A STRATEGY FOR ROAD SAFETY IN THE CITY OF LOGAN
2014–2016
Road safety in the City of Logan is still a very serious issue that affects each of us in many ways. The motivation of SAFEROADS4LOGAN is to reduce road crash trauma by 10 per cent through a partnership approach.

The previous strategy achieved a remarkable decrease of 11.4 per cent in injury crashes. This is a result of a working partnership between Council, Queensland Police Service and the Department of Transport and Main Roads (DTMR) Road Safety Unit, Queensland Health, Royal Automobile Club of Queensland (RACQ) and Queensland Motorways have also provided critical supportive roles in data collection, engagement and education.

This strategy has identified that impaired driving remains at the forefront of causal factors in many crashes. Both alcohol and drugs, in conjunction with distracted driving, illegal manoeuvres and speed, still continue to be the main contributors to road accidents in Logan. More vulnerable road users such as motorcyclists, cyclists and pedestrians are included in this group. Restraining of passengers, especially children, continues to be a focus to reduce injury related trauma.

The SAFEROADS4LOGAN strategy aims to continue to reduce the number of serious crashes by 10 per cent by the end of 2016. We also intend to continue to focus on our existing approach with engineering, education and enforcement to engage with the community and effect positive change in driving behaviour.

We all share the roads and whether we are drivers, motorcyclists, passengers or pedestrians, we need to accept some responsibility to keep our roads fatality free.

By working together we can deliver SAFEROADS4LOGAN and continue to create a safer city.

Cr Pam Parker  
Mayor City of Logan  

Cr Russell Lutton  
Deputy Mayor Chair Logan Road Safety Advisory Committee
INTRODUCTION

The Logan City Road Safety Strategy 2014–2016 details Council’s two-year plan to deliver a myriad of road safety related initiatives and infrastructure treatments. The strategy is partnership based, also relying on existing and similar strategies by Queensland Police Service, Department of Transport and Main Roads (DTMR), Royal Automobile Club of Queensland, Queensland Health and Queensland Motorways. This document includes key learnings from the previous road safety strategy and other research by similar strategies from which an action plan has been created.

OUR VISION

Our vision for the City of Logan for everyone to be able to travel on the road safely, and for road users to respect each other’s rights and behave responsibly and considerately.

SAFE ROADS LOGAN

Under the second road safety strategy 2014–2016, the Logan City community will continue to collaborate to prevent road trauma through safe and responsible road use, safe roads and safe vehicles.
A STRATEGY FOR ROAD SAFETY IN THE CITY OF LOGAN 2014–2016

OBJECTIVES

The aim of the Logan City Road Safety Strategy 2014–2016 is to reduce road trauma by 10 per cent in the City of Logan. Road trauma is defined as road crashes with serious injury or fatal outcomes.

The key objectives of the strategy are to:

• Continue to improve the road environment and vehicle safety.
• Continue to influence responsible driver and other road users’ behaviour.
• Continue to enhance safety and accessibility for pedestrians, cyclists and public transport users.
• Continue to focus on the road safety needs of school children and older members of the Logan community.
• Continue to foster communication with respect to road safety matters between key agencies (including government and industry) and the Logan City community.

The strategy also includes objectives such as:

• Investigating, identifying, analysing and reporting road safety issues and their causes that affect Logan, including external influences.
• Reviewing existing initiatives of Council, its partners and other stakeholders and proposing improvements.
• Reviewing and commenting on existing Council and government policies and providing recommendations for adoption.
• Developing individual strategies to address identified issues and causes.
• Developing or adopting other preventative programs that are linked to state-wide programs.
• Clarifying different roles of members of the road safety partnership and road safety agencies.

CITY OF LOGAN’S TRAUMA REDUCTION TARGETS

The SAFEROADS4LOGAN 2010–2012 aimed for a 10 per cent reduction in the number of serious crashes1 per 100,000 people for the period 2009–2013 compared to 2003–2007 statistics. It achieved a 4 per cent reduction for the 2010–2012 period.

The crash rate for the Logan area (based on available figures from 2003–20072 stood at 124 crashes per 100,000 people. The fatality rate for Logan then was 5.2 deaths per 100,000.

During the period 2010–2012 the fatality period was 5.7 in 2011 and 3.8 in 2012. The state average was 6.01 in 2011 and 6.16 in 2012 respectively.

The Queensland road safety strategy target is set to reduce the number of deaths to less than 5.6 deaths per 100,000 people by 2011, modelled on the national target agreed to by Transport Ministers and contained in the National Road Safety Strategy 2001–2010. In aiming to achieve this reduction, SAFEROADS4LOGAN is supported by two-yearly action plans. These will identify priority areas, appropriate countermeasures and interventions which ensure the objectives of the strategy are achieved. The second action plan commenced in mid 2013 and is to be reviewed annually.

Graph 1. Crashes and injury crashes for 2011 and 2012

(Source QPS-LDTB)

Graph 2. Fatalities versus year (2010–2012)

(Source QPS-LDTB)

1 Serious crash – this category includes crashes that have resulted in hospitalisation or medical treatment.
2 2003–2007 – This period was considered as the preceding 5 year period and included the statistical areas that now form the new Logan boundary following the amalgamation of March 2008. 2008 data was incomplete at the time of researching for this document.
1. Safety focused attitudes and behaviours and optimal health outcomes in the event of a crash in the City of Logan

The Logan Road Safety Advisory Committee will use tools such as education and intelligence-based enforcement to promote safety-focused attitudes and behaviours by road users, industry and government agencies. Through associated partner programs, we will ensure appropriate support for crash victims.

2. Safe roads, safe road environments and safe management of traffic

The Logan Road Safety Advisory Committee will promote the construction and maintenance of safe road environments through more forgiving road sides, effective management of traffic, and treatment of high risk sections of road.

3. Safe vehicles that reduce injury severity and maximise the chance of avoiding a crash

Safer vehicles help to avoid crashes and reduce the severity of injuries when a crash occurs. The Logan Road Safety Advisory Committee will seek to ensure that vehicles operating within the City of Logan comply with vehicle safety standards. This will be achieved through associated partner’s enforcement programs.

4. A community that values road safety as a priority

Making road safety a priority across the Logan community will maximise the benefits to be gained from the first three outcomes. The Logan Road Safety Advisory Committee will seek to increase the awareness and understanding of road safety interventions and countermeasures throughout the community.

**KEY OUTCOME AREAS**

This strategy will align with the Queensland Road Safety Strategy by encapsulating four key outcome areas:

- **Safe roads** and roadsides aim to improve the infrastructure of roads and the surrounding road environment to minimise both the likelihood of a crash happening and the severity of the crashes that do occur.
- **Safe vehicles** aims to ensure that vehicles operating within the City of Logan comply with vehicle safety standards. This will be achieved through associated partner’s enforcement programs.
- **Safe speeds** aims to encourage travel at speeds that are appropriate to the conditions and limit the physical impact forces of crashes to survivable levels.
- **Safe road users** aims to influence road user behaviour through public education, enforcement and licensing. It will target risky behaviours and user groups: eg speeding, distracted driving, alcohol and drugs, unrestrained occupants, fatigue, unlicensed driving, and social driving behaviour, young road users, motorcyclists, seniors and heavy vehicles.

