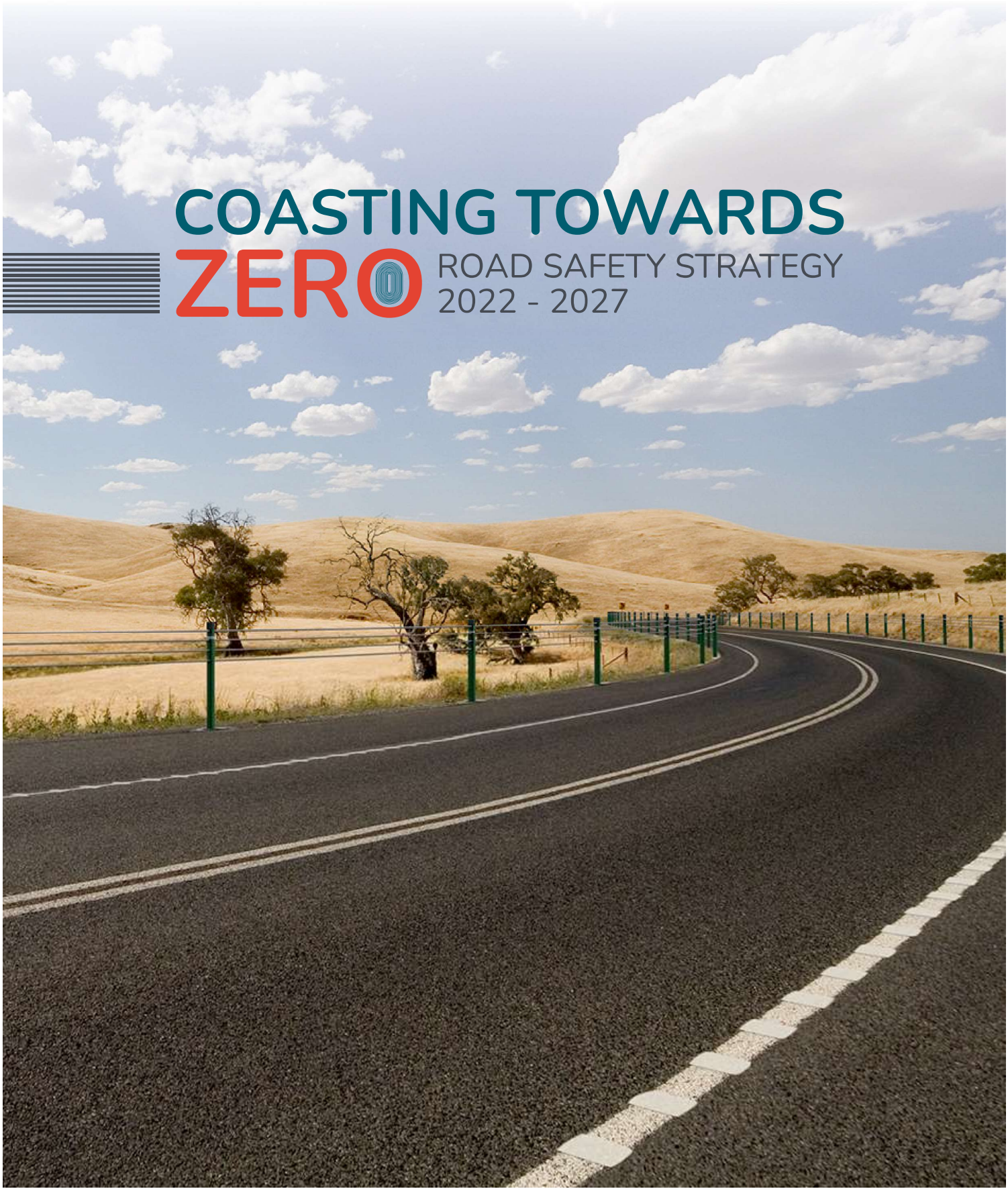
COASTING TOWARDS ZERO

ROAD SAFETY STRATEGY 2022 - 2027



Surf COAST SHIRE

ROAD SOLUTIONS

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Report design and layout by Disha Arora

FROM THE MAYOR

I am pleased to introduce Council's Road Safety Strategy 2022-27.

As our shire population continues to grow and change this strategy grows in importance, central to our ambition to reduce fatal and serious injury road crashes.

The strategy aligns with and enhances state and federal strategies, as well as the Transport Accident Commission's Safe System approach, and includes an action plan shaped by broad consultation.

We have taken into account the thoughts and concerns of the many people who responded to our community survey, as well as input from stakeholders ranging from Victoria's Department of Transport and Victoria Police, to organisations like school parent groups, community and sporting groups as well as tourist and business associations.

Their valued feedback has helped identify five key areas of focus:

- Improving safety on high-risk roads
- Safety at intersections and mid-block
- Vulnerable and unprotected road users including pedestrians, cyclists, motorcyclists, older road users, children, young drivers and tourists
- Increasing liveability in our towns by making it safer for people to move around, and
- Supporting and enforcing safer driver behaviour.

This strategy and plan will inform and guide Council's actions in these and other areas including tackling challenges posed by newly emerging forms of transport that may influence our safety in the future.

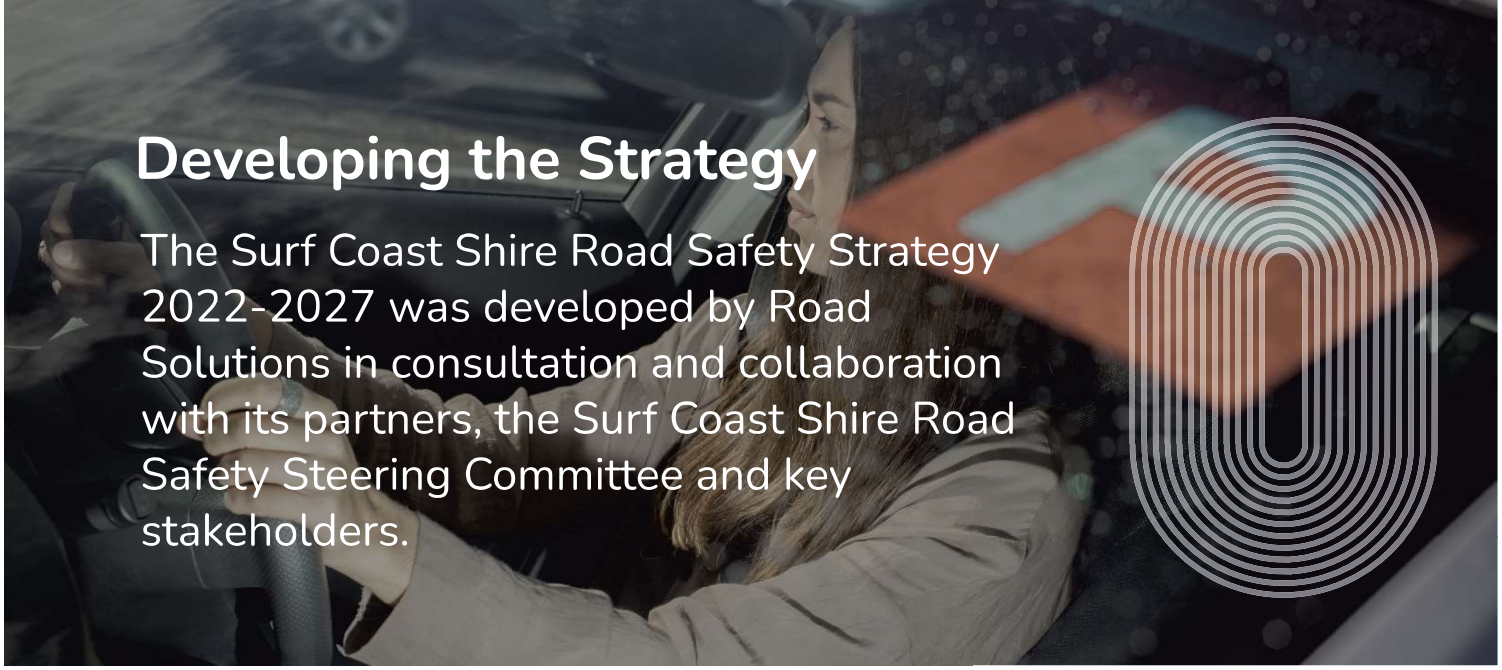
Victorian statistics reveal increasing safety issues on high-speed regional and rural roads, which make up much of our network in Surf Coast Shire. Council supports moving towards safer speeds on our network for all of our road users including our most vulnerable cyclists and pedestrians

All of the fatal road accidents within our shire during the past five years have occurred on high-speed regional and rural roads. Our Road Safety Strategy 2022-27 will be a key tool as we work collaboratively with communities, authorities and other land managers to reduce the toll and the trauma.

Libby Stapleton
Mayor

LIST OF ACRONYMS

AADT:	Annual Average Daily Traffic
DCA:	Definitions for Classifying Accidents
DoT:	Department of Transport
FSI:	Fatal and serious injury
LoS:	Level of Service
SCC:	Strategic Cycling Corridor
SSA:	Safe System Assessment
RSA:	Road Safety Audit
VRU:	Vulnerable Road Users
Strategy:	Surf Coast Shire Road Safety Strategy
Plan:	Surf Coast Shire Road Safety Action Plan



Developing the Strategy

The Surf Coast Shire Road Safety Strategy 2022-2027 was developed by Road Solutions in consultation and collaboration with its partners, the Surf Coast Shire Road Safety Steering Committee and key stakeholders.

The strategic goals are secondary to its aim of achieving positive safety outcomes in coordination with the national and state targets.

The Strategy takes a shared responsibility approach to road safety and safety targets, making sure that correlation and coordination with other key local strategies and plans are ensured. The approach is evidence based, community and stakeholder informed, collaborative, and provides achievable, clear and concise actions to reach the goals. Monitoring and evaluation are a key component of the action plan, and tools to assess and assist the delivery of the outputs, safety indicators, and outcomes are provided.

The development of the Road Safety Strategy and Action Plan was underpinned by an in-depth crash analysis (Figure 1) where the road safety problems were identified through a thorough understanding of the types, frequency and locations of crashes. The crash analysis was undertaken, firstly over a 10-year period ending 2020 to understand the impacts of the previous strategies and a subsequent five-year crash analysis ending 2020 to establish the future direction.

