

# BE A RESPONSIBLE ROAD USER

*Annual Report 2019*



道路安全議會  
Road Safety Council

RSC Facebook



RSC Website



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BE A RESPONSIBLE ROAD USER



# CHAIRMAN'S FOREWORD



**SIU Chak-ye**  
Chairperson  
Road Safety Council

I am pleased to have taken over the Chairmanship of the Road Safety Council (the Council) in November last year and have the honour to present the Council's annual report for the year of 2019.

The Council reached its 46<sup>th</sup> Anniversary this year, having witnessed the rapid development of Hong Kong's road network. Since the Council's establishment, Hong Kong's total road length has doubled to over two thousand kilometres and the number of licensed vehicles increased fourfold to 790,000, and yet there has been a drastic drop in the number of accidents involving serious injuries and fatalities which were below two thousand for each of the past two years. This is not only the lowest figure recorded in Hong Kong since 1960, but also a significant improvement from the peak of more than 8,400 cases in 1982. All these bear testament to Hong Kong's good road safety reputation

Based on analysis of traffic accidents in recent years, the five priority areas that formed the focus of our efforts in 2019 remained to be 'Elderly Pedestrian Safety,' 'Cycling Safety,' 'Anti-Drink Driving and Anti-Drug Driving,' 'Driving Inattentively' and 'Student Pedestrian Safety'. To raise the community's awareness of road safety, the Council organised various publicity and education campaigns, including road safety talks, promotional banners on flyovers, bus body advertisements, as well as Elderly Pedestrian Road Safety Talent Show 2019 organised in partnership with Radio Television Hong Kong (RTHK). The Council also launched a new set of TV and radio Announcements in the Public Interest (APIs) with the theme "One good turn deserves another, aim for zero accidents on the road", in which Road Safety Promotion Ambassador

Mr. MAK Cheung-ching, Evergreen, reminded all road users, i.e. drivers, passengers and pedestrians, to be attentive, patient, law-abiding and "Be a Responsible Road User".

Social media is one of the most effective advertising medium nowadays. Therefore, the Council created its Facebook page in 2019, and also revitalised the egg-shaped Road Safety Symbol that had been used since 2004. A new mascot, Mr. Safegg, was thereby created. Mr. Safegg has not only inherited the egg-shaped design indicating the Council's vision of "Zero Accidents on the Road", but also shared hot topics from a first person angle in an interesting manner, which effectively enhanced the audience pool.

Maintaining road safety requires the involvement of our entire community in order to be achieved. I would like to express my sincere appreciation to our Council members and the participating organisations that have supported our efforts to mobilize the community's involvement to improve road safety. For the year ahead, the challenges for the Council would be no less but I am confident that together we will make the road safer for all users. The Council will continue to work with the community towards our road safety vision of:

**"Zero Accidents on the Road,  
Hong Kong's Goal!"**

# ABOUT THE ROAD SAFETY COUNCIL



**1973**

Building on the work of its predecessor, the Standing Conference on Road Safety

**1983**

Road Safety Council became a government advisory body to promote road safety in Hong Kong

