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ROAD SAFETY STRATEGY AND ACTION PLAN 2022-2032

SAFE SYSTEM SOLUTIONS
ROAD SAFETY · AUDITING · ENGINEERING · PROJECT DEVELOPMENT

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MAYOR'S MESSAGE

As someone who has proudly called Wyndham home for the last 40 years, I have seen a lot of changes in our community. Not least of all is the population growth we've experienced.

We're expected to grow from 300,000 residents in 2021 to over 500,000 in 2041. While this presents many exciting opportunities, it also brings its own unique set of challenges, including how we create a future where all residents and visitors feel welcomed, connected, and engaged.

Wyndham's 2040 vision for a safe, connected and inclusive city that strives for a sustainable future rests in no small part on its transport system. We work with all of our delivery partners to continuously improve the transport system and we acknowledge that safety is fundamental to the system and the network.

Everybody should feel safe when travelling in Wyndham. To that end Wyndham City Council is fully committed to the Victorian Road Safety Strategy 2021-2030, and to its headline target of…

"Halving road deaths and reducing serious injuries by 2030"

Over the 5-years, between July 2014 and June 2019, 790 people were seriously injured and 42 people lost their lives on roads in Wyndham. Although, year on year, we have gradually brought those numbers down, it is becoming increasingly difficult to maintain progress. That is why we've developed this strategy – to concentrate our efforts on immediate road safety concerns while preparing for and welcoming innovation opportunities.

To understand the road safety issues we face, we looked to understand where the risks are on our roads, we listened to feedback from road users and we worked with road safety experts to understand why crashes happen and how they can be prevented.

Using this information, we identified four strategic themes that will drive our road safety program over the next ten years.

1. Leadership and Best Practice - We will show leadership and follow best practice. We will continuously build our capability, do what we know works based on sound evidence, and be bold in our use of the latest ideas and technologies.

2. Safe System Approach - We apply the globally recognised Safe System approach, which addresses the four main elements of road safety: Safe Roads and Paths, Safe Speeds, Safe People and Safe Vehicles. By adopting the Safe System in Wyndham we align ourselves with the approach adopted by the Australian Government and Victorian State Government.

3. Healthy and Sustainable Transport - Walking, cycling and public transport are critical to a sustainable transport system and a healthy community. We will strive to improve public transport choice and encourage active transport by delivering safer and more connected networks.

4. Working Together - Creating a safe transport network is everyone's responsibility. So, we will work with the local community, stakeholders and our Road Safety Partners to shape the future of road safety together.

Together we can all help to improve safety for everybody traveling within Wyndham.

Cr Peter Maynard
Wyndham City Mayor



CR MCINTYRE'S MESSAGE

Given our city is growing so rapidly it is imperative that we have a sustainable Road Safety Strategy to help ensure our transport network is safe for all road users. Injuries and deaths caused by road crashes result in devastating social, emotional, and economic impacts for our community.

Through this Road Safety Strategy, Wyndham City acknowledges its role in providing a safe travel environment for all our community.

A key part of this role is to implement actions directed at reducing the likelihood of transport-related fatalities and serious injury.

The Strategy also strives to influence the behaviour of road users by working in partnership with key road safety bodies and other community partners. It's based on the 'Safe System' framework that has also been adopted by State and Federal governments.

The 'Safe System' aims to minimise road injuries and deaths by taking a holistic approach that considers the interaction between all vulnerable road users, road infrastructure and vehicles. The Road Safety Strategy provides guidance to Council in delivering road safety activities over the coming years that meet the needs of our community and most of all, helps keep everyone safe on our roads.

As the Community Safety Portfolio holder, I believe we all have a role to play in reducing road trauma. By working together, we can all make a positive difference improving road safety and ensuring our community can travel safely and in a healthy and sustainable manner.

Everyone should be safe and feel safe on and around our roads. I look forward to seeing the delivery of the proposed action plans and the difference that this Road Safety Strategy makes to achieving our road safety goals.

OUR VISION

Our vision is that everybody who travels in Wyndham arrives at their destination safely. We aim to reduce road trauma to ensure that everybody can participate in all that Wyndham has to offer and travel home safely. To achieve this vision we have the following objectives:

- **Be Safe –** Ensure everyone is safe and feels safe, on and around our roads and paths.
- **10 Year Reduction –** Measures to significantly reduce the number of lives lost on our roads over the next 10 years (by 50%) and progressively reduce serious injuries by 2030.
- **A Culture of Safety –** Embed a culture of road safety within the Wyndham community.
- **Deliver Initiatives –** Deliver a suite of initiatives aligned with the Safe System approach that have both immediate and longer term benefits.

These objectives are in line with the State Government's Victorian Road Safety Strategy 2021-2030. This will ensure alignment between Wyndham's efforts and those of our neighbouring Councils and State Government partners. Road safety is a shared responsibility and Wyndham will play its part.

We have identified 4 themes to guide our progress.



LEADERSHIP AND BEST PRTACTICE

Wyndham City is determined to play a leadership role in road safety and will play our part in delivering the aims of the Victorian Road Safety Strategy 2021-2030. We will continuously build our capability and deliver improvements based on sound evidence, the latest ideas and technologies, and carefully considered prioritisation. We will be proactive, innovative and progressive in our approach, and we will lead by example.



HEALTHY AND SUSTAINABLE TRANSPORT

Wyndham City will promote the use of sustainable and active transport, advocate for more transport choice and encourage modal shift, and continue to reduce risks for vulnerable road users. Active transport, such as walking and cycling, is important for the health of people and the environment. Together with public transport it can also reduce car dependence and contribute to more vibrant local streets and places. We aim to remove barriers to active transport and facilitate safe journeys from door-to-door.



SAFE SYSTEM APPROACH

Wyndham City will apply the four interacting elements of the Safe System approach, which addresses the main factors that could contribute to a crash:

a. Safe Roads – our roads and paths should be planned, designed, built, maintained and operated to minimise the risk and severity of crashes.

b. Safe Speeds – our roads should have appropriate speed limits and road users should travel at speeds that are safe for the road conditions.

c. Safe People – we should all exercise care, attention and awareness of others for our safety and the safety of others.

d. Safe Vehicles – modern vehicles include features which improve the safety for drivers, passengers and other people.



WORKING TOGETHER

Creating a safe road network is everyone's responsibility. Wyndham City will work with:

a. Our community to shape the future of road safety in Wyndham together.

b. Stakeholders with specific interests in road safety plans and projects.

c. Road Safety Partners such as the Department of Transport, TAC, Police, neighbouring councils, industry and health services to achieve what we cannot achieve alone.

This Strategy is not a stand-alone document. It is part of a suite of Council strategies and plans that together support 'A Community Vision for Wyndham'

