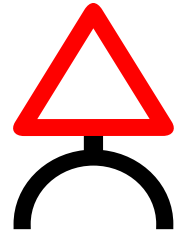


ANNUAL REPORT 2021

RSC Facebook



RSC Website



道路安全議會
Road Safety Council

KEEP YOUR COOL
ON THE ROAD

STAY ALERT, STAY ALIVE





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CHAIRMAN'S FOREWORD

It has been 48 years since the establishment of the Road Safety Council (the Council). I am incredibly honoured to present the Council's 2021 Annual Report in my capacity as the Council Chairman.

In 2021, there were a total of 94 fatal traffic accidents, with 97 fatalities, making a record low since 1954. Furthermore, traffic accidents involving fatalities and serious injuries decreased from 3,000 in 2000 to 1,918 in 2021, representing an average annual decrease of 2%. The figures of 2021 also indicated a drop of about 4.5% when compared to 2,008 in 2020. Despite the fact that serious traffic accidents have been steadily declining, we cannot afford to be complacent. We must continue to give our all in promoting road safety.

New Theme of Road Safety

In order to more effectively instill road safety awareness into the public, the Council changed the theme of road safety from "Be a Responsible Road User" to **"Keep Your Cool on the Road – Stay Alert, Stay Alive"**. The clear, concise and easy-to-remember theme would be our publicity slogan to reach all walks of life.

Publicity Targeting Different Road Users

With the still-raging COVID-19 pandemic, people's mode of life and commuting habits have been changed, posing unprecedented road safety challenges in 2021. To effectively promote road safety, the Council analysed pertinent data to pinpoint the underlying causes of road safety issues and developed strategic publicity plans targeting various groups. Efforts were made to ensure that road safety messages could effectively reach the intended road users with greater success.

Cycling Safety

As overseas travel became nearly impossible during the epidemic, more people cycled for leisure, leading to an increase of traffic accidents involving cycling-related injuries. In 2021, there were 515 fatal or serious cycling-related traffic accidents in the territory, marking a 9% increase when compared with the previous year. It has become a concern and demonstrated the importance of cycling safety.

The Council in collaboration with the Road Safety Team of New Territories South, the Cycling Association of Hong Kong, China, and its nine affiliated associations



Deputy Commissioner of Police (Operations)
Mr. YUEN Yuk-kin, Albert, PDSM

organised public awareness campaigns through a variety of channels to promote cycling safety, including the "Safe Charter Ceremony" and the "Cycling Safety Promotion Event" in Sunny Bay and Tung Chung respectively. Together with the Civil Engineering and Development Department (CEDD) and the Transport Department (TD), the Council also produced and aired a new series of TV and radio Announcements in the Public Interest on cycling safety.

Given cycling accidents have occurred more often in the New Territories, the Council has erected cycling safety publicity banners along the recently built cycle track network, including sections from Tsuen Wan West and Tuen Mun to Fanling. Furthermore, a number of construction projects were ongoing near cycle tracks in the New Territories, which led to higher heavy-construction-vehicle traffic and posed a safety risk. The Council has thus worked with relevant Regional Traffic Headquarters and the CEDD to provide seminars to drivers of heavy construction vehicles and promote attentive driving in nearby high-risk areas.



Elderly Pedestrian Road Safety

The elderly (aged 65 or over) are more susceptible to injuries in traffic accidents among all road users. In 2021, 36 of the 55 pedestrian fatalities in traffic accidents were elderly people, making up more than 65% of the pedestrian fatalities. Therefore, it is crucial to raise the road safety awareness of senior citizens. In 2021, the Council arranged to broadcast 80 episodes of elderly road safety quizzes at their popular platform on Radio Television Hong Kong (RTHK) with an entertaining approach to educate the elderly on road safety knowledge. Promoting road safety among elderly pedestrians could not be accomplished overnight. We sought to lay a good foundation and bring about change through gradual and far-reaching influence by taking a long-term and consistent approach. As such, in collaboration with the Social Welfare Department and Road Safety Teams of various Regions, we paid regular visits to district elderly community centres and neighborhood elderly centres to promote elderly pedestrian safety.

Online and Offline Publicity and Education in Tandem

Moving on to a new normal amid the epidemic, the Council developed a new publicity approach, which combined the influence of social media publicity and the enthusiastic vibe of offline activities to create a new, efficient and flexible mode of promotion.

