Pedestrian and Cyclist Road Safety Framework

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Ministry of Transport
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Contents

Purpose

Together, pedestrians and cyclists account for around 14 percent of all road deaths and 35 percent of deaths on urban roads each year in New Zealand. Poor safety perceptions are a significant barrier to increased uptake of walking and cycling for day-to-day transport. The government has stated that improving pedestrian and cyclist safety is a priority in its *New Zealand Transport Strategy* (*NZTS*), in the *Road Safety to 2010 Strategy (RS 2010)* and in *Getting there – on foot, by cycle* (*Getting There*), its strategy for advancing walking and cycling in New Zealand transport (2005).

This *Pedestrian and Cyclist Road Safety Framework (Framework)* outlines a comprehensive approach for effectively reducing risks to, and improving safety for, pedestrians and cyclists.

The Framework will:

- guide the work of government agencies, ensuring a co-ordinated national approach to improving road safety for pedestrians and cyclists;
- support alignment of national, regional and local efforts to improve safety for pedestrians and cyclists with the approach and the broader objectives of *Getting There*;
- provide guidance, in association with *Getting There* for support for road controlling authorities (RCAs) who are responsible for improving access and safety for pedestrians and cyclists in their road environment; and
- support the effective integration of safety into walking and cycling promotion efforts.

Sections 1 and 2 of the Framework outline:

- the strategic context and safety issues for pedestrians and cyclists; and
- an integrated approach to reducing risk and improving safety for pedestrians and cyclists that incorporates engineering, education and enforcement.

Section 3 of the Framework outlines:

- the initial work programme undertaken by Land Transport New Zealand (Land Transport NZ) and the Ministry of Transport (MoT) to implement pedestrian and cyclist safety initiatives under the framework to the end of the 2005/2006 financial year. It describes the various initiatives undertaken, identifying actions to date, and potential next steps.

The Framework should be read in conjunction with the following documents (available on the Ministry of Transport website):

- *RS 2010* strategy;
- *Getting There* and the *Getting There* Strategic Implementation Plan 2006-2009. This later document identifies a national direction and new national initiatives for the first critical three years of the *Getting There* strategy; and
- summaries of crash, hospitalisation and travel survey data for walking and cycling (due for publication late 2006).

Section 1 Background

Strategic context

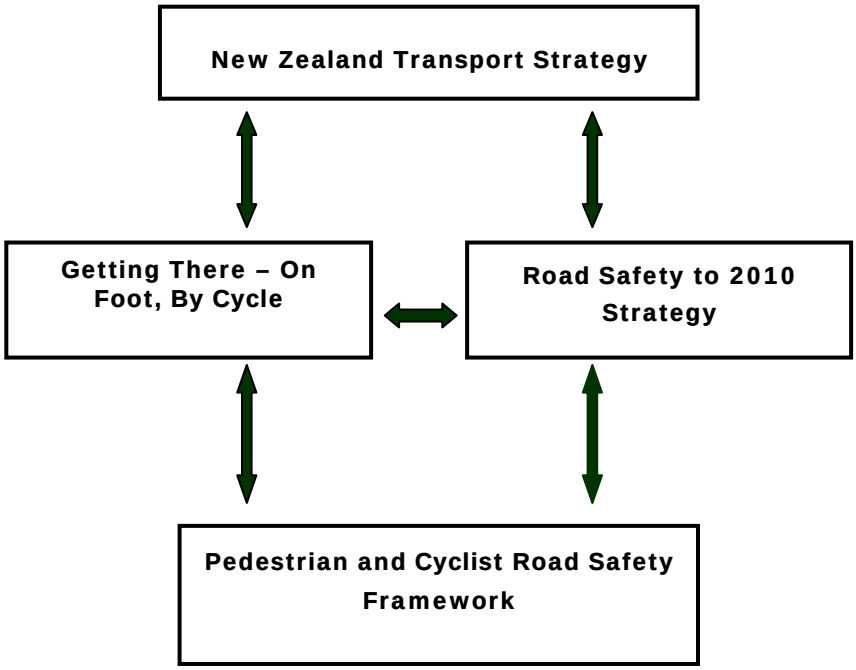
The *New Zealand Transport Strategy (NZTS)* outlines the government's vision and objectives for transport in New Zealand. It identifies the contribution that transport will make towards the government's economic, health, environmental, safety and personal security and access and mobility objectives. It is the first strategy to recognise and seek to integrate all modes and users of transport in order to achieve a more sustainable transport system.

