

ROAD 2 ZERO

2009 - 2018





ROAD 2 ZERO

Message from the Mayor

I am proud to present the Melton Shire Council Community Road Safety Strategy, 'Road 2 Zero 2009 - 2018'

Road trauma has a devastating and long lasting impact on individuals, families and communities. Melton Shire Council recognises that Road Safety is a major factor in the health and wellbeing of our community and is in an excellent position to build on its previous Community Road Safety Strategy and link it to the Victorian Government's 'arrive alive 2008 - 2017' strategy to achieve positive road safety outcomes for the Melton Shire community.

Road safety is a shared responsibility in which everyone has an important role to play. We all need to work together as a community to reduce the senseless and unnecessary deaths and injuries on our roads. The Shire of Melton has a key role to play in the reduction of road trauma in our Shire as well as assisting in the reduction in casualty crashes in Victoria and Australia overall.

*Cr Renata Cugliari
Mayor of Melton Shire Council
18 May 2009*



The Melton Shire Council's Vision

The Melton Shire Council's Vision is clearly articulated in the Council Plan, 2009-2013:

Our Community, Our Future.

Council's role is to improve and protect the quality of life, the built and natural environments and the local economy for current and future generations.

Aim of 'Road 2 Zero 2009-2018'

At the commencement of this Strategy, the Shire of Melton had the lowest casualty crash rate per head of population compared to adjacent municipalities and lower than the Victorian average. While this road safety record is commendable, the number of road crashes occurring in the Shire is still a significant issue that needs to be addressed. This is particularly relevant when considered in conjunction with the challenges of a significantly growing population and the increasing mobility needs of the community. Road trauma has serious emotional, social and economic implications for individuals and the community as a whole.

A reasonable timeframe is required to achieve such an aim. However, Council is well placed to build on existing partnerships with both government and non-government organisations and the community as a whole. This will greatly assist in working together to progress the strategy and meet the defined targets.

Lastly, 'Road 2 Zero' aims to complement the Victorian Government's 'arrive alive 2008-2017' road safety strategy, thus demonstrating Council's commitment to share the responsibility in reducing serious injuries from road crashes in Victoria.

"It is the aim of the Strategy to reduce the frequency of road trauma. This will be achieved by the Melton Shire community continuing to take a leadership role and a belief of shared responsibility in contributing to safer roads and safer driving behaviour"





Overview of the Shire of Melton

The Shire of Melton is located in Melbourne's outer Western region and offers an urban-rural lifestyle within 35 minutes travelling time of the Melbourne CBD. The Shire is recognised as one of the fastest growing municipalities in Australia.

The Shire is becoming an increasingly diverse community. In 2008, approximately 96,000 people lived in the Shire and the population is expected to increase to approximately 160,000 residents by 2021. Whilst the population is predominantly one of young families there is also an evident increase in the 60 years and over age group.

The Melton Shire Council creates healthy, active and safe communities with equitable access to a range of quality services building a caring and capable community – one that embraces diversity and values participation.

The Shire is also highly recognised for its sustainability principles, which were recognised in 2007, where it was named both the overall Victorian and National winner of the Sustainable Cities Awards.

The relatively rapid population growth will place increasing demands on the transportation network in terms of more vehicles, more pedestrians and other road users. This increase in transportation task should be carefully managed to ensure acceptable road safety and sustainability outcomes into the future.

The Shire currently has 465 kilometres of urban roads and 324 kilometres of rural roads. Melton also has a high rate of car ownership per household, thus demonstrating the importance of a well focussed Road Safety Strategy. According to the Australian Bureau of Statistics, analysis of the car ownership of the households in Melton Shire in 2006 compared to the Melbourne Statistical Division shows that 89.5% of the households owned at least one car, while only 3.9% did not, compared with 82.7% and 9.4% respectively in the Melbourne Statistical Division.

Of those that owned at least one vehicle, there was a smaller proportion who owned just one car; a larger proportion who owned two cars; and a larger proportion again who owned three cars or more.

Acknowledgements

Melton Shire Council acknowledges and appreciates all those community members, stakeholders and road safety partners who have participated and contributed to the development of 'Road 2 Zero', including:

- All community members who participated in the community surveys and community forums
- Councillors of Melton Shire Council
- Melton Shire Council Officers
 - Les Stokes, Manager Engineering Services
 - Philip Jeffrey, Design and Traffic Coordinator
 - Janet Webb, Road Safety/Active Transport Officer
- 2009-2018 Community 'Road 2 Zero' Working Group members which included:
 - Community members
 - Various Council Officers
 - VicRoads
 - RoadSafe North Western Community Road Safety Council
 - Victoria Police
- GHD Pty Ltd



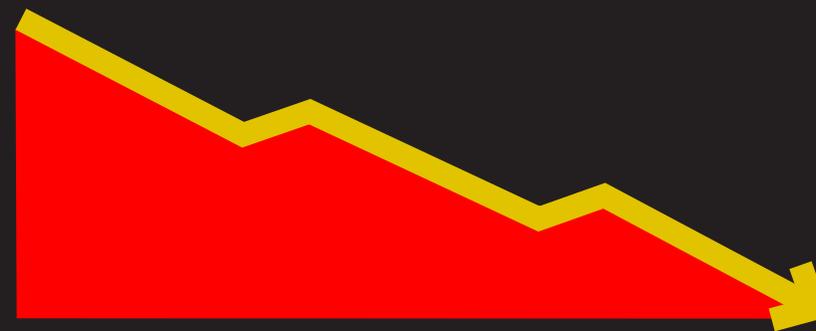
CLIENTS | PEOPLE | PERFORMANCE

OUR TARGETS

It has been recognised that even with the best preventative measures in place, road related crashes will still occur. Unfortunately, it is an inevitable consequence of mobility. Eventually however, it is the goal of Council to design, build and manage a transport system that reduces the probability of a crash occurring and also reduces the severity of a crash when it does occur. Therefore, it is ultimately our goal to eliminate serious injury and death on our transport network, whilst recognising that this may take some time to achieve.

By working together, we can substantially reduce serious injuries from road crashes and spare many families the grief of suffering the loss or serious injury of a loved one on our roads.

Council's Community Road Safety strategy, 'Road 2 Zero' is an integral part of the State Government's 'arrive alive! 2008-2017' strategy, and therefore targets are aligned. Council aims to achieve these targets whilst taking into account the various economic, social, geographic and other factors that make the Shire of Melton unique.



By 2018 'Road 2 Zero' aims to have greater than 30% reduction per capita of serious and fatal crashes compared to 2002-2007 data and to reduce the severity of serious injury crashes.

'Road 2 Zero' establishes a strong framework for the achievement of these targets. The supporting action plans reinforce the initiatives required to successfully reduce injuries and fatalities on our roads.