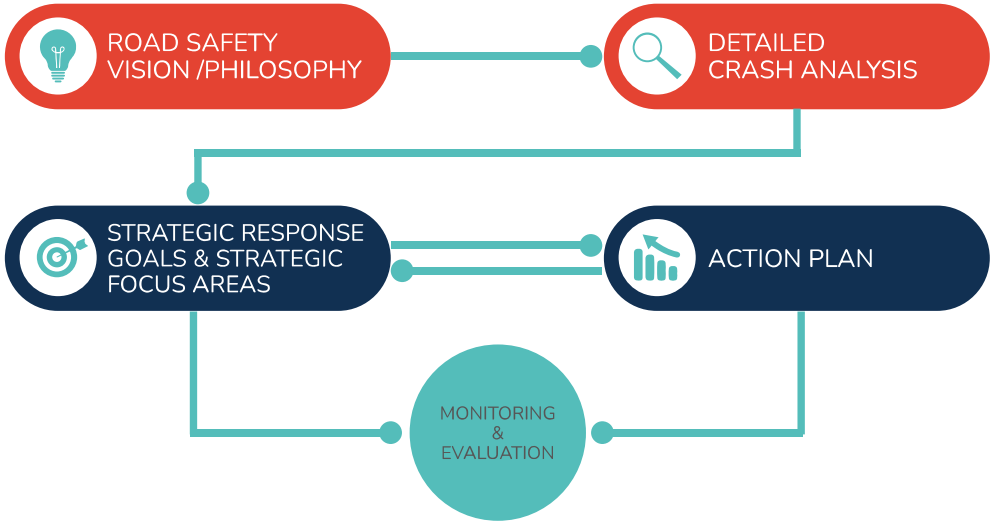
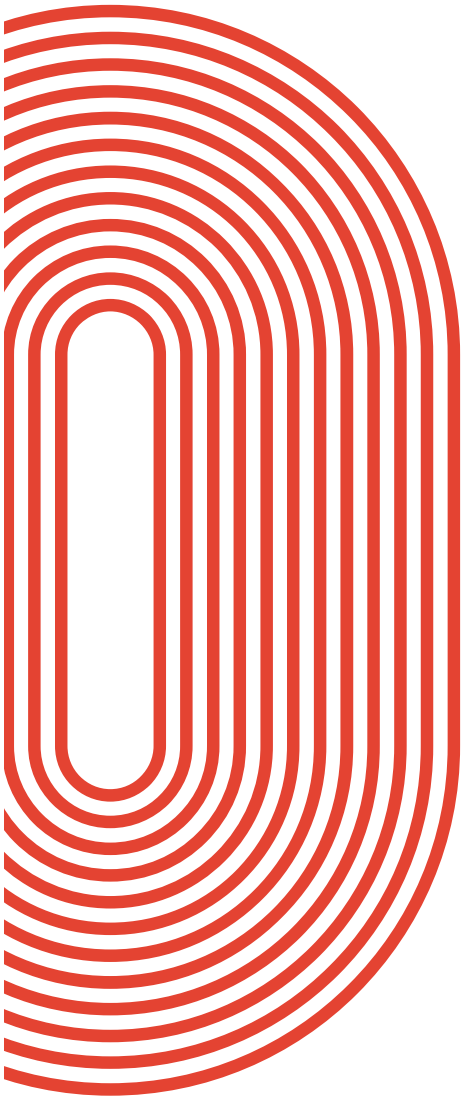


Figure 1: The process for development of the Strategy

Vision and Aim

The Surf Coast Shire Road Safety Strategy and Action Plan 2022-2027 has been prepared to address the ongoing and emerging road safety issues for Surf Coast Shire over the next five years. The Strategy is secondary to the national and state vision of zero deaths and injuries by 2050, aiming to reduce the rate of people killed as a result of road crashes in Surf Coast Shire.



By 2050
Zero
people
killed

By 2030

50% fewer people killed against 2016-20 period

30% fewer severely injured against 2016-20 period

By 2027

25% fewer people killed against 2016-20 period

15% fewer severely injured against 2016-20 period

Principles

The key principles adopted by the National and State Road Safety Strategy will also guide our approach in achieving the road safety objectives:

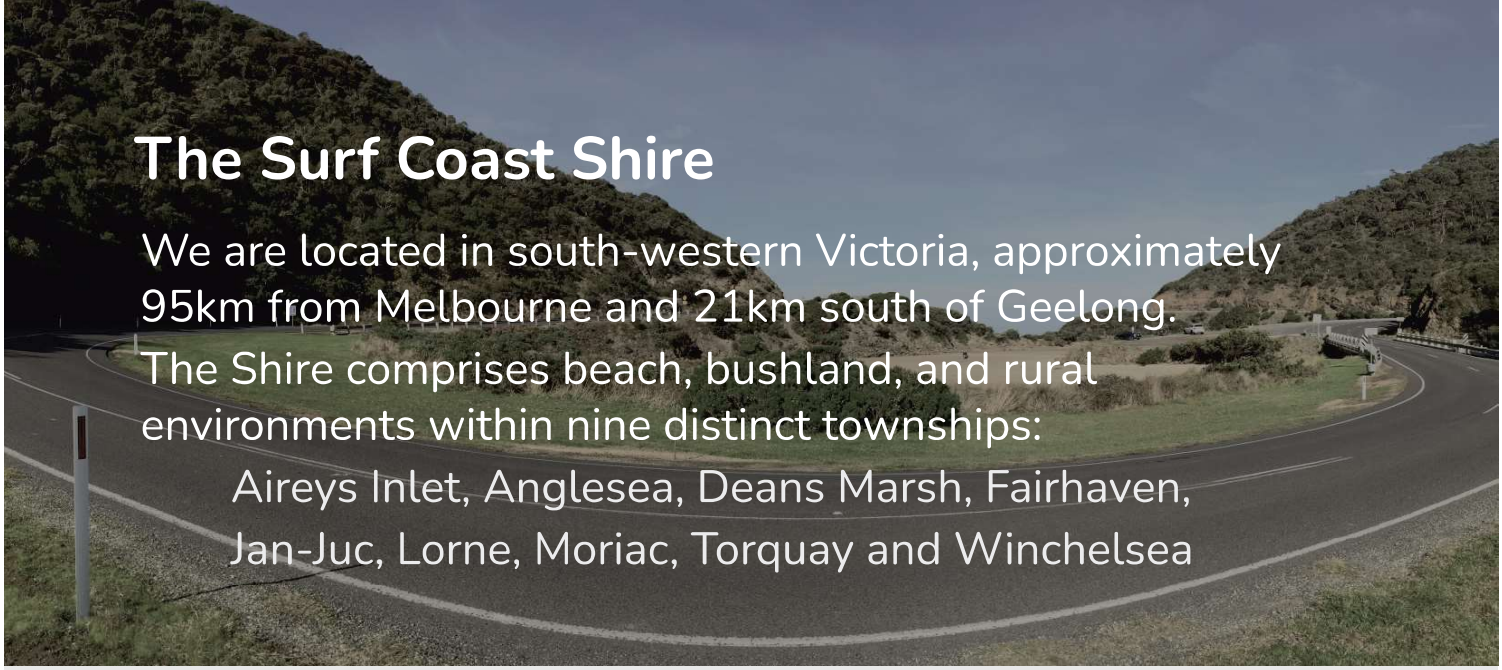
1. The Strategy proposes positive outcomes for all the Surf Coast Shire inhabitants and visitors

2. The approach to road safety is built around a Safe System Approach that is coordinated and collaborative and includes all the Road Safety Partners of the Surf Coast Shire

3. The responsible agencies make use of all the levers available to address immediate road safety concerns while also preparing for and welcoming technological advancement opportunities

4. The Strategy ensures the data and evidence base of the initiatives and interventions is sound and strong

5. The Strategy adopts a shared responsibility approach and will engage with bodies beyond the transport sector including tourism, public health, and enforcement, while undertaking communication, education, and behavioural change campaigns