Membership drawn from

**7** Government Bureaux and Departments

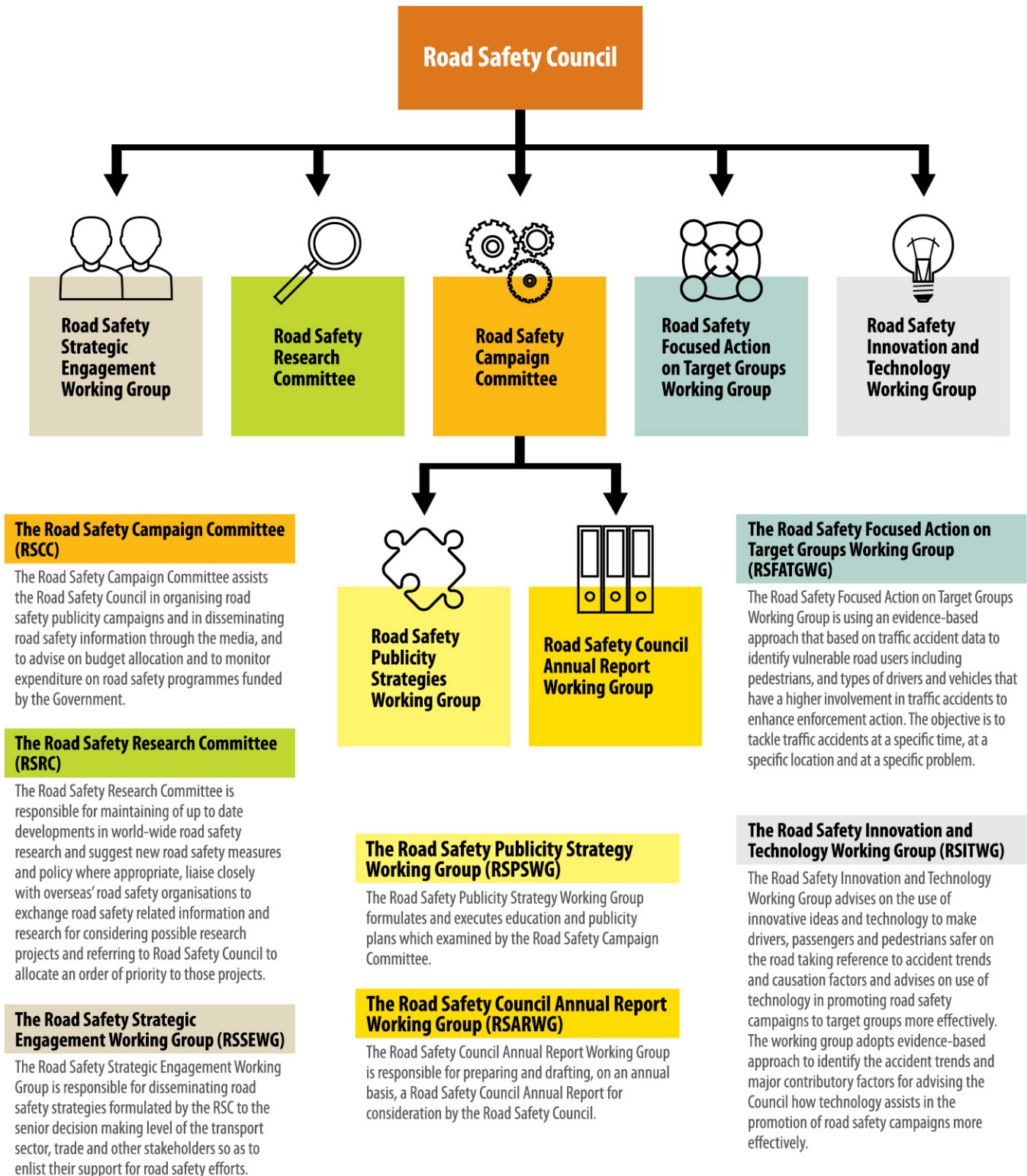
**6** Non-Governmental Organisations

**Our Vision and Mission**

[Click here](#)

Road Safety Council is committed to reducing the number and severity of traffic accidents in Hong Kong by formulating road safety initiatives and undertaking education and publicity programmes to encourage everyone to take up responsibility to ensure the safety of every road user.

# STRUCTURE OF ROAD SAFETY COUNCIL



# MEMBERSHIP AND TERMS OF REFERENCE

**Mr. SIU Chak-ye**

Deputy Commissioner of Police (Operations)  
Chairperson

## Government Official

**Mr Martin CADMAN**

Representative of the Hong Kong Police Force

**Mr AU Wing -Leung, Damon**

Representative of the Hong Kong Police Force  
Chairperson of the Road Safety Council Annual Report Working Group

**Mr KWOK Ka-chuen, Kenneth**

Representative of the Hong Kong Police Force

**Ms IP Ka-ye**

Representative of the Hong Kong Police Force  
Chairperson of the Road Safety Strategic Engagement Working Group

**Ms KWAN Yu-pik, Shirley**

Representative of the Transport & Housing Bureau

**Mr TANG Wai-leung**

Representative of the Transport Department  
Chairperson of the Road Safety Research Committee

**Mr WU Kin-kwok, Eddy**

Representative of the Transport Department

**Dr TAM Ka-keung, Andy**

Representative of the Education Bureau

**Mr HUNG Kwok-chuen, Terrie**

Representative of the Highways Department

**Mr CHAN Siu-fung, Annissa**

Representative of the Information Services Department

**Ms KONG Pui-wah, Ada**

Representative of the Home Affairs Department

## Non-Government Official

**Miss MA Ka-wai**

Chairperson of the Road Safety Campaign Committee

**Dr LIU Kai-ming, Henry, MH, SBStJ**

Representative of the Road Safety Association

**Dr LEE Yiu-pui, Ringo**

Representative of Hong Kong Automobile Association

**Mr CHAN Kin-keung, Clement**

Representative of The Institute of Advanced Motorist Hong Kong

**Dr HOU Lee-tsun, Laurence**

Representative of the Hong Kong Medical Association

**Mr POON Wing-fai, Jimmy**

Representative of The Hong Kong Federation of Insurers

**Ir Dr FONG Ping, Vincent**

Representative of the Chartered Institute of Logistics and Transport in Hong Kong

**Mr YEUNG Chuen-sing, Eric**

Chairperson of the Road Safety Innovation and Technology Working Group

**Miss LEUNG Bon-yuen, Eviana**

**Mr Andy TAY**

Secretary of the Road Safety Council

## Terms of Reference

To co-ordinate action by the various parties interested in or responsible for road safety.

To approve and assist in road safety campaigns and the dissemination of road safety information.

To advise on measures to prevent traffic collisions or to reduce injuries in traffic collisions.

To determine priorities for the Road Safety and Standards Division in liaison with the Transport Department.