**THE SAFE SYSTEM FRAMEWORK**

The strategy and supporting action plans adopt the national and state safe system framework emphasising that road safety is a shared responsibility between all parties associated with the roads, the owners of the road system, transport regulators, vehicle designers and road users. The approach is to formulate and action comprehensive programs that support achievement against each of the four outcomes of this strategy encompassing the following elements:

- **Safe roads** and roadsides aim to improve the infrastructure of roads and the surrounding road environment to minimise both the likelihood of a crash happening and the severity of the crashes that do occur.
- **Safe vehicles** aims to increase the number of vehicles driven in Logan City by residents which have safety features that reduce crashes and minimise the danger to vehicle occupants and other road users in the event of a crash.
- **Safe speeds** aims to encourage travel at speeds that are appropriate to the conditions and limit the physical impact forces of crashes to survivable levels.
- **Safe road users** aims to influence road user behaviour through public education, enforcement and licensing. It will target risky behaviours and user groups: eg speeding, distracted driving, alcohol and drugs, unrestrained occupants, fatigue, unlicensed driving, and social driving behaviour, young road users, motorcyclists, seniors and heavy vehicles.

**Roads and roadsides designed and maintained to reduce the risk of crashes occurring and to lessen the severity of injury if a crash does occur. Safe roads prevent unintended use through design and encourage safe behaviour by users.**

**Vehicles which not only lessen the likelihood of a crash and protect occupants, but also simplify the driving task and protect vulnerable users. Increasingly this will involve vehicles that communicate with roads and other vehicles, while automating protective systems when crash risk is elevated.**

**Encourage safe, consistent and compliant behaviour through well-informed and educated road users, licensing, education, road rule and enforcement.**

**Speed limits complementing the road environment to manage crash impact forces to within human tolerance; and all road users complying with the speed limits.**
The Decade of Action for Road Safety 2011–2020 was officially proclaimed by the United Nations General Assembly in March 2010. Its goal is to stabilise and reduce the forecast level of road traffic deaths around the world. It is estimated that five million lives could be saved on the world’s roads during the decade.

The guiding principles underlying the Global Plan for the Decade of Action are those included in the “safe system” approach. This approach aims to develop a road transport system that is better able to accommodate human error and take into consideration the vulnerability of the human body. It means shifting a major share of the responsibility from road users to those who design the road transport system: road managers, the automotive industry, police, politicians and legislative bodies. However, the individual road users have the responsibility to abide by laws and regulations.

According to the global status report on road safety, road traffic crashes take the lives of nearly 1.3 million people every year and injure 20–50 million more. More than 80 per cent of road traffic deaths and injuries occur in low-income and middle-income countries, which have only 48 per cent of the world’s registered vehicles. If no action is taken, road traffic crashes are predicted to result in the deaths of around 1.9 million people annually by 2020.

Global activities related to the decade of action are coordinated by the United Nations Road Safety Collaboration.
PRINCIPLES OF THE STRATEGY

Logan Road Safety Advisory Committee will formulate actions, interventions and activities based on the principles that champion:

- **Evidence-based** approach in identifying and formulating solutions to road safety issues based on analysis of crash data, transport trends, road safety research, agency and community input.
- **Equitable** road safety practice in the City of Logan for all road transport system users regardless of transport mode, age, socioeconomic situation or geography in reducing (or removing) disadvantages to any party.
- **Innovative** approaches in the development of new road safety initiatives including emerging technologies and techniques that have the potential to reduce road trauma.
- **Collaboration** to continue to establish, grow and maintain alliances with a wide range of agencies, community and interest groups in delivering integrated solutions.
- **Responsive** approach to the needs and perceptions of residents in the City of Logan by consulting and effectively educating local communities in the identification, understanding, ownership and resolution of road safety issues.
- **Accountability** with individual initiatives by regularly monitoring and evaluating of outcome based performance indicators including reduction in travelling speeds, crash numbers and severity.
- **Proactive** values recognising the future road safety challenges and opportunities through research and understanding to implement timely and appropriate initiatives.
- **Broadly-based** approach seeking to influence and be influenced by transport, public health, education, security and other relevant whole of government community agendas.
- **Cost effectiveness** in the selection and management of road safety initiatives being based on value for money and demonstrated ability to reduce road trauma.
- **Innovative** approaches in the development of new road safety initiatives including emerging technologies and techniques that have the potential to reduce road trauma.

IDENTIFICATION OF CURRENT ISSUES FOR ROAD SAFETY IN THE CITY OF LOGAN

The process to identify current road safety issues in the City of Logan has been researched with the following concerns that are unique to the city. DTMR’s Transport’s WebCrash2 database was utilised. The data corresponds to the current City of Logan boundary for the period 2009–2012.

1. Continue road safety coordination
2. Impaired driving/walking (alcohol/drug)
3. Illegal manoeuvres and disobeying traffic signs
4. Distracted driving
5. Speeding
6. Motorcycle crashes
7. Pedestrian accidents
8. Safety around schools
9. Seatbelt usage
10. Cycling safety
A STRATEGY FOR ROAD SAFETY IN THE CITY OF LOGAN 2014–2016

CONTINUE ROAD SAFETY COORDINATION

The need to continue effective and efficient coordination between agencies to deal with road safety is crucial for initiatives to assert safe roads, safe vehicle and safe users. This role is shared between Logan City Council and DTMR (Road Safety Unit).

It is paramount to facilitate a central coordination point. The establishment of a Traffic Services Coordinator now provides an effective and efficient liaison between the different road agencies in the delivery of various road safety initiatives.

The coordinator will continue to assist the delivery of the Logan road safety strategy, SAFEROADS4LOGAN, and associated safety initiatives. Liaison with the media to raise the profile of road safety programs as well as evaluation of existing programs would be an ongoing activity.

IMPAIRED DRIVING/WALKING (ALCOHOL/DRUG)

Impaired driving affected by alcohol or drugs has been identified as a significant contributor to serious crashes and fatalities. There has also been an increase in drink walking crashes.

Drinking and drug driving is being recognised as a significant contributor to serious crashes and fatalities in Logan. There are existing programs delivered by the Queensland Police Service and the Department of Transport and Main Roads. Efforts will be maintained as part of this strategy, towards developing an information package to collaborate with taverns and other business outlets that could be part of a solution to encourage educated messages to potential offenders.

Hot spots and origins of offending drivers will be identified with a designated driver program. Alternative transport would be considered in a consolidated project with the businesses.

An emerging trend is targeted impaired driving enforcement programs that are evidence based. Designated licensed establishments and known location for drugs usage is becoming the new focus with significant results.

A fluid and dynamic strategy will be developed based on gathered intelligence from last drinks/drugs data and targeting known locations.

Graph 3 shows significant numbers of alcohol and speeding related incidents. It is considered to have a significant impact and affect on motorists. It also contributes to other behaviours such as speeding, inattention, disobeying traffic signs, illegal manoeuvring as well as others as shown.

Graph 3 shows significant numbers of alcohol and speeding related incidents. It is considered to have a significant impact and affect on motorists. It also contributes to other behaviours such as speeding, inattention, disobeying traffic signs, illegal manoeuvring as well as others as shown.

Graph 3. Serious crashes by contributing circumstances (2007–2011)
ILLEGAL MANOEUVRES AND DISOBEYING TRAFFIC SIGNS

This is a significant contributor to serious injuries and fatalities in the City of Logan. It also includes: failure to stop, give way, crossing barrier lines, and performing u-turns at traffic signals.

Illegal driving manoeuvres contributed to a significant number of serious injuries and fatalities in the City of Logan. These include: overtaking on double barrier or single solid lines, and turning right on red or running red lights at signals. Education campaigns through the media and by enforcement are anticipated to be more effective and are therefore the preferred approach.

Motorists disobeying traffic signs also contributed to serious injuries and fatalities. Failing to stop or give way as well as u-turning at signalised intersections are common with many motorists.

Locations of high incidence and detection will be targeted.

DISTRACTED DRIVING

Emerging trends suggest that driver distraction contributes significantly to serious road crashes. Driving while distracted and listening to music, and reading has also contributed to serious injury and fatal crashes.