Making Good Use of Social Media

Leveraging on the powerful impact of social media, the Council published four series of publicity videos on "Fatigue Driving", "No Jaywalking", "Motorcycle Safety" and "Cycling Safety" on social networking sites to promote road safety. Additionally, the Council's mascot, "Mr. Safegg", actively participated in various social media platforms to share road safety tips to netizens in an amusing and timely way. This approach allowed the Council's publicity efforts to reach more people, leading to a jump of over 70% in the number of mascot followers over the previous year.

Organising In-person Events

Despite the enormous difficulties in planning in-person promotion activities during the epidemic, the Council remained committed to promoting road safety. As the epidemic situation began to ease, the Council successfully staged the Road Safety Council 48th Anniversary Ceremony in the Hong Kong Science Park on 20 November 2021, and transformed a section of the park into a venue with innovative and technology-themed activities. It successfully boosted road safety awareness among people of different generations.



Effective Enforcement

Traffic enforcement is a crucial part in promoting road safety. The Council is pleased with the Police's ongoing adoption of modern technologies to boost enforcement efficiency. Numerous enforcement technologies developed by the Police in recent years like e-Ticketing and the Rapid Oral Fluid Test considerably enhanced the effectiveness of enforcement and the deterrent effect. In comparison to the about 3.2 million traffic enforcement actions performed by the Police in 2020, there were over 3.9 million in 2021, representing a sharp increase of 20%. The Traffic Branch Headquarters of the Hong Kong Police Force also introduced "Project PROVE", the first Police WeChat platform for online reporting. By uploading video clips or images, members of the public can quickly and easily report non-emergency traffic-related offences to the Police, thereby raising drivers' law-abiding awareness as well as enhancing overall road safety.

The Way Forward

Road safety relies on both community support and collaboration between the Council and the parties involved. The Council is pleased to note that the Government, with the vigorous efforts of relevant departments, including the Police and TD, is actively considering legislative amendments to advance a number of road safety initiatives, such as strengthening the requirement for child restraints for private car passengers, requiring drivers and passengers of motor tricycles and cyclists to wear protective helmets, extending the mandatory installation and use of seat belts (including private light buses, buses, goods vehicles and special purpose vehicles), regulating the use of mobile communication device on vehicles and developing Traffic e-Enforcement System. I would like to express my heartfelt gratitude to all Council members and our road safety partners for their tireless efforts in promoting road safety.

Looking ahead, we will adopt a new theme of road safety namely **"Keep Your Cool on the Road – Stay Alert, Stay Alive"**, and continue to collaborate with pertinent organisations to promote road safety through various channels, both online and offline, in order to achieve our shared vision of

KEEP YOUR COOL
ON THE ROAD –
STAY ALERT, STAY ALIVE

ZERO ACCIDENTS ON THE ROAD,
HONG KONG'S GOAL



› ABOUT THE ROAD SAFETY COUNCIL

OUR VISION AND MISSION

[Click Here](#)

1973

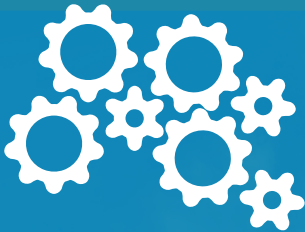
Building on the work of its predecessor, the Standing Conference on Road Safety, established in 1973.



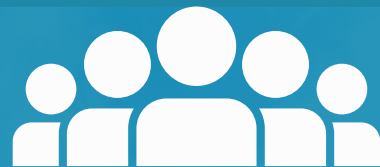
1983

Became a government advisory body to promote road safety in Hong Kong.

7 government bureaux and departments



5 stakeholders in close partnership with RSC



STRUCTURE OF ROAD SAFETY COUNCIL



The Road Safety Campaign Committee (RSCC)

The Road Safety Campaign Committee assists the Road Safety Council (the Council) in organising road safety publicity campaigns and in disseminating road safety information through the media, advises on budget allocation and monitors expenditure on road safety programmes funded by the Government.

[Click Here](#)



The Road Safety Publicity Strategy Working Group (RSPSWG)

The Road Safety Publicity Strategy Working Group formulates and executes education and publicity plans which are examined by the Road Safety Campaign Committee.

[Click Here](#)



The Road Safety Council Annual Report Working Group (RSARWG)

The Road Safety Council Annual Report Working Group is responsible for preparing and drafting, on an annual basis, a Road Safety Council Annual Report for consideration by the Road Safety Council.

[Click Here](#)

Structure of Road Safety Council



The Road Safety Research Committee (RSRC)

The Road Safety Research Committee maintains up-to-date developments in world-wide road safety research and suggests new road safety measures and policy where appropriate, liaises closely with overseas' road safety organisations to exchange road safety related information and researches for considering possible research projects and referring to the Council to prioritize those projects.

