



NSW Centre for Road Safety



Transport
Roads & Traffic
Authority

RTA Local Government Road Safety Program

2011/12 Project Funding Guidelines for RSOs

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Introduction

Overview

The objectives of the Local Government Road Safety Program (LGRSP) for 2011/12 are to:

- Encourage the adoption of the Safe System approach to plan, develop and implement evidence-based projects to improve road user safety in local communities.
- Raise the profile of road safety within local government areas (LGAs).
- Facilitate the involvement of local businesses, government agencies and community groups/clubs in road safety project development.
- Increase the road safety expertise of road safety officers (RSOs) and other local government personnel.
- Improve the coordination of local government road safety initiatives with state and national road safety initiatives.
- Review and evaluate the effectiveness of community-based road safety projects.

Safe system

The Safe System is a road safety approach which holds that **roads, vehicles and speeds should be designed to reduce the risk of crashes and to protect people when a crash occurs.**

This means that national, state and local governments carry out short and long term strategies as follows:

- Safe roads: improve the safety of roads and road environments.
- Safe vehicles: add safety features to cars.
- Safe people: road users obey road rules and comply with speed limits.
- Enforcement: apply sanctions for road users who behave irresponsibly.

The Safe System approach also recognises that **road safety is a shared responsibility** by those who:

- Plan, construct and maintain the network.
- Use the network ie drivers, riders, pedestrians.
- Manufacture motor vehicles.
- Enforce road user behaviour.

Safe system and local councils

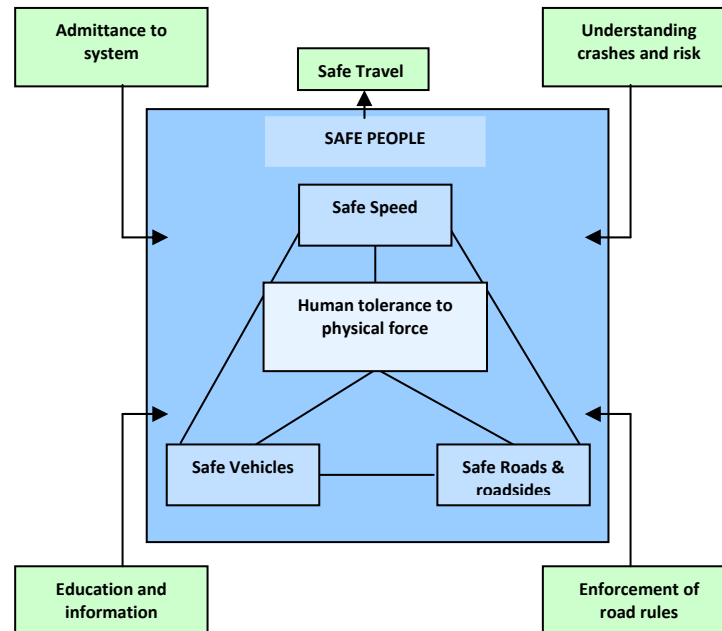
The CRS recommends local road safety projects are planned, developed and implemented using the Safe System approach during 2011/12.

NSW local councils are responsible for the maintenance and construction of more than 80% of roads. Further, more than 50% of serious crashes occur on local roads.

A critical feature to successfully apply the safe system approach to local road safety projects is to involve all internal partners and stakeholders **at the outset** during the earliest stages of project planning, development and implementation. It is critical to involve all internal council stakeholders, so that all activities (whether they relate to engineering, traffic or driver/pedestrian behaviour) being carried out at a particular site can be efficiently coordinated.

Consultation and communication with regional RTA officers, local Police, relevant local agencies (eg Health, Education, Liquor and Gaming), and local community and business groups during and after the project is implemented will improve the road safety outcomes of your project.

Ongoing communication and working together across (and within) transport agencies assists in determining how vehicles, roads and people interact within the road system.



Roles and responsibilities

NSW Centre for Road Safety

NSW Centre for Road Safety (CRS) program managers issue guidelines for projects relating to their program areas.

LGRSP program manager

- Oversees the development, implementation, monitoring, reporting and evaluation of the NSW LGRSP.
- Consults and collaborates with RTA regions and external stakeholders.
- Provides regular updates of CRS issues to RTA regions.
- Reports to senior management and to the Minister on the performance of the LGRSP.

RTA regions

- Administer the LGRSP at regional level.
- Assess, provide feedback and approve RSO project proposals recorded on the LGRSP database.
- Monitor progress against project milestones via RSO reports extracted from the LGRSP database.
- Ensure RSO advertising and media releases are consistent with RTA guidelines and coordinated with state and regional campaigns
- Ensure all funded RSO projects are evaluated, and the report completed on the database.
- Provide half yearly reports to the LGRSP program manager.

Councils

- Adhere to Program Funding Agreement (PFA) obligations.
- Support RSOs in planning, developing and implementing local evidence-based projects to improve road safety in LGAs.
- Ensure a monthly performance report is provided to RTA regional officers.
- Implement an appropriate RSO training plan.

Council road safety officers

- Use crash data to identify serious road safety issues in the LGA.
- Consult widely with stakeholders to deliver relevant to the community.
- Complete an annual action plan to secure funds to deliver community based road safety behavioural and educational projects.
- Submit project proposals for RTA funding through the LGRSP database.
- Provide monthly progress reports for each project to RTA regional officers via the LGRSP database.
- Raise the profile of local road safety issues and encourage their inclusion in relevant council plans.

The safe system project activity table below is recommended for use by RSOs.

Safe system project activity tables

A template of the safe system matrix is provided for use in planning projects.

The activities in the tables on the following pages are general suggestions only, and are not meant to be suitable for all speed and pedestrian projects, nor all local government areas, which differ markedly across NSW. Some items may “fit” in more than one safe system element below.

Meaningful consultation at the earliest opportunity and on-going cooperation with ALL relevant internal council sections, local Police and regional RTA officers is critical to implement a successful project.

Equally, open consultation with local business, community groups and government agencies in the LGA improves the quality of project outcomes.

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
ACTIVITY	A. Understanding Crashes and Risk				
	B. Education and Information supporting road users				
	C. Enforcement of road rules				
	D. Admittance to the System				

Example 1: Speed Project.

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
ACTIVITY	A. Understanding Crashes and Risk	<p>Obtain & analyse available data to identify high risk:</p> <ul style="list-style-type: none"> - road user groups (eg cars, trucks, motorbikes) - age groups - day, time weather conditions. <p>Consider community complaints about speeding vehicles.</p> <p>Obtain & analyse Traffic Infringement Notice data from Police Highway Patrol. Provide local police with data analysis.</p> <p>Map speed related crash sites.</p> <p>Survey local community to determine their perceived risk of involvement in a speed crash and being caught speeding.</p>	<p>Liaise with council Road Design & Traffic Services teams.</p> <p>Liaise with local Police Highway Patrol.</p> <p>Conduct speed counts, and analyse existing counts.</p> <p>Attend local traffic committee (LTC).</p> <p>Ensure you have baseline data, so that you can identify changes (positive or negative).</p>	<p>Analyse crash data to identify: types of roads/surfaces road conditions include weather.</p> <p>Analyse crash site issues.</p> <p>Audit roads with traffic engineers.</p> <p>Investigate traffic calming facilities (existing & future possibilities) for particular sites.</p> <p>Prioritise sites for remedial action (council's capital works program).</p> <p>LTC – identify potential safety solutions.</p> <p>Assess safety impact of current work.</p> <p>Identify potential sites for pullover bays/rest areas.</p>	<p>Investigate council fleet purchase program.</p> <p>Investigate type of vehicles in local fleet or local businesses using crash data & registration info.</p> <p>With support of senior managers, implement a Safe driving policy for council employees (useful for OHS & insurance purposes as well.)</p> <p>Investigate insurance claim data on fleet vehicles or with the LGA.</p> <p>Investigate purchase of fleet vehicles with ISA & speed limiting devices.</p>

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
	B. Education and Information supporting road users	<p>Target message to selected groups at work places, gyms, sports events, on line, seniors/youth centres.</p> <p>Target apprentices at local TAFE colleges.</p> <p>Liaise with RTA to explore possibility of hosting Slow Down Speed Show display.</p> <p>Educate local community that majority of crashes involve local people from their own LGA.</p> <p>Media release to local newspaper.</p> <p>Use message boards, VMS, radio, in combination with police enforcement.</p> <p>Promote speed enforcement results to the community. Update information provided at local Tourist Information Centres.</p>	<p>Roadworks - inform locals lower speed limits apply & to allow for longer travel times during peaks.</p> <p>Explain relationship between high speeds and increased risk of crashing. Increased loss of vehicle control risk at higher speed.</p> <p>Use crash zone signage to remind local of speed risk.</p> <p>Promote double demerit points – long weekends etc.</p> <p>Promote extra police controls.</p> <p>Use speed monitors to advise motorists of their current speed e.g. on road work sites, suburban streets.</p>	<p>Liaise with council design engineer to promote safe design of roads/roadside furniture.</p> <p>Remove hazards in clear zones. Consider barriers for high risk run-off road locations.</p> <p>Clear vegetation that obscures road signs.</p> <p>Advise local community of achievements.</p> <p>Explain importance of advisory speed limits.</p> <p>Present audit findings to council. Advocate for recommended improvements.</p> <p>Seek funding for road safety improvements e.g. Black Spot.</p> <p>Highlight known speed risk locations – curves etc re single vehicle crashes.</p>	<p>Publicise ANCAP 5 star ratings for vehicles.</p> <p>Ensure ANCAP brochures are available to the community at council offices.</p> <p>Link council website to ANCAP website.</p> <p>Promote Intelligent Speed Adaption program to council fleet and local business.</p> <p>Promote ABS and ESC or similar safety features.</p> <p>Promote use of cruise control.</p> <p>Promote GPS speed zone alert functions.</p>

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
	C. Enforcement of road rules	<p>Participate in regular meetings with local Police and regional RTA officers.</p> <p>Set up traffic counters and work with police in problem areas.</p> <p>Link enforcement timetable into your project timetable.</p> <p>Involve EEP in 'Drive to conditions' message.</p> <p>Continue engagement with the community on enforcement campaigns e.g. media release on police enforcement operations.</p>	<p>Target enforcement on high risk roads.</p> <p>Provide 'time of day' speed data to Police to enable strategic enforcement tasking.</p> <p>Liaise with RTA to increase EEP of targeted roads.</p> <p>Provide Police with crash data and speed counts so high risk roads are targeted.</p>	<p>Encourage involvement of Police in roads and roadside reviews.</p> <p>Audit speed zones (involve RTA region) as appropriate.</p> <p>Identify key locations for Police to conduct enforcement.</p> <p>Identify prime enforcement locations and times including police roaming.</p> <p>Consider the possibility of creating allocated off- road bays on high speed roads.</p> <p>Request Police to target selected streets (re street racing etc).</p>	<p>Consult with local Police about licence plate recognition.</p>

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
	D. Admittance to the System	<p>Encourage police to conduct licence and registration checks as part of their enforcement activities.</p> <p>Conduct events such as log book run events, which promote key safety messages and speed limits to supervisors of novice drivers.</p> <p>GLS workshops RRisk seminars Traffic Offenders Program</p> <p>Develop workshops for target groups addressing: Drive to conditions. Cruise control. 5 km over the limit does matter. Power steering. Repeat speeders.</p>	<p>Promote road rules and legislation change.</p> <p>Provide road rules in conjunction with public education:</p> <ul style="list-style-type: none"> - demerit points - double demerit points - loss of licence, licence suspension - legislation changes - penalties 	<p>Promote safe systems approach through council's design section to ensure a forgiving road system.</p> <p>Conduct speed zone reviews in conjunction with RTA.</p> <p>Investigate the possibility of RTA funding for signage based around crashes and risks:</p> <ul style="list-style-type: none"> - Advocate for funding of increased number of overtaking lanes. - Consider possible 'run off the road' crash sites - Determine further Black Spot application opportunities. 	<p>Review council fleet policy.</p> <p>Promote mandatory purchase of 5 star ANCAP rated fleet Vehicles.</p> <p>Promotion of safe driving to internal staff or local business.</p> <p>Provide information of engine size, modification restrictions and P plate restrictions to novice drivers.</p>

