WALGA'S ROADWISE PROGRAM

Safe Roads and Roadsides Resource Kit

TOWARDS ZERO

SPEED AND RED LIGHT CAMERA FUNDED PROJECT

getting there together

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Introduction

The long-term vision of *Towards Zero*, WA's road safety strategy 2008 – 2020, is of a road transport system where crashes resulting in death or serious injury are virtually eliminated. The vision can be achieved by creating a safe system that accommodates human error and the vulnerability of the human body. This requires a shared responsibility approach involving governments, non-government organisations, the private sector and the community to implement evidence-based measures that address safe road users, safe roads and roadsides, safe speeds, and safe vehicles[1].

Local Governments are key partners in the shared responsibility of road safety in Western Australia. Local Governments manage a total road length of 127,995 kilometres, which represents 88 per cent of the Western Australian road network[2]. The local road network, in 2012, is where 57 per cent of all serious crashes (those resulting in death or serious injury) occur[3]. As designers and operators of this extensive road network, and as influential leaders in local communities, Local Governments are well placed to have a positive impact on road safety outcomes.

The safe system approach is a holistic view of road safety, which has resulted in a major shift from the road users to those who design, build and maintain the transport system. For road authorities, including Local Governments, planning and developing a safe transport system means looking beyond set standards and moving past the traditional role of constructing and maintaining roads; it means using safe system treatments and countermeasures so that when people do make mistakes on the road network the outcome is less likely to result in death or serious injury.

Along with the construction and maintenance of roads, Local Governments can influence road safety outcomes across each of the safe system cornerstones through their responsibilities as a road authority, planning authority, employer and fleet operator.

The safe system approach can be achieved through four cornerstones:

Safe road use – integrating behaviour change programs with improved enforcement to make them more powerful and addressing impaired driving (alcohol, drugs, fatigue and distraction), restraint use, graduated licensing and speed choice.

Safe roads and roadsides – investing in safe system infrastructure improvements.

Safe speeds – enhancing speed enforcement and further reflecting on the appropriateness of WA's speed limits.

Safe vehicles – promoting the uptake of safer vehicles and key safety features, particularly by government and corporate fleets.

Project summary

The purpose of this Kit is to enable Local Government and Main Roads WA to work together with RoadWise Committees and community groups to inform the community about the importance of the safe roads and roadsides cornerstone of *Towards Zero,* WA's road safety strategy 2008-2020.

[1] Road Safety Council of Western Australia 2009, *Towards Zero safety strategy: to reduce road trauma in Western Australia 2008-2020,* Office of Road Safety, Perth Australia.
[2] WALGA Report on Local Government Road Assets & Expenditure 2012/13
[3] WA Local Government Association, Local Road Crash Report 2012.

Key messages

Key messages for inclusion in safe roads and roadsides activities include:

- Local Governments are key partners in the shared responsibility of road safety in Western Australia.
- Local Governments manage a total road length of 127,995 kilometres, which represents 88 per cent of the Western Australian road network[4].
- The local road network, in 2012, is where 57 per cent of all serious crashes (those resulting in death or serious injury) occur[5]. As designers and operators of this extensive road network, and as influential leaders in local communities, Local Governments are well placed to have a positive impact on road safety outcomes.
- The safe system approach is a holistic view of road safety, which has resulted in a major shift from the road users to those who design, build and maintain the transport system.
- Safe roads and roadsides is one of the cornerstones of the *Towards Zero* road safety strategy.
- The safe roads and roadsides initiatives included in *Towards Zero* have the potential to save 2,700 people from being killed or seriously injured over the 12 year life of the strategy[6].
- The objective is to prevent death and serious injury by improving the safety of roads and roadsides so crashes are less likely to happen and, if they do occur, have a less severe outcome.
- Investing in safe roads and roadsides can have a huge impact by reducing the number of people killed and seriously injured when crashes do happen. *Towards Zero* focuses on:
    - Improving safety at intersections;
    - Reducing the risk of run-off-road crashes through sealing shoulders, installing audible edge lines, removing roadside hazards and installing safety barriers; and
    - Expanding the Black Spot and Safer Roads Programs[7].
- For road authorities, including Local Governments, planning and developing a safe transport system means looking beyond set standards and moving past the traditional role of constructing and maintaining roads; it means using safe system treatments and countermeasures so that when people do make mistakes on the road network the outcome is less likely to result in death or serious injury.
- Along with the construction and maintenance of roads, Local Governments can influence road safety outcomes across each of the safe system cornerstones through their responsibilities as a road authority, planning authority, employer and fleet operator.
- The *Safe Roads and Roadsides Resource Kit* and accompanying templates should be tailored to suit the needs of individual Local Governments with the assistance of Road Safety Advisors.
- The *Safe Roads and Roadsides Resource Kit* is intended to compliment what Local Governments are already doing to target the safe roads and roadsides cornerstone of *Towards Zero.*

[4] WALGA Report on Local Government Road Assets & Expenditure 2012/13

[5] WA Local Government Association, Local Road Crash Report 2012.

[6] Road Safety Council of Western Australia 2009, *Towards Zero safety strategy: to reduce road trauma in Western Australia 2008-2020,* Office of Road Safety, Perth Australia.

[7] Road Safety Council of Western Australia 2009, *Towards Zero safety strategy: to reduce road trauma in Western Australia 2008-2020,* Office of Road Safety, Perth Australia.

How to use this Kit

This Kit and accompanying templates should be tailored to suit the needs of your Local Government area with the assistance of the Road Safety Advisor in your region, see page 5 for contact details. This Kit is intended to compliment what your Local Government is already doing to target the safe roads and roadsides cornerstone of *Towards Zero.*

Note: editable versions of all the templates included in this document are available on the CD/USB provided.

1. Look through the resources contained in this Kit and work out what kind of display will be appropriate for your Local Government and book the location (if required). Work out who will be manning the stall. This could be RoadWise Committee members, Local Government staff or a combination of the two.

2. If you are using pictures of your local area, find high resolution before and after images of safe system improvements and insert them into the *Poster – Before/After; Safe roads and roadsides display template* posters provided on the CD/USB. If you require assistance with this please contact your closest Road Safety Advisor.

   Alternatively you can use the generic posters which have been supplied by Main Roads WA Great Southern and the City of Albany. These are available along with the blank templates on the provided CD/USB.

3. Organise printing with a local printer if you are unable to print in-house. Ideally the posters should be printed in A2 or A3. You may also want to laminate and keep these for future use.