[Click Here](#)



The Road Safety Focused Action on Target Groups Working Group (RSFATGWG)

The Road Safety Focused Action on Target Groups Working Group is using an evidence-based approach that based on traffic accident data to identify vulnerable road users including pedestrians, and types of drivers and vehicles that have a higher involvement in traffic accidents to enhance enforcement action. The objective is to tackle traffic accidents at a specific time, at a specific location and at a specific problem.

[Click Here](#)



The Road Safety Innovation and Technology Working Group (RSITWG)

The Road Safety Innovation and Technology Working Group advises on the use of innovative ideas and technologies to make drivers, passengers and pedestrians safer on the road taking reference to accident trends and causation factors and advises on use of technologies in promoting road safety campaigns to target groups more effectively. The working group adopts an evidence-based approach to identify the accident trends and major contributory factors for advising the Council how technologies assist in the promotion of road safety campaigns more effectively.

[Click Here](#)



The Road Safety Strategic Engagement Working Group (RSSEWG)

The Road Safety Strategic Engagement Working Group disseminates road safety strategies formulated by the Council to the senior decision-making level of the transport sector, trade and other stakeholders so as to enlist their support for road safety efforts.

[Click Here](#)

MEMBERSHIP AND TERMS OF REFERENCE

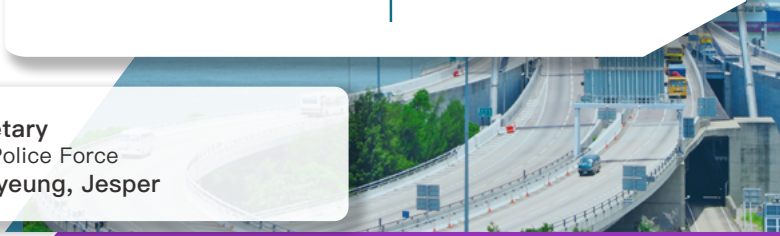


Chairperson
Deputy Commissioner of Police (Operations)
Mr. YUEN Yuk-kin, Albert, PDSM

Representatives from Government Departments	
Representative of Hong Kong Police Force Mr. YAU Siu-kei, Crusade	Representative of the Transport Department Mr. YAU Kwok-ting, Tony
Representative of Hong Kong Police Force Ms. TSANG Shuk-yin, Karen	Representative of the Transport Department Mr. WU Kin-kwok, Eddy
Representative of Hong Kong Police Force Mr. LEE Chi-wai, Ivan	Representative of Highways Department Mr. HO Kwok-tim, Tim
Representative of Hong Kong Police Force Ms. POON Shui-ping, Sherry	Representative of Transport and Logistics Bureau Ms. Li Chim-wing, Vivien
Representative of Information Services Department Ms. CHEN Li-li, Lily	Representative of Education Bureau Dr. TAM Ka-keung, Andy
Representative of Home Affairs Department Miss WONG Po Wing, Lesley	

Non-Official Members	
Miss MA Ka-wai, Rebecca	Ms. LAU Pui-ling, Selina
Dr. LEE Yiu-pui, Ringo	Ir. Dr. FONG Ping, Vincent
Mr. KONG Yat-hung, James	Dr. HOU Lee-tsun, Laurence
Mr. YEUNG Chuen-sing, Eric, JP	Prof. HUNG Wai-man, Witman, JP
Miss LEUNG Bon-yuen, Eviana	Miss CHIU Ching-yi, Stella

Secretary
Hong Kong Police Force
Mr. CHAN Ka-yeung, Jesper



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.

STAKEHOLDERS IN CLOSE PARTNERSHIP WITH RSC



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 working partner 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.

For further information, please visit: <http://www.hkaa.com.hk/>



or Like our Facebook fan page: **HKAA**



HONG KONG FEDERATION OF INSURERS (HKFI)

- The Hong Kong Federation of Insurers (HKFI) comprises over 130 member companies and is recognised by the Government as the representative body of 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 GIC.
- The HKFI liaises with Financial Services and the Treasury Bureau and Insurance Authority on legislative and industry matters, and is committed to improving the professionalism of insurance industry.
- The HKFI continues to support Road Safety Council (RSC)'s activities / initiatives. Its website links to RSC's website providing drivers with useful information on motor insurance. To protect public interest, HKFI has built an e-platform Motor Insurance DLT-based Authentication System (MIDAS) applying blockchain technology to authenticate motor insurance cover notes / policies.
- We also share information relating to motor insurance, safety tips, etc. for motorists and the public via HKFI's dedicated Facebook fan page.