SPEEDING

Speeding is a major contributor to serious injuries and fatalities. While police have active campaigns throughout the City of Logan, Queensland Transport also has current and ongoing education and media awareness advertisements in place. The SAFE ROADS LOGAN strategy would continue to support both and promote anti-speeding campaigns.

MOTORCYCLE CRASHES

Motorcycles have been overrepresented in recent crashes. Being a vulnerable road user, the emphasis is on visibility and increasing other motorist awareness. In recent years, motorcycle crash related fatalities were seen to be increasing in the City of Logan. There are two categories: recreational off-road and on-road type of crashes. The strategy will target the on road crashes where awareness to driving behaviours and some education would be more beneficial. Recreational crashes contain an element of anti-social driving behaviour that would be difficult to alter.

3 This crash type primarily includes off-road trail bikes, unregistered motorcycles.

4 On road crashes are often persons in the 30-49 yo age range traveling on more powerful bikes on roads that are undulating or with numerous bends.
PEDESTRIAN ACCIDENTS
Concern remains with the number of pedestrians who are injured or killed. Emphasis is with school environments and commercial precincts as well as impaired walking. Pedestrian accidents are still a concern in the City of Logan with the number of people who are seriously injured or killed. Areas identified in the city are modified with appropriate treatments by Logan City Council where possible.

SAFETY AROUND SCHOOLS
Safety around schools and surrounding environments has always been a high priority. While a satisfactory level of safety has been achieved, maintaining this is highly desirable especially with the School Zone Pace Car program. Currently, road safety officers from DTMR liaise closely with Logan City Council on all aspects of safety around the school environment.

SEATBELT USAGE
The wearing of seatbelts has been identified as a contributing cause of serious injuries and fatalities. Primarily, the police and DTMR manage the "Fatal 4" program that targets enforcement. Analysis of current crash data has revealed many passengers are victims. There is a link to speeding and drink driving related crashes. Proposals 4 and 5 would incorporate the compulsory wearing of seat belts as part of its campaign.

CYCLING SAFETY
There has been an increase in injury and serious injury for cyclists with the emphasis being for younger cyclists and in busy low speed traffic environments.
MONITORING

Ongoing monitoring and evaluation will be carried out by Logan City Council and road safety officers from DTMR. There would be collaboration with the QPS, RACQ and Queensland Motorways. Performance reporting will be conveyed to council and stakeholders via the Logan Road Safety Advisory Committee.

The SAFEROADS4LOGAN strategy would complement any existing campaigns.

MARKETING & COMMUNICATIONS

All marketing and communications arrangements will continue with the host agency. The strategy will highlight a current awareness campaign so it is marketed by the partnership. The present approach with QPS and Logan City Council managing media statements and road safety messages should continue. A collaborative relationship should continue to develop with media outlets Council and QPS. The Logan Road Safety Advisory Committee will engage the City of Logan community as a whole to increase its effectiveness: the impact of the campaign will be evaluated on its completion. It is anticipated that evaluation during the review process would highlight any impact.

STAKEHOLDERS

1. LOGAN CITY COUNCIL

Logan City Council provides a coordination role to the Road Safety Strategy, with resources from its Section. In addition, identification, prioritisation and implementation of remedial treatments to address road safety issues is undertaken objectively. The development of a preventative action plan that incorporates other sections of council provides desired counter measures to improve road safety in the community.

2. QUEENSLAND POLICE SERVICE

The Road Policing Command (Logan) and Logan District provide a pivotal role in delivering much of the enforcement for the strategy. In addition, the Forensic Crash Unit provides valuable data in order for the coordination team to follow current traffic trends and behaviours.

3. DEPARTMENT OF TRANSPORT & MAIN ROADS

DTMR moves and connects people, places, goods and services safely, efficiently and effectively across Queensland. Its vision for the future is “Connecting Queensland”.

DTMR plans, manages and delivers Queensland’s integrated transport environment to achieve sustainable transport solutions for road, rail, air and sea. Three divisions within DTMR provide a critical role in delivering road safety:

Road Safety Division

The Road Safety Division provides road safety community services to reduce road trauma, support safe travel for students to and from school, raise awareness of road safety in our communities, and improve road and asset planning with a focus on safety. A senior Road Safety Advisor is currently connected to Logan City Council to coordinate with road safety initiatives and activities.

Transport Compliance

Officers provide a vital service to the strategy. The role of Transport Inspectors assists with targeted impaired driving and non compliant vehicles as well as working with QPS to reduce anti-social driving behaviours in the City of Logan.

Road Corridor Operations

The former Main Roads based at Nerang provides a role, similar to council on state controlled roads. It includes safe road corridor planning and operations, serious and fatal crash investigations, traffic management, and traffic signal operations. Similarly, they also provide planning and legislative requirements for non vulnerable road users.

4. QUEENSLAND HEALTH (METRO SOUTH HOSPITAL AND HEALTH SERVICE)

Metro South Health is the public hospital and health service for the Brisbane south side, City of Logan and Redland. It serves an estimated one million people, 23 per cent of Queensland’s population. The Designated Driver program and education to sensible drinking is delivered by the service. This road safety strategy was heavily informed by hospital admission data from Logan Hospital when it was drafted.

5. ROYAL AUTOMOBILE CLUB OF QUEENSLAND

RACQ has been the voice of Queensland motorists and their families since it was formed in 1905. RACQ protects the legitimate and reasonable interests of its members as motorists and through its advocacy. It plays an role as the motorists’ advocate on road safety matters and provides assistance regarding young drivers, road safety and speed management.

6. QUEENSLAND MOTORWAYS

Queensland Motorways is a key provider in south-east Queensland’s tolling industry. We franchise the rights to tolling operations and road maintenance on the Gateway and Logan motorways. The Gateway, Gateway Extension and Logan motorways carry more than 81 million motorists a year and are designed to relieve suburban roads of heavy traffic and extend across 62 km.
ASSOCIATED PROGRAMS

1. BRAKE PROGRAM

Behaviour, Risk, Attitude, Knowledge, Education (BRAKE) program aims to accelerate the understanding of attitudes and behaviours needed to be a safe driver. It also teaches risk assessment and cognitive development and introduces a range of concepts to build driver knowledge.

Learning to drive takes time: three to five years in fact! As a parent your role in this learning journey is vital.

The BRAKE training courses are designed to share skills and tools that you can use to teach your young person to stay safe on all roads. The program is presented as a powerpoint and divided into eight modules. The interactive modules utilise videos, slides, questions and role-playing. Visit www.brake.org.au for more information.

2. RYDA

Rotary Youth Driver Awareness (RYDA) is designed for senior high school students as they begin to drive or ride as passengers in cars driven by their peers. It is a series of practical and powerful workshops aimed to change how young people think about road safety.

It includes six interactive sessions delivered to small student groups covering topics such as: hazard perception, distraction management, vehicle safety, stopping distance, fatigue, and experiences of a crash survivor.

3. P.A.R.T.Y.

Prevent Alcohol and Risk related Trauma in Youth (P.A.R.T.Y.) is a trauma prevention initiative aimed at senior school students and young offenders. The program aims to raise awareness and reduce the incidence of injuries caused by physical force such as motor vehicle accidents, assaults and falls. P.A.R.T.Y. seeks to give participants a snapshot of the possible traumatic and often preventable consequences of risk-related behaviour that can lead to injuries occurring.

P.A.R.T.Y. participants spend time with staff in the Emergency/Trauma Centre, the Intensive Care Unit, Trauma Wards, and Rehabilitation units of the hospital getting an up front, realistic experience of the impact of trauma on young lives.