Getting There is the government's strategy for advancing walking and cycling in New Zealand transport. It is designed to maximise the contribution of walking and cycling toward achieving the vision and objectives of the *NZTS*. The Ministry of Transport (MoT) is the lead agency responsible for the *NZTS* and *Getting There* strategies.

RS 2010 is the government's strategy for improving road safety to 2010 within the context set by the NZTS. This includes improving safety for pedestrians and cyclists with the expectation that the approach used will also support increased use of these modes for transport. The National Road Safety Committee (Land Transport NZ, Police, MoT, Accident Compensation Corporation (ACC), Transit New Zealand and Local Government NZ) is responsible for the implementation of the *RS 2010* strategy.

The *Framework* sits under both the *RS 2010* and *Getting There* strategies and provides detail on the approach that will be taken to improve pedestrian and cyclist road safety for each. Land Transport NZ was the lead agency responsible for the development of the framework and its initial work programme.

The following diagram shows the linkages between the documents that set the strategic direction for walking and cycling.



Framework development

The development of the framework has involved extensive consultation. It has been developed in collaboration with agencies represented in the National Road Safety Committee, interested local authorities, regional councils, pedestrian and cyclist advocacy groups and other government departments.

Two rounds of meetings have been held with stakeholders. These meetings were held in Auckland, Hamilton, Palmerston North, Gisborne, Napier, Wellington, Nelson, Christchurch and Dunedin. Meetings were held in locations that reflected the variety of walking and cycling environments in New Zealand and were areas where:

- a walking or cycling strategy was operating or being developed, and/or
- walking and cycling advocacy groups were active.

The first meetings in April 2003 discussed the proposed structure of the Framework and the road safety issues for pedestrians and cyclists and the second round in July 2003 discussed the content of the framework in more detail.

The first draft of the Framework was subsequently sent to stakeholders for comment. Thirty one submissions were received from a mix of central, regional and local government organisations, cycling advocacy groups and individuals. The document has been extensively revised to take into account the views of submittants, changes in the transport sector and to ensure strong integration with the *Getting There* strategy.

Section 2 Approach of Framework

The *Framework* sets out a comprehensive approach to address pedestrian and cyclist road safety risks through the combined actions of engineering, education and enforcement.

Vision / goal

This framework is designed to contribute to the vision and/or goals of the *RS 2010* strategy and the *Getting There* strategy. In summary, these are:

Road Safety to 2010

Goal: To reduce the number of road deaths per year to no more than 300 and hospitalisations to no more than 4,500 by 2010.

Getting there – on foot, by cycle

Vision: A New Zealand where people from all sectors of the community walk and cycle for transport and enjoyment.

Goals:

- Community environments and transport systems that support walking and cycling.
- More people choosing to walk and cycle, more often.
- Improved safety for pedestrians and cyclists.

Successful implementation of the Framework will be based on a collaborative approach that recognises the dual contexts set by these two strategies.

Implementation will involve national transport, local and regional government organisations, business organisations, pedestrian and cyclist advocacy groups, other government departments and the general public.

Definitions

For the purposes of the Framework, 'pedestrian', 'cyclist' and 'safety' are defined as:

Pedestrian – any person travelling on foot and any person who can use the footpath system with the aid of a mechanical device (scooter, skateboard, roller-blade, mobility scooter).

Cyclist – person on a vehicle that has at least two wheels and is primarily propelled by the muscular energy of the rider. This includes power-assisted cycles.

These definitions are based on those in the Road User Rule.

Safety – defined as the World Health Organisation as:

> "…a state in which hazards and conditions leading to physical injury, psychological or material harm are controlled in order to preserve the health and well-being of individuals and the community. It is an essential resource for everyday life, needed by individuals and communities to realise their aspirations."

For pedestrians and cyclists this means that the transport environment should be as safe as possible, so that they are able to walk or cycle without the risk of being killed, physically injured, intimidated or frightened.

Focus of the Framework

The *Getting There* strategy recognises that improving overall safety for pedestrians and cyclists relies on addressing both road safety and crime and personal security issues.

