

Melton City Council

'Road 2 Zero 2009-2018'

Road Safety Action Plan

Phase Three Final Action Plan

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1. Introduction

Melton City Council's Community Road Safety Strategy 'Road 2 Zero 2009-2018', is an integral part of the 'Victoria's Road Safety Strategy – Towards Zero' and therefore the targets of each Strategy are aligned. The Strategy aims to achieve these targets whilst taking into account the various economic, social, geographic and other factors that make the City of Melton unique.

It is the aim of 'Road 2 Zero 2009-2018' to reduce the frequency of road trauma. This will be achieved by the Melton City community continuing to take a leadership role and belief of shared responsibility in contributing to safer roads and safer driving behaviour.

This Action Plan is an integral component of 'Road 2 Zero 2009-2018'. Whilst the Strategy document provides a high level overview of road safety objectives for the City of Melton, the Action Plan provides a rolling plan to deliver the desired outcomes of the Strategy. Council is now about to embark on the third and final phase to be completed by 2018.

1.1 The Way Forward

Melton City Council embraces the successful local and state road safety strategies that have already proven to reduce serious casualties on the roads. These strategies involve a combination of law enforcement, road safety initiatives, partnerships with government and private organisations and public education. Through these strategies and a comprehensive understanding of the current road safety issues that have been obtained through the development of this Strategy, key strategic areas have been identified to progress 'Road 2 Zero 2009-2018' and its vision and targets.

Through a targeted Strategy and Action Plan that is tailored to further enhance positive road safety outcomes, Council is confident that 'Road 2 Zero 2009-2018' will steer us the way forward. Council will use leadership to build and promote partnerships with our community and road safety partners that share the road safety responsibilities in a way that will deliver the key objectives of 'Road 2 Zero 2009-2018.'

In embarking on the way forward, it is essential to provide programs that increase awareness and assist our diverse community to understand the road safety issues in the Melton City.

1.1.1 Leadership and Coordination of Road Safety Planning and Action

Council will provide strong leadership in road safety planning and actions to maximise coordination with key agencies and partners. This Phase three Action Plan will be reviewed and reported annually. 'Road 2 Zero 2009-2018' will be implemented through Council taking a lead role and providing appropriate financial and human resources. Responsibility will be allocated within Council through the Road Safety / Active Transport Officer for the implementation, monitoring and evaluation of the strategy and action plan.

1.1.2 Engaging the Community

An integrated whole of Council community partnership approach is essential in delivering 'Road 2 Zero 2009-2018'.

Council recognises that community engagement is critical in achieving a successful outcome for the Strategy and Action Plan. The community's engagement throughout the delivery of the various actions of the Strategy will therefore be critical to the eventual success of 'Road 2 Zero 2009-2018'.

1.1.3 The Role of Melton City Council

Council will take a leadership role and coordinate the various actions within the Strategy and Action Plan. Council will chair and coordinate an overseeing Steering Committee to deliver and monitor the Strategy and Action Plan. This committee will include Council's Road Safety / Active Transport Officer, a Melton City Council Councillor and representatives from VicRoads, RoadSafe Westgate, Victoria Police, Council's Engineering Group and other relevant road safety partners.

1.1.4 Timeline and Ongoing Review

This Phase three and final Action Plan is aligned with the overall objectives of 'Road 2 Zero 2009-2018'. The Steering Committee will meet quarterly and the Action Plan will be reviewed annually. Progress and updates will be provided at each quarterly steering committee meeting.


2. Road Safety Initiatives

It is essential that Council seeks funding and support for local road safety initiatives to be implemented in the City. Initiatives contained in ‘Victoria’s Road Safety Strategy – Towards Zero’ will be approached through a combination of educational and promotional campaigns, road infrastructure improvements, legislation and enforcement, research and community participation in road safety.

Apart from educational programs aimed to address road safety behaviour, the road environment is an important factor in the incidence and severity of road trauma. The Melton City Council is currently taking part in and undertaking a number of programs aimed at improving the safety of the road network such as the State Government Blackspot Program. It is important that Council’s commitment to these road safety initiatives is sustained to continue reductions in road trauma into the future.

Area Of Action	Actions	Performance Measures	Partners
2.1 Funding Opportunities	Continue to liaise with all government departments to seek funding opportunities.	Number of funding applications submitted and successful grants received.	Government Departments.
	Continue to seek Blackspot funding opportunities.	Number of funding applications submitted and successful grants received.	VicRoads.
	Seek funding from VicRoads Community Road Safety Grants Program and RoadSafe Westgate.	Number of funding applications submitted and successful grants received.	VicRoads, RoadSafe.
	Continue to seek funding and support from TAC Community Road Safety Grants program.	Number of funding applications submitted and successful grants received.	TAC.