P.A.R.T.Y. was developed in 1986 at the Sunnybrook Health Services Centre in Toronto, Canada as a result of emergency room staff seeing a large number of trauma cases occurring among young people, and requests by young people to see the impact of trauma.

The program is now operated by staff at established trauma hospitals at more than 100 sites around the world. In Australia these hospitals are: The Royal Perth Hospital (WA), Royal Brisbane and Women’s Hospital (QLD), The Alfred (VIC) and The Royal Melbourne Hospital (VIC).

4. ATTITUDE DRIVER WORKSHOPS

This workshop aims to engage the emotional conscience of the driving community to take personal responsibility in reducing road carnage and honour our commitment to the youth with the following objectives:

1. Contribute to a reduction in road trauma to the target audience.
2. Raise the profile of the relationship between driver attitude and road trauma within local communities.
3. Establish and foster community partnerships at a local level to address road trauma causes.
4. Contribute to a positive attitudinal change in the participants towards their personal driving behaviour.
5. Liaise with the Queensland Government Department of Probation and Paroles.
Logan City Council is committed to providing the best services to its residents. It includes an efficient and safe transport network. In order to achieve this, council embarks on and sponsors programs to improve road safety physically and change the behaviour of road users to reduce road trauma and road side crashes. It does this through a collaborative partnership within council itself, with other programs and with the QPS, DTMR, Queensland Health, RACQ and Queensland Motorways.

Previously, TMR’s Road Safety Divisions played a pivotal state-wide role in developing and implementing policy to increase the awareness of road safety and associated campaigns. Its speed management policy and enforcement strategies developed with QPS has already assisted to maintain levels of road trauma.

TMR traditionally funds many road and road side improvements to reduce crashes through many of its programs. Recently, the use of the variable message signs has value added current campaigns to heighten the awareness of road safety programs. Funds for many active programs such as traffic management for major inception sites are now not available. Innovative methods need to be developed to target motorists who have the potential to cause harm to the community.

1. The desire to provide some additional facilities at commonly used inception sites. These would include additional lighting and seating (with tables) at park sites or those inception locations that have common uses.

2. The desire to provide safe enforcement bays on major arterial roads. This could be additional length on bus stop indents or semi-formed all weather shoulders so heavy vehicle enforcement can take place.

3. The desire to convert roll over kerbs at common locations and parks so QPS vehicles can progress more quickly, without time delays for an inception.

4. The desire to provide all weather platforms with existing footpath works to locate off road speed camera vehicles.

5. The desire to influence road designers to incorporate road safety initiatives for inception sites, u-turn and pull over areas for speed camera vehicles.

QPS has invited the SAFEROADS4LOGAN stakeholders as observers in many larger enforcement operations. The following observations can be considered further:

- The QPS has always carried out an enforcement role while still developing better practice with other state agencies. The cooperation of the Forensic Crash Unit provides a better understanding with crash type details when analysing trends.

- Communication to the motorist is an important role for the RACQ. Whole advocacy is envisaged to raise the awareness of road safety to maximise the impact.

This strategy will combine the partnership to deliver a common product concentrating specifically on those identified issues in the strategy document.
CITY OF LOGAN'S STATISTICS

SERIOUS CRASHES IN LOGAN CITY (2007–2012)\(^5\)

Fact 1. Fatalities by contributing factors

- Vehicle defects – external
- Vehicle defects – mechanical
- Road – other
- Road works
- Road quality
- Road gradient
- Road surface
- Rain/wet road
- Other driver conditions
- Distracted
- Disobey road rules – other
- Dangerous driving
- Illegal manoeuvre
- Disobey traffic light/sign
- Fail to give way or stop
- Speed related – driver
- Speed related – pedestrian
- Drink driving – illegal BAC
- Drink walking – pedestrian any BAC
- Drunk driving – external BAC
- Alcohol/drug related

![Graph showing fatalities by contributing factors for years 2007/08 to 2011/12.]

Fact 2. Crashes by severity

![Graph showing crashes by severity from 2007/08 to 2011/12.]

Fact 3. Fatalities by nature

- Hit parked vehicle
- Hit pedestrian
- Hit object
- Hit vehicle
- Fall from vehicle
- Overturned
- Angle
- Head-on
- Other

![Graph showing fatalities by nature for years 2007/08 to 2011/12.]

\(^5\) Information extracted from WebCrash2 in November 2012 from 1 October 2007 to 30 September 2012 for Logan City Council (local government boundary).
Fact 4. Crash by other characteristics (2011)

<table>
<thead>
<tr>
<th>Behaviour/characteristic</th>
<th>Involving young adult drivers or riders aged 16 to 24 years</th>
<th>Involving drivers or riders – failure to give way or stop</th>
<th>Involving drivers or riders – rain/wet road</th>
<th>Involving drivers or riders – BAC+ (not illegal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Involving drink drivers or riders</td>
<td>Involving senior adult drivers or riders aged 60 years or over</td>
<td>Involving drivers or riders – disobeying traffic light/sign</td>
<td>Involving drivers or riders – road conditions</td>
<td>Involving unlicensed drivers or riders</td>
</tr>
<tr>
<td>Involving drivers or riders – any BAC</td>
<td>Involving motorcycles/mopeds</td>
<td>Involving drivers or riders – illegal manoeuvres</td>
<td>Involving unlicensed drivers or riders</td>
<td>Involving drivers or riders – roadworks</td>
</tr>
<tr>
<td>Alcohol-related crashes</td>
<td>Involving mopeds</td>
<td>Involving drivers or riders – disobeying road rules – other</td>
<td>Road and roadside**</td>
<td>Involving drivers or riders – any BAC</td>
</tr>
<tr>
<td>Involving drivers or riders – fatigue related crashes</td>
<td>Involving buses</td>
<td>Involving drivers or riders – distracted</td>
<td>Unrestrained vehicle occupants*</td>
<td>Involving young drivers/riders (aged 16 to 24)</td>
</tr>
</tbody>
</table>

Fact 5. Fatalities by other characteristics

Fact 6. Fatalities by location (police divisions)

Fact 7. Fatalities by month

1. Where restraint use was known
2. The road and roadside characteristic is attributed to crashes where roadside features or road surface conditions may have contributed to the crash. This includes crashes where unreasonable road conditions have contributed to a crash or temporary object.
Fact 8. Fatalities by days of the week

Fact 9. Fatalities by time of day

Fact 10. Crashes by age group

Fact 11. Crash by licence type
The Road Safety Action plan aims to reduce road trauma (serious and fatal crashes) by 10 per cent by 2016 for the City of Logan local government area.

The action plan acknowledges the existence and the potential influence of Road User Culture (RUC) on road safety as a subset of the culture of the community. It further recognises that changing an entire culture is a daunting task. Culture change requires individuals to alter their values and behaviors, organisations to change their policies and practices and governments at all levels to change priorities and resource allocations.

The principles of the proposed safe system framework and processes of the Strategy are the preambles to the Action Plan framework, which is represented in a schematic diagram in Appendix 1. The Action Plan framework includes the presumption that most road deaths and injuries are preventable.

The framework is built upon the strategic framework focusing on the Safe System Framework of the RUC. Following are the Key Elements of the operational framework:

1. Principles

All principles outlined in the strategy (i.e. evidence based, equitable, innovative, collaborative, responsive, accountable, proactive, broadly-based and cost effective) will apply in development and/or enhancement of programs for addressing road safety or RUC issues through analysis of crash data, transport trends, road safety research, and agency and community input.

1.2. Primary role

LCC has the primary role of development and coordination of programs by establishing and maintaining partnering agreements with all partners.

1.3. Primary focus

The strategy has a primary focus on the importance of the coordination among partners namely LCC, DTMR, GPS, Queensland Health, RACQ and Queensland Motorways. The coordination arrangement must provide the streamlined collaboration ensuring conviction to the action plan.

