Looking out for Pedestrians  
an Outline  
A Guide to Programs to Improve Pedestrian Safety in Local Communities  
A Resource for Local Government  
June 2004
Prepared by: Bob Unger and Peter Milne in collaboration with VicRoads

Design by: Dynamic Outcomes Pty Ltd (project management), cmck illustration/design (print materials) and Clever Bits Pty Ltd (CD-ROM)

Acknowledgments: The cooperation of the following people in taking part in consultations prior to the development of the resource is acknowledged with thanks:

City of Stonnington (Ian McLauchlan, John Paul La Terra)
City of Port Phillip (Chris Ellard, Helen Jennings, Bronwen Machin)
City of Bendigo (Jim Mensforth, Vanessa Wait)

This resource is believed to be accurate at the time of publication. However, the Roads Corporation does not accept any liability for the accuracy or fitness for use of the material, or for any consequences arising from its use.
Aims of the Resource

Looking out for Pedestrians – An Outline has two main aims:

- to provide a practical guide about programs and other resources to improve pedestrian safety at the local level
- to assist local government officers to initiate pedestrian safety projects, using limited resources as effectively as possible.

It will be most useful for those municipalities that have not yet fully developed programs to tackle pedestrian safety, but wish to do so. Those municipalities that already have active programs under way should find the resource useful in updating information on additional strategies available to them.

The outline includes:

- A Programs Overview (this Booklet)
  
  Contains a broad overview of available programs and resources to improve the safety of young, elderly and intoxicated pedestrians, and to address the problems at high-risk locations such as strip shopping centres and entertainment precincts. This booklet is also available as a PDF file on the CD-ROM.

- Program Support Materials (on the CD-ROM)
  
  Contains additional information on pedestrian safety measures and approaches, and includes materials such as artwork and slogans for pedestrian campaigns, sample news releases, articles for Council newsletters, and poster designs that can be readily adapted for local use. The CD-ROM should be used in conjunction with this booklet in order to implement a high quality program.

- Intoxicated Pedestrians Package (on the CD-ROM)
  
  Provides a strategy and associated information and promotion materials that can be used with licensees to encourage responsible service of alcohol and promote licensee participation in Accords.

Wherever possible, Looking out for Pedestrians – An Outline refers the reader to programs that are already available and has not attempted to develop a range of duplicate materials. However, in order to facilitate activities for tackling the problem of intoxicated pedestrians, a more detailed outline on this issue is included in Section 5.
There are several resources in the form of guidelines and packages available to municipalities and schools. Those municipalities that know what their key pedestrian safety issues are (eg. young, older or intoxicated pedestrians) and wish to identify relevant programs can go directly to Section 3 – *Overview of Program Options* (Page 6) and Section 4 – where some sample approaches to typical pedestrian safety problems are outlined. Section 5 provides greater detail on the contents of these programs.

Municipalities that wish to undertake a significant pedestrian safety program for the first time are encouraged to refer to appropriate sections of the resource eg. *Multi-action Approach* (Page 6), *Core Issues* (Page 10) and *Program Development Checklist* (Page 34) and others as required.
Contents

1. Introduction
   Local Government Road Safety Strategies
   Initiatives to Reduce Speeds
   Alternatives to Car Travel

2. Why Tackle Pedestrian Safety?
   It’s a Local Community Issue
   Risks and Hazards in the Local Environment
   Why Some Groups are at Greater Risk
      Intoxicated Pedestrians
      Young Pedestrians
      Older Pedestrians
   Why Some Locations Have Higher Risks

3. An Overview of Program Options
   Multi-action Approach
   Quick Guide to Program Selection

4. What Your Approach Could Look Like
   Core Issues
      Modification of the Road Environment
      Changing Road User Behaviour
   Scenarios
      Example 1: Inner Central Suburbs – Strip Shopping Centre/Intoxicated Pedestrians
      Example 2: Western Suburbs – Primary School Children
      Example 3: Northern Suburbs – Older Pedestrians
      Example 4: Outer Eastern Suburbs – Pedestrian/Traffic Conflict Around Schools
      Example 5: Regional City – Conflict Between Young Pedestrians and Traffic Needs
      Example 6: Rural Municipality – Children Using School Buses

5. Programs to Promote Pedestrian Safety
   Intoxicated Pedestrians
      Developing an Approach
      Tackling the Problem
   Young Pedestrians
      Issues
      Programs
   Older Pedestrians
      Issues
      Programs
6. Program Development Checklist 34

7. Evaluation Tips 36
   Focus on What is Practical 36
   Tips 36
      Simple Evaluation 36
      Impact Evaluation 36

8. Contacts and Further Information 37
   VicRoads Regional Offices 37
   RoadSafe Community Road Safety Councils 38
   Liquor Licensing Victoria 40
   Austroads Guide to Traffic Engineering Practice: Part 13 – Pedestrians 40
   Austroads Road Safety Audit Manual 41
   Contents of the Looking Out for Pedestrians CD-ROM 42
1. Introduction

Local Government Road Safety Strategies

Most Victorian Councils have initiated or developed a comprehensive road safety strategy under the umbrella of the Saferoads initiative. These strategies recognise that local government can effectively promote road safety because of the close ties Councils have with all sectors of their communities and their detailed knowledge of local issues. Pedestrian safety is one of the major issues identified in the Victorian Government’s arrive alive! Road Safety Strategy 2002-2007 and many local government road safety strategies.

The Saferoads initiative emphasises the development of stronger links with local communities. Councils provide a key leadership and advocacy role for their communities that can ensure pedestrian safety issues are highlighted. Municipalities can use their extensive networks to generate community involvement through:

- disseminating information
- providing advice to specific road user groups
- encouraging the delivery of road safety education programs through the school system and the community in general.

Initiatives to Reduce Speed

Lowering the speed of vehicles is the most significant step in improving pedestrian safety. A reduction in both excessive speed and average speed is needed to achieve greater safety for all road user groups, especially vulnerable groups such as pedestrians. Pedestrian crashes commonly occur in high activity areas such as strip shopping centres, around entertainment venues and business centres where pedestrians must regularly interact with vehicles.

Recent speed initiatives implemented in Victoria include:

- Introduction of the Wipe off 5 public education campaign
- Trialling and implementation of new speed enforcement technologies (eg. Speed/Red light cameras)
- 50 km/h built-up area speed limit introduced in January 2001
- 50 km/h speed limits in the main streets of some regional and rural town centres (pilot program being extended)
- 40 km/h variable speed limits in metropolitan strip shopping centres (pilot program being extended)
- School Speed Zones.

To support the first three initiatives, VicRoads has developed the Saferoads Not So Fast! resource. The resource outlines information, promotion and enforcement activities that Councils can undertake to reinforce the impact of these lower speed initiatives. It incorporates a suggested program for the strategic use of the speed observation trailer that is increasingly being used by both metropolitan and rural municipalities. The speed observation trailer increases driver awareness of excessive speeds and encourages drivers to slow down. It can play an important role in local pedestrian safety programs.
The fourth initiative is a statewide program to reduce speed limits outside primary and secondary schools to improve safety for students going to and from school. Under the arrive alive! School Speed Zones program, the following speed regime will apply:

- schools on 50 km/h roads will have permanent 40 km/h zones
- schools on 60 km/h and 70 km/h roads will have 40 km/h zones that apply during pick up and drop off times
- schools on 80 km/h, 90 km/h and 100 km/h roads will have variable 60 km/h zones that apply only during pick up and drop off times
- where there is a flagged school crossing on roads with a speed limit of 80 km/h or greater, the school speed zone will be time based 40 km/h during pick up and drop off times.

An information and education campaign complements this initiative to ensure extensive awareness of the change in speed zones.

**Alternatives to Car Travel**

Walking has a major role as a means of travel. It has declined over the years with more people choosing to travel by car for convenience, security and to save time. For some walking is a less attractive alternative in streets that are dominated by motor vehicles. However, more people can be encouraged to choose to walk rather than doing so only if there is no alternative, by minimising conflicts between road users, enhancing pedestrian safety and promoting the benefits of alternatives to always using the car, for example:

**TravelSMART**

The TravelSMART program aims to encourage people to choose alternatives to car travel, such as walking, cycling and catching public transport. It involves State and local governments working with individuals, households, schools and organisations to identify and promote these alternatives. There are three components to the TravelSMART program: Work, Communities and Schools. These components are currently being piloted in various municipalities.

Further information on the TravelSMART program can be obtained on the website: [www.travelsmart.vic.gov.au](http://www.travelsmart.vic.gov.au)

**Walking School Bus**

The Walking School Bus program, supported by VicHealth, is proving a useful tool for local government and schools. This program provides an alternative travel option for children to walk to school under the guidance of voluntary adult supervisors. These “buses” follow pre-determined routes and provide a safe and healthy way for young children to travel to and from school.
2. Why Tackle Pedestrian Safety?

