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Committee Regional Transport Committee  
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## Regional Road Safety Campaigns update

### 1. Purpose

To inform the Committee of additional NZTA funding for road safety campaigns in the Wellington region.

### 2. Background

NZTA has confirmed that its State Highway Review Committee has agreed to fund a series of road safety campaigns in the Wellington region. These funds have been allocated to the Wellington region Highways and Network Operations (HNO) team to assist with road safety promotion and education for high concern issues on the State Highway network. These funds can also be used to assist with local issues as long as they interact with the SH high concern issues. The focus of these campaigns is to help reduce fatal and serious injuries.

This funding of approximately \$400,000 is above and beyond funding from NZTA for the current programme of road safety work each council has received approval for in the 2012-15 period.

Vanessa Rushton has been appointed to undertake the role of Road Safety Campaign Manager, to deliver on a programme of work. This has been agreed to by all the councils in the region through road safety coordinators and by NZTA. Greater Wellington Regional Council has agreed to host Vanessa in the Sustainable Transport department.

### 3. Comment

Four areas of high concern have been identified for the focus of the campaigns. These are intersections, motorcyclists, young drivers and cyclists. A series of up to four campaigns/actions have been agreed to under each of these areas of concern and are targeted at particular groups of people. They are a mixture of media campaigns, workshops, training courses and maps.

Some campaigns will use existing NZTA collateral, such as the Share the Road and Spin/Don't Spin campaigns. Others will be developed from scratch. Some campaigns will be aligned to the timing of similar NZTA campaigns.

The purpose of these campaigns is to spread the road safety messages as far across the region as possible. The campaigns will be assessed and reported on through the course of the next seven months.

#### **4. Communication**

The Committee will receive an update on this work in early 2015.

#### **5. The decision-making process and significance**

No decision is being sought in this report as it is providing information to the Committee.

#### **6. Recommendations**

*That the Committee:*

- 1. Receives the report.*
- 2. Notes the content of the report.*

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