



THE CITY OF
GREATER GEELONG

VISION ZERO GEELONG: SAFE LOCAL TRAVEL

2022-27

MAYOR AND CEO MESSAGE

The City of Greater Geelong works with the community to create a vibrant, diverse and sustainable city. We all want a liveable city where people feel connected and able to access opportunities to live life to the full. To achieve this requires a transport system that functions safely and efficiently.

As our population grows, and visitors and businesses are attracted to the area, we can expect more people on our roads. To accommodate this growth, we are working to improve and maintain the road network, facilitate efficient traffic movements and keep road safety as our top priority.

Over the last decade the number of fatal and serious injury crashes on our roads has fluctuated from year to year, but overall the number has remained steady. We average 200 fatal and serious injury crashes every year, eight of which are fatal. This is too high.

We have a long-term vision of achieving the Vision Zero target of zero deaths and serious injuries on our roads. *The Victorian Road Safety Strategy 2021–2030* sets an interim target of halving road deaths and reducing serious injuries by 2030. We aim to play our part in reaching these targets, and making our roads and streets safer.

To understand the road safety issues we face, we asked road users what they thought, worked with road safety experts and looked at the engineering data collected for local crashes.

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

1. Leadership and Best Practice – We are committed to Vision Zero and the Safe System Approach and we will act as an exemplar for road safety.

2. Working Together – We will work with our Road Safety Partners and the local community to shape the future of road safety together.

3. Safe System Approach – We will apply the globally recognised Safe System approach, which addresses the four main factors that contribute to a crash:

- Safe roads and paths
- Safe Speeds
- Safe People
- Safe Vehicles

4. Active and Public Transport – We will reduce risks for active transport users, recognising how important this is for a healthy and sustainable community.

Using these themes, we have set ourselves an ambitious action plan, which we will deliver with your support, and the support of our road safety partners.

We thank the Department of Transport and the Transport Accident Commission (TAC) for their input and contributions to the development of this strategy. These two organisations have provided valuable data and technical advice, recommendations for strong and innovative actions to help reach our ambitious targets.

We value the support of these two organisations and look forward to delivering the actions in this strategy with our stakeholders.



A handwritten signature in black ink, reading 'Peter Murrihy'.

Cr Peter Murrihy
MAYOR
City of Greater Geelong



A handwritten signature in black ink, reading 'Martin Cutter'.

Martin Cutter
CEO
City of Greater Geelong



Pictured: Pedestrian operated signals help Bellarine Rail Trail users safely cross Tivoli Drive, Curlewis



We acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways & Skies. We pay our respects to their Elders, past and present. We acknowledge all Aboriginal and Torres Strait Islander people who are a part of our Greater Geelong community today.

Artwork: Corio by Dr Jenny Murray-Jones



CONTENTS

MAYOR AND CEO MESSAGE	2
OUR VISION	4
ABOUT OUR MUNICIPALITY	6
ROADS IN OUR REGION	6
OUR ROLE	8
OUR APPROACH TO ROAD SAFETY	11
PRINCIPLES OF THE SAFE SYSTEM	12
ELEMENTS OF THE SAFE SYSTEM	13
DEVELOPING OUR VISION ZERO STRATEGY	14
CRASH DATA – COMPARISON	16
CRASH DATA – TREND	18
OUR STRATEGY AND ACTION PLAN	22
ACTION PLAN	24



ACKNOWLEDGEMENTS

We would like to extend our gratitude to Safe System Solutions for helping us to prepare this strategy, as well as the many community members and stakeholders whose feedback helped shape this plan.

OUR VISION

The City of Greater Geelong aims to eliminate death from our roads by 2050, with a first step of halving road deaths and reducing serious injuries by 2030, in line with state objectives in the Victorian Road Safety Strategy 2021–2030.

Together with our road safety partners, and the contribution of our communities, we aim to play our part in reaching these targets and making our roads and streets safer.

Our aims are ambitious and we will deploy the latest thinking, tools and techniques to identify issues and implement solutions.

KEY MOVES

Following is the list of key moves from our action plan that we believe will make the biggest difference to road trauma, and help us reach our road trauma targets:



Develop a program of Local Area Traffic Management Plans for precincts to proactively review and address identified road safety issues

Area-wide Local Area Traffic Management treatments give greater safety and amenity outcomes than individual treatments



Implement area wide 40 km/h zones in residential areas where studies and/or community feedback show that speed is a safety issue

Lower speeds in residential streets reduce the risk of serious injury or death in the event of a crash



Work with the Department of Transport to develop a speed limit strategy for all local and arterial roads

Making sure all speed limits in Greater Geelong suit the category of road and their role within the transport network will reduce road trauma



Trial road safety treatments that target road safety issues arising from seasonal visits

The population of tourist towns greatly increases during the holidays. Focusing on this transient population will reduce road trauma



Trial school zone safety treatments

Primary school students are among our most vulnerable road users to serious injury or death in the event of a crash



Work with existing cycling advisory group to identify a list of prioritised routes for separating cyclists from vehicular traffic

Separating bicycles from vehicle traffic greatly reduces the risk of a crash

KEY THEMES

1. LEADERSHIP AND BEST PRACTICE

We are committed to achieving zero lives lost on all roads and the Safe System Approach. We will act as an exemplar by integrating this ethos into our way of working, while encouraging others to do the same. We will continuously build our capability and deliver improvements based on sound evidence, the latest ideas and technologies, and carefully considered prioritisation.

2. WORKING TOGETHER

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

- road safety partners, including the Department of Transport, Transport Accident Commission (TAC), Victoria Police and health services, to achieve more than we can alone
- our community, by listening and engaging with you so that you can help to shape the future of road safety in Greater Geelong.

3. SAFE SYSTEM APPROACH

We will apply the four interacting elements of the Safe System approach to address the main factors contributing to crashes. This means:

- Safe Roads – our roads and streets should be

designed, built and maintained so that the risk of a crash is minimised and the severity of crashes are reduced.

- Safe Speeds – our roads should have appropriate speed limits and road users should travel at speeds that are safe for the road conditions, reducing the chances and consequences of a crash.
- Safe People – we should all exercise care, attention and awareness of others for our safety and the safety of others.
- Safe Vehicles – modern vehicles include features which improve the safety of drivers, passengers and other people.

4. ACTIVE AND PUBLIC TRANSPORT

We will reduce risks for active transport users, recognising how important this is for a healthy and sustainable community, and that pedestrians and cyclists are particularly vulnerable. By reducing vehicular traffic, active transport supports healthier lifestyles and a healthier environment.

This strategy is not a stand-alone document. It is part of a suite of strategies and plans designed to promote a vibrant, attractive, inclusive and sustainable future.

Pictured: Seasonal speed reductions and rumble strip treatments help improve safety on Thirteenth Beach Road, Barwon Heads



ABOUT OUR MUNICIPALITY

Located 75 kilometres from the Melbourne CBD, the municipality covers 1,247km, comprising country, coastal and suburban areas.

Between 2010–19 the population increased by over 46,000 people. Growth is projected to continue and has been concentrated most heavily in suburban Geelong, as well as Lara and Leopold. During peak holiday season, the population can increase by up to 70 per cent.

ROADS IN OUR REGION

Our region has strong links with Victoria's wider transport networks and is a major transport hub. The primary road link to the wider region is the Princes Freeway (M1), which links the Geelong road network to Melbourne. Geelong is also the gateway to the Great Ocean Road scenic roadway – a popular tourist route.

Many of the region's highways converge in Geelong, including:

- the Midland Highway
- Hamilton Highway
- Princes Highway
- the Geelong-Bacchus Marsh Road
- Bellarine Highway and
- Surf Coast Highway.

When the Geelong Ring Road was completed in early 2013, it resulted in all regional-level highways linking with the M1, thus providing through access to Melbourne.

While Regional Roads Victoria manages over 500 kilometres of arterial roads within the municipality, we manage approximately 2250km of roads, including:

- sealed roads = 1765 kilometres
- unsealed roads = 358 kilometres
- sealed lanes = 34 kilometres
- unsealed lanes = 38 kilometres
- unformed fire tracks = 14 kilometres
- recreation tracks = 46 kilometres.



