnerable road users
Vehicle	<ul style="list-style-type: none"> • Safety features – vehicles with vulnerable road user protection • Child car restraints
Behaviours	<ul style="list-style-type: none"> • Not wearing helmets • Lack of visibility • Riding motorcycles outside of class • Lack of adequate motorcycle rider training • Age of accessing moped license • Distraction in school zones (pedestrians/drivers)

	<ul style="list-style-type: none"> • Poor mobility
Post-crash Care	<ul style="list-style-type: none"> • Ambulance response time • Access to RAC Rescue Helicopter

5. Action Plan

Type	Objectives	Actions	When	Evaluation
Rear End Crashes	<ol style="list-style-type: none"> 1. Examine data to prioritise works programs that will have the greatest impact in reducing KSI rear end crashes. 2. Collect and monitor speed data to examine patterns of speed-related rear end crashes. 3. Provide information on vehicle safety ratings and features. 4. Raise awareness and educate the community about safe behaviours with a focus on distraction, fatigue and inexperience. 	<ul style="list-style-type: none"> • Crash data on rear end crashes presented, examined and considered in works programs. • Traffic count/speed data presented and countermeasures or targeted enforcement considered were appropriate. • Promote uptake of safe vehicles to the community via events, CoB fleet policy and with local car dealerships. • Run campaigns on driver distraction and fatigue. • Promote safe road use and safe vehicles to the community at events and in partnership with stakeholders. 	<p>June 2020</p> <p>Ongoing</p> <p>June 2020</p> <p>June 2020</p> <p>Ongoing</p>	<ul style="list-style-type: none"> • Number of new safe system treatments for rear end crashes. • Number of countermeasures or increased enforcement implemented e.g. CSDS • Number of safe vehicle promotions at events and with dealerships. • Survey of target group on knowledge, attitude and behaviours (pre & post) with regards to fatigue. • Number of events and campaigns promotions to the community.
Right Angle Crashes	<ol style="list-style-type: none"> 1. Examine data to prioritise works programs that will have the greatest impact in reducing KSI right angle crashes. 2. Collect and monitor speed 	<ul style="list-style-type: none"> • Crash data on right angle crashes presented, examined and considered in works programs. • Traffic count/speed data 	<p>June 2020</p> <p>Ongoing</p>	<ul style="list-style-type: none"> • Number of new safe system treatments for right angle crashes. • Number of countermeasures or increased enforcement

	<p>data to examine patterns of speed-related right angle crashes.</p> <ol style="list-style-type: none"> 3. Provide information on vehicle safety ratings and on maintaining vehicles in a safe condition. 4. Raise awareness and educate the community about road rules. 	<p>presented and countermeasures or targeted enforcement.</p> <ul style="list-style-type: none"> • Promote uptake of safe vehicles and vehicle maintenance to the community. • Promote reminders about road rules at various community events. 	<p>June 2020</p> <p>Ongoing</p>	<p>implemented.</p> <ul style="list-style-type: none"> • Number of safe vehicle promotions at events and with dealerships. • Number of events promoting road rules.
Hit Object Crashes	<ol style="list-style-type: none"> 1. Examine data to prioritise works programs that will have the greatest impact in reducing KSI hit object crashes. 2. Collect and monitor speed data to examine patterns of speed-related hit object crashes. 3. Provide information on vehicle safety ratings and on maintaining vehicles in a safe condition. 4. Raise awareness and educate the community about safe behaviours with a focus on distraction, fatigue, inexperience and driving to conditions. 	<ul style="list-style-type: none"> • Crash data on hit object crashes presented, examined and considered in works programs. • Traffic count/speed data presented and countermeasures or targeted enforcement. • Promote uptake of safe vehicles and vehicle maintenance to the community. • Promote safe road use and safe vehicles to the community at events and in partnership with stakeholders. 	<p>June 2020</p> <p>Ongoing</p> <p>June 2020</p> <p>Ongoing</p>	<ul style="list-style-type: none"> • Number of new safe system treatments for hit object crashes. • Number of countermeasures or increased enforcement implemented. • Number of safe vehicle promotions at events and with dealerships. • Survey of target group on knowledge, attitude and behaviours (pre & post) with regards to fatigue. • Number of events and campaigns promotions to the community.
Vulnerable Road User	<ol style="list-style-type: none"> 1. Plan roads and roadsides to induce lower speeds and avoid road user group conflicts. 2. Foster a community and 	<ul style="list-style-type: none"> • Collect and monitor data to examine patterns of vulnerable road user crashes. • Implement community level safe speed initiative and 	<p>June 2020</p> <p>June 2020</p>	<ul style="list-style-type: none"> • Number of new safe system treatments for vulnerable road user crashes. • Survey of community to assess change in