For further information, please visit HKFI's official website: www.hkfi.org.hk/ and



Like our Facebook fan page: **HKFI Smart Union**



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 and the Road Safety Council to promote road safety issues.
- The HKRSP has a membership of over 10,000, including students from kindergartens, primary and secondary schools, senior citizens from elderly centres and volunteers who serve as leaders. The HKRSP participates in several road safety campaigns and community events. It also provides social services and spearheads road safety education among students, who share the mission to promote road safety education and serve the community.

For further information, please visit: <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 61st year. The aim of IAM/HK is to improve road safety standard in Hong Kong through the promotion of advanced driving courses and responsible driving attitude.
- The IAM/HK works closely with the Road Safety Council to promote and improve road safety in Hong Kong. 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 their accredited trainers, in Hong Kong, Macau and the Mainland.

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



FIGURES IN 2021



▶ FIGURES IN 2021



Traffic accident involved personal injuries

↑ 16.56%

2020 15,298 ▶ 2021 17,831



Fatal and serious accidents

↓ 4.48%

2020 2,008 ▶ 2021 1,918



Fatal accidents

↓ 2%

2020 96 ▶ 2021 94



Traffic accidents involving collisions with pedestrians

↑ 20%

2020 2,175 ▶ 2021 2,611



Traffic accidents involving one vehicle colliding with another

↑ 21%

2020 7,980 ▶ 2021 9,641

HIGHLIGHTS

Number of motorcycles involving in accidents

↑ 12%



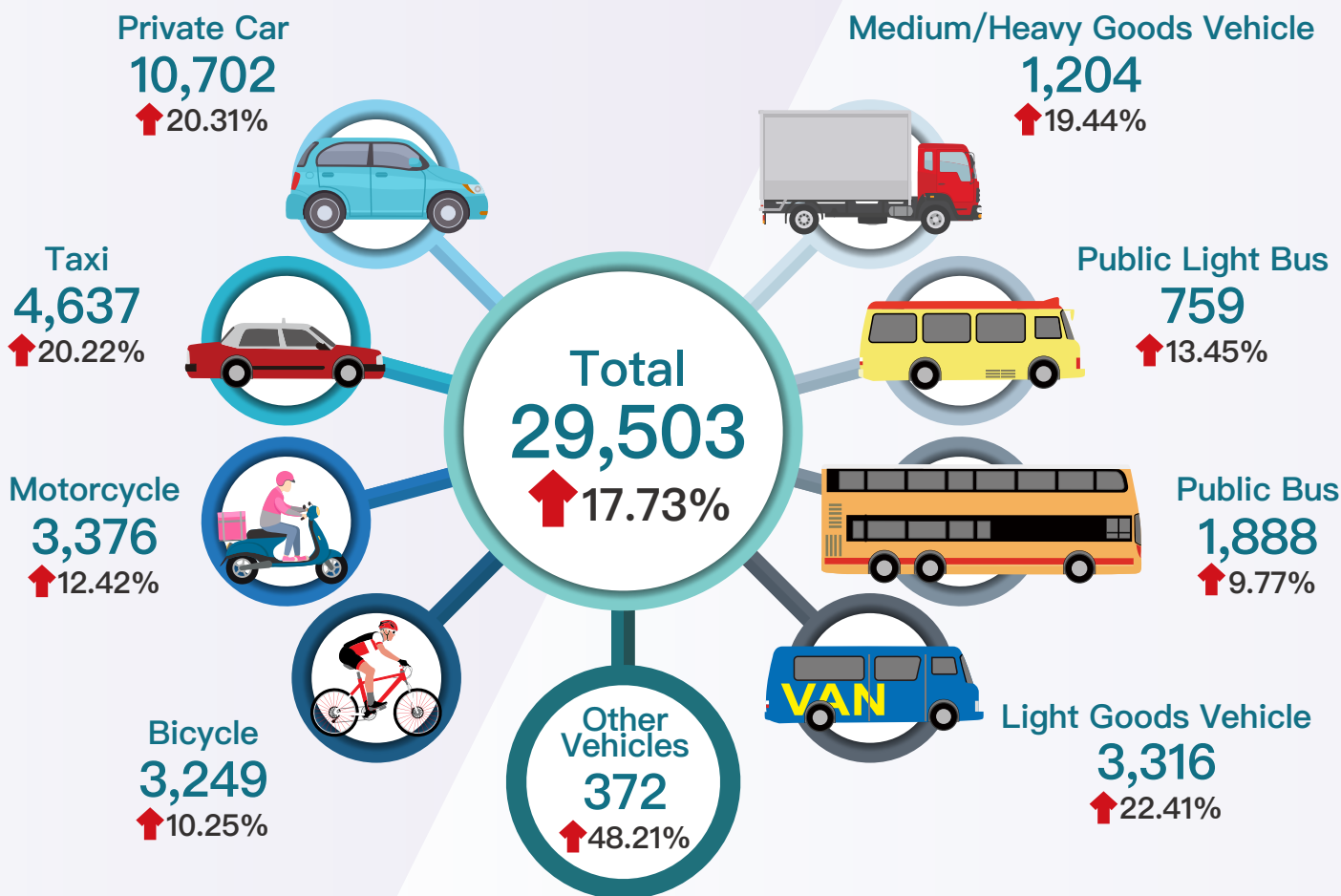
Number of killed and seriously injured (KSI) cyclist casualties