This *Framework* focuses specifically on road safety. It links and expands on Priority 9 of *Getting There*: 'Improve road safety for pedestrians and cyclists'.

The Framework is not intended to comprehensively address crime and personal security concerns (Priority 10 of *Getting There*) but will contribute to this area by ensuring that 'crime prevention through environmental design' principles and safe cycle parking and storage are incorporated into the development of best practice initiatives, particularly standards and guidelines for pedestrian and cyclist facilities and networks.

Guiding principles

The following principles are fundamental to improving road safety for pedestrians and cyclists. They establish the important premises that underpin the Framework.

1. Walking and cycling are important transport modes and should be as safe as possible.

2. Any one intervention undertaken on its own is unlikely to significantly improve pedestrian and cyclist safety. Rather, an approach is required that:

    - integrates a comprehensive range of initiatives; and
    - ensures that the needs and perspectives of pedestrians and cyclists are considered fully in broader transport and road safety planning and decision making.

3. The Framework must support the increased use of walking and cycling. This requires integrating safety into the promotion of these modes, and ensuring that safety interventions are carefully designed so as not to discourage their use. It also requires improving safety perceptions around walking and cycling as these may deter people from walking or cycling (e.g. people may stop cycling or not let their children walk to school due to feeling frightened or intimidated by traffic speeds). Improving safety perceptions requires more than reducing the pedestrian and cyclist road toll. It requires improving the everyday safety experience of those walking and cycling.

4. Interventions should build on overseas and New Zealand best practice and innovation. The successes and lessons learned from local, national and international approaches to improve pedestrian and cyclist efforts, and from other New Zealand road safety initiatives, provides an important base for the Framework to build on. Where possible, promising overseas initiatives should be trialled and evaluated in New Zealand conditions to ensure that they will improve outcomes in the New Zealand context.

5. Improving safety for cyclists and pedestrians means catering for diverse users, such as children, inexperienced adult cyclists, elderly people, people with some form of impairment, pedestrians and cyclists getting from ‘A’ to ‘B’, and those using the transport environment for recreation. Some of these groups (e.g. child, elderly and drunk pedestrians; adult cyclists using busy and higher speed roads) are currently at higher risk of injury. It is important that the needs of diverse and high risk groups are considered carefully when designing and prioritising safety initiatives.

6. Walking and cycling have many common safety issues at the strategic level. They do, however, have different needs. Potential conflict between the two modes must be taken into account when safety interventions are developed and implemented for each mode.

7. Improving safety for pedestrians and cyclists in New Zealand towns and cities is essential, as this is where the majority of pedestrian and cyclist activity and injuries occur. However, this focus must not be to the exclusion of 'open road' safety issues such as those related to long distance cycling and the transition between urban and rural.

Reducing risk

At the heart of the Framework's approach to improve the road safety of pedestrians and cyclists is a focus on reducing the risks faced by these road users as they move about. Road safety risks can fall under two categories – risks associated with road user behaviour, and risks associated with the physical environment.

1. **Risk from road user behaviour.**

   This is the risk from the interaction between different road users – the major risk posed by motor vehicles, and the risk posed to pedestrians and cyclists from each other. It also includes the risk posed by pedestrians' and cyclists' own behaviour, lack of skills, and inadequate or missing equipment (for example lighting at night in the case of cyclists).

2. **Risk from the physical environment.**

   This includes risks faced by pedestrians and cyclists from inadequate, poorly designed or poorly maintained facilities, such as footpaths, cycleways and the main carriageway. It also includes the general risk from transport environments that are designed, engineered and operated primarily from the perspective of motorists rather than pedestrians and cyclists.

The development and integrated implementation of good practice interventions across the areas of engineering, education and enforcement ('three Es') will help achieve these risk reductions.

The following matrices set out the components of a comprehensive approach to address pedestrian and cyclist safety under the two risk categories. Each matrix includes the objectives for the category in priority order, and identifies examples of interventions under the 'three Es' that could help achieve each objective.

Some interventions are specifically for walking and cycling. In other cases, the focus will need to be on integrating the needs and perspectives of pedestrians and cyclists into broader transport and road safety interventions.

