



northern
beaches
council

Northern Beaches Road Safety Plan

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Message from the Mayor

I am pleased to present the first Road Safety Plan for Northern Beaches Council. Our vision is 'Safe Movement Always'.



Our community boasts some of the most wonderful beaches and bushland in Australia, and is a great place to live and visit.

Yet how do we address the issue of road safety?

The Northern Beaches Transport Strategy indicates that peninsula traffic congestion costs the national economy \$48 million and this does not include any of the social costs, including injuries and loss of life.

According to the Australian Bureau of Statistics 2016, approximately 55% of residents from the Northern Beaches use a car to get to work.

Our dependence on cars is one of the factors contributing to congestion on our roads, which can also contribute to unsafe behaviour.

Councils vision of 'Safe Movement Always' is working towards fostering a culture of shared responsibility for road safety with positive and safe behaviour on our roads and paths.

The aim is to make our roads safe for everyone, including drivers, passengers, motorcycle riders, bike riders and pedestrians.

Last year, one such initiative was a collaboration with a local business to incentivise safer driving and measure changing behaviours among local drivers by using a free smartphone application. Over 700 residents participated.

The smartphone application measured driver behaviour across 27,487 trips covering 324,737km. Driving behaviour for high-risk drivers decreased by 11% for speeding, 27% for unsafe braking and 40% for phone distraction. The initiative was successful in creating a positive change in driver behaviour.

The Road Safety Plan will provide a framework to improve road safety in our community through education, workshops and promotional campaigns.

Council will continue to support the road safety initiatives of the Northern Beaches Council. Together we can share the responsibility of a culture of positive and safe behaviour on our roads and paths.

Michael Regan, Mayor

Executive Summary

The Northern Beaches Road Safety Plan vision 'Safe Movement Always' sets out the directions and actions required to help the Northern Beaches local area to be recognised as a place which provides a safe travel environment for all users.

Safety on our roads is affected by both infrastructure and behaviour. The Northern Beaches Road Safety Plan addresses behaviour. It does not include infrastructure. The Plan includes initiatives that contribute to the Northern Beaches local area being recognised as a safe travel environment for all road users.

As our community grows, there is a need to continue promoting, educating and raising community awareness that road safety is a shared responsibility and choices and behaviours affect others on the road network.

New and existing road safety campaigns and projects will focus on all road users with an emphasis on vulnerable road users. The development of the plan involved desktop research of Northern Beaches local area crash statistics from 2013-2017 which were supplied by Transport for NSW. The crash statistics were analysed to help identify local road safety issues.

Our commitment to road safety is represented within the Northern Beaches Council's Community Strategic Plan 'Shape 2028.'

The Road Safety Plan is supported in the Council 'Move - Transport Strategy 2038.' The future direction in the Plan is to support programs to change road user behaviour to improve the safety and efficiency of the network.

The initiatives in the Road Safety Plan will support the transport strategy to improve safety for all road users of the Northern Beaches road network.

Community Strategic Plan 'Shape 2028'

Supports the 'Community outcome: transport, infrastructure, and connectivity' to promote road safety.

Transport Strategy 'Move'

Theme 4. Efficient Road Network.
Future Direction 5: Support programs to change road user behaviour to improve the safety and efficiency of the network.

Road Safety Plan

Provides a framework for improving road safety across the Northern Beaches for all road users.



Northern Beaches Local Government Area

The Northern Beaches Local Government Area (LGA) covers 254 km² between 10 and 30 kilometres northeast of the Sydney CBD. Northern Beaches LGA is bounded by Broken Bay in the north, the Tasman Sea in the east and Sydney, North Harbour and Middle Harbour to the south and there are 55 suburbs within its boundaries. (Figure 1)

The residential population for the Northern Beaches LGA, according to the 2016 Census, was estimated at 266,344. Of the population, 65.8% of the LGA's people were born in Australia and 34.2% were born overseas. People who spoke a language other than English at home made up 14% of the population and the main second languages spoken were Italian and Mandarin.