OVERVIEW

Linkages to the Council Plan

The Council Plan is a vital document that sets out the Council's vision, goals and objectives in line with Section 125 of the Local Government Act (1989).

Melton Shire Council is committed to a healthy and well-connected community, providing good roads and facilities, along with high quality services that meet the needs of our community.

'Road 2 Zero' is directly linked to Council's Plan 2009 – 2013 in the following ways:

Community Health and Wellbeing

Improving health and wellbeing for our diverse community

- Improve physical, social and mental health and wellbeing for a safe, active and healthy community

Managing Growth

Ensuring our fast growth is well planned and managed and Council's physical assets are well maintained

- Proactively consult, plan, build, maintain and upgrade assets
- Advocate for and further integrate and improve the transport network within the municipality
- Provide access to quality infrastructure and services

The aim of 'Road 2 Zero' is aligned with the principles of Council's Plan. The Strategy is also linked and aligned with other relevant Plans such as the Municipal Public Health Plan – 'Health and Wellbeing in the Shire of Melton, 2008' and the Community Safety Plan.

Road Safety Policy and Strategy

There are three major levels of Australian road safety policy that relate to our community. These are shown in the diagram below and outlined in the following sections. Outcomes from the bottom of the triangle feed upwards to assist in achieving the targets and objectives at a higher level. Similarly, objectives at the top of the triangle must feed downwards to objectives at the bottom.



National Road Safety Strategy

The National Road Safety Strategy provides the high-level framework for road safety targets within Australia. The National Road Safety Strategy 2001-2010 was adopted by the Australian Transport Council (ATC) in November 2000. It provides an overall framework which complements the road safety strategies of individual state, territory and local governments.

The main objective of the National Strategy is to reduce the annual number of road fatalities per 100,000 population by 40 per cent, from 9.3 (the 1999 benchmark rate) to no more than 5.6 in 2010. Strong action is required in 2008-2010 at all levels of government to achieve this level of reduction in the road toll, and to provide a basis for continuing progress beyond 2010. This is likely to involve concurrent short and longer term actions in several areas.

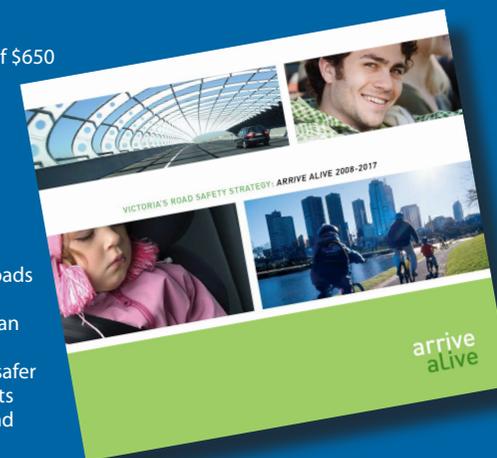
'arrive alive 2008-2017'

'arrive alive 2008-2017' is the Victorian Government's new 10 year road safety strategy. The intention of the strategy is to keep Victoria at the forefront of Australian and international efforts to reduce road trauma and deliver major improvements to the road transport system and to improve safety for all road users.

'arrive alive 2008-2017' includes a large investment of \$650 million into roads and roadsides over the next ten years. Much of this investment is based on the 'Safe System' approach to road safety that has been used very successfully in European countries such as Sweden.

The 'arrive alive 2008-2017' Strategy focuses on the following key principles:

- Designing new roads and improving existing roads to the safest levels practicable
- Increasing the proportion of vehicles on Victorian roads with high standard safety features
- Educating the community in order to produce safer road users by increasing awareness of the effects of speeding, fatigue, influence of substances and distractions while driving
- Increasing public transport use



'Road 2 Zero 2009-2018'

Melton Shire Council's previous four year Community Road Safety Strategy expired in 2007. This document was aligned with the Victoria's previous Road Safety Strategy, 'arrive alive 2002-2007'.

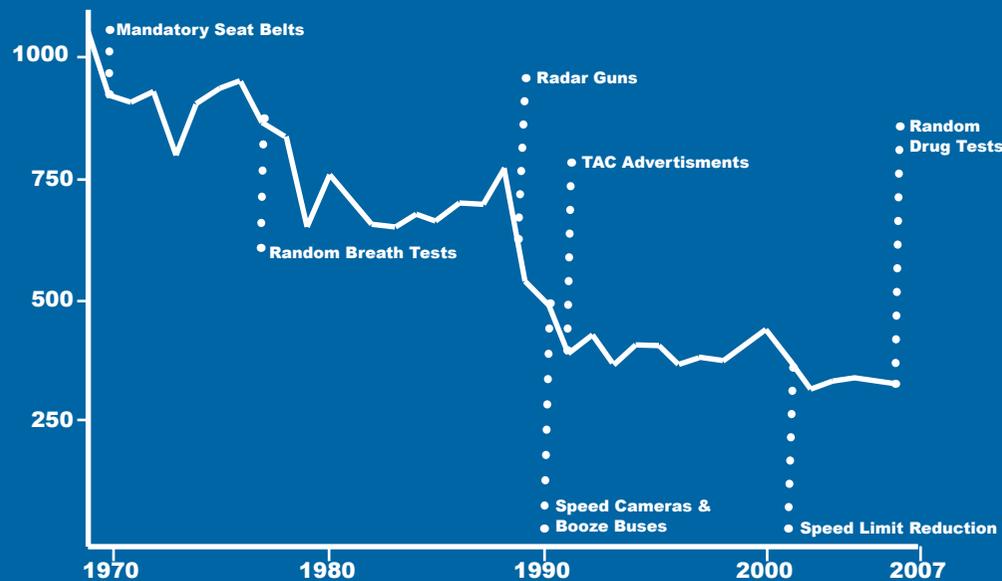
The Shire is in a strong position to build on its previous Strategy and link it to Victoria's 'arrive alive 2008-2017' strategy to achieve greatly improved road safety outcomes for the community.

'Road 2 Zero' is a vital component in the context of Australia and Victoria's overall road safety objectives. Many of the broad objectives of both the National and Victorian Strategies must be delivered at a local government level for them to be successful.

Achievements to Date

General Progress of Road Safety

Modifying driver behaviour through a combination of education, legislation and enforcement has historically been successful in reducing road trauma (as shown below). Road Safety Reforms such as compulsory wearing of seatbelts, random breath testing and speed enforcement have resulted in significant road trauma reductions over the last 40 years. However evidence suggests that these kinds of strategies alone will only result in very modest decreases in road trauma in coming years.



Breaking down the 2007 fatality rates, it is clear that there are vast differences in the road safety performance across the States and Territories as shown in the Table below.