Example 2: Pedestrian Project

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
ACTIVITY	A. Understanding Crashes and Risk	<p>Research demographic of the LGA.</p> <p>Analyse crash data to identify high risk age groups.</p> <p>Obtain information from Police to identify high risk venues.</p> <p>Consider customer complaints about drunken/disorderly behaviour.</p> <p>Develop a crash map of casualties.</p> <p>Work with RTA and council traffic engineers to audit problem roads.</p> <p>Analyse hospital admission data.</p>	<p>Analyse traffic and crash data to determine high speed roads that are dangerous for pedestrians.</p> <p>Organise speed counts on problem streets.</p> <p>Work with RTA to arrange speed review of problem roads.</p>	<p>Analyse crash data to identify high risk roads/streets.</p> <p>Organise a safety audit of existing pedestrian infrastructure (footpaths, roadsides, taxi ranks, fencing, and crossings).</p> <p>Liaise with technical design and traffic engineers about the installation and maintenance of road signage.</p> <p>Refer to council's current and future works plans.</p>	<p>Investigate vehicles that are 'forgiving' to pedestrians in crashes eg with recessed bull bars and crumple bonnets.</p> <p>Assess ANCAP rating of existing council fleet.</p> <p>Liaise with RTA for registration data on car models registered within LGA.</p>

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
	B. Education and Information supporting road users	<p>Community consultation on proposed works with businesses in high risk locations.</p> <p>Media release about works programs e.g. pedestrian fencing.</p> <p>Promotional banner, book marks, magnets, stickers)</p> <p>Council information available in appropriate local community languages.</p> <p>Educate the community (both peds and drivers) 'interacting' safely through the website, letter box drops, poster distribution, bus shelter advertising in entertainment districts.</p> <p>Adverts on bus backs/sides, newspapers and radio.</p>	<p>Campaign promotion in car park entry and exit points.</p> <p>Educate drivers and pedestrians about the relationship between speed of the vehicle and injury to pedestrians in a crash.</p> <p>Approach RTA re possibility of installing 40km/h high pedestrian zones in identified areas Or Speed limit review of identified area.</p>	<p>Liaise with council's community safety officer, and engineers to plan future roadsides for safe pedestrian roadsides.</p> <p>Impact of large scale commercial developments on pedestrian movements. Look stencilling. Road safety as an issue for local business chambers. Raise the profile of council and its safer roads achievements through newsletters, media releases and local newspapers.</p> <p>Pedestrian access mapping required for all new developments.</p>	<p>Promotion through local government networks of ANCAP information.</p> <p>Provide ongoing information on safer vehicles to council staff and management through council website.</p> <p>Promote pedestrian distraction issue e.g. mobile phone use or MP3 players.</p> <p>Develop policy to ensure Council fleet vehicles are ANCAP 5 star rated.</p> <p>ANCAP information linked to council website</p>

		Safe System Elements			
		1. Safe People	2. Safe Speed	3. Safe Roads and Roadsides	4. Safe Vehicles
	C. Enforcement of road rules	<p>Work with police and parking officers to arrange enforcement on local roads.</p> <p>Police and council enforcement officers enforce rules around jaywalking.</p> <p>Drivers adhere to lights/signage/mobile phone usage ...</p>	<p>Speed enforcement on local roads identified with high pedestrian casualties.</p>	<p>Support police enforcement by constructing off road bays on local roads.</p> <p>Enforcement of parking infringements (where pedestrian are put at risk).</p>	
	D. Admittance to the System	<p>Kids story time at Kindergarten 'Hold my hand'.</p> <p>Council welcome pack with campaign material.</p> <p>Safe walking information to seniors groups retesting and renewal.</p> <p>Council strategic and action documents to include road safety for pedestrians.</p>	<p>Promote road rules and law changes through projects and advertising campaigns.</p> <p>Applications for speed reduction along state highway as it passes through urban commercial precincts.</p> <p>Applications for adjusting light phasing or similar e.g. pedestrian light countdowns.</p>	<p>Plan and implement a safe road system that induces lower speed limits and avoids vehicle and pedestrian conflict.</p>	<p>Encourage councils and local business to develop policy to purchase fleet vehicles with 5 star ANCAP ratings.</p>

Timeline for project funding

Tasks to complete the budget approval process for 2011/12 projects*

Tasks	Responsibility	Deadline
Discuss guidelines	RTA regional road user safety (RUS) officers and RSOs	February/March
Prepare and submit proposals to RTA regional officers	RSOs	April **
Assess project proposals and provide feedback to RSOs	RTA regional RUS managers/officers	May/June
Finalise the allocation of funds for approved road safety projects	RTA regional RUS managers/officers	June

Notes

* Timelines may vary across RTA regions.

** *Helping Learner Drivers Become Safer Drivers* Workshop dates may be required prior to April.

Priorities for road safety

The Government's road safety priorities for 2011/12 are listed below:

- Increase community awareness of the danger of speeding.
- Improve the safety of vulnerable road users.
- Promote child restraint legislation.
- Enhance education and enforcement of seatbelt wearing.
- Enhance speed and drink drive enforcement.
- Tougher action on impaired driving, including distractions e.g. mobile phone use.
- Improve management of driver fatigue.
- Improve the access of non-English speaking and indigenous communities to road safety information...
- Enhance education for supervisors of learner drivers.
- Improve heavy vehicle safety.

Monitoring and reporting

RSOs are to:

- Submit a road safety action plan for RTA and council approval as agreed in the PFA (Section 5.6).
- Report progress against project milestones monthly using the LGRSP database to RTA regional officers as outlined in the PFA (Section 5.7).
- Complete project evaluations in the report on the LGRSP database.

The 'External focus' section of this document contain information on individual road safety requirements.

Project funding assessment/selection criteria

The first eight criteria are essential to secure regional funding for local road safety projects.

The three desirable criteria are recommended.

Essential criteria

1. Links to council plans

The project aligns with relevant council plans (eg strategic, social, transport, road safety, crime prevention, community safety).

2. Partner and stakeholder involvement

The project involves other council sections (eg engineering, traffic, and community services), local agencies (eg health, police), local business and community groups (eg senior citizens, sports clubs, school communities).

Stakeholders are to be included in planning, developing, implementing and funding local projects.

3. Strong rationale for the project

Outline the extent of the local road safety problem, and explain how the project will address the issue using:

- Crash statistics that identify the problem as a local regional and/or state road safety priority.
- Offence or other data that identify it as a local problem.
- Links to other activities (eg through enforcement, engineering and regional public education).
- Local community need or demand, supported with credible evidence.

4. Define target group

Outline the target group/s by linking data to the project rationale. Describe how the project will reach the target group and meet their needs.

5. Clearly defined objectives that lead to road safety behavioural outcomes

Objectives must be **SMART** – Specific, Measurable, Achievable, and Realistic and have a Timeframe.

The objectives explain the desired road safety outcomes for the project. Also, an evaluation strategy is to be included to measure project outcomes: and explain how the project will contribute to reducing crashes.

6. Clearly defined strategies

Explain the activities to be carried out during the project, and show how these will contribute to the achievement of project outcomes.

7. Monitoring processes outlined

The project timeline contains milestones, performance indicators, or other relevant methods for monitoring progress to evaluate the project.

8. Project evaluation

An evaluation of the project is included to measure the effectiveness of project outcomes, and provide useful advice for future projects.

Refer to the RTA's *Evaluating Road Safety: A guide to monitoring and evaluating local projects*.

Desirable criteria

1. Sustainable projects

The project will be financially sustainable in the long term and provide an on-going road safety benefit to the local community. A project may initially involve a larger financial commitment, which decreases as council or community involvement increases.

One-off events involving distribution of merchandise do not produce behavioural change and are not sustainable.

2. Self-managed projects

Projects making little demand on an RSO's time are deemed to be self-managed. A project that is not initially self-managed may become so over a period of time. In this case, the project proposal can include a plan of how self-management will be achieved.

3. Value for money

The project should reach as many target groups as possible. Value for money is also measured by investing in long-term positive change rather than a one-off expense with little residual value.

4. Safe system approach

A template of the safe system matrix is provided for use in planning projects.

Local Government Road Safety Program Project Evaluation Form

Project title		Council name	
Date of application		Project coordinator	
Financial year		RTA funds applied for (ex GST)	

Essential criteria	Score out of 10	Comments
Links to strategic and/or other council plans		
Stakeholder/partnership involvement and collaboration		
Strong rationale for the project		
Defined target group(s)		
Clear objectives outlining road safety outcomes		
Clearly defined strategies		
Monitoring processes		
Evaluation – include quantitative and qualitative evaluation measures		

The following criteria are recommended.

Desirable criteria	Comments
Sustainability: sustainable and self-managed or working towards this	
Value for money – include details of funding from all sources, and expenditure	
Safe system - briefly explain how the project demonstrated the elements of this approach	Safe roads and roadsides: Safe people: Safe speed: Safe vehicles:

Panel Member Name _____

Date _____

Internal focus guidelines

Road safety in council strategic plans and annual action/operational plans

Overview

The requirement for councils to report on road safety achievements provides a framework for council to work with the community and other stakeholders who have similar road safety objectives.

Council plans

The inclusion of road safety in the council strategic plan encourages councils to take responsibility for road safety. Councils are encouraged to include road safety in annual action/operational plans and to consider projects from a Safe System perspective.

RSO action plans

RSO action plans identify specific local community projects to be undertaken in 2011/12. The action plan must be approved by both the council and the RTA to obtain project funding.

Projects identified in this action plan are to be consistent with the Government's road safety priorities.

Internal project suggestions

- Encourage local councils to integrate road safety in high level plans which link to council management and operational plans.
- Include road safety into council management and operational plans.
- Contribute to council planning committees (eg land use development, traffic, health and community services) to promote road safety across council.
- Ensure development applications incorporate community road safety for all road users.
- Work with council, relevant local agencies, and community organisations to promote road safety during sporting/community events.

Local traffic committee: guidelines for road safety officers

Overview

RSOs can improve council road safety outcomes by influencing the council's traffic, engineering and works departments.

The Local Traffic Committee (LTC) is the council's technical discussion forum for traffic management matters. Strategies for RSOs to increase the profile of road safety in councils include:

- Influencing Council's recommendations to the LTC, and
- Encouraging the LTC to ensure a positive road safety outcome for all road users.

Background

The most effective means of dealing with traffic related matters, on local roads, is at the local level. Therefore, certain aspects of the regulation of traffic on local roads have been delegated to local councils.

The RTA manages the classified road network in NSW. However, local government plays an important role in the management of the classified road network by providing input and advice as required.

Delegation of functions

The RTA or councils can legally authorise the use of traffic control facilities and prescribed traffic control devices on a road or road related area, or in some circumstances, on private land.

Refer to the RTA document *A guide to delegation to councils for the regulation of traffic* for further information

Electronic copies of the guidelines are available at:

http://www.rta.nsw.gov.au/doingbusinesswithus/downloads/technicalmanuals/ltcguidev11_i.pdf

Local traffic committees

LTCs have no decision-making powers. They are technical review committees, and provide advice to councils on matters referred to them by councils. These matters must be related to prescribed traffic control devices and traffic control facilities for which council has delegated authority.

The LTC has four formal voting members, one representative from each of the following:

- Local council.
- NSW Police.
- RTA.
- Local State Member of Parliament or their nominee.

The council's representative may be an elected councillor or a council officer.

The council, in consultation with the formal members of the LTC, may invite informal advisors to provide specialist advice at an LTC meeting.

Informal advisors are not entitled to vote. Informal members may include the council's RSO and representatives from any of the following:

- NSW Ministry of Transport.
- NSW Fire Brigade

- NSW Ambulance Service.
- Bus operator representative.
- Transport Workers Union
- Chamber of Commerce

LTC meetings are usually held in the council offices monthly. The meeting is convened by a council representative, who is the council's voting member or a non-voting informal member of the LTC.

The RTA encourages RSOs to attend as many LTC meetings as possible.

At LTC meetings, the following matters are at the council's discretion:

- Conduct of LTC meetings.
- Frequency of meetings.
- Format of meetings (see guidelines for specific details).

An LTC meeting has two distinct parts:

1. The LTC is required to deal with formal items which have a recommendation from council. LTC members must vote and record minutes on these issues.
2. The second part of the meeting deals with informal items. No votes are taken, nor minutes kept of this part of the meeting.

Refer to Sections 5.1 to 5.4 of the RTA document *A guide to delegation to councils for the regulation of traffic* for more information.