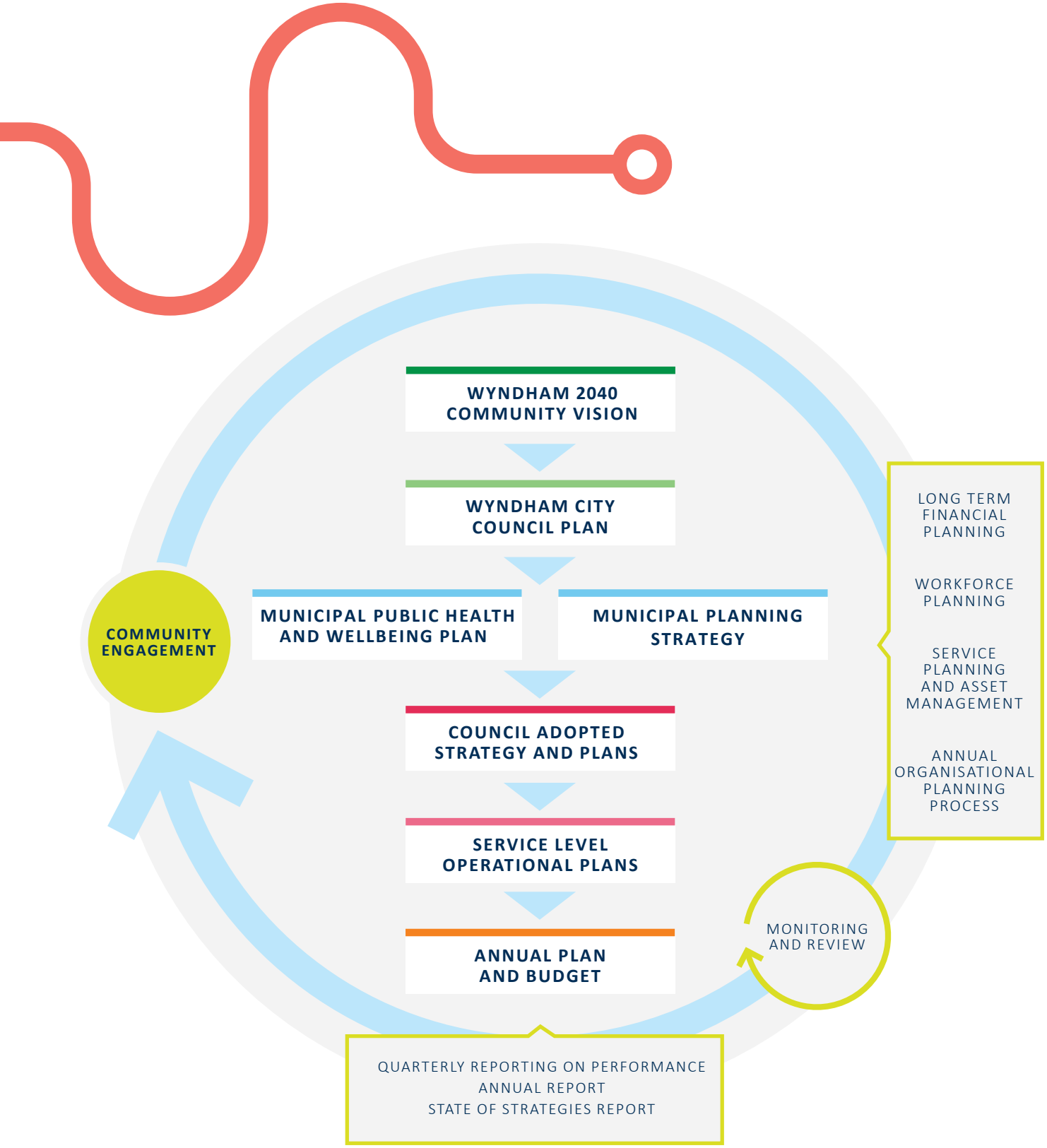


Figure 1: How the Road Safety Strategy links into Wyndham's Plans and Strategies

CITY OF WYNDHAM

The City of Wyndham is located to the west of Melbourne and covers an area of 542 km2 including 27.4 km of coastline along Port Phillip to the east. The City has excellent connections to air and seaports and offers extensive agriculture at Werribee South, major retail precincts, a large industrial area at Laverton North and the Werribee Park tourism precinct.

Wyndham is a large and diverse city with people of all ages, abilities, incomes, lifestyles and experiences, having varying needs and priorities. Wyndham is one of the fastest growing municipalities in Victoria, with a population growth of approximately 5%, which is significantly higher than the 2% state average. Our population is expected to increase from approximately 300,000 (in 2021) to over 500,000 in 2041.

The transport system must evolve to accommodate the demands of rapid growth and ensure that the transport network is integrated and safe. Wyndham City's vision for transport is that "people are able to move around Wyndham easily. They are able to get to where they want to go efficiently and with greater access to active, accessible and sustainable modes of transport"



Figure 2: City of Wyndham and surrounds

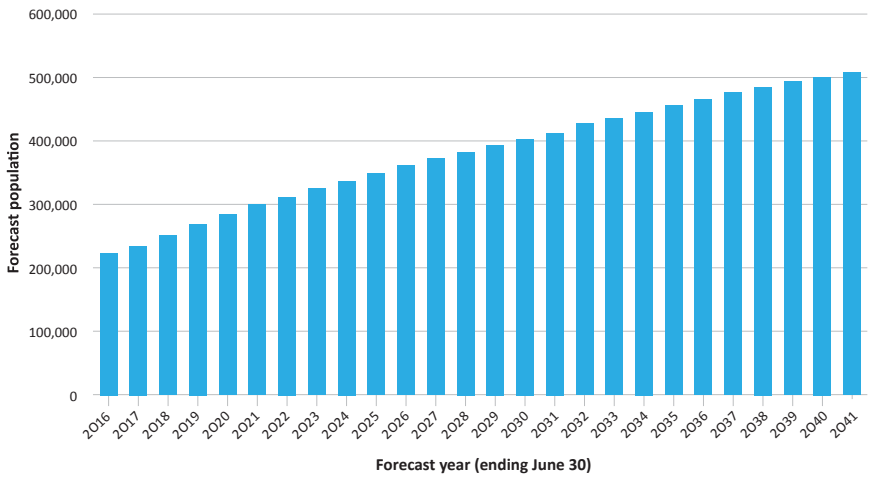


Figure 3: Population forecast of Wyndham

FEDERAL AND STATE CONTEXT

Our Road Safety Strategy aligns with both Federal and State road safety aspirations to ensure that no one is seriously injured on our roads. We aim to reduce road trauma to ensure that everybody can participate in all that Wyndham has to offer. To achieve this vision we have the following objectives:

- **Be Safe –** Ensure everyone is safe and feels safe, on and around our roads and paths.
- **10 Year Reduction –** Measures to significantly reduce the number of lives lost on our roads over the next 10 years (by 50%) and progressively reduce serious injuries by 2030.
- **A Culture of Safety –** Embed a culture of road safety within the Wyndham community.
- **Deliver Initiatives –** Deliver a suite of initiatives aligned with the Safe System that have both immediate and longer term benefits.

These objectives are in line with the State Government's Victorian Road Safety Strategy 2021-2030. This will ensure alignment between Wyndham City's efforts and those of our neighbouring Councils and State Government partners. Road safety is a shared responsibility and Wyndham City will play its part.

This strategy plots out our path to eliminating trauma by looking at the big road safety issues that we all face and addressing them at a local level. We will do this using proven best practice such as the Safe System approach (see page 20) which is in place across most Australian states and territories, and in many other countries at the leading edge of road safety.

We need to ensure that we have a safe transport system in place, one that protects us from our own mistakes and the mistakes of others.



WHAT'S HAPPENING ON OUR ROADS?

Wyndham City undertook a proactive approach to understand the risks on our roads and paths. We did this by looking at both the crash history and parts of the road network that have risks where crashes have not yet occurred.

While we risk mapped our network using established road risk methods, we also carried out an extensive analysis of road safety data for the most recent five years in which a full set of data was available (July 2014 to June 2019) noting that data collected during the pandemic was not included however will be considered in future reviews as it will likely reflect higher car usage, less public transport usage and some peaks relating to active transport. This provided insights into the types of crashes that were occurring, when and where they were happening, the conditions at the time and what road users were involved.

Over this period there were 790 serious injuries and 42 fatalities (see Figure 4). There has been a slight downward trend in serious injuries and fatalities. This downward trend occurred even though Wyndham's population increased by 25%. Without continuous attention to road safety improvements the numbers of lives lost would, in all probability, have been higher.

However, it is not acceptable to see death or serious injuries as inevitable on our roads regardless of population size.

Although we are making improvements, progress towards the state target of halving lives lost by 2030 will be challenging. That is why we have developed this strategy – to concentrate our efforts on immediate road safety concerns while preparing for and welcoming innovation opportunities.

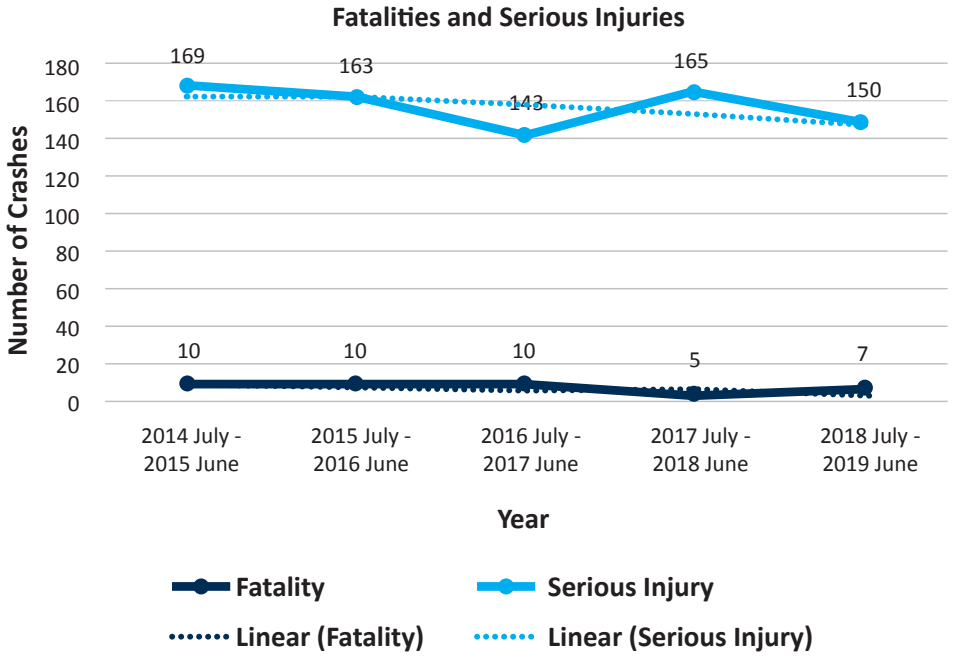


Figure 4: Fatal and serious injuries in Wyndham City Council

WHAT DOES THE CRASH DATA SHOW?