1.4. Key role

The key role of the partners is to collaborate in transforming the RUC focusing on a safe system framework (as defined in the strategy). The partners would be engage in a multi-action program and include a wide range of educational, promotional, engineering and enforcement strategies to improve road safety in the City of Logan. These include:

- Identification of key issues in the City of Logan
- Proposed recommendation strategies
- Nomination of a responsible/lead agency
- Identification of support agencies
- Establishment of timeframes for actions
- Identification of desired outcomes

1.5. Guidelines

The framework for setting guidelines in developing and implementing road safety programs must endorse the triple elements (i.e. safer roads, vehicles and road user behaviour) of the Safe System Framework. The guide for road safety must not only acknowledge the community culture influence on road safety, but more importantly recognise the coexistence of the related RUC and its values, principles and practices. In fact, the achievability and sustainability of the ultimate safe system framework depends on the success of building a value-based road safety culture. Indeed, existing guides for changing culture practices are quite useful in the transformation.

In general, programs must not be included in the action plan for implementation without the acceptance and agreement of all partners.

1.6. Processes

The strategy outlines guiding processes for the identification, justification and implementation of potential program initiatives. They include: the evidence based research, education schemes, engineering (technological) approaches, and enforcement strategies apart from the use of marketing and media campaigns. Also, considering the dominance of the culture relevance on road safety, it is important to target identification and transforming the key practices of concern in formulating and measuring the effectiveness of program initiatives.

1.7. Existing successful programs

The already successful programs (or initiatives) including collaboration mechanisms of the partners are to continue and be reviewed for continuous improvement.
1.8. New and innovative programs
The action plan framework welcomes the development and inclusion of new and innovative programs and initiatives during the lifespan of the strategy through collaboration and effective transformation of the RUC.

1.9. Primary task
The primary task is to collaboratively implement the current programs and develop and implement future programs to handle the five most significant evidence based road safety issues already identified:
1. Road Safety coordination
2. Impaired driving & walking (alcohol & drug)
3. Illegal manoeuvres and disobeying traffic signs
4. Distracted driving
5. Speeding
6. Motorcycle crashes
7. Pedestrian crashes
8. Safety around schools
9. Seatbelt usage
10. Cycling safety

1.10. Marketing and media
The use of marketing and media for promoting safe and best practices and educating of the community on safety is not only considered as a tool, but also as a strong catalyst for the transformation of the current RUC. LCC will be responsible for marketing activities and any other information as deemed appropriate by the Logan Road Safety Committee.

1.11. Partners’ main function
The main functions of the partners consists of strategic or operational nature: information sharing, research, development, enhancement and implementation of programs. The areas of information sharing can relate to any aspect of road safety either directly or indirectly, including crash investigations, enforcement, hospital admissions, engineering, insurance claims and the day-to-day management of traffic matters. The partners will use any confidential information purely for the road safety improvement purposes only.

1.12. Road Safety Coordinator
The role of the Road Safety Coordinator (as defined in the strategy) is pivotal to the success of the action plan for the collection of information, coordination of all activities, all reporting matters, organisational facilitation of forums and dissemination of all information.

1.13. Programs
The action plan will consist of programs and action items. Some of the current programs, initiatives and the partners of main carriage are listed in Appendix 2 as core activities of the partners. The development of new and innovative programs is the responsibility of the collaborative partnership.

2. PROGRAM MANAGEMENT BASICS
Any program or initiative for road safety must demonstrate a reasonable transformation capacity to improve the safe system framework and/or an across-the-board shift of the RUC towards a desirable culture.

2.1. Transformation
A program (or an initiative) must bring positive change either to roads, vehicles or the road user behaviours (safe system framework) or a combination of any of those items. Triple items (i.e. safer roads, vehicles and road user behaviours) of the safe system framework are part of the RUC. Considering this culture relevance, the programs or initiatives must demonstrate potential transformation of culture elements: values, principles, practices and beliefs.

Since RUC is a subset of the community culture, it is inevitable some elements are most difficult to change. For this reason, mapping a desired road user safety culture is not attempted. There is no formula for cultural change. No single action or method can hope to produce a cultural change. In fact, many actions and approaches may combine to change values and norms. Undeniably there are some general principles and approaches that may succeed.

To start with, the partners will focus on identification and prioritisation of concerned culture practices with a distinctive level of transformation in mind. A desired culture remaining the objective, especially when desired culture must relate to the implicit shared values and beliefs that determine the way in which the society organises and acts in matters that affect safety.

2.2. Opportunities
Any formulation or implementation of a program or initiative must involve consideration of the opportunities that may support or facilitate the desired outcome. Opportunities may come in many different angles. For example, an unfavorable trend of increase in road deaths and accidents may trigger an opportunity to increase the effort, awareness and enforcement. On the other hand, a low road death or accident rate can also be taken as a trigger for an opportunity to promote the effectiveness of road safety programs and emphasise the need to maintain the current efforts.

There is an opportunity to accentuate the value and priority the society gives to traffic safety relative to the other more popular common agendas such as healthcare, jobs, and national security.

2.3. Inferences
The word ‘inference’ is used in a broader sense to target the issues posing some level of impact or challenges to change. There are many elements of inferences (e.g. conjectures, presumptions, beliefs or misbelieves, norms or misconceptions), that could affect transformation. Inferences can exist in three levels: individual (road user or mainly the driver), community (the society) and institutional (the government and other organisations) levels. It is important to recognise them when addressing issues.
Some of these are listed below:

i) Individual level:

• Most drivers experience a sense of anonymity inside their own vehicle. As a result, their behaviours reflect the isolation and will not be all but co-operative. People behave differently when they are anonymous. For example, face to face interactive environments such as queues for an ATM, checkout line or bank teller will automatically trigger the behaviour to join the queue and wait for the turn. Anonymous environments are not the best for a cooperative social experience that requires respect for other road users and observance of traffic rules and culture practices.

• The notion of existence of a sense of individual invulnerability is common. In most cases, individuals do not consider statistics have affected or will affect them. The common belief, “I have been always a good driver with no accident history and why must I change now”, tend to also raise doubts about the road safety initiatives having hidden agendas (e.g. implicating speed fines as a government revenue raising agenda).

• The overwhelming majority of drivers consider their skills to be above average and developed a sense of individual control. Most individuals believe other bad drivers cause crashes.

• Often drivers have a false belief that they can judge their own blood alcohol level by how the person feels.

• Police speed detections are perceived as revenue-raising and opportunist ventures when speed cameras are set at less speed controllable terrains (e.g. down hills, confusing or cluttering sign posting environments).

• A high speed animated car chase is a big attraction in producing movies or television shows where, in general, the action hero carries out highly destructive, dangerous and illegal pursuits deceiving the police. These shows tend to endorse the thrills of high speeds and may even become a temptation for speeding for some young (even older) drivers.

• The incorrect perception that perfect road conditions is safer to go over 10km/hr over the speed limit'. Speeding is a primary issue for road safety yet the speed limits are imposed based on 85th percentile speeds of speeds. This has seen as an endorsement of the belief ‘it is safer to go over 10km/hr over the speed limit’.

ii) Community level:

• Citizens of the community favour health and safety but not restriction of freedom or comfort. Good road safety practices will involve some form of restrictions for using the road safely: e.g. bans on drink driving, restriction on certain movements, and insistence in obeying signage.

• The culture recognises and endorses consuming alcohol in moderation when socialising is an age old tradition. Organisations and work places encourage and endorse practices such as Friday happy hour, and drinks at the local hotel after work. Friends and relatives have their gatherings around food and alcohol. Often these sort of social practices are the leading causes for either planned or unplanned drink driving.

