Submission No. 74

DRIVER EDUCATION, TRAINING AND ROAD SAFETY

Name: Mr Harold Scruby
Organisation: Pedestrian Council of Australia Limited
Date Received: 20/03/2017

The Chairman
NSW STAYSAFE Committee

Dear Sir

INQUIRY INTO DRIVER EDUCATION, TRAINING AND ROAD SAFETY

Thank you for inviting us to make a submission to your inquiry. It's a vitally important issue and one which is often ignored because man politicians seem to believe regular testing ay lose votes.

The following points and recommendations are in the interests of improving road safety in NSW.

1. Safe driving must have as a foundation **knowledge, skill and behaviour** (with driver attitude as a precursor). This is supported by "respect" for other road users.
2. Sadly, all three are seriously lacking on our roads.
3. For novice drivers, the major focus on "Driving Schools" is to train drivers to "pass" the test. This includes 'on-road' driving where set routes are followed to familiarise students with the environment and likely traffic volumes and complexity. Some schools advertise that they will 'teach you to pass the test' including hazard perception on when to acknowledge the hazard. Some instructors display cheating mechanisms to advise the driver during the test – e.g. hand on knee, window down etc. to correct errors 'on the run'. Is it any wonder that first and second year licence holders are over-represented when driving solo. POINT: Driving educators should be coaches in safe driving behaviours as a philosophy for "whole of life" with "respect for self and respect for other road users" rather than merely passing the test. The cutting edge national and international programs are for 'driver educators' and 'driver coaches'.
4. Knowledge of the law: The lack of knowledge of consistently observed and displayed on our roads every day. Where there is confusion; lack of knowledge and lack of respect, there is potential harm. Therefore, testing and refresher education is essential. Issues of major consequence include:
    a. The give way rule at roundabouts – the bullying approach from the right – rather than the law which is first in the roundabout has right of way. However, as a driver, you do this at your own peril
    b. Pedestrian safety – motorists' almost universal lack of respect for the rule of law at intersections when the driver is turning right or left – this applies to intersections with and without traffic lights. We would estimate that well over 75% of motorists are unaware of this rule.
    c. Roundabouts – complete lack of legal protection for pedestrians where the law is opposite to the rules at normal intersections
    d. Failing to give way to pedestrians when entering or leaving a driveway
    e. Crossing broken lines the law states you must give way – bullying and forcing your way into traffic when right of way is clearly for the through traffic

f. Lack of respect for Stop and give way signs – observe on any intersection

g. Parking in driveways where many motorists believe if it provides access to their properties, it is their driveway and they have the right to park there. Many Councils reinforce this view by failing/refusing to enforce this law.

h. 10 km/h Shared Zones where a survey conducted by the PCA in conjunction with Prof Raph Grzebieta in 2008 which found that over 58% of road users did not know that pedestrians have absolute right of way in Shared Zones (see attached).

5. Advanced driver courses offered by commercial companies are unproductive. They may increase the skill level but ignore the other two factors of knowledge and behaviour. There is an absence of reliable research to justify the courses as effective for road trauma reduction. Conversely, studies show an increase in crash rates if the graduating drivers are followed with their crash history. A study in 2001 by the RACV (see attached) found: "There is no sound evidence that either advanced or defensive driving courses reduce the crash involvement of experienced drivers who attend them."

6. Older drivers need re-testing post 70-75 years and every five years. This is never accepted as a palatable proposition from a political perspective because it offends judges and senior members of our society - check the statistics.

7. Recidivist offenders should be subject to mandatory re-testing. This includes serial drive whilst disqualified, suspended or unlicensed

8. Serious offenders should be subject to mandatory re-testing. E.g. High speed or high risk driving, High range drink driving, etc.

9. The former NSW police commissioner, Ken Maroney was a strong advocate for periodic licence testing "NSW police commissioner pushes for regular driver's licence testing" 8/8/04: However his calls for regular testing were immediately overturned by the then Premier Bob Carr. The Premier never called for any research or evidence to refute the Commissioner's claims. His decision was knee-jerk and clearly based on not how many lives and limbs could be saved, but on how many votes would be saved. http://www.abc.net.au/news/2004-08-08/nsw-police-commissioner-pushes-for-regular-drivers/2021806

10. The top 10 misunderstood road rules as revealed by the NRMA. The survey is generally supported by the Pedestrian Council https://www.mynrma.com.au/blog/2016/02/19/the-10-most-misunderstood-road-rules/ Again, WHERE THERE"S CONFUSION, THERE'S POTENTIAL FOR HARM. The results of this survey should be of serious concern to all rod users and road safety advocates. The NSW Staysafe Committee should commission reliable and independent research to determine the extent of the problem, both in the observation of driver-behaviour and in the Road Rules knowledge of drivers. It is our view that the problem is far worse than most of us believe. This should take place before any final reports are released by STAYSAFE.

11. Overseas Visitors. The universal blind-eye approach to this problem. People from countries where testing and enforcement are extremely poor, are permitted to get off a plane, rent a V8, drive on the opposite side of the road to where they have been driving, speak not one word of English, have no knowledge of our Road Rules and not be subject to our Demerit Point system (and often not paying fines) – leaving little incentive to obey our laws.

Finally, we wish to express our disappointment at not being called to give evidence at the previous inquiry into Autonomous Vehicles. Numerous people from the motor vehicle, motor-cycle (3), cycling organisations (2) insurance and motoring organisations and government etc., were sworn and gave evidence. Not one person representing the largest, most vulnerable road-user group, pedestrians, who are probably the most important group in this entire issue, was invited to give evidence. The PCA presented a detailed response to the request for submissions, but was not invited to give evidence to the Committee. There can be no reason that 3 separate representatives of motor cyclists were asked to give evidence and 2 from cycling and not one person representing pedestrians. It has no relevance whatsoever to the relevant percentages of road user groups and could be seen as bias and unrepresentative. Autonomous vehicles represent enormous potential for harm for pedestrians who outnumber cyclists and motor cyclists by more than 10 to 1.

We ask that in future, the Committee more carefully consider the relevance and number of persons representing various road user groups requested to give sworn evidence to STAYSAFE.

Regards

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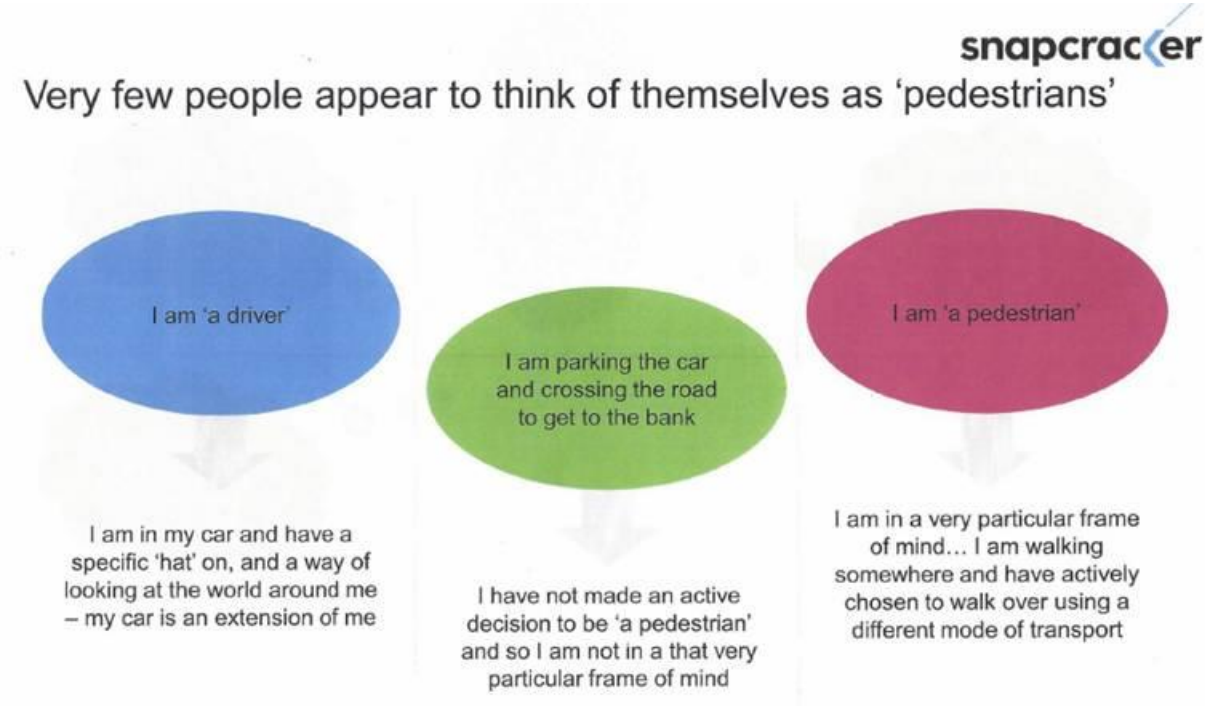
Dear Sir

INQUIRY INTO DRIVER EDUCATION, TRAINING AND ROAD SAFETY

Further to my conversation with David Hale this morning, we wish to add this to our submission:

In a comprehensive Pedestrian Safety study commissioned by the Centre for Road Safety in July 2016 (attached – note wrong date), the researchers made a most interesting discovery:

(QUOTE): VERY FEW PEOPLE APPEAR TO THINK OF THEMSELVES AS 'PEDESTRIANS'.



This may explain a lot about pedestrian behaviour and even the reason STAYSAFE appeared to take pedestrians for granted in the previous inquiry.

In over 18 years as CEO of the PCA, I am still amazed at the way in which the authorities and responsible agencies invariably put pedestrians at the bottom of all the Road Safety user-groups.

Yet in 2016, the increase in the Pedestrian death toll in NSW was by far the highest and remains at around 50% over the 3 year average.