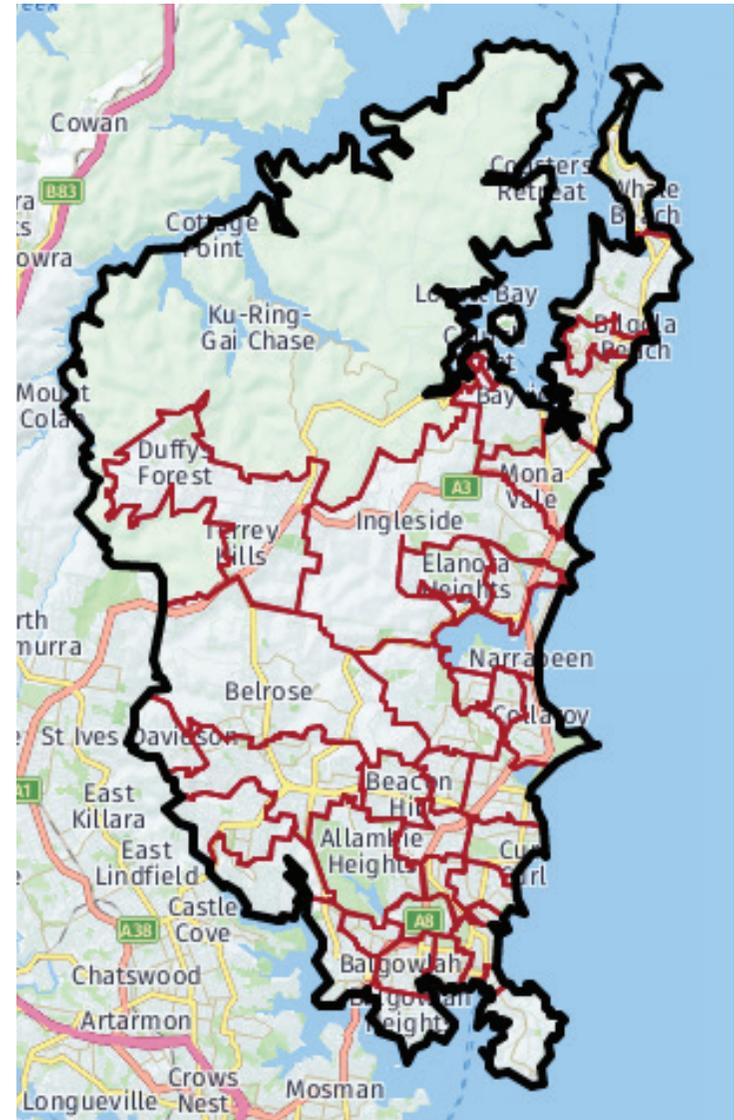


Figure 1

Northern Beaches Local Government Area

From 2011 to 2016, the Northern Beaches LGA's population increased by 15,150 people (6.4%).

The largest age group in the community is between zero and 17 years, making up 23.3%, and the next largest group is parents and homebuilders from 35 to 49 years, who make up 22.8% of the population. (Figure 2)

Notable changes from the previous Census 2011 and 2016 among age groups are:

- Older workers and pre-retirees (50 to 59): (+3,594 people)
- Seniors (70 to 84): (+3,421 people)
- Primary schoolers (5 to 11): (+2,745 people)
- Secondary schoolers (12 to 17): (+2,132 people)