Figure 1: Major roads in our municipality



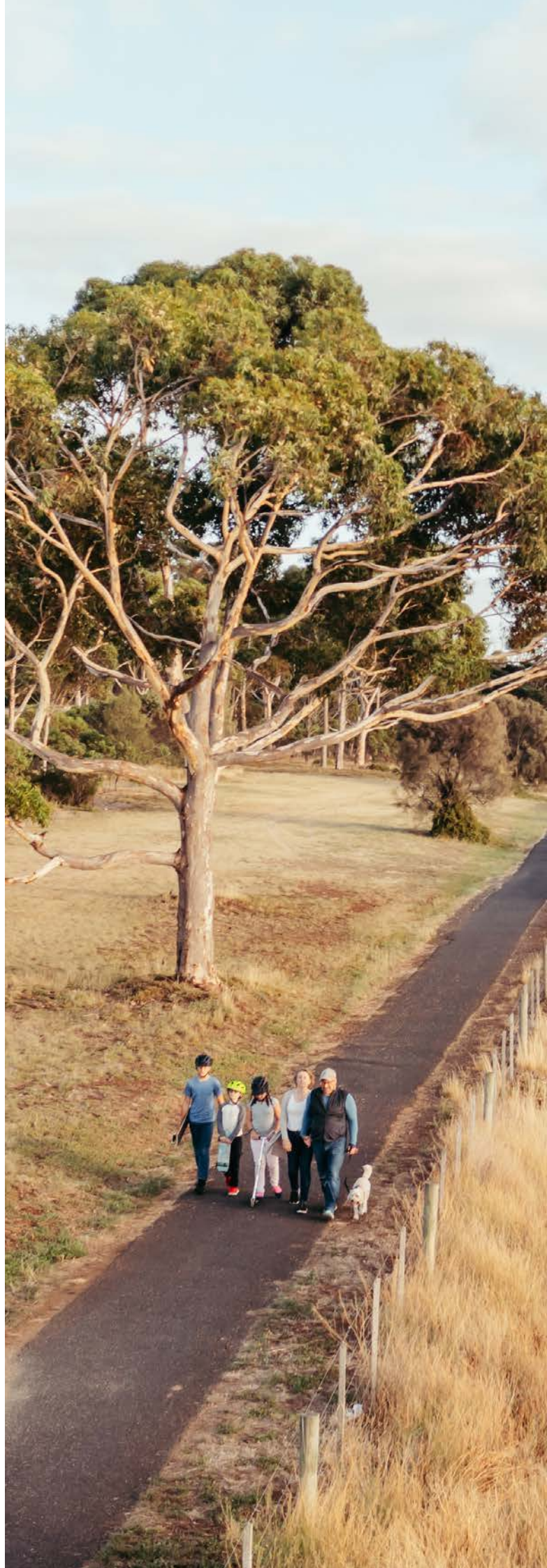
Pictured: Victoria Police is an important stakeholder in road safety

OUR ROLE

Like all local government authorities, we have an important role to play in improving road safety.

Our roles include:

- **Road Authority** – managing the safety of the roads we own and manage, including a duty of care towards road users
- **Planning Authority** – making decisions about land use and development that won't compromise road safety
- **Employer** – maintaining safe fleet vehicles and making sure our employees behave responsibly on the roads, while extending these principles to our contractors
- **Lobbyist** – advocating to government for funding that improves transport infrastructure and services, as well as changes to legislation that will benefit the community
- **Community advocate** – engaging and empowering our community to contribute to road safety by supporting community education and coordinating local resources



**Pictured: Hovells Creek Shared Path
provides an off-road pedestrian and cyclist
link between Lara and Geelong**

We can improve road safety through all of these roles, but we are also reliant on other levels of government to fund and provide certain infrastructure, services, policies, legislation and guidance. The split of responsibilities between different levels of government are shown below in simplified form.

THE CITY OF GREATER GEELONG

- Building and maintaining local roads
- Local bike and pedestrian networks
- Advocating and supporting delivery of state infrastructure and services

VICTORIAN GOVERNMENT

- Building and managing freeway, arterial roads and public transport networks
- Providing train and bus services
- Strategic bike networks
- Speed limit policy (for all roads)
- Road Rules/Legislation/Law
- Vehicle standards

AUSTRALIAN GOVERNMENT

- Funding for national highway network
- City-shaping transport projects
- Program funding for local government transport projects

While we identify and implement road safety improvements within our sphere of influence, we also advocate for improvements that are the responsibility of other parts of government. We support the Department of Transport's infrastructure upgrades on arterial roads, particularly those that protect vulnerable road users and decrease the severity of crashes.



Pictured: The raised pedestrian crossing treatments at this intersection give pedestrians priority over vehicles at all times.

KILGOUR & YARRA STREETS, SOUTH GEELONG

This project was designed to give pedestrians priority over vehicles at the roundabout. The features of the treatment include: speed reductions on Yarra and Kilgour streets; reduced approach speeds to the roundabout; designated crossings to give pedestrians; and visual separation of cyclists.

This project addresses a key principle of the Safe System: people are vulnerable. The treatment also supports the Principle Bicycle Network east-west and north-south links between Latrobe Terrace and St Albans Road, and between Eastern Beach and the Barwon River.

* Upgraded as part of the Safe Travel in Local Streets program, funded by the Victorian Government, in partnership with TAC.

OUR APPROACH TO ROAD SAFETY

This strategy has been informed by internationally recognised approaches to road safety, as well as national, state and local government legislation, policies, standards and practices. Two key approaches – *Vision Zero* and *The Safe System* – are described below.

This strategy also aligns with *Greater Geelong: A Clever and Creative Future*, the community's 30-year vision for our region. In particular, it aligns with these community aspirations:

- A fast, reliable and connected transport network.
- People feel safe wherever they are.

VISION ZERO

In developing this strategy, we aim to align with *Vision Zero* – the global movement to end traffic-related fatalities and serious injuries by taking a systemic approach to road safety. The road safety principles that can drive fatalities down are in place across most Australian states and territories. Overseas, many other countries have also adopted these principles, including Sweden, Canada, the United Kingdom, France, Norway and many large cities in the United States.

THE SAFE SYSTEM

The Safe System (see Figure 2) is an internationally recognised framework to reduce road trauma. The system, based on a Swedish framework that reduced fatal and serious injuries by 40 per cent over 10 years, is recognised in many countries, including Australia, as best practice.



Figure 2: The Safe System

PRINCIPLES OF THE SAFE SYSTEM

Principle 1: The only acceptable fatality or serious injury toll on our roads is zero (zero tolerance)

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

Principle 2: People are vulnerable

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

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

While our ability to withstand the impact of a crash is outside of our control, there is a lot that we can do to reduce or avoid these potential impacts.

Principle 3: People make mistakes

Human error is inevitable and, on our roads, human error can result in crashes and trauma. The Safe System recognises the unavoidable nature of human error. Rather than placing the blame on the road user, it recognises the need for those involved in road design, road maintenance and road use to share responsibility for the many factors that contribute to serious injury or death on our roads.

Principle 4: Shared responsibility

Creating a safe road network is everyone's responsibility. Businesses, organisations, governments, communities and individuals all have a role to play in helping us achieve Vision Zero.



Pictured: Safer speeds save lives

ELEMENTS OF THE SAFE SYSTEM

There are four elements that make up the Safe System:

- **Safe roads and paths** – roads and paths should be designed and maintained to minimise or avoid risk in all conditions, and forgive human error.
- **Safe speeds** – even minor differences in speed can change the outcomes in an accident situation. Setting appropriate limits for the road environment, and getting road users to comply, will reduce fatalities and serious injuries.
- **Safe people** – road safety can only be achieved if individual drivers know and follow the road rules and show respect for all other road users, regardless of their mode of transport.
- **Safe vehicles** – through better safety technology, vehicles will help reduce the likelihood of serious crashes.