Area Of Action	Actions	Performance Measures	Partners
2.2 Events	<p>A combined marquee with Victoria Police will be set up at Council events.</p> <p>Key areas of road safety awareness targeted:</p> <ul style="list-style-type: none"> ➤ Speeding ➤ Hoons ➤ Driver Distraction ➤ Fatigue ➤ Vehicle and Passenger Safety ➤ Alcohol and other Drugs ➤ Pedestrian Safety ➤ Senior Drivers ➤ Bicycle Safety ➤ Motorcycle Safety 	<p>Attend various Council and Safer City Events.</p> <p>Each key area of education delivered.</p>	<p>Victoria Police, Djerriwarrh Employment & Education.</p>
2.3 Community Road Safety Forum	<p>A forum will be delivered to raise road safety awareness and discuss the effects of road trauma, including serious injury and fatal collisions.</p>	<p>Two events will be held annually.</p>	<p>Victoria Police, Road Trauma Support Svcs, RoadSafe, Community</p>
2.4 Motorcycle Road Safety	<p>Provide a Motorcycle Road Safety initiative or event to target Motorcyclists.</p>	<p>An initiative or event will be held bi-annually.</p>	<p>Victoria Police, Honda HART, RoadSafe, Community.</p>
2.5 Child Restraint Safety Day	<p>Provide four free restraint fitting and check events by an approved fitter annually.</p>	<p>Number of vehicles checked.</p>	<p>Always Safe, Victoria Police</p>
2.6 Traffic School	<p>Develop a Business Case for a Traffic School and Road Safety Education Centre.</p>	<p>Business Case developed and presented to Council for consideration.</p>	<p>Lend Lease, Local Business.</p>



Area Of Action	Actions	Performance Measures	Partners
2.7 It's Cool to Walk to School	Continue to promote, support and evaluate active travel and road safety initiatives in schools to assist children in developing essential road safety skills.	Number of schools participating.	VicRoads, Schools.

3. Enforcement

The enforcement of road and traffic legislation by police is an important step to ensure that the community adheres to the developed strategies. The aim through enforcement is a deterrent to improve community confidence in safety levels on the roads that will encourage more involvement of the community to maintain the strategy's success. Police also play a key role in many road safety measures such as speed enforcement and random breath testing. In providing a safe driving environment, the current levels of enforcement must be sustained into the future. Areas identified where enforcement can improve the community's confidence include:

Area Of Action	Actions	Performance Measures	Partners
3.1 Speed Limits	Identify 'Hotspots' for speeding issues by analysing complaints received.	Number of 'Hotspots' identified through complaints.	Victoria Police, VicRoads.
	Attend Melton Traffic and Engineering Bi-Monthly Meetings to discuss local issues.	Number of meetings attended and issues that have been addressed.	
	Work in partnership with Melton Police Service Area to identify sites for the placement of the 'Speed Advisory Trailer' followed by enforcement of speed limits.	The Speed Advisory Trailer is set up at identified locations throughout the year. Enforcement that has occurred.	Victoria Police, TAC.
3.2 Driver Behaviour	Work in partnership with Police to implement 'No Go Zone', a program that addresses speeding and illegal parking around schools.	Number of operations conducted in partnership with Council Local Laws Officers.	Victoria Police, Schools.
3.3 Police involvement in community road safety programs	<ul style="list-style-type: none"> ➢ Fit to Drive ➢ Keys Please ➢ 'Looking After Our Mates (LAOM) ➢ Senior Driver Sessions ➢ Community Road Safety Forum ➢ Motorcycle Road Safety Forum ➢ Media publications ➢ Get Home Safe – Designated Driver 	Number of Road Safety programs police attended. Number of motorists detected during Operation Rural Roads. Number of Media releases in relation to Road Safety (Minimum four per calendar year).	Victoria Police, Schools, RoadSafe, Local Media.