Age structure - services age groups, 2016

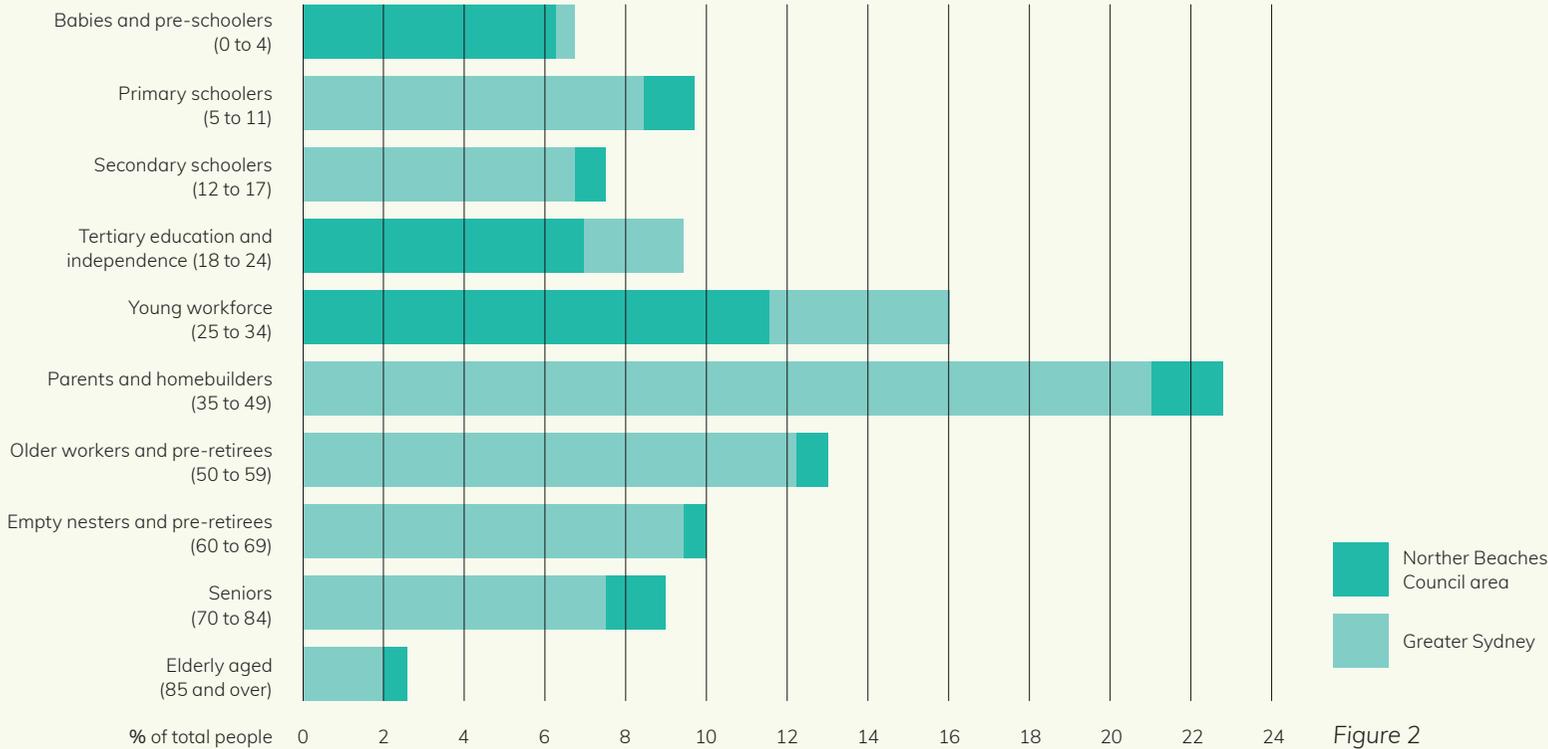


Figure 2

Government and Council Strategies

The NSW Government is committed to supporting councils to promote road safety education at a local government area level. The support starts globally and filters down to local government.

Global

The UN Road Safety Collaboration has developed a Global Plan for the Decade of Action for Road Safety 2011-2020 with input from many partners.

The Decade of Action for Road Safety 2011-2020, officially proclaimed by the UN General Assembly in March 2010, seeks to save millions of lives by:

- building road safety management capacity
- improving the safety of road infrastructure
- further developing the safety of vehicles
- enhancing the behaviour of road users
- improving post-crash response.

National

In 2004, the Australian Transport Council endorsed the 'National Road Safety Strategy 2011 to 2020'. A framework document guides road safety policy for the Commonwealth, State and Local governments. The strategy aims to reduce death and injury on Australian roads over 10 years using the 'Safe System Approach.'

The 'Safe System Approach' has four elements, which include safe roads, safe speeds, safe vehicles and safe people.

These four elements will be reflected in the Northern Beaches Road Safety Plan.

The idea behind the Safe System Approach is that the road system can be designed to expect and accommodate human error. Three basic principles behind this are: people make mistakes, people are fragile, and the road transport system needs to be forgiving.





Council supports the Safe System model and will incorporate safe roads, safe speeds, safe vehicles and safe people into the Road Safety Plan.

State

The NSW Government Road Safety Plan 2021 outlines how the NSW Government will work towards the State Priority Target of reducing fatalities by 30% by 2021. The Plan aligns with the Towards Zero Vision with the Future Transport 2056 Strategy - the vision for the next 40 years in transport for NSW. The Towards Zero vision is to have zero fatalities or serious injuries on our roads by 2056.

The NSW Road Safety Plan for 2021 features targeted and evidence-based initiatives that will help to progress towards the goal of better road safety. It addresses key trends, behaviours and the types of crashes that are occurring on NSW roads.

This Plan has adopted the Safe Systems approach to help achieve a reduction in the road toll and improve road safety.

Local

The Northern Beaches commitment to road safety is represented within the Northern Beaches Council's Community Strategic Plan 'Shape 2028'.

The Road Safety Plan is supported in Council's 'Move - Transport Strategy 2038.'