WHERE ARE THE CRASHES HAPPENING?

Between 2014 and 2019 there were 790 serious injuries and 42 fatalities on our roads.

Fatal and serious injury crashes are most likely to happen in two types of location:

1. Where high volumes of traffic are moving at high speed and vehicles are able to cross paths – for example, arterial roads at and local to intersections; and
2. Where there are significant movements of motor vehicles in close proximity to pedestrians and cyclists – for example, higher speed local roads

A closer look at one of the hotspots, in Hoppers Crossing as illustrated below, shows that crashes are dispersed and there is no simple localised intervention that will have a major impact. This suggests the need for interventions that impact on larger areas of the road network, such as network risk assessments and Local Area Traffic Management Plans.

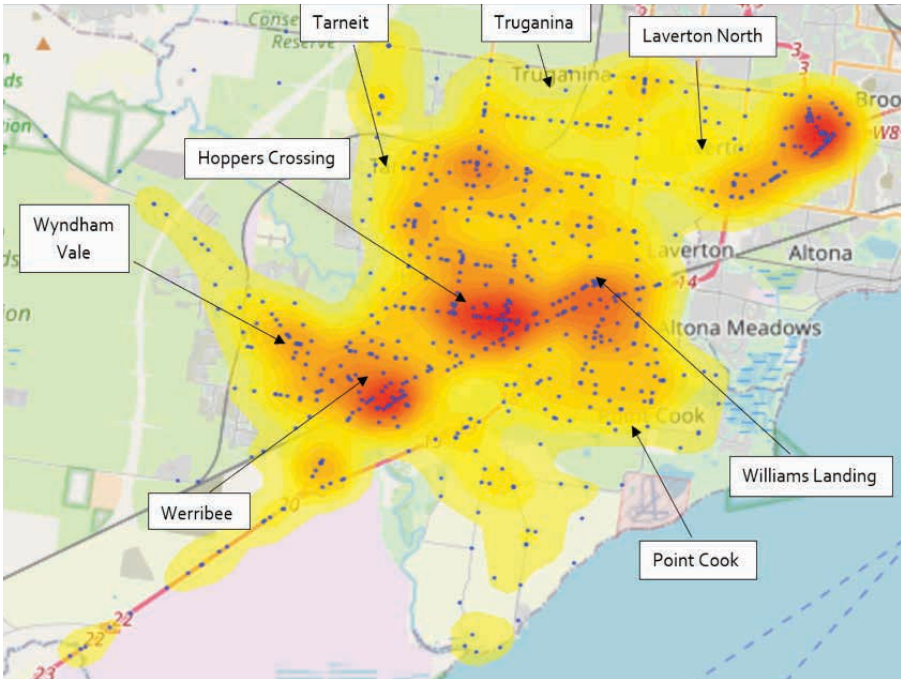


Figure 5: Heat Map showing crash hotspots in Wyndham



Figure 6: Heat Map showing crash hotspot in Hoppers Crossing

More than half of fatal and serious injury crashes (57%) and about two thirds of fatalities (65%) happen on arterial roads/highways. This highlights the need for a partnership approach with State Government and their agencies. For all roads, Figure 7 shows that most fatal and serious injury crashes on both arterial and local roads occur in 60km/h zones.

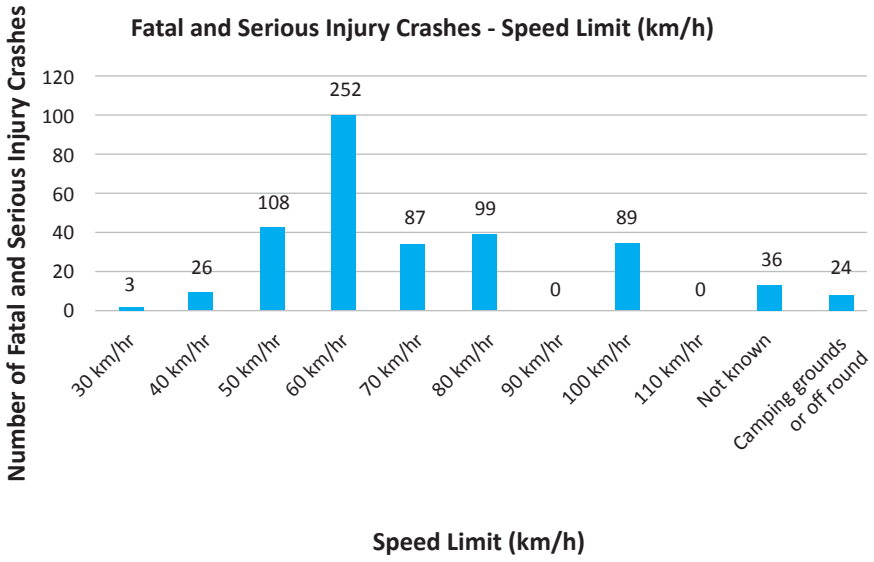


Figure 7: Fatal and serious injury crashes by speed limit in Wyndham

WHAT ARE THE MOST COMMON TYPES OF CRASH?

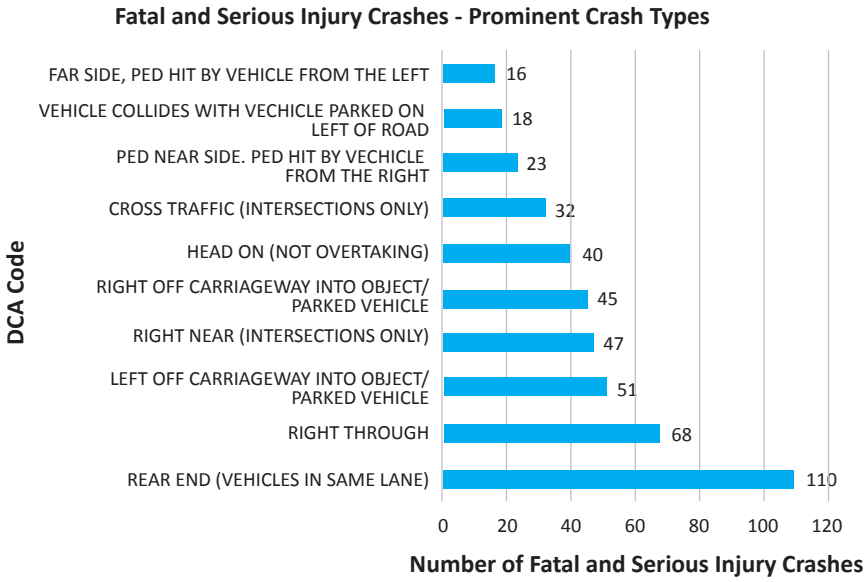


Figure 8: Fatal and serious injury crashes by speed limit in Wyndham

The most common crash type for all crashes and light vehicle crashes (such as cars, vans) involves rear end crashes followed by right through crashes Motorcycles tend to be involved in high amount of right through crashes. Right through crash types involve a vehicle turning right into the path of, or into, a vehicle approaching from the right.

WHO IS INVOLVED IN CRASHES?

Figure 9 shows how the total number of fatal and serious injuries are distributed across different road users. The majority of crashes involving vulnerable road users, including pedestrians and riders, happened on roads with speed limits of 60km/h and 50km/h. Compared to the state average vulnerable users make up a smaller proportion of fatal and serious injuries and there is a downward trend. However, we aim to get the numbers much lower, so that people feel safe on our local streets and in our centres of activity.

The distribution of fatal and serious injuries (Figure 10) approximately follows the age demographics of Wyndham's population. Although Wyndham has a young population, young drivers make up a smaller proportion of fatal and serious injuries than the State average. With a young and growing population we must make sure that young people are given the resources they need to make sustainable transport choices and are safe and responsible road users.

With a young and growing population we must make sure that young people are given resources that enable them to be aware of the sustainable transport choices available to them, and to support them to be safe and responsible users.