To approve for submission to the Transport Advisory Committee the Road Safety Council Annual Report and to monitor the strategy programme throughout the year.

Road Safety Campaign Committee

[Click here](#)

Road Safety Research Committee

[Click here](#)

Road Safety Publicity Strategies Working Group

[Click here](#)

Road Safety Council Annual Report Working Group

[Click here](#)

Road Safety Focused Action on Target Groups Working Group

[Click here](#)

Road Safety Innovation and Technology Working Group

[Click here](#)

Road Safety Strategic Engagement Working Group

[Click here](#)

# INTRODUCTION OF NON-GOVERNMENTAL ORGANISATIONS

ROAD SAFETY COUNCIL



The Chartered Institute of Logistics and Transport

## The Chartered Institute of Logistics and Transport in Hong Kong

- The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) encompasses a diverse spectrum of industries for both passengers and freight transportation.
- The CILTHK organises activities and operates a code of conduct aiming at upholding professional industry standards.
- The CILTHK also participates in public committees and advisory bodies to provide views on transport and logistics-related issues.
- The CILTHK works closely with the Road Safety Council to improve road safety and ensure that road safety messages reach the industry.

For further information, please visit : <http://www.cilt.org.hk>



## Hong Kong Automobile Association

The Hong Kong Automobile Association (HKAA) is the most recognised and longest established automobile organisation in Hong Kong, having been in existence since 1918. HKAA is a not-for-profit organisation that serves members and road users in Hong Kong. As a member of the Road Safety Council, the HKAA provides commentary to assist both the Council and the Government in developing new legislation, improving road quality, devising new road safety measures and handling various traffic aspects related to the general protection of road users. The Association is represented on the Council, the Road Safety Research Committee, the Road Safety Campaign Committee, the Road Safety Innovation and Technology Working Group and the Speed Limit Review Working Group.

For further information, please visit: <http://www.hkaa.com.hk> or Like our Facebook fan page: **HKAA**



香港保險業聯會  
The Hong Kong Federation of Insurers

## Hong Kong Federation of Insurers

The Hong Kong Federation of Insurers (HKFI) comprises 136 member companies and is recognised by the Government as the representative body of the insurance industry. It consists of two councils: General Insurance Council (GIC) and Life Insurance Council. Matters related to motor insurance are in the purview of Accident Insurance Association under the GIC.

The HKFI liaises with Financial Services and the Treasury Bureau and the Insurance Authority on legislative and industry matters, and is committed to improving the professionalism of the insurance industry.

The HKFI continues to support Road Safety Council activities / initiatives. Its website ([www.hkfi.org.hk](http://www.hkfi.org.hk)) links to the RSC's website providing drivers with useful information on motor insurance. HKFI has built an e-platform MIDAS to authenticate cover notes to protect public interest.

We also share information relating to motor insurance, safety tips, etc. for motorists and the public in HKFI's dedicated Facebook fan page:

**HKFI Smart Union** ([www.facebook.com/HKFI.SmartUnion/](http://www.facebook.com/HKFI.SmartUnion/))

### The Hong Kong Medical Association

The Hong Kong Medical Association (HKMA), formerly known as the Hong Kong Chinese Medical Association and founded in 1920, aims to improve medical standards in Hong Kong. At the same time, it provides a platform to maintain friendly and professional relations with registered medical practitioners. With its motto: 'To Safeguard the Health of the People', the HKMA has over 11,000 members. Its work centres on the dissemination of medical knowledge, encompassing information regarding the care and wellbeing of road users.

For further information, please visit: <http://www.hkma.org>

### The Hong Kong Road Safety Association Hong Kong Road Safety Patrol

Founded in 1961, the Hong Kong Road Safety Association (HKRSA) is a voluntary organisation dedicated to the promotion of pedestrian safety. In 1963, the Hong Kong Road Safety Patrol (HKRSP) was established to focus on student pedestrian safety and to assist the Police to promote road safety issues.

The HKRSP has a membership of over 14,000, including students from kindergartens, primary and secondary schools, senior citizens from elderly centres and volunteers who serve as leaders. The HKRSP participated in several road safety campaigns and community events. It also provided social services and spearheaded road safety education among students, who share the mission to promote road safety education and serve the community.

For further information, please visit: [www.rsa.org.hk](http://www.rsa.org.hk)

### Institute of Advanced Motorists Hong Kong

The Institute of Advanced Motorists Hong Kong (IAM/HK), established in 1961, is now in its 58<sup>th</sup> year. The aim of IAM/HK is to improve road safety in Hong Kong through the promotion of safe driving skills and responsible driving attitude.

IAM/HK is an active member of the Road Safety Council and is represented on its Road Safety Research Committee, Road Safety Campaign Committee, Road Safety Innovation and Technology Working Group and Working Group on Speed Review. As a non-commercial and non-profit-taking organisation, the IAM/HK conducts advanced training programs and assessment to the government, commercial fleet and the public through our accredited trainers, in Hong Kong, Macau and the Mainland.