	<p>driving culture that supports lower travel speeds.</p> <p>3. Raise awareness of vehicle safety features that protect vulnerable road users.</p> <p>4. Raise awareness and educate the community about safe behaviours with a focus on protecting pedestrians, cyclists and motor cyclists.</p>	<p>activities to generate community support.</p> <ul style="list-style-type: none"> Promote uptake of safe vehicles and vehicle maintenance to the community. Promote safe road use with a focus on a share the road and shared responsibility message. 	<p>Ongoing</p> <p>Ongoing</p>	<p>knowledge, attitude and behaviours re safe speed.</p> <ul style="list-style-type: none"> Number of safe vehicle promotions at events and with dealerships. Number of activities promoting share the road and shared responsibility message.
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Ongoing and Proposed Actions:

<p>Choose Your Ride, Arrive Alive <i>(Consider new Easter campaign)</i></p>	<p>Road safety campaign held prior to Easter involving emergency services to reinforce the message to not drink and drive. Media coverage, bus shelter posters and vinyl roadside banner.</p>
<p>Road Ribbons for Road Safety <i>(Ongoing)</i></p>	<p>Support and promote annual WALGA RoadWise campaign over Christmas and New Year. Media coverage, pull up banners, posters and ribbons at CoB locations e.g. library, administration.</p>
<p>“Please Slow Down, Consider Our Kids” bin stickers <i>(Ongoing)</i></p>	<p>Bin stickers are provided to residents on request or via schools, P&C, service clubs as well as at RoadWise events or displays. New bin stickers (1500) ordered for 2019/2020 so consider new and more effective strategy for distribution.</p>
<p>M8 the call can W8 campaign <i>(Ongoing)</i></p>	<p>Ongoing campaign to promote the dangers of distracted driving with youth but also all road users. Bumper stickers, mobile phone pouches, selfie frame and pledges at events and displays.</p>
<p>Grandfamilies Day <i>(Ongoing)</i></p>	<p>Annual City of Bunbury event providing an opportunity for RoadWise to promote children’s road safety and child car restraints.</p>
<p>Seniors Live Lighter Activity Day</p>	<p>Annual external event providing an opportunity for RoadWise alongside Department of</p>

<i>(Ongoing)</i>	Transport to promote road safety to older adults.
St John Ambulance Crash Simulation & Youth Road Safety Expo <i>(Ongoing)</i>	Annual event providing an opportunity for RoadWise to partner with key stakeholders to promote road safety to youth.
Courtesy Speed Display Signs <i>(Proposed)</i>	Loan WALGA RoadWise CSDS again for another one month trial and/or investigate budget and/or funding possibilities to purchase a set of CSDS for deployment of a community level safe speed promotion.
Don't Trust Your Tired Self campaign <i>(Proposed)</i>	Consider participation in regional fatigue campaign with a pre and post survey on knowledge, skills and attitude to fatigued driving. Provision of branded KeepCups with information on fatigue and driving. Distribute via South West Coffee Stops, Driver Revivers and engage local cafes and Visitor Centres.

5. Key Stakeholders

- City of Bunbury Elected Members
- City of Bunbury Officers - Works & Services
- WALGA RoadWise
- Road Safety and Drug Education Branch – Department of Education
- WA Police
- St John Ambulance
- Department of Fire and Emergency Services
- Department of Transport
- Main Roads WA
- RAC WA
- Investing in Our Youth (South West RYDE program)
- Community Members

6. References

Government of Western Australia, Road Safety Commission, Regional Statistics (March 2019) Available from: <https://www.rsc.wa.gov.au/Statistics/Regional-Statistics/South-West>

Government of Western Australia, Main Roads WA, Crash Analysis Reporting System (CARS) (2014-2018) Available from <https://www.mainroads.wa.gov.au>

WALGA RoadWise Safe System Planning Tool (May 2019) (Draft) <https://www.roadwise.asn.au/>

National Road Safety Strategy 2018-2020 Available from <https://www.roadsafety.gov.au/action-plan/2018-2020/>

Austrroads, Investigation of Key Crash Types: Rear-end Crashes in Urban and Rural Environments (March 2015) Available from <https://austrroads.com.au/publications/road-safety/ap-r480-15>