Users	State - proportion of fatal and serious injuries	Wyndham - proportion of fatal and serious injuries	Wyndham - fatal and serious injury trend
Pedestrians	12%	9%	↓
Cyclists	20%	15%	↓
Motorcyclists	6%	3%	↓

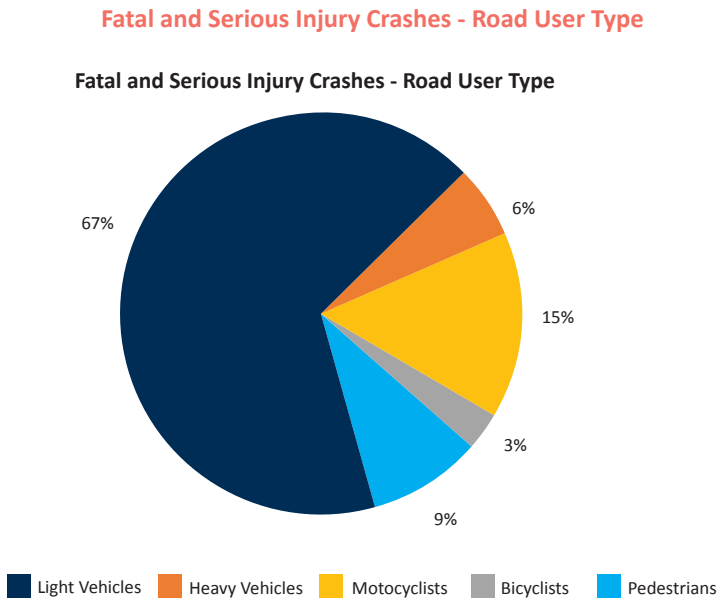


Figure 9: Proportion of fatal and serious injuries by road user type in Wyndham City Council

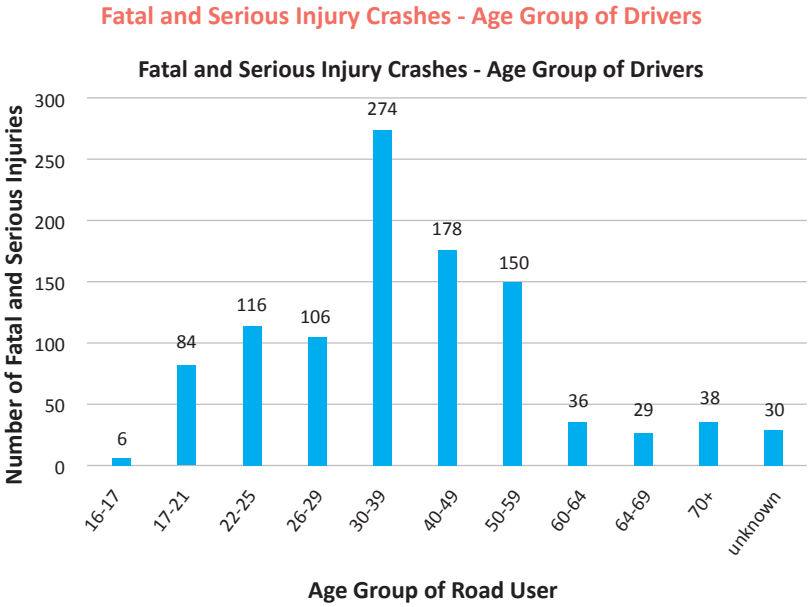


Figure 10: Crashes by age group in Wyndham City Council

OTHER CRASH CHARACTERISTICS

In developing this strategy, crash data has been analysed using the Victorian Government open data source (data.vic.gov.au) to understand what is happening on Wyndham's roads and what the trends are. This has been compared with State and other municipalities averages. Generally our roads, and the use of those roads, compares well, but everybody is susceptible to being injured. Road safety needs to continuously improve to reduce trauma. In particular, we know that some parts of the road system are incompatible with achieving zero trauma.

We need to be bold and creative because the data shows us that more often than not there are few exceptional or unusual circumstances leading to crashes. Here are some more statistics for the fiveyear period (July 2014 to June 2019).

- The FSI crashes were spread throughout the week with the most crashes on Fridays.
- Most FSI crashes were during the day and in dry conditions.

Fatal and Serious Injury Crashes - Age Group of Drivers

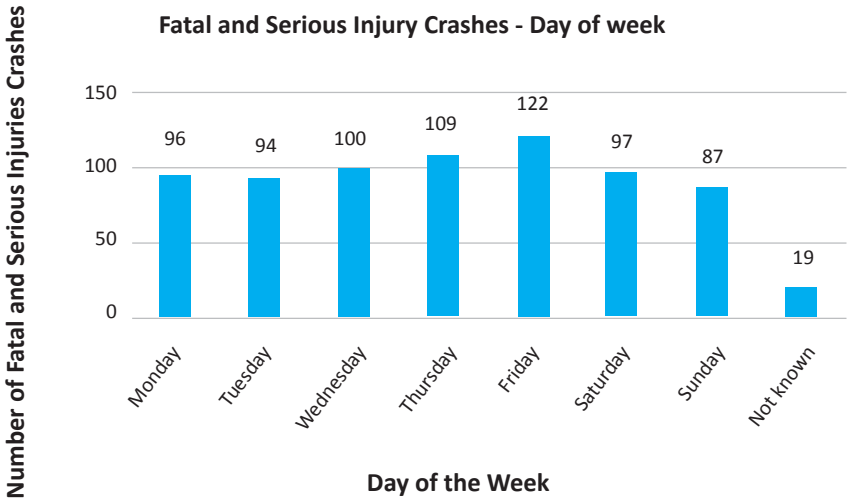


Figure 11: Crashes by day of the week in Wyndham



WHAT DID YOU TELL US?

Wyndham City sought community feedback to to understand community perceptions, concerns and priorities.

To inform development of this strategy we invited our community to complete an online survey about their views on road safety, and also to provide feedback and comments via an interactive map of the road network. Unfortunately in-person, face-to-face, engagement was not possible due to COVID-19 restrictions. Therefore this was provided via on line engagement methods and phone contact. Feedback provided valuable information to supplement our crash data and enabled us to identify road safety issues that matter to the community.

This is what the Wyndham community told us.

Fatal and Serious Injury Crashes - Light Conditions

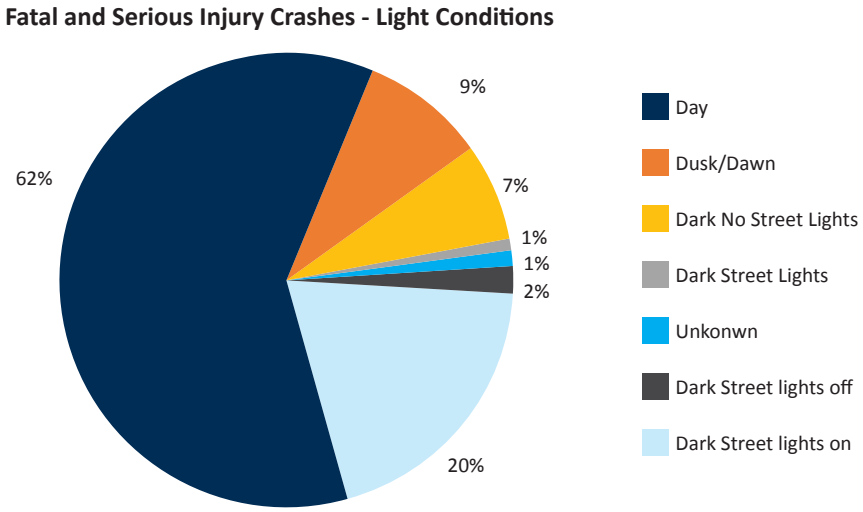


Figure 12: Crashes by light condition in Wyndham

Fatal and Serious Injury Crashes - Road Surface Condition

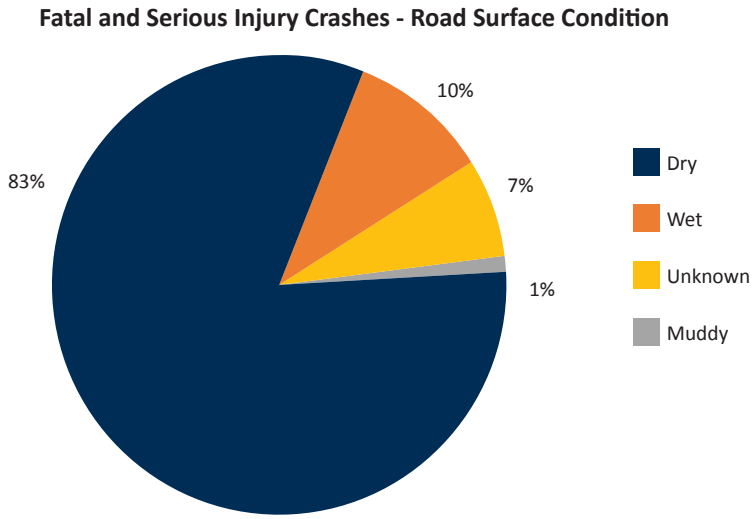


Figure 13: Crashes by road surface condition in Wyndham

ROAD SAFETY PRIORITIES IDENTIFIED BY THE COMMUNITY

Survey respondents identified their top ten road safety priorities as shown in Figure 14.