Benefits of the RSOs participating at LTC

Partnerships

The LTC provides both a forum for RSOs to establish and maintain relationships with LTC members. The convenor of the LTC is often a councillor, so the RSO has an opportunity to increase the profile of road safety to voting members of council by providing reports on local road safety projects.

The LTC also provides an opportunity to have regular contact with local NSW Police to coordinate education and enforcement strategies.

Funding for engineering works with a road safety outcome

RSOs can influence the allocation of council or RTA funding for local road construction and maintenance, particularly in relation to the safety of vulnerable road users. Road safety issues raised with the RSO by local schools are to be referred to the LTC council officer for consideration.

Media coverage of road safety

Once LTC minutes are adopted by Council, it may be appropriate to discuss possible strategies with Council's communications section. The installation of traffic facilities to improve the safety of local residents promotes road safety and also provides media opportunities for the council.

Preparing for LTC participation

The role of the RSO on the LTC is likely to differ at every council depending on the operating environment of the meetings. RSOs that have been in the position for a number of years report increased learning and achievements from attending LTC meetings.

Understanding the function and delegation of the LTC is critical for providing valuable input. The RTA document *A guide to delegation to councils for the regulation of traffic* outlines what is required under the relevant legislation.

Road safety officers

It is recommended that road safety officers:

- Familiarise themselves with the RTA document *A guide to delegation to councils for the regulation of traffic*.
- Review previous agendas and minutes of LTC meetings to familiarise themselves with the council format.
- Meet with the council traffic engineer who provides technical input to the LTC to obtain an overview of operations of the LTC.
- Attend the first LTC as an observer and discuss any with the council traffic engineer after the LTC.
- Review the minutes of the LTC (once adopted by council) and suggest media stories that could be completed by the council's communications department.
- Consult with other RSOs about their role in the LTC.

Preparing for each LTC meeting

RSOs should follow these steps when preparing for a LTC meeting:

- Review the agenda and note any items relevant to RSOs.
- Attend site inspections of the agenda items, if appropriate, to develop a better understanding of the behavioural issues of road users in the specific environment.
- Discuss relevant items with the council traffic engineer prior to the LTC. (This may be a regular meeting just prior to the LTC to discuss behavioural issues related to agenda items).
- Attend the LTC and raise behavioural issues identified during site inspections and discussions with the council traffic engineer.
- Review the minutes of the LTC (once adopted by council) and suggest any media stories that could be completed by the council's communications section.

The role of road safety officers at LTC meetings

The LTC provides technical advice on traffic facilities and devices. The RSO can advise on behavioural and educational issues associated with the LTCs formal agenda items. This can be done directly to Council officers when they are developing their recommendations or at an LTC meetings.

The LTC is also an appropriate forum to update key stakeholders including, police, local members, and the RTA on local road safety campaigns through the LTC's informal items process.

Examples of how RSOs may provide input at LTC meetings as non-voting members include:

- Reporting on road safety issues and projects as part of the informal items process. Items to report on include:
 - Project funding from external partners including the RTA and other stakeholders.
 - Progress and/or endorsement of annual road safety action plans
 - Major milestones of local road safety projects including:
 - Launches.
 - Media coverage.
 - Evaluation results (process and outcomes).
 - Enforcement information and results.
 - New road safety legislation eg laws that apply to novice drivers and/or child restraint legislation.

Information provided by RSOs can be used to:

- Encourage local Police to conduct intelligence-based enforcement in conjunction with an education strategy eg conducting courtesy speed checks in a problem area, followed by local Police enforcement and a media release.
- Investigate the installation of engineering solutions including traffic facilities and devices.

Advisory

The RSO on an LTC can provide road safety advice on both formal and informal traffic issues including:

- Speeding in residential streets.
- Report on road user behaviour in residential areas where speeding is an issue using the following:
 - RTA crash data.
 - Local residents and NSW Police.
 - Data from speed monitoring equipment.
 - Information from local police on the number of speeding infringements issued.

Road safety issues outside local schools

This is one of the most common areas where RSOs have input using the information from:

- Crash data.

- Discussions with school principals, parents, council rangers, road safety school education consultants and local residents.
- Data obtained from speed monitoring equipment, either traffic counters or speed trailers.
- Local police and council rangers on the number of speeding infringements or parking fines issued.
- Observational surveys of child, parent and driver behaviour at the site, preferably with a council traffic engineer.
- Site inspection where an audit of existing traffic facilities, traffic/pedestrian volumes and signage is being conducted.

Councils can use this information to:

- Encourage police or council rangers to conduct enforcement in conjunction with an education strategy targeting unsafe behaviour eg an education campaign for drivers about penalties for parking infringements in school zones.
- Investigate the installation of pedestrian blisters, children's crossings and other engineering solutions.
- Investigate the installation of traffic devices, appropriate parking signage and restrictions.

Determining the cause of fatal and serious crashes

RSO input into analysing the factors causing a crash help to identify future education/engineering strategies. For example if drink walking is occurring at specific locations near licensed venues or sporting fields, RSOs can work with:

- Local police to increase enforcement at locations
- Licensees to implement drink drive/walk education strategies
- Engineers to consider solutions such as pedestrian fencing

Technical

RSOs may be requested to participate in a road safety audit team as a qualified member. RSOs can participate only if they have successfully completed a Road Safety Audit Course recognised by the RTA, and have a current certificate.

Note: As a non-voting member of the LTC, RSOs are not to:

- Approve or authorise a recommendation on a classified road.
- Approve or authorise traffic control lights.
- Approve or authorise changes to speed zones.

References

For more information on the delegation of function to councils refer to the RTA document *A guide to delegation to councils for the regulation of traffic*.

To access electronic copies of RTA technical manuals or Technical Directions go to:

<http://www.rta.nsw.gov.au/doingbusinesswithus/guidelines/documentregister/index.html>

External focus guidelines

Overview

This section relates to the RTA's funding of LGRSP road safety projects which are funded on a competitive basis within each RTA region.

The external focus guidelines section is divided into CRS road safety program areas.

Road safety projects are to be consistent with the RTA's overall strategic objectives and priorities for road safety.

The individual program information provides an overview of the RTA's strategic objectives and the scope of the program area.

The guidelines provide guidance for RSO road safety projects that are considered suitable or unsuitable in the context of the LGRSP.

RTA community education resources

Recommended Blue Star website ordering facility: <http://rta.bspg.com.au>

Blue Star Help Desk/Customer Service Desk: 1800 060 607

For additional RTA product information, community road safety resources and any service problems with Blue Star, contact **Carol Chalk, Senior Project Officer, Community Education** on 8588 5822 or email carol_chalk@rta.gov.nsw.au

Pdf copies of most of the community education publications can be downloaded from the RTA website catalogue: <http://whome.rta.nsw.gov.au/myrta/myresources>. All listed items have a content summary and can be ordered via the catalogue; however, order limits are lower than those available on the Bluestar website.

RTA road safety program area: speed management

Description

The RTA speed management program aims to reduce the risk of fatalities and injuries by reducing speeds on urban and country roads.

The objectives of the program are:

- Establishment of an appropriate and safe speed hierarchy within urban and rural road environments.
- Effective communication and enforcement of speed limits.
- Increased voluntary compliance with speed limits through general deterrence and wider perception that speeding is socially unacceptable.
- Encouragement of appropriate speed adjustments in accordance with specific conditions such as wet weather, fog, ice, snow, high pedestrian density.
- Improvement in formal interagency coordination, communication and joint planning processes and structures with local government, police, key regional stakeholder agencies and industries.
- Reduction in the number of speed limits on the network.

Road safety outcomes

The RTA speed management program is expected to deliver the following road safety outcomes:

- Drivers are:
 - Aware of the risks and consequences associated with speeding.
 - Driving at an appropriate speed for the conditions.
 - Being booked for speeding.
- The community regards driving above the speed limit as unacceptable.
- Roads have speed limits that are appropriate for both their configurations and usage patterns, and the risks associated with speed limits.
- Active involvement of stakeholders in speed management.
- Reduced number and severity of speed-related crashes and casualties.
- Reduction in mean travel speeds.

Scope

The RTA speed management program provides funds for:

- Public education to increase the social unacceptability of speeding and to challenge the perception of 'safe speeding'.
- Support, through analysis, education and engineering practices, to provide an environment in which road users are unable to speed.
- Targeting local speeding black spot locations with appropriate community-based programs.

RTA regional strategies for the speed management program are:

- Creation of a regional/local enforcement plan which prioritises key roads/locations that would benefit from additional speed enforcement activities.
- Ensuring that regional and local campaign messages are linked with regional and state-wide speed management enforcement and safety campaign messages.
- Development of a regional strategy to ensure that, appropriate road safety messages are displayed on Variable Message Signs (VMS), bridge banners or billboards on key travel routes and placed at intervals not exceeding 150 kilometres

Typical council road safety officer projects include:

- Providing local publicity in support of police enforcement activities.
- Developing media releases to be used locally in conjunction with regional and state-wide campaigns.
- Analysing data to identify issues that are considered specific to the locality.
- Utilising courtesy speed checks in conjunction with police enforcement activities and public awareness initiatives.
- Promoting compliance with the speed limit in local areas.
- Ensuring speed messages are delivered to all communities in the local government area (LGA).
- Conducting community consultation to develop localised strategies to address specific speed problem locations within the LGA.

Beneficial road safety outcomes for RSO speed projects may include:

- % reduction in speeding on selected targeted roads.
- % reduction on speed related crashes in the LGA.
- Local enforcement with a coordinated public education strategy.

Unsuitable projects and activities include:

- Driver training schemes.
- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Public education that does not support a specific location-based project, a locally-targeted problem or a police operation.
- Research where there is little prospect of implementing findings.
- One-off distribution of road safety merchandise where there is no evidence of influencing behavioural change.
- Speed-related television advertisements.

Additional information

RSOs involved in speed related road safety projects must be conversant with:

- Current RTA speeding campaigns, strategies and taglines.
- RTA technical directions, particularly in relation to traffic calming devices.
- Principles of road safety such as evidenced-based road safety (who, what, when, where).
- Principles of behavioural change theory relating to road safety.

- Specific conditions for project implementation.
- RSOs are to use Road Safety Public Education Creative DVDs provided by the RTA.
- Where the DVD creative is not appropriate (or available) due to the specific nature of the problem or location, approval should be sought as per Appendix 2.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS officer using the LGRSP database.

Further reading

Document	Obtained from	Issues addressed relevant to program position
RTA provided Council CD with crash statistics		Provides specific information on speed related issues within a Regional area.
Community education publications about speeding can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select "speeding" sub menu item.)	Online ordering for resources from Blue Star: http://rta.bspg.com.au	Safety cameras Dragons teeth Indigenous and community messages Heavy vehicles
Perceptions of Speed and Drink Driving Enforcement (NSW and Victoria)		Outlines the results of community attitudes to speeding enforcement in NSW and Victoria.
Behavioural Issues in Road Safety: A guide to the major problems and solutions (RTA)		A guide to implementing speed zones in NSW.
NSW speed zoning guidelines		Outlines the guidelines used to determine speed limits in NSW.
RTA Website	http://rta.nsw.gov.au/roadsafety/speedandspreedcameras/index.html	
Quantitative study on attitudes, motivations and beliefs related to speeding and speed enforcement. Proceedings from the 2009 Road Safety Research, Policing and Education Conference.		Outlines the results of community attitudes to speeding and speed enforcement in NSW.

Current taglines

- How fast are you going now?
- There's no such thing as safe speeding.
- Slow down.
- Speeding. No one thinks big of you.

Key Portable VMS messages

- Check your speed. Fines apply. Loss of licence.
- How fast are you going now?
- There's no such thing as safe speeding.
- Slow down.

RTA road safety program area: heavy vehicle safety

Description

The RTA heavy vehicle safety program aims to:

- Reduce the incidence and severity of road crashes involving heavy vehicle speeding, fatigue and drug driving.
- Increase the number of heavy vehicle drivers wearing appropriate seat belts.