For further information, please visit: <http://www.iamhk.org/>



# FIGURES IN 2019



The Council's programmes and direction are formulated with reference to accident trends and common accident contributory factors. To this end, traffic accident statistics and trends are carefully analysed to determine appropriate measures to mitigate and prevent traffic accidents.



## 2019 Statistics



Traffic accidents involved injuries

**16,102**

↑ 1.05%  
Compared with 2018



**20,105**

Persons were injured

3.09% ↑  
Compared with 2018



**113** People killed

Remain unchanged



Vehicle collisions involving pedestrians

**2,737**

↓ 223  
Compared with 2018



Vehicle collisions involving one vehicle colliding with another

**8,496**

↑ 647  
Compared with 2018



## Highlight

Number of taxis involving in accident



Taxi

↑ 8%

Killed and serious injured (KSI) in traffic accident



Motor cyclist

↑ 20%



26,689

Vehicles involved in traffic accidents in 2019



Private Car  
9,310



Taxi  
4,810



Light Goods Vehicle  
3,086



Motorcycle  
2,678



Public Bus  
2,633



Bicycle  
1,839



Other Vehicles  
2,333

## Impact of Road Conditions



25%  
Occurred at  
road junctions



21%  
Occurred at  
pedestrian  
crossings



4%  
Occurred  
around dawn  
or dusk



29%  
Occurred at  
night



## Highlight



Although the number of cyclist accidents **reduced by around 4%**, the number of KSI cyclist accidents happened on carriageway **increased by around 10%**.

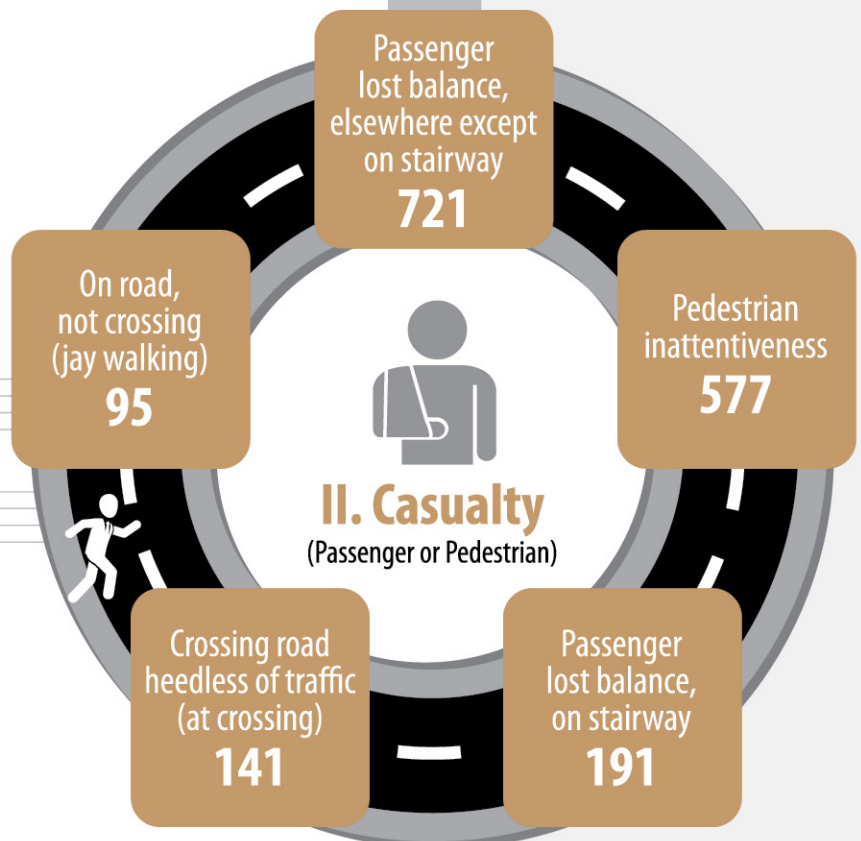
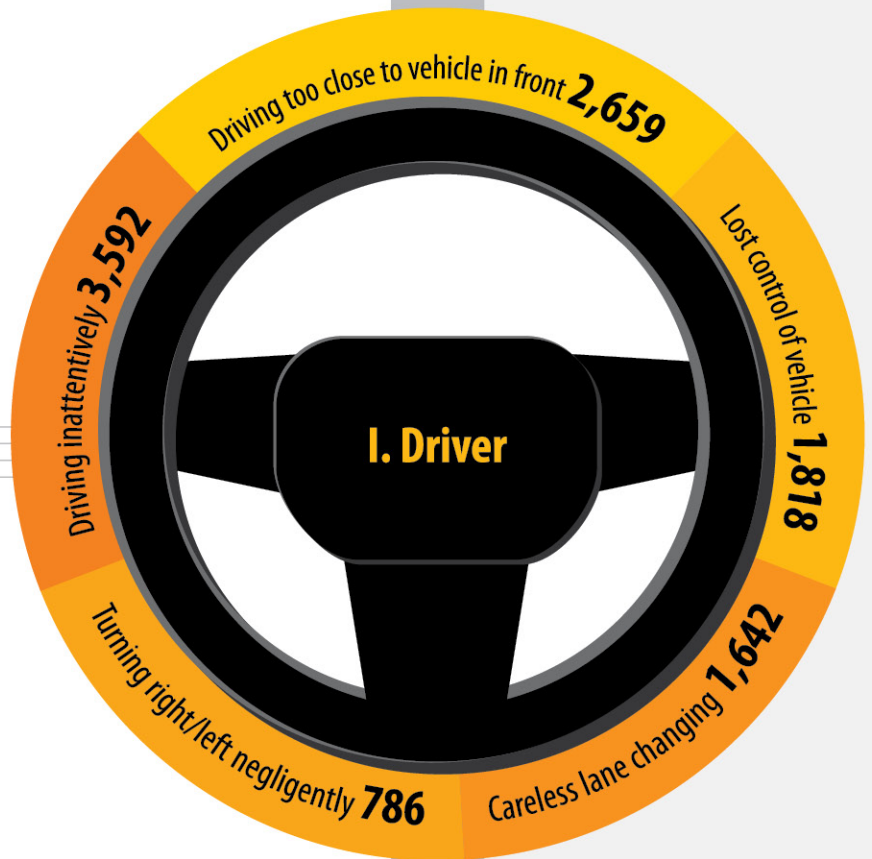