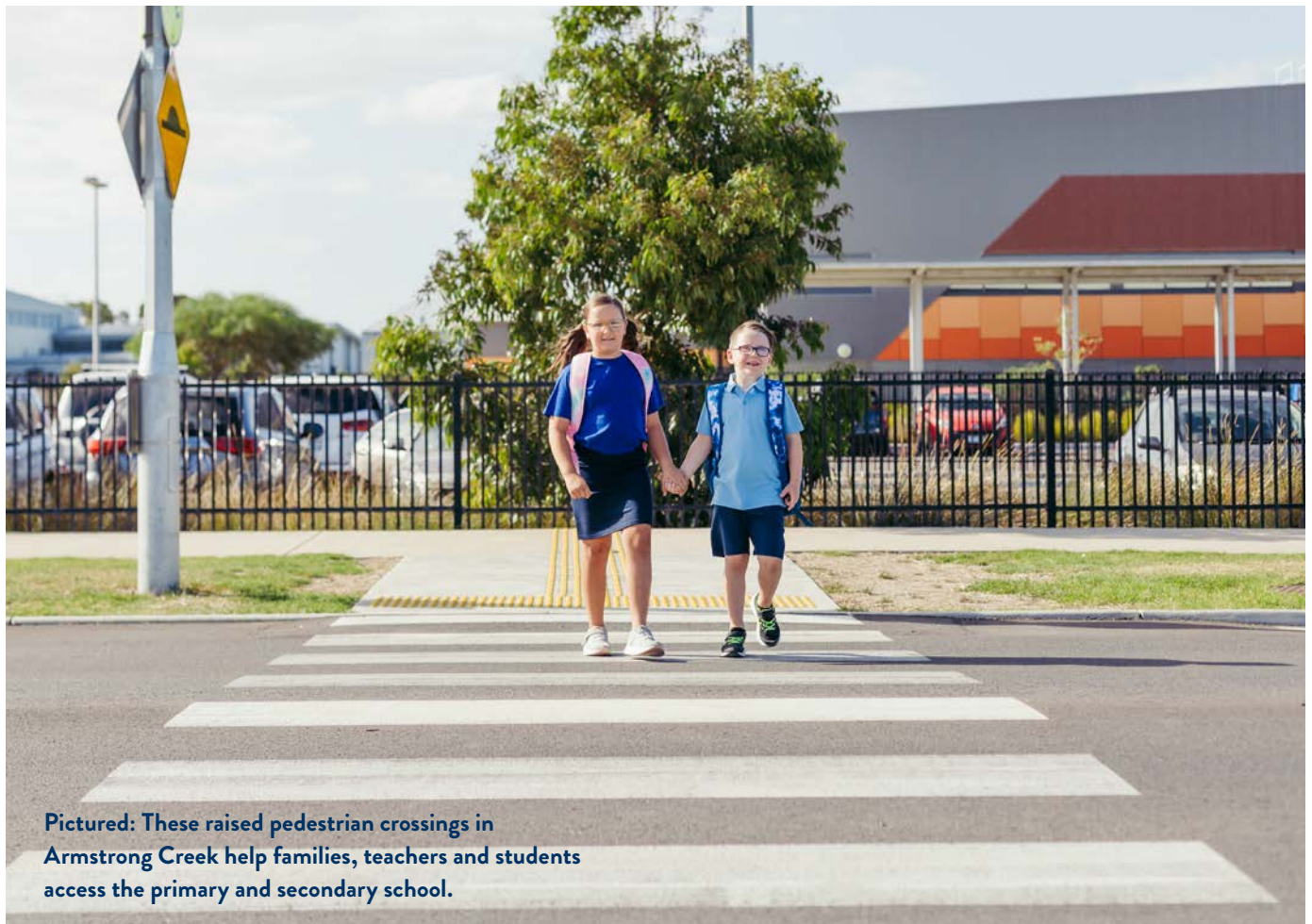
Post-crash care

The length of time between a serious crash and the arrival of emergency treatment is critical to the outcomes of an accident. Emergency vehicle accessibility must therefore be considered in our road safety planning.

Doing what works

Research shows that road trauma can be reduced when:

- leaders are committed
- road safety is addressed methodically
- the community is involved in planning and delivering road safety outcomes
- adopted safety measures have been proven to be effective.



Pictured: These raised pedestrian crossings in Armstrong Creek help families, teachers and students access the primary and secondary school.

DEVELOPING OUR VISION ZERO STRATEGY

To better understand road safety issues in the City of Greater Geelong, we looked at local crash data, listened to the perspectives of people in our community, and worked with road safety experts.

1. Talking to road users and the community

We conducted an online public survey, and held community consultations and workshops with key road safety partners. We also collected feedback through regular forums, our website and other communication channels. This information gave us a better insight into the road safety issues that matter to the community.

A summary of feedback is available in Section 9 of the *Vision Zero Background Data Report*.

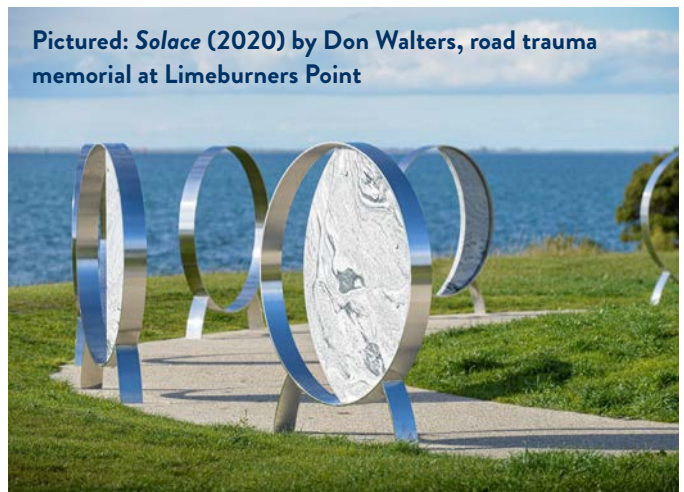
2. Working with road safety experts

We consulted with a range of experts and knowledgeable stakeholders, especially those with local knowledge, to identify issues and potential solutions. These discussions helped us to shape our strategic approach, action themes and actions.

3. Crash data

We analysed road safety crash data for the most recent five-year period that complete data was available (2015–19). This gave us an insight into the types of crashes occurring, when and where they were happening, road conditions at the time, and who was involved.

High-level data is shown in Section 9 of the *Vision Zero Background Data Report*.





SPARKS ROAD, NORLANE

This project was designed to reduce vehicle approach speeds, reduce the number of vehicle conflict points and provide a safer crossing environment for pedestrians. The key features of the treatment include: an upgrade of the Sparks Road and Iona Street intersection to a roundabout; installing a speed hump nearby and a raised pedestrian crossing to slow vehicles down as they approach; and building pedestrian refuges, so pedestrians can cross the road in two stages.

Safe roads and paths that forgive human error are a key element of the Safe System.

* Upgraded as part of the Safe Travel in Local Streets program, funded by the Victorian Government, in partnership with TAC.

Pictured: Pedestrian refuges allow people to wait safely for a gap to cross

CRASH DATA - COMPARISON

Crash history between 2010 and 2019 shows there has been a decrease in serious injury crashes in our municipality, but fatal crashes are (on average) not decreasing.

CRASH COMPARISON BETWEEN GREATER GEELONG AND VICTORIA

Prior to 2016, Greater Geelong generally had a lower crash rate per 100,000 population compared to the Victorian average. Since 2016, the rate has been higher.

Over the identified ten-year period, Greater Geelong averaged 86 fatal and serious injury crashes per 100,000 population, compared to the Victorian average of 80.