Road safety outcomes

The program's anticipated road safety outcomes are:

- Heavy vehicle drivers and operators are aware of the risks and consequences associated with speeding, fatigue driving, drug driving and not wearing a seatbelt.
- Heavy vehicle drivers are driving at the appropriate speed for the conditions.
- Heavy vehicle operators have policies and practices to:
 - Deter their drivers from speeding.
 - Deter their drivers from drug driving.
 - Deter their drivers from driving when fatigued.
 - Require their drivers and passengers to wear a seatbelt.
- Heavy vehicle drivers know how to manage driver fatigue safely and effectively by taking regular rest breaks at safe stopping areas, working within the legal hours and complying with the 2008 HV Driver Fatigue Law.
- Heavy vehicle operators are complying with the chain of responsibility provisions in the HVDF and Speed Law.
- Reduced number and severity of crashes and casualties involving heavy vehicle speeding, fatigue, drug driving and not wearing seatbelts.

Scope

The RTA heavy vehicle safety program aims to:

- Inform and educate heavy vehicle drivers and operators about the risks and consequences associated with speeding, fatigue, drug driving and not wearing seatbelts.
- Support RTA and NSW Police heavy vehicle safety enforcement activities.

RTA regional strategies for the heavy vehicle safety program are to:

- Increase driver and operator knowledge of the consequences of speeding and fatigue by focusing on penalties and methods of enforcement for heavy vehicles such as the Speed Limiter Legislation, Three Strikes Scheme, Speed Compliance Chain of Responsibility legislation and the Point to Point legislation. .
- Increase the knowledge of operators of their responsibilities to provide a safe work place where drugs are not taken to manage fatigue.
- Increase the knowledge of operators about the role of seat belt use in providing a safe work environment as required under their OHS responsibilities.
- Coordinate education projects to maximise the effects of heavy vehicle safety enforcement activities.

Typical council road safety officer projects include:

- Local publicity in support of police heavy vehicle safety enforcement activities.
- Local publicity in truck stops and other areas frequented by truck drivers, about speed penalties and methods of enforcement for heavy vehicles.
- Consultation with local heavy vehicle operators to develop localised strategies specific to local problems.
- In conjunction with RTA regional RUS officers, visit local heavy vehicle operators to:
 - Encourage operators to develop a safe driving policy to reduce the incidence of driver fatigue, the use of drugs to combat fatigue, speeding and increase seat belt use.
 - Encourage operators to educate drivers on health risks associated with drug driving, sleep disorders and effective fatigue management strategies.
 - Increase operator awareness of legal requirements and chain of responsibility provisions associated with workplace safety - including OHS legislation and the 2008 Heavy Vehicle Driver Fatigue Law.
 - Advise operators and drivers of the legal requirement to wear a seatbelt.

Beneficial road safety outcomes for RSO heavy vehicle projects may include:

- An increase in seat belt wearing by truck drivers
- Safe Driving Policies are implemented and enforced by companies
- Operators working with drivers to develop driver fatigue management plans

Unsuitable road safety officer projects and activities include:

- Research where there is little prospect of implementing findings.
- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Television advertisements.
- Publicity that does not specifically target heavy vehicles.
- Publicity that supports enforcement which is not clearly targeted at heavy vehicle safety (eg detecting drug trafficking).

Additional information

- Priority will be given to projects that
 - Demonstrate they have a specific heavy vehicle safety issue in those LGAs.
 - Target local venues frequented by truck drivers.
 - Target local operators and industries eg local logging and sugar mill industries.

Specific conditions for project implementation

Any materials or RSO projects funded by this program must be approved via the process outlined in Appendices 2 and 2A.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS Officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
Heavy Vehicle Safety Problem Definition and Countermeasure Proposal		Provides general information on issues related to speeding and effective countermeasures.
HVSS speed surveys	Speed Management	Provides information on speeding on major freight routes
Speeding Heavy Vehicles Community education publications about heavy vehicle safety issues can be viewed on the RTA website: http://whome.rta.myrta.gov.au/myrt/myresources (Select "Alcohol & Drugs", "Driver fatigue", "Seatbelts & restraints" & "Speeding" sub menu items)	http://www.rta.nsw.gov.au/heavyvehicles/safety/index.html	Education, advertising and marketing campaigns 3 Strikes scheme Safe-T-cam Speed cameras Speed limiters Drugs Driver fatigue Seatbelts Speeding
Brochure <i>Seat belts save truckies too</i> Stock No. 4909 4525	http://www.rta.nsw.gov.au/heavyvehicles/safety/index.html Online ordering for resources from Blue	Seat belt campaign

<p>Poster <i>Do or die. Seat belts save truckies too</i> Stock No. 4509 4526</p>	<p>Star: http://rta.bspg.com.au</p>	
<p>Fatigue and driver fatigue Reform</p>	<p>http://whome.rta.nsw.gov.au/heavyvehicles/index.html</p>	<p>Signs of Fatigue Causes of Fatigue Managing Fatigue Truck Rest Area maps Legal Rights HV Driver Fatigue law</p> <ul style="list-style-type: none"> o 3 Fatigue Management Schemes o Chain of Responsibility o Exemptions o Transitional Arrangements o HV Driver Fatigue and Speed Legislation
<p>Drugs Alcohol and Driving Heavy Vehicles</p>	<p>http://www.rta.nsw.gov.au/heavyvehicles/safety/hvdrug/index.html</p>	<p>Drugs and Driving Stimulants Depressants Tips for safe driving Roadside Drug testing Laws and penalties Blood alcohol limits</p>
<p>RTA HV educational materials Poster <i>Sleep THE ONLY QUICK FIX FOR FATIGUE</i> Stock No. 4509 4567</p>	<p>Online ordering for resources from Blue Star: http://rta.bspg.com.au</p>	<p>Drugs Seatbelts Fatigue</p>

Current taglines

- Three Strikes and You're Out
- Don't Die for a Deadline
- Sleep. The Only Quick Fix for Fatigue.
- Do or Die. Seatbelts Save Truckies Too.

RTA road safety program area: drink driving

Description

The RTA drink drive program aims to reduce the incidence of alcohol involvement in serious casualty crashes throughout NSW.

The objectives of the program are to increase the:

- Awareness of the effects of alcohol on driving skills.
- Number of drivers who adopt strategies to modify their behaviours to avoid drink driving.
- Social unacceptability of drink driving.
- Number of alternative transport schemes operating on an ongoing basis at key drinking times in RTA regions.
- Number of licensed venues which ensure that responsible service of alcohol operates on an ongoing basis.
- Number of licensed venues that install self-operated breath testers for a minimum of two years and ensure that they are regularly maintained and project managed.

Road safety outcomes

The RTA drink driving program is expected to deliver the following road safety outcomes:

- Drivers are aware of the risks and consequences associated with drink driving.
- Drivers know how to avoid drink driving.
- Drivers know how to plan for a night out.
- Drivers adopt behaviours to avoid drink driving.
- Alternate transport schemes are available.
- Servers of alcohol adopt practices to discourage drink driving.
- Community regards drink driving as unacceptable.
- Courts order rehabilitation programs as a sentencing option for repeat drink drive offenders.
- Government agencies working in partnership to address drink driving.
- Reduced number and severity of crashes involving alcohol.

Scope

The RTA drink driving program aims to develop and implement regional and local drink driving strategies and activities.

RTA regional strategies for the drink driving program are:

- Implement responsible service of alcohol projects and related activities (eg public/personal breath testing devices, liquor accords) in conjunction with relevant agencies including the Office of Liquor, Gaming and Racing, Department of Education and Training, NSW Police, local government and other key regional stakeholders.
- Develop and implement alternative transport in conjunction with Department of Health, Ministry of Transport, industry groups, liquor accords, community transport services and other key stakeholders.
- Promote cross agency coordination and information sharing to maximise the regional coverage of drink drive activities including enforcement.
- Increase the level of RBT in the region.

- Implement targeted strategies to identified communities such as Aboriginal communities.

Typical council road safety officer projects include:

- Initiatives to improve the responsible service of alcohol, to increase the number of self funding or jointly funded alternative transport schemes, increase the number of in-venue breath testing machines and enforcement strategies.
- Development and participation in local liquor accords.
- Consultation with local sporting clubs to encourage alternative transport for organised sporting events. This may be achieved through coordination with other agencies including Good Sports.
- Encouragement of local venues and their patrons to use an Australian Standards approved breath testing device (AS3547).

Beneficial road safety outcomes for RSO drink drive projects may include:

- Number of drink driving projects completed on time and to budget.
- Number of licensed venues that have public breath testing machines installed.
- Number of localised campaigns and media releases raising awareness of drink driving.
- Number of local government areas with alternative transport schemes.
- Number of liquor accord meetings attended.
- Number of agencies liaised with in regards to drink driving awareness projects.
- Number of RBT operations conducted in local area.

Unsuitable road safety officer projects and activities include:

- Research where there is little prospect of implementing findings.
- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Television advertisements.
- Stand alone community awareness raising/promotional activities, (eg bottle bags/coasters/T-shirts/posters) that are not integrated into an RTA regional advertising campaign.
- Designated driver projects.
- Promotion of standard drinks.
- Promotion of breath testing devices that are not Australian Standards approved.

Additional information

- Use the following predictors to define drink drive problem areas/routes:
 - The number of crashes involving alcohol along a certain route or within a geographic area.
 - Single vehicle crashes.

- o Time period of crashes.
- Planning must include relevant information to support project activities, for example:
 - o Local NSW Police intelligence (potentially could access Linkage Project Data to identify specific problematic licensed venues in local area).
 - o A local profile of drinking locations, such as:
 - Identifying problem drinking areas.
 - The proportion of licensed premises that have breath-testing devices and/or run courtesy buses.
- Community based drink driving countermeasures targeting novice drivers (17-20 age group particularly) need to acknowledge that:
 - o Most of this group can legally consume alcohol and that some have driver licences.
 - o All are subject to a zero alcohol limit when driving; that is, they must not consume any alcohol at all if they drive.
 - o They must not be encouraged to limit or count drinks with a view to driving.
 - o It is important to raise awareness of the very real possibility of being over the zero limit when driving to work the day after a night out with friends.
 - o Promote behavioural strategies to reduce the occurrence of drinking and driving.

Specific conditions for project implementation

- RSOs are to use the Road Safety Public Education Creative DVDs provided by the RTA.
- Where the DVD creative is not appropriate (or available) due to the specific nature of the problem/location, approval should be sought as per Appendix 2.
- Limits are to be placed on the value of taxi vouchers that are available to venue patrons. These limits should be determined according to local situations.

Program monitoring

RSOs **must** provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
Community education publications about drink driving can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select "Alcohol & drugs" sub menu item)	RTA website; Online ordering for resources from Blue Star: http://rta.bspg.com.au	Alcohol restrictions for L and P licence holders. .02 & .02 limits Helping teenagers celebrate safely
Roy Morgan Research Report 2004: Attitudes toward mobile random breath testing.	Impaired Road User Section NSW CRS	Community attitudes and perception of mobile random breath testing.
AC Nielsen Report 2003 Community Survey on	Impaired Road User Section NSW CRS	Community attitudes towards drink driving.

attitudes towards drink driving.		
AC Nielsen Report 2003 Attitudes towards self-operated breath testers among owners/Managers of Licensed venues.	Impaired Road User Section NSW CRS	Breath testers to be used for a minimum period of 2 years for community to become familiar with them.
Lily Loo and Associates report 2003: The exploration of strategy/message opportunities for a drink driving communication campaign.	Impaired Road User Section NSW CRS	Prevailing attitudes of drink drivers.

Current taglines

- Drinking Kills Driving Skills
- Mobile RBT. You won't know where. You won't know when.

Key portable VMS messages

- Drink Driving. It's a crime.
- Zero-alcohol for L-Plate drivers. Zero-alcohol for P-Plate drivers.
- Drinking Kills Driving Skills.

RTA road safety program area: driver fatigue

Description

The RTA driver fatigue program aims to reduce the incidence and severity of crashes involving driver fatigue throughout NSW. The program objectives are to:

- Promote the danger and consequences of ignoring the early warning signs of fatigue.
- Increase the number of drivers who report they stop and take a break when or before they notice the early warning signs of fatigue.
- Support the operation of Driver Reviver sites and other potential rest places (eg service stations) within the LGA.
- Support community involvement and ownership of driver fatigue projects (ie Driver Reviver).

- Ensure that driver fatigue signage (eg banners, VMS) is strategically located on major travel routes during public holiday periods and school holidays.
- Implement RTA regionally-based campaigns and initiatives which support and extend state-wide programs at key travel times.