• Often police pursuits have resulted in tragic circumstances. This has raised debates in the community on QPS accountability on road safety.

• Many government organisations share the authority and responsibility for road safety for taking part in the delivery of safer roads, vehicles and road user behaviours with no single organisation taking the lead role.

iii) Institutional level:

• Governments allocate limited resources to road safety. Crashes are so common and have not become newsworthy unless it is involved with a celebrity or other unusual newsworthy circumstances. Road safety does not have the same priority as health, national security or employment.

• Governments allocate limited resources to road safety. Crimes are so common and have not become newsworthy unless it is involved with a celebrity or other unusual newsworthy circumstances. Road safety does not have the same priority as health, national security or employment.

• Most government organisations share the authority and responsibility for road safety for taking part in the delivery of safer roads, vehicles and road user behaviours with no single organisation taking the lead role.

• Road engineering practices follow a general practice of over-designing of roads differentiating design speeds to be higher (on average by 10km/hr) than the posted speeds. This has seen as an endorsement of the belief ‘it is safer to go over 10km/hr over the speed limit’.

• Road engineering practices follow a general practice of over-designing of roads differentiating design speeds to be higher (on average by 10km/hr) than the posted speeds. This has seen as an endorsement of the belief ‘it is safer to go over 10km/hr over the speed limit’.

• Speeding is a primary issue for road safety yet the speed limits are imposed based on 85th percentile speeds of the speed environment.

• Vehicle manufacturers advertising high performance machines focusing on superior power and capabilities of fast acceleration.

2.4. Program Management Plan

Every identified program that is likely to continue for a reasonable time needs to be supported by a Program Management Plan (PMP). A realistic PMP must demonstrate the feasibility and practicability of the program proposal. Processes outlined in clause 1.6 are generally considered to be the basis of a program plan formulation. The program management plan will outline the details of the expected transformation, timeframe and responsibilities (including resource responsibilities).
3. ACTION PLAN

The primary focus of the action plan is to formulate and execute programs to address the primary tasks as outlined in clause 1.9 by means of effective and efficient coordination of partners’ activities. In formulating PMPs to address the primary tasks, attention needs to be given to the proposed actions for addressing the coordination and the primary tasks (see clause 1.9).

3.1. Coordination

Establishing the appropriate governance and work practice and taking priority in coordinating the delivery of the strategy. There will be both one-off and continuing programs incorporated into the action plan. The following action elements are identified as vital for the effective coordination:

i) Operational and reporting forums:
   Establish a minimum two tier meeting forum structure:
   • The already established Logan Road Safety Advisory Committee is the formal forum for feeding information, submitting progress reports and proposing advice and recommendations to LCC; and
   • Establish a new forum as ‘Safe Road4Logan Steering Group’ (SRLG) for the development and implementation of PMPs.

ii) Partnering agreements:
   Develop and agree on a partnering agreement for the effective engagement of all partners:
   • Recognising the freedom of information obligations and uniqueness of operating framework of each partner;
   • Fostering fairness to both the City of Logan community and all partners to enable effective and efficient delivery of road safety strategy goals; and
   • Clarifying the role of each partner to accentuate the responsibility and accountability to the road safety venture.

The core activities of the partners are summarised in Appendix 2 but will not be limited to this and will be adjusted by the coordinator to incorporate new activities in the future.

iii) Guidelines for program identification and development:
   Develop guidelines using continual improvement principles for identification and formulation of road safety programs. The list will be maintained by the coordinator.

iv) Information sharing:
   Establish a practice to share information particularly highlighting control of sensitive and confidential information.

v) Liaisons:
   Establish and maintain all contacts for coordination. Specifically, establish liaison practices in formulation and implementing media campaigns or releases in all RUC transformation attempts of educating, engaging and informing.

vi) Documentation/reporting:
   Establish a practice of document management including matters relating to minutes, agendas, programs, program management, progress reports, meeting invitations and recommendations.

vii) Role of coordinator:
   Document the role of the coordinator. As a guide, the coordinator’s responsibilities have been outlined in Appendix 5.

3.2. Primary tasks:

The table in Appendix 6 describes the action plan underlining broad initiatives. Appendix 7 comprises a table of specific programs and their progress. Therefore, Appendix 7 is a working document consisting of details of programs agreed to deliver by the partners. It is important to build programs on sound scientific principles targeting specific transformation. The list will be maintained by the coordinator. As a guide in formulating and executing programs and initiatives, consideration should be given to the following four point methodology:

i) Evidence based research
   (By taking an evidence base approach)
   Evidence based research involves sharing of information, fact finding, analysis of evidence presented by partners and comparing with other information to determine any emerging trends and concerns of RUC practices. It involves collaborative investigation and identification of inferences (refer clause 12 for some examples), the common problems and problem locations. It may also require engaging others outside the partners and learning from others.

Research generates knowledge and knowledge is the engine of progress. The outcome of research would often likely formulate new programs once they are qualified through the guidelines described in clause 1.5 or ascertain the effectiveness of existing programs.

The available information for evidence base research includes:

• LCC Profile (refer Appendix 4);
• Queensland Health crash victims information and statistics;
• GPS random enforcements (including breathalyser) and enforcement related information and statistics;
• DTMR enforcements and related information;
• GPS crash investigations information and statistics;
• LCC crash investigations information and statistics;
• Road Safety/ signs and lines audits information by LCC and DTMR;
• Infrastructure audits information by LCC and DTMR (eg black spot);
• Speed Review information by LCC and DTMR; and
• Top 10 crash zones of LCC (refer Appendix 4).
ii) Educate/engage
(Formulate and manage transformational programs of education and engagement)
Recognise the value of communication and education methods to influence the traffic safety agenda and build support by implementing broad based programs rather than making futile attempts to change individual behaviours.
Create and use communication plans based on solid information on how messages are delivered, received and remembered.
Consider formulation of new programs and enhancement of existing programs. Manage use of media and educational campaigns to alter concerned practices, problems or trends by carrying out various programs to offer possible solutions or best practices and influence by informing the consequences and concerns. Many program of this nature requires engaging others.

iii) Influence persuasively
(By enforcement)
Increase effectiveness and efficiency by focusing on targeted and integrated enforcement operations purely focusing on road safety improvements through information sharing, collaboration and better coordination.

iv) Use technology
(Formulate and manage technological and engineering programs)
Acknowledge the need for a strong link between the engineering professionals (e.g. civil, mechanical and other) and trained behavioural traffic safety professionals in formulating and managing programs.
Continue to focus on maintaining desired safety service levels for roads and vehicles ensuring that the road environment, signage and infrastructure are installed and maintained according to the standards, guidelines and acceptable practices. This will also involve embarking on a continuous improvement system approach in monitoring, auditing and reviewing road environments and infrastructure and influencing on improvements to road and vehicle technology or engineering.