4. Print the *Activity – Spot the dangers* document provided on the CD/USB. This will need to be printed on A3 and laminated. Ask participants to use whiteboard markers to circle the potential 'dangers' which they see in the picture. Use this to talk to them about various safe system treatments which could be applied to improve the safety of this road. This can then be wiped down afterwards. There are some suggested 'answers' supplied on page 15.

5. Edit the *PowerPoint presentation – Safe Roads and Roadsides* which can be found on the provided CD/USB. You can either add your own pictures onto the slides provided or delete the blank slides and just use the pictures provided. Play this on a loop on the screen at your display.

   This presentation could also be used to play on a screen at the Local Government offices.

6. Edit the text of the media release samples from page 10. You will need to nominate a spokesperson, possibly the RoadWise Committee chair or other appropriate representative. Put this through your usual internal process for media and send out to your media contacts in advance of the display.

What you will need to provide

ITEM	NOTES
Staff time	To organise the display location and event preparation, set up, pack up, volunteers to run the stall etc.
Printing	Either in-house or with a local printer. If you require assistance with funding for this, please contact your closest Road Safety Advisor to discuss funding opportunities. See page 5 for contact details.
Display materials	Screen, computer, posters, handouts, whiteboard markers, table, boards for putting up posters etc. Note: different display locations will have different requirements.

Contact us

WALGA's RoadWise Program has staff based around the state. Contact your closest Road Safety Advisor for further information or assistance.

Region	Advisor	Phone
Gascoyne	Engel Prendergast (Snr Road Safety Consultant)	9213 2060
Goldfields-Esperance	Tiffany Brown	0409 881 924
Great Southern	Erin McDonald-Lee	0418 904 081
Kimberley	Greg Hayes	0419 192 759
Metropolitan North	Karen White	9213 2041
Metropolitan South	Engel Prendergast (Snr Road Safety Consultant)	9213 2060
Mid West	Sam Adams	0419 953 583
Pilbara	Engel Prendergast (Snr Road Safety Consultant)	9213 2060
South West	Gavan Hayllar	0438 982 563
Wheatbelt North	Cliff Simpson	0409 686 138
Wheatbelt South	Rodney Thornton	0409 689 313

Resources and tools available in this Kit

The following resources and tools are available for editing on the provided CD/USB. They can be used as part of the Safe Roads and Roadsides Resource Kit or as standalone items.

- Competition box template
- Quiz template (front and back)
- Evaluation template
- Report template
- Media release sample text
- Media release sample text - post event
- Media release tips
- Social media tips
- Activity – Spot the dangers
- Activity – Spot the dangers 'answers'
- Poster – Before shoulder reconstruction and seal widening
- Poster - After shoulder reconstruction and seal widening
- Poster – Before intersection treatment
- Poster – After intersection treatment
- Poster – Unsealed shoulders
- Poster – Safe system treatment; Raised Retro Reflective Pavement Markers
- Poster – Safe system treatment; wire rope barriers 1
- Poster – Safe system treatment; wire rope barriers 2
- Poster – Safe system treatment; wire rope barriers 3
- Poster – safe system treatment; audible edgelines
- Poster – Building safe roads and roadsides; Moving beyond current standards
- Poster – Before; Safe roads and roadsides display template
- Poster – After; Safe roads and roadsides display template
- PowerPoint presentation - Building safe roads and roadsides

Competition box template

This template is designed to fit on competition boxes which can be borrowed from your closest Road Safety Advisor. If using your own box, adjust dimensions accordingly.

Insert local government logo height 4 cm

[insert name] RoadWise Committee

ROADWISE

Building safe roads and roadsides.

WIN A [INSERT PRIZE]

DROP YOUR SAFE ROADS AND ROADSIDES QUIZ IN HERE.

Moving beyond current standards.

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Quiz template

Front

Win a [enter prize]

Answer the following questions correctly for your chance to win.

1. Designing a road system which is forgiving when people make mistakes will help us to reduce deaths and serious injury on our roads.	True	False
2. Most of the fatal and serious crashes that occur in the regional areas of Western Australia involve only one vehicle which has either run off the road and/or collided with an object or rolled over.	True	False
3. Name three safe system road improvements.		
a)		
b)		
c)		

Insert Local Government logo height 2cm

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Back

Thanks for your participation. We hope you have gained some valuable information. Please complete the following details to assist in evaluation of the activity and so that we can contact you if you win.

Please circle your answer

Gender: Male Female

Age: Under 17 17 – 21 22 – 29 30 – 41 42 – 50 51+

Name: _____

Phone: _____

If you would like to participate in future road safety initiatives in [insert Local Government] please write your email address below.

Email: _____

Evaluation template

This template has been designed to assist with evaluating quiz and display activity.

Evaluation

Instructions:

1. Collate data from quiz slips using the tables below. As you go separate entries into two piles, one for entries with all answers correct and one for entries with at least one question incorrect.
2. Count the number of correct entries and incorrect entries and use that to complete the section above the charts on page 8.
3. Right click on the charts on page 8, select 'Edit Data' and enter totals from the tables below. Please note that the data currently entered into the charts is an example only.
4. Draw your winning entry out of the correct entry pile.
5. You can now use the contents of page 8 to form part of a report on your activity which can be presented to the RoadWise Committee, Council or other organisation. You can also save it for your own records and compare the results with future campaigns and activities.

Statement	True	False	Did not answer
Designing a road system which is forgiving when people make mistakes will help us to reduce deaths and serious injury on our roads. **Answer - True**			
Most of the fatal and serious crashes that occur in the regional areas of Western Australia involve only one vehicle which has either run off the road and/or collided with an object or rolled over. **Answer - True**			