↑ 10%

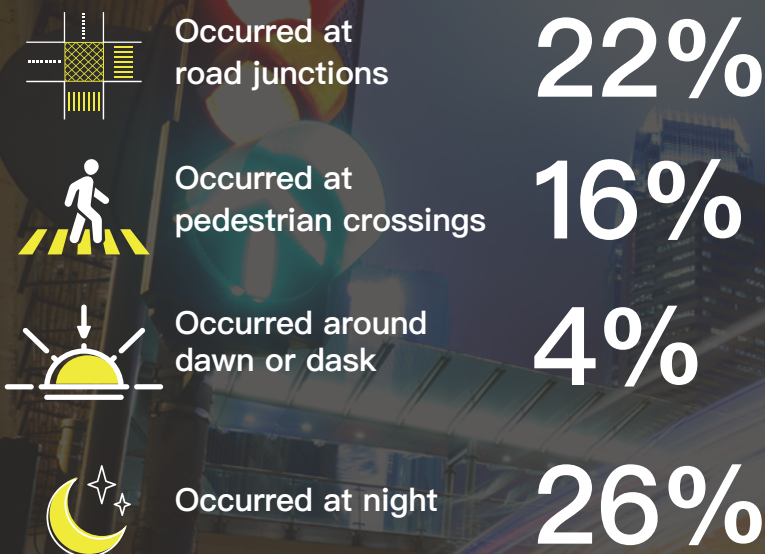
Portion of total KSI casualties **24%**



Vehicles involved in traffic accidents in 2021



IMPACT OF ROAD CONDITIONS



HIGHLIGHTS

The numbers of fatal and serious traffic accidents dropped by 2% and 5% respectively in 2021 when compared with 2020. However, the numbers of overall and slight traffic accidents increased by 17% and 20% respectively.

The casualty numbers of cyclists and passengers in 2021 increased by 9% and 26% respectively when compared with 2020. The pedestrians aged 60 or above contributed 54% of the KSI pedestrians in 2021.

Top Five Contributory Factors in Traffic Accidents 2021

from Four Perspectives

1

Driver



No. of drivers

Driving inattentively	4,111
Driving too close to vehicle in front	2,754
Lost control of vehicle	2,641
Careless lane changing	1,733
Turning right/left negligently	738

2

Casualty



(Passenger or Pedestrian)

No. of casualties

Passenger lost balance, elsewhere except on stairway	554
Pedestrian inattentiveness	423
Passenger lost balance, on stairway	147
Crossing road heedless of traffic (elsewhere)	115
Crossing road heedless of traffic (at crossing)	79



Top Five Contributory Factors in Traffic Accidents 2021

from Four Perspectives

3

Vehicle

	No. of vehicles
Unidentified vehicle (hit-and-run)	174
Mechanical defect	28
Inadequate or no lights	7
Defective load : insecure loading	4
Defective or illegal tyre	3

4

Environment

	No. of accidents
Slippery road (not related to weather)	169
Object or animal in road	125
Slippery road (caused by weather)	45
Pedestrian negligence	38
Potholes	21



Publicity and Education



► PUBLICITY AND EDUCATION



The Road Safety Council 48th Anniversary Ceremony

The Road Safety Council 48th Anniversary Ceremony took place in the Hong Kong Science Park on 20th November 2021. Having attracted approximately 1,100 participants from the public, the event was completed with great accomplishment. The Road Safety Council (the Council) transformed the Science Park into a technology-themed carnival, promoting road safety awareness among the public of various age groups in an innovative and novel way. Five game zones were set up in the venue, including the widely popular Augmented Reality (AR) game, Extended Reality (ER) game, Virtual Reality (VR) game, photo booth and numerous game booths. The interactive game zones allowed participants to effectively strengthen road safety knowledge through a fun way.