Fatal and Serious Injury Crashes per 100,000 population - Greater Geelong and Victoria (2010-2019)

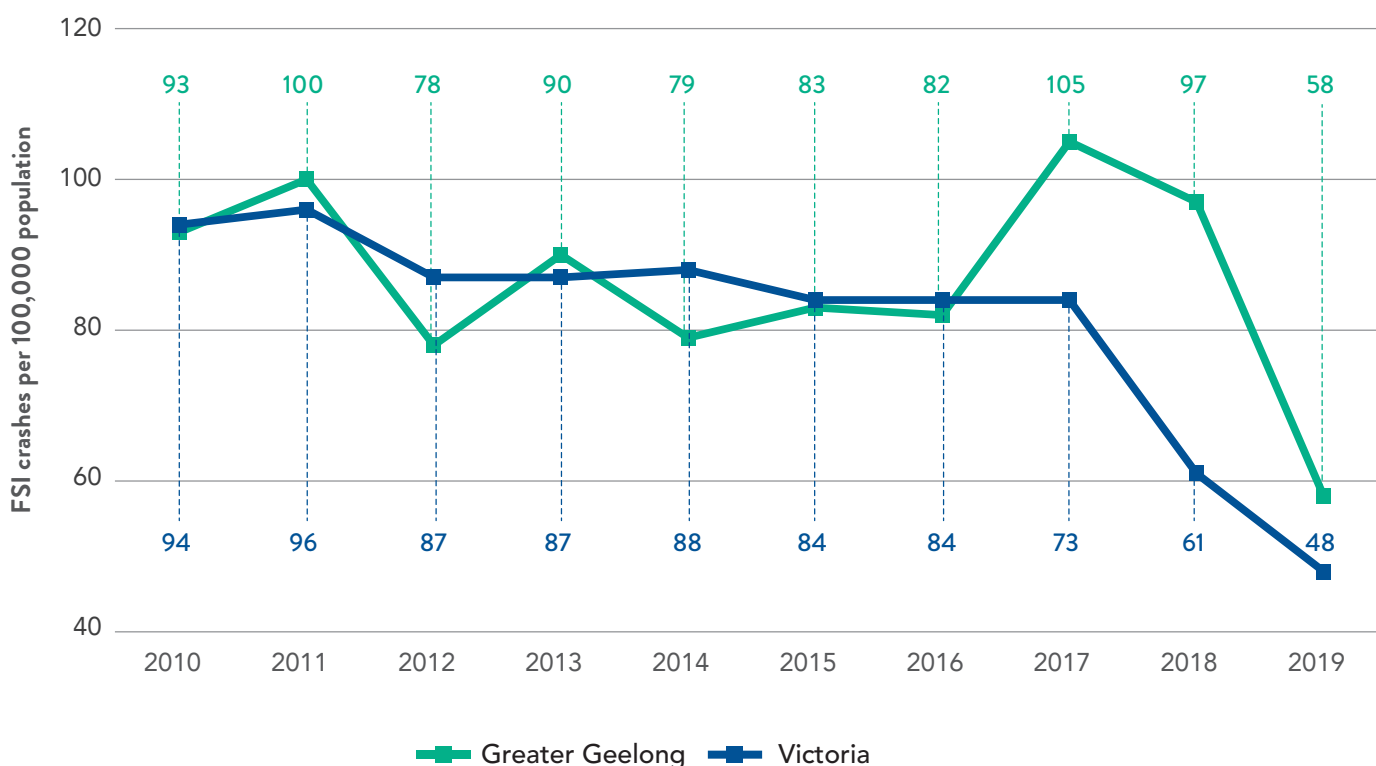
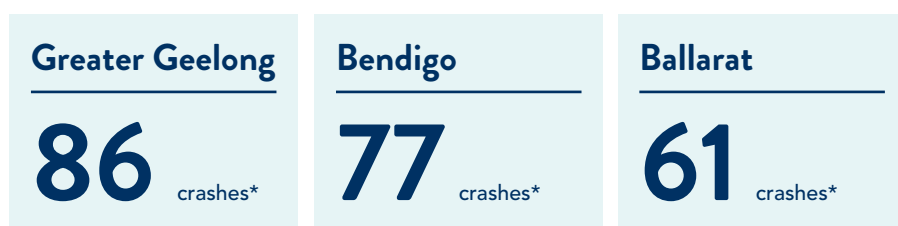


Figure 3 – Greater Geelong and Victoria fatal and serious injury crashes per 100,000 population (2010–2019)

COMPARISON WITH OTHER REGIONAL CITIES

Greater Geelong's fatal and serious injury crash rate does not compare favourably with the regional cities of Bendigo and Ballarat:



*per 100,000 population on average

Fatal and Serious Injury Crashes per 100,000 population - Bendigo, Ballarat and Geelong (2010-2019)

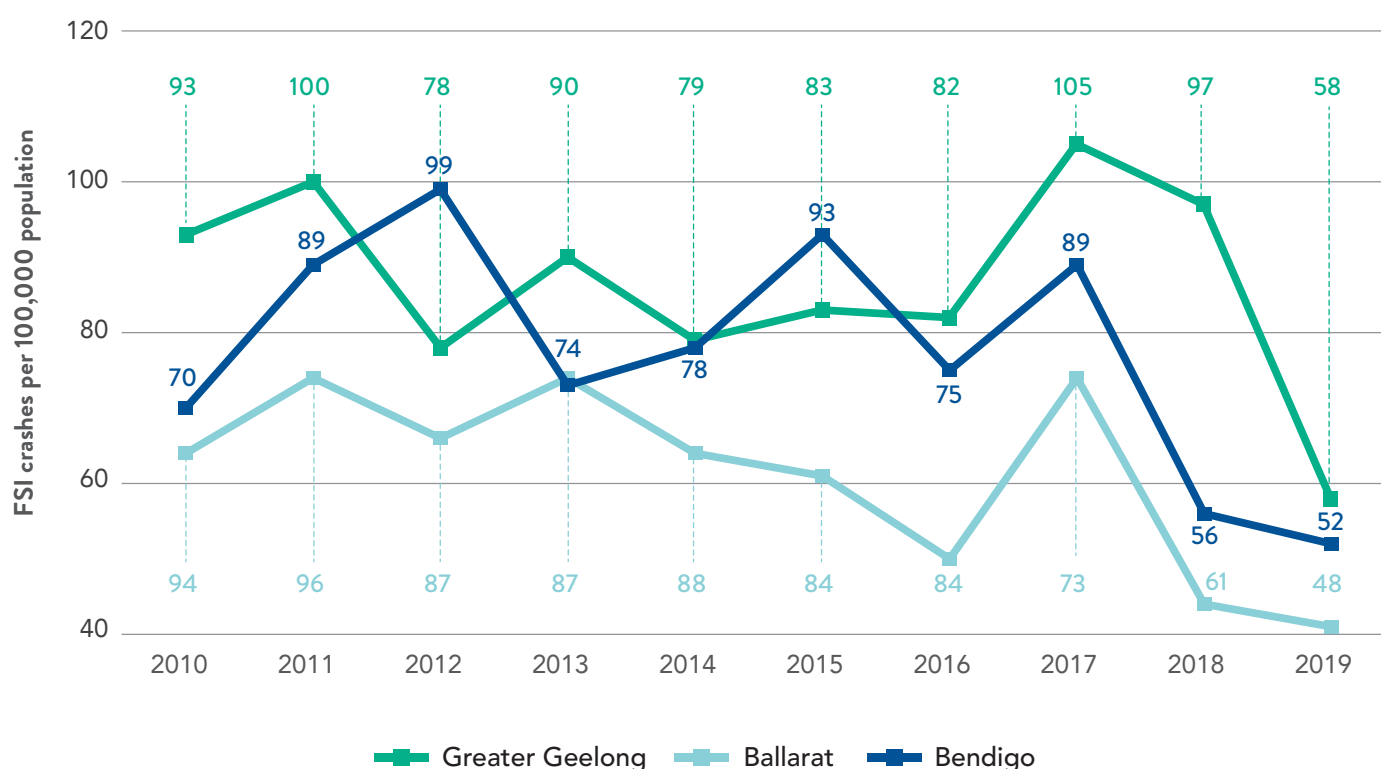


Figure 4 – Fatal and serious injury crashes per 100,000 population – Regional city comparison

CRASH DATA – TREND

We analysed detailed crash data for the five-year period between 2015 and 2019 (the latest year for which a complete data set is available). Over this five-year period, there were 1005 serious injury crashes and 37 fatal crashes, which resulted in 1073 serious injuries and 40 fatalities on our roads.

