



3 JULY 2020

Shire of Esperance

ESPERANCE ROADWISE COMMITTEE NOTICE OF MEETING AND AGENDA

An Esperance Roadwise Committee meeting of the Shire of Esperance will be held at VIA Zoom and Council Meeting Room on 6 July 2020 commencing at 2pm to consider the matters set out in the attached agenda.

S Burge

Acting Chief Executive Officer

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ETHICAL DECISION MAKING AND CONFLICTS OF INTEREST

Council is committed to a code of conduct and all decisions are based on an honest assessment of the issue, ethical decision-making and personal integrity. Councillors and staff adhere to the statutory requirements to declare financial, proximity and impartiality interests and once declared follow the legislation as required.

ATTACHMENTS

Please be advised that in order to save printing and paper costs, all attachments referenced in this paper are available in the original Agenda document for this meeting.

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SHIRE OF ESPERANCE

AGENDA

**ESPERANCE ROADWISE COMMITTEE MEETING
TO BE HELD IN VIA ZOOM AND COUNCIL MEETING ROOM ON 6 JULY 2020
COMMENCING AT 2PM**

1. OFFICIAL OPENING

2. ATTENDANCE

Members

Cr S McMullen

Ms M Smillie

Mrs J Fitzpatrick

Mrs A McAlinden

Sgt B Ashurst

Mr P Gaughan

Rev R Dummermuth

Miss A Fitzgerald

Shire of Esperance Presiding Member

Department of Health (Deputy)

Department of Education

Main Roads WA

Esperance Police

St John Ambulance

Community Representative

Community Representative

Ex Officio

Mr M Walker

Mr N Williams

Ms C Bradley

Miss T Garrett

Director Asset Management

Manager Asset Development

WALGA Roadwise Officer

Administration Officer Asset Management

3. APOLOGIES & NOTIFICATION OF GRANTED LEAVE OF ABSENCE

Mr J Jose

Department of Transport

4. DEPUTATIONS, PRESENTATIONS, INSPECTIONS, PETITIONS

Nil

5. DECLARATION OF MEMBERS INTERESTS

5.1 Declarations of Financial Interests – Local Government Act Section 5.60a

5.2 Declarations of Proximity Interests – Local Government Act Section 5.60b

5.3 Declarations of Impartiality Interests – Admin Regulations Section 34c

6. CONFIRMATION OF MINUTES

That the Minutes of the Esperance Roadwise Committee Meeting of the 18 May 2020 be confirmed as a true and correct record.

7. ADVISORY COMMITTEE RECOMMENDATIONS

Nil

8. MATTERS REQUIRING A DETERMINATION OF COMMITTEE

Item: 9.1

Esperance Roadwise Committee 2020/2021 Draft Action Plan

Author/s	Tamara Garrett	Administration Officer - Asset Management
Authorisator/s	Mathew Walker	Director Asset Management

File Ref: D20/17484

Applicant

Esperance Roadwise Committee

Location/Address

Shire of Esperance

Executive Summary

Review of the Esperance Roadwise Committee 2020/21 Draft Action Plan and agree to participate in and carryout the events outlined.

Recommendation in Brief

That the Esperance Roadwise Committee:

1. Adopt the Action Plan for 2020/21.

Background

A review of the summary of the discussion between Roadwise Committee members from the action planning day, held via 2 workshops with the final being Monday 22 June 2020. The 2020/21 Action Plan is a strategic plan that is aligned with the *Towards Zero Road Safety Strategy* focusing on safe road use, safe roads and roadsides, safe speeds and safe vehicles.

Officer's Comment

Nil

Consultation

The Esperance Roadwise Committee met on the 22/06/20 to finish developing the draft 2020/21 Action Plan. The Committee reviewed the 2019 Action Plan and the effectiveness of past initiatives was discussed. Each Committee member provided suggestions on the direction of the 2020 Action Plan. Committee members present at the planning meeting included:

- Councilor Steve McMullen
- Paul Gaughan (St Johns)
- Neil Williams (Shire of Esperance)
- John Jose(DoT)
- Rob Dummermuth (Community)
- Jill Fitzpatrick (Dept of Education)
- Amelia Fitzgerald (Community)
- Blake Ashurst (Esperance Police)
- Mathew Walker (Shire of Esperance)
- Carol-Anne Bradley (Walga)
- Ainslee McAlinden (Main Roads WA)

Asset Management Implications

Nil

Statutory Implications

Nil

Policy Implications

Nil

Strategic Implications

Strategic Community Plan 2012 - 2022

Economic

Action 3.3 Deliver and advocate for a diverse and safe transport system which is efficient and meets the needs of all users

A diverse and safe transport system that balances the needs of all users from pedestrians, cyclists, private vehicles, public transport and freight

Environmental Considerations

Nil

Attachments

A₁. DRAFT - Esperance Roadwise Committee Action Plan 2020/21

Officer's Recommendation

That the Esperance Roadwise Committee:

- 1) Adopt the Action Plan for 2020/21**

Voting Requirement

Simple Majority



Esperance RoadWise Committee Action Plan – 2020/2021



BACKGROUND

Esperance RoadWise committee consists of representatives from the following:

- Esperance Shire Council
- Health Service
- Police
- WALGA
- Main Roads
- Emergency Services Groups
- SDERA
- Department of Transport
- Community member

The Committee is seeking to identify priorities for action over the next 12 months to enable effective strategies to be implemented which can support the implementation of the WA State Road Safety Strategy and reduce the level of road trauma within the Esperance Shire.