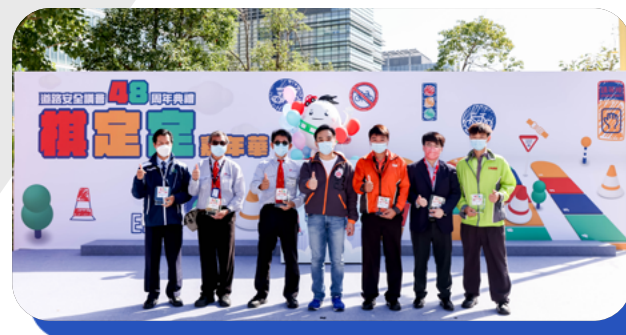
The AR game was newly introduced in the anniversary event, which turned into a great success. The ingeniously designed chessboard was placed on the roadway. The participants had to complete different road safety challenges on the chessboard by using mobile phones, thereby enhancing their understanding of road safety tips and traffic regulations.

The global pandemic has fundamentally changed people's mode of life and commute. Following an increasing popularity of cycling, the number of traffic accidents involving bicycles has also significantly increased. In light of this, the Council added "Cycling Safety" as a new highlighted topic in the annual event, and designed the ER game namely Cycling Safety Town to educate the public and cyclists for a higher road safety awareness. By doing so, the Council wishes everyone can safely enjoy the pleasure of cycling.

The Council is also committed to promoting safe driving in the public transport sector. "Safety Driver Awards 2021" were organized to recognize drivers who had demonstrated excellence in safe driving. The award is one of the initiatives toward the vision of the Council – "Zero Accidents on the Road, Hong Kong's Goal".



”





Effective Utilisation of Social Media

The Road Safety Council Social Media Page

Since the creation of the Facebook page “Mr. Safegg” in 2019, road safety messages in forms of infographics have been delivered in an interesting and engaging way, including timely sharing of popular posts and trending topics. The page has achieved an organic growth in the number of followers, with a remarkable growth of over 70% in 2021. The Council also produced a series of animations and music videos under the series of “Mr. Safegg Theatre” to promote road safety on social media.



Mr. Safegg
Instagram



Mr. Safegg
Facebook





WhatsApp Stickers & Mobile Phone Wallpapers

To popularise the mascot of the Council, a total of 45 Whatsapp stickers of “Mr. Safegg” in three sets and 12 mobile phone wallpapers were launched for free downloads.

Daily Mr. Safegg Sticker Pack



Funny Mr. Safegg Sticker Pack

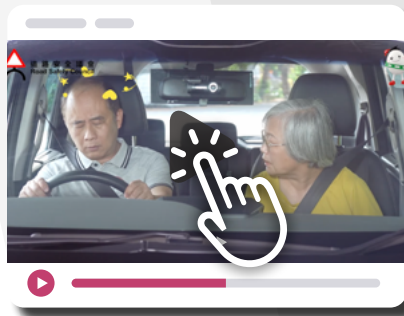


Transportation Sticker Pack



Road Safety Videos

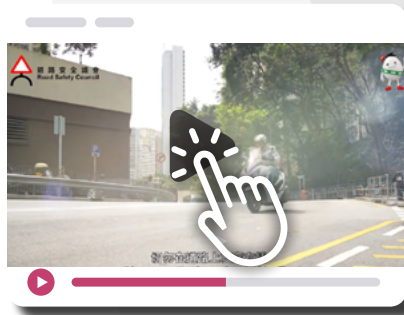
Social media is one of the most impactful and effective tools to spread messages to large audiences. The Council produced and uploaded short videos specifically designed for road safety promotion on social media platforms, covering four concerned topics namely “Avoid Fatigued Driving”, “No Jaywalking”, “Motorcycle Safety” and “Cycling Safety”. The Council aimed at promoting appropriate attitudes of road users through the wider-reaching channels.