What should Wyndham focus on as our top road safety priorities?

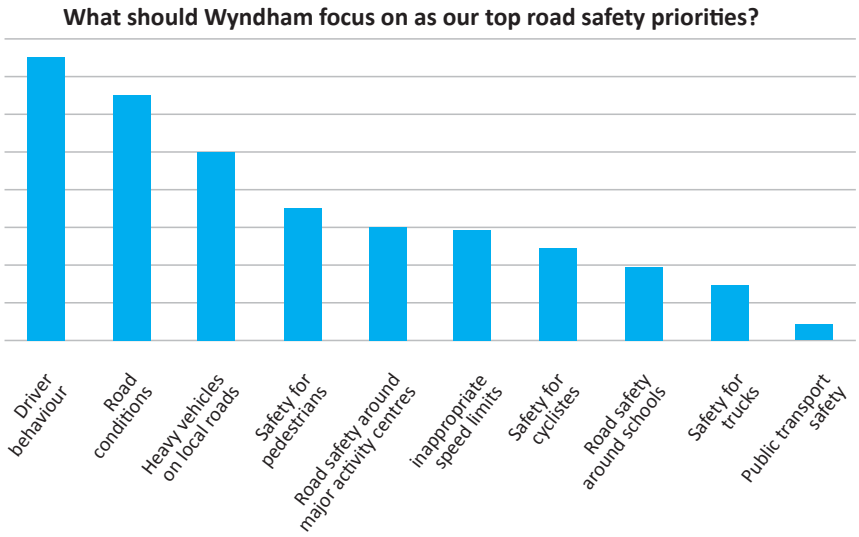


Figure 14: Top road safety priorities as identified in community feedback

DRIVER BEHAVIOUR –

There is broad concern across the community about poor driving behaviour. Poor driving behaviour ranges from poor knowledge of road rules, through lack of courtesy for other road users to, in the case of a very small but significant minority, unsafe and antisocial behaviour.

- Antisocial driving behaviour often takes the form of speeding excessively.
- Distraction is a growing concern, particularly driver distraction from mobile phone use.

"The smarter the cars get, the stupider drivers become" (Community feedback)

ROAD CONDITIONS –

Poor perceptions of road safety include a number of different issues related to road infrastructure. Issues most frequently raised include difficult and unsafe traffic movements at major intersections, inadequate on-road cycle facilities and poor planning and development that perpetuates car dependence and prioritises drivers over other road users.

"Core to creating safer roads is better than urban design" (Community feedback)

HEAVY VEHICLES ON LOCAL ROADS –

While crash data does not show heavy vehicles to be a significant road safety risk, the public is very wary around heavy vehicles. Concerns include high volumes of heavy vehicles, trucks parking on residential streets, interactions with cyclists and heavy vehicles using local roads.

"Riding on the section of Fitzgerald Road next to heavy volume of vehicles especially huge trucks is very dangerous" (Community feedback)

SAFETY FOR PEDESTRIANS, INCLUDING AROUND ACTIVITY CENTRES –

Common concerns included a lack of footpaths or lack of connectivity and the need for more accessible pedestrian crossings with longer crossing times and shorter wait times. Pedestrians sometimes feel too close to traffic and would like more separation from all other traffic (including vehicles and bicycles).

"Wait times at some pedestrian crossings are ridiculous" (Community feedback)

SPEED LIMITS –

Generally the community is satisfied with speed limits in Wyndham although there are concerns around some drivers intentionally exceeding the speed limit. There is good support for 40 km/h speed limits around schools and there is an interest in exploring lower speed limits and shared zones around activity centres.

"Speeding vehicles create a serious hazard for residents, including children crossing to shop" (Community feedback)

SAFETY FOR CYCLISTS –

Although this issue ranks further down the list of priorities for survey respondents, there was a lot of feedback through the issues mapping exercise (see later).

"...this make active transport less convenient than car travel, which is just silly" (Community feedback)

ROAD SAFETY AROUND SCHOOLS –

Traffic conditions around schools at dropoff and pick-up times are often a concern. There is usually heavy traffic congestion, problems with parking or stopping, poor driving behaviour and importantly there are the associated road safety risks – whether real or perceived.

"...this is an ideal route for students walking or cycling to school - but at present it is way too dangerous" (Community feedback)



ROAD SAFETY FEEDBACK THROUGH ISSUES MAPPING

Community engagement through the online mapping tool allowed us to collect lots of detailed feedback on specific sites around Wyndham's road network. This feedback will be used to inform and influence our plans, projects and maintenance. Some of the common themes and frequently raised issues are shown in Figure 15.

Many of these themes, as would be expected, mirror the priorities identified through the community survery. However, additional points of note include:

- **Bicycle infrastructure –** Recent improvements to bicycle infrastructure have been warmly welcomed and appreciated. Demand remains strong for more improvements such as improving connectivity, implementing new onroad cycle lanes, separating bicycles from vehicles (especially trucks) and improving safety at intersections.
- **Pedestrian infrastructure –** Providing greater priority to pedestrians at strategic locations is vital to improve safety and encourage active transport. Improving connectivity to key activity centres, schools and transport hubs is critical. People love the walking trails and want to see more improvements.
- **Urban planning –** There is a need to update urban planning practice in order to properly serve all road users, encourage active and sustainable transport and reduce car dependence. Urban planning should be better aligned with the latest transport and environmental aspirations.

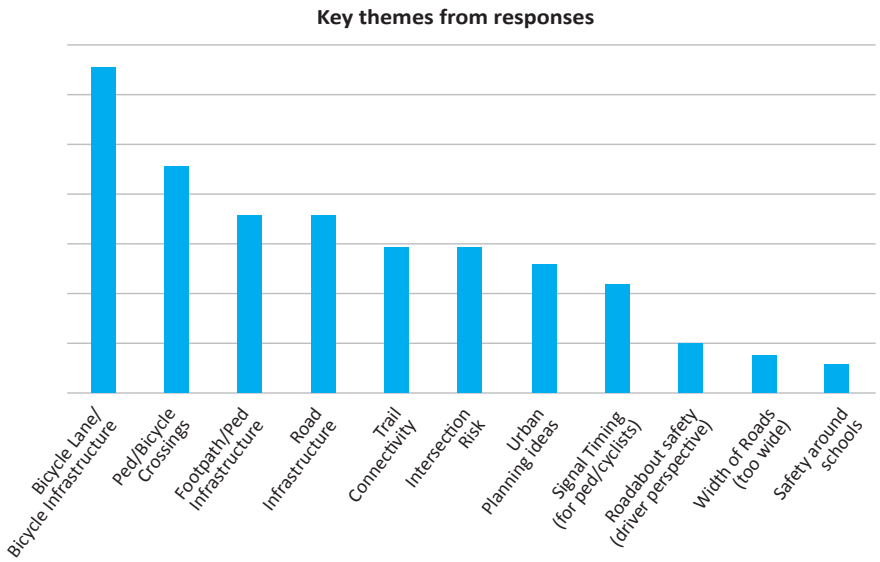


Figure 15: Key themes identified by the community through Wyndham's online mapping tool



HOW WE WILL MOVE TOWARDS ZERO TRAUMA - THE SAFE SYSTEM

The Safe System is an internationally recognised framework to reduce road trauma, based on the success in Sweden which achieved a reduction of fatal and serious injuries by 40% over 10 years. This has been recognised in Australia, and many other countries, as best practice and Wyndham City Council is committed to using the Safe System in all of our road safety projects and practices.



Figure 16: The Safe System

PRINCIPLES OF THE SAFE SYSTEM

1. THE ONLY ACCEPTABLE FATALITY OR SERIOUS INJURY TOLL ON OUR ROADS IS ZERO (ZERO TOLERANCE)

Everyone is susceptible to being injured, no one is exempt from being missed. Road safety needs to be focused towards reducing fatal and serious injuries.