Fatal and Serious Injury Crashes - Trend

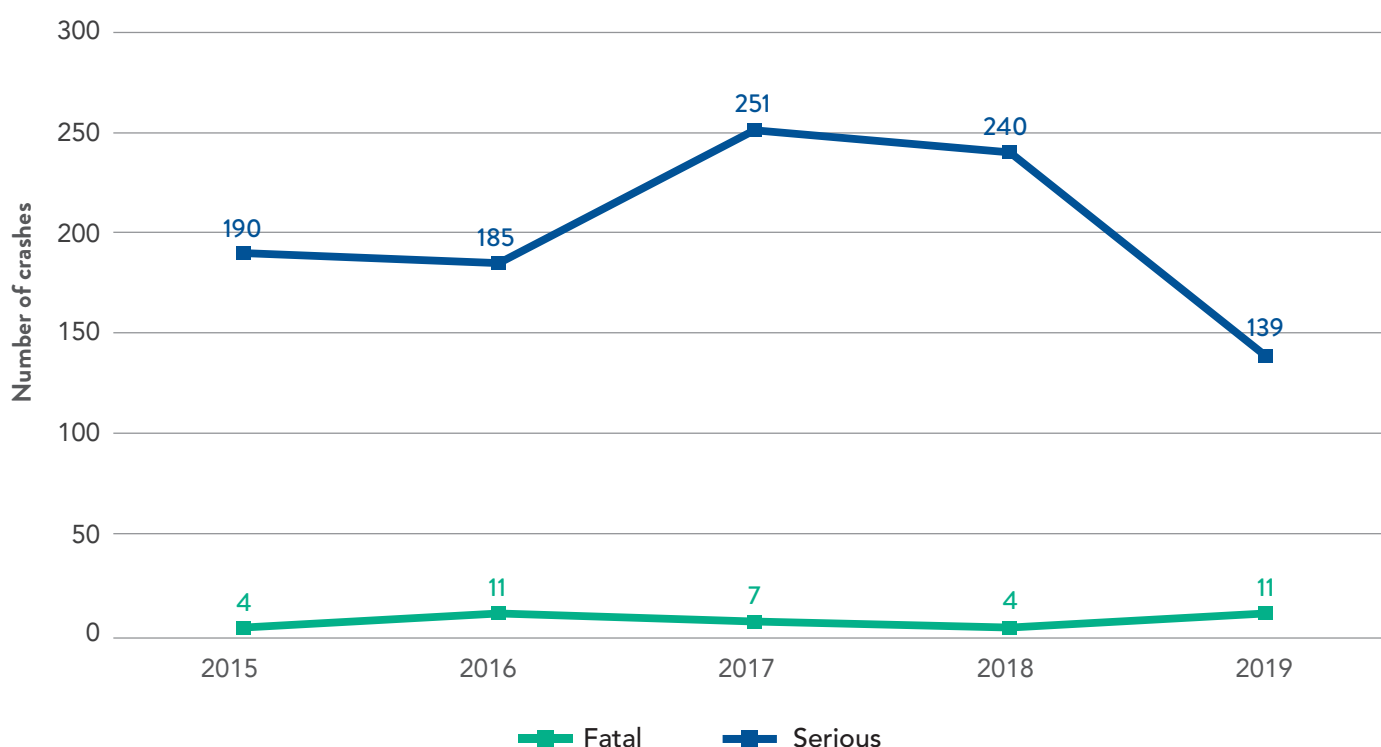


Figure 5 – Fatal and serious injury crash trend 2015–2019

Headline figures for fatal and serious injuries for 2021 show that seven lives were lost on Greater Geelong roads, and there were about 200 serious injuries.

WHERE ARE CRASHES HAPPENING?

Fatal and serious injury crashes are most likely to happen in locations with the following characteristics:

1. Areas where there are high volumes of traffic and vehicles are able to cross paths – for example, arterial roads and local intersections.
2. Areas where there is significant movement of motor vehicles in close proximity to pedestrians and cyclists – for example, local roads (speed limits up to 50 km/h). These crashes are more dispersed.

Figure 6 shows City of Greater Geelong crash hotspots. It shows a concentration of fatal and serious injury crashes in Geelong CBD, along the A10 between Corio and Belmont, and along the A300/B110 between Bell Post Hill and Leopold.

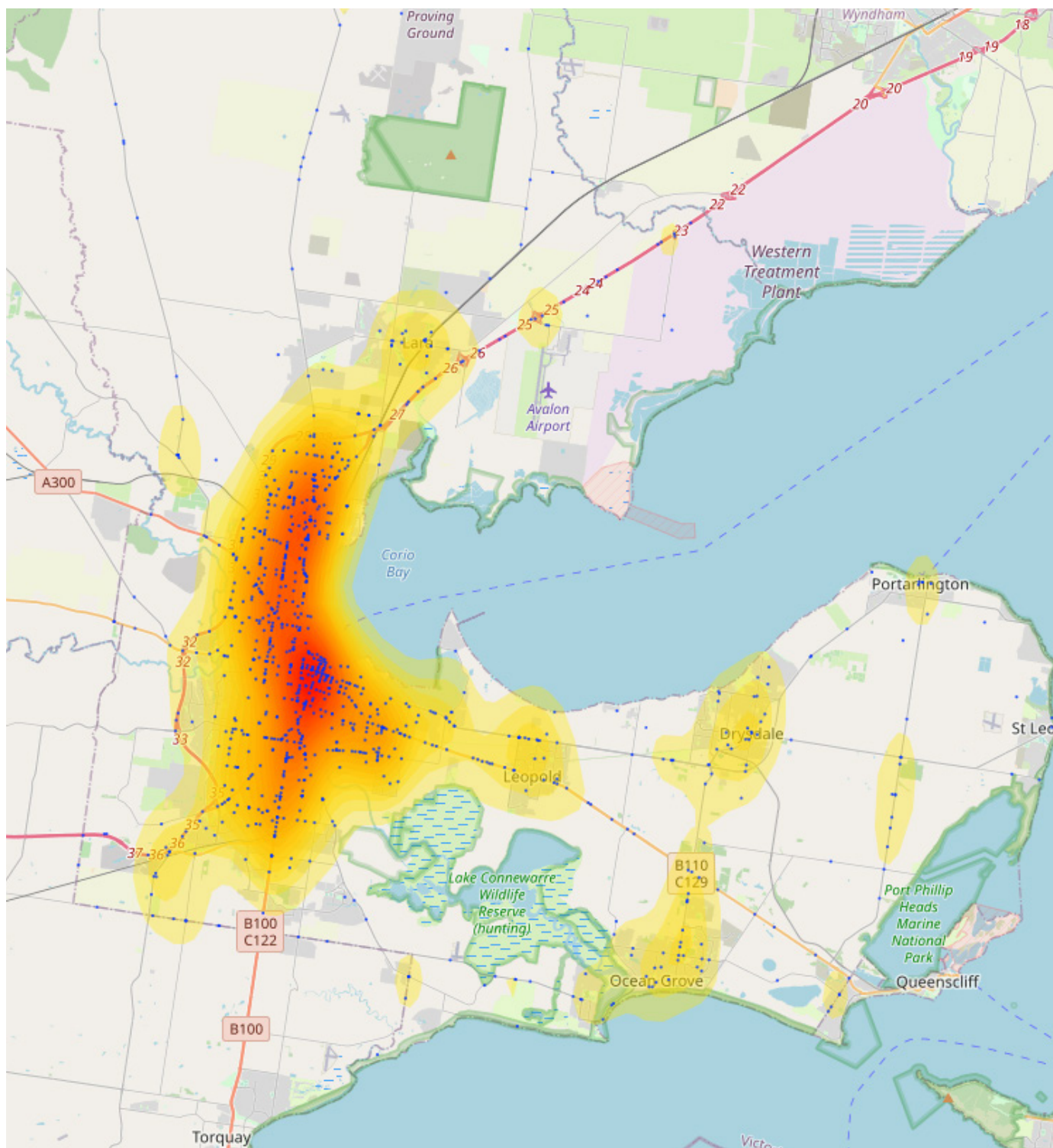


Figure 6: Heat map showing fatal and serious injury crash hotspots in the City of Greater Geelong

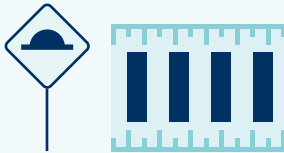

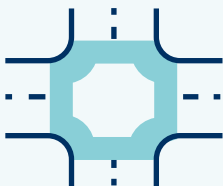
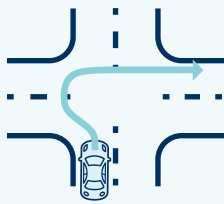
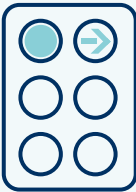

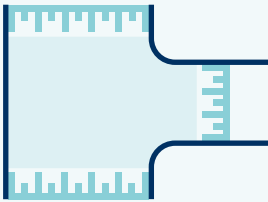

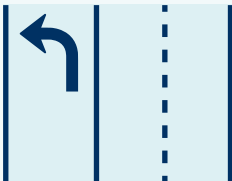

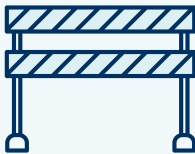
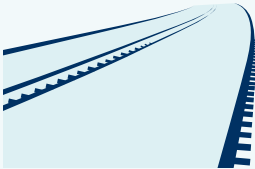
Forty per cent of fatal and serious injury crashes happen on local roads, while 60 per cent happen on arterial roads. The heat map helps us identify high-risk crash locations so we can focus our attention on areas where there is likely to be the most benefit.