Road safety outcomes

The RTA driver fatigue program is expected to deliver the following road safety outcomes:

- Drivers:
 - Have adequate sleep before starting a long journey.
 - Are aware of the risks and consequences associated with driving while fatigued.
 - Know the early warning signs of fatigue.
 - Know how to manage fatigue during long drives.
 - Take regular rest breaks at safe stopping areas such as Driver Reviver sites, rest areas, service centres and towns.
 - Pull over and stop at the first warning sign of fatigue.
- Driver fatigue signs are placed on major travel routes during holiday periods.
- Driver Reviver sites are visible and safe.
- Active involvement and increased ownership of the community in driver fatigue prevention.
- Reduced number and severity of fatigue-related crashes.

Scope

The RTA driver fatigue program aims to develop and implement regional and local driver fatigue strategies and activities, including initiatives to increase the number of people who are aware of, and adopt, strategies to avoid and counter driver fatigue.

RTA regional strategies for the driver fatigue program are to:

- Develop driver fatigue annual action plans which strategically coordinate signage, community education activities and initiatives.
- Implement driver fatigue signage (eg VMS, banners) during public holidays and other key travel times.
- Coordinate and support region-wide Driver Reviver programs.
- Implement regionally-based campaigns and initiatives which support and extend state-wide campaigns during public holiday periods, commencement and close of school holiday periods and at other key travel times.
- Implement targeted strategies to identified communities such as Aboriginal communities.

Typical council road safety officer projects include:

- Use of existing RTA campaign materials to implement localised public education campaigns at key travel times and routes.
- Promotion of rest opportunities such as 24 hour truck stops or local parks with amenities.
- Use of local newspaper advertising, media releases and community activities to promote Driver Reviver operations leading up to and during peak holiday periods.

- Through the LTC and other council and community planning committees, support road environment changes that reduce the risk of crashes due to fatigue (eg central safety barriers and profile line marking).
- Through the LTC and other council and community planning committees, support the development of rest areas and the local promotion of rest opportunities.
- Monitor sign posting of Driver Reviver sites and report problems to RTA regional RUS officers.

Beneficial road safety outcomes for RSO fatigue projects may include:

- Annual fatigue action plan strategically coordinating signage, community education activities and initiatives.
- Number of projects completed on time and to budget.
- Number of public holiday periods with driver fatigue campaigns/initiatives.
- Number of fatigue signage on key travel routes during public holiday periods.
- Number of localised campaigns, media releases etc that raise awareness of driver fatigue.
- Number of LTC meetings attended to support road environment changes and the development of rest areas to reduce driver fatigue.

Unsuitable projects and activities include:

- Any local project or use of information which contradicts or undermines RTA regional and/or state-wide strategies or messages.
- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Television advertisements.
- Research where there is little prospect of implementing findings.

Additional information

- Long distance travel and holiday driver fatigue will be given highest priority in the driver fatigue program.
- Proposals to run a local campaign must be supported by evidence of unique local issues, problems, or target groups for driver fatigue.
- Local driver fatigue campaigns must link to RTA regional and/or state-wide driver fatigue campaign messages. Proposals must clearly identify how the proposed campaign links to RTA regional or state-wide campaign messages and schedules.

Specific conditions for project implementation

- RSOs are to use the Road Safety Public Education Creative DVDs provided by the RTA.
- Where the DVD creative is not appropriate (or available) due to the specific nature of the problem/location, approval should be sought as per Appendix 2.

Program monitoring

RSOs **must** provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
Regional driver fatigue crash data.	Regional Road User Safety sections	Define characteristics of driver fatigue related crashes.
Patronage of Driver Reviver Site Final Report. October 2004		Enablers and barriers to drivers using Driver Reviver sites.
Community education publications about driver fatigue can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select "Driver fatigue" and "Alcohol & Drugs" sub menu items)	Online opening for resources from Bluestar: http://bspg.com.au	Heavy vehicles – fatigue management Drug use to stay awake (heavy vehicle drivers) Indigenous community messages

Current taglines

- Stop. Revive. Survive

Key portable VMS messages

RSOs are to contact RTA regions for advice if considering using VMS.

RTA Road safety program area: restraints

Description

The RTA restraints program aims to increase the proportion of vehicle occupants who correctly use the most effective seat belts and child restraint devices.

The program objectives are to:

- Increase the use of seat belts and other restraints.
- Increase the rate of correct wearing and installation of restraints.
- Improve the awareness of restraint fitting stations and the services they provide.
- Increase knowledge of penalties for non-wearing of restraints.
- Increase awareness of enforcement of non-wearing appropriate restraints.

Road safety outcomes

The RTA restraints program is expected to deliver the following road safety outcomes:

- Vehicle occupants:
 - Are aware of changes to the child restraint legislation on 1 March 2010.
 - Are aware of the risks and consequences associated with non-usage of restraints.
 - Use seat belts and/or child restraints correctly.
 - Are infringed for not wearing a seat belt and/or other appropriate restraints.
- Vehicles transporting children are fitted with appropriate child restraints at approved restraint fitting stations.
- Reduced number and severity of crashes and casualties involving non-usage of restraints.

Scope

The RTA occupant restraints program aims to develop and implement regional and local strategies and activities to increase occupant restraint use.

RTA regional strategies for the Restraints Program are to:

- Implement publicity campaigns, including support for enforcement activity.
- Provide information on occupant restraint wearing.
- Provide education about child restraint fitting stations.
- Work with local police to implement seat belt enforcement campaigns.

Typical council road safety officer projects include:

- Promotion of local restraint enforcement activities and penalties for not wearing a restraint.
- Promotion of authorised fitting stations to parents and carers.
- Promotion of fitting stations and/or projects targeting parents and carers in local media.
- Media releases regarding local enforcement initiatives and results.
- Continue to promote of the use of child restraints appropriate for the age and size of children.

Beneficial road safety outcomes for RSO occupant restraint projects may include:

- Number of occupant restraint projects completed on time and to budget.
- Number of customers at child restraint fitting stations (including a comparison with numbers for previous years)
- Number of customers using the child restraint hire service (including a comparison with numbers for previous years)
- Number of local campaigns promoting restraint enforcement activities and penalties for not wearing a restraint undertaken in accordance with RTA campaign strategies and materials.
- Number of local campaigns promoting authorised fitting stations.

Unsuitable RSO projects and activities are:

- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Television advertisements.
- Research where there is little prospect of implementing findings.

Additional information

Proposals should be based on the following target issues and behaviours:

- Parents and carers of children under 16 years.
- Promotion of fitting stations and correct use issues of restraints.
- NSW Police enforcement activities and penalties – the need for all occupants to wear appropriate restraints.

Specific conditions for project implementation

- Where an RTA approved creative is not appropriate (or available) due to the specific nature of the problem/location, approval is to be sought from RTA regional officers.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
Australian Road Rules Part 16 - Rules for persons travelling on or in vehicles and other restraint use laws	http://www.rta.nsw.gov.au/traffic/pts1-21.pdf :	Outlines the major legislation regarding the use of occupant restraints in NSW.
Community education publications about seatbelts and child restraints can be viewed on the RTA website http://whome.rta.nsw.gov.au/myrta/myresources (Select "Seatbelts and restraints" sub menu item)	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	Child restraints - choosing the right restraint to suit a child's height, weight and age. Community language publications (child restraints) March 2010 child restraint legislation changes Indigenous community messages Heavy vehicles

Document	Obtained from	Issues addressed relevant to program position
Information on 1 March 2010 child restraint legislation changes	http://whome.rta.nsw.gov.au/roadsafety/children/childrestraints/index.html	Outlines changes to legislation regarding the use of occupant restraints.

Current taglines

- Seatbelts save lives.

Key portable VMS messages

- RSOs are to contact RTA regions for advice if considering the use of VMS messages.

RTA road safety program area: Aboriginal road safety

Description

The RTA Aboriginal road safety program aims to increase the safety of Aboriginal people by extending road safety campaigns, programs and projects through the Local Government RSO Program and partnerships with Aboriginal communities in NSW.

The objectives of the program are to:

- Reduce the incidence and severity of crashes involving Aboriginal road users.
- Enhance awareness, knowledge and understanding of Aboriginal road safety issues.
- Provide for Aboriginal communities in local road safety planning.
- Engage the Aboriginal community in road safety issues.
- Work within council with the Aboriginal Community Development Officer.
- Work with the NSW Police, the Motor Accidents Authority, the Department of Education and Training, NSW Health, the NSW Ambulance and existing Aboriginal community organisations to develop partnerships to promote Aboriginal road safety in Aboriginal communities.

Road safety outcomes

The RTA Aboriginal road safety program is expected to deliver the following road safety outcomes:

- Reduced number and severity of crashes and casualties in Aboriginal communities.
- Availability and access to culturally appropriate road safety resources.
- Improved awareness of road safety issues amongst Aboriginal people.
- Identify and promote pedestrian and cyclist facilities.
- Inclusion of Aboriginal communities in the development and implementation of campaigns and/or programs.
- Development of an Aboriginal Road Safety Partnerships Agreement with the Aboriginal Community.

Scope

The RTA Aboriginal road safety program aims to develop and implement regional and local strategies and activities to improve Aboriginal road safety.

RTA regional strategies for the Aboriginal road safety program are to:

- Integrate Aboriginal road safety into RTA regional road safety projects.
- Implement publicity campaigns, including support for Aboriginal road safety enforcement activity.
- Target Aboriginal-specific events or functions.
- Provide culturally appropriate information to Aboriginal communities on road safety.

- Establish partnerships with agencies and communities to improve road safety in Aboriginal communities.
- Improve community consultation with Aboriginal communities.
- Develop and implement programs with Aboriginal communities.

Typical council road safety officer projects include:

- Projects that target Aboriginal communities in the LGA.
- Consultation with local Aboriginal communities to determine road safety priorities.
- Promotion of fitting stations and/or projects targeting parents and carers in local media.

Unsuitable RSO projects and activities include:

- Projects that target Aboriginal road safety that have not been discussed or developed in partnership with the relevant Aboriginal communities.
- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Sponsorship of sporting attire and events.
- Television advertisements.
- Research where there is little prospect of implementing findings.

Additional information

Proposals should be based on the following target issues/behaviours:

- Developing partnerships with Aboriginal communities, agencies and community groups.
- Projects should utilise culturally appropriate road safety materials provided by the RTA.
- Parents and carers of children under 16 years.
- Promotion of fitting stations and correct use issues.

Specific conditions for project implementation

- RSOs must contact the RTA's Aboriginal programs advisor in the region and their council's Aboriginal community development officer to ensure there is appropriate consultation and engagement with Aboriginal stakeholders prior to project implementation.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Information obtained from	Issues addressed relevant to program position
Aboriginal Action Plan 2006 -2010 (RTA)	http://whome.rta.nsw.gov.au/publicationsstatisticsforms/downloads/aboriginal_action_plan2006_2010.pdf	RTA priorities on Aboriginal road safety issues.
Australian Indigenous Health Info Net	http://www.healthinonet.ecu.edu.au/roadsafety	Indigenous road safety.
Community education publications about a variety of indigenous road safety issues ("Bring the mob home safely") can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select "Bicycles" "Driver fatigue" "School and Children", "Seatbelts and restraints" and "Speeding" sub menu items)	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	Bicycle helmets Driver fatigue Child pedestrian safety 1 March 2010 child restraint legislation changes Child restraints – choosing the right restraints to suit child's height, weight and age. Speeding

Aboriginal Program Advisor Contact List

Role	Contact	Phone
Aboriginal Program Advisor - Sydney	Kylie STEWART	02 8849 2410
Aboriginal Program Advisor - Hunter	Leanne THOMPSON-GORDON	02 4907 6407
Aboriginal Program Advisor - Southern	Greg EVANS	02 4221 2527
Aboriginal Program Advisor - South Western	Rodney SIMPSON	02 6938 1106
Aboriginal Program Advisor – Western	Mark HARTWIG	02 6861 1657
Aboriginal Program Advisor - Northern	Garry J FERGUSON	02 6640 1024

Current taglines

Bring the mob home safely

Key portable VMS messages RSOs are to contact RTA regions for advice if considering the use of VMS messages.

RTA road safety program area: motorcycle safety

Description

The RTA motorcycle safety program aims to increase the safety of motorcycle riders through public education and limited engineering/signposting works.