State / Territory	Deaths per 100,000 people
Australian Capital Territory	4.1
Victoria	6.4
New South Wales	6.5
South Australia	7.8
Queensland	8.6
Tasmania	9.5
Western Australia	11.2
Northern Territory	26.1

It can be seen that Victoria was the second best performing State/ Territory, with only the Australian Capital Territory having a better road safety performance per 100,000 people. In the context of Victoria, the Shire of Melton had a fatal crash rate of 1.2 crashes per 100,000 population in 2007, which is significantly less than the Victorian rate.

'arrive alive 2008-2017'

The release of Victoria's 'arrive alive 2002-2007' Strategy (the predecessor to the current 'arrive alive 2008-2017' strategy) marked a new approach to road safety in Victoria. Since implementation it has played a vital role in reducing the state road toll and prevention of some 580 deaths. Prior to the introduction of 'arrive alive 2002-2007' the annual road toll was 444, compared to 332 in 2007, a reduction of 25 per cent.

Melton Shire Council's Community Road Safety Strategy 2004-2007

The previous strategy involved consultation with various groups including Victoria Police, VicRoads, Schools, and Resident groups and identified a number of issues that have progressed in various ways.

An action plan was developed as an output of the Strategy. Some of the key initiatives arising from the Action Plan are summarised below:

- Strategy actions incorporated into Corporate Plan, Land Use Plans, Community Safety Plan, Municipal Public Health Plan and Melton PCCC Action Plan
- Implementation of "Not So Fast" program
- Targeted media campaigns on road safety issues
- Implementation of engineering traffic calming measures in sensitive areas
- Identification of existing and potential Black Spot locations
- Road Safety Audit program
- Establishment of appropriate rest areas along Western and Calder Highways
- Street lighting upgrade program

National Road Safety Strategy 2001-2010

In Australia during 2007, road crashes killed 1,616 motorists, truck drivers, passengers, cyclists and pedestrians. This equated to a rate of 7.7 crashes per 100,000 population. Among these crashes:

- 47 per cent involved single vehicles only
- 14 per cent involved pedestrians
- 16 per cent involved motorcycles
- 10 per cent involved articulated trucks

A more recent focus on young drivers on a national level appears to have reduced the number of Australians aged 17 to 25 killed on our roads. This is a reduction of 11 per cent in 2007.

Despite this progress, the overall figures are evidence that Australia will struggle to achieve a 40 per cent reduction in the road death rate over the decade to 2010, a target agreed upon by all governments in 2000. This means that the target of no more than 5.6 road deaths per 100,000 Australians by 2010 is unlikely to be achieved.



CURRENT CRASH TRENDS



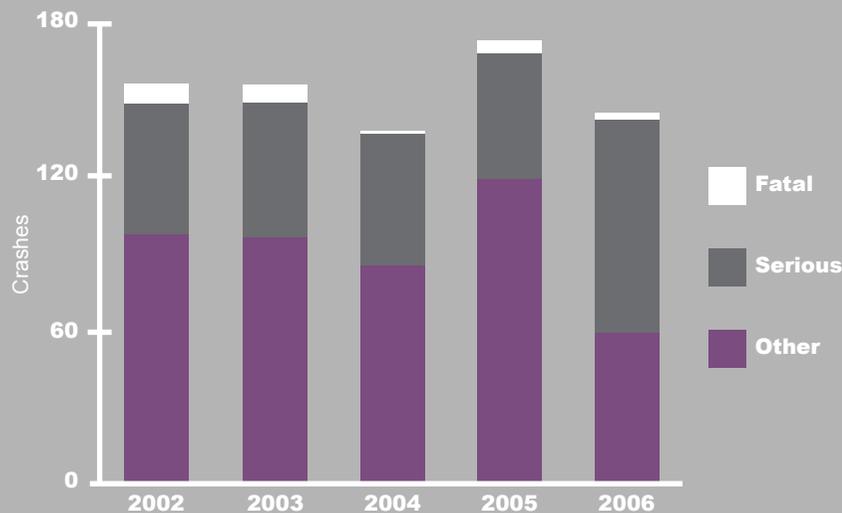
The road safety profile in the Shire of Melton was examined through analysis of available casualty crash data. Crash data can provide valuable information on road safety deficiencies and trends, and is considered a valuable tool for the purpose of investigating road safety performance. It should be noted that available crash data through VicRoads is only a sample of all crashes that occur and does not account for incidents such as 'near misses', or those minor crashes that do not get reported to Victoria Police. The amount of data available and the manner in which it is coded provides a good and consistent methodology of analysing past crash performance for the Shire of Melton.

This section examines five years of crash data (2002-2006) to present the key problem areas for road safety in the Shire of Melton. More comprehensive crash analysis can be found by referring to the Issues Paper, which is available on the Council's website.

Crash Overview

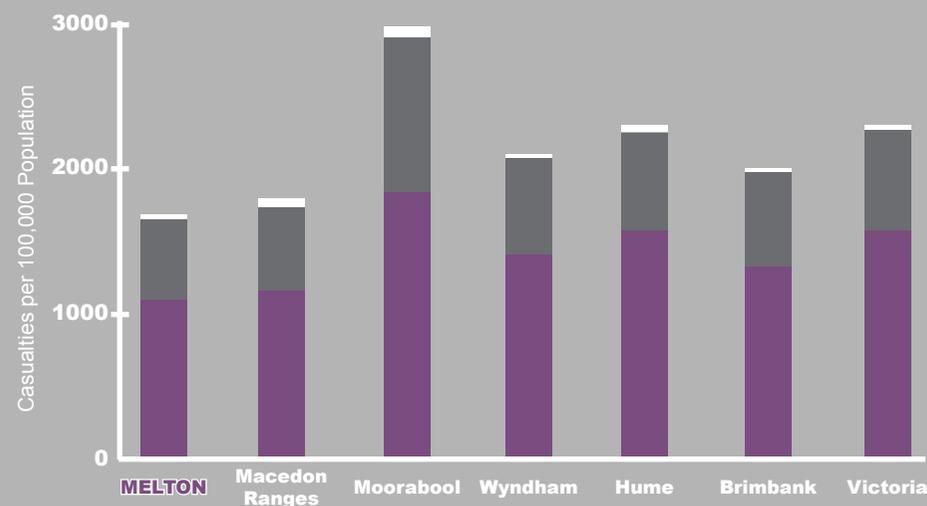
Crash data is categorised into Fatality, Serious Injury, and Other Injury in the VicRoads database. From 2002 to 2006 there were a total of 774 casualty crashes in the Shire of Melton, including 23 fatal, 288 serious and 463 other crashes. The following points define 'Crash' and 'Casualty' in context with this strategy:

- 'Crash' refers to the incident and can involve multiple casualties
- 'Casualty' refers to a personal injury (including minor, serious and fatal) that has occurred resulting from a 'Crash'
- 'Serious' refers to crashes and casualties involving only serious injury and fatality



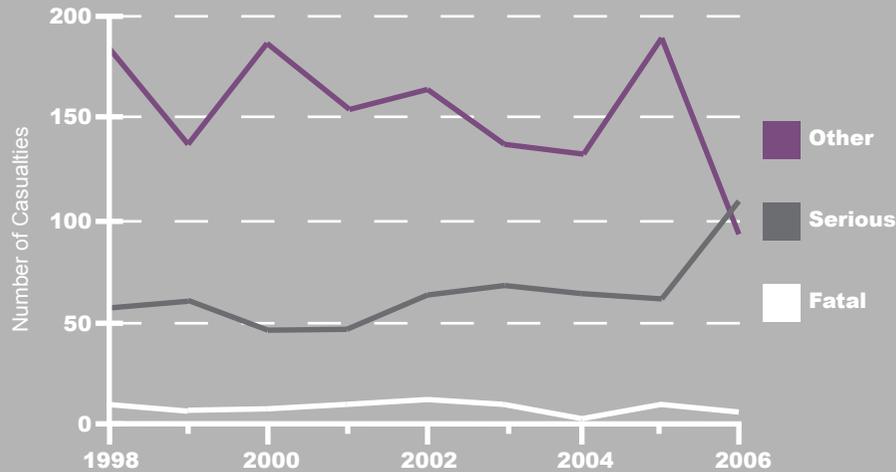
Comparison of Casualty Rates

The Shire of Melton has a commendable road safety record. In terms of overall crashes and casualties per 100,000 population during the period 2002-2006, it had the lowest crash and casualty rate of all neighbouring municipal areas including Macedon Ranges, Moorabool, Wyndham, Hume and Brimbank. The graph below shows the comparative casualty rates per 100,000 population between these areas, as well as Victoria overall.



Casualties in the Shire of Melton

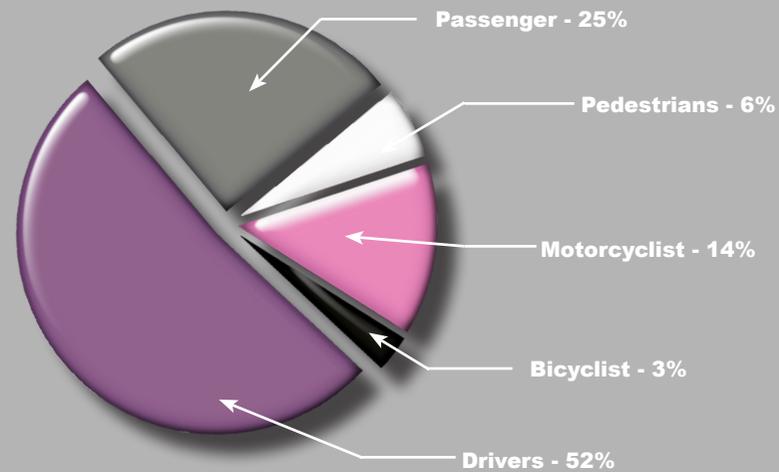
Between January 1998 and December 2006 (1998-2006) there were a total of 2005 casualties resulting from 1390 crashes in the Shire. As the graph below shows, since 2001 there has been a general upward trend in the number of serious injuries, with a sharp increase in 2006.



Road Users Involved

Some of the key findings include:

- There were 94 serious young driver crashes between 2002-2006 with the highest (30%) occurring as a result of 'Off-path on straight' crashes
- There were 32 serious older driver crashes between 2002-2006 with the highest (25%) occurring as a result of 'Cross traffic' crashes
- There were 274 passenger casualties between 2002-2006 with male passengers aged between 18-21 accounting for the highest number of casualties (9%). Female passengers accounted for 57% of the total casualties
- There were 50 pedestrian casualties during this period with males aged between 5-12 accounting for the highest number of casualties (18%)
- There were 32 cyclist casualties during this period with males aged between 13-15 accounting for the highest amount of casualties (25%)
- There were 61 truck casualties during this period with the most predominant type of casualty crash being 'Other'. This was followed by 'Rear end', 'Cross traffic' and 'Off path on straight' crashes