A full breakdown of crash data is available in the *Vision Zero Background Data Report*. A breakdown of fatal and serious injury crashes in Greater Geelong is summarised in Table 1.

Table 1: Overview of fatal and serious injury crashes in Greater Geelong

ROAD USER	LOCAL ROADS	ARTERIAL ROADS	MOST COMMON TYPE	HOTSPOTS	COMMENTS
Pedestrians	65	53	Generally being struck when crossing the road, or crossing driveways. Approximately 60 per cent are mid-block – between intersections.	Roads with high pedestrian activity, such as Central Geelong.	Although pedestrian crashes occur more often on roads with lower speed limits, vehicle speeds are still high enough to cause significant trauma when a crash does happen.
Cyclists	52	36	Cyclist are most at risk when using intersections and making right turns.	Central Geelong, Corio, Belmont/Highton, Grovedale/Marshall and Whittington	
Motorcyclists	55	62	Right-turn crashes (both head-on and side impacts) are relatively frequent, split fairly evenly between intersections and mid-block. Loss of control on a straight carriageway is also relatively frequent.	Central Geelong and along a north-south corridor from Corio to South Geelong, via Drumcondra.	
Cars (private vehicles)	384	557	Rear-end crashes – especially on arterial roads. Cross traffic at intersections and right-turn crashes are also relatively frequent, with a fairly even spread across other crash types. There is an even split between intersection and mid-block crashes.	Central Geelong and the corridor running north-south from Corio to Grovedale. There is also a hotspot in Whittington.	Most of the crashes are on roads with 60 km/h or above because drivers are more likely to lose control at higher speeds and the crashes are likely to be more severe.
Heavy vehicles	19	51	Cross-traffic crashes at intersections. Nearly 70 per cent of crashes occurred at intersections.		A little over 70 per cent of heavy vehicle crashes occurred on arterial roads, with hotspots between Geelong and Corio.

There are many Safe System treatments that can be used to address different crash types. Typical treatments for the prominent crash types in Greater Geelong are shown below. These treatments are just a part of our more holistic approach to road safety, which is described more fully in the Our Strategy and Action Plan section.

CATEGORY	PROMINENT CRASH TYPES	INTERVENTION 1	INTERVENTION 2
Pedestrians	Pedestrian struck whilst crossing the road (52 per cent of pedestrian fatal and serious injury crashes).	 Wombat crossings	 Pedestrian refuge islands
Cyclists	Using intersections and right turns (48 per cent of cycle fatal and serious injury crashes).	 Protected intersection	 Hook turns
Motorcyclists	Run off road (65 per cent) and right turn crashes (65 per cent and 19 per cent of fatal and serious injury crashes respectively).	 Fully controlled right turn	 Safe speed limits
Intersection	Travelling through, or turning at, intersections (23 per cent of private vehicle and nearly 34 per cent of heavy vehicle fatal and serious injury crashes).	 Raised intersection	 Roundabout
Mid-block	Rear-end crashes, mainly arterial. (18 per cent of vehicle fatal and serious injury crashes on arterial roads).	 Turning lane	 Skid resistant (anti-skid) surfacing
Run-off road	Run-off road crashes are evenly split between arterial and local roads (20 per cent on both).	 Safety barriers	 Audio tactile line markings

OUR STRATEGY AND ACTION PLAN

OUR STRATEGIC APPROACH

As Figure 7 shows, the first step in adopting a contemporary Vision Zero planning approach is to establish a vision that will guide us toward a future free of road injuries and death, transforming our city transport system to incorporate evolved road users, vehicles, roads and travel speeds. As we design the blueprint for our future city, we are analysing the existing system and its performance to find areas that do not fit with our vision.

Having a good understanding of the current system – its risks and weaknesses, how its being managed, and its alignment with our vision – is central to the development of strategic actions. Identifying where the gaps are between our current and desired future state shows us where we've got work to do. If we identify gaps without proven solutions, we know we need to innovate, adjust or reorientate our approach to find new ways to prevent road trauma.

This will be an ongoing work. We continually monitor the road safety performance of our roads and check if our blueprint is still appropriate, or if we need to adjust our actions.



Figure 7: Strategic approach to Road Safety – Vision Zero planning

The background image shows a wide river flowing through a landscape under a warm, golden sunset sky. In the foreground, a paved shared path runs along the riverbank. A woman in an orange top and jeans is walking a man in a pink shirt and shorts, who is holding a leash for a white dog. Further along the path, a boy in a blue shirt and white pants is riding a scooter, and a girl in a blue dress and a patterned helmet is riding a skateboard. The path is bordered by a low wooden fence on the river side and dry grass on the other. In the distance, a line of houses is visible on a hill.

OUR ACTION THEMES

Based on our research, analysis, consultations, and application of best practice in road safety management, we have identified the following themes to guide our road safety response over the next 5 years:

- 1. Leadership and Best Practice** - We are committed to Vision Zero and the Safe System Approach and we will act as an exemplar for road safety.
- 2. Working Together** - We will work with our Road Safety Partners and the local community to shape the future of road safety together.
- 3. Safe System Approach** - We apply the globally recognised Safe System approach, which addresses the four main factors that contribute to a crash:
 - Safe roads and paths
 - Safe Speeds
 - Safe People
 - Safe Vehicles
- 4. Active and Public Transport** - We will reduce risks for active transport users, recognising how important this is for a healthy and sustainable community.

We have shaped an ambitious action plan around these themes.

Pictured: Monier Way Shared Path provides an off-road link between the Barwon River, Fyansford and surrounding suburbs.

ACTION PLAN

1. LEADERSHIP AND BEST PRACTICE

We will integrate Vision Zero and the Safe System approach into our way of working, and encourage others to do the same. We will also build our capability to deliver road safety improvements based on sound evidence, the latest ideas and technologies, and careful prioritisation.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Develop a Vision Zero Plan	Develop a process for identifying gaps between the current state of the transport system and Vision Zero (with no trauma)	Document and trial the process	Formal process established	Dept of Transport, Victoria Police	Years 1–2
2	Implement Vision Zero Plan	Use the plan to identify top priority safety interventions	Implementation of interventions	One intervention each year	Dept of Transport, Victoria Police	Year 3 onwards
3	Improve organisational understanding of road safety	Include regular Safe System messages in internal communications, and integrate Safe System messages into other relevant and appropriate communications	Publish internal communication articles	Two articles per year		Yearly
4	Champion new road safety technology	Establish an annual technology review with regional partners to proactively identify and consider new transport-related technologies, and develop guidance to promote its use	Annual review completed	Identify technologies to promote	Dept of Transport, Victoria Police, G21 councils	Yearly
5	Review and update our approach to promoting safe cycling	Develop a new Greater Geelong Cycling Strategy	Strategy document published on website	Strategy endorsed	Dept of Transport	Year 3 onwards
6	Improve safety on road network	Maintain local roads and roadsides, in line with Making Roads Motorcycle Friendly Guidelines	Maintenance depots and contractors are aware of guidelines	Maintenance staff and contractors provided guidelines	Dept of Transport	Life of plan

7	Provide professional development opportunities in road safety.	Road safety themed professional development session	1 x session delivered	20 professionals trained	Yearly
8	Safe driving policy for employees.	Review current safe driving policy and update in line with Safe System principles	Policy updated and communicated to employees		Year 2
9	Utilise a safe vehicle fleet.	Review and update our vehicle fleet policy to incorporate requirements for minimum ANCAP ratings, latest vehicle safety technologies and establish a maximum vehicle and fleet age	Integrate updates into vehicle fleet policy	5-star ANCAP rating for all fleet vehicles	Year 1–5