Safe system treatment	Tally

17-21	22 – 29	30 – 41	42 – 50	51+	Did not answer

Male	Female	Did not answer

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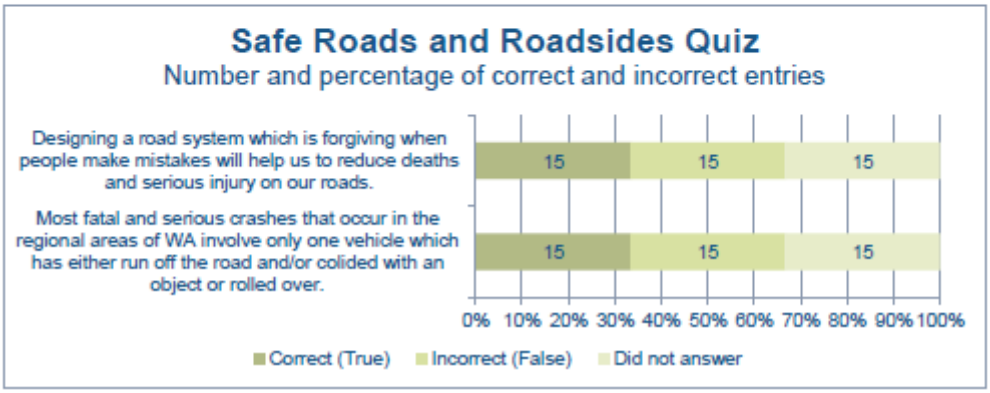
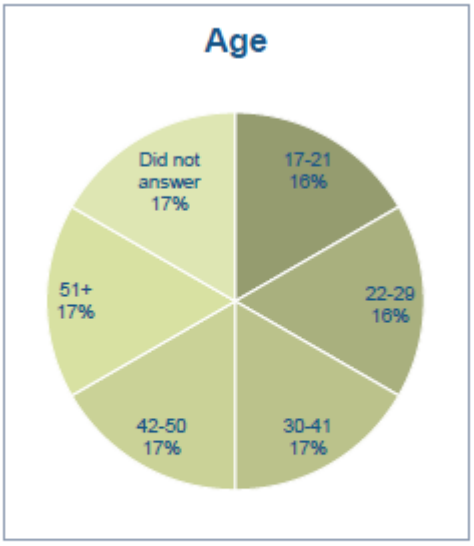
Template Report

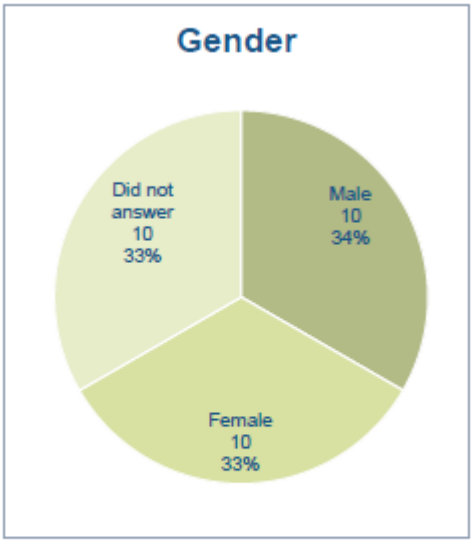
Note: The data which is currently entered into the charts below is an example only.

Once you have entered your own data into the charts below this page can be used to add to a report on the activity which you can present to the RoadWise Committee, Council or other relevant organisation. You can also use it for your own records and compare results with future campaigns and activities.

Total number of entries:
Total number of correct entries:







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Media release sample text

The provided sample text is intended to assist in publicising display events.

[Date]

FOR MEDIA RELEASE

Safer roads save lives

We often hear road safety messages telling us not to drink and drive, to stick to the speed limit and to purchase 5 star ANCAP rated vehicles, but how important is it that we have a safe road environment in which to drive? And what exactly is a safe road environment?

The <insert name> RoadWise Committee will answer these questions at their display from **<insert time from-to>** at the **<insert location>.**

Community members will be able to view local projects and learn more about safe system improvements such as shoulder widening, audible edge lining and wire rope barriers. They will also get the chance to have a go at the 'spot the dangers' activity and enter the Safe Roads and Roadsides quiz for their chance to win <insert prize>.

Chair of the <insert name> RoadWise Committee, [insert person's name] said many crashes occurred when people make mistakes, not just because they are engaging in risk taking behaviour.

"Making safe system improvements to roads and roadsides significantly contributes to reducing the number of crashes. It can also reduce the number of deaths and serious injuries that occur when crashes do happen," <insert name> he/she said.

Urban intersections and run-off-road crashes in regional areas are both priority areas for the WA Road Safety Council as these crash types are responsible for most of the road deaths and serious injuries in Western Australia.

<insert name> said, "The <insert name> RoadWise Committee believes it is important the community understand that continuing to improve infrastructure in the region also contributes to improving road safety. We want to inform people what creating a safe system actually means and let them know how they can support us."

ENDS

Media Enquiries:
If you would like an interview with <insert name>, please contact:
Jane Doe, Media Relations
jdoe@yourshire.wa.gov.au
08 9xxx xxxx
Photo Opportunity:
<If you're planning an event, insert information about photo opportunities here>

Media release sample text - post event

The provided sample text is intended to assist in publicising post display events.

[Date]

RoadWise committee shares road safety message

The <insert name> RoadWise Committee recently ran a display to inform the local community about how making safe system improvements to roads and roadsides can contribute to reducing deaths and serious injuries on our roads.

<insert name> ,Chairperson of the <insert name> RoadWise Committee would like to thank those who worked on the stall which gave the community the opportunity to learn more about specific safe system treatments.

“The display included posters and examples of safe system treatments such as roundabouts, audible edgelines and frangible signage. Those who visited the stall had the opportunity to enter a quiz, take part in the ‘spot the danger’ activity and see up close things such as raised retro reflective pavement markers, or cats eyes, which we usually only see from our vehicles,” <insert name> said.

“This was a great opportunity for the community to learn how treatments such as shoulder sealing and widening can help to create a safer road environment. Designing a road system which is forgiving when people make mistakes will help us to reduce deaths and serious injuries on our roads.”

Most of the fatal and serious crashes that occur in the regional areas of Western Australia involve only one vehicle which has either; run off the road and/or collided with an object or rolled over.

“Local Government, as well as State and Federal Government, plays an important role in working towards creating a road system which is forgiving. We want to make sure that the community understands the kinds of treatment which will have the biggest impact on improving safety and we hope that this display has helped to increase that understanding,” <insert name> said.

For more information about road projects in your area please visit the Main Roads website, www.mainroads.wa.gov.au, or contact the <insert local government>.

ENDS

Media Enquiries:
If you would like an interview with <insert name>, please contact:
Jane Doe, Media Relations
jdoe@yourshire.wa.gov.au
08 9xxx xxxx
Photo Opportunity:
<If you’re planning an event, insert information about photo opportunities here>

Media release tips

Use other ways to promote your event in addition to a media release. These could include information on your website, social media channels, an item in EWatch or a submission to the RoadWise website.

You may also want to issue another media release after the event. This could include information about the answers to the quiz questions, congratulations to the winner and information about the number of people who interacted with the display. This is also a good opportunity to submit a picture with your story, so make sure you take some photos on the day.

Social media tips

Prior to engaging on social media, please refer to your organisation's social media policy or protocol guidelines:

- If your organisation does not have a social media policy, please refer to your organisation's Code of Conduct, which will provide the foundation for social media engagement principles.

- If your organisation is active on social media, there will be a clear demarcation of staff approved to participate in social media on behalf of the organisation (social media accounts are generally maintained by Marketing/Communications, Events and/or Community Development Teams).