It's a Local Community Issue

The majority of pedestrians killed and seriously injured are on roads managed by local government. Most pedestrian crashes involve local residents with three groups at greatest risk:

- children and teenagers (5-16 years)
- older people aged 60 and over
- intoxicated pedestrians (with the 17-34 years age group having significant representation).

Municipalities are responsible for a range of functions that can directly affect pedestrian safety such as:

- planning and development approvals
- road construction and maintenance
- traffic management
- services to youth and older citizens
- parking management
- information and communication services
- provision of recreation facilities.

Risks and Hazards in the Local Environment

The most important factors contributing to pedestrian crashes are:

- the speed of vehicles (the dominant factor contributing to the severity of injury)
- the width of roads
- traffic volume
- insufficient separation between pedestrians and traffic
- pedestrian and driver/rider behaviour.

Many of the behaviours that lead to pedestrian/vehicle collisions common to all municipalities are:

- failure to select a safe gap in traffic
- crossing during a “Don’t Walk” phase or away from cross-walk lines
- struck by a turning vehicle at signals
- crossing between queuing vehicles at intersections
- struck while emerging from between parked vehicles
- driver/rider behaviour such as speeding, not driving according to the conditions, driving while intoxicated, failure to give way at controlled and uncontrolled intersections, driving aggressively or carelessly.
Why Some Groups are at Greater Risk

The distribution of pedestrian crashes is related to urbanisation and to the concentration of pedestrian activity. Consequently, the Melbourne metropolitan area accounts for 85% of pedestrian casualties each year. Pedestrian crashes peak in areas such as strip shopping centres, entertainment venues and on routes to and from schools where walking activity is high and interaction with vehicles frequent. Of the further 15% of crashes, around a third occur in Geelong, Ballarat and Bendigo, with other provincial cities accounting for nearly all of the remainder.

Pedestrian crashes involve all age groups. However, when compared on the basis of casualties per 100,000 population, children, younger adults and older age groups are more significantly involved. The analysis of crash data already undertaken using Internet CrashStats will assist in determining pedestrian issues and target groups.

Intoxicated Pedestrians

There is a significant involvement of intoxicated pedestrians in crashes, especially at high BAC levels. Of pedestrians killed, for whom the blood alcohol level is known, some 30% exceeded .05 with most being over .15. The relative risk of being involved in an accident, however, begins to increase at much lower levels (.08). Male pedestrians are significantly over represented.

Drinking in hotels tends to precede a significant proportion of crashes, with the victims likely to be regular drinkers at the venue. The crashes occur mainly at weekends, predominantly during the night and early morning, in inner and outer suburban areas and regional centres in close proximity to the drinking venue. The majority occur on the near side of the road as the victim is attempting to cross.

Factors associated with intoxicated pedestrian crashes include:

- most occur on undivided roads, approximately 50% at locations where there is no intersection
- the majority occur away from traffic controls; in addition, very few intoxicated pedestrians use traffic controls correctly
- diminished ability to make correct decisions about when and how to cross, because of the affects of alcohol on coordination and cognition (especially at higher BAC levels)
- the effect of alcohol on increasing the tendency to take risks.

Young Pedestrians

The ability to judge the speed and distance of cars is not well developed in the young. Children, especially up to the age of nine, do not have the skills to be independently safe in traffic. In complex traffic environments it may take even longer to develop the necessary skills. Teenagers are more independent road users but can be over confident and prone to taking risks. The young have a high proportion of their crashes during the day, with the rate highest during morning and afternoon peak periods. This is generally associated with trips to and from school and playing after school.
Running when crossing roads, paying insufficient attention and careless crossing of roads are prominent factors. Reduced visibility and unexpected behaviour of children are also features of crashes involving child pedestrians.

Child and teenage pedestrian crashes most often occur:
- in residential streets
- close to home (within 2 km)
- while the child is not supervised
- on the way home from school and playing after school
- between intersections
- on straight road sections with little or no gradient
- in fine weather conditions
- where cars are parked in the vicinity of the point of entry to the road.

Older Pedestrians

The risk of involvement in pedestrian crashes increases above 60 years of age. Factors such as reduced perceptual and cognitive functions come into play, along with reduced road use skills associated with age and less physical mobility. Age factors are accentuated under difficult traffic conditions that an older pedestrian may have to face. Many older pedestrians appear not to have detected the vehicle that struck them. Drivers may not always take the limitations of the older pedestrian into account and adjust their driving accordingly.

Older pedestrian crashes most often occur:
- close to home and whilst on the way to or from a regular activity
- in the vicinity of shops or recreational outlets (theatres, halls)
- on arterial roads
- on undivided roads
- on straight road sections (including at intersecting roads)
- at locations without traffic controls
- when carrying bags or other items
- without apparent obstruction to the view of the road
- in inner urban areas
- at trams and other public transport locations.

Why Some Locations Have Higher Risks

Pedestrian crashes occur more frequently in locations such as suburban strip shopping centres and other sections of arterial roads, locations within the central business district of Melbourne, high-density inner urban residential areas, and the main streets of rural cities and towns. These areas provide facilities for shopping, employment, recreation, entertainment and alcohol consumption. As a result they attract high volumes of vehicle and pedestrian activity.

The wide and multi-lane arterial roads in such locations present difficult traffic conditions for pedestrians. A median or refuge to help stage a crossing is not always available. Pedestrians have to select safe gaps in the traffic flow in both directions before and during the crossing. This is a demanding task for all road users but especially difficult for the higher risk groups.
3. An Overview of Program Options

Twenty municipalities account for some 75% of pedestrian casualties in Victoria. Pedestrian crashes represent more than 30% of the road toll in a number of metropolitan municipalities. The problem is not confined to urban areas. For example, an issue for communities in rural areas is the safety of children walking to and from schools along major roads. Speed, ignorance of the locality by non-local drivers and heavy traffic volumes can make such locations in the rural environment dangerous for children. A multi-action approach is recommended in developing a program.

**Multi-action Approach**

The multi-action approach has particular application in municipalities where pedestrian casualties comprise a high proportion of the road toll – a feature of inner metropolitan areas and some regional cities.

It involves a combination of engineering, enforcement, education and promotion/publicity initiatives. These are developed to complement and reinforce each other. They target locations such as busy shopping and entertainment strips, and roads with high volumes of vehicle and pedestrian traffic. The multi-action approach integrates all aspects of the program.

The approach does not specify a particular set of measures. There are many existing resources to support it, including:

- engineering measures that tackle four key issues: reduction in the speed of vehicles, road width, traffic volume and pedestrian and traffic separation
- community and stakeholder education programs to encourage the adoption of safe pedestrian and driver behaviours such as *Walk With Care* (for older pedestrians) and *Safe Routes to Schools* and *Walking School Bus* (for school age pedestrians)
- education resources for use in schools to develop pedestrian safety skills, such as *RoadSmart* and *Starting Out Safely* to assist those who work with young children aged 6 months to 5 years
- promotion and publicity activities to raise community awareness of pedestrian safety and to support the implementation of engineering countermeasures
- enforcement by Police and/or municipal by-laws officers to support engineering and education initiatives.
Municipalities play a major role in all aspects of a multi-action program. Many measures can be incorporated directly into existing local government activities, for example: road construction, maintenance, and traffic management, services to youth and older citizens, parking management, information and communication services, and the provision of recreation facilities. Municipalities can draw on several available resources in developing the best approach.

**Quick Guide to Program Selection**

There are many resources in the form of documented guidelines and packages available to municipalities and schools as indicated in the following *Quick Guide to Program Selection* (Page 8). The overview will be most helpful to those municipalities that know what their key pedestrian safety issues are (e.g., young, older or intoxicated pedestrians) and wish to identify relevant programs. Section 5 provides greater detail on the contents of these programs.