NSW - ROAD TOLL			29-Dec-16				
ALL GROUPS - DRIVERS & PASSENGERS COMBINED (AS PER MOTORCYCLISTS AND PEDAL CYCLISTS PILLIONS*)							
	2016 (Prelim)	2015 (Final)	DIFF	% DIFF	3-YEAR AVERAGE	DIFF	% DIFF
Fatalities							
Drivers AND Passengers*	239	215	24	11.16%	204	35	17.16%
Motorcyclist*	66	66	0	0.00%	65	1	1.54%
Pedestrian	**72**	**60**	**12**	**20.00%**	**48**	**24**	**50.00%**
Pedal cyclist*	5	7	-2	-28.57%	11	-6	-54.55%
Other	0	0	0	0.00%	0	0	0.00%
TOTAL KILLED	**382**	**348**	**34**	**9.77%**	**328**	**54**	**16.46%**
* Includes passengers and pillions							

Apart from the pain, grief and suffering, when a pedestrian is seriously injured in a road crash, the victim will typically cost twice as much to restore to health as a person injured inside a motor vehicle.

So there is also a very high commercial imperative to give much more importance to pedestrians at your inquiries.

As such we are asking the STAYSAFE Committee to consider placing pedestrians, (by far the largest and most vulnerable road user group), at the top of the road user groups and not take us, all of us, for granted.

In our view it would be good policy if STAYSAFE created an official road user hierarchy so it could also accurately weight the importance of each group in its inquiries.

For Example:

Pedestrians
Cyclists
Motor Cyclists
Passenger vehicles and vans
Light trucks and buses under 4.5 tonnes
Heavy vehicles and buses

Thank you.

PS: You and the Committee may wish to view our latest Community Service Announcement entitled DON'T TUNE OUT.

https://youtu.be/mbAVDLRZ7xc

It was produced in order to encourage pedestrians to stop using mobile phones when crossing roads: A potentially lethal behaviour which has reached epidemic proportions throughout the world. It's out of control. A study in Seattle found that up to 1 in 3 pedestrians was behaving this way.

http://www.cbsnews.com/news/1-in-3-use-phones-text-while-crossing-the-road/

We encourage STAYSAFE to consider an inquiry into PEDESTRIAN DISTRACTIONS as soon as possible.

Regards

[redacted]

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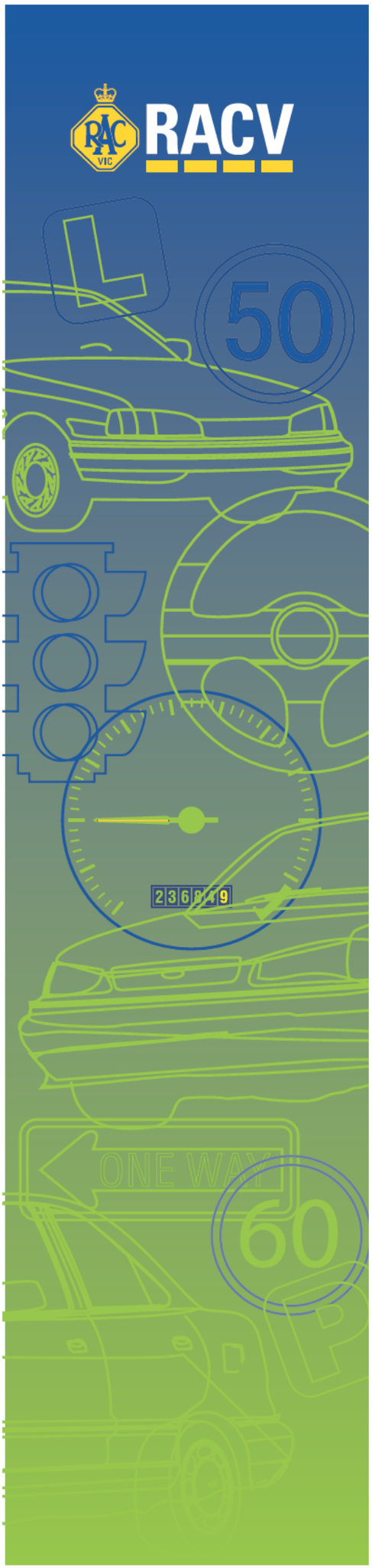

The **effectiveness** of driver training as a road safety measure

INTRODUCTION

There is continuing public debate in Australia and overseas about the value of training for car drivers as a means of improving driver behaviour and reducing road crash involvement. This document provides an up-to-date summary of scientifically-based Australian and international research about the effectiveness of driver training programs for:

- learner drivers,
- young/recently licensed drivers, and
- experienced drivers.

Effectiveness means the degree to which driver training programs reduce the participant's risk of crashing compared with drivers who did not undertake such programs.

While driver training and driver education are not the same, these terms are often used synonymously (1-2). This summary deals with driver training rather than education per se. However, as many driver training programs have been termed "education" published materials labelled as both "driver education" and "driver training" are considered.

The effectiveness of driver training for learner drivers

Learner drivers are particular targets for driver training efforts of various types (3-5).

Pre-licence Training Programs

Various organizations or groups operate special driver training programs for learners and pre-learners. These programs usually aim to encourage the development of safe driving techniques, and can involve road law knowledge tuition and some in-car components, either on an off-road track or circuit, or on-road under supervision.

The research literature suggests that, beyond imparting basic car control and road law knowledge skills, these courses contribute little to post-licence reductions in casualty crashes or traffic violations (6-10).

In addition, some of these programs that have been made compulsory and offered through high schools in countries overseas, have not been found to be effective and may contribute to increased exposure-to-risk for young drivers, particularly females, by encouraging early solo licensing (11-14).

There is also considerable evidence that driver training that attempts to impart advanced skills such as skid control to learner drivers may contribute to increased crash risk, particularly among young males (15-17). This pattern of results has been confirmed and replicated across numerous studies conducted in Australia, New Zealand, North America, Europe and Scandinavia over the last 30 years (eg 18-26).

Evaluations of pre-licence training programs have generally found no significant differences between learners trained off-road (ie at off-road facilities that are not part of the road network) and those trained on-road, in real world driving conditions, in respect of subsequent crash or violation involvement (20, 25, 27-28). Off-road training is more expensive to provide than on-road training as off-road facilities are costly to build, operate and maintain (18-20). Such facilities

may also divert scarce funds away from more effective road safety initiatives and countermeasures.

Professional Driving Instruction for learners

Basic driver training works at an instructional level. Most people are initially trained to drive by a driving instructor, friends, relatives, or a combination of these, in order to obtain their driver licence. This type of driver training concentrates on basic car control skills, driving techniques, road law knowledge and initial driver licensing (6).

Greater levels of supervised, real world experience during the learner period have been shown to reduce post-licence crash involvement by up to about 35% (29). Comparisons of the post-licence crash experience of learners who were trained exclusively by professional driving instructors and those trained exclusively by parents, relatives or friends, is much the same (30). However, research shows that encouraging cooperation between driving schools and parents in teaching learners how to drive may be beneficial in increasing the quality of instruction, and the quantity of learner driver experience (31).

Research studies suggest that the best learning environment for the beginning driver is the real road system under the supervision of an experienced driver or instructor (17, 32). Learner drivers under supervision on-road have a low risk of crash involvement, probably the lowest of all driver groups (33). The accumulation of an on-road driving "experience bank" is perhaps the major potential contributor to reduced crash risk in solo driving for novice drivers.

The effectiveness of driver training for young and/or recently licensed drivers

Some young or recently licensed drivers attend post-licence driver training courses with the belief that this may improve their driving skills and reduce crash risk. At face value, this has some intuitive appeal. New drivers are at greatest crash risk in the first six months of solo driving (34). However, there would appear to be little evidence that training programs undertaken by young and/or recently licensed drivers are effective in reducing crash risk or traffic violations (35-37). Such training often leads to an increase in confidence and optimism bias (ie where novices can believe that they are more skillful than they actually are) and sometimes an increase in crash risk for novices, particularly young males (10, 13, 30).

From a theoretical perspective, there is support for the development and application of programs that target optimism bias, over-confidence and attitudinal or motivational factors that influence driving behaviour (17, 29, 38-39). Several programs using this approach - sometimes referred to as "Insight" training - have been trialled in Sweden (40) and the Netherlands (41) in recent years. Evaluations using behavioural rather than crash-based methods have been undertaken. However, there is little evidence thus far that this type of training reduces crash/violation risk among novices as few crash-based studies of these newer approaches to training have been completed.

The effectiveness of driver training for experienced drivers

There is no sound evidence that either advanced or defensive driving courses reduce the crash involvement of experienced drivers who attend them (3-5). This is perhaps not surprising as such drivers, particularly those between the age of 25 and 59 years, are quite experienced and already have a relatively low crash risk per distance travelled.

There is evidence from US studies that some programs designed to reduce offence rates among drivers with a history of traffic violations may be effective, but this does not seem to translate into reduced crash involvement (42-44)

Driver training may be more effective in fleet settings than for drivers in general (4, 45-47). However, crash reductions among fleets that have been attributed to driver training programs often disappear when the effects of other factors are taken into account (45). Swedish research suggests that other more economical measures, such as group discussion on safety issues and incentive programs may be more effective in crash reduction terms than driver training programs (5, 48).

Why does driver training not seem to be effective in reducing craches?

Promoting driver training as a means of improving driving skills and knowledge assumes that there are deficiencies in the skills or knowledge of drivers, and that these can be improved via training. It also assumes that these skill deficiencies increase the risk of crash involvement. These assumptions are largely false and based on beliefs not supported by research evidence (13, 49).

It may be unreasonable to expect driver training to deliver crash reductions (4, 50). Improving knowledge and skill does not always lead to a change in behaviour among drivers. Furthermore, a driver trainer has little control over the post-course behaviour of trainees, the motivation of trainees to apply what has been learned or the many other risk factors that may contribute to crash causation. Drivers, particularly young drivers, can and do take risks that have little to do with how much skill and/or knowledge they have, but much to do with motivation and psychological factors (4, 51-52). There is little real world evidence to suggest that driver training accelerates the development of hazard perception skills, or other cognitive skills. These skills can be developed via the experience of real world driving (10, 53). There is some emerging evidence

based on simulator research that some skills may be learned.