Statistics for the Goldfields over a 5 year period 2013-2017 were reviewed to identify the main trends along with some recent trends.

PROFILE OF REGION and CITY
<p>The following is an extract of Western Australia's regional profile for the Goldfields:</p> <ul style="list-style-type: none">• The Goldfields-Esperance region comprises almost a third of Western Australia's geographic area, with an area of 770,488 square kilometers, comprising 9 Local Governments. Around 44,500 sq km in the Esperance Shire.• The region's population was estimated as being 61,900 in 2013 (2.5% of WA's total population), with around 14,281 in Esperance now.• The Shire comprises some 848 km of sealed roads and some 3,745 km of unsealed roads.
OVERVIEW OF CRASH STATISTICS
<ul style="list-style-type: none">• 12 people were killed or seriously injured in the Goldfield's region in 2019.• 111 people were killed in 2019 on Regional roads in WA.• The majority were drivers but with a marked increase in pedestrian and motor cyclist deaths.• According to the ANZ Trauma Registry, in July – December 2018 there were 1097 male and 423 female severely injured on road trauma patients admitted to Australian hospitals of which 75 male and 26 females died. In the 5 year period of 2014-2018, there were 306 crashes recorded in the Esperance Shire with 5 fatalities, 34 hospitalisations, 33 requiring other medical attention and 234 of property damage.• RSC local data highlights "off road" and "non-collision" as major crash types in this area.• The leading underlying causes for deaths 2015-2017 notes the highest prevalence of injuries leading to death in the 1-14 year old age group comes from Land transport accidents and the second and third highest incidence in 15-24 year olds and 25-44 year olds respectively. https://www.aihw.gov.au/reports/life-expectancy-death/deaths-in-australia/contents/leading-causes-of-death

CRASH TYPES

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

- 24% of fatal and serious crashes involved a single vehicle run-off-road or non-collision rollover.
- 36.8% of people killed or seriously injured was a result of hitting an object (excludes animals).
- 46.9% of fatal and serious crashes occurred on 110 km/h speed zones.
- 11.5% occurred on roads with speed zones of 50 km/h.
- As of 31st December 2019 WA road fatalities include :
- 42% vehicle hitting an object
- 16% involved no other vehicle
- 11% were head on crashes
- 81 driver deaths
- 36 passenger deaths
- 31 motor cyclists deaths
- 17 pedestrian deaths
- 1 Cyclist death

BEHAVIOURS

- Seat belts were not worn by 8.2% of vehicle occupants killed or seriously injured.
- Speed was a factor in the 16.8% of fatal and serious crashes.
- At least one driver/rider with a blood alcohol concentration (BAC) of 0.05 or higher was recorded in 8.8% of fatal and serious crashes.*
- Research indicates 22.9% of fatal and serious crashes involve fatigue.
- Because fatigue is difficult to measure, it is under-represented in police crash data; however research indicates that up to 30% of crashes involve fatigue.

STRATEGIC PLAN

This strategic plan is written under the framework of the State Road Safety Strategy and the principles of the Safe System and Shared Responsibility approach to road safety that has been used throughout Australia and the world. A Safe System benefits all road users and has five guiding principles:

1. **The limits of human performance** - We all make mistakes and we all need to acknowledge the limits of our capabilities.
2. **The physical limits of human tolerance to violent forces** – In a crash there are physical limits to the amount of force our bodies can take before we are injured. The Safe System seeks to create a road transport system in which the forces in foreseeable collisions are within our physical limits.
3. **Shared responsibility** – Previously the majority of road safety responsibility rested with the individual road user. Within a Safe System we all take an individual and shared role in road safety.
4. **A forgiving road system** – We need to design a road system that is 'inherently safe' so when crashes do happen deaths and injuries can be avoided.
5. **Increased use of public transport** – Busses and trains are safer modes of travel than cars and motorcycles.

The Safe System identifies four cornerstones that the **Esperance RoadWise Committee**, have adopted in the following road safety strategy. Objectives, activities and evaluation outcomes have been identified for each of the four cornerstones.

GOAL: To reduce the number of serious crashes in the **Shire of Esperance**.