Municipalities that wish to undertake a significant pedestrian safety program for the first time are encouraged to refer to appropriate sections of the resource e.g., *Multi-action Approach* (Page 6), *Core Issues* (Page 10) and *Program Development Checklist* (Page 34) and others as required.
# Quick Guide to Program Selection

<table>
<thead>
<tr>
<th>If Your Problem is.....</th>
<th>Program Options Include.....</th>
</tr>
</thead>
</table>
| **Intoxicated Pedestrians**  
Vicinity of Drinking Venues/Entertainment Precincts | We’re Only Looking After You Mate  
Guidelines for the Responsible Serving of Alcohol  
(Program for Liquor Licensees) |
| Drinking associated with sporting clubs, workplaces or other organisations | Good Sports Accreditation Program  
Looking After Our Mates |
| Young people drinking | Looking After Our Mates |
| **Young Pedestrians**  
As Pedestrians (and General Road Safety) | Starting Out Safely |
| To and From School and After School | Walking School Bus  
Safe Routes to Schools  
TravelSMART Schools  
Safer Steps to Play |
| Public Transport Related | Bus Safety Transition Sessions  
Bus Safety Workshops |
| **Older Pedestrians**  
To and From Activity Centres | Walk With Care  
Safer Routes to Shops  
Pedestrian Safety in Strip Shopping Centres  
Pedestrian Safety Around Public Transport |
| **All Pedestrians at Risk**  
Area Wide or Route Application (eg. strip shopping centres, commercial areas, high traffic/pedestrian routes) | Safer Routes to Shops  
Pedestrian Safety in Strip Shopping Centres  
Pedestrian Safety Around Public Transport  
Engineering Treatments |
<table>
<thead>
<tr>
<th>Target Group</th>
<th>Go to....</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>Adults</td>
<td>Page 18 &amp; Example 1 Page 12</td>
</tr>
<tr>
<td>Adults</td>
<td>Page 22</td>
</tr>
<tr>
<td>Adults</td>
<td>Page 23</td>
</tr>
<tr>
<td>Young people</td>
<td>Page 23</td>
</tr>
<tr>
<td>Children 6 months - 5 years and their parents</td>
<td>Page 26 &amp; Example 2 Page 13</td>
</tr>
<tr>
<td>Primary school children</td>
<td>Page 28 &amp; Examples 2, 4 &amp; 5 Pages 13, 15, &amp; 16</td>
</tr>
<tr>
<td>Primary school children</td>
<td>Page 27 &amp; Examples 4 &amp; 5 Page 15, &amp; 16</td>
</tr>
<tr>
<td>5-16 year olds</td>
<td>Page 30 &amp; Examples 2 &amp; 5 Page 13 &amp; 16</td>
</tr>
<tr>
<td>Primary school children</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>5-18 year olds</td>
<td>Page 29 &amp; Example 6 Page 17</td>
</tr>
<tr>
<td>5-18 year olds</td>
<td>Page 29 &amp; Example 6 Page 17</td>
</tr>
<tr>
<td>60 years and over</td>
<td>Page 33 &amp; Example 3 Page 14</td>
</tr>
<tr>
<td>60 years and over</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>60 years and over</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>60 years and over</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>All pedestrian groups</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>All pedestrian groups</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>All pedestrian groups</td>
<td>CD-ROM</td>
</tr>
<tr>
<td>All pedestrian groups</td>
<td>CD-ROM</td>
</tr>
</tbody>
</table>
4. What Your Approach Could Look Like

Core Issues

The most effective way to reduce pedestrian crashes is to focus on the identification of high risk locations, behaviours and target groups; apply a multi-action approach using a combination of engineering, education, publicity and enforcement measures; and involve a wide range of stakeholders.

Modification of the Road Environment

Techniques such as lower speed limits, signage, speed reduction devices, parking restrictions, kerb extensions, median refuges, signalised pedestrian crossing facilities and physical separation where justified all have a role in protecting pedestrians.

Measures such as narrowing of road pavements or widening of footpaths, installing medians and changing the streetscape or appearance can bring about lower speeds by influencing the impression that the driver has of the physical character and purpose of the road.


Changing Road User Behaviour

Engineering treatments may consume a large proportion of the available resources and not always deal with the total problem. Education, awareness and publicity campaigns may influence behaviour and increase the effectiveness of engineering measures. For example local government can promote the use of the *Starting Out Safely* program materials through maternal and child health centres and child care centres, family day carers and pre-schools.

Enforcement

Police presence and penalties can deter unsafe behaviour. Many traffic regulations are poorly understood, especially give way requirements at intersections and driver obligations at pedestrian crossings. Police enforcement can reinforce other elements of the program such as new traffic control measures and promotional activity. Enforcement might take the form of warnings or penalty notices. Local knowledge will influence the enforcement tactics that can be directed to:

- hazardous routes during high risk times
- dangerous speed and overtaking behaviour
- pedestrian compliance with traffic regulations
- driver compliance with speed limits in high pedestrian activity areas.
**Education**

Pedestrian safety education can be delivered through formal structured programs which target particular age groups and have their own learning resources. Examples of programs for young road users include: early childhood centres and pre-schools (Starting Out Safely); and primary schools (RoadSmart).

There are opportunities for local government officers with responsibility for youth and health services to combine these with road safety initiatives in a broader approach. Some municipalities are appointing road safety officers and part of their role is to develop closer liaison with schools and community groups and to establish and extend the role of local government in education initiatives within the municipality. The Safe Routes to Schools program and Walking School Bus can be promoted as a significant joint initiative.

Recent research has highlighted the importance of the very early years of childhood as a relatively under-utilised time for children to learn and consolidate safe road user behaviour. This learning can transfer to safer road user behaviours later in life.

Local government can be directly involved in programs for older citizens such as Walk With Care. This education and advocacy program depends on the active involvement of older pedestrians in surveys, discussion sessions and implementation committees.

**Promotion and Publicity**

Local government can disseminate information about pedestrian safety using extensive community networks. Publicity initiatives delivered through the Council's media releases, newsletters and brochures can support and extend the understanding acquired in more formalised settings. Communication tools can include: signage, pedestrian safety logos, launches for significant activities, information materials (brochures/posters), free media and editorial coverage, and advertising at tram and bus stops.

Municipalities can:

- collaborate with RoadSafe Community Road Safety Councils in the conduct of pedestrian safety promotion and awareness campaigns
- seek opportunities to coordinate local campaigns with state level promotion activities
- enlist the support of businesses and corporations to disseminate information to their employees on pedestrian safety hazards and safer road use
- enlist the support and cooperation of relevant Council departments and community groups to distribute information
- support and create awareness of enforcement initiatives to increase the effectiveness of Police efforts
- create awareness of the use and benefits of new engineering treatments.
Scenarios

Possible actions that address many local issues are outlined in the following scenarios. The examples are provided as a general guide, and do not represent prescriptive solutions. The sequence in which different actions might be undertaken needs to reflect local priorities. Six different issues are presented:

- Strip Shopping Centre/Intoxicated Pedestrians
- Primary School Children
- Older Pedestrians
- Pedestrian/Traffic Conflict Around Schools
- Conflict Between Young Pedestrians and Traffic Needs
- Children Using School Buses

Example 1: Inner Central Suburbs – Strip Shopping Centre/Intoxicated Pedestrians

Pedestrian Safety Issue Identified

A large number of pedestrian casualties occur along a major strip shopping complex and tourist precinct especially in the vicinity of restaurants, clubs, bars and other licensed premises. Pedestrians of both sexes are represented but the majority are male with most in age groups 25-39 and over 50 during all days but especially midnight to 4am on weekends.

Possible Actions

- Consider speed limit reductions.
- Introduce a multi-action pedestrian safety program involving engineering, enforcement, education and encouragement initiatives.
- Seek the advice of other municipalities that have undertaken comprehensive multi-action programs (eg. Stonnington, Port Phillip, Melbourne, Maribyrnong, Moonee Valley and Ballarat).
- Gain the support of local traders to identify pedestrian safety issues and seek their cooperation in promoting initiatives.
- Support the implementation of responsible serving practices in licensed premises and review other potential measures (eg. traffic engineering and speed management) in the vicinity of licensed premises.
- Publicise and promote pedestrian safety in the area through signage, municipal newsletters, news articles in the local press.
- Promote awareness of the high crash risk for intoxicated pedestrians, enlisting the support of licensed premises and other concerned organisations.
- Consider establishing a Licensee Accord or where one exists raise the awareness of the problem of intoxicated pedestrians; work with the key stakeholders to develop solutions.
Example 2: Western Suburbs – Primary School Children

Pedestrian Safety Issue Identified

Primary school aged children (5-12 years) accounted for almost one fifth of all pedestrian casualties in this mainly residential area. Most of these casualties occurred on weekday afternoons from 2-4pm. The location of these casualties was not clustered around any given school or area.

Possible Actions

- Review which schools have implemented a Safe Routes to Schools program with a view to enabling all schools in the municipality to participate in the program.
- Encourage the use of traffic safety education programs and resources such as:
  - Starting Out Safely for children aged 6 months to 5 years
  - RoadSmart in primary schools.
- Review parking provisions around schools and supervise parent parking.
- Arrange for enforcement of school zone speed limits.
- Promote the benefits of walking or cycling to school and reduce the excessive use of cars (refer to the TravelSMART Schools and Walking School Bus programs) and promote “Walk to School” days.
Example 3: Northern Suburbs – Older Pedestrians

Pedestrian Safety Issue Identified

Certain suburbs within the municipality have a significantly ageing population with a large number of casualty crashes involving older pedestrians aged over 60 years.