Some recent driver training programs claim to modify "attitudes". Even if attitudes could be changed it would not necessarily be helpful as there is a poor causal relationship between attitude and actual behaviour (49, 54). In addition, driver training is unlikely to undo firmly established past learning nor alter motivation or change underlying personal values.

Alternatives to conventional driver training

Recent research suggests that alternative road safety initiatives may be more beneficial than conventional driver training, particularly among novice drivers. Alternatives worth considering include:

Increasing the amount of supervised on-road experience that learner drivers receive:
Recent research shows that learners who received about 118 hours of supervised experience had up to 35% fewer crashes than those who received only 41-47 hours (29). VicRoads, TAC, RACV and other road safety organisations are encouraging this approach in Victoria, where a minimum of 120 hours of supervised, on-road instruction/ experience prior to solo driving is advocated. Programs developed by VicRoads, TAC, and RACV encourage learners to gain greater supervised experience through cooperation between parents and driving instructors (33, 55-56).

A Different Type of Training:
Improvements in driver training may be achieved in the longer term by concentrating on cognitive and perceptual skills, together with a greater emphasis on how factors such as beliefs and motivation shape driver behaviour (9, 16). This would require a different type of training program than is currently offered. Education programs delivered over several years, perhaps though secondary schools, to foster development of safe belief /motivational factors, has also been suggested as an alternative to short-term driver training (57). While theoretically sound, the effectiveness of such programs in effecting changes in attitude, behaviour or crash risk is yet to be proven.

Higher Order Testing within a Graduated Driver Licensing Program:
Some graduated driver licensing (GLS) programs require novices to pass additional tests of higher-order skills to progress to less restricted licensing levels and to "graduate" to full licence status. Preliminary research from Victoria's use of hazard perception testing within the probationary licensing system suggests that such tests can predict novice drivers likely to be at greater crash risk (59).

Comprehensive Fleet Management Safety Programs:
A combination of approaches can help reduce crash risk and involvement within company fleets (46, 48). A multifaceted approach to fleet safety dealing with the selection of vehicles (ie purchasing only vehicles with good crashworthiness features) and management of where, when and how vehicles are used may help reduce crash risk. Recent studies have identified ways of increasing fleet safety via the application of best practice approaches. This includes the implementation of integrated occupational health and safety policy and practices within the organization to influence fleet vehicle selection, education about safe vehicle use for employees, incentives for crash free driving (not rewards) and the promotion of a safety culture within the organisation (60).

Enforcement: Police enforcement is effective, particularly when drivers understand that they will get caught and perhaps lose their license if they break the law (4). The most effective enforcement targets behaviour such as drink-driving, speeding and red light running.

Conclusions

Overall, the research evidence suggests that most current driver training contributes little to reductions in accident involvement or crash risk among drivers of all age and experience groups. Low individual crash risk and decay of learning work against the potential effectiveness of driver training programs that concentrate on car control skills or deal with rare events such as emergencies. The high motivation which trainees usually bring to driver training does not compensate for these factors.

Improving driver knowledge and skill does not always lead to a change in on-road behaviour or reduced crash risk among trainees. While skill and knowledge are important, particularly for novice drivers, they have little influence on the driving environment or conditions under which driving behaviour occurs post-training. On-road driving experience is the way most higher-order cognitive skills related to driving (eg hazard perception) are developed and maintained. Conventional driver training is unlikely to undo firmly established past learning laid down over weeks, months and years of practice and experience, nor alter motivation or personal values.

It is of concern that the provision of conventional driver training beyond that required to gain an initial driver licence often leads to increased crash risk among novice drivers. Research suggests that this is because the training can encourage earlier licensing, increase exposure-to-risk and/or unduly increase the confidence of novices about their driving abilities.

Resources committed to traditional driver education/ training may also divert scarce funds and community attention away from more effective initiatives likely to reduce crash risk.

A better alternative for novice drivers is to promote extensive supervised driving experience among learners. This approach has been taken up by most Australian driver licensing jurisdictions and some in North America via the implementation of Graduated Licensing schemes (GLS) which provide for and encourage learner drivers to gain more supervised, on-road driving experience before solo driving. However, this approach requires cooperation between novice drivers, parents (or supervisors) and professional driving instructors over a period of months and perhaps years.

Research and development in respect of driver training may eventually show some approaches to be useful in reducing casualty accident risk/involvement. In the interim, other approaches such as increased supervision and graduated licensing for novice drivers are likely to make greater and more lasting contributions to road safety.

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November 2001

RACV

This monograph is based on a report prepared for RACV by Dr Ron Christie of RCSC Services called "The Effectiveness of Driver training as a Road Safety Measure: A review of the literature".

Pedestrian Council of Australia

The Walking Class Heroes

Pedestrian Council of Australia

The Walking Class Heroes

- **Safety**
- **Amenity**
- **Access**
- **Health**

SHARED ZONES

NATIONAL SURVEY – ISSUES – RECOMMENDATIONS

Sydney
Friday 5 September 2008

In February 2008, the PCA prepared a Shared Zone Questionnaire in consultation with Prof Raph Grzebieta - Chair of Road Safety - NSW Injury Risk Mana_ement Research Centre ¸IRMRC¸.

The Questionnaire was designed in order to conduct a National Survey of people aged 18 years and over to address awareness and interpretation of the term 'Shared Zone'.

The Survey was conducted by AMR-International in May 2008.

Awareness and interpretation of 'Shared Zones'

Prepared for:

Pedestrian Council of Australia

June 2008
3956

Australia Market Research Pty Ltd
trading as AMR Interactive
ACN 092 541 896
ABN 85 092 541 896

Level 14, 235-243 Jones St
ULTIMO NSW 2007
Ph: 61-2-9020 6700
Fax: 61-2 9020 6789

Network Offices in Australia, Asia, Europe and the USA

The Survey

- A telephone survey was conducted in May 2008 with a national sample of 411 people aged 18 years. The survey address awareness and interpretation of the term 'Shared Zone'. The survey did not address the signage used around a Shared Zone. Information was collected on area of residence, age and gender.

- The key questions were:

  A. **I am now going to ask you some questions about road rules for motorists and pedestrians. Have you heard of the term "Shared Zone"?**

     1 Yes
     2 No

  B. IF AWARE: **I am going to read out three statements. Please tell me which one you think best describes how a "Shared Zone" works?**

     IF NOT AWARE: **Just thinking about the term "Shared Zone". I am going to read out three statements. Please tell me which one you think would best describe how a "Shared Zone" would work.**

     READ OUT ALL – PAUSE BETWEEN EACH TO CLEARLY SEPARATE
     RANDOMISE ORDER 1/3

     1 Motorists have right of way over pedestrians in a Shared Zone
     2 Pedestrians have right of way over motorists in a Shared Zone
     3 Motorists and Pedestrians have equal right of way in a Shared Zone
     4 DO NOT READ OUT: Don't know

- The results were weighted to the Australian adult population by area of residence (state, metropolitan, regional), age (18-34, 35-49, 50-64, 65+ years) and gender. The large majority (87%) of the sample currently held a full driver's licence.

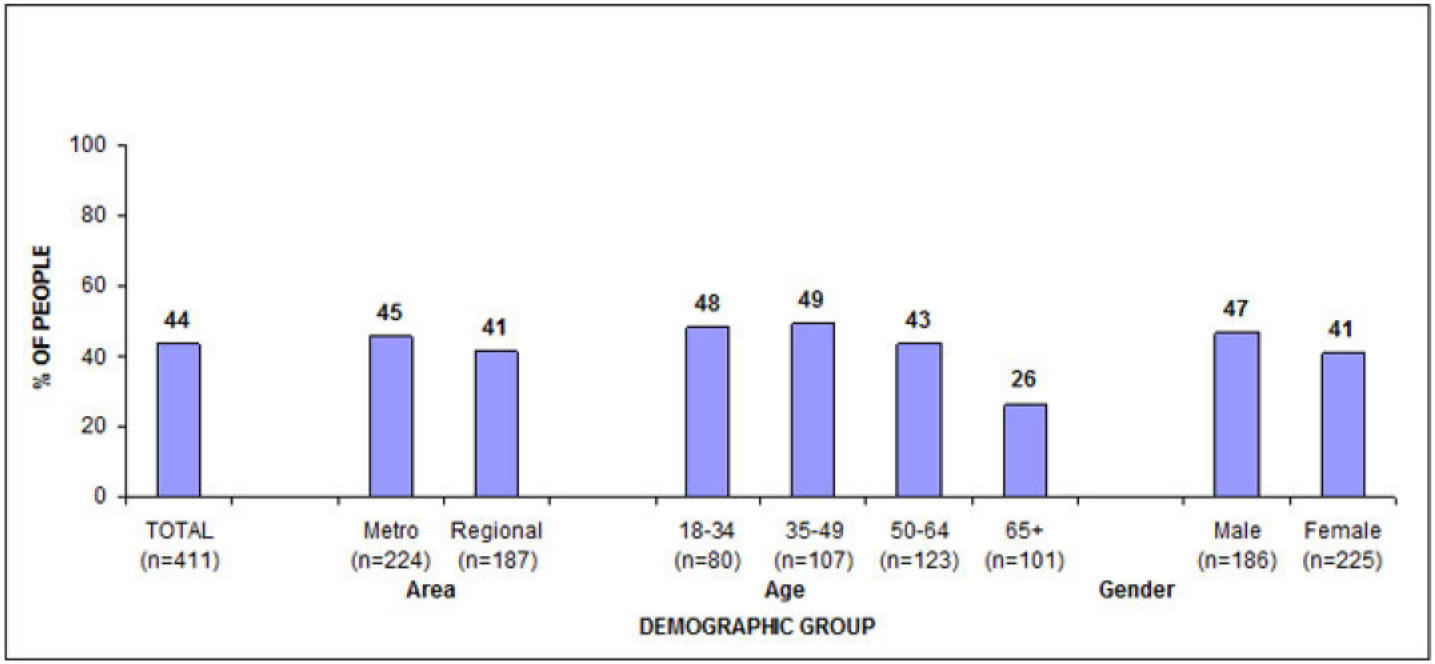
- Results are reported for a number of demographic groups. The sample size (unweighted) for each group has been included in the charts for reference.