- If you are not responsible for maintaining your organisation's social media accounts, but wish to promote the Resource Kit as an individual (i.e. as yourself and not 'on behalf' of the organisation), please refer to your organisation's social media policy for staff to determine if this is possible.

When posting on social media:

- Know that the Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later. If your complete message, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.

- When in doubt, do not post. Staff are personally responsible for their words and actions which extends to online. Posts need to be accurate and not misleading and also do reveal confidential or non-public information of your organisation. If there is any doubt, do not post.

- If your social media accounts are only monitored in business hours, make sure to state this in the 'terms and conditions' of your page (on Facebook) and in your biography (on Twitter). This will ensure that if people try to contact you via the social media accounts, they know when to expect a response.

Keep it informal on social media:

- Build and supplement genuine relationships with your online communities.
- Connect with your suppliers and other stakeholders. Ask them to share.
- Social media is not a press release; converse, don't announce.
- Recommend or suggest; don't dictate.
- Respond to your followers in a timely manner (usually within 24 hours).
- Avoid scheduling too many posts in one day.
- Share photos and videos from your offline events and other related events.
- Share interesting posts from other regions.
- Create #hashtags to categorise your tweets. For example #SafeRoadsandRoadsides

Tip: Keep each story under 600 words, use subheadings where possible, include good quality photos and links to further information.

Ideas for ‘tweets’:

- #SafeRoadsandRoadsides project commences April 3. <link>
- #RoadSafety is everyone’s responsibility. <link>
- Encourage others to drive safely. Let us know on our Facebook page how you’re encouraging others to be safe <link>
- Join us to raise awareness <link>
- Responsibility for road safety rests with each of us.

Tip: Use photos and links as often as possible. When tweeting keep, to the 140 character limit and try to avoid posts of over two or more ‘tweets’.

Ideas for Facebook posts:

- Safe Roads and Roadsides is coming up. Join us to help raise road safety awareness. Learn more at <link> #RoadSafety
- As part of our commitment to make your community a safer place, there will be a Safe Roads and Roadsides display at [insert location]. Find out how to be involved <link>

Tip: Use photos with your posts as often as possible. Create an event on Facebook, explain the details of the project, and update the event with links or updates.

If you have any questions or would like assistance with your Safe Roads and Roadsides social media campaign, please contact your closest Road Safety Advisor.

Activity – Spot the dangers

Activity – spot the dangers

Use the whiteboard markers provided to circle any 'dangers' you can see on this road which could be improved by safe system treatments.

Picture supplied by the Shire of Plantagenet

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Activity – Spot the dangers ‘answers’

Activity – Spot the dangers ‘answers’

The picture and notes below give an indication of the types of things which could be highlighted with participants.

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Poster – Before shoulder reconstruction and seal widening

BEFORE - Shoulder reconstruction and seal widening

ISSUE ONE

Many of the roads in Western Australia were constructed many years ago when the transport burden was much lower than it is today.

As a consequence, many of our roads are relatively narrow compared to contemporary design standards, meaning that vehicles traveling in opposite directions are in close proximity to each other.

ISSUE TWO

Errant drivers who run off the edge of the road have to correct their course on a loose gravel shoulder.

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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Poster – After shoulder reconstruction and seal widening

AFTER - Shoulder reconstruction and seal widening

SAFE SYSTEM SOLUTION

A greater degree of separation between vehicles can be achieved by widening the existing gravel shoulder and sealing the new widened surface.

In this way, existing 6m width seals (for example) can be widened to provide an 8m wide sealed surface without the additional cost of full reconstruction of the entire road pavement.

SAFE SYSTEM SOLUTION

An additional benefit of the seal widening approach is that audible edgelines can be placed with a 1m sealed recovery zone outside of the traffic lane, thus providing errant drivers an opportunity to correct their course on a sealed surface rather on a loose gravel shoulder.

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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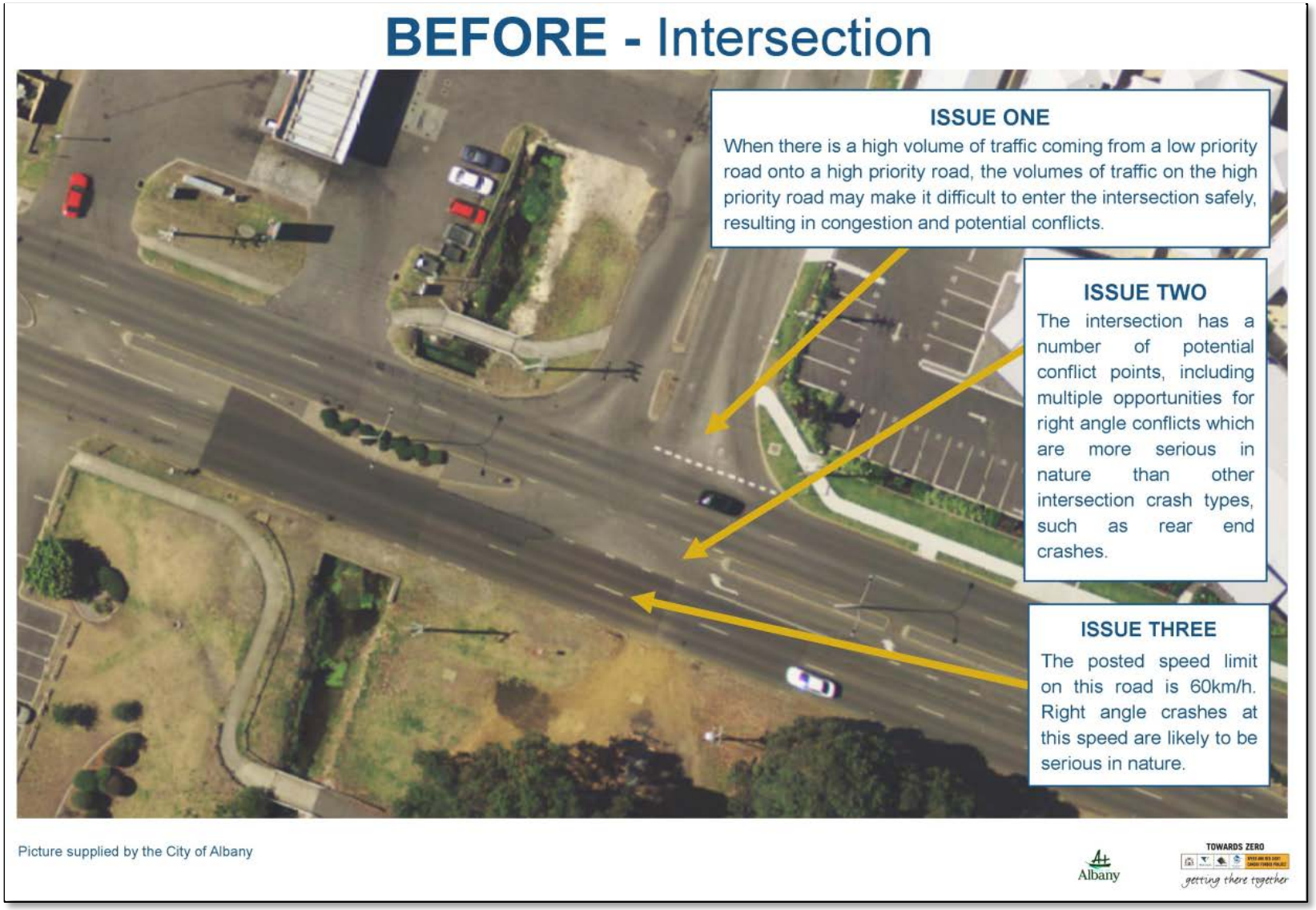
Poster – Before intersection treatment