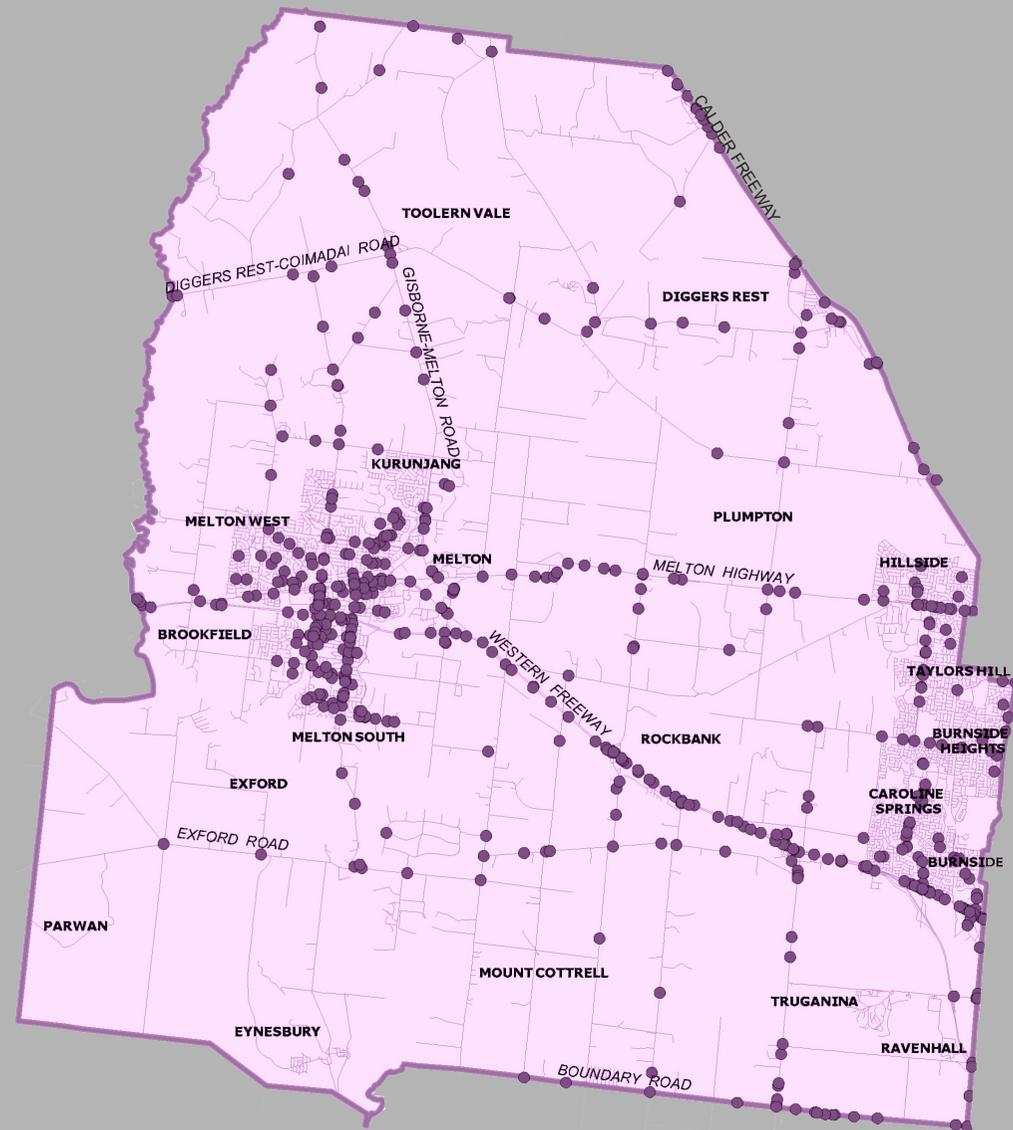


Location of Serious Crashes

A large proportion of crashes occurred on roads that carry the highest volumes of traffic. These roads include State highways and major urban roads.

The key points from the crash location analysis were:

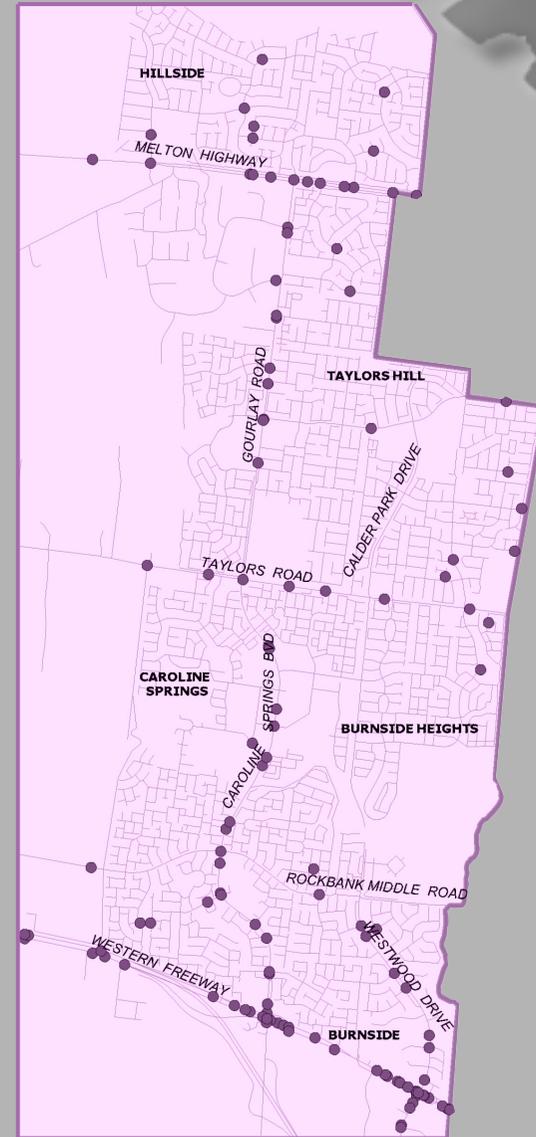
- Cyclist and pedestrian crashes were more frequent in built up urban areas. The Melton Township had a higher occurrence than the urban area in the eastern corridor
- There was a relatively high occurrence of motorcyclist crashes on major roads within the Shire
- The location with the highest crash rate was the Western Freeway. This road also has the highest traffic volume in the Shire
- There was a trend of crashes occurring on the intersections of Caroline Springs Boulevard and Westwood Drive and the Western Highway
- There was a high occurrence of right turn near and against crashes within Melton Township. Coburn Road between High Street and Western Freeway had four locations with greater than three crashes
- High crash rates were recorded at Boundary Road/Robinsons Road Junction with greater than three crashes involving:
 - Cross traffic
 - Right turn near and against
 - Other
- Four locations with greater than three 'Rear end crashes' on the Western Highway between junctions of Caroline Springs Boulevard and Westwood Drive



All Casualty Crashes within the Shire (2002-2006)



All Casualty Crashes Melton Township (2002-2006)



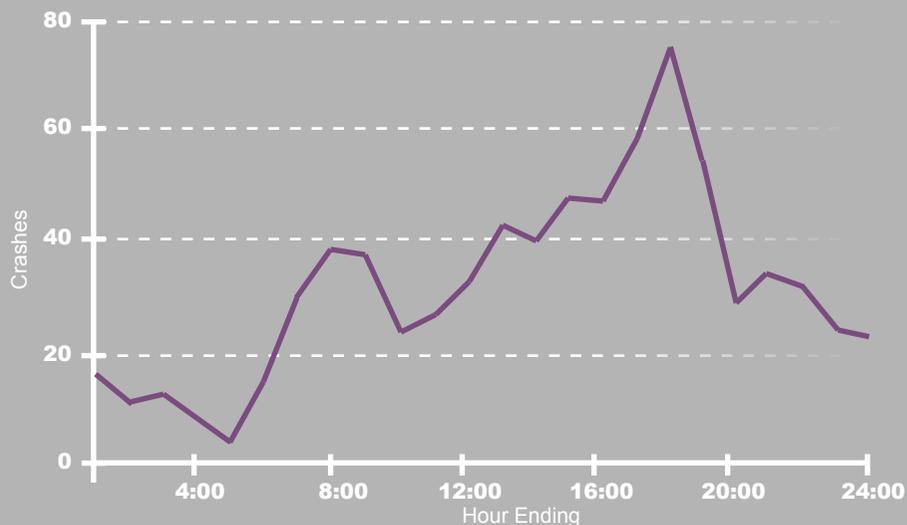
All Casualty Crashes Caroline Springs Area (2002-2006)

Time of Serious Crashes

The graph below shows the crash rate by time of day. Clearly, there were a high proportion of crashes occurring during the afternoon/evening. A less pronounced peak was apparent during the morning peak hour.

In terms of casualty crashes by time of day, almost half of the crashes (41% of total crashes) occurred during the evening peak period from 3:00 - 8:00 PM. A relatively high incidence of casualty crashes also occurs during the morning peak period between 7:00 - 9:00 AM.