Possible Actions

- Introduce a Walk With Care program through the senior citizens and other community groups.
- Consider alternative transport options including supervised walking for older citizens utilising community groups and volunteers.
- Inspect casualty sites and determine engineering treatments required, for example, additional crossings, longer walk phases including the introduction of:
  - “puffin” crossings – particularly beneficial for older pedestrians who require a longer time to cross roads
  - audio tactile devices
  - pavement repairs
  - removal of hazards
  - kerb extensions
  - pedestrian refuges.
- Review speed limits and motorists’ behaviour in locations where older people cross roads regularly and consider the use of the speed observation trailer at selected locations. (See the Saferoads Not So Fast! resource obtainable from VicRoads Road Safety Coordinators for more information.)
- Publicise the importance of pedestrian safety to all road users within the municipality, especially within those areas with an older population and support the introduction of the engineering treatments listed above.
- Develop and implement strategies and actions to encourage older pedestrians to keep walking such as “walk and talk” clubs – these community experiences provide opportunities to reinforce safe pedestrian behaviours.
Example 4: Outer Eastern Suburbs – Pedestrian/Traffic Conflict around Schools

Pedestrian Safety Issue Identified

A high number of children aged from 5-12 years are involved in pedestrian and bicycle crashes during the 3-6pm period involving after school trips to home and play activity. The distribution pattern of these casualties is in the vicinity of schools located directly adjacent to high-speed collector roads, which creates conflict between through traffic and school traffic. Many schools are unable to cope with the extent of the parent parking demand.

Possible Actions

- Develop land use planning policies to encourage future residential areas to have safe and convenient pedestrian and bicycle facilities.
- Plan new schools along safe and appropriate road frontages; seek dual street frontage for schools to increase the scope for student set down and pick up parking adjacent to school boundaries with staff parking accommodated on-site.
- Target enforcement of parent parking behaviour using visible and discreet surveillance.
- Investigate the possibility of constructing shared pedestrian/bicycle paths between adjacent estates.
- Promote Safe Routes to Schools and Walking School Bus programs in schools and provide suitable traffic safety education materials.
- Review existing school bus set down/pick up arrangements at schools.
- Review pedestrian safety near major school bus stops on arterial and collector roads.
- Provide improved pedestrian safety through engineering, promotional and education measures at identified locations.
- Target enforcement of School Speed Zones.
Pedestrian Safety Issue Identified

Numerous near misses and some crashes involving pedestrians and cyclists aged 6-12 years on weekday mornings 8-9am and afternoons 3-4pm occur along a street in which a large primary school is located adjacent to a newly developed residential area. The street runs parallel to the main highway to Melbourne and connects part of the southern section of the municipality to another major highway. The street has a high volume of pedestrian, cyclist and motor traffic including large transport vehicles.

Possible Actions

- Introduce a Safe Routes to Schools program to focus on engineering and education aspects of both pedestrian and cycling safety.
- Introduce a Walking School Bus program for different routes within the residential development.
- Install a bicycle lane on both sides of the street.
- Consider installing additional pedestrian crossings.
- Re-route heavy vehicles from the street or exclude at school times.
- Encourage Police enforcement, and arrange for by-laws officers to enforce local traffic regulations.
- Target enforcement of School Speed Zones.
- Support initiatives, including enforcement, with promotional activities.
Pedestrian Safety Issue Identified

A large number of primary and secondary school age children travel by bus to schools. There have been a number of casualties associated with children crossing roads as pedestrians at bus drop off and pick up locations.

Possible Actions

- Arrange for the conduct of safety audits of rural school bus set down/pick up points.
- Encourage schools with high numbers of students travelling by bus to undertake school bus safety programs including the development of a code of behaviour for school bus travel.
- Encourage the inclusion of bus safety material from RoadSmart, Travel On and get on board! in the school curriculum.
- Encourage older students to hold hands with and supervise younger students crossing roads.
- Encourage parents to drop off and pick up their children on the same side of the road as the bus stop.
5. Programs to Promote Pedestrian Safety

Intoxicated Pedestrians

Collisions between cars and pedestrians are one of the many harmful consequences of the excessive consumption of alcohol. Intoxication is associated with aggressive behaviour, loss of control, crime, fights, accidents, injuries and illness. It is a broad health and safety concern for many municipalities.

Over 30% of pedestrians killed have a BAC level above .05 with the majority more than three times the legal limit for driving. There is research evidence that the skills necessary to cross a road safely such as the judgement of speed, reaction time and the selection of safe gaps are impaired at BAC levels of .08 and above.

Some common features of crashes involving intoxicated pedestrians include:

- they occur more on weekends and at night and the early morning
- often happen close to inner suburban drinking venues
- often involve regular drinkers from a hotel or licensed venue
- occur on the near side of the road as the pedestrian begins to cross
- the majority of victims are males.

Developing an Approach

It is essential that crashes involving intoxicated pedestrians at high risk locations are carefully investigated as part of the development of strategies. The use of available crash data will provide valuable information on each crash. This should be followed up by an on-site investigation and possibly an observation of pedestrian behaviour during high risk times. These steps will also provide information that may be useful during a promotional campaign.

Where appropriate, a multi-action approach should be adopted. There is a range of strategies that can be used, but in isolation these may have limited effect.

Actions to prevent crashes involving intoxicated pedestrians should aim to both:

- prevent people from becoming intoxicated in the first place through responsible serving and consumption of alcohol practices in licensed premises
- minimise risks for people once they are intoxicated.

It is important that those with a key interest in the issue are included in the process of developing the approach. Key stakeholders may include:

- Council departments with established links with liquor licensees and responsibilities in this area
- licensees of hotels, clubs, bars and restaurants
- local Police
- individuals or agencies that deal with alcohol related problems in the community.
• the Roadsafe Community Road Safety Council
• VicRoads Regional Road Safety Coordinator.

Tackling the Problem

It is important that the municipality uses its skills and resources, and those of its partners, as effectively as possible. Four broad lines of approach are suggested:

i  Collaboration with Liquor Licensees
   • Establishment of a House Policy
   • Adoption of Responsible Serving of Alcohol Programs and Practices
   • Establishment of Licensee Accords
   • Encouraging the Provision of Safe Transport Options

ii  Enforcement of Liquor Licensing Regulations

iii  Promoting Awareness of Risks

iv  Safer Road Environments Around High Risk Locations.

Collaboration with Liquor Licensees

Councils can play a vital role in encouraging the management of licensed premises to ensure that alcohol is served in a responsible manner, with the aim of reducing the adverse consequences of excessive consumption including road crashes. Licensees can be effective in four key areas.

House Policy

A House Policy is a mechanism through which licensees can ensure that responsible service practices are a feature of the business. The House Policy can make patrons aware of the grounds for refusal of service and how intoxicated persons will be dealt with.

The prominent display of the House Policy so that the public is made fully aware of its existence, supported by actions of trained staff can reinforce its effectiveness. An example of a House Policy can be found on the CD-ROM.

Adoption of Responsible Serving of Alcohol Programs and Practices

The Guidelines for the Responsible Serving of Alcohol produced by Liquor Licensing Victoria provide a range of practical actions that licensees can undertake to improve the safety of customers. The guidelines promote the following strategies:

• adopting and promoting a House Policy to customers, which demonstrates a commitment to encouraging drinking in moderation, not serving under-age people and minimising harm on the roads
• preventing intoxication through the promotion of low alcohol or non-alcoholic drinks, serving food or restricting sales of some forms of alcoholic drinks
• training staff in ways to implement the House Policy and serve alcohol responsibly
• considering safe transport options for customers
• prevention of under-age drinking.
The Council can initiate meetings with licensees to outline and encourage adoption of the Guidelines for the Responsible Serving of Alcohol and stress the importance of preventing intoxication for pedestrians as well as drivers. Training for bar staff in responsible serving of alcohol can be organised through Liquor Licensing Victoria (Phone 9655 6082, Level 24, 80 Collins Street, Melbourne).

**Establishment of Licensee Accords**

A Licensee Accord involves cooperation between licensees, the Police and the Council. It demonstrates evidence of a public commitment by licensees to provide an operating environment that complies with legislative requirements and that is safe and attractive for patrons of the premises. An Accord constitutes a focal point through which many of the aims of the intoxicated pedestrian safety program can be achieved. Guidelines on the establishment of Liquor Licensing Forums and Accords have been developed by Victoria Police, Consumer Affairs Victoria and the Municipal Association of Victoria to support partnership approaches driven at the local level to minimise unacceptable impacts of licensed premises on residents and businesses. These guidelines are available at www.consumervic.gov.au and click on Liquor Licensing Forums and Accords. A number of Councils have successfully established Licensee Accords (eg. Port Phillip, Melbourne, Moreland, Brimbank and Wangaratta).

An example of an Accord that meets responsible service principles and promotes pedestrian and driver safety, can be found on the CD-ROM. It identifies practices that apply to licensed premises generally and those where live entertainment is a significant part of business operations.

Suggested steps that Council officers can follow in developing a Licensee Accord can be found on the CD-ROM.

**Encouraging the Provision of Safe Transport Options**

A safe transport strategy can include:
- staff offering to call a friend or family member of the patron
- staff offering to call a taxi
- making available a phone and the contact numbers for taxi companies
- offering to include the cost of mini-buses as part of the costs of a function
- starting a Designated Driver Program.

A Designated Driver Program is a way of ensuring the person in a group who is going to drive does not have alcohol or stays well below .05. Designated drivers can be supported in this role by the provision of free non-alcoholic drinks and food.