Poster – After intersection treatment

AFTER - Intersection with roundabout

SAFE SYSTEM SOLUTION

Roundabouts reduce the speed of vehicles approaching an intersection. Reducing speeds increases reaction times and reduces the severity of crashes if they do occur.

SAFE SYSTEM SOLUTION

Roundabouts can improve traffic flow and ease congestion.

SAFE SYSTEM SOLUTION

Roundabouts reduce the number of potential conflict points at an intersection, they also remove the opportunity for right angle crashes which are more serious in nature than other types of intersection conflicts, such as rear end crashes.

Picture supplied by the City of Albany

Albany

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Poster – unsealed shoulders

UNSEALED SHOULDERS

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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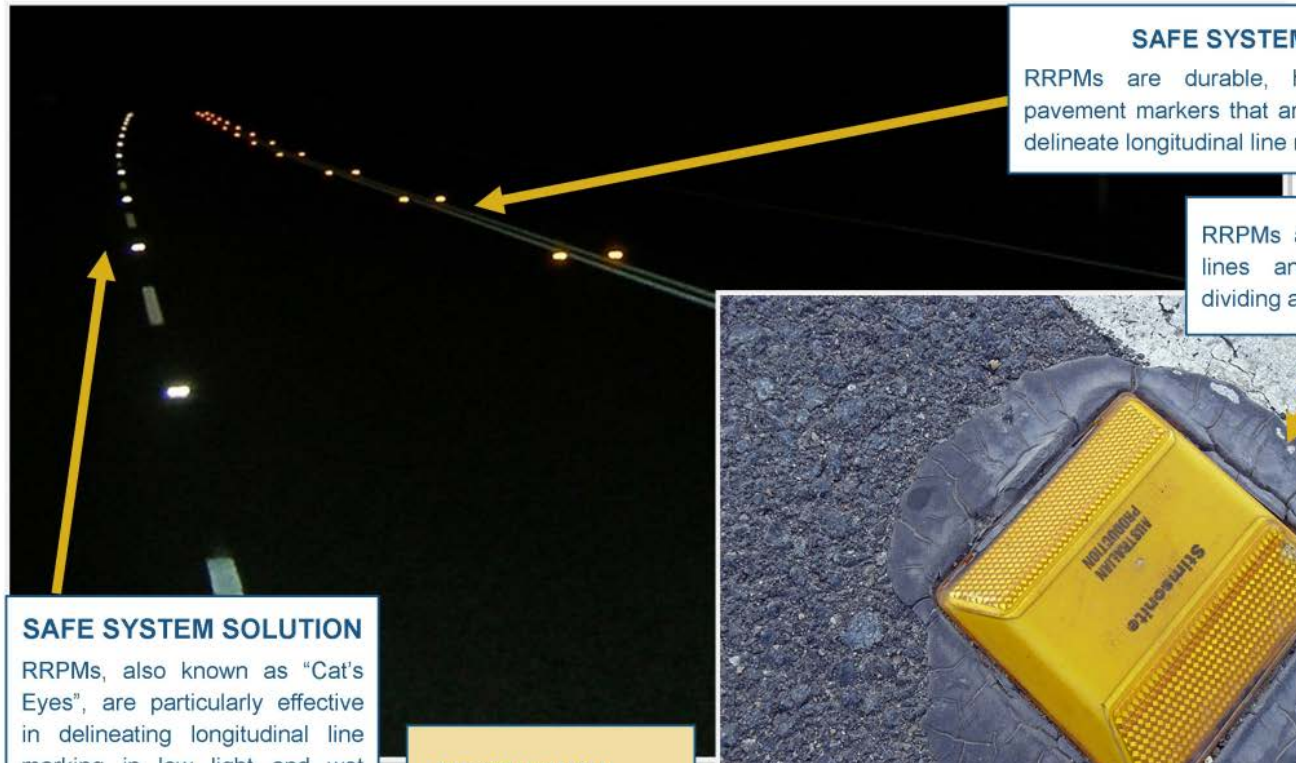
Poster – Safe system treatment: Raised Retro Reflective Pavement Markers

Safe system treatment - Raised Retro Reflective Pavement Markers (RRPMs)



SAFE SYSTEM SOLUTION

RRPMs are durable, highly reflective raised pavement markers that are used predominantly to delineate longitudinal line marking.

RRPMs are placed on the edge lines and on the centrelines dividing a single carriageway.

SAFE SYSTEM SOLUTION

RRPMs, also known as "Cat's Eyes", are particularly effective in delineating longitudinal line marking in low light and wet conditions. Effective delineation of line marking in these conditions assists the driver to remain within the traffic lane.

DID YOU KNOW…

The Albany Highway has RRPMs installed over its entire length.