Theme 4 of the Plan, 'Efficient Road Network', supports road safety. The future direction in the Plan is to support programs to change road user behaviour to improve the safety and efficiency of the network.

The primary role of the Road Safety Plan is to address the behavioural issues relating to road safety. A safe, integrated, practical and efficient road network can be built but it needs to be understood by those who use it. Information, training and education need to be provided to ensure that all road users recognise their personal responsibilities when using the road network and how to model low-risk behaviour. A concurrent theme is to emphasise the shared responsibility by all road users.

Purpose of the Road Safety Plan

The Northern Beaches Road Safety Plan details our plans to improve road safety in our community from a behavioural change perspective.

The purpose of the Road Safety Plan is to provide guidance and tools for Council to implement the NSW Safe System approach to road safety. (Figure 3)

As both our and the wider community grows and becomes more congested with road users, the need to educate, remind and update people with road safety information becomes more critical.

According to the NRMA* during 2011-2015, 1,723 people lost their lives on NSW roads, costing the community \$12.4 billion. When considering all serious, moderate and minor injuries, the total cost of crashes equals \$35.7 billion. This does not even include the social costs involved with the emotional impacts of lives lost.

The Northern Beaches Council Road Safety Plan 2019-2024 provides the framework for improving road safety across the Northern Beaches Council LGA. It is based on road safety research and analysis of crash statistics from 2013-2017. It will:

- outline and prioritise the local government's road safety initiatives
- identify areas for improvement to guide the future direction of Northern Beaches Council road safety initiatives by reviewing the program on an annual basis.

Objective

The Road Safety Action Plan 2019 - 2024 will:

- target a reduction in the number of crashes that result in death or serious injury in the local government area
- promote, educate, encourage and raise community awareness that road safety is a shared responsibility and choices and behaviours impact others on the road network
- implement initiatives to encourage a culture of positive and safe behaviour on our roads and paths
- focus on all road users, but especially vulnerable road users with existing and new road safety campaigns and projects
- investigate innovative road safety initiatives and undertake research and development to help change people's behaviour to reduce the risk of crashes on our network
- work with other Council departments to gain support for road safety infrastructure improvements.

Appendix 1: Outlines the five-year road safety programs and actions.

* The Cost of Crashes: An analysis of lives lost and injuries on NSW roads, May 2017

Northern Beaches Council Road Safety Vision

Safe Movement Always

Our vision 'Safe Movement Always' is for the Northern Beaches LGA to be recognised as a safe travel environment for all road users.

We cannot prevent all road crashes. However, we can aim to reduce the incidence of death, serious injury and the cost of road trauma to the community.

The Road Safety Plan will follow the Safe Systems model which recognises that even with a focus on prevention, road crashes will occur. The four elements of the model include safe roads, safe speeds, safe vehicles and safe people. (Figure 3)

Road safety's main focus is on 'Safe People.'