Reducing risk from road user behaviour

Objective	Engineering	Education	Enforcement
Safer behaviour towards pedestrians and cyclists from motor vehicle, bus and truck drivers including reduction in motor vehicle speeds.	• Pedestrian and cyclist friendly road design. • Traffic calming measures.	• 'Share the road' education initiatives targeting driver behaviour that causes risk for pedestrians and cyclists (e.g. share the road concepts incorporated into driver training; 'Don't burst their bubble' campaigns). • Targeted campaigns on specific issues (e.g. parking on footpaths, motor vehicle use of cycle lanes).	• Police enforcement of road rules, particularly those significant to pedestrians and cyclists, (e.g. failure to give way at pedestrian crossings and motor vehicle use of cycle lanes). • Appropriate speed limits on mixed used roads. • Police enforcement of speed limits, particularly in urban/built up areas. • Local authority enforcement (e.g. illegal parking on footpaths or cycle lanes).
Safer skills and behaviour from pedestrians and cyclists.	• Provision of user-friendly pedestrian and cyclist facilities that make the safe choice the easy choice.	• Road safety education programmes including caregivers (e.g. Police Road Safe Series and Land Transport NZ's RoadSense). • Best practice pedestrian and cyclist skill training is incorporated into road safety education. • 'Share the road' programmes targeting risky behaviours of pedestrians and cyclists (e.g. pedestrians crossing against signals, cyclists running red lights, unsafe	• Police enforcement of pedestrian and cyclist road rules.

		behaviour on shared-path facilities). • Initiatives to encourage specific safety behaviours (e.g. visibility at night while walking or cycling).	
Pedestrians and cyclists have good equipment.		• Training, education programmes and campaigns encouraging the use of safe gear (e.g. visibility aids, well-maintained cycles, helmets and size-appropriate cycles for children).	• Lighting Rule. • Police enforcement of mandatory cycle helmet wearing for cyclists under the Road User Rule. • Cycle and helmet standards.

Reducing risk from physical environment

Objective	Engineering	Education	Enforcement
Transport facilities are designed and constructed to meet the needs of pedestrians and cyclists as well as motor vehicles.	• Provision of best practice facilities for pedestrians and cyclists.	• RCAs encouraged to use best practice guides for walking and cycling facilities. • Training courses for engineers and transport planners. • 'Bench marking' programmes offer feedback to RCAs on their efforts to improve conditions for pedestrians and cyclists).	• Best practice guides for walking and cycling added to the list of guides RCAs must comply with to be eligible for Land Transport NZ subsidy. • Use of guides incorporated into RCA Safety Management System. • Regular safety audits done by suitably qualified auditors. • Vulnerable road user audits incorporated into early stages of road improvement projects.
Transport networks meet the needs of pedestrians and cyclists.	• Best practice network planning and provision for pedestrians and cyclists.	• RCAs encouraged to use best practice guides. • Training courses for engineers, transport planners and decision makers. • RCA 'bench marking' programmes.	• Best practice guides for walking and cycling added to the list of guides RCAs must comply with to be eligible for Land Transport NZ subsidy. • Use of best practice guides incorporated into RCA Safety Management Systems.
Transport environment is properly maintained for pedestrians and cyclists.	• Best practice facility maintenance undertaken for pedestrians and cyclists.	• RCAs encouraged to use best practice guides. • Training course for engineers and transport planners. • RCA 'bench marking' programmes.	• Pedestrian and cyclist facilities (e.g. footpaths, crossings, cycleways) incorporated appropriately into asset management programmes.
Vehicles less 'aggressive' to pedestrians and cyclists.		• Campaign to influence consumer purchasing choices towards less aggressive motor vehicles.[1]	• Impacts on pedestrians and cyclists considered in development of vehicle related standards.

[1] A motor vehicle's 'aggressivity' rating measures the serious injury risk vehicles pose to drivers of other vehicles, pedestrians and cyclists.

Section 3 Report on Framework work programme 2004–2006

Introduction

The following work programme identifies and describes the pedestrian and cyclist safety initiatives undertaken by Land Transport NZ (formally Land Transport Safety Authority and Transfund New Zealand) and the MoT under the Framework to the end of the 2005/2006 financial year.

