

Summary of Discussion

134th Road Safety Council Meeting held at 1000 hours on Wednesday 6 May 2009

Traffic Accident Situation

- Traffic accident statistics for the first three months of 2009 recorded decrease of 16.3% and 14% for casualties and collisions respectively when compared to the same period in 2008.
- The number of fatalities and fatal traffic accidents showed increase of 21.6% and of 2.7% respectively.
- The most common driver contributory factors were:
 - Driving too close to vehicle in front
 - Careless lane changing
 - Losing control of vehicle

Traffic Enforcement Situation

- The overall traffic enforcement figures on moving offences against drivers for the first three months of 2009 showed a decrease of 6.1% while verbal cautions decreased by 16% when compared to the same period of 2008.
- Increased enforcement was taken against the following offences:
 - Construction and maintenance offences
 - Road work signage and lighting offences
- Prosecutions against cyclists decreased by 83.1%. Prosecutions against pedestrians showed a decrease of 11.3%, while verbal cautions increased by 13.7%.
- Stringent enforcement action would continue to be maintained, targeting offences which were causes or likely causes of traffic accidents.

Road Safety Research Committee Report

(a) Introduction of “Alberta” Markings at Roundabouts

- The research team is carrying out analysis of the questionnaire and video survey results which would be available later this year for developing the way forward.

(b) Improvement to Emergency Openings (EOs) on Expressways and Trunk Roads

- With the coordination of the Steering Committee and Working Group on EOs, HyD is taking follow-up actions on the installation of the 8 m Movable Steel Barriers (MSBs) at EOs retained on various routes.
- It is suggested to use 2-linked modules of 8 m MSBs at selected emergency openings on Tuen Mun Highway and North Lantau Highway to serve the dual purpose of emergency openings and crossings for contingency traffic diversions.
- The first milestone at this stage is to complete the improvement works of about 100 EOs (i.e. about half of all existing EOs) by end 2011.

(c) Vehicle Reversing

- All new government goods vehicles had been equipped with RVDs and departments are urged to install RVDs on GVs as far as possible. In general, the heavy goods vehicles trade are more willing to install RVDs. TD would update the RVD guidelines and uploaded them onto TD’s homepage. Meanwhile, TD would continue to liaise with the trade on the subject.

(d) Use of Daytime Running Lamps (DRLs) on Vehicles

- DRLs can help increase the conspicuity of motor vehicles during daytime. Yet, they are mainly adopted in the northern countries while no countries in the tropical zone impose mandatory use of DRLs on all motor vehicles. Having considered overseas practices, RSRC agreed that there has not yet been a strong case to justify compulsory DRLs on all motor vehicles in Hong Kong and supported that: (a) the existing regulations governing the use of head lamps shall remain unchanged; (b) mandatory use of DRLs on vehicles other than motor cycles and motor tricycles shall not be required at this stage; and (c) vehicles installed with DRLs shall be allowed.

(e) Review on Identification of Traffic Accident Black Sites

- RSRC agreed that the threshold criteria adopted now are simple and useful. Meanwhile, joint efforts with the academics would be made to see if any changes to the current practice are warranted.

Road Safety Campaign Committee Report

(a) **Road Safety Campaign**

1. **Update on mounting of additional parking meter stickers (泊車咪表貼紙
宣傳有關已修訂的酒后駕駛 法例)**

(Shown by PowerPoint)

- First batch of 1,800 stickers were mounted by 2008-11-11 with a budget of HK\$ 100 000.
- In order to fully utilize the 169 spare stickers, a second batch of 162 stickers were further mounted at Tsuen Wan (49), Mongkok (13), Yau Ma Ti (44), Tsim Sha Tsui (20), Sai Kung (36) by 2008-12-06; Additional cost for mounting up the second batch is HK\$ 8,000.
- A total of 503 / 762 / 697 anti drink driving stickers are mounted in Hong Kong, Kowloon and New Territories respectively.
- Total cost for the project is HK \$108,000.

2. **Commercial Radio programme to promote the revised drink driving legislation (商業電台,馬路的事 – 2008年道路交連法例安心駕駛街道圖)**

(Shown by PowerPoint)

- RSCC spend HK\$98,750 in producing a Commercial Radio programme to promote the revised drink driving legislation.
- The radio programme has started since 16 January 2009 and will be broadcast on Channel 1 of Commercial Radio until 14 March 2009 with a total of 8 versions, each containing a simple anti drink driving message.