**Enforcement of Liquor Licensing Regulations**

Significant penalties comprising fines, suspension or cancellation of licence can be imposed if a licensee operates premises that breach liquor laws or licence conditions. Enforcement of liquor laws is the responsibility of Victoria Police. Specific offences relevant to pedestrian safety include:
- the supply of liquor to intoxicated persons
- permitting a drunk/disorderly person on licensed premises
- the supply of liquor to an under-age person.
The Police may issue an “on the spot” fine, charge the licensee before the Magistrate’s Court or initiate disciplinary proceedings before the Victorian Civil and Administrative Tribunal.

There is evidence that enforcement action can reduce undesirable behaviour on premises. Councils are encouraged to explore this with Police in their jurisdictions.

**Promoting Awareness of Risks**

Although the link between drinking and driving is now generally acknowledged, community awareness of the association between high levels of alcohol consumption and pedestrian crashes is poor. Targeted campaigns to highlight the risks can involve local media and posters/signage inside hotels and clubs. The aim should be to encourage safe drinking and reduce the likelihood of patrons being exposed to danger on the roads through intoxication.

While moderate drinkers may be more receptive to such information, hard-core drinkers are not. There is potential to use the theme of mateship and caring for friends to encourage moderate or non-drinkers to look after their intoxicated mates. This may involve restricting the amount of alcohol consumed, taking a break from drinking, and providing assistance to get a friend home safely.

Such a campaign can build on the success of strategies used to reduce the incidence of drink driving, and could involve effective collaboration with the local RoadSafe Community Road Safety Council.

**Safer Road Environments Around High Risk Locations**

There are two types of engineering treatments that can reduce the risk around licensed venues, particularly hotels and clubs. Treatments can be targeted to help passing motorists avoid a crash, or to increase the chances of pedestrians crossing the road more safely.

Treatments aimed at helping drivers to detect pedestrians include:
- reducing the speed of vehicles passing licensed premises, including lower speed limits during high risk times
- improving street lighting to allow drivers more chance of seeing a pedestrian
- management of parking to maximise the ability of drivers to see pedestrians outside licensed venues
- signage, clearly visible at night, to warn of pedestrians in the area.

Treatments that target pedestrians include:
- altering the operation of traffic signals during the high risk times to be more responsive to pedestrian calls, having pedestrian phases every cycle and providing longer walk times
- providing treatments that direct intoxicated pedestrians to use marked crossings – eg. pedestrian fencing
- other more common treatments that improve safety for all pedestrians such as highly responsive pedestrian operated signals, medians or pedestrian refuges.

Different materials that Councils (and licensees) can use to support and promote an intoxicated pedestrian safety campaign are included on the CD-ROM.
**Good Sports Accreditation Program**

**Purpose**
To work with community based sporting clubs to promote the responsible management of alcohol within the community. The program also aims to reduce alcohol problems whilst increasing the viability and quality of sport options in the community.

**Description**
Sporting clubs are encouraged to become accredited under *Good Sports*. There is no cost for clubs to join *Good Sports*. As the *Good Sports* logo and the accreditation of clubs becomes well recognised it will send an important message that accredited clubs, are not only promoting a responsible attitude towards alcohol, but also providing a safe environment where all people, male and female, young and old, can socialise and enjoy the facilities those clubs have to offer.

The key strategy of the *Good Sports Accreditation Program* is to encourage clubs to commence the accreditation process. The accreditation criteria comprise a set of minimum standards for the management of alcohol, which clubs need to achieve and maintain to be recognised as being accredited.

**What the Municipality Can Do**
Municipalities have a limited role in direct delivery of the program, but can actively promote the program to sporting clubs. They can also support local awareness activities which include Liquor Licensing Seminars in conjunction with local police and Liquor Licensing Victoria, and also Responsible Serving of Alcohol (RSA) courses to help clubs through the accreditation levels.

**For Further Information:**
Contact the Good Sports Accreditation at the Australian Drug Foundation
Phone 9278 8136
Looking After Our Mates

Purpose

To promote responsible drinking, driving and encourage “looking after our mates” through a one hour group education session targeting business, organisations, sports clubs and youth. The focus is on the importance of taking responsibility not just for yourself, but also for “mates” in this interactive session.

Description

The Looking After Our Mates program has been developed and supported by RoadSafe Community Road Safety Councils across Victoria. Trained facilitators deliver the one hour session in a variety of settings, including workplaces, clubs and associations, and schools. Sessions are tailored to suit the different audiences, and audience participation is encouraged. An audiovisual presentation and demonstrations are used to give participants practical ideas for responsible consumption and serving of alcohol.

What the Municipality Can Do

Municipalities can take a role in direct delivery of the program, by having staff trained as facilitators and organising sessions. They can also actively promote the program to groups in the community and liaise with the local RoadSafe Community Road Safety Council to arrange sessions.

For Further Information:
Contact your local RoadSafe Community Road Safety Council – see list of contacts on page 38.
Young Pedestrians

Issues

Children have limited road use skills and abilities to perceive and react to hazards, which contribute to their increased risk on the road. Their behaviour can also be unpredictable.

Within local areas, child pedestrian crashes occur mainly when walking to or from school or playing after school.

Crashes involving child pedestrians tend to increase with age as children move from primary to secondary school. This increase may be linked to children becoming more independent in their use of the roads while their road use skills are still not fully developed.

Lack of proper supervision and direct control of a child by an adult are factors involved in many crashes. A poor example set by adults can result in unsafe road crossing behaviour by children. Parents and carers should be encouraged to consistently show the safe behaviour they wish to see followed. Collaboration between schools and parents can help to promote the desired behaviour as children progress through the school system.

Roads present many hazards to the young pedestrian:

- wide roads increase the walking distance to make the crossing
- curved roads reduce the visibility for both children and motorists
- straight roads can encourage high speeds.

To protect children in traffic, a combination of behaviour improvement and engineering programs is more likely to be effective. Where possible, the environment where children are most at risk should provide for physical separation from traffic – this is the only “guarantee” of maximum safety but is not always possible. Consistent and systematic education of children and those responsible for them will add to the effectiveness of modifications to the traffic environment.
Programs

There are several programs with a focus on young pedestrians. These range from early childhood programs to those for primary and secondary schools. Key programs are:

- **Starting Out Safely** for children from 0 to 5 years of age and their parents/carers, delivered through maternal and child health care centres, family day care, child care centres and pre-schools.

- **Safe Routes to Schools** that targets road safety for primary and secondary students.

- **Walking School Bus** that is designed to improve pedestrian safety for young children travelling to and from primary school.

- **School Bus Safety Programs** that are designed to improve safety for children on and around school buses.

- **TravelSMART Schools** that encourages students to walk and cycle to and from school and so reducing traffic congestion outside the school gate.

There are many quality teaching resources that complement these programs (see page 31 for details).

To assist municipalities in tackling the specific issue of the safety of children when playing after school, suggested guidelines have also been developed. The **Safer Steps to Play** guidelines can be found on the CD-ROM.
Starting Out Safely

Purpose

The program is designed to help parents, carers and teachers assist young children to develop the skills they will require to survive as independent road users in the future.

Description

Parents have a vital role to play in developing good road safety habits in their children because they are with them every day in the traffic environment. Teachers can help the children reflect on their real world traffic experiences, and consolidate and reinforce what they have learned using a variety of centre-based activities.

Starting Out Safely is a comprehensive road safety education program for children from 0 to 5 years of age and their parents/carers. Starting Out Safely Road Safety Guides are distributed free of charge when children reach the relevant developmental stage through maternal and child health centres and child care centres. Road Safety Guides for family day carers are made available at training sessions conducted by VicRoads Road Safety Coordinators, along with a set of four posters and an activity book for 3-4 year old children.

The Starting Out Safely preschool and child care centre program consists of a range of quality early childhood materials for use with children and their parents/carers. The kit contains a teacher’s manual, discussion prints, a cassette or CD of songs and take home activity books for families. All of the parent/carer materials are available in community languages – Chinese, Somali, Vietnamese, Turkish and Arabic.

The Starting Out Safely program materials feature ThingleToodle, who is a friendly, childlike character who is there to learn about road safety with children. ThingleToodle features in a series of animated television commercials produced with support from the Transport Accident Commission (TAC).

What the Municipality Can Do

Local government can:

- ensure that maternal and child health nurses, family day care providers and their supervisors attend a Starting Out Safely workshop
- ensure the Starting Out Safely Kit is available at all early childhood education centres
- ensure that the parent and family day carer guides are available for all parents and care providers
- organise information sessions for parents with interactive talks delivered by appropriately trained municipal officers
- use the Starting Out Safely newsletter as a resource to develop articles for local press
- reproduce or adapt articles from the Starting Out Safely newsletter for publication in the Council newsletter.

For Further Information:
Contact VicRoads Regional Road Safety Coordinator
(see page 37 for regional office details)
Safe Routes To Schools

Purpose
To reduce the incidence and severity of injuries to children and young people aged 5-16 as pedestrians, cyclists and passengers.