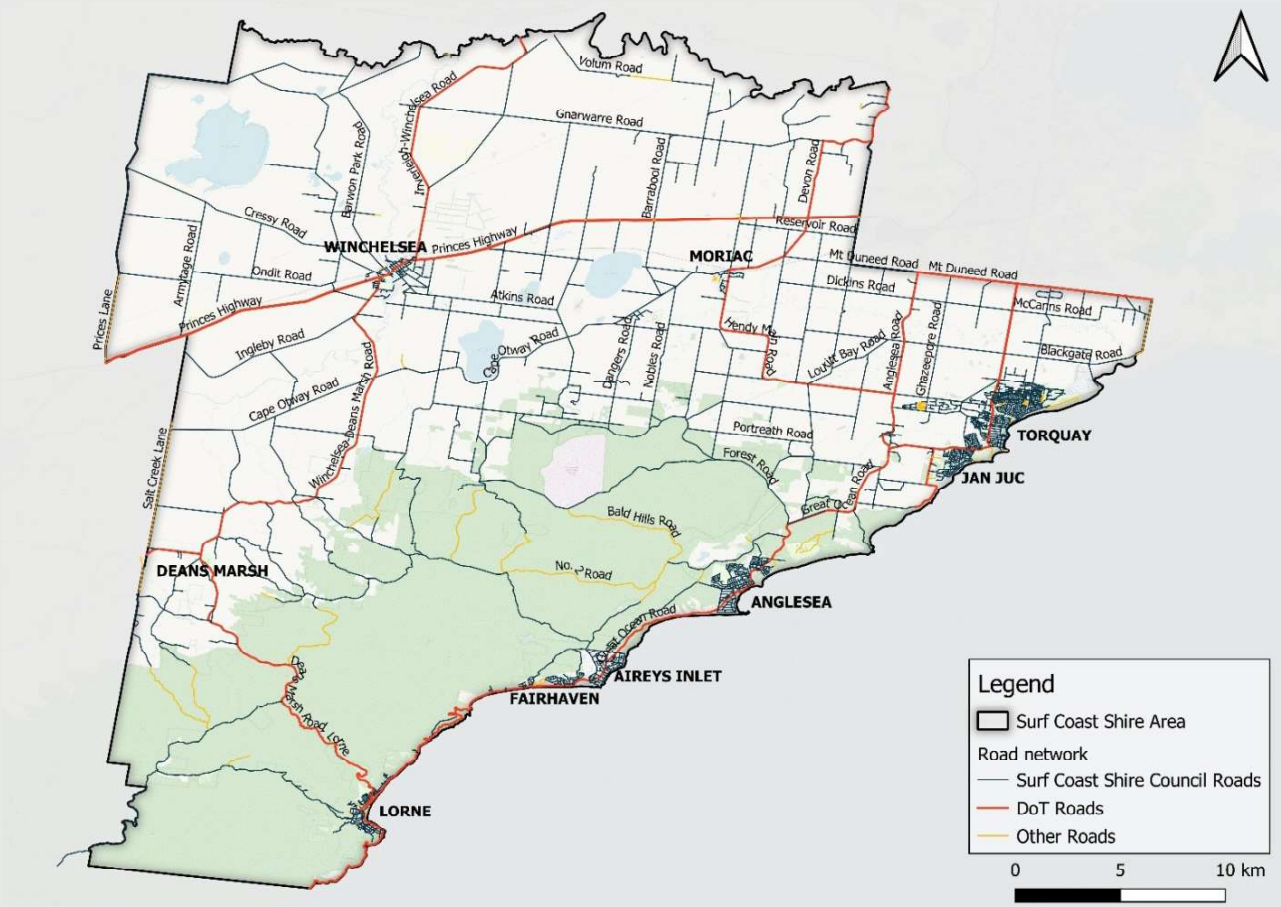


The Surf Coast Shire

We are located in south-western Victoria, approximately 95km from Melbourne and 21km south of Geelong.

The Shire comprises beach, bushland, and rural environments within nine distinct townships:

Aireys Inlet, Anglesea, Deans Marsh, Fairhaven, Jan-Juc, Lorne, Moriac, Torquay and Winchelsea



The Shire is a popular holiday/recreational destination, particularly during the summer months. The Great Otway National Park is located in the south-west of the Shire. Torquay is the fastest growing location in the municipality. Torquay and the neighbouring town of Jan Juc continue to attract young families to the area. Winchelsea has also been earmarked for substantial residential growth and is the principal agricultural centre of the Shire.

Lorne is a popular tourist destination, as are the smaller coastal towns of Anglesea, Aireys Inlet and Fairhaven, with their seaside and bushland experiences. The hinterland villages of Deans Marsh and Moriac support the surrounding agricultural land.

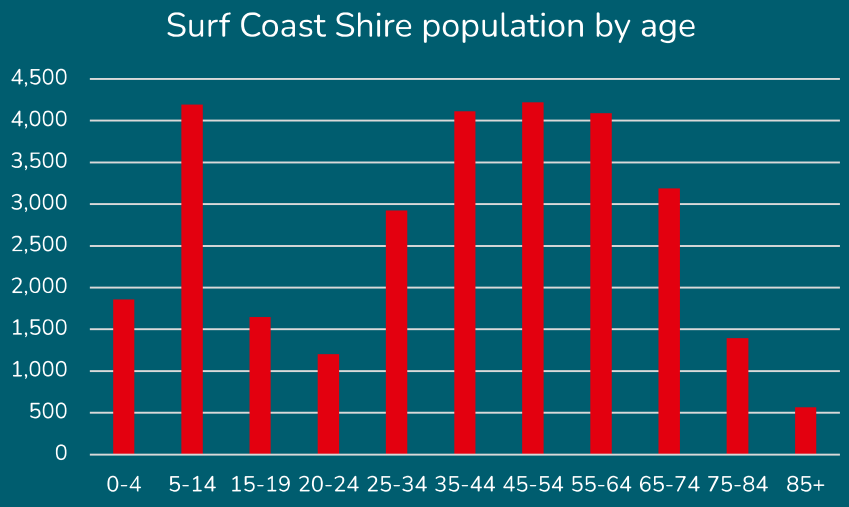
There is also a significant farming population and rural/residential communities.

Population and Age

The estimated population of the Surf Coast Shire for 2021 is around 32,000 resident population, forecasted to grow to around 36,000 by 2026 and around 40,000 by 2031. The growth proportion varies across townships, from 1% or 2% in rural towns such as Deans Marsh, to almost 30% in Torquay. In addition to that population and growth, we need to account for the peak periods increases (holiday home residents, seasonal visitors, event populations and day trippers) which can see a population increase as high as 900% for areas such as Lorne and Anglesea.

Surf Coast Shire has, like many other authorities, regions, and countries, an ageing population. Over the next 10 to 15 years the proportion of children under 14 years old is expected to decrease, while the portion of residents aged 65 years and over is expected to increase from 14% to 21%.

The growing and ageing population on one hand, and the considerable seasonal variation in road use size and type, pose significant challenges for the development of safety strategies, especially when accounting for the limited local budgets and the limited number of levers available to local authorities. Nevertheless, coordinated and inclusive planning and strategies can improve the safety outcomes for locals and tourists in the Shire.



The highest population bracket in Surf Coast Shire is adults aged between 25 and 64 years (42%), while children aged between 5 and 14 years represent 14% of the Shire's population

Current Road Safety Related Challenges

Some of the most important challenges underlined by the Surf Coast Shire Steering Committee and the key stakeholders, which impact on the development of the Strategy and the Action Plan, are:

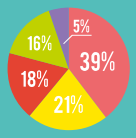
High proportion of high-speed rural roads

Population growth

Ageing infrastructure

Increasing number of cyclists using the network

Increasingly diverse road users



Changing population demographics

Accessibility Requirements

A very important aspect of any Strategy or Plan involving designing, developing or modifying routes and paths, is accessibility. All future plans need to extend people's accessibility to places, routes, and travel modes.

As part of the 2011 Census, around 3.4% of Surf Coast residents reported that they needed help in their day to day lives due to a disability. Corroborated with the ageing population, we should expect that the present proportion of residents with accessibility requirement is higher and increasing. We also know that access and mobility were identified as the two most important key issues in the Positive Ageing Strategy consultation. These elements urge for a serious consideration of accessibility and mobility solutions when developing the Strategy and the Action Plan.

Road Management

The vast majority of Surf Coast's roads can be divided into two broad categories:

- DoT's State Arterial roads; and
- Surf Coast Shire roads

It is also noted that some roads are controlled by Parks Victoria, Great Ocean Road Coast & Parks Authority (GORCAPA) and Department of Environment, Land, Water & Planning (DELWP).

DoT's State Arterial Roads are shown in black and red in Figure 2– Road Network within Surf Coast Shire. The majority of other roads are Council-managed.

Figure 2: Road Management

Interconnected Strategies

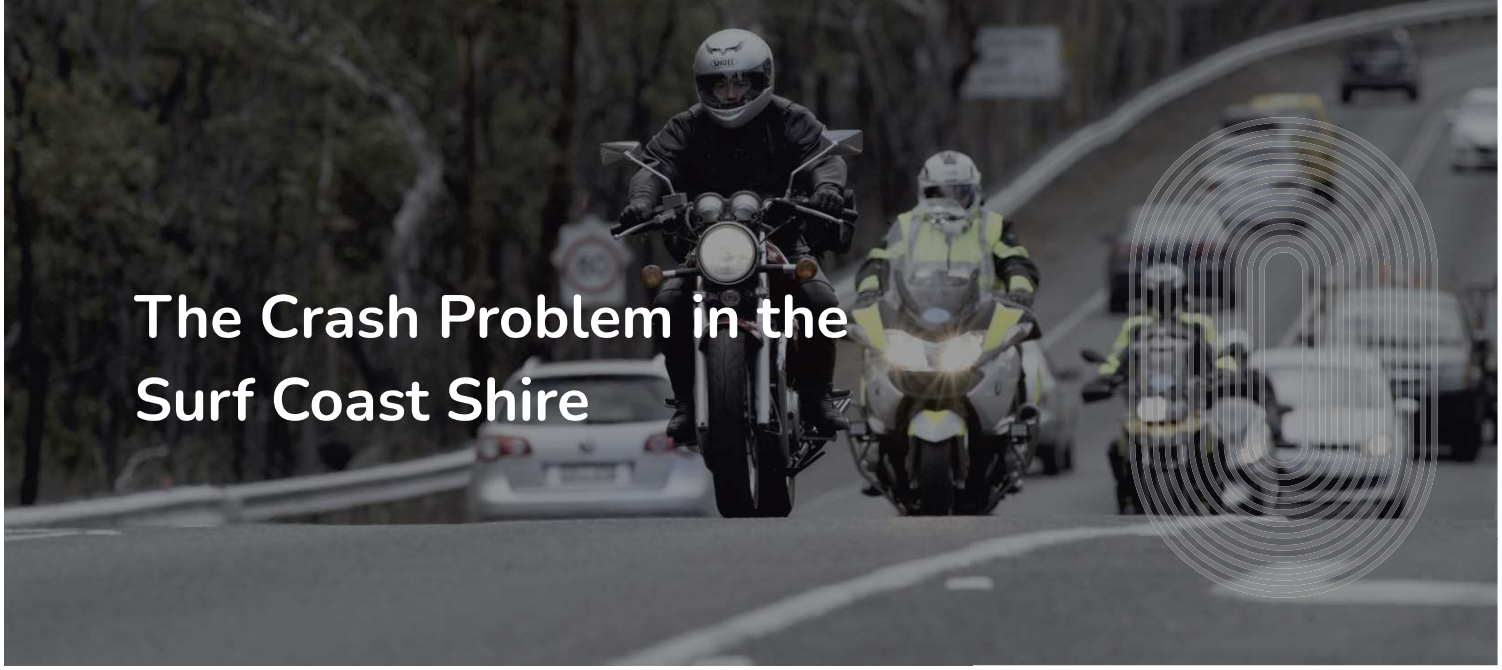
We reviewed the framework and guidance from connected or hierarchical documents and strategies, to understand the specific local crash situation and to create an appropriately adapted Strategy and Action Plan.

Surf Coast Shire Road Safety Strategy and Action Plan 2022 - 2027

The information provided by the documentation review, along with the crash data analysis results, the community and stakeholders consultation, were considered heavily when developing the current Strategy and Action Plan. Together, they make up the guiding foundation of the Surf Coast Shire Road Safety Strategy.