CORNERSTONES:

1. **Safe Road Use** - fostering a culture that supports alert and compliant road users and improving road user behaviour and enforcement.
2. **Safe Speeds** - aiming to improve speed management on roads and foster a community and driving culture that supports lower travel speeds.
3. **Safe Roads and Roadsides** - provide safer roads by improving the road and the road environment.
4. **Safe Vehicles** – aiming to improve awareness of vehicle safety features and ANCAP ratings and to encourage purchase of at least four or five star ANCAP rated vehicles.

ESPERANCE ROADWISE COMMITTEE 2020\21 OVERVIEW			
JANUARY 2021 <ul style="list-style-type: none"> Safe Vehicles (RSC) School holidays Dec 17 to Feb 1st Australia Day 26th Jan 	FEBRUARY 2021 <ul style="list-style-type: none"> Safe Vehicles (RSC) Back to School awareness School holidays end 31st Jan 2021 CCR Fitting Station 	MARCH 2021 <p>Labour Day Holiday 1st March</p> <p>Vulnerable road users (RSC)</p> <p>CCR Fitting Stations at Playgroups</p>	APRIL 2021 <ul style="list-style-type: none"> Blessing of the Roads Campaign 2nd - 6th April Double Demerits (RSC) School holidays 2nd – 18th April Anzac Day 25th April Easter 2nd – 6th April
MAY 2021 <p>Safe Roads – Fatigue (RSC)</p>	JUNE 2021 <ul style="list-style-type: none"> WA Holiday 7th June Safe Vehicles (RSC) Kindness Travels 	JULY 2020 <ul style="list-style-type: none"> School holidays 3rd -20th July Safe Road Use behaviour message Learner Drivers and road rules- Safe Road Use SLOMO 	AUGUST 2020 <ul style="list-style-type: none"> CCR Fitting
SEPTEMBER 2020 <p>School holidays 25th Sept to 12th Oct</p> <p>Queen's Birthday Holiday 28th Sept</p> <p>Commence Kindness Travels when project is ready through to Jan 2021</p>	OCTOBER 2020 <p>Belt Up school holiday campaign</p> <p>School holidays 25th Sept to 12th Oct</p> <p>Slow Down& Enjoy the Ride message over harvest time to December</p>	NOVEMBER 2020 <p>Road Ribbons for Road Safety</p> <p>Road Safety Week 9th-15th November</p> <p>WestCycle Bike Month 1st-30th Nov</p> <p>Leavers No Distractions</p>	DECEMBER 2020 <p>Don't Drink and Drive holiday campaign</p> <p>School holidays 17th Dec.....</p>

Media Messages- Distance of Distraction, Closer to Home, Speed, Drink Driving, Double Demerits, Safe Vehicles, Safe System, Drug Driving

Event **RSC Campaign** **Face Book**

Safe Road Use

OBJECTIVE – To prevent death and serious injury on our roads by influencing road users to be compliant, alert and safety conscious.

Influencing the behaviour of road users is critical in saving lives and preventing injuries on our roads. We know road users do not always obey the rules so,

Towards Zero has a strong focus on;

- educating road users;
- enforcing road rules; and
- promoting the Safe System.

WHEN	ACTIVITIES	WHO	EVALUATION	RESOURCES
July 2020	Safe Road Use Message aimed at young people and inappropriate behaviours on roads and Learner drivers	SM	interaction	RSC videos and RoadWise posts
August	CCR fitting checks at Playgroups Groups.	RSA & Type 1 fitters	Stats on attendance and number of CCRs checked	Type 1 Fitters
Nov	Road Safety Week – major push of the RS message in all areas Promote Bike Week and Cycle West Challenge	All	Participation	Yellow lit buildings SM promotion
December	Driver Reviver promotion	SM & ? Committee members	Number of participants and SM interaction	Driver Reviver supplies from WALGA, volunteers, VMS trailer
December 2020- January 2021	Road Ribbon Campaign – ribbons in various venues	SM, local venues, emergency services	Uptake of ribbons	Ribbons, posters etc.
November onwards	SM video campaign on run off road, pedestrian and heavy vehicle type crashes and driver respect for others on the road	Jill & SM company	SM following	RAC funding for SM campaign
Ongoing	Community information sheets at Library, Shire, in School & Community Newsletters in line with the current promotions	RSA, Jill Committee members	Interaction, uptake	Research based articles

<https://www.rsc.wa.gov.au/Campaigns>

Safe Speeds

OBJECTIVE – To prevent death and serious injury by ensuring speed limits are appropriate for the standard of the road and the standard of the vehicle and impact speeds on the WA road network are within the limits of human tolerance.

Effective speed management is an essential consideration of any 'best practice' road safety strategy but it is also the most controversial. Any substantial changes to speed management will require further community consultation and support.