Key initiatives and areas of work included:

- Safer Routes – development of a comprehensive approach to improving safety for pedestrians and cyclists in high risk communities.
- Research – projects undertaken to inform the development of pedestrian and cyclist safety and promotion initiatives.
- Standards and Guidelines – a programme to develop a series of best practice guidelines and tools to support RCAs in improving pedestrian and cyclist safety and providing supportive local environments for walking and cycling.
- Share the Road– development of a Share the Road Tool Kit for local authorities on running Share the Road initiatives.
- Pedestrian and cyclist integration into broader *RS 2010* strategy road safety initiatives.

In addition to the above work, an important focus of the Framework's work programme over this time has been to integrate further safety planning for pedestrians and cyclists into the broader strategic and action planning for the *Getting There* strategy.

During the 2004/2005 and 2005/2006 financial year Land Transport NZ also provided funding toward implementation of the Bike Wise and Walking Initiatives Programme co-ordinated by the HSC, and advice given by the Cycle and Walking Steering Committees.[2] This programme provides opportunities to incorporate safety into initiatives that also seek to promote the use of walking and cycling.

[2] At the launch of the *Getting There* strategy, it was announced that $1.15 million (excluding GST) had been allocated to a Bikewise and Walking Initiatives Programme, administered by the Health Sponsorship Council. This was split across the expansion of the existing Bike Wise programme and a new set of walking initiatives over the 2005/2006 financial year.

Key initiatives and work areas

This section describes each initiative in more depth, identifying actions undertaken to date, and potential next steps.

Safer Routes

The aim of the Safer Routes programme is to develop, trial and approach to improve safety in communities where pedestrians and cyclists are shown to be at high risk of injury. It is targeted at all ages of pedestrians and cyclists.

Each Safer Routes project involves an information gathering phase involving extensive community based data collection (including engineering assessments, traffic/pedestrian/cycle counts and perception surveys). This ensures appropriate intervention selection for an integrated implementation programme including engineering, enforcement, education and promotional interventions. Full evaluation of individual projects allows appropriate comparison with data collected in the data collection phase. Lessons learned from Safer Routes projects will be incorporated into the development of future safety interventions.

In 2003/2004 (financial year) four trial projects were initiated under the Safer Routes programme. These were followed by two further projects each year in 2004/2005 and 2005/2006. Three projects have now been completed and will be evaluated in 2006/07, three projects are in the implementation stage and two projects are in the information collection stage. The overall programme will be evaluated in early 2007. A next stage will see completion of guidelines being developed for use by TLAs.

Consultation on incorporation of Safer Routes into a broader Neighbourhood Accessibility Planning approach is occurring during 2006/07.

Research

The New Zealand Transport Strategy states that the government is committed to following an evidence-based approach to transport. Evidence requires high quality research. A strong focus in this work programme has been placed on undertaking the research required to better understand safety issues for pedestrians and cyclists and to develop specific best practice national and local initiatives.

An important focus in the short term has been to support the Safer Routes programme by providing data and best practice information for the trials and initial projects. The research will also help to inform planning and implementation of the *Getting There* Strategy.

The following outlines the pedestrian and cyclist safety research work programme for 2004–2006.

Case study of York (2004)

This report assesses the extent to which the City of York in the United Kingdom has increased the numbers of people walking and cycling while reducing the rate of pedestrian and cyclist death and injury. It also outlines the approach and the methods York has employed to achieve results.[3]

Safety and school travel plans (2004)

This report examines the role that road safety issues play in the development of school travel plans, and develops a framework for how school travel plans can be developed or targeted to address safety issues. It is based on case studies of school travel work undertaken in mainland Europe, the United Kingdom, Australia and New Zealand, identified in the international and New Zealand literature.[4]

[3] Tolley, R (2004) Reducing casualties whilst promoting walking and cycling: A case study of the City of York, Report prepared for the Land Transport Safety Authority, Wellington, NZ.

[4] Pinnacle Research, Davis, A., Bossaert, E. (2004). *The Role of Safety in School Travel Plans*, Report prepared for the Land Transport Safety Authority, Wellington, NZ.