1. Surf Coast Shire Council Road Safety Strategy and Action Plan 2016-2021
2. Surf Coast Shire Road Network Management Plan
3. Road Management Plan 2021-2025
4. Surf Coast Shire Council Plan Incorporating the Health and Wellbeing Plan 2021 - 2025
5. Road Safety Strategy Review Steering Committee Presentation
6. Positive Ageing Strategy 2015-2018
7. Pathways Strategy PART A – 2012
8. Victorian Road Safety Strategy 2021-2030
9. National Road Safety Strategy 2021-30 – Consultation Draft February 2021
10. Safer Cycling Strategy 2022-2027

Figure 3: Interconnected Strategies



The Crash Problem in the Surf Coast Shire

Reporting of Crashes

For this Strategy, VicRoads (DoT) made available the data from the DoT's Road Crash Information System (RCIS) for Surf Coast Shire for the period from 2010 to November 2020. The data was used to ascertain the number of fatal, serious, and minor injury crashes within the Shire, as well as the locations of crashes and the 'type' of crash. It is noted that the crash data reviewed does not include details of crashes involving only property damage, as drivers are not obliged to report such crashes unless they involve damage to the property of a third party. This is not to say that crashes involving only property damage are considered irrelevant, rather that they are generally regarded as being of lesser significance in comparison to crashes involving personal injury or loss of life.

Highlight of Crash Analysis

The following sections will present several relevant results of the crash analysis noting that crash data is recorded for roads in the Surf Coast region that fall under three main organisations: State controlled roads operated by VicRoads (DoT); Local government roads operated by the Surf Coast Shire and minor access roads controlled by Parks Victoria.

The crash analysis provides an overview and general trend of crashes from 2010 to 2020. For comparative purposes, crashes were then divided into two five-year periods (2011-2015 and 2016-2020) to capture the similar crash trends in both periods. The results revealed 14 categories for further analysis. The following sub-sections further explored the statistics of these categories. Finally, crashes on Surf Coast Shire Council roads in each category were weighted to identify a priority list of the most impactful crash types that may require countermeasures.

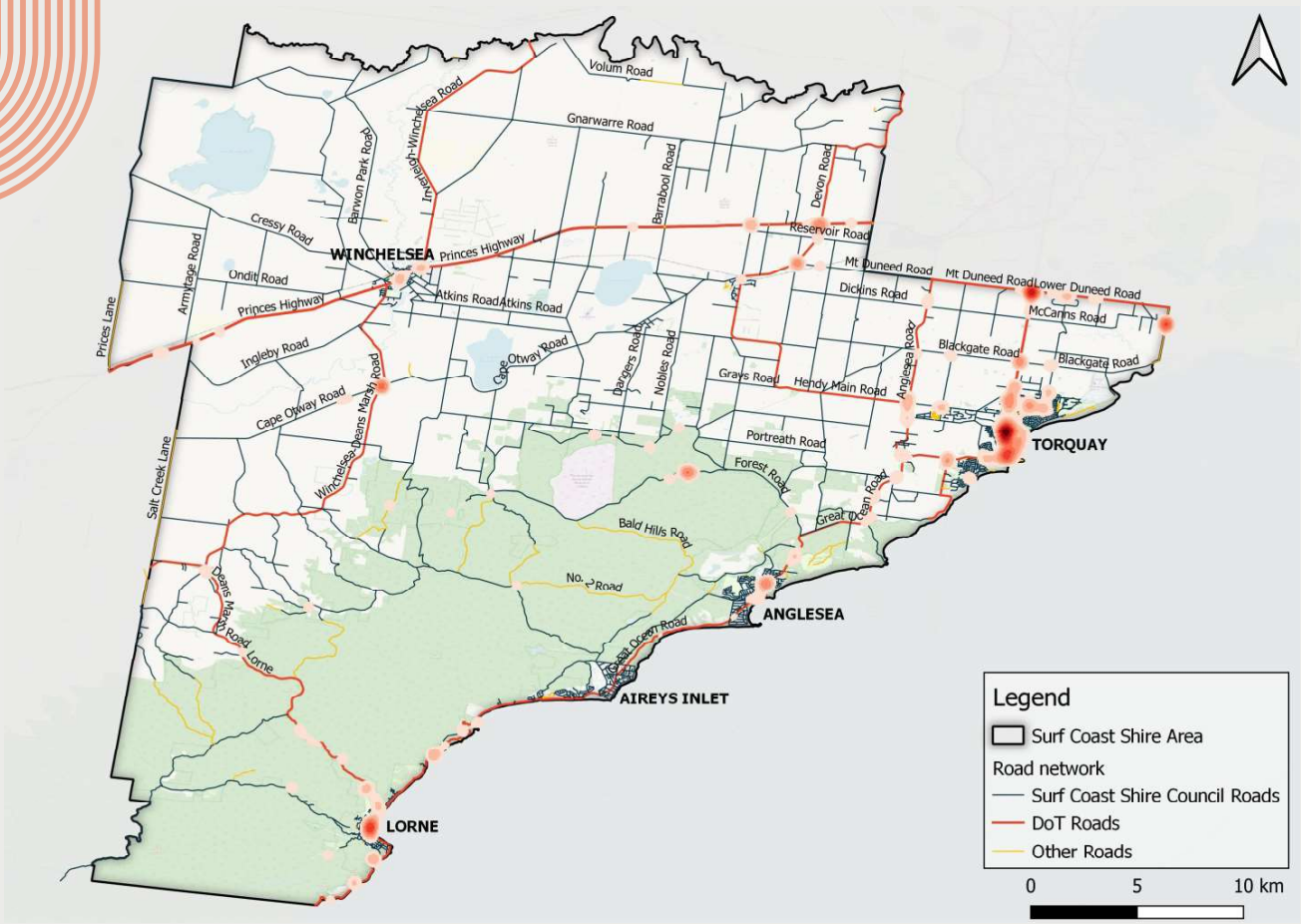


Figure 4: Heatmap of all casualty crashes in Surf Coast Shire Area from 2016-2020

Overview and General Trends

From 2010 to November 2020, in the Surf Coast Shire area, there were a total of 948 road crashes, of which 399 crashes resulted in people being fatally or seriously injured. Of this number 32 people lost their lives as a result of a crash. 1,317 people were injured but did not require hospitalization.

*It is noted that the significant crash reduction in 2020 may be due to the Covid-19 lockdown conditions.

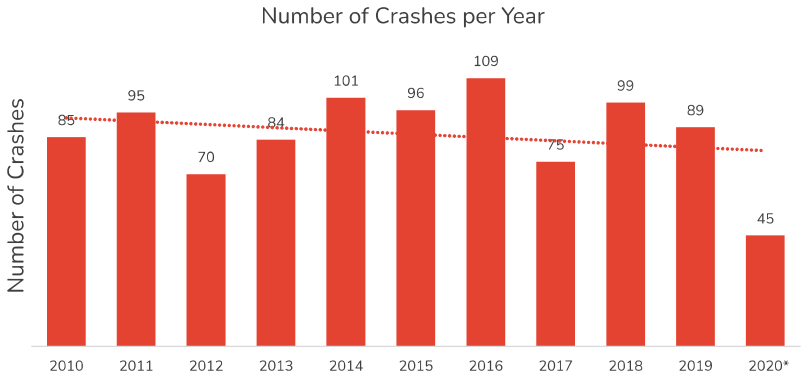


Figure 5: Number of crashes in Surf Coast Shire, by year

Similarly, we can observe the casualty trends in Figure 6 which show that the number of fatal and serious injuries fluctuated before 2016, then went to a downtrend in 2016-2020 period, with the same exception in 2020. Compared to 2010, in 2019, there were 10% more casualties. 2016 seems to be the peak year in terms of both the number of crashes and the number of fatal and serious injury casualties.

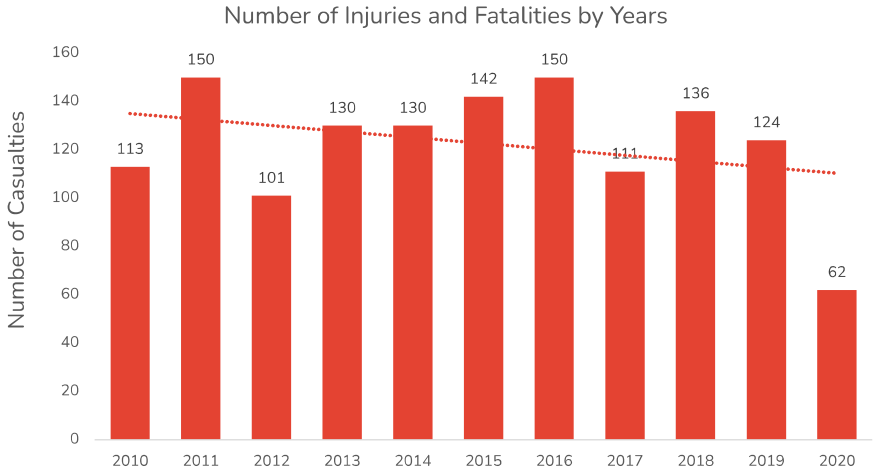


Figure 6: Number of fatal and serious injuries in Surf Coast Shire, by year

Crashes by Road User Group

Car drivers accounted for more than half of casualties in the Surf Coast Shire area during the 2016-2020 period, followed by car passengers, and motorcyclists, which are 26.97% and 11.46% respectively. The share of cyclist casualties is around 4.5% and the share of pedestrian casualties is less than 2% in this period.

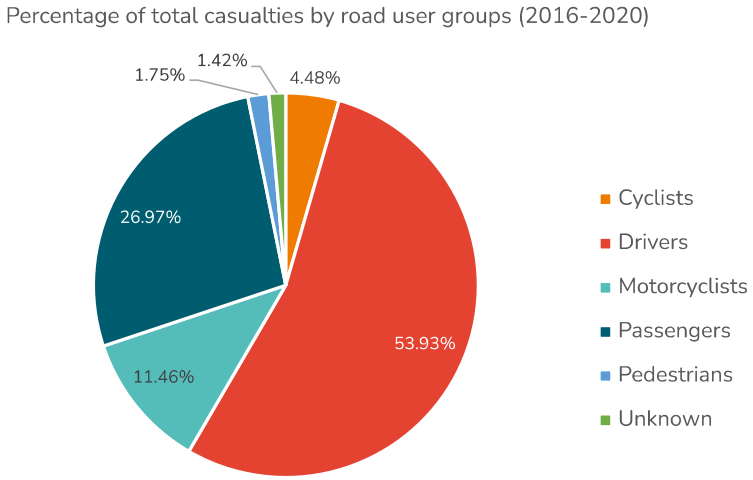


Figure 7: Crashes by road user group

Crashes by Categories

Based on the exploration of the crash data, crashes in Surf Coast Shire were divided into 14 categories of concern. The categorisation of crashes that occurred on Surf Coast Shire Council roads in the 2016-2020 period is presented below.