The Results

Awareness

- 44% of people were aware of the term 'Shared Zone'. The main demographic difference was for a much lower awareness among those aged 65+ years (26% compared with 43-49% among the other age groups).

Chart 1. Awareness of the term 'Shared Zone' (sample sizes shown for each group)

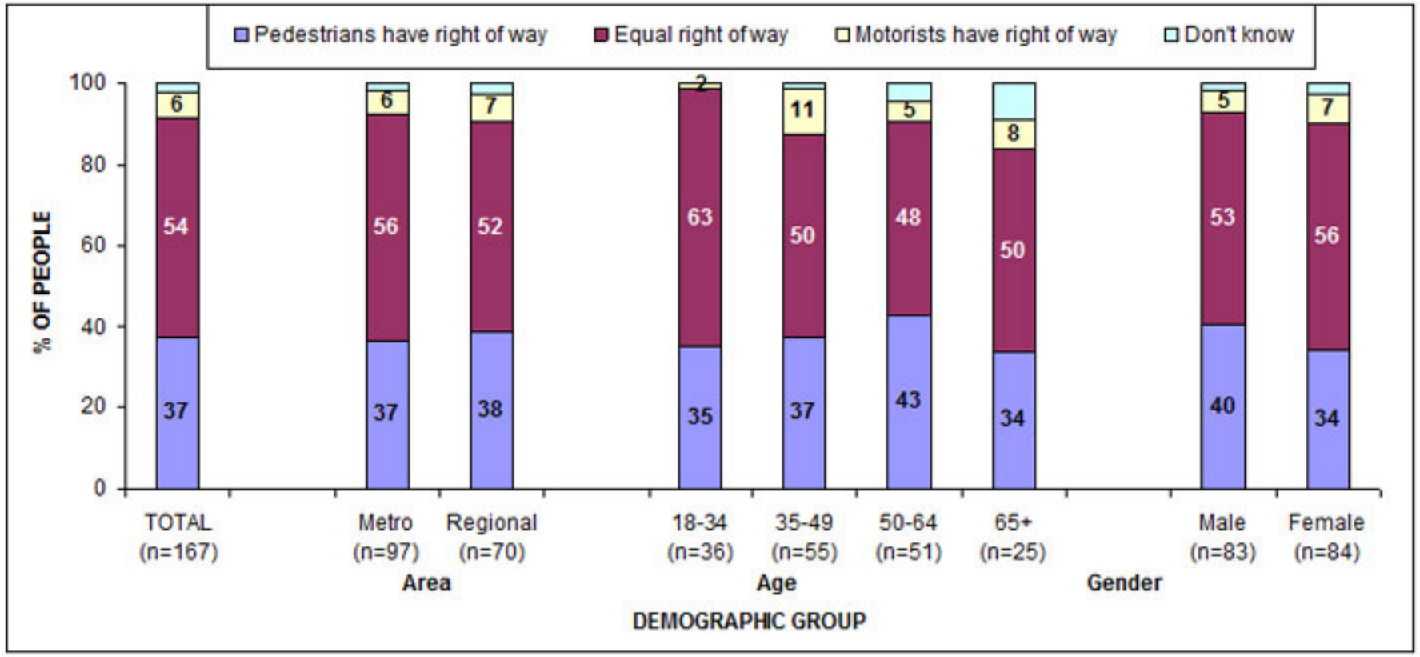


Interpretation of 'Shared Zone'

If aware...

- Interpretation of the term 'Shared Zone' was assessed separately among those aware of the term and those unaware.
- Among those who had heard of the term 'Shared Zone', only about a third (37%) of people correctly interpreted it as meaning 'pedestrians have right of way'. About half (54%) considered the pedestrians and motorists had 'equal right of way'.
- There was little difference in the correct interpretation among the demographic groups.

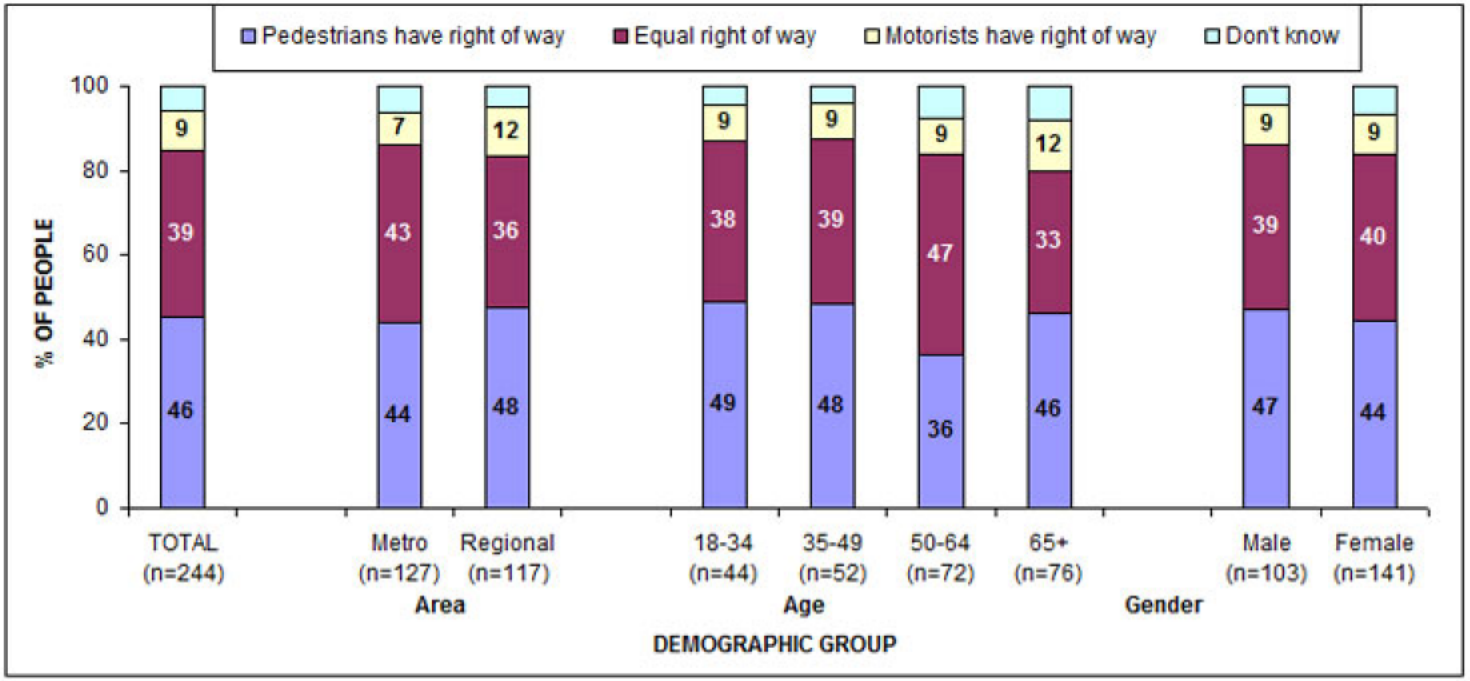
Chart 2. Interpretation of 'Shared Zone' if heard of term (sample sizes shown for each group)



If not aware…

- Those people who were unaware of the term 'Shared Zone' were more marginally likely to consider that 'pedestrians have right of way' (46% vs 37% if aware); and fewer considered the pedestrians and motorists had 'equal right of way' (39% vs 54% if aware).
- There was, again, little difference between the demographic groups.

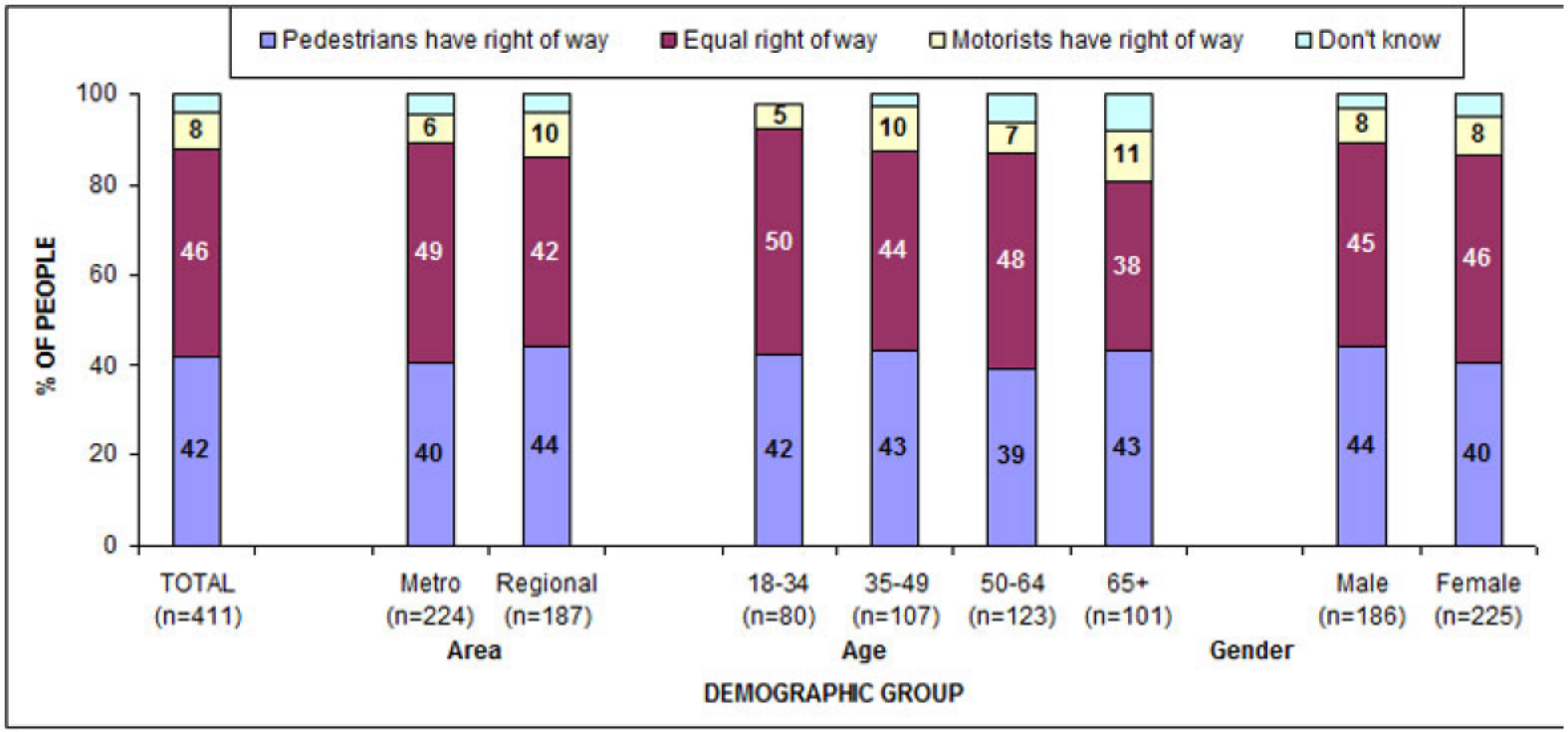
Chart 3. Interpretation of 'Shared Zone' if not heard of term (sample sizes shown for each group)