Pictures supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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Poster – Safe system treatment; wire rope barriers

Safe system treatment - Wire rope barriers

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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Poster – Safe system treatment; wire rope barriers

Safe system treatment - Wire rope barriers

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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Poster – Safe system treatment; wire rope barriers

Safe system treatment - Wire rope barriers

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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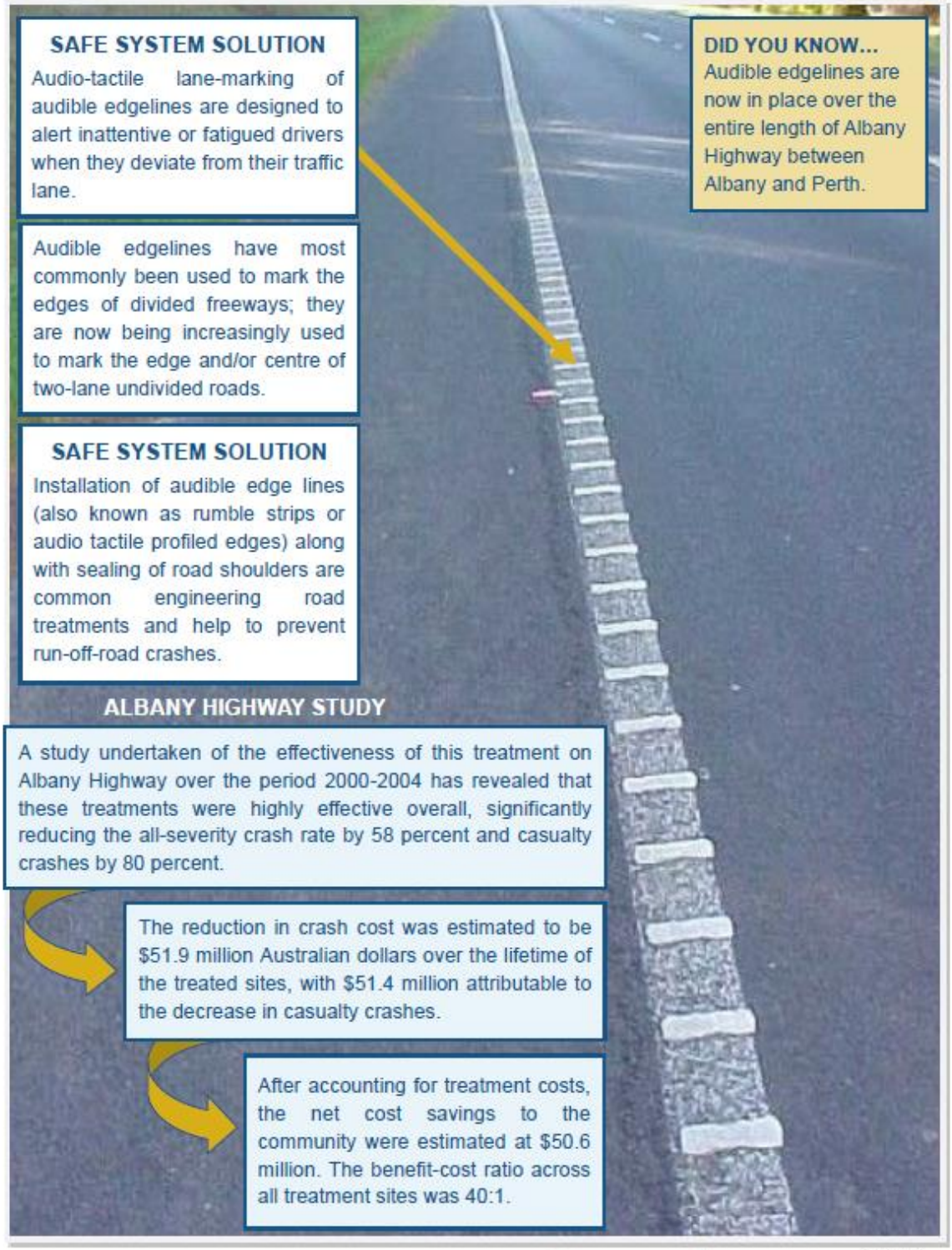
Poster – Safe system treatment; audible edgelines

Safe system treatment - Audible edgelines



SAFE SYSTEM SOLUTION

Audio-tactile lane-marking of audible edgelines are designed to alert inattentive or fatigued drivers when they deviate from their traffic lane.

DID YOU KNOW...

Audible edgelines are now in place over the entire length of Albany Highway between Albany and Perth.

Audible edgelines have most commonly been used to mark the edges of divided freeways; they are now being increasingly used to mark the edge and/or centre of two-lane undivided roads.

SAFE SYSTEM SOLUTION

Installation of audible edge lines (also known as rumble strips or audio tactile profiled edges) along with sealing of road shoulders are common engineering road treatments and help to prevent run-off-road crashes.

ALBANY HIGHWAY STUDY

A study undertaken of the effectiveness of this treatment on Albany Highway over the period 2000-2004 has revealed that these treatments were highly effective overall, significantly reducing the all-severity crash rate by 58 percent and casualty crashes by 80 percent.

The reduction in crash cost was estimated to be $51.9 million Australian dollars over the lifetime of the treated sites, with $51.4 million attributable to the decrease in casualty crashes.

After accounting for treatment costs, the net cost savings to the community were estimated at $50.6 million. The benefit-cost ratio across all treatment sites was 40:1.

Picture supplied by Main Roads WA Great Southern

mainroads WESTERN AUSTRALIA

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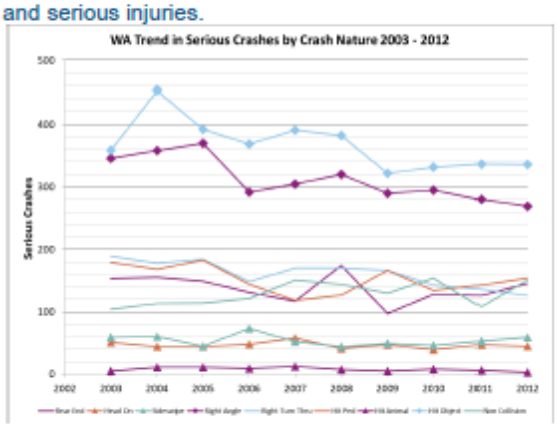
Poster – Building safe roads and roadsides

Building safe roads and roadsides

Moving beyond current standards.

THE PROBLEM

Intersection and single vehicle run-off-road crashes are the crash types responsible for most of our road deaths and serious injuries.



OUR OBJECTIVE

To prevent death and serious injury by improving the safety of roads and roadsides so crashes are less likely to happen and, if they do occur, have less of a severe outcome.

Many crashes occur because a road user made a mistake – not just because of bad or risk taking behaviour.

Investing in safe roads and roadsides can have a huge impact by reducing the number of people killed and seriously injured when crashes do happen.

ROAD SAFETY COUNCIL PRIORITY AREAS

RUN-OFF ROAD CRASHES IN REGIONAL AREAS

Improvements to roads and roadsides can make a major contribution to reducing the number of deaths and severity of injuries on regional roads. *Towards Zero* has a priority focus on road treatments that have proven safety benefits.

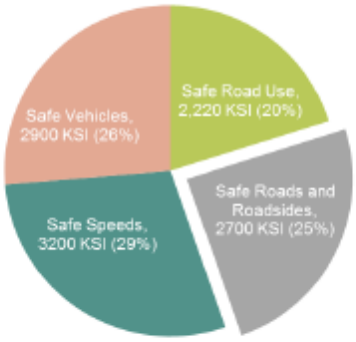
URBAN INTERSECTIONS

Influencing the design and behaviour of road users at intersections in urban areas is a key priority for *Towards Zero*. Fewer opportunities for conflict and lower travel speeds are safer.