There was a total of three deaths on Surf Coast Shire Council roads in the last five years (2016-2020). The categories containing fatalities are crashes on high-speed limit roads (both sealed and unsealed roads), at midblocks, involving cyclists, heavy vehicles, and young drivers. Four categories show a high share of serious injuries (more than 40%), which are crashes on highspeed limit roads, on paved roads, at midblock, and involving visitors.

Some categories demonstrated the increasing trend of Fatality and Serious Injuries (FSI) casualties in the 2016-2020 period compared to the 2011-2015 period, including crashes at controlled and uncontrolled intersections, crashes involving pedestrians, cyclists, heavy vehicles, and older drivers (more than 65 years old).

70km/h – 100km/h ROADS

2 fatalities (on 100km/h roads)
49% of serious injuries (16% on 80km/h roads and 33% on 100km/h roads)

** Speed limit 70-100km/h*

30km/h - 60km/h ROADS

No fatality
30% of serious injuries (1% on 30km/h road and 14% on 50km/h roads)

** Speed limit 30-60km/h*

SEALED ROADS

2 fatalities
64% of serious injuries

** Crashes on paved roads*

UNSEALED ROADS

1 fatality
36% of serious injuries

** Crashes on gravel and unpaved roads*

MIDBLOCK

3 fatalities
63% of serious injuries

** Crashes at midblock*

HEAVY VEHICLES

1 fatality
7% of serious injuries

** Involves heavy vehicles ≥ 4.5t*

INTERSECTIONS

No fatality
37% of serious injuries

** Crashes at intersections*

NO CONTROL INTERSECTIONS

No fatality
16% of serious injuries

** Crashes at no traffic control intersections*

PEDESTRIANS

No fatality
10% of serious injuries

** Involves pedestrians*

CYCLISTS

1 fatality
5% of serious injuries

** Involves cyclists*

VISITORS

No fatality
47% of serious injuries

** Involves Surf Coast Shire visitors*

YOUNG DRIVERS

1 fatality
22% of serious injuries

** Involves 15-24 years old drivers (car and motorcycle)*

OLDER DRIVERS

No fatality
18% of serious injuries

** Involves 65+ years old drivers (car and motorcycle)*

MOTORCYCLISTS

No fatality
27% of serious injuries

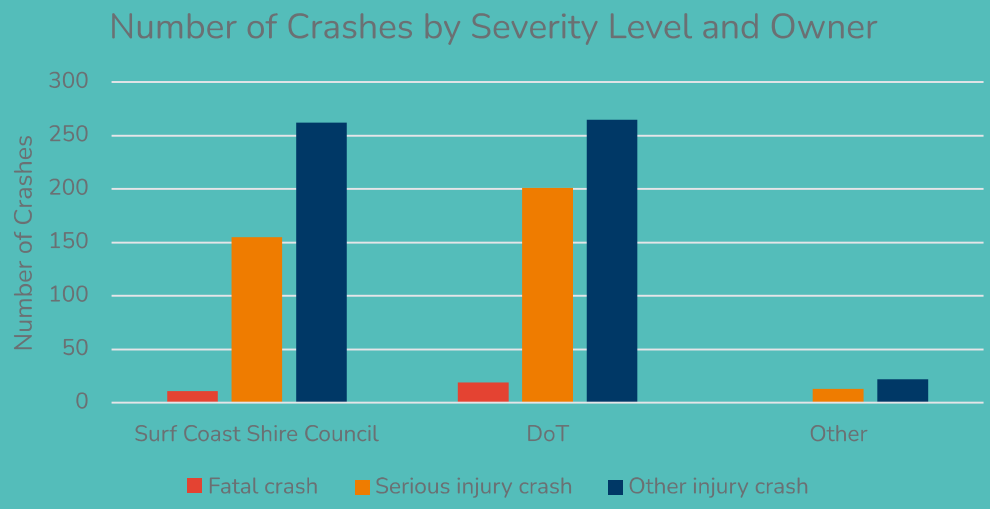
** Involves motorcyclists*

Increase in the number of FSI casualties in 2016-2020 period compared to 2011-2015 period

Decrease in the number of FSI casualties in 2016-2020 period compared to 2011-2015 period

Other Crash Trends and Particularities

- The highest number of severe crashes and injuries happened in January, the month with the highest population peak
- Increased severe crashes on weekends
- A high number of severe crashes occurred between 10am and 4pm
- In general, crashes happen in many places on Council roads, but Torquay has been a significant hotspot for many years, and saw a significant increase in crashes with severe injuries in 2019
- There were more fatal and serious injury crashes on DoT roads than on Council roads



- Many crashes happened in high-speed limit zones
- The likelihood of a fatal or serious injury crash is higher at midblock than at an intersection
- Of all intersection crashes, the uncontrolled intersections are most represented in the crash statistic
- There was an increase in fatal and serious injury crashes at uncontrolled intersections in the 2016-2020 period

Other Crash Trends and Particularities

There was a total of 32 pedestrian crashes occurring in built-up areas in the 2010-2020 period, including one fatal crash in 2012. The number of fatal and serious injury pedestrian casualties increased in the 2016-2020 period compared to the previous period. Most fatal and serious injury pedestrian casualties occurred when pedestrians left a footpath. Two pedestrians were hit while travelling on a footpath.

There was a total of 38 bicycle crashes in Surf Coast Shire in the five year period ending 2020, with one fatal bicycle crash in 2017. On DoT's Principal Bicycle Network, most bicycle crashes happened in an on-road bicycle lane.

The highest number of motorcyclist casualties was in 2015 in the **25-44 age group**

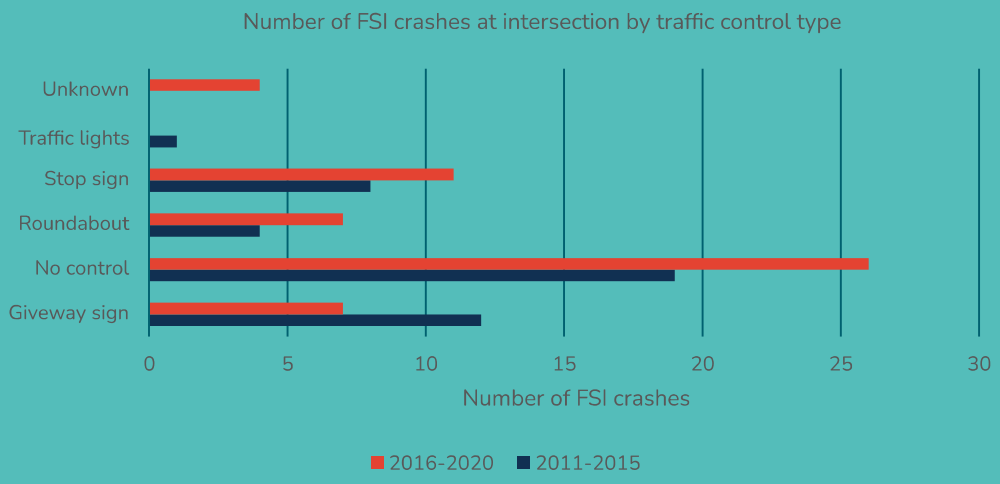


Figure 8: Other crash trends

There was an increase in fatal and serious injury heavy vehicle crashes in the 2016-2020 period compared to the 2011-2015 period. Moreover, above 78% of heavy vehicle crashes resulted in a fatal or serious injury (2016-2020).

Weighted Crashes 2016 – 2020

Using well-established methodology and weighting values[1], the analysis team have calculated the weighted crash scores by severity levels and crash type for all crashes on Surf Coast Shire Council roads from 2016 to November 2020.

Figure 9 below presents all crash types which lie below the first quartile priority order, according to the calculation. The weighting places an emphasis on the crash types most associated with the most frequently severe outcomes:

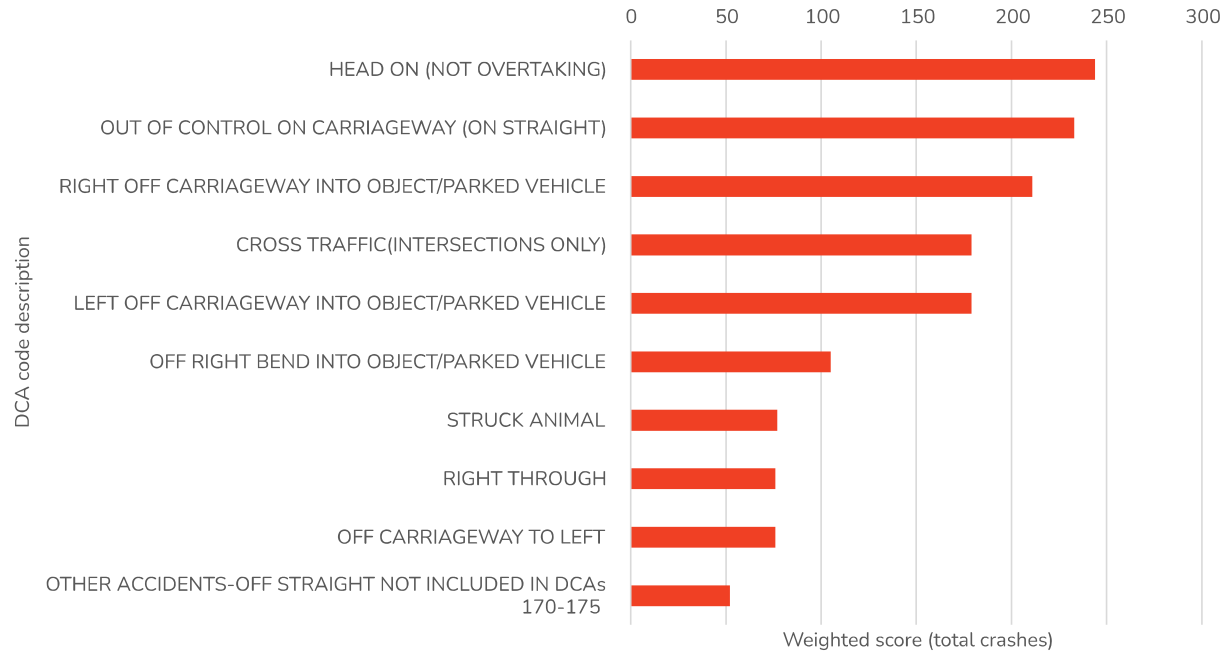


Figure 9: Weighted crashes by severity levels and DCA code for all crashes on Surf Coast Shire Council roads from 2016 to November 2020

1 - The crashes are weighted by severity using the Victorian Human Capital Costs for Rural Roads as specified in the National Guidelines for Transport System Management in Australian – Road Parameter Values (2015).