All people…

- Pooling the results, for those aware and unaware, showed that only about two fifths (42%) of people considered that that term 'Shared Zone' meant that 'pedestrians have right of way'.
- A similar proportion (46%) considered the pedestrians and motorists had 'equal right of way'.

Chart 4. Interpretation of 'Shared Zone' among all people (sample sizes shown for each group)



Conclusion

- The focus of the survey was on interpretation of the term 'Shared Zone', in the context of road rules for motorists and pedestrians. That is, what is being communicated by the actually term.
- In this context, the term 'Shared Zone' does not unequivocally communicate that pedestrians have right of way, even among those who had heard of the term before.
- The survey did not assess the communicative effectiveness of the sign that is shown around a Shared Zone.

Only 42% of people know that pedestrians have right of way in Shared Zones.

The majority, 58% do not understand this law.

This must be of very serious concern to all those involved with Road Safety.

AUSTRALIAN ROAD RULES

19 October 1999

Division 5 Crossings and shared zones

83 Giving way to pedestrians in a shared zone

A driver driving in a shared zone must give way to any pedestrian in the zone.

Offence provision.

Note 1 Shared zone is defined in rule 24.

Note 2 For this rule, give way means the driver must slow down and, if necessary, stop to avoid a collision — see the definition in the dictionary.

The intent and wording of the Rule is excellent.

It's sim l̲ that the word "Shared" is confusing, misleading and widely misunderstood.

And that is potentially very dangerous.

The demand for these Zones is likely to increase significantly as the population ages and the community requires a safer and more walkable (less car-de endant environment.

Macquarie Dictionary

share[1]

/ (*say* shair)

--*verb* (*t*)

3. to divide and distribute in shares; apportion.
4. to use, participate in, enjoy, etc., jointly.

--*verb* (*i*)
5. (sometimes followed by *in*) to have a share or part; take part.
--*phrase*
6. share and share alike, to divide things or benefits equally.

[Middle English; Old English *scearu* cutting, division. See shear (verb)]
--**sharer**, *noun*

Shared Zones

Double Jeopardy: **Apart from the confusing name, the logo features a young girl running away from a driverless car.**

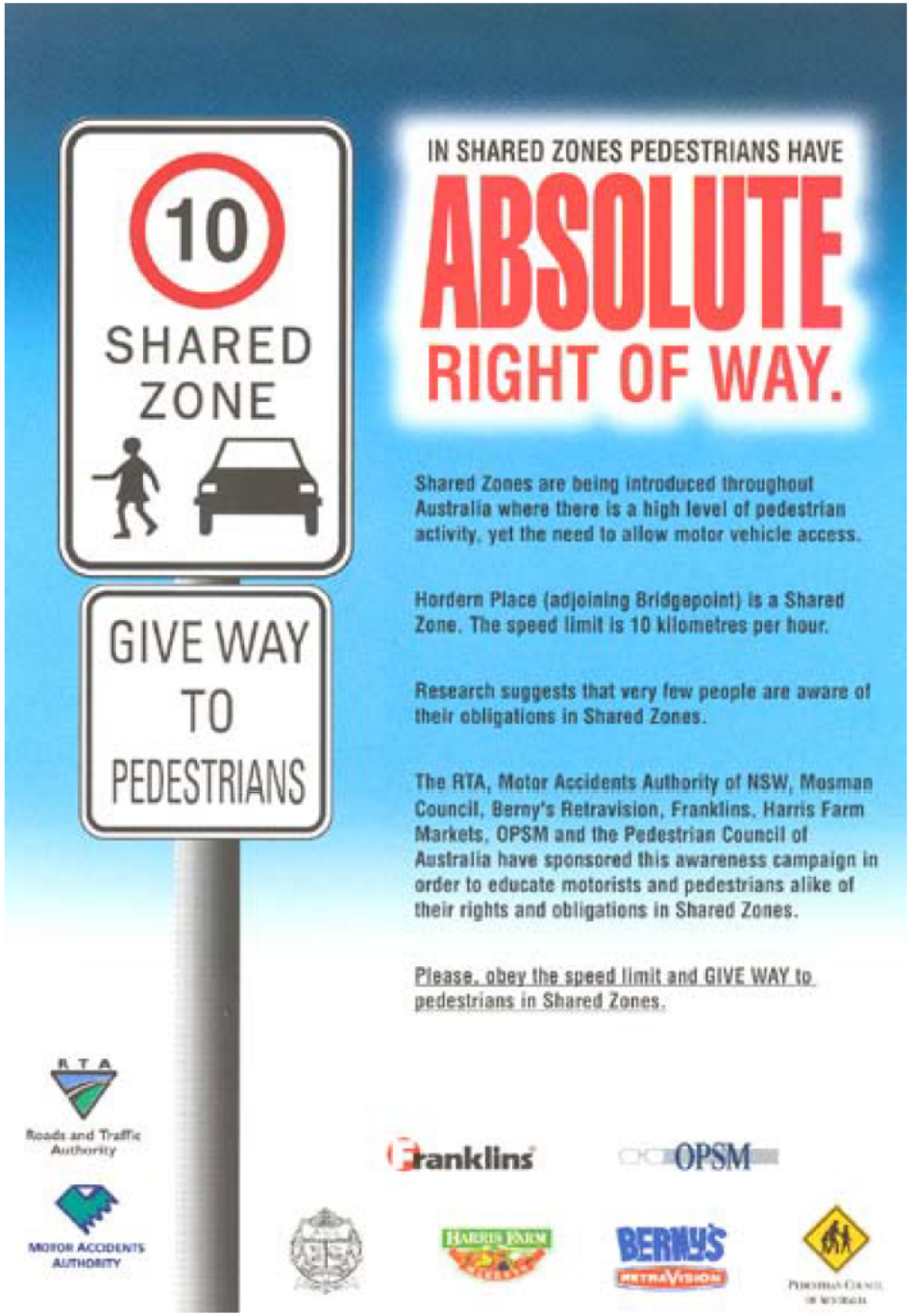
RECOGNISE this sign? You'll find it in particularly busy areas such as Horden Lane behind the Bridgepoint shopping centre at Spit Junction, in Awaba St at Countess Park, at the Neutral Bay shopping car park and the top of Mount St, North Sydney, to name a few.

But the most important thing is: Pedestrians have right of way. Sergeant Tony Ferguson of Harbourside Police says there has been some confusion about the zones.

"The main thing to remember," Tony says, "is that these areas may have people walking on them and to slow down and give way to them."

MOSMAN DAILY, Thursday, June 3, 1999

Several years ago, the PCA undertook a Shared Zone awareness campaign in Mosman and North Sydney, in conjunction with the Councils, the RTA, MAA and the local retailers.



IN SHARED ZONES PEDESTRIANS HAVE

ABSOLUTE RIGHT OF WAY.

Shared Zones are being introduced throughout Australia where there is a high level of pedestrian activity, yet the need to allow motor vehicle access.

Hordern Place (adjoining Bridgepoint) is a Shared Zone. The speed limit is 10 kilometres per hour.

Research suggests that very few people are aware of their obligations in Shared Zones.

The RTA, Motor Accidents Authority of NSW, Mosman Council, Berry's Retravision, Franklins, Harris Farm Markets, OPSM and the Pedestrian Council of Australia have sponsored this awareness campaign in order to educate motorists and pedestrians alike of their rights and obligations in Shared Zones.

Please, obey the speed limit and GIVE WAY to pedestrians in Shared Zones.