Why don't people walk or cycle? (2004)

This report looks at the reasons why people don't walk and cycle in New Zealand including the role of safety within these.[5] It is based on a review of New Zealand and international research and analysis of data gathered by Sport and Recreation New Zealand (SPARC). The report found that a number of factors can impact on whether people choose to walk or cycle, such as the perceived benefits of car use, not having cycle equipment, having to carry things, effort, time, safety, distance, health/physical factors and weather.

Road safety education and promotion best practice literature review[6] (2004)

This review reports on the published information available on education and promotional best practice[7] initiatives that aim to improve road safety for the following pedestrian and cyclist risk groups:

- Child pedestrians
- Child cyclists
- Adult commuter cyclists
- Elderly pedestrians
- Drunk pedestrians

Improving the quality of pedestrian and cyclist safety data (ongoing)

During 2004-2006, preliminary work was undertaken to:

- assess the information the MoT currently has access to that is relevant to pedestrian and cyclist safety through available data sources such as MoT Crash Analysis System (CAS); social information from census data; hospitalisation, ambulance and ACC data; and information from the New Zealand Travel Survey. This last is particularly important to enable safety information to be set in the context of pedestrian and cyclist travel information;
- assess the level of the available data (national, regional or local) and what level of data is most useful for different purposes; and
- identify gaps in MoT information - for example, gaps in New Zealand based information on risk perception and data on cycle-only crashes, pedestrian/cycle crashes, pedestrian-only injuries and the issue of intoxicated pedestrians.

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[5] Cleland, B. S. and Walton, D. (2004). *Why don't people walk and cycle?* Opus Central Laboratories Report No: 528007.00. Report prepared for the Land Transport Safety Authority, Wellington NZ.

[6] Alliston, L. and Cossar, D. (2004). *Walking and Cycling: Education and Promotion Initiatives to Improve Road Safety: a Literature Review*. Report prepared for the Land Transport Safety Authority, Wellington, NZ.

[7] A best practice programme is one that is shown to have a measurable success in achieving at least one of the following outcomes:

- raising of awareness or knowledge;
- changing of attitude;
- changing of behaviour;
- and improvement of road safety.

This work will continue in 2006/07, followed by development of initiatives to improve the quality of information in co-operation with other government agencies, regional councils and RCAs, and through commissioning specific research where necessary.

Development of safety performance measures (ongoing)

Safety performance measures are required both for this framework and for the *Getting There* Strategy so progress towards their shared goal of improving the road safety of pedestrians and cyclists can be monitored. The performance measures will also reflect the broader goals of *Getting There* Strategy. Preliminary work was undertaken in 2004-2006, with the majority of work planned for 2006/07 as part of *Getting There* strategy implementation.

Standards and Guidelines

A Pedestrian and Cyclist Standards and Guidelines Programme began in 2003 to support framework implementation by providing best practice guidance to those involved in planning and providing for pedestrians and cyclists. Safety is a key consideration within this work.

The programme has included development of three formal guides, and a number of further projects to support improved walking and cycling environments.

Guidelines

- Road Traffic Standards (*RTS 14): Guidelines for facilities for blind and vision impaired pedestrians,* completed in September 2003. In early 2004 workshops were held around New Zealand at which over 200 people attended. A revision of this document is planned for 2007 which will include minor improvements to the guidelines based on experience, research and feedback received since 2003. Many of the concepts in RTS 14 are being included in the *Pedestrian Planning and Design Guide*, where all the diagrams will reference and comply with RTS 14.
- *Cycle Network and Route Planning Guide,* completed and distributed in September 2004.[8] This aims to develop and promote a consistent, world's best practice approach to cycle network and route planning throughout NZ. The guide sets out a process for deciding what cycle provision, if any, is desirable and where it is needed.
- *Pedestrian Network Planning and Facilities Design Guide*, provides guidance on the planning of pedestrian networks and the design and implementation of pedestrian facilities. It aims to ensure that the network and individual facilities provided for pedestrians are appropriate, safe and consistent with current international design standards. This guide is in the final stages of editing and will be ready for publication in 2006.

Guidelines are developed in conjunction with the Standards and Guidelines Steering Group (SG2). This is an industry group comprising representatives from Local Government New Zealand, Transit New Zealand and Land Transport NZ, established to co-ordinate the development of standards and guidelines. Stakeholder groups also provide input into the development process.