The summary of major crash types for each category is presented in the table below:

	Category	Major crash types
1	**High speed limit**	Vehicles from opposing directions and adjacent directions at an intersection; off road while going straight or on a curve
2	**Lower speed limit**	Off-road while going straight; pedestrian; vehicles from adjacent directions (intersection only) and opposing directions
3	**Sealed roads**	Vehicles from opposing directions and adjacent directions at an intersection; off road while going straight or on curve; pedestrian
4	**Gravel and unsealed roads**	Off road while going straight; on-road crash
5	**Intersections**	Vehicles from adjacent directions at an intersection; on-road crash
6	**No control intersections**	Off road while going straight; vehicles from adjacent directions at an intersection and from opposing directions
7	**Midblock**	Vehicles from opposing directions; off road while going straight or on a curve; on-road crash
8	**Pedestrians**	Pedestrian crossing at undesignated locations or emerging between parked vehicles
9	**Cyclists**	Vehicles from opposing directions and adjacent directions at an intersection; off road while going straight
10	**Motorcyclists**	Off road while going straight; on-road crash
11	**Heavy vehicles**	Vehicles from opposing directions
12	**Young drivers**	Vehicles from opposing directions and adjacent directions at an intersection; off road while going straight or on a curve
13	**Older drivers**	Vehicles from adjacent directions at an intersection and opposing directions; off road while going straight
14	**Visitors**	Off road while going straight; on-road crash; off road while at a curve

Table 1: Summary of major crash types by the categories, based on the weighted crashes by severity levels for all crashes on the Surf Coast Shire Council roads from 2016 to 2020

Community Consultation Findings

Between November 2021 and January 2022, 171 people responded to our survey on road safety. The majority of them (over 87% of valid answers) were living in the Shire, followed by those working or running a business in the Shire (over 12%), non-resident ratepayers (over 8%), tourists (6.8%) or attending school in the Shire (over 2%). An important note here is that one respondent can belong to more than one category at a time (such as living in the Shire and running a business in the Shire).

The distribution of gender was quite equal between female and male (49.3% to 46.5%) with an approximatively 4% preferring not to say or self-describe.

The highest proportion of respondents were in the 60-75 years old age group (48.6%), followed by the 40-59 years old age group (31.9%) and the 26-39 years old age group (13.9%). The participation of younger age groups was very low, with just 1.4% participants under 26 years old.

Perceived Safety on the Shire Road Networks

The participants were asked to choose how safe they feel while in Surf Coast Shire as car drivers, car passengers, pedestrians, cyclists, motorcyclists, public transport passengers or truck drivers. Their valid responses (excluding N/As) are presented in the chart below (Figure 10).

The overall image shows that there is a high proportion of respondents feeling unsafe on the Shire's road network, with these levels being over a quarter even for car drivers or passengers. This is an indication that initiatives such as this Strategy are necessary, and they will get the support and approval from the community.

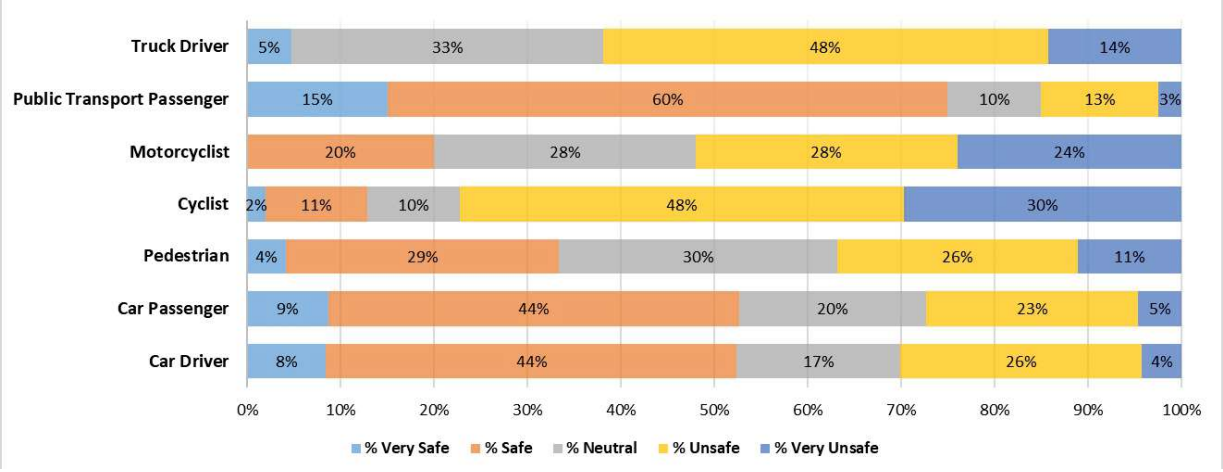
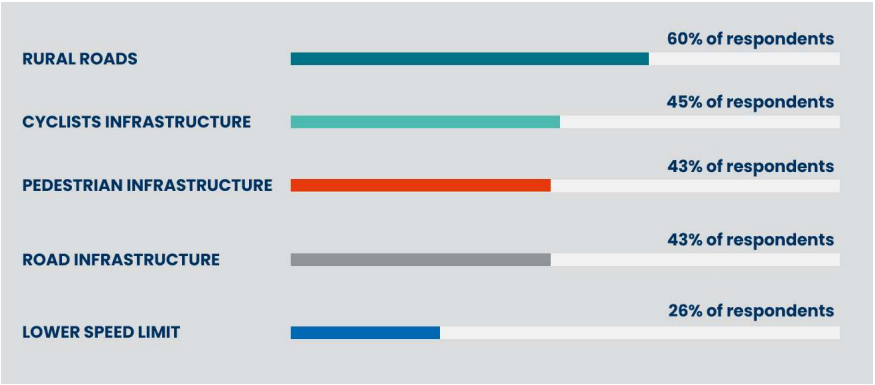


Figure 10: Perceived safety of respondents while in Surf Coast Shire as one of the categories listed

Prioritisation of Road Safety Activities

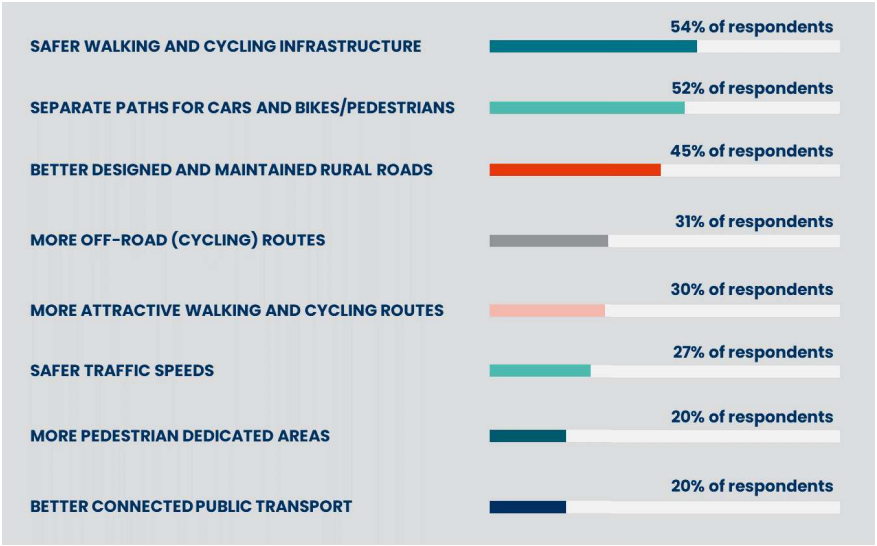
The respondents were asked to choose from a list, which activities they consider are of highest priority for the Council to implement in the following years. The respondents could also suggest other activities not included on the list.

In the top five, there were activities grouped in the following topics:



The next objective was to understand community perception about the most effective improvements the Shire should make to shift transportation towards more resilient and sustainable modes.