The number of KSI elderly pedestrian (aged 60 or over) casualties experienced a **reduction of around 4%**.

# Top Five Contributory Factors in Traffic Accidents 2019

From Four Perspectives

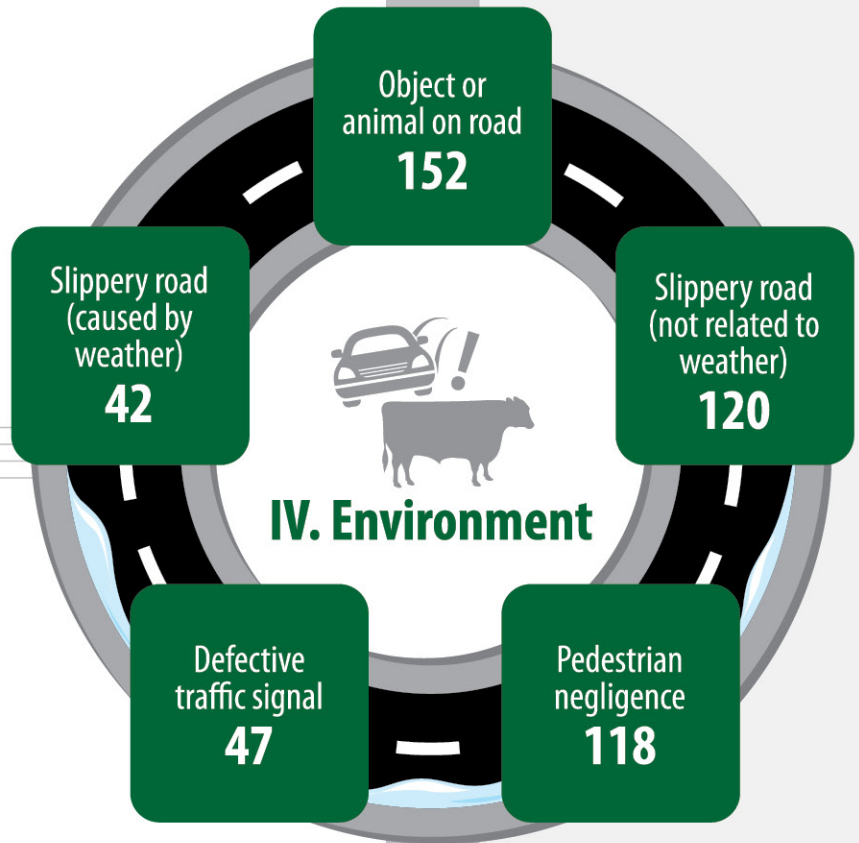
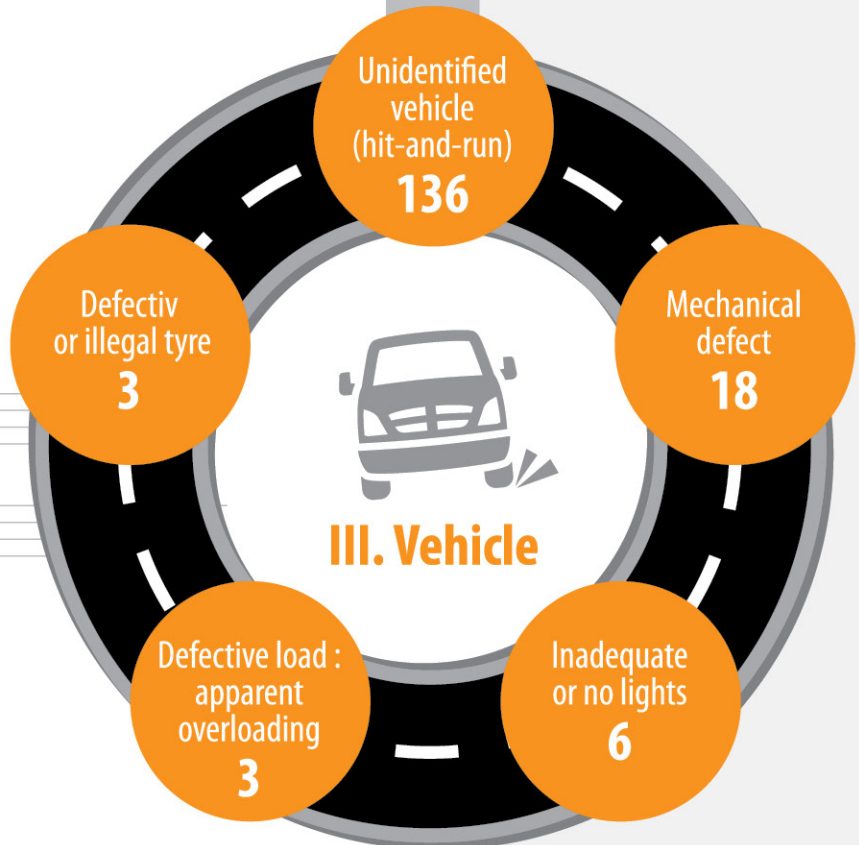
- I Driver
- II Casualty
- III Vehicle
- IV Environment