GET INVOLVED...

BUSINESSES	COMMUNITY
Encourage employees to take safer routes to work.	Choose the safest route available.
Report unsafe roads to the relevant local government authority or Main Roads WA.	Report unsafe roads to the relevant local government authority or Main Roads WA.
Advocate for more funding for safe roads.	Advocate for more funding for safe roads.
Get involved in local initiatives to make roads and roadsides safer.	Get involved in local initiatives to make roads and roadsides safer.

TOWARDS ZERO STRATEGY BENEFITS



Projected cumulative savings in numbers killed and seriously injured 2008-2020 *Towards Zero* strategy.

TOWARDS ZERO MEANS...
Going beyond 'standards'

Our planners, designers and engineers are leaders in constructing our roads and roadsides. As a community we can encourage and support these professionals to find solutions that move beyond current standards. *Towards Zero* aims for innovative solutions that ensure the way our roads and roadsides are designed and built provides inherent safety (preventing death and serious injury). Designers and engineers will add value to our built environment by developing a safe, sustainable road transport system that results in a positive legacy for future generations.

Sources:

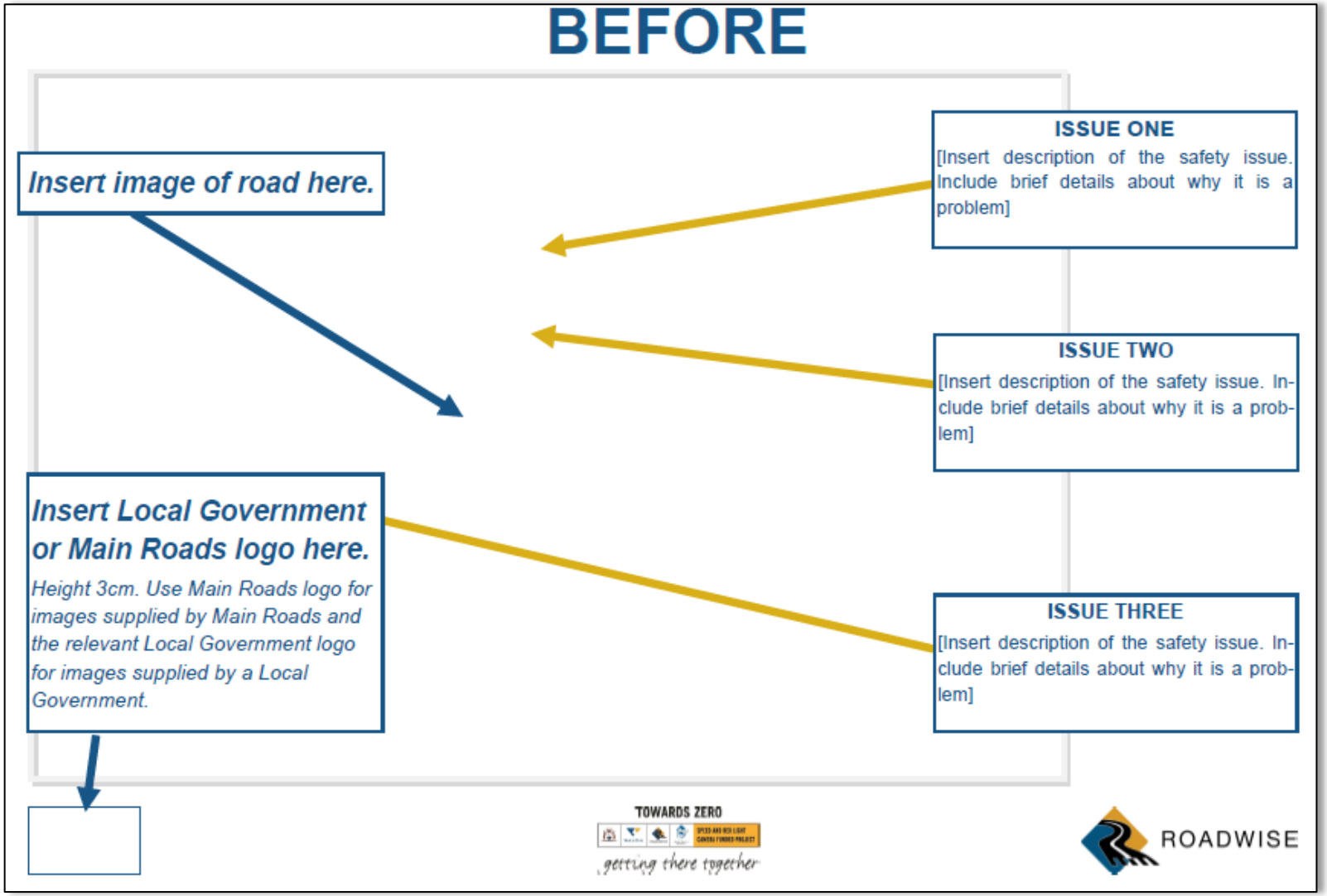
http://www.ors.wa.gov.au/Towards-Zero

Local Road Crash Report 2012

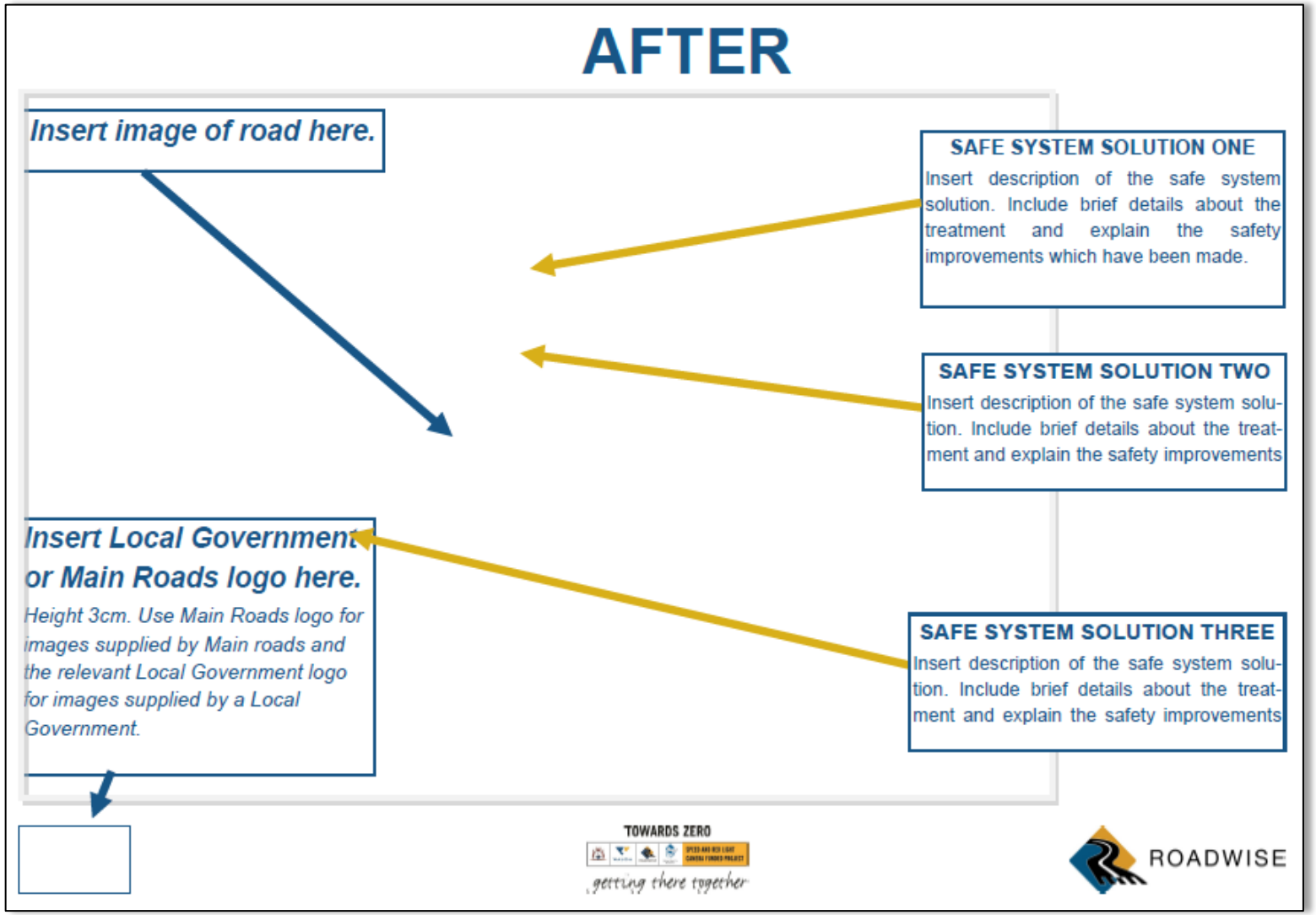
TOWARDS ZERO

getting there together

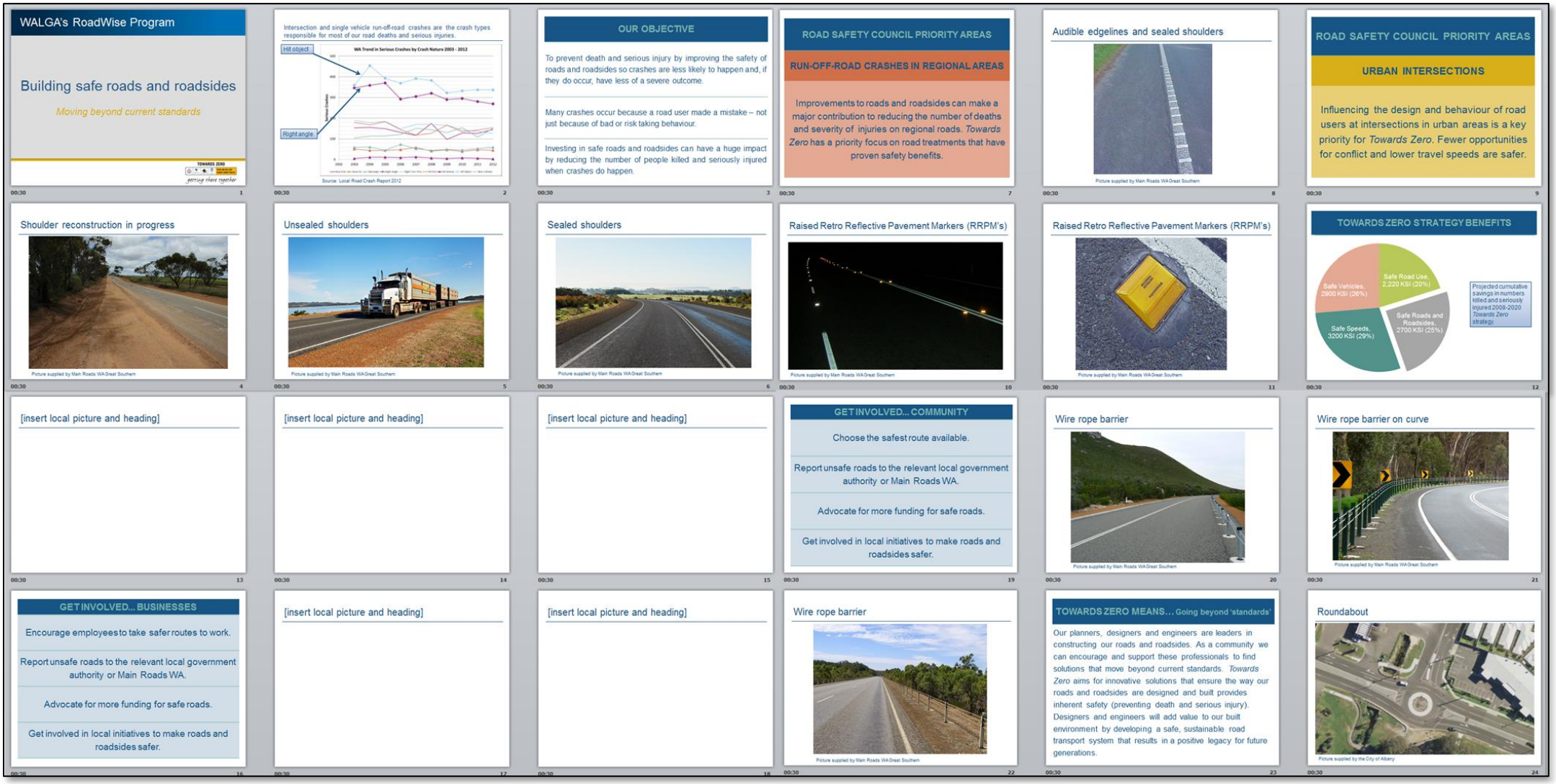
Poster – Before; Safe roads and roadsides display template



Poster – After; Safe roads and roadsides display template



PowerPoint Presentation – Building safe roads and roadsides



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