These are the top improvements with a significant percentage of responses:



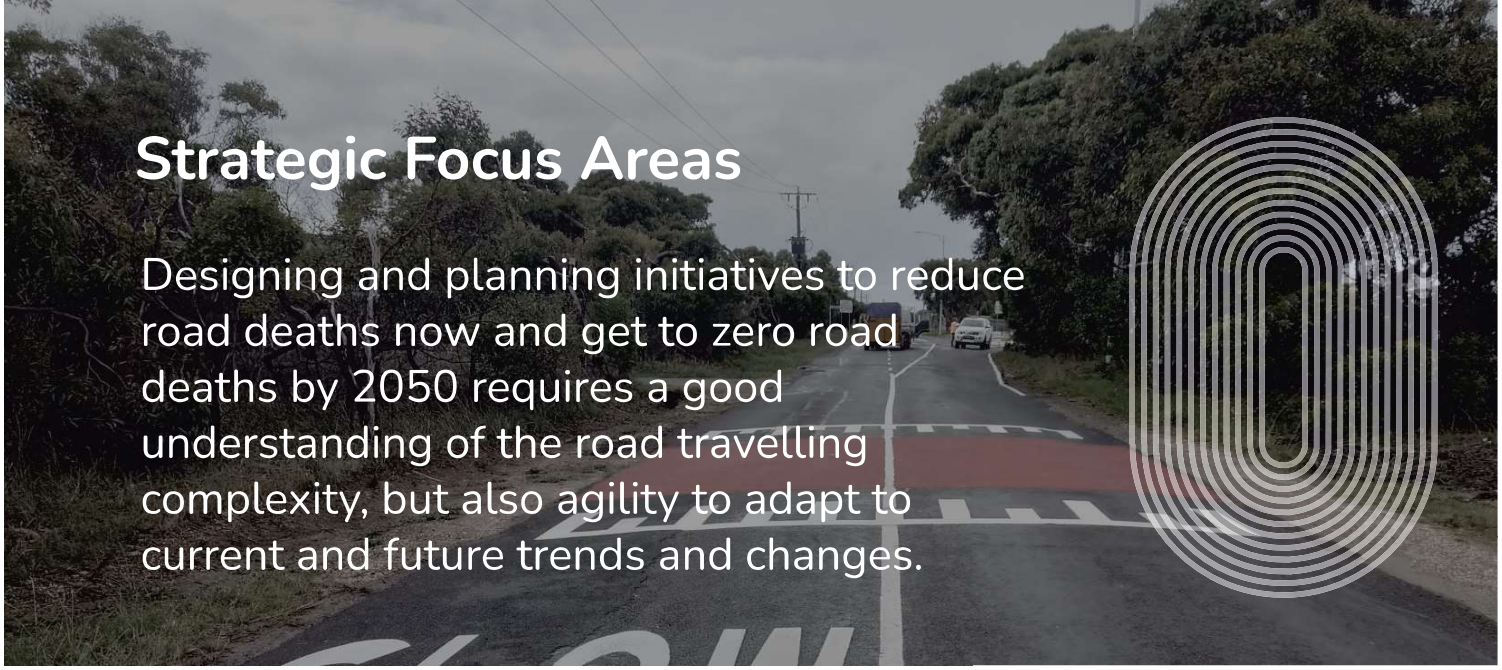
Community and Stakeholder Consultation Conclusions

The community and stakeholder consultation was a very useful step in the process of designing the Strategy and the Action Plan.

It was revealed that the population perceives a low or moderate level of safety across the Shire road network. The perception is consistent for all types of road users with a higher risk perceived especially by cyclists, truck drivers and pedestrians, and with public transport perceived to be the safest mode.

The most dangerous places identified in the crash analysis were confirmed by the public perception (with Torquay and Bellbrae on top), and the most important issues identified at those locations were related to speed, intersection safety, pedestrian safety, cyclist safety, and driver behaviour and compliance. Additionally, the respondents identified rural roads, road infrastructure related activities, road user distraction and local street focused activities as being amongst the most important improvements to undertake in the near future. These findings align with the findings from the crash and data analysis as well as the literature review. They will be prioritised in the action plan. The synergy between community perception and the data is a very positive starting point as it will ensure acceptance, support, and participation.

Road safety programs addressing school students, cyclists and drivers of all ages were identified as important and acceptable for the community. Among the most important improvements identified was the requirement to shift from car driver/passenger modes to more resilient and sustainable travel modes, safer walking and cycling infrastructure, paths for pedestrians and cyclists separated from the traffic, safer and better off-road routes and safer rural roads. Additionally, the respondents highlighted speed management as one of the important issues to address.



Strategic Focus Areas

Designing and planning initiatives to reduce road deaths now and get to zero road deaths by 2050 requires a good understanding of the road travelling complexity, but also agility to adapt to current and future trends and changes.

To help us with that, and following our regional road safety strategy approach, five strategic focus areas will support us in shaping the upcoming action plans and initiatives.

1 IMPROVING SAFETY ON HIGH-RISK ROADS

- Gravel roads represent a significant proportion of the Surf Coast Shire network and have a higher risk of crashes and a higher severity rate.
- Most deaths and serious injuries occur on high-speed roads in regional areas.

2 INTERSECTIONS AND MIDBLOCK SAFETY IN BUILT-UP AREAS

- Intersections and midblocks were found in the crash analysis to exhibit a high frequency of crashes and having a high proportion of serious injuries.

3 VULNERABLE AND UNPROTECTED ROAD USERS

- There was a total of 11 crashes involving pedestrians in Surf Coast Shire roads between 2016 – 2020.
- There was a total of 18 crashes involving cyclists in Surf Coast Shire roads between 2016 – 2020.
- Our analysis shows an increase of visitor casualty rate during peak months.

4 INCREASE LIVABILITY BY MAKING IT SAFER FOR PEOPLE TO MOVE AROUND OUR TOWNS

- Rapidly growing towns and communities within the Surf Coast Shire should not result in a reduction in life quality.
- A planning approach based on Movement and Place framework to inform road design and decision making.

5 SUPPORTING AND ENFORCING SAFE DRIVER BEHAVIOUR

- Support safer driver behaviour through deterrence and both active and passive enforcement activities and initiatives.
- Keep focus on high and low-level speeding, as well as drug and drink driving, wearing of seat belts, and distracted driving such as using a mobile phone.
- Complement enforcement with ongoing behaviour change programs and communications to promote positive and safe driver behaviours.

Goals

The following 10 goals are aligned with the Strategic Focus Areas to ensure the delivery of the Surf Coast Shire Strategy and Action Plan.

1. Reduce fatalities and serious injuries where speed is a contributing factor
2. Make remote and rural roads safe
3. Prepare the road network for the increased connectivity and automation of vehicles
4. Improve intersection designs to improve survivability
5. Improve pedestrian and cyclist infrastructure and safety
6. Ensure unprotected and vulnerable road users are supported by the road system, not impacted by it
7. Create accessible communities
8. Preparing the network for increased E-mobility
9. Reduce fatalities and serious injuries where speed, alcohol, and/or drugs are involved
10. Reduce fatalities and serious injuries where drivers engage in distracting behaviour

Safety Performance Indicators

Achieving goals is strictly dependent on setting, monitoring, and measuring appropriate Safety Performance Indicators (SPIs) in relation to each goal. SPIs allow anyone to understand at any point how close the Surf Coast Shire is to achieving the goals that were set.

SPIs for Goal 1: Reduce fatalities and serious injuries where speed is a contributing factor

- SPI1.1 – Proportion of drivers exceeding the speed limit on targeted roads (Objective: 90% within the speed limit by 2027)
- SPI1.2 – The 85th speed percentile (or the average speed) on targeted roads (Objective: 85th speed percentile within speed limit by 2027)

SPIs for Goal 2: Make remote and rural roads safe for all road users

- SPI2.1 – Percentage of remote and rural roads inspected/audited for safety (Objective: To assess 100% by 2027)
- SPI2.2 – Percentage of remote and rural roads in good safety condition – equivalent to iRAP 3 Stars or better (Objective: Two treated sites per year to an iRAP 3 Stars or better)

SPIs for Goal 3: Prepare the road network for increased connectivity and automation of vehicles

- SPI3.1 – Percentage of road with good and clear markings and signage (Objective: To assess 100% of local road network by 2027)

SPIs for Goal 4: Improve designs to improve survivability

- SPI4.1 – Proportion of crashes occurring at intersections, of all crashes (Objective: To decrease by 20% by 2027; baseline measurement is year 2019)
- SPI4.2 – Proportion of severe and fatal crashes of all crashes occurring at intersections (Objective: To decrease by 10% by 2027; baseline measurement is year 2019)
- SPI4.3 – Proportion of intersections inspected/audited for safety (Objective: At least five sites per year)

SPIs for Goal 5: Improve pedestrian and cyclist infrastructure and safety

- SPI5.1 – Proportion of pedestrian infrastructure that is implemented in line with the Safe System objectives (Objective: To bring 100% up to standard by 2027)
- SPI5.2 Number of actions implemented from the Safer Cycling Strategy (Objective: To adopt 100% of actions by 2027)

SPIs for Goal 6: Ensure unprotected and vulnerable road users are supported by the road system, not impacted by it

- SPI6.1 – Number of road safety campaigns (Objective: To target 100% of the tourist sites and schools by 2027)

SPIs for Goal 7: Create accessible communities

- SPI7.1 – Number of townships where a Movement and Place assessment has been completed (Objective: Implementing one project as a result of M&P assessment to create change reflective of an accessibile community)

SPIs for Goal 8: Preparing the network for increased E-mobility

- SPI8.1 – Number of policies and charging stations delivered (Objective: To install at least ten charging stations by 2027, with at least one in every township)

SPIs for Goal 9: Reduce fatalities and serious injuries where speed, alcohol and/or drugs are involved

- SPI9.1 – Percentage of drivers stopped by police and found not to be under the influence of alcohol while driving (Objective: To be agreed on a target by 2027 with Police)
- SPI9.2 – Percentage of drivers stopped by police and found not to be under the influence of drugs while driving (Objective: To be agreed on a target by 2027 with Police)

SPIs for Goal 10: Reduce fatalities and serious injuries where drivers engage in distracting behaviour

- SPI10.1 – Percentage of road network covered by distraction detection means or actions – such as infrastructure measures or enforcement actions (Objective: To increase the number of campaigns by 20% by 2027; baseline measurement is year 2019)

What can we do?

Under this Strategy, the Surf Coast Shire is adopting the Safe System approach which aims to create a road transport system that makes allowance for errors and minimises the consequences by considering all the factors and their combined effects on road safety.

As seen in Figure 11, the Safe System approach encourages a better understanding of the interaction between the fundamental components of the road system:

Safer roads and roadsides are predictable and forgiving of mistakes – their design should encourage appropriate road user behaviour and speeds.

Safer speeds require speed limits which suit the function and level of safety of the road and the road user understands and complies with those speed limits and drives to the conditions.

Safer vehicles help prevent crashes and protect road users from crashes forces that cause death and serious injury.

Safer people ensure road users are competent, alert, and unimpaired, and people comply with road rules and choose safer vehicles.

Post-Crash Care ensures that the way in which persons injured in road traffic crashes are dealt with following a crash determines their chances and the quality of survival.

Figure 11: Safe System Approach representation

The Safe System approach is based on the ethical principle that human life is the highest good – it is not negotiable – and the fact that all citizens have a right to a safe transport system. Road deaths and serious injuries are unacceptable and avoidable, and this should dictate the design, use, and operation of the road network. The approach has been adopted by key global organisations (including the World Bank, WHO, United Nations, PIARC, and others) as well as those countries with the best road safety outcomes.