Pictured: Over half of fatal and serious injury pedestrian crashes occur when pedestrians are crossing the road



2. WORKING TOGETHER

Creating a safe road network is everyone's responsibility. To achieve what we could not alone, we will work closely with road safety partners, including the Department of Transport, TAC, Victoria Police and our local health services. We will also work with our community to help shape road safety in a way that fits the local context.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Maintain cross-government organisational collaboration on road safety	Hold liaison meetings with the Department of Transport, VicTrack, bus operators, Public Transport Victoria, bordering councils and Victoria Police	Number of meetings held, follow-up on agreements and outcomes	Quarterly meeting forum		Life of the plan
2	Maintain cross-government organisation collaboration on road safety	Work in collaboration with road safety partners to support the communication of key road safety messages relevant to the local community	Number of messages delivered from road safety partners			Life of the plan
3	Engage the community on road safety projects and initiatives	Engage early on all major road safety projects and initiatives.	Public participation in accordance with IAP2	Ensure engagement on all major road safety projects and initiatives		Life of the plan
4	Increase resource commitments to road safety	Develop a list of funding sources and register to online mailing lists for the TAC Grants Program, Department of Transport, Community Road Safety Grants, and Federal Government Grants Proactively seek funding and grants for road safety	Number of applications per year	Submit two applications each year		Life of the plan

3. SAFE SYSTEM APPROACH

We will apply the four elements of the Safe System approach in our practice – safe roads, safe speeds, safe people and safe vehicles.

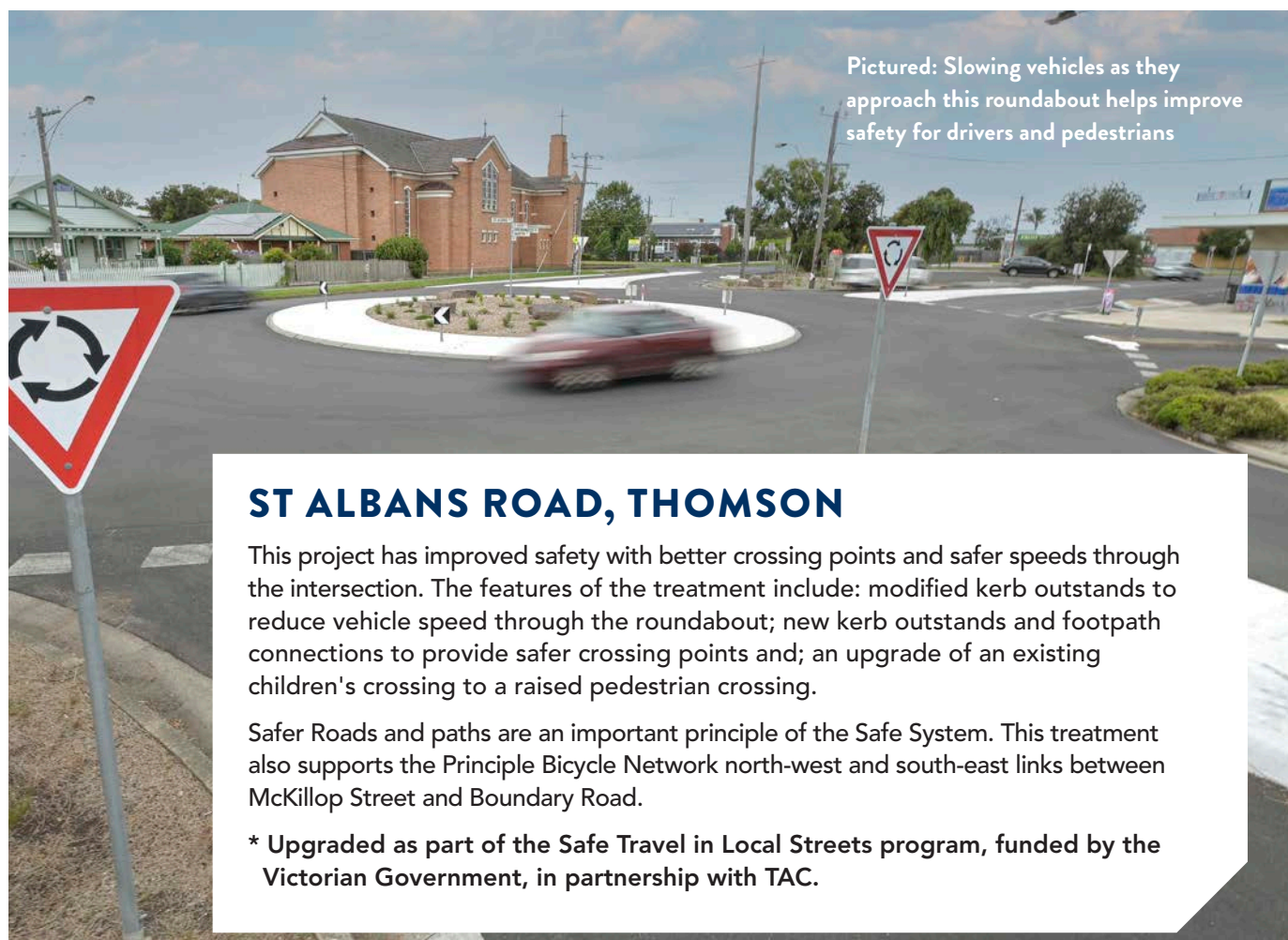
3.1 SAFE ROADS AND PATHS

Our roads and streets should be designed, built and maintained so that the risk of a crash is minimised and the severity of crashes are reduced.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Improve proactive identification of road safety issues	Develop a program of Local Area Traffic Management Plans for precincts to proactively review and address identified road safety issues	Delivery of plans	Complete plans	Dept of Transport	Yearly
2	Improve safety for all road users through infrastructure improvements	Review crash data and associated maps to identify areas with high crash numbers Identify the most common crash types within each area Introduce road safety counter measures to target the identified common crash types	Reduction in fatal and serious injury crashes for each road user group		Dept of Transport	Yearly
3	Address intersection crashes	Develop a prioritised list of intersections requiring safety improvements Identify safety treatments and develop a program of improvements, with possibilities including: improving safety for pedestrians crossing, reducing the number of conflict points, requesting installation of safety cameras	Number of intersections treated	Ensure engagement on all major road safety projects and initiatives	Dept of Transport	Yearly

3.2 SAFE ROADS CONT.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
4	Increase safety at Black Spot Sites or Black Spot areas	Review crash data and associated maps to identify areas with high fatality or serious injury crashes Assess treatment required for each black spot Submit application for funding to improve black spot safety.	Number of black spot sites removed over time	Two sites	Dept of Transport	Yearly
5	Improve parking safety for Disabled Parking spaces	Undertake a rolling review of safety and accessibility of Disabled parking spaces Conduct a program of upgrades	Upgrade 2 Disabled Parking spaces each year	Two parking spaces	Dept of Transport	



3.2 SAFE SPEEDS

Our roads should have appropriate speed limits and road users should travel at speeds that are safe for the road conditions, so that the chances and consequences of a crash are reduced.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Safe and consistent speed limits in Greater Geelong	Work with Department of Transport to develop a speed limit strategy for all roads (local and arterial) in Greater Geelong	Develop strategy	Strategy completed	Dept of Transport	Years 1–3
2	Improve safety on road network	Advocate for reducing default 100 km/h speed limit on unsealed roads to 80 km/h	Advocacy letter developed and sent to Victorian Government	Completion	Dept of Transport	Year 3
3	Increase safety for vulnerable road users around schools	Trial school zone safety treatments	Trial 30 km/h school zones and pavement marking project	Evaluation of project	Schools, Dept of Transport	Life of plan
4	Increase safety in residential areas	Implement area-wide 40 km/h zones in residential areas where studies and/or community feedback show that speed is a safety issue	Undertake study and speed limit review and implement findings	Review and actions completed	Dept of Transport, Victoria Police	Years 1–2
5	Improve community understanding and acceptance of safe speeds	Provide community information about the relationship between speed, safety and liveability, as per the <i>Advocate the Movement and Place</i> framework	Number of messages and mediums of delivery	Leading up to peak accident months, such as holiday seasons		Life of plan