Fewest crashes occurred on Tuesdays, gradually increasing over the week, with a peak occurring on Fridays.



Types of Crashes

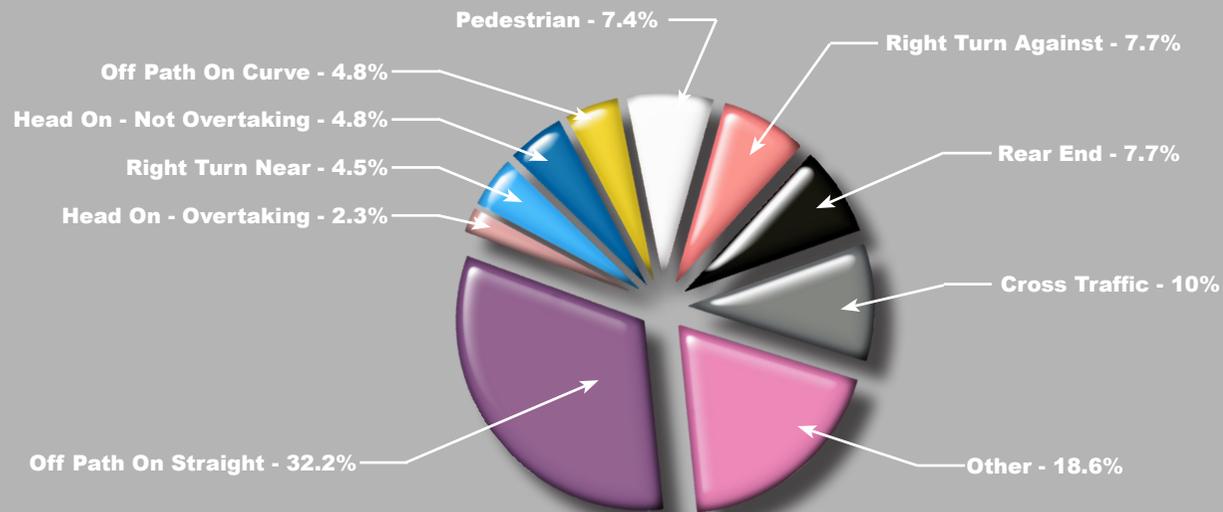
The two types of crashes that result in the most significant number of serious casualties (2002-2006) are 'Off path on straight' and 'Other' crashes as shown in the pie chart below.

'Off Path on Straight' Crashes

The most common crash type resulting in serious injuries for the Shire was 'Off path on straight' crashes. 'Off path on straight' crashes occur when a vehicle veers off a straight road. 'Off path on straight' crashes accounted for 100 or 32% of serious crashes. This was significantly more than the other crash types. The number and proportion of off path on straight crashes have increased since 1996 and showed an upward trend. Thirty-two percent of serious casualties from 'Off path on straight' crashes involved young people aged 18-25 years between 2002 and 2006.

'Other' Crashes

'Other' crashes involve crash types aside from the more common crashes. 'Other' crashes are ones such as a side swipe or entering/leaving a car park. During the period 2002 - 2006 there were 74 serious casualties resulting from 58 'Other' crashes, representing 19% of all serious injuries. They often involved people aged 40-49 (18%), but also a significant number of people aged 18-21 (16%).



High Risk Groups

In summary the table below shows the number and proportion of serious injuries for high-risk road user groups over the period 2002-2006.

High Risk Group	No. of Serious Casualties	% of Serious Casualties
18 - 21 year olds	33	16.6
60+ year olds	22	11.1
Motorcyclists	54	13.9
Pedestrians	23	5.9
Cyclists	11	2.8
Passengers	99	25.3

COMMUNITY ENGAGEMENT

Community Forums

Council recognises that community engagement is critical in achieving a successful outcome for the Strategy. The community were therefore involved at every stage of the Strategy's development.

A first round of community forums were held in May 2008 to identify key road safety issues. These forums were held at Melton and Caroline Springs to allow a wide representation of the community. Following on from these forums, Council undertook extensive consultation with the community and investigated the Shire's key road safety issues.

A second round of community forums were held in August 2008 to provide the community with the findings to date and seek further feedback on the identified issues. This provided our community with a final chance to discuss the issues and provide input into the development of the strategy.

Various target groups including Cultural and Linguistic Diverse (CALD) Communities, youth services and aged and disability services among others were addressed to discuss the road safety issues that concerned them.

A working group was formed which included road safety experts from GHD, key road safety stakeholders and representatives from our community to work in partnership with Council. The working group met on a monthly basis and in total 5 meetings were held. The purpose of the Working Group was to guide the development of this Strategy.

The feedback obtained through community engagement was a highly valuable component of the input that has assisted in forming the final Strategy.

Road Safety Survey

A survey was used to obtain the views of the community regarding road safety. It highlighted a number of issues within the community and opportunities to improve road safety. A total of 85 surveys were returned to Council. The survey was made available on-line through Council's website, to all participants of the community forums, interested stakeholders and members of the community.

A summary of the findings of the road safety survey can be found in the Issues Paper.

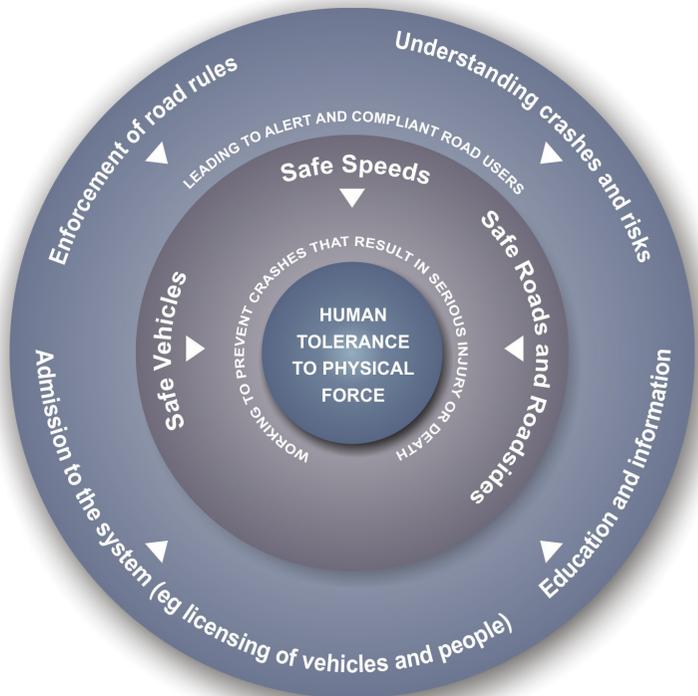


KEY STRATEGIC DIRECTIONS

Safe System Approach

'arrive alive 2008 – 2017' has adopted a 'Safe System' approach to road safety by taking a total view of the combined factors involved in road safety, it aims to protect responsible road users and reduce the number of deaths and serious injuries. The Safe System approach recognises that even with a focus on prevention, road crashes will occur – therefore, the road system must be designed to be more forgiving of human error and attempt to manage crash forces to survivable levels, while reducing the contribution of unsafe road user behaviour to road crashes.