1. Continue Road Safety Coordination

The goal is to provide a strong direction and leadership and service SAFEROADS4LOGAN and associated safety initiatives to benefit a residents

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Maintain networks with partners and other agencies</td>
<td>Maintain weekly Traffic meeting with GPS and TMR RS</td>
<td>Logan City Council</td>
<td>GPS, DTMR – RS</td>
<td>ongoing</td>
<td>To achieve strong cooperation within the partnership</td>
</tr>
<tr>
<td>1.2 Provide and maintain essential contacts within Council, Councillors and the Community</td>
<td>Host 6 monthly road safety expo, workshop</td>
<td>Logan City Council</td>
<td>TMR RS, GPS, OH</td>
<td>ongoing</td>
<td>To achieve strong cooperation within the partnership</td>
</tr>
<tr>
<td>1.3 Liaise with Community</td>
<td>Maintain information sharing</td>
<td>LCC, GPS, DTMR, QML, RACQ, OH</td>
<td>–</td>
<td>ongoing</td>
<td>To achieve strong cooperation within the partnership and the community</td>
</tr>
<tr>
<td>1.4 Media</td>
<td>Maintain a visual presence with accurate and timely information</td>
<td>LCC, GPS, DTMR</td>
<td>–</td>
<td>ongoing</td>
<td>Maintain a visual presence with accurate and timely information</td>
</tr>
<tr>
<td>1.5 Media and social marketing</td>
<td>Maintain information via social media via Council Facebook and GPS Facebook pages</td>
<td>LCC, GPS, DTMR, QML, RACQ, OH</td>
<td>–</td>
<td>ongoing</td>
<td>Maintain a visual presence with accurate and timely information</td>
</tr>
<tr>
<td>1.6 Road Safety presentations</td>
<td>To collaborate with PCYC, MATES, BRAKES and RYDA</td>
<td>LCC, GPS, DTMR</td>
<td>–</td>
<td>ongoing</td>
<td>Seek opportunities in Logan and beyond to share road safety practices and learnings</td>
</tr>
<tr>
<td>1.7 Analysis and evaluation</td>
<td>To provide quarterly analysis and evaluation of current crash trends, remedial action programs</td>
<td>LCC, GPS, DTMR</td>
<td>–</td>
<td>ongoing</td>
<td>Regular reporting to Councils Advisory meetings</td>
</tr>
<tr>
<td>1.8 Engineering, Education, Empowerment, Engagement &amp; Enforcement</td>
<td>To maintain the 5E’s message in all road safety programs and activities when evaluating present projects and researching other work</td>
<td>LCC, GPS, DTMR, QML, RACQ, OH</td>
<td>–</td>
<td>ongoing</td>
<td>To achieve strong cooperation within the partnership</td>
</tr>
<tr>
<td>1.9 Mentor and coaching</td>
<td>Provide incentives and knowledge to adjoining Councils, road safety focused community groups and schools in road safety</td>
<td>LCC, GPS, DTMR, QML, RACQ, OH</td>
<td>–</td>
<td>ongoing</td>
<td>To achieve strong cooperation within the partnership</td>
</tr>
</tbody>
</table>
2. Impaired Driving/Walking (Alcohol/Drug)

Impaired driving affected by alcohol or drugs has been identified as a significant contributor to serious crashes and fatalities. There has also been an increase in drink walking crashes. Fatal5

### Actions
- **Reduce levels of intoxicated drivers and pedestrians from hotels, taverns, sporting clubs and drink establishments**
  - **Strategies:** Encourage all licensed premises in Logan to commit themselves to a Designated Driver Program to the responsible alcohol serving policy and practice in accordance with the Logan Liquor Licence Agreement Group
  - **Outcomes:** Metro South Health (GH) – ongoing

- **Encourage major venues to provide an expanded service for bus shuttle transport especially in rural areas of Logan.**
  - **Outcomes:** Logan City Council ongoing

- **Expand coverage of “Impaired Drivers” by Queensland Police at high offending locations.**
  - **Outcomes:** Intelligence is based on allocations of QPS resources

- **Link with any State media campaign focusing on impaired driving and walking**
  - **Outcomes:** LCC/QH – Review annually

- **Consider entertainment precincts**
  - **Outcomes:** LCC/QH – Review annually

### Lead Agencies
- DTMR
- LCC
- Logan City Council

### Support Agencies
- Metro South Health (GH)
- Logan City Council
- LCC
- QPS

### Outcomes
- **Reduce the number of intoxicated drivers and pedestrians on Logan’s roads**
- **Reduce the extent of alcohol influenced road users on Logan.**
- **Achieve strong cooperation within the partnership**

- **Encourage all licensed premises in Logan to commit themselves to a Designated Driver Program to the responsible alcohol serving policy and practice in accordance with the Logan Liquor Licence Agreement Group**
- **Promote the Designated Driver program at all Logan's venues**
- **Encourage major venues to provide an expanded service for bus shuttle transport especially in rural areas of Logan.**
- **Expand coverage of “Impaired Drivers” by Queensland Police at high offending locations.**
- **Link with any State media campaign focusing on impaired driving and walking**
- **Consider entertainment precincts**

### 3. Illegal Manoeuvres and disobeying traffic signs

This is a significant contributor to serious injuries and fatalities in the City. It also includes failure to stop, give way, crossing barrier lines and performing U Turns at traffic signals.

### Actions
- **Media – newprint**
  - **Strategies:** Provide information to the media via CRM Branch and GPS media unit on current trends, issues and up coming events
  - **Outcomes:** LCC, GPS – ongoing

- **Media – social media**
  - **Strategies:** Provide media via Councils Facebook and GPS My Logan App
  - **Outcomes:** LCC, GPS – ongoing

- **Increase police presence at known locations**
  - **Strategies:** To maintain GPS enforcement subject to availability of resources at known locations
  - **Outcomes:** GPS – LCC, DTMR – MR – ongoing

### Lead Agencies
- DTMR
- LCC
- Logan City Council

### Support Agencies
- Metro South Health (GH)
- Logan City Council
- LCC
- QPS

### Outcomes
- **Raise awareness for motorists and road users**

### 4. Distracted Driving

Emerging trends suggests that driver distraction contributes significantly to serious road crashes. Walking while distracted and listening to music, and reading has also contributed to serious injury and fatal crashes. Fatal5.

### Actions
- **Texting while driving**
  - **Strategies:** Link with any state media campaign
  - **Outcomes:** DTMR – ongoing

- **In car distractions (changing radio/CD)**
  - **Outcomes:** Logan City Council – ongoing

- **GPS/in car navigation**
  - **Outcomes:** If using a GPS device, enter your destination before you start to drive. If you prefer a map or written directions, review them in advance. If you need help while driving, ask a passenger to assist you or pull over to a safe location to change your GPS or review your map/directions.
5. Speeding

Speeding is a major contributor to serious injuries and fatalities. Fatal5.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Analysis of crash data</td>
<td>Continue to collect and analyse data and evidence provided by DTMR (Motorcrash2, Crash Audit data, etc), GPS (crash investigations and offence) and LCC (crash investigations)</td>
<td>GPS, LCC, DTMR</td>
<td>–</td>
<td>monthly</td>
<td>To provide outcomes for remedial treatments and input for engineering, enforcement and education.</td>
</tr>
<tr>
<td>5.2 Identify and investigate locations with red light running and liaise with DTMR - Traffic Engineering &amp; Road Safety Division for future consideration</td>
<td>Investigate the upgrade of several existing red light camera locations to include speed detection capability, to reduce speeding through intersections and the severity of crashes.</td>
<td>LCC, DTMR</td>
<td>GPS</td>
<td>ongoing</td>
<td>To place submission to DTMR for consideration to install Red Light and Speed Cameras at identified locations</td>
</tr>
<tr>
<td>5.3 Vigilance in roadwork signage and approval process</td>
<td>Trial innovative practices at roadwork sites, including traffic control devices and signage, to reduce the speed of vehicles entering roadwork sites.</td>
<td>DTMR, LCC, GPS</td>
<td>–</td>
<td>ongoing</td>
<td>To raise expectations of the motorists when travelling through roadworks.</td>
</tr>
<tr>
<td>5.4 Monitoring and analysis traffic count (automated tube) data</td>
<td>Identify speeding and to advise action for education or enforcement. DTMR to</td>
<td>LCC, TMRI</td>
<td>–</td>
<td>ongoing</td>
<td>Information used for traffic growth, pavement analysis, road user and enforcement. Further analysis with crash data to consider for future Mobile Speed Camera sites.</td>
</tr>
<tr>
<td>5.5 Identify appropriate Local Area traffic management counter measures on local streets</td>
<td>Undertake traffic investigation for local area traffic management with appropriate treatment.</td>
<td>LCC</td>
<td>GPS</td>
<td>ongoing</td>
<td>To provide outcomes for remedial treatments and input for engineering, enforcement and education.</td>
</tr>
</tbody>
</table>