# Top Five Contributory Factors in Traffic Accidents 2019

From Four Perspectives

- I Driver
- II Casualty
- III Vehicle
- IV Environment



# PUBLICITY

Achieving our vision on road safety requires a concerted effort in multiple areas, especially in publicity. In 2019, the Council strengthened its existing publicity tools and created new platforms to highlight the most pressing road safety concerns to raise the community's awareness of road safety.



## ROAD SAFETY COUNCIL PUBLICITY AND CAMPAIGNS IN 2019-2020

19 JULY 2019

Elderly Pedestrian Road Safety Talent Show 2019-2020 Kick-off Ceremony

October 2019

Created The Social Media Platform: Facebook and Instagram

3 January 2020

Elderly Pedestrian Road Safety Talent Show 2019-2020 (Final)

11 January 2020

Road Safety Council 46<sup>th</sup> Anniversary Ceremony cum City Carnival was successfully held

**ELDERLY PEDESTRIAN ROAD SAFETY TALENT SHOW 2019-2020 KICK OFF CEREMONY**



**Elderly Pedestrian Safety**

The Council held a talent show competition from July 2019 to January 2020 in conjunction with Radio Television Hong Kong, which involves **26 teams**. Eight finalists performed a 5-minute talent show and the representatives of the Road Safety Council and RTHK judged the performances, based on the participants' cooperation, creativity, entertainment and the coverage of road safety messages. The champion for the competition is Senior Police Call - Yuen Long, the first runner-up is Kilo Mega Band (耆樂無窮樂隊) while the second runner-up is St. Mark's Church Bradbury Kindergarten. The talent show has successfully disseminating messages of elderly pedestrian safety to the public.



**Champion team:**  
Senior Police Call - Yuen Long



**The first runner-up:**  
Kilo Mega Band



**The second runner-up :**  
St. Mark's Church Bradbury Kindergarten



**Competition judges**

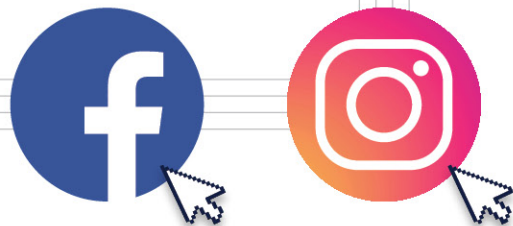


**TALENT SHOW COMPETITION**  
JPC BUDDY SCHE...



## Road Safety Council Facebook & Instagram

Recent years, the internet plays an extremely significant role in the society, being the main channel for distributing, promoting and receiving messages. In October 2019, Road Safety Council has created the social media platform including Facebook and Instagram, to spread our previous information and further create new messages about road safety to facilitate the promotion in a flexible, immediate and interactive way. There were a total of 61 posts published on the social media platforms between November 2019 to March 2020.





Road Safety Council 46<sup>th</sup> Anniversary Ceremony cum City Carnival



The Ceremony cum Road Safety City Carnival Kick off



A kid was playing a Road Safety Game Booth



A kid was playing the Road Safety Dream Car

## 46<sup>th</sup> Anniversary Ceremony

The Road Safety Council 46<sup>th</sup> Anniversary Ceremony cum Road Safety City Carnival was successfully held on 11<sup>st</sup> January 2020 at the Kai Tak Cruise Terminal with around **700 members** of the public participated.