The philosophy of the Safe System approach has been used successfully in other countries such as Sweden and Norway. The Safe Systems approach underpins the central philosophy of 'Road 2 Zero 2009 – 2018'.



Key Strategic Areas

Through crash analysis, site investigations and consultation with the key government and private organisations and the community the key strategic road safety areas are listed. These key strategic areas are highlighted in the table below in terms of the 'arrive alive 2008-2017' strategic directions of safer roads and roadsides; safer vehicles and safer road users.

Safer Roads and Roadsides	Safer Vehicles	Safer Road Users
Road Design	Fleet Safety	Motorcyclists
Road and Roadside Management	Improving Vehicle Safety	Pedestrians
Pedestrian Infrastructure		Drivers
Bicycle Infrastructure		Young Drivers
Transport Infrastructure provision for growth		Older Drivers
Safer Speeds		Fatigue and Driver Distraction
Funding		Passenger Seat Belts including Infant and Child Restraints
		Cyclists
		Speeding
		Public Transport
		Alcohol and Other Drugs

Safer Roads and Roadsides

A key component in a safe road environment is a road network that has the ability to accommodate for human error. When dealing with high travel speeds and large volumes of traffic, the road network and its design becomes increasingly important.

Strategic Areas	Response
Road Design Road and Roadside Management	<p>The design of new roads and improvements to existing roads is a critical element in ensuring that the current and future road network is as safe as possible for all users. The Strategy will address this issue through the following measures:</p> <ul style="list-style-type: none"> • Use of infrastructure treatments at locations with safety problems including safety barriers, rumble lines, shoulder sealing, and removal/relocation of roadside hazards and objects • Ensure the road network is monitored and maintained to the safest levels practicable
Pedestrian Infrastructure	<p>Pedestrian safety is a key issue for the community. The Strategy will address this issue through the following measures:</p> <ul style="list-style-type: none"> • Ensure the design of new roads includes pedestrian infrastructure to an appropriate standard • Provision of suitable infrastructure to improve pedestrian safety on existing roads, such as traffic calming measures and improved crossing facilities • Consider ways in which off-road walking paths and facilities that separate pedestrians from motorised traffic can be increased
Bicycle Infrastructure	<p>Build on the existing 'Principal Bicycle Network' with a key focus on:</p> <ul style="list-style-type: none"> • Improved bicycle accessibility through provision of on-and off-road cycling paths and lanes • Ensure the needs of cyclists are considered in the design of new roads and upgrade of existing roads where appropriate
Transport Infrastructure provision for growth	<p>Continue to ensure that adequate active transport infrastructure is provided to cater for growth to include:</p> <ul style="list-style-type: none"> • Provision of adequate pedestrian and bicycle infrastructure, and that local roads are protected from unnecessary through traffic from increasing traffic volumes between regions • Advocacy for provision of public transport infrastructure and services into new developments and existing urban areas
Safer Speeds	<p>Travel speed affects both the risk of a crash happening and the severity of injuries sustained when a crash does happen. The Strategy will address this issue through the following measure:</p> <ul style="list-style-type: none"> • Ensure speed limits on the road network are set according to the safety standards of roads and roadsides in line with the principles of the Safe Systems approach • Setting appropriate speed limits for sections with high levels of pedestrian activity including school speed zones
Funding	<p>The availability of funds is critical to the success of the Strategy, particularly for actions that will flow from the infrastructure measures. There are a number of funding sources available. The Strategy will address this issue through the following measures:</p> <ul style="list-style-type: none"> • Develop a clear program of works and budget for road safety initiatives • Identify funding opportunities appropriate to the initiatives; • Maximise opportunity for external funding

Safer Vehicles

Vehicles with high standard safety features reduce not only the likelihood of crashes occurring but also the severity of crash outcomes on all those involved, whether they are within or outside the vehicle.

Strategic Areas	Response
Fleet Safety	<p>Council can take a leadership role in improving the average level of safety of vehicles on the roads in the Shire by:</p> <ul style="list-style-type: none">• Purchasing safer fleet vehicles• Educating and encouraging corporations and local business to purchase safer vehicles
Improving Vehicle Safety	<p>Vehicles should be maintained to a high level to ensure safety. The strategy can address this by:</p> <ul style="list-style-type: none">• Public education campaigns to promote vehicle safety awareness• Educating and encouraging community members to purchase safer vehicles

Australasian research indicates that if each motorist upgraded their vehicle to the safest class, road trauma would immediately drop by up to one-third.

Safer Road Users

It has been recognised that the road users play a key role in road crashes through driver error, careless driving, inattentiveness, alcohol and drug use, and a range of other factors.

This table provides an overview of the high level measures identified to address strategic areas in terms of safer road users.

Strategic Areas	Response
Motorcyclists	<p>During the period 2002 to 2006, 87 motorcyclists were injured or killed. There has been an increasing trend in motorcyclist injuries and casualties over this period, with a 4% increase from the previous strategy period of 1998-2002.</p> <p>The strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Continually promoting the use of high level protective wear Promoting rider training programs Educating road users to be aware of motorcyclists
Pedestrians	<p>During the period 2002 to 2006 there were approximately 50 pedestrian casualties.</p> <p>The Strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Public education campaigns to promote safe pedestrian practices Address road safety around schools and other areas with high levels of pedestrian activity
Young Drivers	<p>Young drivers are those aged 18 to 25 years. During the period 2002 to 2006, 94 young drivers were seriously injured or killed, with 'off-path on straight' crashes being most predominant amongst this age group.</p> <p>The strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Play an active role in providing well-researched and evaluated programs aimed at reducing the involvement of the Shire's youth in road trauma Public education campaigns to address drink driving and risk taking behaviour
Older Drivers	<p>Older drivers are those aged 60 years and above. 32 older drivers were injured or killed during the period 2002 to 2006, with 'cross traffic' crashes being most predominant.</p> <p>The strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Encouraging use of alternative forms of transport Public education on road safety awareness especially designed for older road users Encouraging self-regulation of driving ability
Fatigue and Driver Distraction	<p>The strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Increase awareness amongst motorists on dangers of fatigue Providing additional rest stop facilities Promote awareness of the safety issues associated with passenger distraction
Passengers - Seatbelts including Infant and Child Restraints	<p>During the period 2002 to 2006, 274 car passengers were injured or killed with male passengers aged 18-21 accounting for the most casualties.</p> <p>The strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Continually educating passengers to reduce the incidence of distraction caused by passengers Increasing the awareness of the seatbelt restraint use Increasing the awareness of the proper use of child restraints