6. Motorcycle Crashes

Motorcycle have been overrepresented in recent crashes. Being a vulnerable road user the emphasis is on visibility and other motorist being aware.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 Motorcycle usage is growing in popularity and motorcyclists are more vulnerable to injury than other road users.</td>
<td>The motorcycle safety campaign Be aware. Take care. Survive. Encourage motorcyclists to understand their own heightened vulnerability and realise their actions and choices can greatly influence their level of risk.</td>
<td>DTMR</td>
<td>–</td>
<td>ongoing</td>
<td>The campaign aimed to reduce motorcyclist serious injuries and fatalities by encouraging riders to anticipate and avoid risks. It also highlighted to other road users the importance of watching out for motorcyclists as they have less protection in the event of a crash. Ongoing: The campaign aimed to reduce motorcyclist serious injuries and fatalities by encouraging riders to anticipate and avoid risks. It also highlighted to other road users the importance of watching out for motorcyclists as they have less protection in the event of a crash.</td>
</tr>
<tr>
<td>6.2 Ongoing education of motorcyclists and other road uses is a key aspect of the department’s multi-pronged approach to improving safety for riders, along with legislative and policy strategies and engineering improvements to the road environment.</td>
<td>The motorcycle safety campaign Be aware. Take care. Survive. Encourage motorcyclists to understand their own heightened vulnerability and realise their actions and choices can greatly influence their level of risk.</td>
<td>DTMR</td>
<td>–</td>
<td>ongoing</td>
<td>The campaign aimed to reduce motorcyclist serious injuries and fatalities by encouraging riders to anticipate and avoid risks. It also highlighted to other road users the importance of watching out for motorcyclists as they have less protection in the event of a crash. Ongoing: The campaign aimed to reduce motorcyclist serious injuries and fatalities by encouraging riders to anticipate and avoid risks. It also highlighted to other road users the importance of watching out for motorcyclists as they have less protection in the event of a crash.</td>
</tr>
</tbody>
</table>
7. Pedestrian Accidents

Concern remains with the number if pedestrians who are injured or killed. Emphasis is with school environments and commercial precincts as well as impaired walking

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>Delivery of Pedestrian Access and Mobility Plan for Logan</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
<td>To influence and implement easier pedestrian access on roads sides</td>
</tr>
<tr>
<td>7.2</td>
<td>Older road users are vulnerable road users. With</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
<td>To facilitate and influence objectives of the PAMP</td>
</tr>
<tr>
<td></td>
<td>an ageing population there should be more education, publicity and training to improve older pedestrian safety. Currently, this information is scant.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.3</td>
<td>Educate older people on pedestrian behaviour and road crossing practices</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
<td>Have available information on line</td>
</tr>
<tr>
<td>7.4</td>
<td>Improved road crossing practice</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
<td>To reduce injury crashes</td>
</tr>
<tr>
<td>7.5</td>
<td>Road side infrastructure</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
<td>Council’s footpath construction and rehabilitation program could be targeted towards retirement villages and those areas identified with frequent walkers</td>
</tr>
<tr>
<td>7.6</td>
<td>Protect vulnerable road users (utilising data) in high density pedestrian areas</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
<td>Ongoing education</td>
</tr>
<tr>
<td>7.7</td>
<td>Children as pedestrians</td>
<td>DTMR</td>
<td>ongoing</td>
<td>Continue to raise awareness with the PAMP</td>
<td></td>
</tr>
<tr>
<td>7.8</td>
<td>Reduced traffic speeds in high density pedestrian areas</td>
<td>DTMR</td>
<td>ongoing</td>
<td>Continue to raise awareness</td>
<td></td>
</tr>
</tbody>
</table>

8. Safety around schools

Safety around schools and surrounding environment has always been of a high priority. While a satisfactory level of safety has been achieved, maintaining this is highly desirable especially with the School Zone Pace Car program.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1</td>
<td>Connectivity</td>
<td>Delivery of Pedestrian Access and Mobility Plan for Logan and school environments</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
<tr>
<td>8.2</td>
<td>Passengers</td>
<td>Use of approved child restraints</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
<tr>
<td>8.3</td>
<td>Pedestrians</td>
<td>Walking with adult supervision (for primary school ages)</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
<tr>
<td>8.4</td>
<td>On Wheels</td>
<td>Wearing a correctly fitted helmet and other protective equipment and clothing</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
<tr>
<td>8.5</td>
<td>Excessive Speeds</td>
<td>School Zone Pace Car program</td>
<td>Logan City Council</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
</tbody>
</table>
9. Seatbelts

The wearing of seatbelts has been identified as a contributing cause of serious injuries and fatalities. Fatal 5.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Increase wearing of seatbelts in vehicles</td>
<td>Continued Police enforcement as part of the RADAR 5 Road Safety Campaign</td>
<td>Police</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
<tr>
<td>9.2</td>
<td>Educate adults to check seatbelts or child restraints for younger passengers</td>
<td>KidSafe Program through Logan via LCC and PCYC/Police</td>
<td>LCC/PCYC</td>
<td>DTMR</td>
<td>End of 2014</td>
</tr>
<tr>
<td>9.3</td>
<td>State Government education</td>
<td>TV, Radio and movie theatre advertising on Buckle Up program</td>
<td>TV/Radio</td>
<td>DTMR</td>
<td>ongoing</td>
</tr>
</tbody>
</table>

10. Cycling Safety

There has been an increase in injury and serious injury for cyclists. Emphasis is for younger cyclists and in busy low speed traffic environments.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Strategies</th>
<th>Lead Agencies</th>
<th>Support Agencies</th>
<th>Time Frame</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1</td>
<td>Education</td>
<td>Use of existing information from DTMR</td>
<td>DTMR</td>
<td>LCC/RACQ</td>
<td>ongoing</td>
</tr>
<tr>
<td>10.2</td>
<td>Sharing the road with a cyclist</td>
<td>Safety separation issues</td>
<td>DTMR/Logan City Council</td>
<td>South Metro Health</td>
<td>ongoing</td>
</tr>
<tr>
<td>10.3</td>
<td>Sharing the road with a cyclist</td>
<td>RUCU 1 Metre campaign (RU1M)</td>
<td>LCC</td>
<td>--</td>
<td>ongoing</td>
</tr>
</tbody>
</table>

REFERENCES

- Haworth, N & Kowaldo, N (1999) Road safety programs undertaken by local governments, Monash University Accident Research Centre, Report #163
- Ranaweera, K & Naiker, D & et al., Logan City Council, Road Safety Strategy for Logan 2010-2012, August 2010

TERMINOLOGY

- RUC: Road User Culture
- SR4L: Safe Roads 4 Logan
- LCC: Logan City Council
- QPS: Queensland Police Service
- GH: Queensland Health, Metro South Health
- RACQ: Royal Automobile Club of Queensland
- TMR: Department of Transport & Main Roads
- FCU: Forensic Crash Investigation Unit (Queensland Police)
- IPWEAQ: Institute of Public Work Engineers, Queensland Branch

SAFE ROADS 4 LOGAN

A partnership between

Logan City Council
Department of Transport and Main Roads
Queensland Police Service
Royal Automobile Club of Queensland
Metro South Health
Queensland Motorway Limited