Description
The Safe Routes to Schools guidelines provide municipalities, schools, community organisations and other interested groups with comprehensive advice on how to establish and operate the program. Safe Routes to Schools is conducted in partnership with school communities and other road safety agencies such as Police and RoadSafe Community Road Safety Councils with advice provided by VicRoads. The program involves:

- identifying a school or cluster of schools in areas where child pedestrian and cyclist crashes have occurred
- procedures for collecting data on how students travel to school and analysis of this data by municipal officers to define a program of engineering improvements
- the role, responsibilities and actions required of stakeholders
- the development of a school traffic safety education program using RoadSmart, Bike Ed and other resources
- examples of shell documents such as a “Memorandum of Understanding” between Council and the school, letters with information about the program, articles for community media and school newsletters
- a process for maintaining and monitoring the program in participating schools.

An evaluation of the Safe Routes to School program showed that casualty crash rates for primary school aged children attending schools that ran the program were substantially lower than for other similar schools that did not. This was significant at all times and particularly during drop off and pick up times. This was both for primary school aged children and to some extent all road users.

What the Municipality Can Do
- Provide the Safe Routes to Schools package for use within selected schools in the municipality.
- Municipal officers, in particular those from engineering services, have a substantial role throughout all stages of a Safe Routes to Schools program from development and implementation through to monitoring and evaluation.
- To encourage local awareness of pedestrian safety near schools, Councils should ensure the Safe Routes to Schools program is publicised in local media and through Council newsletters.

For Further Information:
Contact VicRoads Regional Road Safety Coordinator
(see page 37 for regional office details)
The Walking School Bus

Purpose

The Walking School Bus provides a novel and safe means for primary school children to travel to school by walking in an organised and supervised group.

Description

The Walking School Bus involves trained volunteer parents and carers supervising groups of children and walking them to and from school. Walking School Buses travel along set routes picking up additional passengers along the way at designated stops, much like a real bus.

Parents and carers share the responsibility for escorting children - acting as the “driver” of the Walking School Bus. A roster is developed that may involve them being a “driver” only once per week, depending on the number of volunteers willing to help operate the program. At the same time as “driving” the walking bus they are also able to show children how to be safe as a pedestrian and ways to deal with hazards in the local traffic environment. Volunteers are provided with basic road safety training.

The program is implemented as a partnership between local government and community agencies that work with local primary schools to establish Walking School Buses in their municipalities. The Walking School Bus can be run successfully as a component of a Safe Routes to Schools program or as a program on its own.

What the Municipality Can Do

- VicHealth has provided opportunities for local government to receive funding for Walking School Bus projects. Funds have been made available to each successful municipality to facilitate the development and implementation of a project over a 12 month period. Generally it is expected that at least four primary schools will be involved in each project.

- Interested municipalities can make contact with potential target schools via the principal and parents’ association. A meeting could be set up to discuss how the program works, explain the process and commitment involved to set up a program and to help decide whether the school is prepared to be involved.

For Further Information:

Program information and funding guidelines are available from VicHealth at www.vichealth.vic.gov.au
School Bus Safety Programs

Purpose

To develop appropriate road safety skills and behaviours on and around buses and when crossing roads to board and when alighting from buses.

Description

There are two types of programs conducted in schools:

Bus Safety Transition Sessions – Delivered by VicRoads officers in conjunction with representatives of local government, Police, bus operators and drivers, Department of Education and Training, the Department of Infrastructure, and the Transport Workers Union. The sessions are delivered in primary schools and involve displays and activities designed to prepare students for travelling by school bus.

Bus Safety Workshops – A facilitated workshop designed to identify and address safety concerns in a particular secondary school or school bus network. The sessions involve student school bus captains, school staff, bus operators and drivers. The outcome of the session is the development of a School Bus Safety Code of Behaviour for the school or network.

What the Municipality Can Do

- Municipal by-laws officers can help identify unsafe behaviours by bus users.
- Children’s crossing supervisors can provide information about students’ behaviour.
- The program can be publicised in the local press.

For Further Information:
Contact VicRoads Regional Road Safety Coordinator
(see page 37 for regional office details)
TravelSMART Schools

Purpose

TravelSMART Schools targets students in primary and secondary schools. It encourages students and their families to reduce travel by car by choosing environmentally friendly and often more healthy ways of travelling – particularly for regular local trips, such as going to and from school.

Description

In metropolitan areas most children live within 1 to 2 kilometres of their primary school. This is close enough to walk or ride a bicycle, yet the majority are driven to and from school each day.

The TravelSMART Schools program is part of the Victorian TravelSMART initiative conducted by the Department of Infrastructure. Schools are encouraged to undertake surveys with their community to identify how students travel to and from school and on the basis of this to develop a school travel plan with strategies designed to increase walking and cycling to and from school.

Schools are provided with a range of materials designed to engage school communities – including students and their families – in shifting to more healthy and environmentally friendly travel options. Schools are encouraged to conduct community activities and events, including Walk and Cycle to School Days. The TravelSMART Schools program complements the other travel/road safety related and environmental education programs conducted by schools.

What the Municipality Can Do

- In municipalities where schools are involved in TravelSMART Schools, the program and associated pedestrian safety issues can be publicised in the local press. There are also opportunities for encouraging local awareness of pedestrian safety near schools and promoting walking to and from school as a healthier alternative to being driven by car.

For Further Information:
Visit the website - www.travelsmart.vic.gov.au
SCHOOL RESOURCES

RoadSmart

A comprehensive primary school traffic safety education resource kit that focuses on teaching children to walk, play and travel safely. The RoadSmart kit includes teacher resource books for Prep to Year 6, a set of full colour discussion posters and an interactive CD-ROM.

For Further Information:
Contact VicRoads Regional Road Safety Coordinator
(see page 37 for regional office details)

Street Scene

Qualified and experienced educators from the RACV visit primary schools and deliver sessions from Prep to Year 6 as part of this program. Teachers can choose a session that will complement the pedestrian, bicycle or passenger safety unit they are conducting with their class. Each school visited also receives a Teacher Guide that includes teaching ideas and activities.

For Further Information:
Contact RACV Traffic Safety Education Programs, Tel: 9790 2924
or visit the website: www.racv.com.au

Travel On

A primary school public transport education resource kit. The program covers safety, community use of public transport, need for rules and laws, independent travel, rural and metropolitan schools, and safe railway crossings. Teachers using the Travel On program can access assistance in planning excursion activities and classroom sessions with trained educators.

For Further Information:
Contact Public Transport Education Programs, Department of Infrastructure, Tel: 9655 6695

get on board!

The get on board! resource comprises an interactive CD-ROM and a supporting teacher guide. It has been designed to enable secondary students to consider issues related to personal safety and responsibilities to other passengers that use public transport. The CD-ROM engages young people with information about using the public transport system, an interactive module featuring a Metcard machine and zone maps, a video interview with a member of the Victoria Police Transit Safety Division and an interactive quiz.

For Further Information:
Contact Public Transport Education Programs, Department of Infrastructure, Tel: 9655 6695
Older Pedestrians

Issues

Older pedestrians generally have reduced skills to cross roads due to changes associated with increasing age, which may place them at greater risk. These include:

- greater difficulty in accurately judging vehicle distances and speed
- confusion in complex traffic situations
- longer time to react to danger and taking avoidance action
- walking more slowly.

A decline in vision, including the ability to discriminate fine detail, can cause difficulties in discerning vehicles from their background. Hearing impairments can cause difficulty in locating traffic sounds that may signal the presence of danger.

In the metropolitan area, key aspects of crashes involving older pedestrians include:

- the majority occur on arterial roads, particularly undivided roads
- a significant proportion occur at signalised crossings arising from insufficient crossing time or failure to avoid turning vehicles
- many occur in the vicinity of shops, or in strip shopping centres, near recreational venues and at tram stops
- a greater proportion occur as the pedestrian is on the nearside of the road as the pedestrian begins to cross.

Because of their greater frailty, older pedestrians are more likely to be killed or seriously injured as the result of a crash. With older people becoming an increasingly greater proportion of the population in the years ahead, in conjunction with a growing number of vehicles on the road, the safety of older pedestrians will remain a key issue for local government.

Programs

The multi-action program Walk With Care (an outline follows) has been developed specifically for older pedestrians. It recognises the importance of maintaining an active and independent way of life for older pedestrians.

To assist municipalities in tackling specific problem areas such as pedestrian safety in strip shopping centres, on the way to shops and around public transport, suggested guidelines have also been developed namely – Safe Routes to Shops, Pedestrian Safety in Strip Shopping Centres and Pedestrian Safety around Public Transport. The suggestions for program development outlined in these guidelines can assist in creating safer environments for pedestrians of all ages but have special relevance for older pedestrians. The guidelines can be accessed on the CD-ROM.

Municipalities could consider organising a forum for the older community – a Confident Living Expo – with a focus on older pedestrian safety. Advice could be sought from other municipalities that have successfully run similar events previously, such as the Shire of Mornington.
**Walk With Care**

**Purpose**

*Walk With Care* combines publicity, education and engineering initiatives following community consultation to reduce the incidence and severity of road casualties involving older pedestrians.