Safer Road Users

Strategic Areas	Response
Speeding	<p>The strategy aims to address these issues through the following actions:</p> <ul style="list-style-type: none"> Continually educating motorists on risk and impacts associated with speeding Work in partnership with Police to implement road safety measures such as Speed Awareness programs
Cyclists	<p>There were 32 crashes reported that involved cyclists during the period 2002 to 2006. The Strategy aims to address this issue through the following actions:</p> <ul style="list-style-type: none"> In partnership with police undertake community education to increase the rate of bicycle helmet use particularly among adolescents Improve bicycle education and awareness in the community among all road users
Drivers	<p>No matter how safe vehicles are made, the human factor has a significant impact on road safety. The Strategy will address this issue through the following measures:</p> <ul style="list-style-type: none"> To encourage and assist drivers to recognise the risks they face on roads and to take measures to reduce the risks
Public Transport	<p>Public transport is generally recognised as a safer mode of travel compared with the motor vehicle. The increased use of public transport has the potential to deliver road safety benefits. The Strategy will embrace this opportunity through the following measures:</p> <ul style="list-style-type: none"> Promote the use of public transport Promote public transport provision during the planning stages of major new developments
Alcohol and Other Drugs	<p>Drink driving contributes up to 30 percent of driver and rider deaths on Victorian roads each year. This Strategy will aim to:</p> <ul style="list-style-type: none"> Provide public education to increase the awareness of the dangers of drink and/or drug driving



THE WAY FORWARD

Melton Shire Council embraces the successful local and state road safety strategies that are 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' 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' 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'.

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 Shire.

The following sections cover the broad mechanisms for delivering the various Actions and Strategies within the Community Road Safety Strategy.

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 which 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:

- Speed Limits
- Police involvement in community road safety programs
- Driver Behaviour

Road Safety Initiatives

It is essential that Council seeks funding and support for local road safety initiatives to be implemented in the Shire.

Initiatives contained in 'arrive alive 2008-2017' will be approached by a combination of educational and promotional campaigns, road infrastructure improvements, legislations 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 Shire of Melton is currently taking part in and undertaking a number of programs aimed at improving the safety of the road network such as Federal and State Government Grey and Black Spot Programs. It is important that Council's commitment to these road safety initiatives is sustained to continue reductions in road trauma into the future.

Partnerships

The success of 'Road 2 Zero' will be based on the effectiveness and efficiency of the partnerships with community-based road safety committees, VicRoads, Police, RACV, the 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.

RoadSafe North Western is one of twenty-four Community Road Safety Councils that operate within Victoria. Roadsafe groups consist of community partners delivering local road safety programs, in response to their shared concerns about road safety. Roadsafe North Western implements targeted road safety programs in the City of Brimbank, Hume City and the Shire of Melton. The aim is to be an effective partner in Victoria's road safety strategy, by implementing effective road safety countermeasures that reduce the incidence and severity of road crashes.

Partnership with local groups are also important as community members play a lead role by accepting responsibility as safe road users and continuing to contribute to the development of road safety initiatives in the Shire of Melton.

Public Education

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

Public campaigns will target issues such as:

- Younger Drivers
- Older Drivers
- Passengers - Importance of seat belt restraint, including infant and child restraint
- Driver distraction/inattention
- Fatigue
- Pedestrian Safety
- Bicycle Safety
- Alcohol and Other Drugs
- Speeding
- Improving Vehicle Safety
- Motorcycle Safety
- CALD Community
- Communication with the Melton community

Ongoing implementation and promotion of these campaigns are critical in ensuring that the Strategy targets are successfully met.

Infrastructure

The provision of appropriate infrastructure plays a key role in the provision of a safe road and roadside in the Safe Systems framework. Melton Shire Council has a vital 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.

Infrastructure can be used to improve road safety in the following ways:

- Funding – including procurement of external funding from the Federal and State Government
- Road maintenance – keeping transportation infrastructure in good condition to current standards
- Provision of traffic calming schemes in accordance with Local Area Traffic Management Plans and other identified means to promote safer speeds and reduced unnecessary through traffic on local roads
- Provision of new transportation infrastructure – influencing design and standards of new infrastructure associated with development, provision of new transportation infrastructure (Council and VicRoads)

Planning

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

- Provision of infrastructure – layout, design, amount, type, provision for various transport modes
- Provision of public transport integrated into development
- Appropriate location of facilities and developments to promote safe and sustainable transport networks
- Strategic planning of growth areas

RESPONSIBILITY

Shared Responsibility

An integrated whole of Council community partnership approach is essential in delivering the Strategy and Action Plan.

'Road 2 Zero' demonstrates the key initiatives required to guide road safety activities in the Melton Shire. The proposed road safety initiatives are detailed in the supporting Action Plan. It is critical that momentum is maintained throughout the progress of this Strategy and the supporting Action Plan. Ongoing involvement and commitment by a Steering Committee will be required to ensure this. As well as this, ongoing monitoring of the Strategy's progress will be required so that the direction of the Action Plan can be tailored to cater for changing trends in mobility, population, road safety and other factors.

The Action Plan is designed to address the challenges and opportunities regarding road safety in the Shire. It details the requirements and supporting measures for successful implementation of each strategic driver. The Action Plan is intended to last three years and be continually monitored and renewed throughout the Strategy's progress.

It is important that an integrated multi-layered approach be adopted to achieve the targets 'Road 2 Zero' as shown below.

Shared Responsibility	Melton Shire Council	Planning / Infrastructure Management / Community Involvement
	VicRoads	High Level Policy & Strategy / CrashData / Funding / Road Safety Programs
	Victoria Police	Data Provision / Enforcement / Education
	Community	Feedback / Involvement / Responsibility
	RoadSafe North West	Regional Focus / Road Safety Programs

“The Shire of Melton looks forward to working with the community to make a difference to road safety for all road users through this Strategy and Action Plan”

Measuring Performance and Reporting

To monitor the performance of the Road Safety Action Plan, specific road safety initiatives will need to be continually examined to ensure that current trends are stopped or not increased. The evaluation of the success of the road safety initiatives may be through the comparison of the number of incidents recorded as well as the injury severity of previous years. A review of the delivery of specific initiatives within the Action Plan will be undertaken on a regular basis.

Through the performance examination of the Action Plan, emerging issues and trends can be identified. The flexibility of the program will allow for additional key areas to be incorporated into the Action Plan to address these issues.





S H I R E O F



M E L T O N