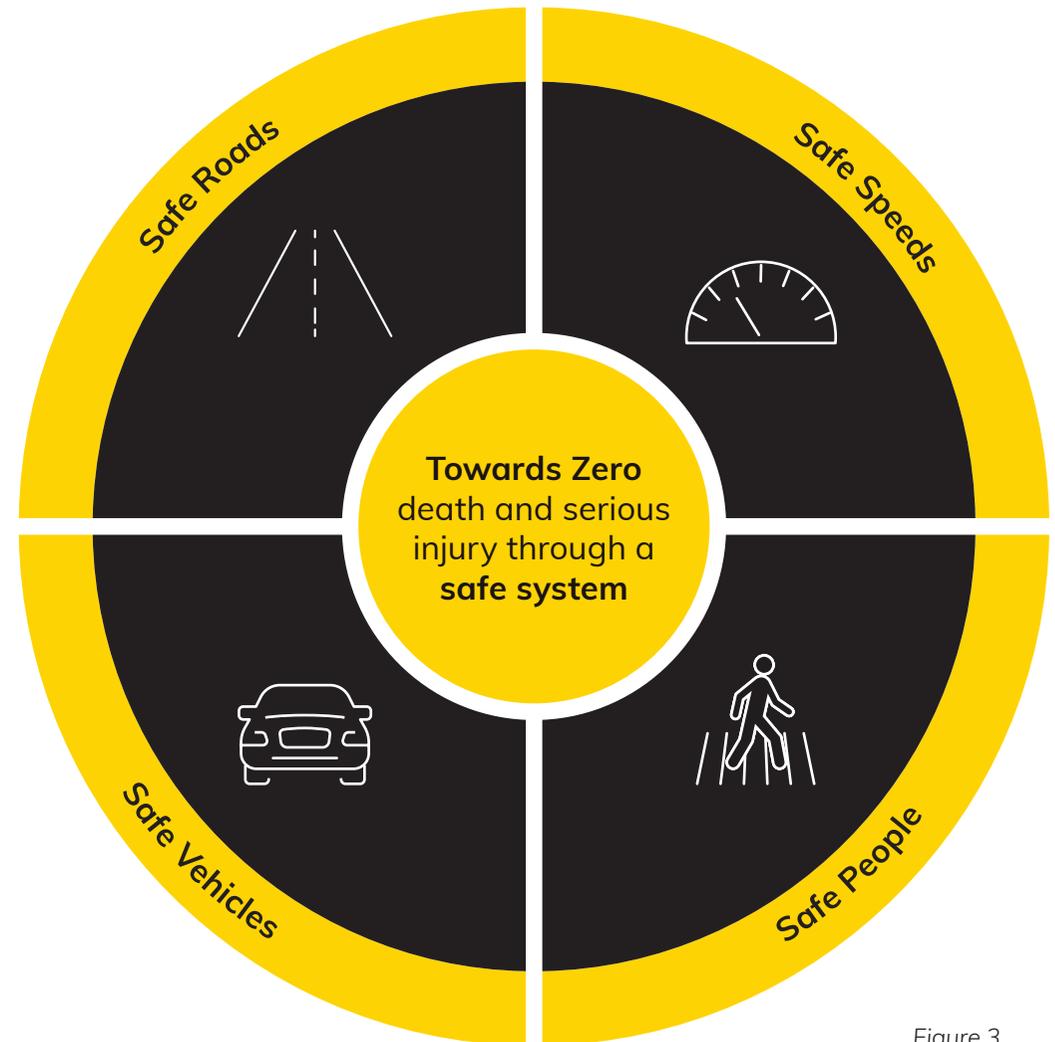


Figure 3



SIGNAL DRIVER



2017 16

1B OLYMPIC PARK

196 MONA VALE

197 MONA VALE



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Safe Systems Approach





Safe Speeds

Speed has contributed to 11% of all crashes on the Northern Beaches, higher than alcohol and fatigue. This provides evidence that suggests there is an issue with vehicles traveling at unsafe speeds on both local and state roads. (Figure 4)

Figure 4

Percentage of crashes with contributing factors - NSW, Sydney Region and Northern Beaches LGA, 2017



Objective

- Aim to reduce the number of crashes caused by speeding that result in death or serious injury in the Northern Beaches.
- Promote, encourage and raise community awareness that road safety is a shared responsibility and speed choices and behaviours impact others on the road network.
- Appendix 1
Key road safety items 3.2, 6.1, 6.2.

What Council will do to support safe speeds

- Continue to educate the local community on the dangers of speeding and encourage drivers to slow down on local streets. This will be done with local speed reduction campaigns and in conjunction with Transport - Greater Sydney Division (formerly Roads and Maritime Services - RMS) campaigns if appropriate for the local area.
- Campaigns will highlight that an increase in speed increases the stopping distance for a vehicle and this can lead to the impact of the crash being more severe and the likelihood of death or a serious injury. The need to raise awareness of this is paramount to changing behaviour to reduce speeding.
- Reduced speeds in high pedestrian activity areas will reduce the likelihood of someone being killed or injured on the road. Council will review high pedestrian areas throughout the Northern Beaches and install 40km/h high pedestrian activity zones, subject to approval from the Transport - Greater Sydney Division and educate the community on the newly established zones.



Safe People

Speed, alcohol and fatigue are the three biggest killers on NSW roads.

In 2017, 9.1% of crashes had a contributing factor of alcohol. Every year, the Northern Beaches usually has a higher rate of crashes with a contributing factor of alcohol than both NSW and Sydney. The 2016 figure for the Northern Beaches was 7% and in 2017 this figure increased by 2.1% to 9.1%. (Figure 4)

Fatigue has also become a major issue. Fatigue has a contributing factor of 6.9%, which is lower than NSW, but higher than Sydney. (Figure 4)

Objective

- Promote, encourage and raise community awareness that road safety is a shared responsibility and that fatigue and alcohol consumption impact others on the road network.
- Reduce the number of crashes caused by fatigue, alcohol that result in death or serious injury through education and campaigns.
- Investigate innovative road safety initiatives and undertake research and development to identify campaigns which will promote a culture of safe road user behaviour.