The **Towards Zero** approach to Safe Speed focusses on the key areas of;

- better speed enforcement and education campaigns on speed reduction;
- further research and community consultation on safe speed limits;
- demonstration projects to reduce travel speeds and raise community awareness of the implications of speed limit restriction; and
- targeted speed limit reductions in areas of high pedestrian activity (such as strip shopping precincts).

WHEN	ACTIVITIES	WHO	EVALUATION	RESOURCES
June 2020 onwards	Kindness Travels promotion of RSC campaign	Social Media	SM interaction	RSC videos
July 2020	RSC SLOMO Campaign to encourage compliance	RSC, SM	Local participation	RSC campaign on TV, SM and print media
August onwards	Local Kindness Travels Campaign- incorporating respect for others on all roads & beaches. Promotion in all public venues.	Jill F., SM, Committee, Shire brochures	Interaction, responses	SM designer, Posters, RAC grant, Brochures
Prior to School Holiday Times	SM promotion of slowing down and being aware of children and bicycles being about	SM	Interaction	RSC videos
Ongoing	Speed Display trailer moved to various points	Neil and Shire works	Feedback from Shire & police	Speed Display trailer
February 2021	Back to School Social Media Campaign for 40 zones and beware bikes and pedestrians. Promotion of speed and chance of fatality stats	SM	interaction	RSC videos and speed data

Safe Roads and Roadsides

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

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

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

Towards Zero will focus on;

- improving safety at intersections;
- reducing the risk of run-off-road crashes through sealing shoulders, installing audible edge lines removing roadside hazards and installing safety barriers; and
- expanding the Black Spot and Safer Roads Programs.

WHEN	ACTIVITIES	WHO	EVALUATION	RESOURCES
Ongoing	Promotion of Shire works	SM, LG team	SM feedback	
Harvest Time 2020	Slow Down & Enjoy the Ride Campaign	SM	SM feedback	Video and SM posts, Radio.
August 2020 onwards	Local <i>Kindness Travels</i> campaign	Jill, SM company	SM feedback	Possible Radio messages Videos

Safe Vehicles



OBJECTIVE – To prevent death and serious injury by increasing the purchase of safe vehicles and specific safety features in vehicles.

In recent years, there were significant advances in vehicle safety that protect occupants and other road users and improve our ability to avoid crashes. Manufacturers are now responding to market demands to make safety features more widely available. Increasing the proportion of vehicles on our roads with high standard safety features will substantially reduce risk for all road users – drivers, passengers motorcyclists, scooter riders, pedestrians and cyclists.

These important features are not fitted as standard on many vehicles available on the Australian market, but there is strong community support for measures aimed at improving the safety of vehicles on Western Australian roads.

Towards Zero will focus on;

- strongly encouraging making safe vehicles and specific safety features such as Electronic Stability Control (ESC), and side and curtain (head protecting) airbags compulsory for government vehicles;
- educating and encouraging corporations, employees and community members to purchase safe vehicles;
- lobbying manufacturers to fit safety features as standard; and
- continuing to investigate emerging vehicle safety technology.

WHEN	ACTIVITIES	WHO	EVALUATION	RESOURCES
July 2020	Social Media campaign of ANCAP ratings	Social Media	interactions	
August 2020 February 2021	CCR fitting stations at playgroups	Jill, Type 1 Fitters	No of participants	Type 1 Fitters, CCR brochures
Football Season 2021	Belt up campaign on SM. Use of Belt up flags at 	SM and Committee-  Football club	Interactions and response	Belt up flags and goal post pads
May 2021	Providing companies with ANCAP and Fleet safety info	RSA	uptake	Capacity funds, RoadWise, RSC & RAC publications

Media

DATE	COMMITTEE MEMBER COORDINATING ARTICLE	PUBLICATION	THEME	RESOURCES REQUIRED	STATUS
June	RSA	• FB page	Kindness Travels RSC	•	
	Jill F	• FB page	Kindness Travels - respect	•	
		• Local Paper	Kindness Travels - respect	•	
	RSA	• Brochures	Overtaking Trucks/respect/STR	•	
	RSA	• Brochures	Beach etiquette/respect/STR	•	
	RSA	• Brochures	Driver Reviver	•	
		• Local Paper, FB	Driver Reviver	•	
		• Local Paper / FB	Shire road projects	•	
Harvest		• Local Paper, FB	Slow Down Enjoy the Ride + Respect	•	
		• Radio	SDE the R + Respect	•	
		•		•	
		•		•	

Speed Display Trailer & Banners

MONTH	DAY	LOCATION ROAD NAME	POSTED SPEED LIMIT	REASON AND MESSAGE DISPLAYED	LOCATION	BANNER

9. REPORTS

Nil

10. FINANCIAL REPORTS

Nil

11. NEW BUSINESS OF AN URGENT NATURE

Nil

12. CLOSURE