A mini Road Safety Town was set up at the cruise terminal. Through driving simulation, interactive games, STEM workshop (science, technology, engineering and mathematics) and art workshops, the carnival aimed at nurturing awareness among children and other members of the public to act as responsible road users. Furthermore, a Kid Model Show and a Road Safety Dream Car Competition were newly added in this year.



# EDUCATION





## Footbridges & Flyovers Banner for Anti-Drink & Anti-Drug Driving

The Council is working to enhance awareness of road safety through publicity and education. To remind people not to drive after drinking and to highlight the adverse effects of drugs on their driving ability. The Council reinforces its anti-drink driving and anti-drug driving messages by deploying a total of **59** banners at footbridges and flyovers in **49** locations in 2019.



## Road Safety Bulletin

Road Safety Bulletins are published to disseminate road safety advice and messages to all road users to raise their road safety awareness and enhance understanding of traffic regulations and rules. The Road Safety Bulletins are available on the

[Transport Department's homepage.](#)

## Road Safety Town

The Road Safety Towns are owned and managed by the Leisure and Cultural Services Department, while lectures on road safety are delivered by Police Road Safety Teams. The towns transform road safety education into an enjoyable experience, especially for the young and the elderly, in a pleasant and comfortable environment. The towns attracted more than **30,344 visitors** of all ages in 2019. They are popular destinations for kindergartens and primary schools, as well as clubs, social service groups and elderly service organisations. Open days with interactive games and performances are regularly held to promote road safety themes.



**Tuen Mun Road Safety Town**  
Wu Shan Recreation Playground | Enquiries: 2463 7597



**Sha Tin Road Safety Park**  
1 Kong Pui Street, Sha Tin | Enquiries: 2637 6303



**Pak Fuk Road Safety Town**  
Pak Fuk Road, North Point | Enquiries: 2565 5716



**Sau Mau Ping Road Safety Town**  
56 Sau Ming Road, Sau Mau Ping | Enquiries: 2379 1194



## Road Safety Bus

Road Safety Bus was revamped in the winter of 2018. Multi-media facilities were installed and colourful pictures with TV were displayed on the bus body. Simulated roads were also provided inside the bus compartment.

Computer games and interactive learning facilities were provided on the bus. Visitors can play quiz games and learn road safety knowledge through the games. One large TV was installed on the outer body of the bus to broadcast TV and radio APIs and other road safety information. Other multi-media interactive games can also enhance the enjoyment of visitors. Pedestrian lights simulator was installed to teach children how to cross the road safely.

Road Safety Bus will continue to act as a mobile exhibition platform and visit schools, housing estates and youth centres across the territory so as to promote road safety messages to the public.



# ROAD SAFETY MEASURES



## Bus-friendly traffic measures



In 2019, TD commenced a trial scheme to implement the “Give way to bus” traffic sign and road markings at 4 bus bays in Sha Tin, Kwai Fong, Kowloon City and Central respectively to encourage drivers to give way to buses when approaching the bus bays. Some buses have also been affixed with a “Give way to bus” sticker label at the back of the bus body. The scheme is found to have positive results, and TD is considering extending the scheme to other locations.

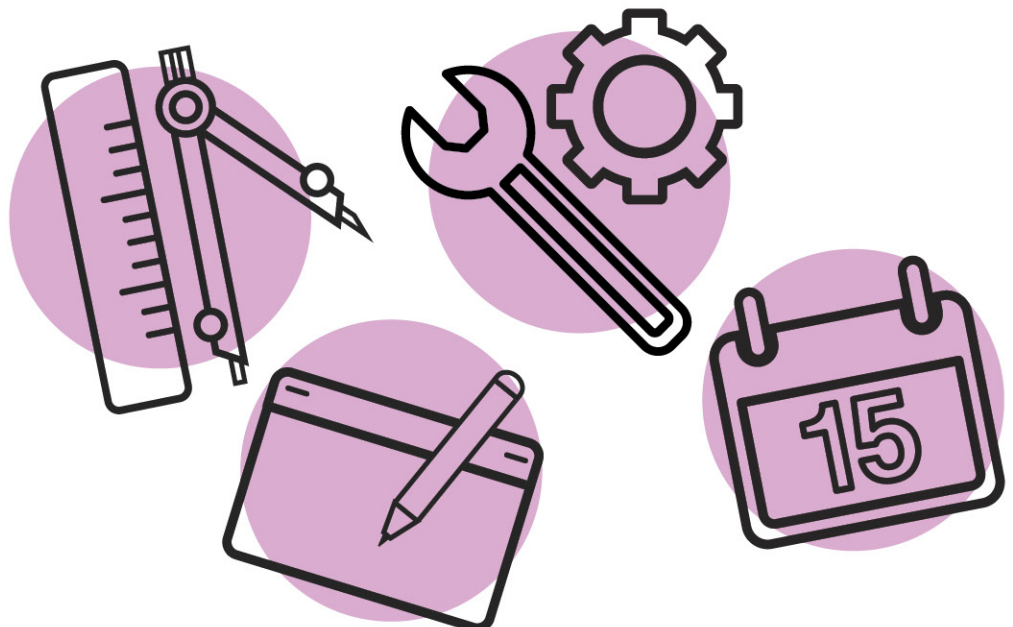
Based on the review result of the consultancy study jointly managed by TD and HyD commencing in May 2018, TD and HyD also commenced a pilot trial to install energy absorbing bollards (EABs) at the bus stop on Aberdeen Praya Road in 2019. When EAB is impacted by a vehicle, it will absorb energy from the vehicle and reduce its speed, thereby reducing the threat of errant vehicles to driver, passengers and pedestrians.



