

A stylized landscape with rolling hills in shades of green and brown. A path of white footprints winds across the hills, leading towards a bright sun or moon in the distance. The overall theme is walking and movement.

Susan Cambridge

Encouraging walking through driver safety education

Living Streets Aotearoa



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Introduction

- Safety statistics for Christchurch
- Effect of safety perceptions on likelihood of walking
- Education of drivers in Christchurch
- Recent pedestrian safety projects educating drivers
- Evaluation

Pedestrian Safety Statistics

- Over the last five years, a quarter of all road crash fatalities in Christchurch were pedestrians (15 out of 60).
- In 2006 half of the road crash fatalities in Christchurch were pedestrians (5 out of 10).
- Pedestrians made up 18% of fatal and serious injuries in Christchurch over the last five years.

Perception of Safety

- Perception of safety makes walking attractive
- Pedestrians most at risk are young , elderly and disabled
- They are most likely to make mistakes
- Drivers may not be at fault, but may be able to avoid pedestrian collisions by modifying their driving behaviour



Relationship between speed of traffic and risk of death to pedestrians

Impact Speed	Increase in risk
30 km/h	1.0
40km/h	4.5
50km/h	18.6
60km/h	30.7
70km/h	40.9
(Corben et al 2001)	

- 30km/h is the baseline as the risk of death at this impact speed is 10% or less



Pedestrians are more likely to walk if they feel safer

- Scottish study – parental concerns over other road users
- Even if children are well trained to cope with dangers, parents fear other road users may put them at risk
- In 8 New Zealand Neighbourhood Accessibility Plans: safety was an issue, with speed of traffic an issue for most of them



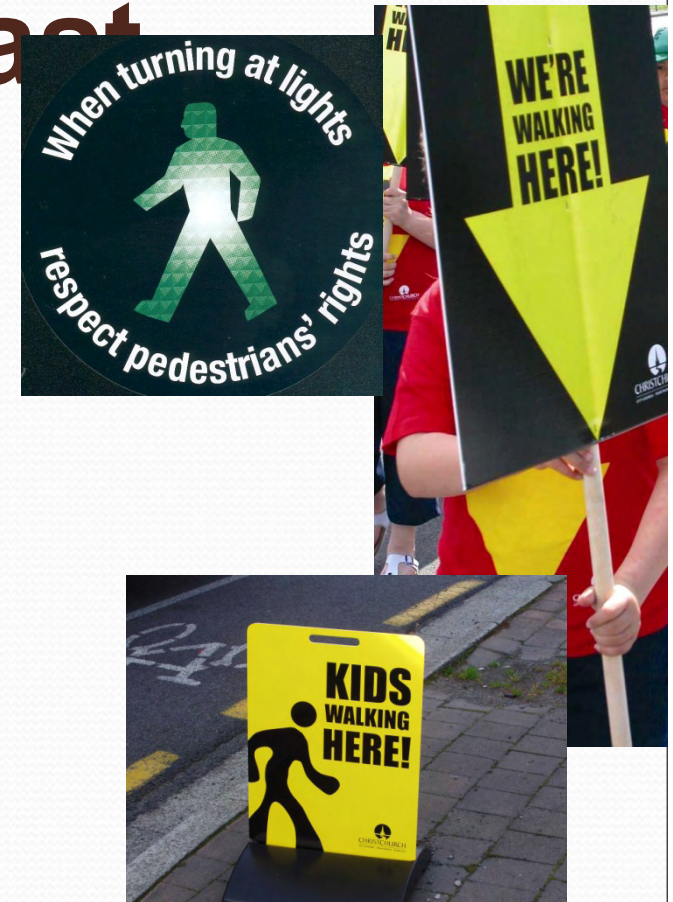
Pedestrians are more likely to walk if they feel safer

- In a Christchurch study of 400 residents in 2008 respondents stated
 - ★ 23% would walk more if there were less traffic
 - ★ 19% would walk more if traffic speeds were slower
 - ★ Only 45% considered it very easy to cross the road in their neighbourhood
 - ★ More than a third did not consider other road users to be courteous to walkers



Driver education relating to pedestrians in the past

- Pedestrians are unpredictable. Expect the unexpected
- Stop for a Duck, Stop for a Pedestrian
- Scratch card with pedestrian questions
- Give way rules at pedestrian crossings
- Turning at the lights, give pedestrians their rights
- We're walking here



Current Driver Education in Relation to Pedestrians

- Stopping distance events
- Performing Zebra
- School patrol stop signs
- Give Way to Walkers

Stopping Distance Events

- A driving instructor drives towards cut outs of pedestrians at 50km/h and at 60 km/h
- At 50km/h he stops just before hitting the cut outs
- At 60km/h braking at the same place he hits one of the cut outs
- Tomato sauce sprays out
- The stopping distance is about twice as long
- Events are held at schools and CPIT
- 400-700 people attend each one