RTA
Roads and Traffic Authority

MOTOR ACCIDENTS AUTHORITY

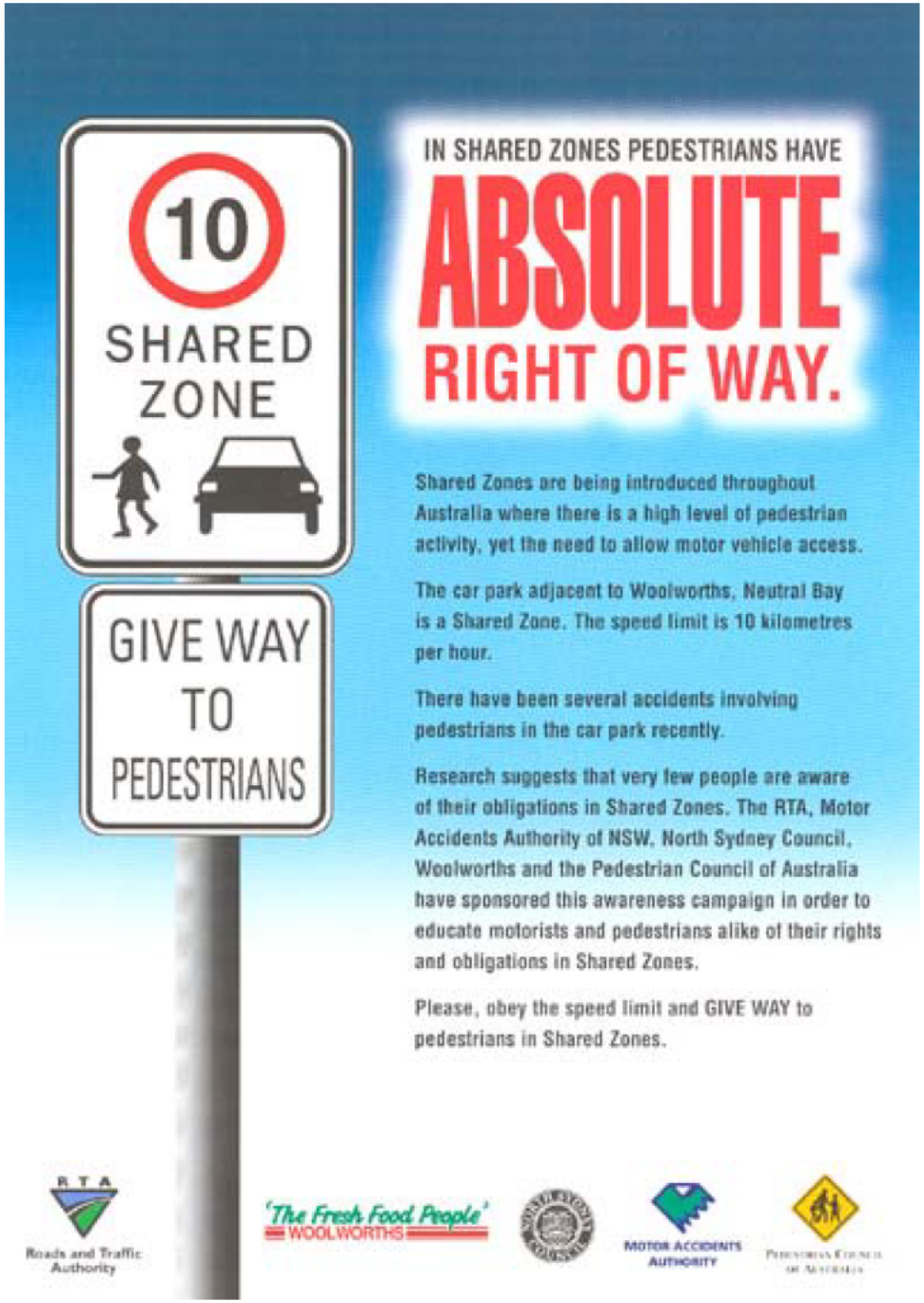
Franklins

OPSM

HARRIS FARM

BERRY'S RETRAVISION


OPSM


10
SHARED ZONE
GIVE WAY TO PEDESTRIANS
IN SHARED ZONES PEDESTRIANS HAVE
ABSOLUTE RIGHT OF WAY.
Shared Zones are being introduced throughout Australia where there is a high level of pedestrian activity, yet the need to allow motor vehicle access.
The car park adjacent to Woolworths, Neutral Bay is a Shared Zone. The speed limit is 10 kilometres per hour.
There have been several accidents involving pedestrians in the car park recently.
Research suggests that very few people are aware of their obligations in Shared Zones. The RTA, Motor Accidents Authority of NSW, North Sydney Council, Woolworths and the Pedestrian Council of Australia have sponsored this awareness campaign in order to educate motorists and pedestrians alike of their rights and obligations in Shared Zones.
Please, obey the speed limit and GIVE WAY to pedestrians in Shared Zones.
RTA
Roads and Traffic Authority
'The Fresh Food People'
WOOLWORTHS
MOTOR ACCIDENTS AUTHORITY

Shared Zone Awareness Cam_ai_n

Neutral Bay - Shared Zone Carpark

March 2001

Launched by (left to right): Rolf Lunsmann (RTA), Reba Meagher MP (Parliamentary Secretary for Roads), Inspector Terry Jacobsen (North Sydney Local Area Commander – NSW Police), Councillor Genia McCaffery (Mayor of North Sydney & President - Local Government Assn) and Harold Scruby (Chairman – Pedestrian Council)

Since 1998, the PCA has expressed serious concerns about the confusion surrounding the name “Shared Zones" and campaigned for its review.

Chris Ford
(02) 9218 6414

To: **Chief Executive**

From: **Director, Road Safety and Traffic Management**

Subject: **Various Issues raised by the Pedestrian Council of Australia - Update for meeting scheduled for 5/6/98.**

Date: 4/6/98

Briefing notes are provided regarding various issues raised by the Pedestrian Council of Australia (PCA).

Issue 13:

Pedestrian right of way in Council car parks and removal of shared zones.

Comment:

Council car parks are defined under the *Traffic Act* and *Motor Traffic Regulations* as "public streets". That is, all of the regulations which apply to road users on roads also apply in car parks.

The most effective way of providing pedestrian priority in car parks is to make the car park a *Shared Zone*. AUSTROADS says, *"The most common uses of shared zones are in commercial, tourist and heritage areas.....Shared Zones can also be used to advantage in typically mixed use areas, such as parking areas, college and university campuses and caravan parks.* ***The designation of these areas as shared traffic zones, by the necessary signs in addition to speed reduction techniques, where necessary, will provide pedestrians with a legal environment more in keeping with community expectations in these areas***" (AUSTROADS Guide to Traffic Engineering Practice - Part 13, p70).

The basic premise of a 'shared zone' is that pedestrians have equal rights with motor vehicles to use the road space. Motor vehicles can use 'shared zones', but at a greatly reduced speed of 10 km/h which does not present a safety hazard to pedestrians and are obliged to avoid colliding with pedestrians. Whilst continuing to provide vehicular access to properties and on-street parking, the street can be redesigned to be safer, quieter and more aesthetically attractive.

There are a number of shared zones currently successfully operating around the State. Due to the benefits to pedestrians and other vulnerable road users, the RTA does not intend to remove these shared zones. However, there may be some merit in investigating the potential for changing the name of "Shared Zones" to one which conveys to drivers the priority which pedestrians have in those zones.

Our Reference: CE03/1694
97M2618

15 JUL 2003

Roads and Traffic Authority
www.rta.nsw.gov.au
ABN 64 480 155 255
Centennial Plaza
260 Elizabeth Street
Surry Hills NSW 2010
Telephone (02) 9218 6209
Facsimile (02) 9218 6693
PO Box K198
Haymarket NSW 1238
DX 13 Sydney

Mr Harold Scruby
Chairman/CEO
Pedestrian Council of Australia Limited
PO Box 500
NEUTRAL BAY NSW 2089

Dear Harold

Thank you for your electronic mail message dated 19 June, 2003 regarding *Shared Zones*.

For the third time, the RTA raised the issue of renaming *Shared Zones* to *Pedestrian Priority Zones* or *Pedestrian Zones* with the Australian Road Rules (ARR) Maintenance Group at its meeting on 3 July, 2003. However, all States, with the exception of NSW, voted against the change of name to *Pedestrian Priority Zone* on the basis that the ARR do not refer anywhere to anyone or any thing having 'priority'. The Maintenance Group rejected the proposal to change the name of *Shared Zones* to *Pedestrian Zones* on the basis of roads generally being for vehicles, where as in a *Shared Zone*, a driver must share the space with pedestrians and give way to any pedestrian in the zone. Additionally, the Group felt that the term *Pedestrian Zone* would indicate that the area was for pedestrians only and that drivers should not drive in such a zone. The Group further reinforced that the erection of *Give Way to Pedestrians* supplementary plates in conjunction with *Shared Zone* signs reinforces a driver's obligation to give way to pedestrians in a *Shared Zone*.

It would not be appropriate for the RTA to change the name of *Shared Zones* in the absence of a national approach to the issue. The RTA will continue to erect *Give Way to Pedestrians* supplementary plates in conjunction with *Shared Zone* signs.

As stated in previous correspondence, as vehicle speeds increase, the risk of serious injury or death to pedestrians involved in a collision with vehicles increases. In order to minimise the risk to pedestrians in *Shared Zones*, the RTA has mandated that a speed limit of 10 km/h will apply. This speed closely represents the walking speed of pedestrians (85th percentile speed of 4.3 km/h) in contrast to a speed limit of 20 km/h. A speed limit of 20 km/h in a *Shared Zone* would introduce a difference five times in magnitude in 85th percentile speed between vehicles and pedestrians.

Once again, I appreciate your comments on vehicle speedometers. However, in the interest of pedestrian safety and amenity, the RTA does not support the introduction of speed limits higher than 10 km/h for *Shared Zones*.

The allocation of demerit points and an increase in the penalty to drivers who fail to give way to pedestrians in a *Shared Zone* is being considered as part of the current review of traffic penalties.

Yours sincerely

Paul Forward
Chief Executive

For the third time, the RTA raised the issue of renaming *Shared Zones* to *Pedestrian Priority Zones* or *Pedestrian Zones* with the Australian Road Rules (ARR) Maintenance Group at its meeting on 3 July, 2003. However, all States, with the exception of NSW, voted against the change of name to *Pedestrian Priority Zone* on the basis that the ARR do not refer anywhere to anyone or any thing having 'priority'. The Maintenance Group rejected the proposal to change the name of *Shared Zones* to *Pedestrian Zones* on the basis of roads generally being for vehicles, where as in a *Shared Zone*, a driver must share the space with pedestrians and give way to any pedestrian in the zone. Additionally, the Group felt that the term *Pedestrian Zone* would indicate that the area was for pedestrians only and that drivers should not drive in such a zone. The Group further reinforced that the erection of *Give Way to Pedestrians* supplementary plates in conjunction with *Shared Zone* signs reinforces a driver's obligation to give way to pedestrians in a *Shared Zone*.