**Description**

*Walk With Care* Guidelines provide local government, community organisations and other interested groups with comprehensive advice and direction, including examples of shell documents to establish and operate a local program. A kit of pedestrian safety resources (charts, photographs and a video) is a companion to the Guidelines. It is designed to help pedestrian safety workshop facilitators in the presentation of information to older pedestrians. Municipalities are advised to take their own photographs to illustrate aspects of pedestrian safety at sites within their local area.

The contents of the program comprise:

- information on establishing and implementing a *Walk With Care* program in a municipality
- information and advice for facilitators of *Walk With Care* discussions
- advice on investigation of older pedestrian safety needs
- information to local government on conducting pedestrian safety audits
- information on consultative and evaluation activities with older pedestrians
- advice for older pedestrians, for example, when crossing at traffic lights, roundabouts, mid-block locations, railway crossings; use of pedestrian refuges and kerb extensions; boarding and alighting trams and other public transport; being visible to other road users.

The program is managed and delivered by municipalities with advice and support from VicRoads regional road safety staff.

**What the Municipality Can Do**

Establishment of the program requires the support and endorsement of the Council which appoints a program coordinator who may be a contractor or a staff member, for example, from health and aged services. The program coordinator:

- consults, coordinates and negotiates with key stakeholders to ensure that the program is conducted effectively through local networks
- recruits and trains facilitators to deliver the education discussion sessions to community groups
- liaises with Council to implement low cost engineering treatments to improve the safety of older pedestrians at locations identified through surveys and community consultations.

**For Further Information:**

*Contact VicRoads Regional Road Safety Coordinator*  
(see page 37 for regional office details)
6. Program Development Checklist

The checklist below identifies some key steps toward the development of a pedestrian program. The list of actions is not exhaustive – officers should use the checklist only as a general guide. Municipalities will be able to identify many other community groups that can be approached to contribute to program development or become involved in activities. Adequate lead time is needed to enable all stages of planning a complex program to be organised effectively. More time might also be required if a substantial pedestrian safety program is being organised for the first time.

This checklist can also be found on the CD-ROM and can be modified to suit individual approaches.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy and Strategy Context</strong></td>
<td>- Review the municipal road safety strategy, available crash data and other information to confirm the significance of the pedestrian safety problem in the local context.</td>
</tr>
<tr>
<td></td>
<td>- Assess current pedestrian safety measures and identify additional actions set out in the road safety strategy.</td>
</tr>
<tr>
<td></td>
<td>- Confirm that the intended program fits within the Council’s road safety objectives in order to facilitate funding and approval.</td>
</tr>
<tr>
<td><strong>Program Responsibility</strong></td>
<td>- Nominate a project officer with responsibility for planning and coordination.</td>
</tr>
<tr>
<td></td>
<td>- Establish roles and responsibilities of the Council project team members (eg. public relations, human services, parking, engineering).</td>
</tr>
<tr>
<td></td>
<td>- Establish a working group if several external agencies will be involved and a number of different measures need to be implemented (eg. multi-action approach).</td>
</tr>
<tr>
<td><strong>Detailed Analysis of Crash and Other Data</strong></td>
<td>- Analyse statistics held by Council on pedestrian crashes, pedestrian/traffic volumes, speed profiles.</td>
</tr>
<tr>
<td></td>
<td>- Use the CrashStats database, site inspections and safety audits; seek additional data from VicRoads and Police to fill gaps.</td>
</tr>
<tr>
<td></td>
<td>- Carry out a survey of residents’ views to clarify concerns and help identify problem locations.</td>
</tr>
<tr>
<td></td>
<td>- Seek information from other Councils that have undertaken pedestrian safety programs.</td>
</tr>
</tbody>
</table>
| **Involvement of Stakeholders** | • Identify groups and individuals that can make a contribution by direct involvement in the program – local Police, schools, licensees, businesses, community centres.  
  
• Establish the potential for collaboration with the VicRoads Regional Road Safety Coordinator and appropriate RoadSafe group (see Section 8 for contact details).  
  
• Approach key stakeholders and obtain agreement from business and community groups to support the program.  
  
• Consider the needs of local non English speaking groups for information to be provided in other languages.  
  
• Seek Police support to commit enforcement resources and to participate in public relations activity.  
  
• Seek support in principle from the local press to regularly publicise activities. |
| **Planning and Approval** | • Develop the right program mix and estimate the resources needed – funding, equipment and labour - as a basis for program approval.  
  
• Allocate sufficient time for necessary authorisations where other agencies such as the Police are involved, especially if significant effort will be needed.  
  
• Develop suitable “branding” as a promotional and communication tool (see the CD-ROM for suggestions).  
  
• Establish a simple process for evaluation taking account of any pre-program data collection required. |
| **Program Implementation** | • Recognise lead times in undertaking engineering treatments and incorporate these in the implementation schedule.  
  
• Liaise closely with local media to establish lead times for provision of text/copy.  
  
• Inform the community of what is planned and its purpose prior to implementation to promote support and cooperation.  
  
• Carry out each undertaking as soon as possible and provide feedback to the community and key stakeholders that the program is “up and running”. |
| **Monitor and Adjust the Program** | • Monitor achievement of the program especially progress in the early stages.  
  
• Document the implementation process to assist in evaluation.  
  
• Keep the community and stakeholders informed of progress and achievement of milestones. |
7. Evaluation Tips

Focus on What is Practical

Monitoring the efficiency with which a program is implemented and evaluation of its impact should be seen as integral parts of a pedestrian safety program. Monitoring, especially during the early stages, will show whether coordination processes are working and intended time lines are being met. The Saferoads guide to evaluation, How Do We Know? is a valuable resource for planning and implementing, monitoring and evaluation.

Tips

Simple Evaluation

The evaluation should fit the scale and aims of the program. Simple evaluations might include recording:

- the number of schools and students who participated in programs
- the number of people that participated in community events eg. forums
- coverage of activities by the media
- whether key messages were understood by relevant groups
- feedback from stakeholders and special interest groups
- number of traffic engineering improvements implemented.

Impact Evaluation

The methodology for identifying changes in pedestrian (and driver) behaviours using before and after observations is well documented. Use can be made of video recording of pedestrian behaviour to collect relevant observational information, as well as direct observation. Changes in behaviour can be measured by:

- pedestrians crossing at or close to a crossing
- average time for pedestrians to cross the road
- the number of pedestrians using the new treatment (for example, a painted cross-walk, a new pedestrian crossing)
- conflicts between pedestrians and vehicles
- compliance with traffic control signal phases.

It is important to be able to compare any data collected with the situation that existed before any treatments or actions are undertaken. Therefore collection of baseline data should be planned for in any evaluation.

The most direct measure is the impact on pedestrian casualties. This can be a more complex undertaking and require sufficient crash numbers to be available and a significant time period to elapse before results can be assessed. Where this form of evaluation is not possible, substitute measures should be considered such as the impact of program elements on vehicle speeds in light of the well-established link between speed and the risk of pedestrian injury.
8. Contacts and Further Information

VicRoads Regional Offices

<table>
<thead>
<tr>
<th>Region</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan South East Region</td>
<td>12 Lakeside Drive, BURWOOD EAST, 3151</td>
<td>9881 8050</td>
</tr>
<tr>
<td>Metropolitan North West Region</td>
<td>499 Ballarat Road, SUNSHINE, 3020</td>
<td>9313 1180</td>
</tr>
<tr>
<td>Eastern Region</td>
<td>120 Kay Street, TRARALGON, 3844</td>
<td>5172 2640</td>
</tr>
<tr>
<td>Western Region</td>
<td>88 Learmonth Road, WENDOUREE, 3355</td>
<td>5333 8780</td>
</tr>
<tr>
<td>North Eastern Region</td>
<td>50-52 Clarke Street, BENALLA, 3672</td>
<td>5761 1812</td>
</tr>
<tr>
<td>Northern Region</td>
<td>57 Lansell Street, BENDIGO, 3550</td>
<td>5434 5057</td>
</tr>
<tr>
<td>South Western Region</td>
<td>180 Fyans Street, GEELONG, 3220</td>
<td>5223 3102</td>
</tr>
</tbody>
</table>

Useful websites

<table>
<thead>
<tr>
<th>Website</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saferoads</td>
<td><a href="http://www.mav.asn.au/saferoads">www.mav.asn.au/saferoads</a></td>
</tr>
<tr>
<td>VicRoads</td>
<td><a href="http://www.vicroads.vic.gov.au">www.vicroads.vic.gov.au</a></td>
</tr>
<tr>
<td>VicHealth</td>
<td><a href="http://www.vichealth.vic.gov.au">www.vichealth.vic.gov.au</a></td>
</tr>
<tr>
<td>Roadsafe</td>
<td><a href="http://www.roadsafe.org.au">www.roadsafe.org.au</a></td>
</tr>
<tr>
<td>TravelSMART</td>
<td><a href="http://www.travelsmart.vic.gov.au">www.travelsmart.vic.gov.au</a></td>
</tr>
</tbody>
</table>
# RoadSafe Community Road Safety Councils