Twenty of these events have been run in Christchurch





Performing Zebra

- Contracted a performing arts tutor to have a zebra costume made and organise the events
- Performance students go inside the costume
- A schedule of sessions outside schools before and after school and at high risk pedestrian crossings during the day
- Signs leading up to crossings say: Look Out. Zebra. Crossing
- Zebra is led across the crossing



Encouraging Walking through Driver Safety Education

School Crossing Signs

- School students cannot get gaps in traffic to put signs out on both sides of the road
- Provide information that the law says traffic must stop if sign is out on the other side of the road
- Encourage drivers to slow down around schools


Give School Patrols a break

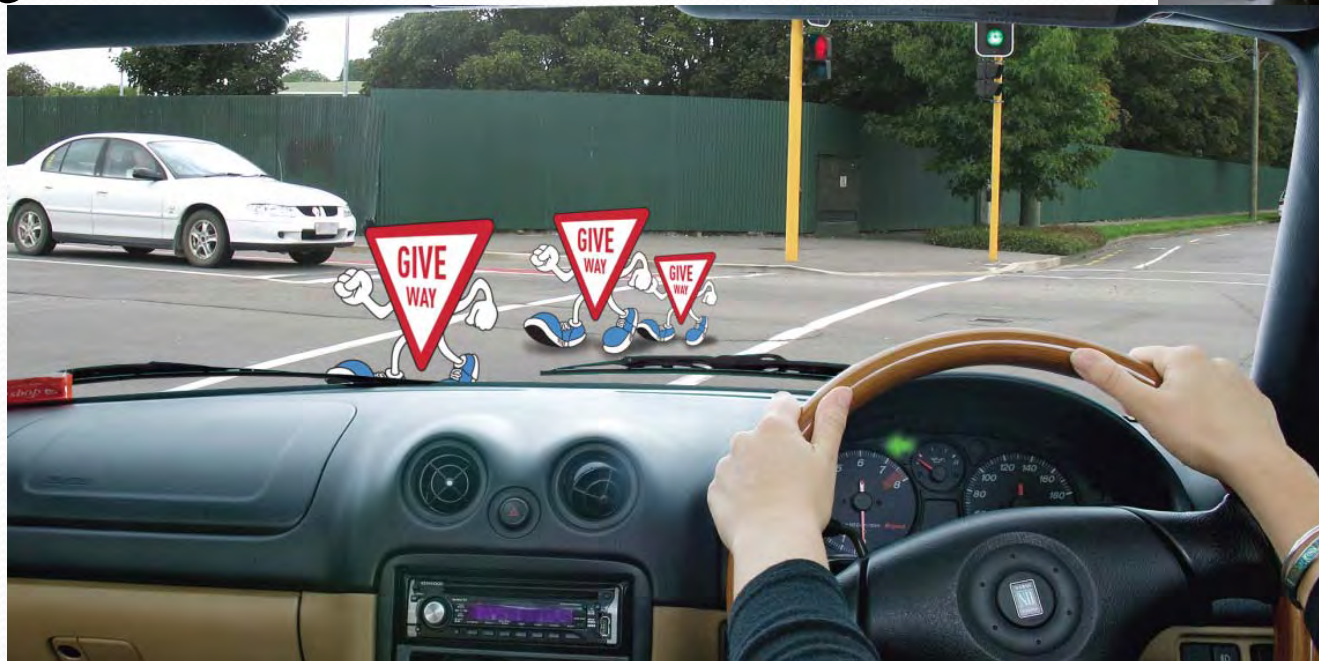
School patrols are finding it hard to get a break in the traffic.

- **STOP** if a school patrol sign is extended... regardless of which side of the road it is on
- **SLOW DOWN** around schools and be prepared to stop at all crossing points
- **KEEP** plenty of **SPACE** between you and cars in front



Give Way to Walkers

- Advertising on bus backs, bill boards, bus shelters and newspapers
- Radio advertisement 
- Give way to pedestrians when turning at the lights
- Flashing red signal shows with pedestrians on the crossing



Evaluation

- Monitor with 400 Christchurch residents
- June 2008
- Respondents were asked whether they agreed or disagreed with the statement “at traffic lights, pedestrians have a right to complete their crossing when the red man starts flashing”.
- 10% of respondents disagreed, and 1% said they didn’t know.
- 76% agreed strongly and 13% agreed slightly.

Evaluation

- Participants were asked whether they had seen recent publicity about giving way to walkers when turning at traffic lights.
- 29% recalled such publicity.
- Of those, 18% said it gave them new information.
- 15% said they had changed their driving behaviour as a result and 53% said they already give way to walkers when turning at traffic lights.
- 21% said they had not changed their behaviour as a result, and 11% said they did not drive.



Conclusion

- To encourage walking we need to make walkers feel safe from other road users
- There are a lot of drivers out there who need more information about how they should behave in relation to pedestrians
- A challenge is to encourage drivers to be more careful and courteous around pedestrians, while not making pedestrians feel they are at risk
- Positive information for drivers seems to get noticed