2. PEOPLE ARE VULNERABLE

If vehicles crash at high-speed, then our bodies are subject to forces they cannot withstand. The approximate tolerances for the human body under different crash conditions are:

- Head on crash: 70 km/h
- Side impact crash with another vehicle: 50 km/h
- Side impact crash with a tree: 30 km/h
- Pedestrian crash: 30 km/h

While our natural tolerances to physical forces are outside of our control, there is a lot that we can do to reduce or avoid physical impacts greater than can be withstood by the human body.

3. PEOPLE MAKE MISTAKES

Human error is inevitable, and on our roads human error can result in crashes and trauma. However, crashes need not (and should not) result in death or serious injury. The Safe System recognises the unavoidable nature of human error, and rather than placing the blame on the road user, it recognises the need for those involved in road design, road maintenance, and road use to share responsibility for the large variety of factors that contribute to a crash.

4. SHARED RESPONSIBILITY

Creating a safe road network is everyone's responsibility. Businesses, organisations, communities and individuals, and the Wyndham City Council all have a role to play in moving towards zero trauma on our roads.



ELEMENTS OF THE SAFE SYSTEM

The Safe System comprises four interacting elements which encompass all the factors that contribute to a crash:

1. SAFER ROADS

Road infrastructure plays a vital role in helping to reduce crashes and minimise the severity of injuries if there is an accident. Our roads should be designed and maintained so that risk is avoided or minimised for road users, and the severity of crashes is reduced. Our roads should be forgiving of errors by road users and provide the safest possible outcome in adverse circumstances.

2. SAFER SPEEDS

When a crash occurs, the weight and speed of the vehicle at the moment of impact determine how much force is transferred to the people involved. For our fragile bodies, even a small difference in speed can mean the difference between life and death. The 'Safe Speeds' element aims to ensure that speed limits are appropriate and that road users travel at speeds that are safe for the conditions.

3. SAFER PEOPLE

Crashes often involve an element of human error. We should all pay care, attention and reasoning to the way that we use the roads. This also means that we must be aware of the road rules and other road users- for all modes of transport.

4. SAFER VEHICLES

Better safety features are continually being introduced to vehicles. These features can assist in preventing crashes by automatically detecting dangerous situations and reacting appropriately, or by reducing the impact forces on those involved in a crash. Increasingly safe vehicles play an important role in improving personal safety and reducing road trauma.

POST-CRASH CARE

When a serious crash occurs, emergency services are required to attend the scene. The length of time between when the crash occurs and when emergency treatment is received is a critical factor in the severity of a crash. It is essential that emergency response times and accessibility for emergency vehicles are considered in our road safety planning.

WHAT WORKS AND WHAT DOESN'T WORK

There is a lot of information available on road safety and the effects of different safety measures. This provides us with an excellent starting point in order to decide what results we want to achieve.

Research[1] has shown that road trauma can be reduced when:

- ✓ We see a commitment from leaders
- ✓ We commit to a methodical approach
- ✓ The community is involved in planning and delivering road safety outcomes
- ✓ We adopt safety measures that have shown to be effective in the past

The following approaches and initiatives have proven to be effective in addressing some of the most common problems on our roads and as such they have influenced our strategy and our Action Plan.

SAFER ROADS

- ✓ Identifying and addressing high risk locations with infrastructure to reduce the likelihood and consequence of crashes
- ✓ Installing proven safety measures such as pedestrian and cycle friendly roundabouts, separated cycling facilities, pedestrian crossing and roadside barriers
- ✓ Gateway treatments on the approach to lower speed areas

SAFER SPEEDS

- ✓ Reducing speeds where the crash risk is high
- ✓ Reducing travel speeds to below 30 km/h in locations where there is a risk of a crash between a pedestrian/ cyclist and a car/truck
- ✓ Supporting new speed limits with road infrastructure such as traffic calming measures, road surface changes or visual cues to drivers
- ✓ Supporting speed limits with enforcement
- ✓ Reducing the number and frequency of speed limit changes

SAFER PEOPLE

- ✓ Road safety programs that are evidence based
- ✓ Promoting a safer driving culture in local communities
- ✓ Engaging the youth, their parents, and other partners who can deliver road safety messages to young drivers
- ✓ Involving schools in road safety education and programs
- ✓ Ensuring that educators on road safety are properly trained
- ✓ Ensuring that programs are interactive, age appropriate and engaging
- ✓ Delivering programs, especially for youth, that help people develop good judgement, resilience, coping strategies and refusal skills enabling them to act in a responsible and safe manner
- ✓ Using resources available from Department of Transport, the TAC and other road safety agencies
- ✓ Ensuring that adequate driving experience (120 hours or more) with a supervising driver is achieved for learner drivers
- ✓ Targeted campaigns addressing road safety issues and identifying actions for road user groups
- ✓ Enforcement at locations with high risk of crashes
- ✓ Providing information to the community about relevant road safety laws, the level of enforcement and legal consequences
- ✓ Aligning enformcement activities with education and media campaigns
- ✓ Having a visible enforcement presence

SAFER VEHICLES

- ✓ The promotion of Five Star safety rated vehicles
- ✓ Intelligent speed assist devices that inform drivers of the speed limit
- ✓ Company policies that promote the safest vehicles and safe driving practices

Knowing what doesn't work is just as important as knowing what does work in order to ensure that the time resources and money spent investing in an approach do not result in declining safety outcomes. Based on statistics from previous implementation, here are some things that we know are not effective in reducing road trauma:

- A culture of blame instead of looking at what can be done to improve the system as a whole
- Training that involves off-road driver training and especially any driving skillbased programs such as 'advanced driver training'. This has been shown to increase risk taking behaviour by drivers[2].
- Campaigns or events that are run in isolation of a coordinated approach
- Relying on driver simulators
- Unnecessarily restricting the movement of pedestrians or cyclists
- Adjustments in speed limits which are not evidence based
- Undertaking road safety work in isolation- without support from relevant State Government authorities such as TAC, the Department of Transport and Public Transport Victoria.



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[1] Fylan F., Hempel. S., Grundelf, B., Conner, M., Lawton, R. (2006), *Effective Interventions for Speeding Motorists. Road Safety Research Project No.66.* London: Department for Transport.

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[2] RACV (2007) *The Effectiveness of Driver Training as a Road Safety Measure*. Monograph.

WHAT WYNDHAM CITY COUNCIL WILL DO

COUNCIL RESPONSIBILITIES

Wyndham City Council has important roles to play in improving road safety, including:

- A primary responsibility for maintaining the safety and conditions on the roads we own and manage, including management of associated landscaping and duty of care towards road users.
- As a Planning Authority, we have a duty to consider the implications of decisions regarding land use and developments and ensure that road safety is not compromised.
- As an employer and fleet operator we have a duty to ensure the safe operation of our staff and vehicles and to provide leadership to other organisations and the broader community in improving standards
- Lobbying higher levels of government for funding transport infrastructure and services which will benefit the community and for changes to legislation which may have a particular impact on its community, e.g. aspects of police traffic enforcement
- Engaging and empowering with our community in relation to road safety issues, in encouraging safe road user behaviour, and in coordinating local resources for better road safety outcomes.

We will drive road safety improvements through all of these roles, but we are reliant on other levels of government to help fund and help provide infrastructure and services our community needs to be safer. This includes arterial roads, public transport and big city shaping project.



Wyndham City Council	Victorian Government	Australian Government
• building and maintaining local roads • local bike and pedestrian networks	• building and managing freeways and arterial roads • building and maintaining public transport networks • provision of train and bus services • strategic bike networks • speed limit policy (for all roads) • Road Rules/Legislation/Law • Vehicle standards	• funding for national highway network • city shaping transport projects • program funding for local government transport projects

COUNCIL COMMITMENT

Wyndham City Council services and plans are underpinned by a commitment to improving road safety and the ambitious state target of eliminating death and serious injury on our roads. Road safety is part of our DNA. We will identify and implement road safety improvements that are within our power, advocate for improvements that are the responsibility of other parts of government and be supportive of all our road safety partners. Our road safety data, our experience managing the road network and community feedback has helped us to identify a set of road safety action themes.



ACTION THEMES



LEADERSHIP AND BEST PRACTICE

Wyndham City is determined to play a leadership role in road safety and will play our part in delivering the aims of the Victorian Road Safety Strategy 2021-2030. We will be proactive, innovative and progressive in our approach, and we will lead by example. For example:

Our approach to road safety is built around the Safe System, and we will uplift organizational capability in road safety principles and best practice.