3. **TV API on Anti-Drink Driving (反酒后駕駛電視宣傳短片)**

(Shown by PowerPoint)

- The pre-version of the revised drink driving legislation TV API has started broadcasting since 2009-01-10. Another version, mainly to remind the public that the revised drink driving legislation has been effective, will be broadcast on TVs from 2009-02-09 onward.
- The contract with the production company (PMP) included poster and leaflet artwork design of the same series, which may be used for our subsequent publicity materials.

4. **2008 Road Safety Launching Ceremony cum Road Safety Symbol and Song Promotion (萬人齊推廣『路上零意外』2008)**

(Shown by PowerPoint)

SSWSG event highlight

- “萬人齊推廣『路上零意外』2008” was successfully held on 2008-12-07 at Siu Sai Wan Sports Ground.
- About 5 000 members of the public attended the event.
- The TV Special Programme was broadcast on Police Magazine on 2008-12-19 and TVB Jade Channel at 2305 hrs on 2008-12-23.

Budget update on post SSWSG event

- Total funding – HK\$ 1,660,000 (THB Budget HK\$ 1,150,000 & sponsorship HK\$ 510,000).
- Total Expenditure :-
 - HK\$ 1,500,276.6 (TVB HK\$ 800,000, Talent Production company HK\$ 700,276.6)
 - Surplus HK\$ 159,723.4
- RSCC will spend the surplus sponsorship in promoting the three main themes, namely safe cycling, road safety of elderly pedestrians and the revised drink driving legislation.

(b) **RS Proficiency Badges for the Youth**

- As at 2008-12-31, Hong Kong Road Safety Patrol has organized:-
 - i) 91 training classes with a total of 2,247 students from 35 schools participated, and of which 1,703 students had completed the course.
 - ii) 8 facilitator courses with 157 facilitators completed the training.
- A WG meeting was held on 2009-01-06 to discuss the new way forward of the scheme and the following were endorsed by the WG:-
 - i) In order to benefit the scheme to more students, the proficiency badge scheme will invite participation by all RSP primary students (i.e. P1 – P6, previously only P3 – P5 students were allowed to join);
 - ii) In order to enhance the attractiveness and continuity of the scheme, all primary students will be awarded with a badge and priority to participate in various activities e.g. Safe Cycling Courses, ETCC Visits, Family Day Camp etc.

- iii) Around HKD 60,000 will be spent for organizing 5 cycling courses with 100 participants and each participants will be presented a helmet upon completing the cycling course (about HKD 40,000 will be used to produce the helmet) to encourage safe cycling.

(c) **Road Safety Council Website**

- As at 31st December 2008, there were a total of **839,033** visitors, a daily average of **2,292** visitors. Comparing with 2007, the overall number of visitors and daily average of visitors were increased by 461,319 (+122%) and 1,257 (+54%) respectively.
- For the same period, 34 enquiries of various sorts made by members of the public to RSC through the website were handled by the Secretary.

(d) **Road Safety Council Partnership Program**

1. **Partnership Programme with District Councils**

(To be shown by PowerPoint.)

- RSCC initiated cooperation with Tsuen Wan District Council (TWDC) by authorising TWDC to produce 2 Mr. Egg clothes.
- The Mr. Eggs appeared in the Tsuen Wan Road Safety Carnival on 2009-01-04 (SUN) for road safety promotion and they were well received by members of the public during the Carnival.
- TWDC also printed the road safety vision symbol in all their publicity materials and acknowledged RSC in the thank you list.
- The two Mr. Eggs are kept by TWDC after the Carnival and TWDC is required to inform RSC every time when the Mr. Eggs will be used.
- This helped projected a very positive RSC image to local residents.
- RSCC decided to further promote the three road safety messages, namely safe cycling, road safety of elderly pedestrians and revised drink driving legislation in 2009 with join effort by various District councils.
- The first publicity is planned in March 2009 where RSCC members will join Sham Shui Po District Councillors in presenting road safety souvenirs to the elderly, with a view to enhance their visibility by drivers and to remind the elderly of road safety awareness.

2. **Partnership Programme by Wilson Parking (Hong Kong) Limited**

- RSC will cooperate with Wilson Parking Limited in promoting safe driving behaviour and the campaign will start in April 2009;
- Drivers with no Driving Offence Point recorded between April and September 2009 will be eligible for lucky draw for prizes;
- RSC logo, slogan, vision symbol and various road safety slogans will be printed on the campaigns' publicity posters to appeal for safe driving behaviour.