- Promote road safety through a variety of channels including workshops, events, presentations, campaigns and advertising. This aims to raise awareness and educate the public on road safety issues and promote a culture of safe road user behaviour.
- Appendix 1
Key road safety items 1.1 - 5.1, 7.1, 7.3

What Council will do to support safe people

- Support and promote any new drink driving legislation implemented by the government.
- Continue to present drink and drug driving awareness information at workshops and events as appropriate.
- Continue to attend Liquor Accord meetings and provide support for any programs that encourage alternative transport options to reduce drink driving.
- Educate road users on the reality and risk of driver fatigue, on recognising warning signs and symptoms of both preventing and addressing fatigue.
- Promote responsible use of mobile phones to avoid distractions as a road user.
- Raise awareness for all road users on 40km high pedestrian activity zones.
- Educate pedestrians on shared pathway etiquette and distractions such as mobile phones.
- Work with and support schools to improve road safety.
- Continue to promote and distribute the annual road safety calendar, which includes a range of road rule messages.
- Provide workshops for:
 - free child restraint checks to raise awareness and education protecting young children in vehicle crashes
 - older road users to update them on road rule changes and reinforce the benefits of low-risk driving
 - the 'Stepping On' programs on pedestrian safety for older pedestrian road users who still want to remain independent and mobile
 - facilitate Graduated Licensing Scheme (GLS) workshops to help prepare supervisors when teaching their learner drivers.
- Communicate with the public about parking and road rules.
- Implement behavioural change campaigns on bicycle safety based on analysis of current research.
- Educate drivers on the the importance of safe passing distances for bicycle riders.
- Review signage on shared pathways to improve safety and educate users on shared pathway etiquette.
- Communicate with motorcycle shops and businesses on the importance of motorcycle safety.
- Participate in events or organise activities for youth on relevant road safety issues.



Safe Roads

As the population grows, there is more movement on our roads. There will continue to be an increase of vehicles, motorcycles, trucks, bicycle riders and pedestrians on the road network.

Some of the highest casualties that we have in the Northern Beaches include motorcyclists (16.7%), pedal cyclists (10.6%), and pedestrians (8%). These are all higher or equal figures in comparison to NSW and Sydney. (Figure 5)

These are all vulnerable road users who need to feel safe on our road network just as any other user. The Northern Beaches did have fewer casualties for motor vehicle drivers and passengers than NSW or Sydney.

Objective

- Focus on all road users, but especially vulnerable road users, such as bicycle riders and pedestrians, with existing and new road safety campaigns and projects so that people can move about safely as the population and traffic congestion increases.
- Promote, encourage and raise community awareness that road safety is a shared responsibility and choices and behaviours impact others on the road network.
- Investigate innovative road safety initiatives and undertake research and development to help change people's behaviour to reduce the risk of crashes on our network.

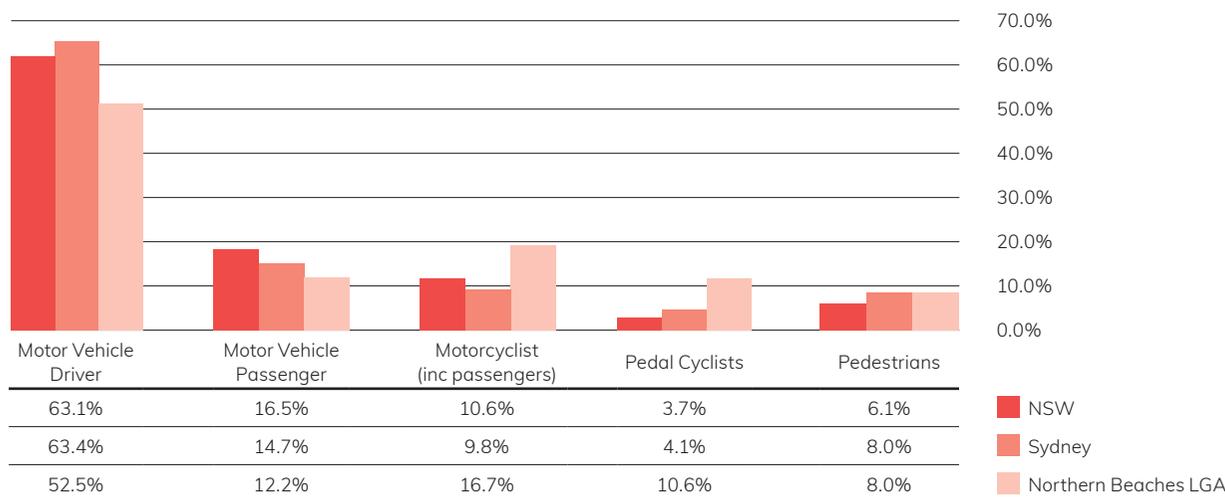
- Work with other Council departments on implementing suggested improvements to existing or new infrastructure to improve road safety.
- Appendix 1
Key road safety item 1.1, 3.2, 7.4