RoadSafe groups link in closely with local road safety strategies, statewide campaigns and other key initiatives, to improve safety for all road users. They can lend valuable support to local road safety promotions. Information about programs and events, and details of each council can be found on the RoadSafe website: [www.roadsafe.org.au](http://www.roadsafe.org.au)

## Metropolitan

<table>
<thead>
<tr>
<th>RoadSafe Frankston and Mornington Peninsula</th>
<th>RoadSafe Westgate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Mornington Peninsula, Frankston</td>
<td>Municipalities: Maribyrnong, Wyndham, Hobson’s Bay</td>
</tr>
<tr>
<td>Phone: 9881 8737</td>
<td>Phone: 9313 1182</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Outer South East</th>
<th>RoadSafe Inner Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Casey, Cardinia, Greater Dandenong</td>
<td>Municipalities: Melbourne, Yarra, Port Phillip</td>
</tr>
<tr>
<td>Phone: 9881 8018</td>
<td>Phone: 9313 1284</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Inner South East</th>
<th>RoadSafe Inner Northern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Glen Eira, Bayside, Stonnington, Kingston</td>
<td>Municipalities: Darebin, Moonee Valley, Moreland</td>
</tr>
<tr>
<td>Phone: 9881 8016</td>
<td>Phone: 9313 1178</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Inner Eastern</th>
<th>RoadSafe North Eastern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Monash, Booroondara, Whitehorse, Manningham</td>
<td>Municipalities: Nillumbik, Whittlesea, Banyule</td>
</tr>
<tr>
<td>Phone: 9881 8017</td>
<td>Phone: 9313 1189</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Melbourne Eastern Ranges</th>
<th>RoadSafe North Western</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Yarra Ranges, Knox, Maroondah</td>
<td>Municipalities: Hume, Melton, Brimbank</td>
</tr>
<tr>
<td>Phone: 9881 8019</td>
<td>Phone: 9313 1176</td>
</tr>
<tr>
<td>RoadSafe Central Gippsland</td>
<td>RoadSafe North East</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Municipality: La Trobe</td>
<td>Municipalities: Benalla, Mansfield, Wangaratta, Wodonga, Indigo, Towong, Alpine</td>
</tr>
<tr>
<td>Phone: 5172 2640</td>
<td>Phone: 5722 1988</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Baw Baw</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality: Baw Baw</td>
<td></td>
</tr>
<tr>
<td>Phone: 5172 2640</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe East Gippsland</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: East Gippsland, Wellington</td>
<td></td>
</tr>
<tr>
<td>Phone: 5152 0351</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe South Gippsland</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: South Gippsland, Bass Coast</td>
<td></td>
</tr>
<tr>
<td>Phone: 5172 2640</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Central Highlands</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Central Goldfields, Ararat, Ballarat, Pyrenees, Hepburn, Moorabool</td>
<td></td>
</tr>
<tr>
<td>Phone: 5333 8780</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Wimmera</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: West Wimmera, Hindmarsh, Horsham, Yarrambiack, Northern Grampians</td>
<td></td>
</tr>
<tr>
<td>Phone: 5381 9440</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Goulburn Valley</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Campaspe, Murrindindi, Shepparton, Strathbogie, Mitchell, Moira</td>
<td></td>
</tr>
<tr>
<td>Phone: 5831 7474</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe North East</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Bendigo, Mt Alexander, Macedon Ranges, Loddon</td>
<td></td>
</tr>
<tr>
<td>Phone: 5434 5048</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Central Victoria</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Swan Hill, Gannawarra, Buloke</td>
<td></td>
</tr>
<tr>
<td>Phone: 5434 5057</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Central Murray</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Swan Hill, Gannawarra, Buloke</td>
<td></td>
</tr>
<tr>
<td>Phone: 5434 5057</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Mildura</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality: Mildura</td>
<td></td>
</tr>
<tr>
<td>Phone: 5021 3662</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Barwon</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Geelong, Golden Plains, Queenscliff, Surf Coast</td>
<td></td>
</tr>
<tr>
<td>Phone: 5225 2513</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Colac</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Colac Otway, Corangamite</td>
<td></td>
</tr>
<tr>
<td>Phone: 5225 2558</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RoadSafe Western District</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities: Glenelg, Moyne, Southern Grampians, Warrnambool</td>
<td></td>
</tr>
<tr>
<td>Phone: 5561 9214</td>
<td></td>
</tr>
</tbody>
</table>
Liquor Licensing Victoria

The Director of Liquor Licensing Victoria administers Victoria’s liquor laws. Liquor Licensing Victoria offers a range of programs to licensees and bar staff across Victoria to ensure that they are fully aware of their responsibilities. These include:

- **Responsible Serving of Alcohol Workshops**
  This three hour workshop provides licensees and bar staff with the knowledge and awareness to serve liquor in licensed premises responsibly. Workshops are offered through TAFE institutes, industry associations and private training providers.

- **Liquor Licensing 2000**
  This full day program informs licensees and senior staff of the latest developments regarding best practice in the responsible management of licensed premises, including emerging issues regarding server liability and recent decisions of the Victorian Civil and Administrative Tribunal.

- **Licensed Club Seminars**
  These seminars aim to provide club management with an understanding of their responsibilities and rights as club licensees.

For more information contact Liquor Licensing Victoria, 80 Collins Street, Melbourne, Phone 9655 6082, website: www.liquor.vic.gov.au

Austroads Guide to Traffic Engineering Practice: Part 13 – Pedestrians

Austroads works towards uniformity of practice in design, construction, maintenance and use of the road system. It publishes guides and general procedures to achieve this objective. The contents of the guide include:

- Pedestrian demands and capacity
- Considerations in land use planning
- Walkways and footpaths
- Treatments for pedestrians crossing roads
- Pedestrian guidance measures
- Parking layout to assist pedestrians
- Special treatments
- Pedestrian safety audit checklist.

Other guides that may be relevant include: Part 3 – Traffic Studies; Part 4 – Road Crashes; Part 6 – Roundabouts; Part 8 – Traffic Control Devices; Part 10 – Local Area Traffic Management; Part 12 – Roadway Lighting.

Available through ARRB Transport Research, 500 Burwood Highway, Vermont South, phone 9881 1547.
Austroads Road Safety Audit Manual

Road Safety Audit contains guidelines which draw together recent practice in Australia and overseas. It provides State highway authorities and local government with ways of addressing road safety issues – during the design of new road and traffic treatments, during construction, or maintenance and management of existing roads. The contents include:

- A general introduction to road safety audit, designed for decision makers and people without a technical background
- Details for practitioners about steps in a road safety audit and how audits apply to different types of projects
- Safety principles that designers can apply to projects to improve safety
- Checklists to be used as a guide for assessing designs and inspecting project sites at the different stages of a project’s development.

Available through ARRB Transport Research, 500 Burwood Highway, Vermont South, phone 9881 1547.
Contents of the Looking Out for Pedestrians CD-ROM

Note that some of the following documents are presented in a format (.doc) that will allow you to adapt the contents to suit your needs.

**Programs and Resources**

- Enforcement.pdf
- Engineering Measures.pdf
- Looking out for Pedestrians – An Outline.pdf
- Pedestrian Safety around Public Transport.pdf
- Pedestrian Safety in Strip Shopping Centres.pdf
- Program Development Checklist.doc
- Program Development Checklist – A3 size.doc
- Publicity and Promotion.pdf
- Safer Routes to Shops.pdf
- Safer Steps to Play.pdf

**News Releases**

- RoadSmart.doc
- Safe Routes to Schools – Engineering.doc
- Safe Routes to Schools – Launch.doc
- School Bus Safety.doc
- Starting Out Safely.doc
- Travel On.doc
- Walking School Bus.doc
- Walk With Care.doc

**Resources for Intoxicated Pedestrian Programs**

- Facts cards.doc
- We’re Only Looking After You Mate.pdf
- News Releases.doc
- Sample House Policy.doc
- Sample Licensee Accord.doc
- The Facts about Intoxicated Pedestrians.doc
Posters

Cross with care.pdf
Don’t do your dash.pdf
Look out for cars.pdf
Next crossing.pdf
Smashed.pdf
Stop Look Listen Think.pdf
Time to cross.pdf
Use the crossing.pdf

Image Files

Road victim.jpeg
Road victim.tif
Cross with care. jpeg
Cross with care.eps
Don’t do your dash. jpeg
Don’t do your dash. eps
Look out for cars. jpeg
Look out for cars. eps
Next crossing. jpeg
Next crossing. eps
Smashed. jpeg
Smashed. eps
Stop Look Listen Think. jpeg
Stop Look Listen Think. eps
Time to cross. jpeg
Time to cross. eps
Use the crossing. jpeg
Use the crossing. eps

Please note that .eps files have been provided for use by designers and printers, and will not open without the appropriate software.