3.3 SAFE PEOPLE

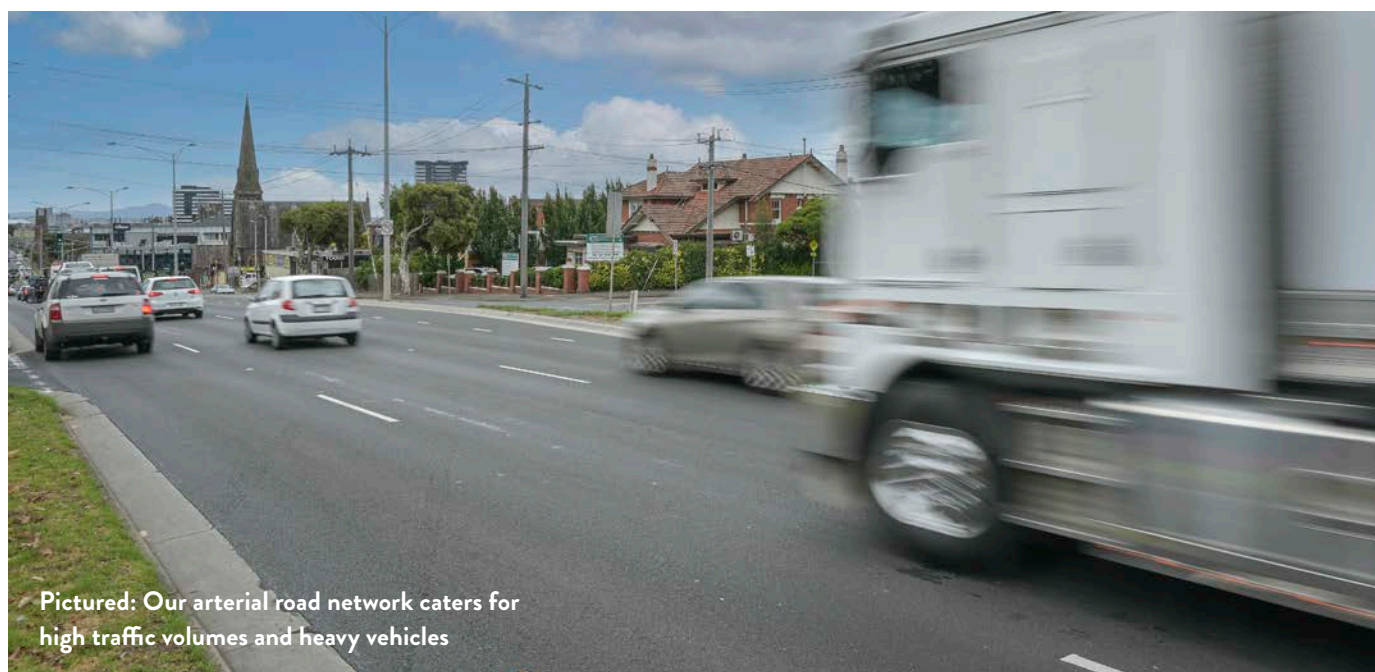
We will encourage our community to exercise care, attention and awareness of others when using our roads.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Improve awareness of road safety issues in schools.	Review road safety information and develop key messages for school communities	Updates as required	Key messaging sent to schools for newsletters		Life of plan
2	Improve road safety during peak holiday periods	Trial road safety treatments that target safety issues arising from seasonal visits	Implement and evaluate trial	Identify effective measures for future deployment	Dept of Transport, Victoria Police, Victorian Government, tourism industry	Years 1-3
3	Support Safer Young Drivers	Support TAC-funded L2P Program, and steering committee meetings Support successful education programs and look to expand where possible	Promote and support: Looking After Our Mates (schools and sporting clubs), Fit2Drive (schools – Year 11), Road Smart (Department of Transport). Raise awareness that 'Driving is not a game' through social media		Dept of Transport, TAC, driving schools	Life of plan

3.4 SAFE VEHICLES

We will publicly support modern vehicles that include features that improve the safety of drivers, passengers and other people.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Improve safety of infant / young child vehicle passengers	Make information available via our communication channels and fund up to 200 child restraint fitting checks	Updates as required, plus number of checks completed	Increase monthly users of road safety web page by 2 per cent per year and provide 200 restraint checks per year		Life of plan
2	Improve awareness of new vehicle technologies	Make information available via our communication channels, including our website and Community Update	New web pages and links to other sites established	New web pages created		Life of plan
3	Improve safety of freight movement	Advocate to the Victorian Government and Victorian Transport Association for safer and cleaner trucks. Promote VicRoads Heavy Vehicle Rollover Prevention Program			Dept of Transport, Victorian Transport Association	Life of plan



Pictured: Our arterial road network caters for high traffic volumes and heavy vehicles

4. ACTIVE AND PUBLIC TRANSPORT

As pedestrians and cyclists are particularly vulnerable on our roads, we will actively seek to reduce the risks for this group of road users. By doing so, we hope to encourage people to adopt healthier and more sustainable transport habits that will benefit the whole community.

Our strategy will focus on:

- addressing high risks for pedestrians and cyclists, which will cover locations of high-pedestrian activity
- making crossing the road safer for pedestrians and cyclists
- implementing speed limits that are appropriate to the operating environment.

NO.	AIM	ACTIONS/TASKS	MEASURE	TARGET	PARTNERS	TIMEFRAME
1	Safe journeys to school	Undertake safe access audits and/or road safety investigations to identify road safety issues and implement improvements Apply for Safe Travel to School grants	Complete at least one audit each year	Implement audit findings		Yearly
2	Improve walking/cycling crossing facilities	Deliver walking/cycling crossing facilities in high risk/priority areas including areas of high pedestrian use, schools, activity centres and public transport locations	Number of new walking/cycling crossing facilities constructed	2 sites per year		Yearly
3	Improve pedestrian crossing facilities at roundabouts	Deliver raised priority pedestrian crossings at high-risk roundabouts	Seek grant funding and install	1 site per year	TAC	Yearly
4	Improve cycling crash accident data identification	Review and identify key sources	Establish sources and formats	Annual collation, review and publishing	TAC, Victoria Police, Dept of Transport, Regional Roads Victoria, Geelong hospitals	Life of plan

5	Separate cyclists from traffic	Work with existing cycling advisory group to identify a prioritised list routes for separating cyclists from vehicular traffic	Create priority list and implement trial(s)	Trial(s) completed and evaluated		Year 3
6	Improve bike lane/shoulder maintenance on Principal Bicycle Network roads	Ensure existing shoulders are cleared and swept in cyclist envelope Where there is no kerb or channel, road edges to be profiled to remove rainwater	Designate responsibility and accountability for action Incorporate bike lanes/ shoulders in the City's 'Report a problem' app	Calendar of cyclist specific maintenance schedules Maintenance department awareness of City roads	Dept of Transport	Life of the plan
7	Reduce risk of car dooring along strategically identified bike routes	Review road widths along strategically identified bike routes for suitability	Car door buffer zones implemented	Review completed		Year 3
8	Improve active transport links to schools	Work with schools to review active transport routes to schools	Active transport maps for participating schools	All participating schools		Yearly
9	Improve student bike riding skills	Provide fully funded training opportunities for Bike Education Facilitators	20 Bike Education facilitators trained	1 Bike Education session per year, per participating school		Yearly for the life of the plan
10	Awareness and behavioural change messaging for cyclists	Increase awareness of cycle helmet laws and make cyclists aware of high-risk locations on the road network	Behavioural change	Information published and awareness levels surveyed	Dept of Transport / Regional Roads Victoria	

CITY OF GREATER GEELONG

WADAWURRUNG COUNTRY

PO Box 104

Geelong VIC 3220

P: 5272 5272

E: contactus@geelongcity.vic.gov.au

www.geelongaustralia.com.au

CUSTOMER SERVICE CENTRE

100 Brougham Street

Geelong VIC 3220

8.00am – 5.00pm

© City of Greater Geelong 2022

LATEST NEWS:

 [@CityofGreaterGeelong](#)

 [@GreaterGeelong](#)

 [@CityofGreaterGeelong](#)

 [CityofGreaterGeelong](#)