We lead by example and will ensure that our work policies and practices support the aims of this strategy.

We are forward looking and innovative, and we will use all resources available to us to address immediate road safety concerns while also preparing for embracing new technologies.

We take a holistic approach and recognise that safer travel requires more considered planning and development of the built environment, and a more considerate approach to the natural environment.

"Road Safety is complex, requiring a bold, innovative and future focused approach" -

Victorian Road Safety Strategy (2021 - 2030)

SAFE SYSTEM APPROACH

SAFE ROADS AND PATHS

We will prioritise our investments and activities to address the highest risks and achieve the best possible outcomes within our finite resources. Our decisions will be informed by engineering evidence, our experience of managing parts of the transport network and community feedback. We will address the most obvious and pressing needs first, but we will also work to pre-empt problems before they can arise. For example:

Planning and development schemes will be reviewed to check that they support safe and sustainable transport and reduce car dependence.

Priorities will reflect the function of the road – recognising that different parts of the network perform different functions based on:

- the movement and people and goods; and
- being places for people and their activities.

Known road safety issues will be addressed such as common crash types and problem locations. There are excellent tools available for understanding the level of road safety risks on different parts of the road network- we will use these tools to improve safety before crashes can happen.

"Our neighbourhoods must be safe and inclusive" -

Wyndham Municipal Public Health and Wellbeing Plan (2021 - 2030)

"Local spaces and places must be age-friendly and promote independence" - Wyndham Municipal Public Health and Wellbeing Plan (2021 - 2030)



SAFE SYSTEM APPROACH

SAFE SPEEDS

We know the critical impact that speed has on the likelihood and severity of crashes. Traffic speeds also play an important role in people's perceptions of the road and its surrounding environment. We will ensure that speed limits reflect the intended operating environment and are consistent across the network. We will strongly advocate for any necessary change at state government level and support implementation of safe speed limits. For example:

Safer speeds where we want to create places for people rather than vehicles, including places such as:

- school surrounds
- areas for leisure, shopping and community activities
- local resiential streets
- transport interchanges

Safer speeds where crash risks are high and cannot be addressed through infrastructure changes.

Safer and more consistent speed limits across all roads, supported by any education and enforcement required to achieve speed limit compliance.

"Speeding contributes to at least 30% of fatalities each year and a quarter of serious injuries sustained by light vehicle occupants" -

Victorian Road Safety Strategy (2021 - 2030)



SAFE SYSTEM APPROACH

ACTIVE AND SUSTAINABLE TRANSPORT

Active transport, such as walking and cycling, is important for the health of people and the environment. Together with public transport it can also reduce car dependence and contribute to more vibrant local streets and places. We will promote the use of sustainable transport, encourage changes to transport types, and continue to reduce risks for vulnerable road users. We aim to remove barriers to active transport and facilitate safe journeys. For example:

We will continue to improve footpaths by making sure they are stress free, accessible for all, people centred, innovative and collaborative.

The cycle network will be continuously improved and where possible cycling infrastructure will be separated from vehicle and pedestrian traffic.

We will upgrade infrastructure to make it safer and easier for pedestrians and cyclists to access public transport services, and we will advocate for improvements to public transport services.



WORKING TOGETHER

Creating a safe road network is everyone's responsibility. Businesses, organisations, communities, individuals, and the Wyndham City Council all have a role to play in moving towards zero road deaths. To deliver the best possible safety outcomes we will work with a range of groups and individuals to ensure that we understand the full diversity of our road users' needs andare able to deliver the most effective and inclusive road safety solutions. For example:

We will advocate for, and support, state investment into our community because the State's arterial roads make up a significant part of our road network and that is where more than half of fatal and serious injury crashes occur.

We listen to our community through feedback on our website, through communication campaigns and by engaging with people affected by, or interested in, our plans, projects and activities. This helps us to understand community perceptions, concerns and priorities.

We engage with stakeholders on an ad-hoc basis as required, and in more formal regular meetings, so that they are able influence road safety projects and, more broadly, how Wyndham grows and develops.

We work closely with our Road Safety Partners because the best outcomes for Wyndham require a combined effort.

"Strong and effective partnerships with all levels of government, community, industry and the business sectors deliver outcomes in the best interest of the community" -

Wyndham 2040 Community Vision

Using these themes, we have set out ambitious targets to deliver road safety improvements as described in the Action Plan at the back of this document.

To be successful we need your support and the next section lists some of the ways that you can help.

WHAT YOU CAN DO

We all have a responsibility to make our roads safer. Here are some of the ways that we can all make a difference.

SAFE ROADS AND PATHS

Report all road faults and hazards on local roads to Wyndham City Council (1300 023 411) and on arterial roads to Department of Transport (9655 6666)

Report any crashes or incidents to Victoria Police (1800 333 000) so that they can be added to the State Government database of crashes

Report hoon behaviour (driving in reckless antisocial manner) to the Crime Stoppers Hoon Hotline on 1800 333 000

SAFE SPEEDS

Travel at a safe speed that is appropriate to the conditions

Never exceed the speed limit, but also remember that it's a limit, not a target, and always drive to the conditions

Allow plenty of time for your trip so you don't feel the need to rush

If you have concerns regarding speeding vehicles in your residential street then contact Wyndham City Council and request that the speed advisory trailer be placed in your street



SAFE PEOPLE

Role model the travel behaviour you want to see on our community

Share roads and paths by being mindful of other road users

Concentrate when you are driving, riding and walking – beware of distractions

Don't use your mobile phone whilst driving, riding or crossing the road

Download road safety apps, including the VicRoads Road Mode Android App to silence incoming text messages and calls while you're driving

Watch out for cyclists when driving, parking and opening your car door

Always wear full safety gear if you travel on a motorbike or scooter

YOUNG DRIVERS

Visit the VicRoads website to access or find out about programs that help young drivers while they are on their Ls. Check out:

- Learner Kits; Your Ls; Road Smart; L2P; Fit to Drive; keys2drive; DriveSmart

Direct young drivers to the TAC website www.tac.vic.gov.au/road-safety/road-users/p-plate-drivers to reduce their risk in first year of driving

Find out about the L2P program by contacting Wyndham City Council (1300 023 411)

Consider becoming an L2P mentor to help a young driver without access to a supervisor get vital driving practice

Assist a young driver to get 120 hours supervised driving practice, making them safer when they become a probationary driver

SAFE VEHICLES

Make sure that your next car is ANCAP 5 Star Safety Rated

Consider purchasing an Intelligent Speed Assist device to make sure you don't exceed the speed limit

Ensure your car is always in roadworthy condition and is regularly maintained

Lobby your employer to provide the safest car in its class as your work vehicle

ACTIVE AND SUSTAINABLE TRANSPORT

Consider walking, cycling, scooting and using public transport to reduce congestion and to improve health

Identify a safe route to school for your children and teach them to use that route

Keep your nature strip clear of obstructions, allowing your community to walk around your neighbourhood safely

Always wear a helmet when cycling and be "bright at night" by fitting lights to your bike

When cycling, scooting or walking, on shared paths be courteous and mindful of other users, and remember that erratic behaviour can lead to a collision

Road Safety Victoria (Department of Transport) has produced a series of fact sheets to support the safe use of motorised scooters and powered wheelchairs

Cyclists need to use their bell or voice to alert pedestrians that they are coming past them on a path.