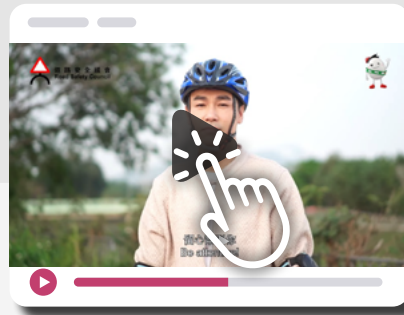
Avoid Fatigued Driving



No Jaywalking



Motorcycle Safety



Cycling Safety





Strategic Publicity at Targeted Locations

Publicity Banners of Cycling Safety

The Council has installed publicity banners featuring Mr. Safegg at 13 locations along the cycle tracks at Tsuen Wan waterfront and between Tuen Mun and Fanling, to remind cyclists to wear safety helmets and other cycling gears.



Promotional Stickers on Traffic Signal Controllers

The Council utilised traffic signal controllers near 30 traffic blacksites to convey road safety tips. By including simple and fun slogans on the attractive stickers, road users were reminded to stay attentive, patient and law-abiding in order to avoid traffic accidents.



Collaboration with Other Stakeholders

Radio Television Hong Kong

Elderly pedestrians aged 65 or above is relatively more vulnerable in traffic accidents, comparing to other road users. In 2021, 55 pedestrians died from traffic accidents, 36 of whom were elderlies. The Council believes that educating people in this specific age group about road safety is of utmost importance. The Council therefore collaborated with Radio Television Hong Kong (RTHK) to include road safety quizzes throughout 80 episodes of the regular programme on RTHK Radio 5. The simple and interactive format effectively helped the older population to learn more road safety tips.

The Transport Department

The Transport Department (TD) authored three issues of "Road Safety Bulletin" this year. The publication provided road users with the most up-to-date road safety tips and information to strengthen public understanding of traffic laws and regulations, and most importantly, to raise their road safety awareness. Road Safety Bulletin is available on the homepage of the TD.



https://www.td.gov.hk/en/road_safety/road_safety_bulletin/index.html



Police Regional Road Safety Teams, Government Departments and other Working Partners

The Council collaborated with the Police Road Safety Team of New Territories South Region, Road Safety Patrol, the Cycling Association of Hong Kong, China Limited and its nine affiliated associations to successfully hold two outdoor events for promoting cycling safety, including the Safety Charter Ceremony and Cycling Safety Promotion Event at Sunny Bay and Tung Chung MTR Stations on 12th December 2021 respectively.

Having recorded a relatively higher accident rate at the cycle track from Tung Chung Town Centre to Sunny Bay, the Council investigated potential safety hazards in the district, and identified numerous ongoing constructions, resulting in busy traffic of heavy construction vehicles. The Council, therefore, cooperated with the Police Road Safety Team of New Territories South Region and the Civil Engineering and Development Department. By actively holding an educational lecture throughout the district, including the construction site on Cheung Tung Road, drivers were reminded to pay extra attention to surrounding blind spots and other road users. The joint effort aimed to strengthen the safety awareness of all road users.





Not only has cycling become a popular leisure activity, but also an alternative way of commute. Responding to this growing trend, the Council has lined up the Housing Department and private estates in New Territories, to launch a series of publicity campaigns on cycling safety within respective districts, including public and private housing estates and shopping centres. Posters and flyers were widely distributed.



ROAD SAFETY MEASURES



▶ ROAD SAFETY MEASURES

Introduction of Overseas Road Safety Facilities

Safety barriers are commonly used to contain errant vehicles and reduce impact during collisions. The Transport Department (TD) and the Highways Department (HyD) introduced overseas road safety facilities to suit the local road environment, especially for tackling space constraints.

An example would be the installation of roadside safety barriers. Slender size safety barriers occupy less space. By replacing the existing roadside safety barriers in areas with space constraints, the containment level will be enhanced while allowing pedestrians a wider passageway.

The installation of crashworthy end terminals would be the other example. By installing at diverging points with limited space, kinetic energy from collision of an errant vehicle can be absorbed. The crashworthy end terminals can also be used at the ends of the roadside safety barriers to reduce the degree of injury to drivers and passengers from a collision.



Installation of roadside safety barriers with slender size on Tai Po Road — Ma Liu Shui



Installation of crashworthy end terminal at a diverging point on Wong Chuk Hang Road



Trial Scheme of Enhanced Facilities at Zebra Crossings

The TD launched a trial scheme of enhanced facilities at zebra crossings in April 2022, with the intention of further strengthening road safety. New Belisha beacons were installed at five zebra crossings in Kwai Tsing (2), Sham Shui Po (1), Kowloon City (1) and Tai Po (1) Districts. The more visible zebra crossings provide clearer indication for motorists to stop, and to give way to pedestrians. The new beacons consist of a halo of flashing yellow light surrounding the yellow globe and a post with flashing white bands. The improved visibility makes the beacons visually stand out more. Comparing to the traditional design with only the yellow light and the black and white stripes, the new design will get attention of the road users more effectively. The TD will review the effectiveness of the new beacons, and consider further application in other locations.