20 kmh Shared Zones?

As stated in previous correspondence, as vehicle speeds increase, the risk of serious injury or death to pedestrians involved in a collision with vehicles increases. In order to minimise the risk to pedestrians in *Shared Zones*, the RTA has mandated that a speed limit of 10 km/h will apply. This speed closely represents the walking speed of pedestrians (85th percentile speed of 4.3 km/h) in contrast to a speed limit of 20 km/h. A speed limit of 20 km/h in a *Shared Zone* would introduce a difference five times in magnitude in 85th percentile speed between vehicles and pedestrians.

The RTA provides a compelling case for 10 km/h Shared Zones

RECOMMENDATION

That the NRSSP recommends to the ARR Maintenance Group that Shared Zones be renamed to an unambiguous name proclaiming that Pedestrians have ri_ht of wa_ and Motorists must _ive wa_ to Pedestrians at all times - and that the logo be re-designed to convey those rights and obligations.


10
NEW
NAME
New
Logo

Pedestrian Council of Australia

The Walking Class Heroes

www.walk.com.au

NSW GOVERNMENT | Transport for NSW

Centre for Road Safety

Pedestrian safety

Qualitative Research Summary

Centre for Road Safety
July 2017

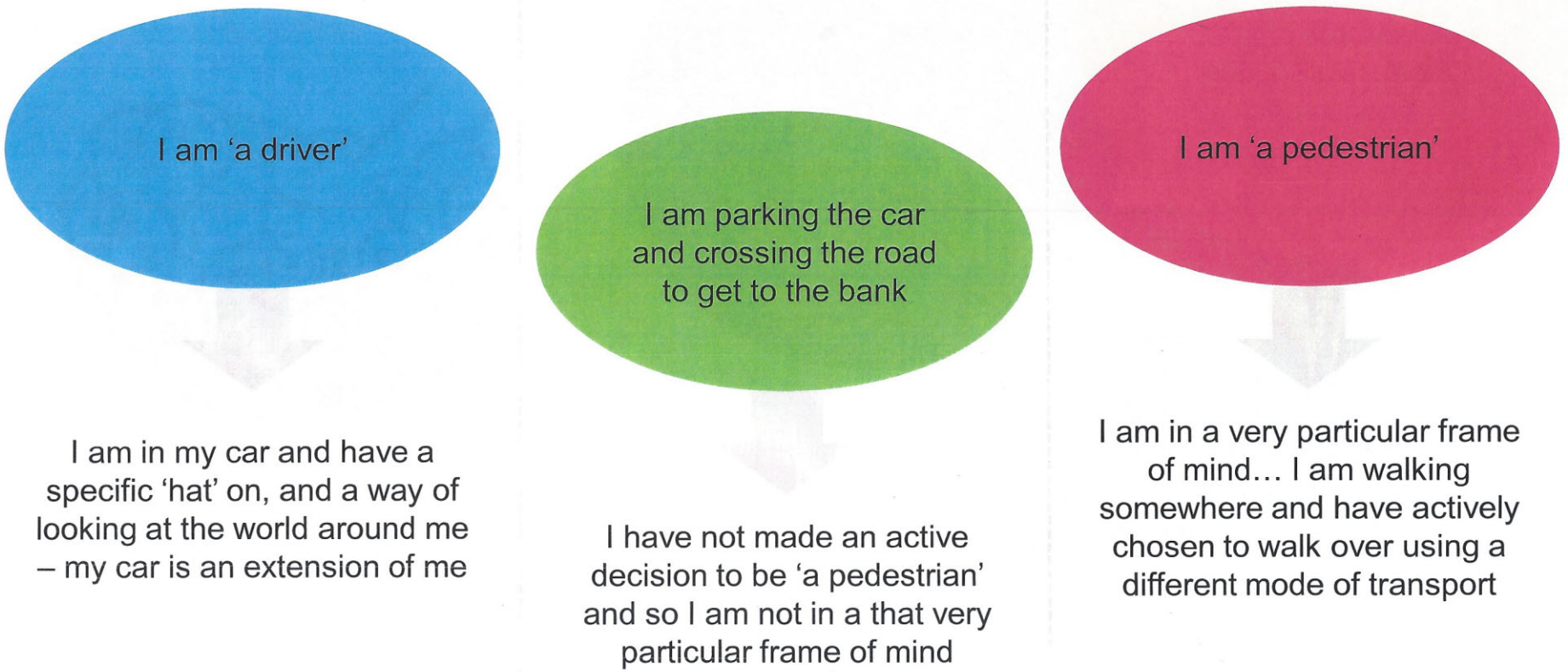
Pedestrian attitudinal research – April 2016

- **Focus groups**
  - 13 groups of adults aged 17-70+ (segmented by age)
  - Metropolitan and regional
    - Sydney CBD, Parramatta, Hurstville, Coffs Harbour
  - Attitudes, self reported behaviours and beliefs
  - Pedestrians and drivers
    - mix of walking and driving frequency

- **Mini-observational study**
  - Smaller component of research to:
    - Inform focus group discussions
    - Frame analysis of qualitative findings

snapcracker

Very few people appear to think of themselves as 'pedestrians'



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Most pedestrian behaviour appears to happen 'automatically'

Very few stop and take the time to weigh up their potential courses of action in the majority of pedestrian situations

Both through observing and talking to pedestrians, it is evident that most pedestrian behaviour is fairly effortless and unconscious

Thinking about Behavioural Economics theory, people are making instant decisions using System 1, with little input from the rational mind

snapcracker

Pedestrian risk-taking appears to be both active and passive

'Active' risk-taking

Taking a known risk, by making a decision (often quickly and unconsciously) to do something on or around a road

'Passive' risk-taking

Unwittingly engaging in risky road behaviour as a result of being less attentive to the environment – without making a direct choice to engage in road risk

snapcracker

Within this framework there is a wide range of risky behaviour

'Active' risk-taking

Crossing against the lights

Mid-block crossing of roads

Walking on or in the road

Running across roads

'Passive' risk-taking

Using mobiles around roads

Taking zebra crossings for granted

Using roads while drug and alcohol affected

Using headphones around roads

snapcracker

A range of driver behaviours also contribute to pedestrian risk

Many fail to stop at pedestrian crossings when someone is waiting to cross

Some motorists can 'nudge' toward pedestrians when they are using a crossing in order to hurry them up

Some drivers race around a left hand turn to beat pedestrians when they have the green walking man

Many fail to slow down to the speed limit, particularly in 40km zones

snapcracker

The majority claim to know enough to 'know how it works'

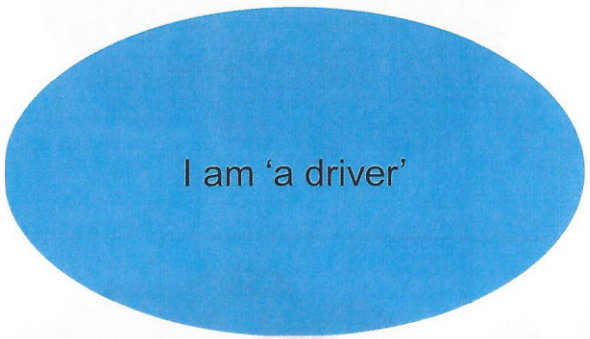
The majority of pedestrians feel that their intuition and common sense is sufficient to navigate life fairly comfortably without incident

They know how to use a zebra crossing, feel they understand the rules around traffic lights and are confident in their ability to judge whether it is safe to cross or not

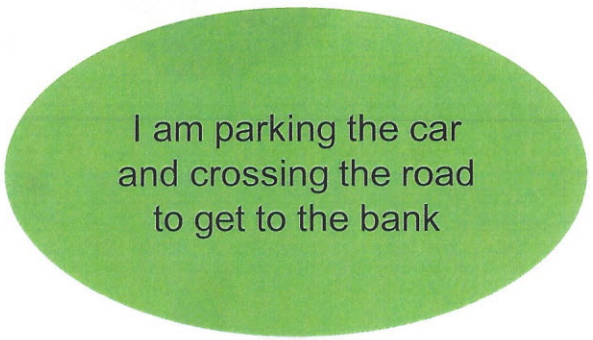
Ultimately, most seem to feel that this is more than sufficient – more detailed rules, or further enforcement of rules is largely seen as unnecessary and at worst counterproductive

snapcracker

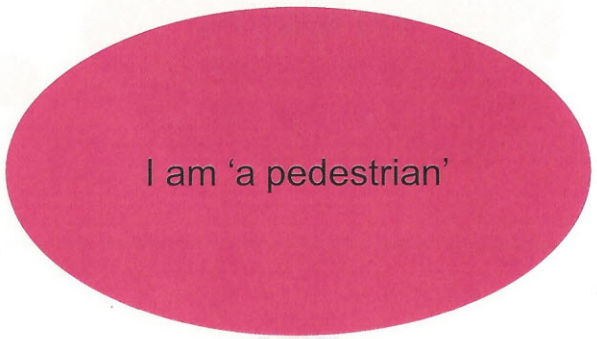
Very few people appear to think of themselves as 'pedestrians'



I am in my car and have a specific 'hat' on, and a way of looking at the world around me – my car is an extension of me



I have not made an active decision to be 'a pedestrian' and so I am not in a that very particular frame of mind



I am in a very particular frame of mind… I am walking somewhere and have actively chosen to walk over using a different mode of transport