WORKING TOGETHER

Encourage your sporting club and your community group to undertake a Looking After Our Mates education session

ACTION PLAN

THEME 1: LEADERSHIP AND BEST PRACTICE

Aim	Action	Timeframe
1. Council commitment to the Safe System approach.	Provide training in Safe System principles for key WCC staff.	Years 1-2
2. Safe Driving Policy for staff	Review current policy, upate in line with Safe System principles, and communicate to staff.	Years 1-2
3. WCC champions new safety technology and/or the safe use of other new technolgies.	Explore opportunties to coordiate with existing steering group (or similar) to proactively champion road safety technology.	Year 1-2, TBC
4. Prioritise road safety in Planning and Development.	Work with the Victorian Planning Authority and Department of Transport review standards and explore alignment with safe systems.	on-going
5. Promote Active and Sustainable Transport	Conduct review of design standards and guides used by WCC and update as needed. Develop staff travel plans utilising a safe systems lens that enourage active, public and sustainable transport.	on-going
6. Proactively seek funding and grants for road safety	Develop a list of funding sources and register to online mailing lists for the TAC Grants Program, Department of Transport (DoT) Community Road Safety Grants, and Federal Government Grants. Establish a program for annual applications and prepare and submit a minimum of two funding applications per year.	Yearly

THEME 2A. SAFE ROADS AND STREETS

Aim	Action	Timeframe
1. Proactive identification of road safety issues.	Develop a program of Local Area Traffic Management Plans for precincts to proactively review and address identified road safety issues on local streets.	On-going
2. Include the Safe System approach for new developments/planning applications.	Ensure new developments and planning referrals are reviewed through the safe system lens.	On-going
3. Tackle common crash types	Review crash data and associated maps to identify areas with high numbers of crashes. Identify the most common types of crashes within each area. Work with key road safety partners to identify and implement road safety countermeasures to the identified common crash types. Identify the most common types of crashes within each area. Work with key road safety partners to identify and implement road safety countermeasures to the identified common crash types.	Yearly
4. Safer Intersections	Develop a prioritised list of intersections requiring safety improvements. Identify safety treatments and develop a program of improvements.	Yearly
5. Remove Black Spots	Review crash data and associated maps to identify areas with high numbers of fatal crashes. Assess what treatment is required for each black spot. Submit applications for funding to improve black spot safety.	Yearly
6. Safer Transportation Access	Ensure the assessment of Traffic Management Plans includes a review of local access and requests that contractors provide safe alternates	On-going



THEME 2B. SAFE SPEEDS

Aim	Action	Timeframe
1. Safe Places for People	Explore opportunities for increased more space for pedestrians through road closures, kerb outstands, narrowing roads. LATM projects aimed at improving the road environment for active and public transport by establishing lower vehicle speeds and discouraging through traffic, including trucks. Update and review speed inventory map in Wyndham.	On-going
2. Safe Speeds around Schools	Introduce speed management treatments where speeding is an issue in school zones. Work with schools and appropriate stakeholders and agencies to improve driving and transportation behaviour around schools.	On-going
3.. Safe and Consistent Speed Limits	Conduct speed zoning reviews with the aim of achieving safer and more consistent speed limits across all roads.	On-going
4. Speed limit compliance	Continue to conduct regular speed monitoring surveys and monitoring in response to community requests Consider need for: • speed management treatments • or request Police enforcement for confirmed high speed locations/ areas. • use of the speed trailers to promote appropriate driving behaviour, especially in areas adjacent to schools.	On-going
5. Communicate benefits of low speed environments	Community education through posts on Council's as well as other media opportunities Safe speed articles prepared for staff and Councillor bulletins.	On-going

THEME 2C. SAFE PEOPLE

Aim	Action	Timeframe
1. Safe Access to Schools	Conduct a program of Safe Access Audits or Safety Audits for all modes for schools. • Identify and install recommended improvements Identify and implement LATM Plans around schools to improve safety and travel during drop off and pick up times	On-going
2. Safer Young Drivers	Continuation of Council's TAC funded L-P Program and attendance at the steering committee meetings. Continue current successful education programs and look to expand where possible, including: • Looking After Our Mates – and other community groups, • Fit2Drive – Schools: Year 11, • Road Smart VicRoads • Ensure messaging in relation to campaigns and programs is aligned with current broader campaigns.	On-going
3. Safe Use of Shared Paths	Promote courteous behaviour on shared paths, through: • infrastructure improvements, such as decals and signage • Support state-wide campaigns that communicate safe sharing of shared paths, and tailor communications to local	On-going
4. Tackling Road User Distraction	Develop community messages to communicate the dangers of distraction through: • Council website • Newsletters and social media advertising	On-going

THEME 2D. SAFE VEHICLES

Aim	Action	Timeframe
1. A Safe WCC Vehicle Fleet	Review and update Council vehicle fleet policy to incorporate requirements for: • 5-star ANCAP rating • latest vehicle safety technologies • maximum vehicle and fleet age • drivers trained and encouraged to use safety features	Year 1-3
2. Promoting use of safe vehicles	Promote Unsafe2Safe program to encourage young drivers and parents to purchase or access newer/safer vehicles Increase awareness of safety ratings when purchasing a vehicle Make safe vehicle and vehicle safety features information available on council's Road Safety Webpage"	Years 1-10
3. Improve Child Safety	Make information on Child Safety features available on WCC Webpage	Years 1-10



THEME 3: ACTIVE AND SUSTAINABLE TRANSPORT

Aim	Action	Timeframe
1. Improve Pedestrian Footpaths	Continue to identify areas/neighbourhoods for access improvements such as: • connecting footpaths (removing gaps and discontinuities) • footpaths on both sides of the road where possible • paths are safe, meet standards and DDA requirements Undertake a rolling program of improvements. Improve the amenity of walking environments around all activity centres such as schools, shopping centres, leisure precincts and transport hubs. • Conduct Safe Access Audits on a prioritised list of activity centres Undertake a rolling program of access improvements. During road renewal/maintenance planning, include improved pedestian access along and across roads for incorporation into the new layout.	On-going
2. Improve Pedestrian Crossings	Deliver active transport crossing facilities in high priority areas including areas of high pedestrian/bicycle use, schools, activity centres and public transport locations Review and raise awareness of pedestrian related issues at signals with relevant authorities to seek installation of pedestrian detectors to provide increased green crossing times. Widen crossings where possible add bicycle lanterns to provide cycle access across intersections	On-going
3. Improve Cycle/Shared Paths	Continue to identify areas/neighbourhoods for access improvements such as: • connecting cycle/shared paths and (removing gaps and discontinuities) • where possible separate cyclists from vehicles and pedestrians • paths are safe and meet standards Undertake a rolling program of improvements. Ensure that the needs of cyclists are fully considered during any Local Area Traffic Management (LATM) studies. During road renewal/maintenance planning, the allocation of space & improvements for bicycle riding, such as separation, will be considered for incorporation into the new layout. Work with DOT to provide physical separation of cyclists from car and truck traffic on arterial roads	On-going

THEME 3: ACTIVE AND SUSTAINABLE TRANSPORT

Aim	Action	Timeframe
Improve Safety Around Schools	Conduct a program of Safe Access Audits or Road Safety Audits for schools. •Identify and install recommended improvements Participate in the Safe Routes to School Program: • identify schools suitable for SRTS support • apply for grants • implement actions/improvements Enforce traffic/parking laws during drop off and pick up times by Council's City Amenity & Safety Department and Highway Patrol.	On-going
Safer and improved Public Transport	Review and update design standards and guidance as required to ensure that active and public transport requirements are fully included, recognising the importance of sustainable travel. Proactively work with DoT, PTV, CDC and any other public transport service providers to identify opportunities to affect mode shift from private vehicles to public transport. Ensure that public transport is fully considered in all aspects of new transport projects, maintenance and operations. Advocate to the state government to conduct safe access audits on all bus stops to ensure that they meet accessibility standards. Use audit findings to advocate to State Government to fund the required improvements.	On-going
Road Safety Communications	Undertake road safety education for children and parents via school newsletters. Include road safety, active and public transport as agenda items in any formal meetings with school committees. Seek opportunities to promote and support walking, cycling and public transport campaigns.	On-going

THEME 4: WORKING TOGETHER

Aim	Action	Timeframe
1. Listening to and engaging with the Community	Monitor and respond to community feedback relating to road safety • deal with tactical, operation issues as they arise • regularly conduct and overview of road safety feedback to identify major or consistently recurring issues that might be addressed through strategic actions. Conduct a survey every 5 years to track community perceptions of road safety and gather more detailed information on'hot topics' that are of concern to the community.	Years 1-10
2. Listening to Stakeholders	Communications and engagement will be developed in response to Wyndham's diverse community. Establish a list of road safety stakeholders and proactively engage the relevant stakeholders in road safety programs, projects and initiatives • engage as required; and • establish formal regular meetings (such as Working Groups) with stakeholders for proactive and forward looking activities. Engage stakeholders and community.	on-going
3. Working with our Road Safety Partners.	Work with our road safety partners DoT, TAC, Victoria Police, TPV, neighbouring Council's, Roadsafe Westgate to identify and advocate for actions to address issues such as speeding and running red lights. Solutions may include a mix of infrastructure, programs and technology Actively engage with, and seek opportunities to grow, Interactions with key organisations such as VLGA, Austroads, research and academic institutions to maximise road safety benefits. Develop a working relationship with Road Trauma Support Services (RTSS), the not for profit organisation that contributes to the safety and wellbeing of road users by providing counselling and support services to those affected by road trauma. We will promote RTSS on our website; attend and support events; and explore opportunities for corporate volunteering.	on-going


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