[8] Note: this is a companion document to the *AUSTROADS Guide to Traffic Engineering Practice – Part 14: Bicycles (GTEP Part 14)* that can be downloaded from the Transit New Zealand website. Copies of *RTS 14 and the Cycle Network and Route Planning Guide* can be downloaded from the Land Transport NZ website or requested from Lyndon Hammond–lyndon.hammond@landtransport.govt.nz.

Guidelines are intended to be living resources that will be updated and added to over time.

Training courses are provided to industry practitioners such as engineers and transport planners on new guidelines.

Further projects

- *Walkablility Review* – an investigation of how the walking environment can be quantified. This document is the final stages of review and is expected to be ready for publication in 2006.
- *Cycling Environment Perceptions Project* – a project to determine how cyclists feel about different facilities. This project is linked to similar studies in the United States and United Kingdom. A trial and pilot have been completed and an analysis of different models is currently underway. A *Cyclist Level of Service Project* is planned to follow, focusing on development of cyclist level of service compatibility review and tools.
- *RCA Benchmarking Programme* – development of an ongoing approach and tools to support RCAs in assessing and improving their efforts for walking and cycling. Currently in an early development phase, this project has been identified as a key initiative under the *Getting There* Strategic Implementation Plan 2006-2009.
- *Vulnerable road user audits* – review of the road safety audit process with regard to vulnerable road user audits and trials. This project is in the first stages of a trial phase.

Share the Road

In a number of countries including Australia and the United States, 'share the road' programmes have been used to encourage the development of a culture where motor vehicle drivers, cyclists and pedestrians respect each other's differing needs, thereby effectively sharing the available road space. It is based on the principle that, when given clear and useful information about what it means to effectively share the road, road users (cyclists, motor vehicle drivers and pedestrians) will alter their on-the-road behaviour in favour of increased courtesy, co-operation and safety. Initial research conducted by Land Transport NZ indicated that behavioural change and injury reduction can follow 'share the road' programmes.

The Share the Road project has involved:

- an international literature review and the gathering of information on New Zealand 'share the road' initiatives;
- identifying a series of indicators for good practice local campaigns;
- establishing initial priorities among New Zealand's 'share the road' issues (cycle courtesy, speed, give way, driveways), and identifying desired motorist and pedestrian/cyclist behaviours related to these priorities; and
- developing, in association with potential users, a Share the Road Tool Kit for local use, containing two initial booklets, *Share the Road Campaign Guidance* and *Share the Road Project Examples*.

The toolkit was published in September 2006 and can be found on land Transport NZ's website.

Further investigation to support development of a national-level Share the Road Programme is planned under the *Getting There* Strategic Implementation Plan 2006-2009. This will also further explore the role of enforcement in share the road campaigns.

Pedestrian and cyclist integration into road safety work programmes

The incorporation of pedestrian and cyclist perspectives into road safety work programmes is critical to the successful delivery of the Pedestrian and Cycle Road Safety Framework. Examples of an increased focus on achieving this integration are provided below.

Speed management

The reduction of motorised vehicle speed is critical to achieving the government's road safety goals. It is also critical to improving pedestrian and cyclist safety, particularly in urban areas.

A new approach to speed management was developed in late 2004, following discussion amongst a wide variety of stakeholders, including walking and cycling interests. This approach recognised the opportunities for roading authorities to use speed limit setting rules to reduce speeds in urban areas and this is increasingly occurring.

Vehicle safety

Improving the safety of the vehicle fleet is also critical in improving long term pedestrian and cycling safety outcomes. Although traditionally focussed on crash avoidance and occupant protection in the event of a crash, the impact of crashes on pedestrians and cyclists is assuming a higher profile. The aggressivity of different vehicles towards pedestrians is now for example regularly reported in information campaigns to promote the purchase of safer vehicles for all users.

School Road Safety Education

The School Road Safety Education Working Group has developed a School Road Safety Education Strategic Plan 2006-2009 which builds on the group's working paper entitled School Road Safety Education – The Setting. The purpose of this plan is a collaborative approach to School Road Safety Education (SRSE) which requires the use of resources – expertise, capability and commitment – of the partner agencies (and other contributors) to be used in such a way to improve school based road safety education. Two initiatives focus on cycle and pedestrian training which include the development of best practice standards and the potential expansion of training programmes nationally.