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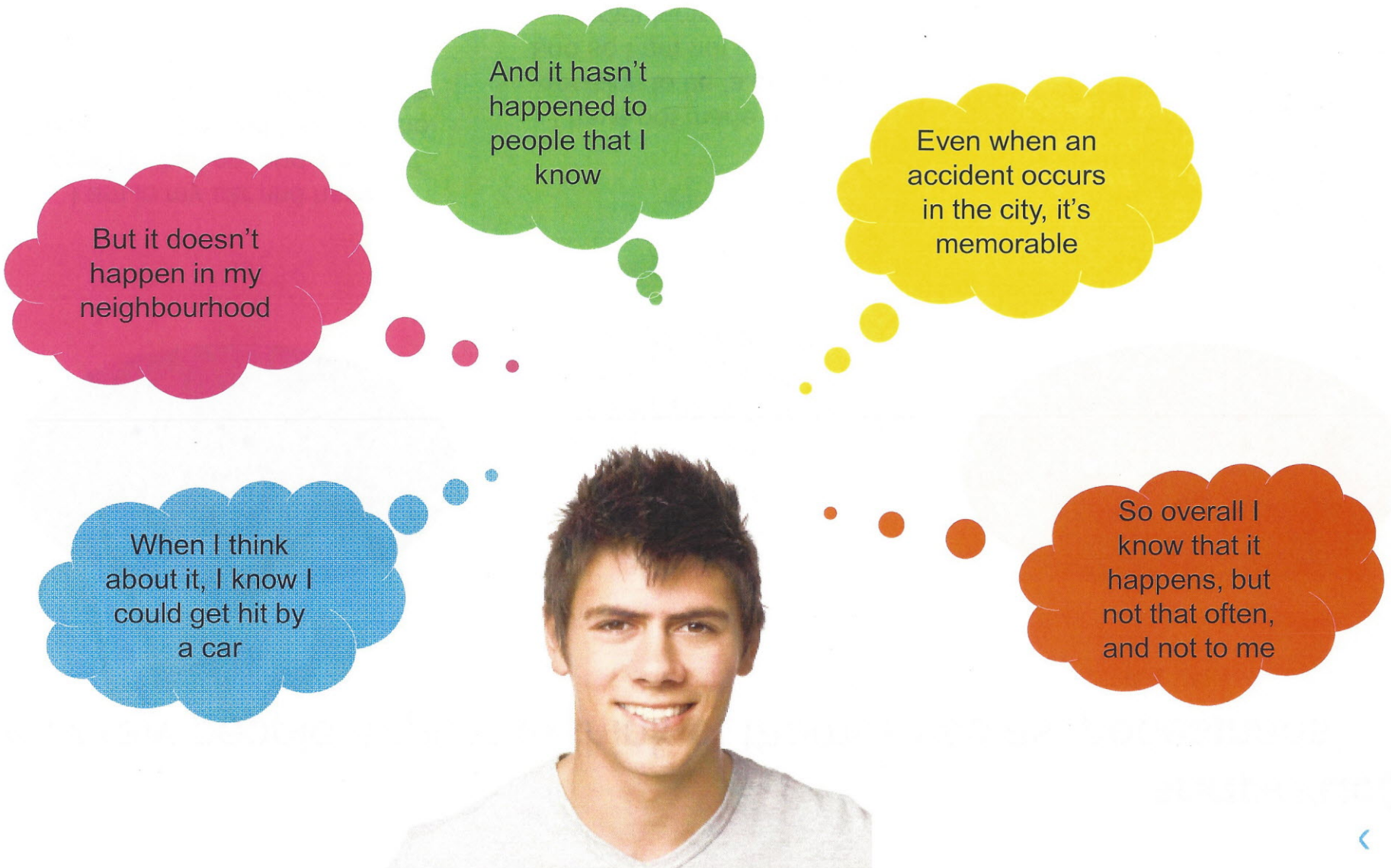
Risks are rationally understood but consistently lack salience



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Few know incident statistics but these are often overestimated

Few claim to know or have heard anything about accident statistics

But, most naturally anticipate that the numbers must be quite high

When the stats are revealed, many are surprised that the number is not higher

So, statistics do not seem to have enormous potential to draw attention to the issue

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Several factors determine a 'baseline' likelihood of taking active risk

Men are more likely to take active risk than women overall

Those with a previous negative experience tend to be less likely to take active risk

People become more cautious with age, and so are less likely to take active risks

Personality can also play an important role in determining how likely a person is to engage in active risk

Less likely to take active risk

More likely to take active risk

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Contextual factors – tackling 'active' risks

How is the weather?

How familiar is the area?

What is the road like?

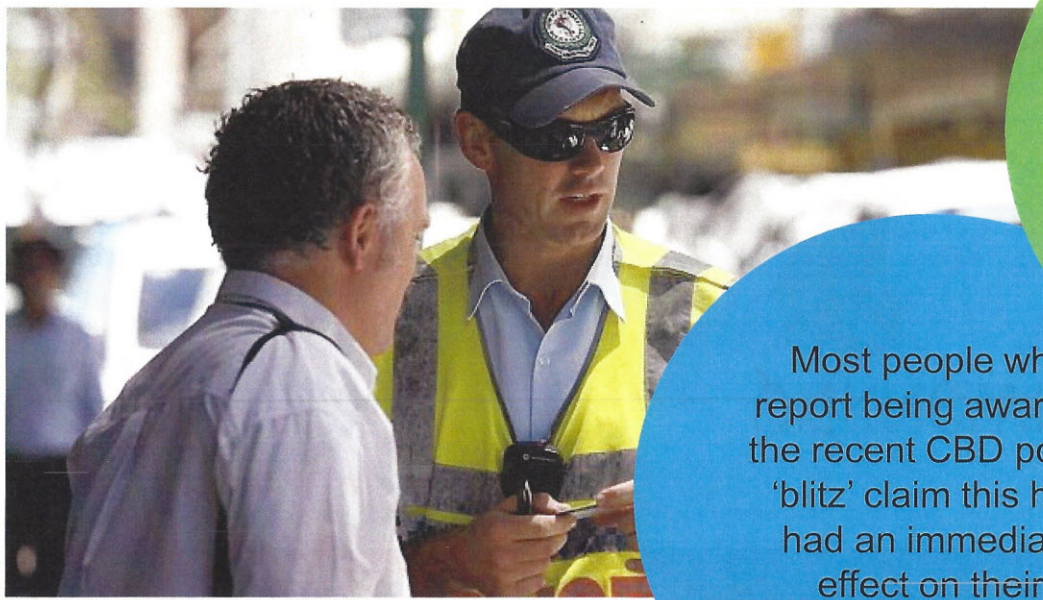
Who else is present?

Who else is watching?

How rushed are you?

snapcracker

Enforcement also has a role to play in reducing risk-taking



The threat of enforcement and penalties seems to carry weight with pedestrians and could reduce risk-taking (both active and passive)

Most people who report being aware of the recent CBD police 'blitz' claim this has had an immediate effect on their behaviours

However given the frequency and unthinking nature of pedestrian behaviour, the impact of any visible or communicated threat will likely be short lived unless sustained

snapcracker

Overarching campaign with varied messages and delivery channels

Messages to 'frame' activity overall – ideally including consequence based messages, reinforcing pedestrian rules and highlighting enforcement

'In the moment' Interventions

Utilising existing infrastructure including audio and visual devices to delivery messages that grab attention

Enforcement

Sustained police presence in key locations for maximum effect (supported by reminder messages)

Targeted Infrastructure

Where possible minimise interactions between road users

NSW - ROAD TOLL — 29-Dec-16

ALL GROUPS

	2016 (Prelim)	2015 (Final)	DIFF	% DIFF	3-YEAR AVERAGE	DIFF	% DIFF
Fatalities							
Driver	186	155	31	20.00%	154	32	20.78%
Passenger	53	60	-7	-11.67%	50	3	6.00%
Motorcyclist*	66	66	0	0.00%	65	1	1.54%
Pedestrian	**72**	**60**	**12**	**20.00%**	**48**	**24**	**50.00%**
Pedal cyclist*	5	7	-2	-28.57%	11	-6	-54.55%
Other	0	0	0	0.00%	0	0	0.00%
TOTAL KILLED	**382**	**348**	**34**	**9.77%**	**328**	**54**	**16.46%**

* Includes pillions

NSW - ROAD TOLL — 29-Dec-16

ALL GROUPS - DRIVERS & PASSENGERS COMBINED (AS PER MOTORCYCLISTS AND PEDAL CYCLISTS PILLIONS*)

	2016 (Prelim)	2015 (Final)	DIFF	% DIFF	3-YEAR AVERAGE	DIFF	% DIFF
Fatalities							
Drivers AND Passengers*	239	215	24	11.16%	204	35	17.16%
Motorcyclist*	66	66	0	0.00%	65	1	1.54%
Pedestrian	**72**	**60**	**12**	**20.00%**	**48**	**24**	**50.00%**
Pedal cyclist*	5	7	-2	-28.57%	11	-6	-54.55%
Other	0	0	0	0.00%	0	0	0.00%
TOTAL KILLED	**382**	**348**	**34**	**9.77%**	**328**	**54**	**16.46%**

* Includes passengers and pillions

Road Toll Update for NSW

up to and including

Thursday, 29 December 2016

Fatalities advised since last update issued: 3

Fatalities excluded since last update issued: 0

	CALENDAR YEAR TO MIDNIGHT 29 December					12-MONTH PERIOD ENDING 29 December				
	2016 (Prelim)	2015 (Final)	DIFF.	3-YEAR AVERAGE	DIFF.	2016 (Prelim)	2015 (Final)	DIFF.	3-YEAR AVERAGE	DIFF.
Fatal crashes	**358**	**324**	**34**	**307**	**51**	**360**	**326**	**34**	**309**	**51**
Fatalities										
Driver	186	155	31	154	32	186	157	29	155	31
Passenger	53	60	-7	50	3	53	61	-8	51	2
Motorcyclist*	66	66	0	65	1	67	66	1	65	2
Pedestrian	72	60	12	48	24	73	60	13	49	24
Pedal cyclist*	5	7	-2	11	-6	5	7	-2	11	-6
Other	0	0	0	0	0	0	0	0	0	0
TOTAL KILLED	382	348	34	328	54	384	351	33	330	54

* Includes passengers

FINAL 2015 TOTALS: Fatal crashes 326 Fatalities 350