What Council will do to support safe roads

- Advocate for 40km/h high pedestrian activity zones, subject to approval from the RMS. Reduced speeds in high pedestrian activity areas will reduce the likelihood of someone being killed or injured on the road. In NSW, it was found that reducing speeds to 40km/h resulted in a 33% reduction in crashes causing serious injuries and deaths between 2010 and 2015.
- Assist in identifying black spot locations through crash data analysis and any police information.
- Explore options for better road safety around schools. Review, on a priority basis, upgrades around schools to improve pedestrian and bicycle rider safety for children when travelling to and from school.

Figure 5

Percentage of casualties by road user class - NSW, Sydney Region and Northern Beaches LGA, 2017







Safe Vehicles

Not all vehicles are created equal and some vehicles are safer than others. The ability to choose a vehicle that is able to protect you in a crash or that is able to help you avoid a crash has great potential to save lives and reduce injury and trauma on our roads.

The Safe Systems approach emphasises the importance of safer vehicles so that the survivability of vehicle-related crashes is greater.

Objective

- Promote, encourage and raise community awareness that road safety is a shared responsibility and speed choices and behaviours impact others on the road network.
- Investigate innovative road safety initiatives and undertake research and development to identify campaigns which will promote a culture of safe road user behaviour.
- Appendix 1
Key road safety items 1.2, 7.2

What Council will do to support safe vehicles

- Continue to raise awareness of the Australian New Car Assessment Program (ANCAP) ratings and the used vehicle safety ratings for people looking to purchase a new or used vehicle.
- Encourage the community, businesses and Council to purchase vehicles with the best safety rating to protect their employees and other road users.
- Promote and educate on the importance of using the correct size of child restraint and having it fitted properly in a vehicle.
- Promote the need to be aware of how to use safety features in vehicles.

Our goal

The overall goal of the Road Safety Plan is to put in place initiatives that will ultimately reduce fatalities and serious injury crashes on our local roads. This plan aims to raise awareness that road safety is everyone's responsibility and that it is up to each individual to make an effort to stay safe on our roads.

The Northern Beaches Local Government Road Safety Plan has been developed using a range of materials, including:

- crash statistics
- research papers and studies
- Austroads guidelines
- road safety plans from global, national, state and local areas
- feedback from previous road safety campaigns, discussions with traffic engineers, fleet staff, Active Travel Strategic Reference Group and Road Safety Officers (RSOs).

Monitoring the Road Safety Plan

Council will keep up to date with new research, innovations, technology, new trends, and advances in road safety and will apply these to reviews with the road safety plan.

It is essential that we monitor and review our progress towards the directions and actions outlined in the Northern Beaches Road Safety Plan. Northern Beaches Council will review this Plan every five years.





Appendix 1 - Road Safety Five Year Program and Actions

Key road safety items	#	Actions	Timeframe 2019 - 2024	How we will do this	Responsible business unit
1. Schools and Children	1.1	Reduce road safety risks around schools	✓	<ul style="list-style-type: none"> Continue to work with schools to identify issues and relevant solution options to improve safety around schools. Work with schools and provide relevant resources aimed at changing parent/carer behaviours and attitudes on safety around schools. Support the scheduling of rangers around schools for enforcement to assist with improving safety around schools. 	RSO (Road Safety Officer) Transport Network Team Compliance Team
	1.2	Support the use of correctly fitted child restraints	✓	<ul style="list-style-type: none"> Provide regular child car seat checking service to improve the safety of young children, awareness and correct use of restraints. 	RSO Authorised restraint fitters
2. Drivers and Riders	2.1	Reinforcing road safety with senior drivers	✓	<ul style="list-style-type: none"> Continue to create, implement and run low risk driving workshops for seniors. 	RSO Community groups
	2.2	Educating supervisors of young drivers	✓	<ul style="list-style-type: none"> Deliver 'Helping learner drivers become safer drivers' workshops. These programs are for supervisors of learner drivers to assist in teaching learner drivers to become low-risk safer drivers. 	RSO Transport for NSW - Greater Sydney Division (former Roads and Maritime Services - RMS)
	2.3	Improve motorcycle rider safety	✓	<ul style="list-style-type: none"> Communicate with motorcycle shops and clubs on relevant road safety information. Distribute any relevant brochures or material to the shops and clubs on motorcycle road safety. 	RSO
	2.4	Raise awareness of fatigue	✓	<ul style="list-style-type: none"> Include information in workshops on the risks of driving while fatigued. 	RSO Community groups
	2.5	Remind the community on parking rules	✓	<ul style="list-style-type: none"> Raise awareness of the most common parking issues through the distribution of a Parking Guide and other campaigns. 	RSO Compliance Team
	2.6	Promote road safety with youth	✓	<ul style="list-style-type: none"> Participate in or organise events for youth aged 12-25 to promote road safety. 	RSO Youth & community groups