Area Of Action	Actions	Performance Measures	Partners
3.4 Speeding	Identify areas where speeding is a concern and conduct operations targeting speeding.	Number of speeding operations conducted.	Victoria Police.
3.5 Driver Distraction	Produce media articles targeted to educate the community as to the dangers of use of mobile phone and texting. Conduct specific operations targeting enforcement of mobile phone and texting.	Number of media articles produced. Number of operations conducted targeting mobile phone/texting.	Victoria Police, Local Media.
3.6 Hoon Driver Behaviour	Identify hoon drivers and areas of hoon activity through the intelligence gleaned from the "Hoon" Line.	Number of operations conducted targeting hoon drivers. Number of vehicle seizures conducted.	Victoria Police.
3.7 Drink and Drug Driving	Increase enforcement to detect/deter drink and drug driving. Roster booze buses regularly in Melton to detect/deter drink and drug affected drivers.	Number of operations conducted targeting drink and drug driving. Number of booze buses rostered.	Victoria Police.
3.8 Collision Reduction on Caroline Springs Blvd / Gourlay Road, Caroline Springs	Develop a Road Policing Strategy to reduce the number and severity of collisions.	Strategy developed. Number of collisions. Number of operations conducted and results obtained.	Victoria Police.
3.9 State-wide Operations over Holiday Periods such as Christmas / New Year, Easter and Long Weekends	Increase presence and traffic enforcement during police operations such as RAID, AEGIS and CROSSWORDS.	Number of offences detected during these operations. Number of preliminary breath tests conducted during operations.	Victoria Police.

4. Partnerships

The success of the 'Road 2 Zero 2009-2018' will be based on the effectiveness and efficiency of the partnerships with the community-based road safety committees, VicRoads, Police, RACV, Transport Accident Commission (TAC), Schools, community groups, the private sector and the support of local groups. These partnerships will facilitate and enhance activities to raise awareness and education for safer road use by targeting drivers, passengers and motorcyclists.

Area Of Action	Actions	Performance Measures	Partners
4.1 Involvement of key agencies and partners in road safety planning and implementation	Continue to manage the Road2Zero Strategy and Action Plan through the Steering Committee that includes key agencies and partners to provide an active mechanism for coordinating all stakeholders involved in implementing the strategy.	Steering Committee meets quarterly and the action plan is reviewed annually.	VicRoads, Victoria Police, RoadSafe.
4.2 RoadSafe Westgate	Continue to be an active member of the RoadSafe Committee and provide input regarding the road safety issues for the City of Melton.	Attend meetings on a regular basis Provide input for the RoadSafe annual report.	RoadSafe, Victoria Police, Community members, VicRoads.
4.3 VicRoads	Continue to liaise with VicRoads regarding road safety issues through the Melton and Traffic Quarterly meetings.	Attend meetings quarterly.	VicRoads, Victoria Police.
4.4 VicRoads Community Road Safety Program	Seek resources and support. Seek funding.	Invite delegate from VicRoads to attend Road2Zero Steering Committee Meetings. Funding secured.	VicRoads, RoadSafe.

Area Of Action	Actions	Performance Measures	Partners
4.5 TAC – Towards Zero Community Road Safety Program	<p>Seek resources and support.</p> <p>Seek funding.</p>	Funding secured.	Victoria Police, TAC.
4.6 Djerriwarrh Community and Education Services (DCES)	<p>Provide ongoing support for:</p> <ul style="list-style-type: none"> ➤ L2P – Learner Driver Program ➤ Other road safety initiatives. 	<p>L2P Steering Committee meetings attended quarterly.</p> <p>Road2Zero Steering Committee meetings attended by L2P Project Officer.</p> <p>Other road safety initiatives that have been supported.</p>	Victoria Police, VicRoads, DCES, VCRSPP.
4.7 Schools	Encourage all Primary and Secondary schools to implement road safety programs.	Number of schools participating in road safety programs.	Schools.
4.8 Community Groups	Liaise with community groups and networks to provide links and deliver road safety messages, resources and gather feedback.	Number of community groups and network meetings attended.	Community, Migrant Resource Ctr, Seniors Groups.
	Engage the community to identify the gaps and address road safety issues.	Surveys conducted to target specific groups.	Community.
4.9 Migrant Resource Centre (MRC)	<p>Provide ongoing support for:</p> <ul style="list-style-type: none"> ➤ Road Safety Awareness Project for New and Emerging Communities. 	<p>Attend the Steering Committee meetings.</p> <p>Support that has been provided.</p>	MRC, VicRoads, Victoria Police, RoadSafe.

5. Public Education

Public education plays a key role in changing attitudes, increasing awareness and influencing behaviour regarding road safety.