Halo with flashing yellow light surrounding the yellow globe

Post with flashing white bands

LEGISLATION AND ENFORCEMENT



► LEGISLATION AND ENFORCEMENT



Driving Attitude

Enforcement actions targeting inattentive driving manner were frequently conducted to ensure drivers paying due attention whilst driving. In 2021, the number of enforcement actions against careless driving and dangerous driving (including causing grievous bodily harm and death) respectively increased by 5% from 16,238 to 17,075 and 16% from 978 to 1,134.

Pedestrian Safety

The number of enforcement actions against pedestrian contraventions increased by 97% from 4,473 in 2020 to 8,814 in 2021. The most common traffic offence committed by pedestrians was disobeying traffic signals.



Cycling Safety

Cycling has become increasingly popular in recent years. Enforcement actions were enhanced to raise public awareness on cycling safety. The number of enforcement actions against cycling contraventions increased by 68% from 4,018 in 2020 to 6,768 in 2021.

Anti-Drink Driving

In 2021, 838 drivers were arrested for drink driving offences, which marked an increase of 21% when compared with 694 arrests in 2020.





Anti-Drug Driving

In 2021, 386 Rapid Oral Fluid Tests (ROFT) and 33 Drug Influence Recognition Observations (DIRO) were conducted with 121 drivers arrested for drug driving offences, which marked an increase of 572% when compared with 18 arrests in 2020.

Public Transport Vehicles Related Offences

The number of enforcement actions against contraventions involving public transport vehicles, such as franchised buses, public light buses and taxis, increased by 28% from 21,915 in 2020 to 28,102 in 2021.



Goods Vehicles Related Offences

The number of enforcement actions against contraventions involving goods vehicles increased by 21% from 46,928 in 2020 to 56,762 in 2021.

Motorcycles Related Offences

The number of enforcement actions against contraventions involving motorcycles increased by 33% from 4,680 in 2020 to 6,208 in 2021.



THE WAY FORWARD

INNOVATION AND TECHNOLOGY

The Road Safety Council (the Council) will continue to actively explore innovative ideas and technologies to promote road safety, thereby enhancing public awareness of road safety and minimising injuries in traffic accidents. Further to the successful launch of the road safety Virtual Reality (VR) game, the Council is preparing to introduce Artificial Intelligence (AI) technology and develop road safety AI robots based on the appearance of the "Mr. Safegg", to interact with pedestrians and cyclists and provide road safety tips.



FOCUS ON VARIOUS TARGET GROUPS

The Council will convey road safety messages through diverse channels to different road users, particularly cyclists and elderly pedestrians. The Council will enhance the publicity and education on cycling safety, including affixing reminder signs to cycling tracks and organizing cycling safety training courses for youngsters. Meanwhile, the Council will also educate the elderly on how to use the roads properly and safely through channels popular to them, such as radio programmes. Amidst the widespread of COVID-19, the Council will closely follow the latest pandemic development, and adjust the promotion strategy with agility. The Council will regularly update the social media pages of "Mr. Safegg" and the Council's website, arrange online campaigns and resume physical events and activities when circumstances allow. The combination of online and offline publicity efforts will generate a synergy to maximise the publicity effectiveness.

KEEP YOUR COOL ON THE ROAD



KEEP YOUR COOL
ON THE ROAD –
STAY ALERT, STAY ALIVE

According to statistics and the past experience, most traffic accidents were caused by human factors. The Council will continue to promote road safety through publicity and education. Focusing on the new theme of road safety, namely “Keep Your Cool on the Road – Stay Alert, Stay Alive”, the publicity campaigns will emphasize the importance of being attentive, patient and law-abiding at all times, with a view to avoiding traffic accidents.

IMPROVED ENGINEERING AND LEGISLATION

Ongoing efforts on pedestrian safety, vehicle safety, smart infrastructure and road safety continue unabated. Various new initiatives such as modifying the design of the pedestrian crossing and importing appropriate overseas road safety devices will be studied to drive our objectives forward.

LOOKING AHEAD

Road safety can only be achieved with joint efforts from everyone in the society. Although the pandemic and urban development bring new challenges to road safety, we envision a united society in which everyone works closely with the Council for our common vision – “Zero Accidents on the Road, Hong Kong's Goal”.





道路安全議會
Road Safety Council