Key road safety items	#	Actions	Timeframe 2019 - 2024	How we will do this	Responsible business unit
3. Pedestrians	3.1	Improve pedestrian safety awareness	✓	<ul style="list-style-type: none"> Continue to deliver pedestrian safety presentations under the 'Stepping On' program and in all other presentations. Educate pedestrians on shared pathway etiquette, distractions and other pedestrian safety issues 	RSO Health Department and private health providers Community groups
	3.2	Improve safety in high pedestrian activity zones	✓	<ul style="list-style-type: none"> Identify and review options for improving safety in 40km high pedestrian activity areas to raise awareness for all road users. 	RSO Transport Network Team
4. Bike riders	4.1	Promote safety on bikes	✓	<ul style="list-style-type: none"> Promote the use of bells, lights and helmets for the safety of riders at any appropriate events and workshops. To research and identify the primary issues affecting safety of bicycle road users. Use the research to develop relevant behaviour change campaigns to address these issues. 	RSO Transport Network Team
	4.2	Improve safety on shared pathways	✓	<ul style="list-style-type: none"> Review the signage and line marking on shared paths to improve safety for bike riders, pedestrians and all other users. Educate users on shared pathway etiquette and safety. 	RSO Transport Network Team
5. Alcohol and drugs	5.1	Raise awareness of drink and drug driving impairment	✓	<ul style="list-style-type: none"> Incorporate information on changes to drink and drug driving legislation and the consequences in appropriate workshops and presentations. Attend Liquor Accord meetings to keep updated on areas of concern for drink and drug driving. Support Plan B by distributing material to bottle shops, pubs and clubs. 	RSO Transport for NSW - Greater Sydney Division Liquor Accord

Key road safety items	#	Actions	Timeframe 2019 - 2024	How we will do this	Responsible business unit
6. Speed	6.1	Educate on speed , stopping distance, and impacts	✓	<ul style="list-style-type: none"> Inform and educate road users on the stopping distances and the impact of a crash at various speeds. Campaign to have a culture of positive behaviour change for drivers and riders in relation to speeds on our roads. 	RSO Transport for NSW - Greater Sydney Division Police/Highway Patrol Community groups
	6.2	Promote slowing down (speed) on local roads	✓	<ul style="list-style-type: none"> Provide Slow Down bin stickers and plastic Slow Down signs for local roads to remind drivers to travel at a safe speed on local roads. 	RSO
7. All Road Users	7.1	Increase awareness of road rules	✓	<ul style="list-style-type: none"> Production and distribution of the annual road safety calendar, which includes messages, road rules and other valuable information that is pertinent for all road users. Provide road safety information for migrants 	RSO Northern Sydney Councils
	7.2	Promote safer vehicles	✓	<ul style="list-style-type: none"> Promote ANCAP, used car safety ratings and vehicle safety features at events, workshops and presentations. Support the purchase of 5-star ANCAP rated vehicles for council fleet cars to help protect the safety of workers when using Council vehicles. 	RSO Procurement/Fleet
	7.3	Reduce behaviour associated with distraction	✓	<ul style="list-style-type: none"> Raise awareness among all road users at workshops and presentations on the dangers of distraction including mobile phone use, personal music players and in-car navigation systems. 	RSO
	7.4	Road safety trends and research	✓	<ul style="list-style-type: none"> Professional development through conferences and workshops that provide information and updates on road safety initiatives, technology and improvements. Research road safety information through webinars, journals and relevant social media sites. Incorporate information into community workshops, presentations, campaigns and events. Analyse crash data to help identify black spot locations and other areas 	RSO



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