Its objectives are to increase awareness of:

- Risks associated with speed, especially around corners.
- Risks and appropriate actions associated with riding in traffic, especially in metropolitan areas.
- Risks associated with drinking and riding.
- Risks associated with riding when fatigued.
- Risks associated with corners.
- Need to wear protective equipment.
- Need to enhance visibility on the road, by lane positioning and conspicuous clothing.
- Need for motorists to look out for motorcyclists when changing lanes or turning into intersections and T-junctions.

Road safety outcomes

The RTA motorcycle safety program is expected to deliver the following road safety outcomes:

- Motorcyclists;
 - Are aware of their road risks.
 - Adopt safe road use practices.
 - Ride at an appropriate speed for the conditions.
 - Don't drink and ride.
 - Wear appropriate riding gear.
- Motorists are:
 - Looking out for motorcycles and other vulnerable road users.
 - Aware of the vulnerability of motorcyclists and other vulnerable road users.
 - Aware of situations which can cause risks for motorcyclists.

Scope

The RTA motorcycle safety program aims to develop and implement regional and local strategies and activities to increase:

- The awareness of motorcycle riders of:
 - Safe road use practices.
 - The risks associated with motorcycle speeds and motorcycle trauma.
 - The risks associated with drinking and riding.
 - The risks associated with riding when fatigued.

- The need to wear protective equipment.
- The awareness of risks associated with reduced visibility of motorcyclists by other road users.
- Motorists' awareness of the vulnerability and space required for motorcyclists in the urban environment.

RTA local and regional strategies for the motorcycle safety program are to:

- Develop a motorcycle safety strategy and annual action plan to coordinate public education and other countermeasures.
- Identify 10% of the most frequent motorcycle involved crash sites/lengths in the RTA region. Devise and implement suitable remedial actions.
- Conduct coordination meetings with local government, key stakeholder agencies on motorcycle and vulnerable road user issues.
- Ensure that initiatives are consistent with strategy and action plans (as above).

Typical council road safety officer projects include:

- Develop local media releases using approved RTA campaign strategies to target a specific group and time of year eg older males during warmer months.
- Identify a motorcycle crash area or time of year; conduct an investigation on the nature of the problem and coordinate a targeted countermeasure (this project can be jointly conducted in partnership with an engineering project).
- Distribute 'Braking Habits' among local motorcycling groups.
- Work with NSW Police on motorcycle safety enforcement strategies.
- Increase awareness of key times for crashes on recreational routes (eg mid-afternoon).

Beneficial road safety outcomes for RSO motorcycle projects may include:

- Number of motorcycle safety projects completed on time and to budget.
- Number of local media releases/education campaigns undertaken in accordance with RTA campaign strategies and materials.
- Number of high risk areas identified and co-ordinated countermeasures implemented.
- Number of locations/local motorcycle groups that have received copies of educational material such as Braking Habits.
- Number of enforcement strategies developed in consultation with NSW Police.

Unsuitable road safety officer projects and activities include:

- Large scale civil works.
- Research where there is little prospect of implementing findings.
- Television advertisements.
- Any media message which:
 - Is not specific in addressing its audience.
 - Is not based on RTA campaign messages.
 - Cannot be linked to a broader established RTA strategy.

- o Includes a route map or representation of known motorcycle crash lengths.

Additional Information

- Where a local campaign is proposed, there must be evidence of unique local issues, problems or target groups that relates to the safety of motorcyclists and other vulnerable road users.
- A local campaign proposal must clearly identify links to RTA regional and state-wide campaign messages and schedules.

Specific conditions for project implementation

- Local motorcycle and vulnerable road user safety campaigns must link to RTA regional and state-wide motorcycle and vulnerable road user safety campaign messages where applicable.
- RSOs are to utilise the Road Safety Public Education Creative DVDs provided by the RTA.
- Where the DVD creative is not appropriate (or available) due to the specific nature of the problem/location, approval should be sought as per Appendix 2.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
AUSTROADS Part 15 - Motorcycles		Guidelines designed to provide an understanding of motorcyclists' safety needs.
Motorcycle safety: Issues and Countermeasures (2004)	Online ordering for resources: http://rta.bspg.com.au	Defines the crash problem for motorcycle riders and passengers and outlines the countermeasures to reduce trauma.
RTA provided Council CD with crash statistics		
Community education publications about motorcycles can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select "motorcycles" sub menu item,)	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	Motorcycle helmets Drink riding Safety tips and planning information for group rides Safe cornering Motorcycle visibility
RTA Motorcycle Riders' Handbook	http://www.rta.nsw.gov.au/licensing/downloads/motorcyclershandbook_d11.html	Contains information about riding techniques, how to cope with hazards and selecting and maintaining your motorcycle

Document	Obtained from	Issues addressed relevant to program position
RTA website www.rta.nsw.gov.au/roadsafety/motorcyclesafety/index.html		Motorcycle safety information and links to licence, penalties and advertising campaign information, riding tips and other related websites.
Booklet <i>Braking habits</i> Stock No. 45094565 October 2009	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	Road safety advice, first aid tips and useful contacts for motorcyclists.

Current taglines

- Look Out for Motorcycles
- Drinking and Riding Don't Mix
- Plan your corners

Key portable VMS messages

RSOs are to contact RTA regions for advice if considering VMS messages.

RTA road safety program area: pedestrian safety

Description

The RTA pedestrian safety program aims to establish a safe road environment for all pedestrians, particularly vulnerable pedestrian groups such as the elderly, people with disabilities, children, drink walkers and disadvantaged community groups.

The objectives of the program are to:

- Reduce speed limits on roads with high numbers of pedestrians.
- Install appropriate traffic calming schemes to facilitate compliance with the lowered speed limits.
- Install safe pedestrian crossing devices on roads with high numbers of pedestrians.
- Increase motorists' awareness of the lowered speed limits and consequences of non-compliance.
- Increase awareness of pedestrians of the risks associated with road use, particularly at night and in the dark and when affected by alcohol.
- Increase awareness of elderly pedestrians of the risks as pedestrians or as users of motorised wheelchairs.
- Ensure that disadvantaged community groups are aware of risks associated with using the road, as pedestrians and as motorists when driving near pedestrians.
- Improve formal interagency coordination, communication and joint planning processes and structures with NSW Police and key stakeholder agencies.

Road safety outcomes

The RTA pedestrian safety program is expected to deliver the following road safety outcomes:

- Effective alliances with stakeholders to improve pedestrian safety.
- Drivers:
 - Are aware that lower speed limits (eg 40km/h and 50km/h) have been installed to help improve pedestrian safety.
 - Are aware of the need to give way to pedestrians when turning.
 - Are aware of the 40 km/h speed limit on roads with high numbers of pedestrians.
 - Drive at or below 40 km/h when travelling through areas which have significant numbers of pedestrians.
 - Are infringed for exceeding the 40 km/h speed limit.
 - Are aware of high risk pedestrian groups, such as children, elderly and drink walkers
- Pedestrians:
 - Are aware of their road risks and appropriate road user behaviours.
 - Use safe pedestrian facilities and practices to cross roads.

Scope

The RTA pedestrian safety program aims to develop and implement regional and local strategies and activities to increase the safety of pedestrians.

RTA regional strategies for the pedestrian safety program are to:

- Develop a pedestrian safety strategy and annual action plan. This will coordinate facilities and public education countermeasures, which are based on regional strategic profiles and data analysis to identify priority target groups and/or target behaviours.
- Identify 10% of the most frequent pedestrian-involved crash sites/lengths and develop an integrated countermeasure.
- Identify areas of high volume pedestrian activity.
- Install 40 km/h speed limits on sections of road which have significant numbers of pedestrians present.
- Install traffic calming devices to support 40 km/h speed limits.
- Install devices that permit pedestrians to cross the road safely and conveniently.
- Install pedestrian fencing on arterial roads passing through areas with high volumes of pedestrians.
- Implement pedestrian friendly features on traffic control sites in high volume pedestrian areas.
- Communicate and enforce 40 km/h speed limits in high pedestrian areas through integrated enforcement, appropriate regional public education projects and local community activities.
- Provide public education on the risks associated with vehicle speeds and pedestrian trauma.
- Conduct regional coordination meetings with local government, NSW Police and key stakeholder agencies on pedestrian safety issues.
- Develop and submit appropriate strategy and action plans evaluating pedestrian safety initiatives prior to commencement.
- Liaise with hotels and other licensed venues to address drink walking using responsible service of alcohol, liquor accords and alternate transport.

Typical council road safety officer projects include:

- Working with council engineering and planning sections to review and implement 40 km/h high volume pedestrian area speed limit zones.
- Working with council engineering and planning sections to review and implement pedestrian safety features (such as fencing and TCS improvements) on a length of arterial road passing through a high volume pedestrian area.
- Review and implement PAMP in coordination with Council Engineering and RTA Regional Office.
- Identifying a pedestrian crash area surrounding a licensed premise and developing a package of countermeasures and co-ordinating implementation.
- Developing local advertising campaigns targeting a specific at-risk group eg elderly and/or alcohol affected pedestrians using approved RTA campaign strategies and resources.

Beneficial road safety outcomes for RSO pedestrian safety projects may include:

- Number of pedestrian safety projects completed on time and to budget.
- Number of localised advertising and education campaigns targeting a specific at-risk group in accordance with RTA campaign strategies and material.

- Number of 40km/h high volume pedestrian area speed limit zones reviewed and implemented as part of a co-ordinated process with Council engineering and planning sections.
- Number of projects targeting pedestrian high risk areas reviewed and implemented as part of a co-ordinated process with Council engineering and planning sections.
- Number of motorised wheelchair user safety presentations conducted.

Unsuitable road safety officer projects and activities include:

- Television advertisements.
- Any media message which is not specific in addressing its target audience.
- Any media message which does not have a specific and instructional message.
- Any media message which cannot be linked to a broader established RTA strategy.
- Information or advertising campaigns that target drunk pedestrians without combining campaigns with other strategies (initiatives must also address drivers).
- Research where there is little prospect of implementing findings.

Additional information

- Public education and advertising campaigns should target appropriate key pedestrian groups and motorists (such as the elderly, drink walkers who are typically males aged 17-40, or male drivers).
- Where a local campaign is proposed, there must be evidence of unique local issues, problems, or target groups for pedestrian safety.
- Any proposal for a regional campaign must clearly identify its links to RTA regional and state-wide pedestrian safety campaign messages and schedules.

Specific conditions for project implementation

- RSOs are to use the Road Safety Public Education Creative DVDs provided by the RTA.
- Where the DVD creative is not appropriate (or available) due to the specific nature of the problem/location, approval should be sought as per Appendix 2.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
Pedestrian Problem Definition and	http://www.rta.nsw.gov.au/trafficinformation/downloads/rta_ped.pdf	Defines the scope of the pedestrian accident problem and outlines countermeasures currently being implemented or researched in NSW

Document	Obtained from	Issues addressed relevant to program position
Countermeasure Summary		To reduce the incidence and consequences of pedestrian accidents.
Community education publications about pedestrian safety can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select "Pedestrians" sub menu item)	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	Pedestrian crossings – information in community languages Motorised wheelchairs
AUSTROADS Part 13		A guide to the needs and requirements of pedestrians including detailed information on pedestrian crossing facilities.
Australian Road Rules Part 7 – Giving Way and Part 14 – Rules for pedestrians	www.rta.nsw.gov.au	Provides rules relating to drivers giving way to pedestrians and rules pertaining to pedestrians.
Safety of Vulnerable Road Users. Bruce Corben MUARC		Important presentations.
Vehicle travel speeds and the incidence of fatal pedestrian collisions (McLean et al)	Overview provided on RTA website: http://www.rta.nsw.gov.au/roadsafety/speedandspeedcameras/speedingresearch.html	Note key outcome of reducing travel speeds.
RTA website	www.rta.nsw.gov.au/roadsafety/pedestrians/index.html www.rta.nsw.gov.au/roadsafety/speedandspeedcameras/40kmhcbdspeedlimit/index.html	General information on pedestrian safety including information on vulnerable pedestrians and links to other related websites.

Current taglines

Pedestrians

- Watchout cars about.

Motorists

- Watch out people about.
- Please slow down.

Key VMS messages

- RSOs are to contact RTA regions for advice if considering the use of VMS messages.

RTA road safety program area: learner drivers - supervisor workshops

Helping Learner Drivers Become Safer Drivers

Description

The RTA *Helping Learner Drivers Become Safer Drivers* workshop program aims to support parents and other supervisors in supervising learner drivers during the 'L' phase of the Graduated Licensing Scheme (GLS).