Energy absorbing bollards

## Road Safety Audit (RSA)

With a view to reducing road casualties, TD is taking proactive actions to enhance road safety and develop the road safety management system. With reference to overseas practices and experience, TD has required works departments to carry out RSA for all new road projects in Hong Kong with effect from 1<sup>st</sup> April 2019. RSA takes a precautionary approach in enhancing the safety performance of roads throughout the **planning, design, construction** and **preopening stages** of transport infrastructures.



# ENFORCEMENT

Traffic regulations address the mutual relationships among road users and also the relationship between road users and their surroundings. They aim to promote the safe and smooth flow of traffic on roads. Breaches of regulations are addressed through police enforcement. In 2019 there were a total of **1,904,114** enforcement actions.

In 2019, Road Safety Council has selected seven areas of focus to promote road safety, including elderly pedestrian (at locations with no crossing control point), driving inattentively, driving too close to vehicle in front, traffic accidents related to red public light buses, franchised buses (passengers lost balance), traffic accidents related to cyclists on carriageways and driving attitude (manner).



**Selected Traffic Enforcement Priorities 2019 (STEP)**

Aims: Save lives, smooth traffic and address community concerns

**Driving Attitude (Manner)**

Enforcement actions targeting inattentive driving were conducted with a view to ensuring drivers to pay more attention whilst behind the wheel. The number of careless driving decreased by **4.9%**, from **19,071** to **18,128** in 2019, while the number of dangerous driving (includes causing grievous bodily harm and death) increased by **9.9%**, from **807** in 2018 to **887** in 2019.

**Anti-Drink Driving**

**668** persons were arrested for drink driving offences. The number of traffic accidents involving drink driving decreased from **230** in 2018 to **213** in 2019.

**Pedestrian Safety**

**10,746** prosecutions against pedestrians. Fatalities decreased by **29%** from **48** persons in 2018 to **34** in 2019 (elderly pedestrians aged 65 or above).



Enforcement

**Anti-Drug Driving**

In 2019, **46** Drug Influence Recognition Observation (DIRO) were conducted which **8** drivers were arrested for drug driving offences.

**Cycling Safety**

In recent years, cycling has become increasingly popular. Traffic enforcement operations are regularly conducted to raise public awareness of cycling safety. Number of Cyclist Casualties decreased by **4%** from **1,687** persons in 2018 to **1,625** in 2019.

**Public Service Vehicles Related Offences**

Traffic enforcement operations were mounted by the Police targeting drivers of public service vehicles, such as **franchised buses, public light buses and taxis**, to enhance their road safety awareness with the aim of reducing traffic accidents and enhancing traffic flow.

# THE WAY FORWARD



## Be a Responsible Road User

Referring to contributing factors of traffic accidents in 2019, the majority of traffic accidents are indeed human-caused. In light of this staggering percentage of human-induced accidents, it is of paramount importance that the public should be more aware that maintaining road safety is a shared responsibility among everyone. Hence, “Be a responsible road user” remains as our main theme for the coming year. We will continue to disseminate road safety messages targeting diverse groups of road users through publicity and education, with a view to making Hong Kong one of the safest cities in the world.

## Innovation and Technology

Meeting the development in the innovation and technology industry, virtual reality (VR) is one of the newest solutions that authorities around the world are exploring for promoting road safety. RSC will develop a virtual reality system for elderly to experience traffic accidents ‘first hand’, which could be promoted in future publicity campaigns.

## Focused Action on Target Groups

We study the causation factors and the pattern of each type of traffic accidents, so that Police could prioritise enforcement against prevalent traffic offences causing the traffic accidents. We will explore longer term trends of accident and put focus on Killed and Seriously Injured (KSI) cases.

## Improved Engineering and Legislation

Ongoing efforts on target items of pedestrian safety, vehicle safety, smart infrastructure and road safety continue unabated. Implementation of new initiatives such as pilot intelligent traffic signal system project and appropriate overseas road safety products will continue to drive our objectives forward.

## Looking Ahead

Everyone takes responsibility for ensuring that every road user is safe, to create a safer Hong Kong. RSC will explore new initiatives and activities to enhance road safety and strive towards achieving the vision of “Zero Accidents on the Road, Hong Kong’s Goal”.