Public education campaigns will be undertaken through 'Road 2 Zero 2009-2018' to target issues such as:

Area Of Action	Actions	Performance Measures	Partners
5.1 Younger Drivers	Promote, support and subsidise Fit to Drive Sessions delivered to Secondary Colleges.	Number of Fit to Drive sessions delivered to secondary colleges.	Victoria Police, DEECD, Schools.
	Promote and support VicRoads' Keys Please sessions delivered to Secondary Colleges.	Number of Keys Please sessions delivered.	Victoria Police, VicRoads, Schools.
	Resource and support the implementation of the L2P learner driver program.	Regular attendance to the L2P Steering Committee Meetings.	VicRoads, DEES, Community.
	Seek further funding.	Funding received from VicRoads.	
	Promote, support and subsidise Looking After Our Mates (LAOM) sessions.	Number of sessions delivered to schools and sporting clubs.	Australian Drug Foundation, RoadSafe, Schools.
	Promote, support and subsidise 'Positive Choices' Simulator road safety program.	Number of sessions delivered to schools.	Safety Sense, Schools.
5.2 Older Drivers	Implement and provide resources for the 'Years Ahead' road safety program for seniors.	Number of sessions held annually.	RACV, Victoria Police, TAC.
	Promote RoadSafe's 'Senior Driver Expo'.	Number of Melton City Council residents attending.	RoadSafe, Victoria Police.

Area Of Action	Actions	Performance Measures	Partners
5.3 Passengers - Seatbelts Including Infant and Child Restraints	Deliver Early Years Presentations on infant and child restraints to new mother's groups and pre-schools.	Number of sessions held annually including one session delivered to the CALD community.	Pre-Schools, Maternal Child Health Centres.
5.4 Speeding	Promote the 'Crime Stoppers'.Hoon Hot Line.	Information and resources available at Council events, on the website and through the media.	Victoria Police.
5.5 CALD community	Provide Learner Driver Lessons and Road Safety education to this community.	Sessions delivered.	VicRoads, RACV, MRC, Victoria Police.
5.6 Communication with the Melton community and promotion of road safety messages.	Liaise with Council's Communication Department to ensure that there is coverage via media including social media and the website.	Number delivered.	RoadSafe, Communications, Local Media.
	Seek partnership with RoadSafe and local media to run a campaign on road safety.	Campaign implemented.	RoadSafe, Communications, Local Media.
	Update website to include relevant road safety messages and links to relevant road safety websites.	Review website annually and update as required.	Communications, Road Safety Agencies.
5.7 Alcohol and Drugs	Continue to support initiatives such as <ul style="list-style-type: none"> ➤ Looking After Our Mates ➤ Get Home Safe – Designated Driver ➤ Breathometer Machines in Licensed Venues 	Sessions delivered. Program support provided.	Victoria Police, RoadSafe, Licensed Venues.

6. Infrastructure

The provision of appropriate infrastructure plays a key role in the provision of safe road and roadside in the Safe Systems framework. Melton City Council has a key role in the provision and maintenance of infrastructure that can improve road safety. This includes engineering design, roads and roadsides, pedestrian paths, bicycle paths, parking facilities, bus stops, bridges and the like.

Area Of Action	Actions	Performance Measures	Partners
6.1 Road and Roadside Management	Conduct a road safety audit on four km of rural road and one km of urban road.	Length of road audited and recommendations included in ten-year capital works program.	Engineering.
	Enable the community to report hazards on existing council assets.	Number of customer requests.	Community.
6.2 Pedestrian Access	Conduct safety audits on high pedestrian activity areas.	Number of safety audits conducted.	Engineering.
6.3 Bicycle Access	Review actions in the Integrated Transport Strategy.	Review conducted.	Engineering, Planning.

7. Planning

As a planning authority, Melton City Council has the ability to influence the following factors associated with development:

Area Of Action	Actions	Performance Measures	Partners
7.1 Contribution to major planning processes	Continue to ensure road safety matters are considered and incorporated into the various planning and strategic processes and documents prepared and reviewed by Melton City Council.	Satisfactory road safety traffic outcomes from strategic planning documents.	Engineering, Planning.
7.2 Sustainable Transport Networks	Continue to actively work with developers to identify opportunities to incorporate bicycle infrastructure into developments given the range of benefits it provides to the community.	Kilometres of bicycle infrastructure installed annually.	Engineering, Planning.
7.3 Research Planning and Development	Undertake Local Area Traffic Management (LATM) studies and Parking Management Plans (PMP) of existing fully developed areas.	Number of LATM studies and PMP's undertaken.	Consultants, Engineering, Planning.

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Document Status

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