Road safety outcomes

The *Helping Learner Drivers Become Safer Drivers* workshop program is expected to deliver the following road safety outcomes:

- Parents and supervisors of 'L' plate drivers in NSW have increased understanding of the GLS and novice driver licence conditions and restrictions.
- Parents and supervisors have increased confidence in supervising learner drivers after attending the workshop.
- Novice drivers and supervisors complete the requirements of the *Learner driver log book* and have an increased understanding of the *Learner driver log book* and planning on-road driving experiences.
- Novice drivers and supervisors have increased understanding of the restrictions and conditions for learner driver and provisional drivers.

Scope

The *Helping Learner Drivers Become Safer Drivers* workshops provide for the organisation and delivery of the workshops across local government areas in NSW.

It is planned that a minimum of **two workshops** be conducted in each NSW local government area. Three or more workshops should be held in locations with a high number of learner drivers.

RTA regional strategies for the *Helping Learner Drivers Become Safer Drivers* workshop program are to:

- Develop a 12-month plan for the implementation of the RTA workshop program by April each year. The plan should identify:
 - Workshops to be conducted and organised by RSOs.
 - A strategy for workshops in local government areas that are not serviced by RSOs.
- Oversee the regional implementation of the plan and ensure the schedule of the course delivery is carried out and well promoted and updated on the Regional delivery plan on the RTA's Frontline Help.
- Report on the outcomes of the workshop including the number of participants, location, date and local government area and collate participant course evaluations.
- Maintain ongoing communication on any emerging issues related to the RTA, to workshops and other youth or novice driver issues.
- Conduct training programs for road safety officers prior to the issue of the *Helping Learner Drivers Become Safer Drivers* workshop presenter's manual.
- Maintain a database of trained presenters in the Region.

Typical council road safety officer projects include:

- Service delivery of a minimum of two RTA workshops in each local government area.
- Promotion of workshops as a road safety initiative in the local community.

- Logbook runs - community programs for experienced learner drivers. Refer to the *Local Government Road Safety Guidelines for Logbook Runs Appendix A*

Beneficial road safety outcomes for the delivery of workshops may include:

- Parent learner workshops delivered at a rate reflecting L licences issued in each LGA.
- Interactions with young drivers and parents to promote new legislation requirements and increase awareness of young driver road safety issues.

Unsuitable road safety officer projects and activities include:

- Any involvement in driver training schemes for novice drivers.
- Councils are not to use their RTA project funds to subcontract personnel other than the RSO to deliver the workshops unless approved by the RTA region.
- Workshops are not to be conducted by or involve officers of NSW Police or driving instructors because the focus of the workshop is on education, not enforcement or driver training.
- Driver education programs for young people.
- Television advertisements.

Funding applications

- Submissions for additional funding will be considered for the following:
 - Additional presentations by RSOs in excess of the minimum 2 workshops, particularly in areas where large number of learner licences are issued.
 - Submissions must identify the dates for workshop delivery.

Additional Information

Workshop delivery

- A training program and *Workshop Presenter's Resource* outlines the workshop content.
- All advertised workshops must be conducted despite the number of community members enrolled.

Promotion

- In conjunction with RTA regional staff, each RSO needs to ensure that local promotional strategies are well planned and cost effective.
- All workshops and workshop promotion to customers must utilise the standard workshop program and resources as per the *Helping Learner Drivers Become Safer Drivers* Promotional CD-Rom.
- All workshops must be promoted at least one month in advance.
- The RTA Customer Call Centre 13 2213 will provide information on all course dates and location state-wide. Motor registries will have access to the state-wide course dates and times through the RTA Intranet DRIVES Frontline Help.
- The RSO can promote the RTA *Guidelines for community-based learner driver mentor programs* to interested community groups. The RSO can assist as a reference, rather than as a coordinator of such programs. RSOs can refer requests for information about best practice mentoring programs to Youthsafe.

Training

- All organisers and presenters of workshops must attend a regional *Helping Learner Drivers Become Safer Drivers Workshop* Trainer Session. The *Workshop Presenter's Resources* will be distributed at the training session.
- Training program and training costs will be met by RTA regions, including the costs of travel and accommodation for RSOs and contractors requiring training.

Program monitoring

RSOs are to provide progress reports within a month of conducting the workshop to the nominated RTA regional RUS officer. These reports are collated and reconciled against the Regional delivery plan.

RSOs are to forward a registration sheet, course evaluation report and participant evaluation forms. A scan or photocopy of the printed advertisements must be attached to any invoices that are submitted for payment to the RTA regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to Program Position
<i>Helping Learner Drivers Become Safer Drivers -Presentation Manual</i> CD_Rom Presentation August 2007 <i>Helping Learner Drivers Become Safer Drivers Workshop Delivery Guidelines</i> (See <i>Helping Learner Drivers Become Safer Drivers Presenter's folder</i>)	RTA regions request copies from NSW CRS. Issued to RSOs on completion of regional training program. The resource contains CD –Rom of overhead slides.	RSOs are able to deliver consistent and accurate information based on road safety research.
<i>Helping Learner Drivers Become Safer Drivers Workshop</i> Promotional CD-Rom CD2) August 2007.	This CD contains the order form for all stock related to this program and advertisements, live radio read, sample press release, web advertisement.	RSOs plan, promote and deliver high quality workshops.
Workshop participant's kit (Boxes of 50) Stock No. 45093207 2010	Online ordering from Bluestar: http://rta.bspg.com.au	Supervisors receive accurate and current road safety information to share with their learner drivers and supervisors.
Participant evaluation forms packs of 25	Online ordering from Bluestar: http://rta.bspg.com.au	Monitor clients' perceptions and needs.

Stock No. 4509 3211	Workshop evaluations are to be forwarded to RTA regions.	
Data concerning learner licences issued 2009.	This data identifies the number of learner licences issued in each LGA. Injury and crash data for young drivers in the LGA should also be monitored.	RSOs plan services based on the number of learner drivers in their LGA.
Program Funding Agreement planning and reporting Local Government Road Safety Program 201/12 Project Funding Guidelines for RSOs.	Invoices for workshop delivery must align with the procedures outlined in these guidelines.	Reports and financial invoices submitted on time.
RTA licensing information	www.rta.nsw.gov.au/licensing	
NSW CRS Young Driver Information	www.rta.nsw.gov.au/NSWCentreforRoadSafety GEARED.COM	RSOs are aware of current road safety and licensing issues.
Sample RTA <i>Learner driver log book</i> June 2010 Stock No. 45071474	RTA log book (blue) available on request from RTA regions. Online ordering from Bluestar: http://rta.bspg.com.au	RSOs aware of current road safety and licensing issues.
<i>A guide to the Driving Test</i> March 2009 Stock No. 4507 1261	Copies can be obtained using the <i>RTA Helping Learner Drivers Become Safer Drivers</i> order form on the Promotional CD-Rom CD. Online ordering from Bluestar: http://rta.bspg.com.au	RSOs are aware of current licensing test.
Regional workshop plan	RSO to plan workshops for the financial year: identified set date, local government area, location, telephone contact and bookings details.	Regional officers in rural NSW are aware of the number of learner drivers being supervised.

Course evaluation report template	RSO to complete evaluation overview and forward participant evaluation forms to RTA region within 14 days of conducting a workshop.	RSOs monitor and report on planned workshops on time.
<i>Guidelines for Log Book Runs for the NSW Local Government Road Safety Program</i>	Copies on request from RTA regions.	RSOs plan effective and safe Log Book Runs.
Brochure <i>Do you know your licence conditions?</i> July 2009 Stock No. 4509 4028	Additional laws were introduced for learner and provisional drivers on 1 September 2008. Online ordering from Bluestar: http://rta.bspg.com.au	RSOs and the general public are aware of current road safety and licensing issues for novice drivers.

RTA road safety program area: school communities

Description

The RTA school communities program aims to reduce the number and severity of child casualties in 40km/h school zones. Its objectives are to:

- Ensure that 40km/h school zones are installed on roads that:
 - Have direct access to schools.
 - Have crossing facilities that are operated by a school crossing supervisor (SCS).
- Increase motorist awareness of the 40km/h speed limit during school zone times.

Road safety outcomes

The RTA school communities program is expected to deliver the following road safety outcomes:

- Schools with direct access points have 40km/h school zones installed.
- 40km/h school zones are also installed where school crossing supervisors operate.
- Drivers drive at or below 40km/h during school zone times.
- Reduction in the number and severity of child casualties in 40km/h school zones.

Scope

RTA regional strategies for the school communities program are as follows:

- Manage the school communities program incorporating facilities around schools and SCS.
- Maintain all fields in the RTA (Oracle) Safety around Schools database as part of the state-wide reporting systems.

- Install and maintain 40km/h school zones on all roads with a direct access to a school.
- Liaise with internal and external stakeholders regarding program implementation:
 - Investigate and resolve school road safety issues that are within the RTA's jurisdiction.
 - Support school communities to address road safety around their schools through written advice, telephone advice, provision of RTA resources, meetings with principal/school, community representatives, stakeholder meetings, site investigation and referral to other agencies where appropriate.
 - Assess school crossing sites for the appointment of a school crossing supervisor at the request of the school principal.
 - Provide road safety information to school communities through *A practical guide to addressing road safety issues around schools* and a folder entitled *Road safety issues around schools Information for parents*. **The folder contains information for parents, carers and the school community on road safety issues in the immediate vicinity of the school, including the correct use of children's crossings.**

Typical council road safety officer projects include:

- Encourage driver compliance with 40km/h school zones. (speed)
- Promote the need to slow down to 40km/h when passing a school bus. (speed)
- Support local NSW Police enforcement of school zones. (speed)
- Support kindergarten orientation programs for parents and carers.
- Provide road safety advice to Parents and Citizens/Friends Associations, and other school organisations.
- Provide road safety advice and information to the school community (not students).

Beneficial road safety outcomes for RSO school community's projects may include:

- An increased number of drivers drive at or below the posted speed limit.
- An increased number of drivers obey all road rules in school zones in relation to parking, school crossings, and the use of mobile phones.

Unsuitable road safety officer projects and activities include:

- Promotional and educational resources that target school students and teachers.
- Media campaigns that duplicate or conflict with RTA regional and state-wide campaigns.
- Television advertisements.
- Research where there is little prospect of implementing findings or using unscientific methodology.

As there is already a large investment in classroom-based School Road Safety Education through a mandatory curriculum aimed at students in Years K-10 and optional in Years 11 and 12, **RSOs must not implement education campaigns in schools.**

If a school seeks support, please refer their request to the appropriate Road Safety Education Consultant in the area or the RTA's Education Sectors Manager on 8588 5828.

Additional information

- RSOs should liaise with their traffic engineers to give priority to schools on council roads that require engineering treatments.

Specific conditions for project implementation

- RSOs need to ensure that all information relating to school issues is reported monthly to the nominated RTA regional RUS officers to ensure the RTA (Oracle) Safety around School database is current and up-to-date.

Project monitoring

RSOs are to provide a monthly project progress report to the nominated regional RUS officer.

Further reading

Document	Obtained from	Issues addressed relevant to program position
<i>A practical guide to addressing road safety issues around schools</i> February 2007. Stock No 4509 2293	Available from RTA. Contact Carol Chalk on 8588 5822	Identifies roles and responsibilities of agencies with briefs to manage road issues in the vicinity of schools. The booklet gives guidance about seeking assistance from the appropriate agency so that road safety issues around schools can be resolved as quickly as possible.
<i>Road safety issues around schools - Advice and take home notes for schools</i> Stock No. 4509 4513 This publication is currently under review. Hard copies should be available by the end of March 2011.	Available on the RTA website	This folder contains information for parents, carers and the school community on road safety issues in the immediate vicinity of schools. It includes four sheets that can be photocopied and distributed to parents as the need arises, and a further six sheets that are designed for inclusion in school newsletters.
<i>Safe school travel - Tips for parents and carers</i> October 2010 Stock No. 4509 2292	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	This small booklet provides parents and carers with safety tips and messages to help children to travel safely to school. It includes a safety door sticker.
<i>School bus safety – How parents can help</i> May 2010 Stock No. 4509 2289	Online ordering for brochures from Bluestar: http://rta.bspg.com.au	This small brochure provides parents and carers with tips to help children to travel safely to school by bus.