The approach highlights various key principles, including that:

- people inevitably make mistakes that can lead to road crashes;
- the human body has a limited physical ability to tolerate crash forces before serious harm occurs;
- a shared responsibility exists amongst those who design, build, manage, and use roads and vehicles, as well as those who provide post-crash care to prevent crashes resulting in serious injury or death; and
- all parts of the system must be strengthened to employ their effects so that if one part fails, road users are still protected.

Action Planning

The Road Safety Strategy Steering Committee oversaw and provided guidance on the development of the present Strategy supported by specialists that contributed to key aspects of its development. This included regular meetings and reporting, a literature review including relevant local, regional, and national documentation to ensure correlation and coordination on both vertical and horizontal levels. It also included a ten-year crash analysis to analyse the specifics and the trends of the crash phenomenon in the Shire, and consultation with the key stakeholders and the community to capture their understanding, opinions and needs.

These processes ensure that the Strategy and the Action Plan are well informed, data and research-led, focused on the most effective safety measures and interventions, while making sure that the road safety particularities of the Surf Coast Shire are also accounted and planned for. Plans are thought to deliver rapid fixes (short term impact initiatives), but also medium and long-term positive changes which impact not only on the road safety, but also the lifestyles and health of the community.

Including the community in the preparation of these documents also opened a communication door for the Council to consistently communicate with them and actively involve and engage the community in building a safer and healthier travel environment in the Shire.

The action plan establishes goals for each of the strategic focus area, as well as actions which will be undertaken to achieve those goals.

Specific objectives are then identified for each of the actions to be undertaken, and are complemented with output measures and performance measures to ensure that progress is efficiently made and that targets are met.

Strategic Focus Area 1: Improving Safety on High Risk Roads

Goal 1: Reduce fatalities and serious injuries where speed is a contributing factor

Action	Specific objective	Output measure	Performance measure
1. Advocate to VicPol and DoT for installation of speed cameras in the most dangerous locations and/or areas of community concern	Creation of a business case that would support installation of cameras	Number of cameras installed	Speed / average speed / 85th percentiles
2. Treat high/inappropriate speed related crash sites	Treat up to three sites per year (co-relate high speed locations with crash data)	Number of sites treated	Percentage of speed related dangerous sites treated
3. Identify risk associated with speed across the road network	Understand the gap between speed and infrastructure by assessing up to five roads with volumes greater than 1,000 Vehicles Per Day	Identify potential or existing crash types. Develop and implement measures that align speed and infrastructure to increase survivability	Number of areas where risk associated with speed are reduced or eliminated
4. Install temporary or permanent speed trailers (e.g., "Your Speed" sign)	Install mobile unit at up to 20 sites per year	Number of sites mobile unit is installed	85th percentile or average speeds within the speed limit measured before and after installation

Strategic Focus Area 1: Improving Safety on High Risk Roads

Goal 2: Make remote and rural roads safe

Action	Specific objective	Output measure	Performance measure
5. Assess unsealed road network and prioritise high risk roads	Assess the unsealed road network with volumes greater than 100 vehicles per day	Assessment reports	Kilometres per year assessed
6. Make improvements to unsealed high risk roads	Treat two sites per year	Number of roads treated	Percentage of roads improved of the total unsealed network
7. Systematic improvements to sealed roads hot-spots identified in the crash analysis	Treat up to five sites per year	Number of sites treated	Percentage of sites treated of the total high-risk sites
8. Implement a mass action program for installation of consistent safety measures along dangerous roads / routes e.g. Curve Alignment Markers; audio tactile line marking, safety barriers, delineation etc	Implement up to eight mass action treatments by 2027	Number of mass action programs implemented	Percentage of roads with risk decreasing measures

Strategic Focus Area 1: Improving Safety on High Risk Roads

Goal 3: Prepare the road network for increased connectivity and automation of vehicles

Action	Specific objective	Output measure	Performance measure
9. Assess the road network for condition of markings and signage	100% of local road corridors between townships assessed by 2027	Number of corridors completed	Percentage of roads that satisfy the threshold

Strategic Focus Area 2: Intersections and Midblock Safety in Built-up Areas

Goal 4: Improve designs to increase survivability

Action	Specific objective	Output measure	Performance measure
10. Assess and systemically prioritise high risk locations in build-up areas	Identify at least five sites to be assessed per year	Assessment reports	Number of sites treated
11. Systematic treatment of high-risk locations - identified in the crash analysis and in the assessment reports (with a Safe System focus)	Treat at least three sites per year	Number of sites/ intersections treated	Percentage of sites with low risk

Strategic Focus Area 3: Vulnerable and Unprotected Road Users

Goal 5: Increase pedestrian safety

Action	Specific objective	Output measure	Performance measure
12. Incorporate accessibility measures when assessing and treating infrastructure - new and renewed	Integrate pedestrian safety with the planning process	Changes with the infrastructure and design that reflects the Safe System principles	Increased compliance for all Council's departments to apply correct and current standards
13. Assess pedestrian infrastructure for markings and signage (with a Safe Systems focus)	Liaison with Asset Management and Project management team to ensure any new pedestrian infrastructure is constructed to current safety standards. Case by case assessment of existing infrastructure to standard	Percentage of new infrastructure to standard	Increased proportion in safe infrastructure
14. Systemically improve pedestrian crossing facilities at high use locations	At least 10 pedestrian crossing facilities improved by 2027	Number of crossing facilities treated (two crossings to be improved per year)	Increased proportion of pedestrian crossings with low crash risk

Strategic Focus Area 3: Vulnerable and Unprotected Road Users

Goal 5: Increase cyclist safety

Action	Specific objective	Output measure	Performance measure
15. Incorporate the Safer Cycling Strategy within the Road Safety Strategy and Action Plan	Adopt all recommended actions from the Safer Cycling Strategy	Number of actions adopted from the Cycling Strategy	Percentage of safe cyclists' infrastructure and/or safe speed limits

Goal 6: Improve motorcyclist safety

Action	Specific objective	Output measure	Performance measure
16. Advocate motorcycle safety on key tourist drives including DWELP sites	Nominate locations obtained from crash analysis and community feedback and amplify messages from other organisations e.g. TAC	Number of campaigns	Motorcycle safety awareness/ knowledge

Strategic Focus Area 3: Vulnerable and Unprotected Road Users

Goal 6: Improve motorcyclist safety

Action	Specific objective	Output measure	Performance measure
17. Provide motorcycle related messages on VMS to coincide with motorcycling peak months	Deploy portable VMS boards at peak periods	Number of VMS boards deployed	Number of infringements from Victoria Police

Goal 6: Increase tourist safety

Action	Specific objective	Output measure	Performance measure
18. Provide messages to target tourists safety on VMS to coincide with holiday periods	Collaborate closely with GORCAPA and other relevant authorities / departments (such as DoT and TAC) to disseminate road safety messages	Number of sites targeted with road safety message	Increased proportion of holiday season when the messages are used

Strategic Focus Area 3: Vulnerable and Unprotected Road Users

Goal 6: Children and Schools

Action	Specific objective	Output measure	Performance measure
19. Enforce parking around schools and assess school zones for improved safety (signage and infrastructure)	Attend each school by Local Laws officer each term and undertake signage and infrastructure assessment	100% of schools attended and assessed	Improved compliance
20. Promote safe driving, walking and cycling to schools	Work closely with Community and Wellbeing officers to promote safe travel to schools	Provision of newsletter material every school term	Improved behaviour and active travel to schools

Strategic Focus Area 4: Increase Livability by Making it Safer for People to Move Around our Towns

Goal 7: Create accessible communities

Action	Specific objective	Output measure	Performance measure
21. Use Movement and Place Framework to identify network wide pedestrian deficiencies and apply measures to close those gaps	Undertake at least one review by 2027 including capacity building in utilising the Movement and Place tool	Improved capability in using the Movement and Place	Number of Movement and Place assessments

Goal 8: Preparing the network for increased e-mobility

Action	Specific objective	Output measure	Performance measure
22. Continue to develop and promote fleet policies to include electric vehicles and charging stations	Support Sustainability and Fleet teams to implement ten charging station by 2027	Implementation of a charging station in each township	Proportion of companies having an EV policy implemented

Strategic Focus Area 5: Supporting and Enforcing Safer Driver Behaviour

Goal 9: Increase efficiency of speed enforcement

Action	Specific objective	Output measure	Performance measure
23. Amplify TAC & DOT awareness and education media and social media campaigns on the effect of high-speed driving	Consistently advocate the road safety message through different channels	Number of campaigns rolled out within Surf Coast Shire per year	Number of speed related infringements from Victoria Police
24. Campaign/promote for increased driver safety on unsealed roads	Release social media posts regarding unsealed roads	Number of social media posts per year	Proportion of drivers with good skills for driving on unsealed roads

Strategic Focus Area 5: Supporting and Enforcing Safer Driver Behaviour

Goal 9: Decrease driving under influence behaviour occurrence

Action	Specific objective	Output measure	Performance measure
25. Amplify TAC & DOT awareness and education programs on driving under influence of drugs and alcohol	Consistently advocating the road safety message through different channels	Number of campaigns rolled out within Surf Coast Shire per year	Number of infringements from Victoria Police
26. Advocate for increased police filters on drink and drug driving - peak times, coordinated campaigns, events, etc.	Consistently advocating the road safety message through different channels	Number of campaigns rolled out within Surf Coast Shire per year	Number of infringements from Victoria Police

Strategic Focus Area 5: Supporting and Enforcing Safer Driver Behaviour

Goal 10: Reduce fatalities and serious injuries where drivers engage in distracting behaviour

Action	Specific objective	Output measure	Performance measure
27. Implement a mass action program for installation of infrastructure-based strategies, such as centre line and edge line audiotactile line marking which can combat distracted driving by bringing the driver's attention back to the roadway	Creating a business case for delivering a driver distraction mass action plan by 2027	Business case	Percentage of network treated
28. Use media messaging to target distracting behaviour	Consistently advocating the road safety message through different channels	Number of campaigns rolled out within Surf Coast Shire per year	Number of infringements from Victoria Police

Note: The number of infringements varies subject to police effort

COASTING TOWARDS ZERO

ROAD SAFETY STRATEGY 2022 - 2027

Surf COAST SHIRE

ROAD SOLUTIONS