Document	Obtained from	Issues addressed relevant to program position
DVD <i>School Drop-off and Pick-up initiative</i> February 2007 Stock No. 45094014	Available from RTA. Contact Carol Chalk 85885822.	This folder contains a DVD and CD that provide information on setting up a School Drop-off and Pick-up initiative at your school.
Brochure <i>School 'Drop-off and Pick-up' initiative</i> May 2007 Stock No. 45094011	Available from RTA. Contact Carol Chalk 85885822.	This brochure provides similar information to the DVD and CD above.
<i>Children's Crossings: A Guide to Promoting Correct Use</i>	Available on the RTA website.	This booklet is designed to be used by Councils when they are considering installing a new Children's Crossing at a school. It also provides valuable and important information for the school principal and parents as well as promotional materials for local media to publicise the stringent requirements for drivers at the new facility.

RTA road safety program area: early childhood road safety education

Description

The RTA Early Childhood Road Safety Education Program aims to reduce the number of young children (0-8 years) killed and injured in the road traffic environment by:

- Offering early childhood road safety education in-service courses to all children's services in NSW.
- Providing road safety education information and support to all children's services in NSW.
- Providing early childhood road safety information and support to community groups on demand.
- Providing early childhood road safety information and support to other organisations when appropriate to ensure that there is a consistency in the messages being given.

Road safety outcomes

The RTA Early Childhood Road Safety Education Program is expected to deliver the following road safety outcomes:

- Provide every children's service in NSW with the opportunity to attend a professional development in-service run by the consultants.
- Provide pre-service early childhood road safety education to students of early childhood programs in universities, TAFE colleges and accredited training programs.
- Provide support to children's services for the development and ongoing review of individual road safety policies.
- Provide road safety support for professionals involved in Family Support Services programs.
- Disseminate information about the program and its services to licensed early childhood service providers.
- Promote *Kids and Traffic* resources to support professional development in children's services and pre-service education.

Scope

The Early Childhood Road Safety Education Program is fully funded by the RTA to provide professional development workshops on road safety education for staff and families in all licensed children's services across NSW including preschool, long day care, family day care, occasional child care, in home care and mobiles.

This program also provides professional development workshops on early childhood road safety education for relevant pre-service teachers and staff in universities and TAFE colleges.

Strategies for achieving this include:

- Implementing relevant road safety professional development courses for the staff of children's services.
- Assisting staff in children's services to develop individual road safety policies.
- Maintaining an up-to-date database of all children's services in NSW.
- Providing pre-service early childhood road safety education to students of early childhood programs in universities, TAFE colleges and accredited training programs.
- Promoting the inclusion of RTA's approved road safety messages for children and adults within broader community road safety campaign.

Council road safety officers

Early childhood road safety education is provided by the Early Childhood Road Safety Education Program, Macquarie University.

RSOs frequently work in partnership with the program on early childhood projects, specifically those involving parents of children attending licensed children's services in both metropolitan and country areas.

Typical road safety officer projects include:

RSOs are encouraged to work collaboratively with key road safety and early childhood stakeholders to maximise the effectiveness of their campaigns and projects to:

- Increase family and community awareness of the dangers to children of reversing vehicles by:
 - Using the driveway safety display kit within the local community.
 - Organising events where families gather in the community to help raise awareness of driveway safety and inviting local councillors, including the mayor, to raise the awareness of the event.
- Increase family and community awareness of the changes to the child restraint legislation that comes into force on 1st March 2010 by distributing information to:
 - Families with young children who do not access children's services.
 - Others who support families such as GPs, hospitals, early childhood health centres and immunisation clinics, chemists and children's libraries.
 - Places where families gather in the local community eg play groups, learn-to-swim classes, baby gyms, child restraint and wheeled toy retailers, mothers' groups, grandparent groups and other sporting and recreational groups.
- Increase family and community awareness of the correct choice and fit of child restraints by:
 - Distributing information regarding the availability and accessibility of RTA authorised restraint fitters.
 - Using the MAA/Kidsafe passenger safety display.
 - Using relevant road safety displays and resources distributed by Farmsafe.
 - Organising a local RTA authorised restraint fitter to check and/ or install child restraints.

- Providing training, together with an RTA authorised restraint fitter, to child restraint retailers to help families purchase correct child restraints for the size of each child.
- Increasing family and community awareness of the importance of keeping young children in booster seats for as long as physically possible by:
 - Using the MAA/Kidsafe passenger safety display.
 - Liaising with other council sections (eg traffic engineers) to review and monitor the passenger road safety needs of young families in the community and children's services, such as:
 - Signage around children's services to provide safe parking/driveways and facilities for strollers, wheelchairs and disabled parking spots.
 - Safe arrival and departure zones.
 - Provide footpaths and stroller and wheelchair access/ramps.
 - Use fences to provide safe play areas and bike tracks for young children.
- Devising strategies within council to improve safe pedestrian access in the local area by:
 - Creating pedestrian markings in car parks.
 - Displaying signage to promote rear to kerb parking.
 - Displaying 'parent parking' signs to enable families to access shopping centres using the shortest and safest route possible.
 - Using signage to promote the *Kids and Traffic* road safety messages in community car parks eg 'Hold my hand', 'Buckle me up', 'Never leave your child alone in the car'.
- Incorporating RTA/program key road safety messages for children and adults into broader road safety community strategies which target:
 - Families with young children who do not access children's services.
 - Others who support families such as GPs, hospitals, early childhood health centres and immunisation clinics, chemists and children's librarians.
 - Places where families gather in the local community eg playgroups, learn to swim classes, baby gyms, child restraint and wheeled toy retailers, mothers' groups, grandparent groups and other sporting and recreational groups.
 - Providing workshops to families involved in children's services in NSW at the request of the children's service.

Beneficial road safety outcomes for RSO early childhood projects may include:

- Improvement in driving and parking behaviour of parents/carers around prior-to-school settings
- Improvement in pedestrian access for prior-to-school settings
- Increase the capacity of the ECRSEP to deliver road safety education to a greater audience

Unsuitable road safety officer projects and activities include:

- Working with staff and children in children's services (eg long day care, preschools, mobile services, occasional care services, family day care or primary schools).
- Providing workshops to staff in children's services on road safety education for children.

- Developing or distributing posters, brochures and/or newsletters based on appropriate road safety education messages and material without prior consultation with the RTA's Early Childhood Road Safety Education program consultants.
- Media campaigns that duplicate RTA regional and state-wide campaigns.
- Television advertisements.
- Research where there is little prospect of implementing findings.

RSOs are not to duplicate the core business of road safety education stakeholders such as the RTA's Early Childhood Road Safety Education Program.

Additional Information

Where a local project is proposed, it should demonstrate local knowledge of:

- Where young children are during the day.
- Who cares for them?
- Where and how they travel.
- Where families gather.
- Who families trust to convey road safety information.

All media messages or campaigns need to be linked to RTA approved strategies.

Specific conditions for project implementation

RSOs are to consult with the Early Childhood Road Safety Education Program consultants when promoting early childhood road safety information to parents at children's services in NSW on the relevance of the information for this age group.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional RUS officer.

Further reading

Document	Obtained From	Issues addressed relevant to Program Position
RTA booklet ' <i>Road safety – A guide for parents and carers of children 0 to 5 years.</i> ' Stock No 4509 4482 This publication is currently under review. Hard copies should be available by mid 2011	Online ordering from Bluestar: http://rta.bspg.com.au	

Drive Way Safety Display Kit	www.kidsandtraffic.mq.edu.au	
MAA/Kidsafe passenger safety display		

Early Childhood Road Safety Education Program

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RTA road safety program area: bicycle safety

Description

The RTA bicycle safety program aims to reduce the incidence and severity of crashes involving bicyclists throughout NSW. Its objectives are to:

- Enhance awareness, knowledge and understanding of rider safety.
- Continue to improve attitudes, hazard perception and skills of cyclists.
- Promote the need for all motorists to watch for cyclists at all times.
- Provide for bicyclists in the design, construction and maintenance of roads.
- Ensure that the design and use of all vehicles leads to improved safety for bicyclists.
- Engage the whole community in relation to the safety of bicyclists.

Road safety outcomes

The RTA bicycle safety program is expected to deliver the following road safety outcomes:

- Bicyclists are aware of their road risks and adopt safe road use practices.
- Motorists are looking out for bicyclists and are aware of the needs of bicyclists.

Scope

The RTA bicycle safety program aims to develop and implement regional and local strategies and activities to;

- Increase the awareness of bicyclists of:
 - Safe road use practices.
 - Risks associated with bicycle speeds and bicycle trauma.
 - Risks associated with drinking and riding.
 - Need to wear protective equipment.
 - Benefits of using shared paths.
- Increase the awareness of risks associated with reduced visibility of bicyclists by other road users.
- Increase the motorist awareness of the vulnerability and space required for bicyclists in the urban and rural environment.

RTA regional strategies for the bicycle safety program are to:

- Identify the most frequent bicycle involved crash sites/lengths in the region. Devise and implement suitable remedial actions.
- Conduct regional coordination meetings with local government, key stakeholder agencies on bicycle issues.
- Develop and submit appropriate strategy and action plans evaluating bicycle safety initiatives prior to commencement.

Typical council road safety officer projects include:

- Develop local media releases using approved RTA campaign strategies to target a specific group and time of year eg bike week.
- Identify a bicyclist crash area or time of year and conduct an investigation as to the nature of the problem and coordinate a targeted countermeasure. This can be conducted in partnership with an engineering project.
- Work with NSW Police on bicycle safety enforcement strategies.
- Identify bicyclist crash patterns and develop cycleway strategies.
- Promote the safe use of shared paths.

Beneficial road safety outcomes for RSO bicycle projects may include:

- Number of bicycle safety projects completed on time and to budget.
- Number of local media releases developed in accordance with RTA campaign strategies and materials.
- Number of bicycle crash areas identified and a targeted countermeasure implemented as part of a co-ordinated process with Council engineering and planning sections.
- Number of enforcement strategies developed with NSW Police.

Unsuitable road safety officer projects and activities include:

- Large scale civil works.
- Television advertisements.
- Any media message which:
 - Is not specific in addressing its audience.
 - Does not have a specific message.
 - Cannot be linked to a broader established RTA strategy.

Additional Information

- Where a local campaign is proposed, there must be evidence of unique local issues/ problems/target group that relates to the safety of bicyclists and other vulnerable road users.
- A local campaign proposal must clearly identify its links to RTA regional and state-wide campaign messages and schedules.

Specific conditions for project implementation

- Local bicycle and vulnerable road user safety campaigns must link to RTA regional and state-wide bicycle and vulnerable road user safety campaign messages where applicable.

- Where an RTA approved creative is not appropriate (or available) due to the specific nature of the problem/location, approval should be sought as per Appendix 2.

Program monitoring

RSOs are to provide monthly progress reports to the nominated RTA regional road user safety officer.

Further reading

Document	Obtained From	Issues addressed relevant to program position
AUSTROADS Part 14	www.austroads.com.au	A guide to the needs and requirements of cyclists including detailed information on cycling facilities.
NSW Bicycle Guidelines	www.nsw.gov.au	Provides a guide on how bicycle network facilities should be developed as part of the wider NSW transportation network.
Australian Road Rules Part 15 – Additional rules for bicycle riders	www.rta.nsw.gov.au	Road rules pertaining to cyclists.
AUSTROADS Research Report Pedestrian-Cyclist minimisation on shared paths and footpaths 2006	www.rta.nsw.gov.au	
Community education publications on bicycle safety can be viewed on the RTA website: http://whome.rta.nsw.gov.au/myrta/myresources (Select “Bicycles” sub menu item.)	Online ordering for resources from Bluestar: http://rta.bspg.com.au This website also provides information about how to order sale items (Be Smart! Be Safe! Be Seen! Drink bottles and reflective slap bands) that are available for cycling promotional events.	Promotion of bicycle use Bicycle safety maintenance Cycleway maps Tips for safe cycling Bicycle helmets Sharing the road safety with other road users Riding in groups NSW Bikeplan
NSW Centre for Road Safety	http://www.rta.nsw.gov.au/roadsafety/bicycles/index.html	Provides an overview of bicycle safety including information on helmets and safety gear, laws and penalties relating to cycling and bicycle education.

Current taglines

- Wear a Helmet. It's the Law.

- Be Smart! Be Safe! Be Seen!

Key portable VMS messages

- Watch for cyclists. The road is there to share.