

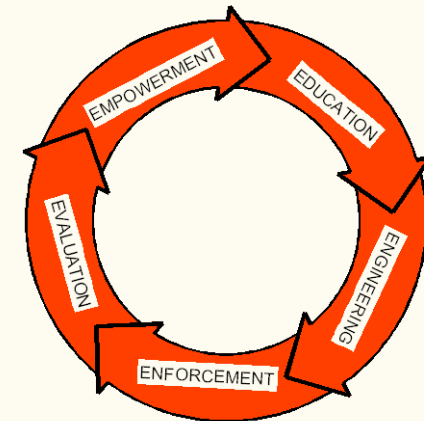


Donegal Road Safety
Working Group

Road Safety Plan 2010 - 2015

Our Mission

“To reduce the number and severity of road traffic crashes in County Donegal”



www.donegalroadsafety.ie

INTRODUCTION

The Donegal Road Safety Working Group (DRSWG) launched its first Road Safety Plan in 1997 with the objective of improving road safety in the county. Overall between 1997 and 2009 there has been a reduction of 46% in the number of fatalities in the county. Whilst this is welcomed it leaves no grounds for complacency. This, the third Road Safety Plan therefore seeks to build on the work completed and represents a continued interagency focus on continually improving the county's road safety record.

The Plan has been prepared by the DRSWG to ensure a co-ordinated, collaborative and consistent approach to improving road safety for all road users. This six year plan will be achieved by a series of strategic objectives centred around five elements namely; Education, Empowerment, Engineering, Enforcement and Evaluation.

Membership of the Donegal Road Safety Working Group is drawn from:

- Donegal County Council (DCC) (including the Fire Service)
- National Roads Authority (NRA)
- An Garda Síochána (AGS)
- Health Service Executive (HSE) (including the Ambulance Service)
- Road Safety Authority (RSA)
- Donegal VEC (VEC)
- Donegal Youth Council (DYC)
- Donegal Driving Instructors (DI)
- North West Alcohol Forum Ltd (NWAFL)
- Donegal Youth Service (DYS)

OBJECTIVES

This is the third Road Safety Plan for County Donegal and covers the period 2010 – 2015. It offers a strategic direction for all stakeholders and is based on collision data from 2002 - 2008 and experience gained by the DRSWG over the life of the previous plans. The main objective of the plan is:

‘To reduce the number of road collision casualties in County Donegal in line with national and European casualty reduction targets.’

Achieving this target will equate to no more than 9 deaths per year by the end of 2015 on the county's roads.

IMPLEMENTATION

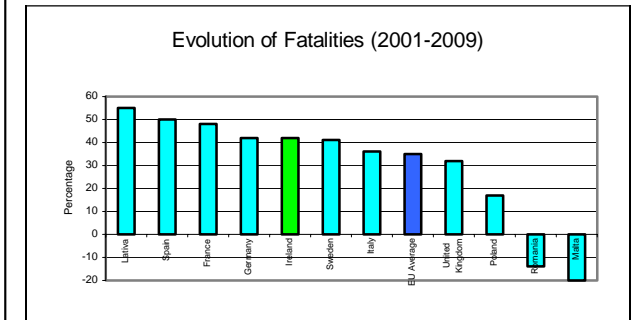
Similarly to the previous Road Safety Plan the focus will remain on four key elements: Education, Engineering, Enforcement and Evaluation. This will be complemented with an overarching theme of Empowerment, which will be embedded in all four elements of the group's work.

NATIONAL ROAD SAFETY

The Road Safety Authority (RSA) is tasked with improving safety on our roads in order to reduce death and injury resulting from road collisions. The legal basis for the RSA is set out in the Road Safety Authority Act 2006. The RSA formally came into existence on 1st September 2006. Ireland's third Road Safety Strategy (2007-2012) was published by the RSA in 2007. The primary aim of the national strategy is to reduce collisions, deaths and injuries on Irish roads. In terms of fatalities this amounts to a reduction on average of 21 fatalities per month. This equates to 252 fatalities per annum or not greater than 60 deaths per million population with a demonstrable reduction each year of the strategy.

EU ROAD SAFETY

Since 2001, the number of road fatalities has decreased dramatically across the EU. Today there are 35% fewer road fatalities than there were in 2001. Ireland has seen a decrease of 42% between 2001 and 2008. Some countries have seen even more dramatic reductions, such as Latvia with a 55% reduction and Spain with half the road fatalities as in 2001.



Source : CARE (EU road accidents database)

COMMUNITY SUPPORT

This Plan seeks to engage and encourage every member of the community to play their part in reducing road collisions by taking responsibility for their own behaviour and the behaviour of other road users. This will be achieved through greater interaction with the wider community in all aspects of road safety from awareness campaigns to infrastructure developments.

CROSS BORDER CO-OPERATION

County Donegal shares over 90% of its land border with Northern Ireland. Research has shown similar road safety issues and concerns exist in both jurisdictions. The DRSWG therefore commits to working with the relevant authorities in Northern Ireland to implement joint good practice schemes such as Anti Drink Driving Campaigns, Bank Holiday Campaigns and Young Driver Initiatives.

PROFILE OF COUNTY

County Donegal is located in the North West of Ireland and comprises of an area of 483,042 hectares, equivalent to 1,193,621 acres. It is the most Northern County in Ireland and has an extensive boundary with Northern Ireland, notably Counties Derry, Tyrone and Fermanagh. Donegal is predominately rural with only 7 large census towns exceeding 1,500 in population, including Bundoran, Ballyshannon, Donegal Town, Stranorlar / Ballybofey, Letterkenny, Buncrana and Carndonagh, according to the Census of Population 2006. There are 17 medium sized towns with populations between 500 and 1500, while there are 35 small sized towns, with populations between 150 and 500.

POPULATION

The figures from the Central Statistics Office for Donegal from the 2006 census shows a total population of 147,264 made up of 73,970 male and 73,294 females. This shows a rise from the 2002 population figure of 137,575, which breaks down to 69,016 males and 68,559 females.

	2002	2006	% Change (2002 - 2006)
Donegal	137,575	147,264	7%
Ireland	3,917,203	4,239,848	8.20%

County Donegal's Gaeltacht comprises of 23,783 persons and is the second largest Gaeltacht in the country representing 25% of the total Gaeltacht land area. The Donegal Gaeltacht has the highest percentage of persons who speak Irish daily.

CAR OWNERSHIP

In 2009, there were 59,489 cars registered in County Donegal compared to 10 years ago when there were 36,851 registered. This follows the national trend, which demonstrates a continued increase in car ownership in the state with the number of registered motor vehicles and motor cycles increasing by 65% from 1,510,853 in 1998 to 2,497,568 in 2008.

ROAD NETWORK

The 6,270km of road network in County Donegal consists of 150km of National Primary Roads, 150km of National Secondary Roads and 770km of Regional Roads leaving 5,200km of local road network.

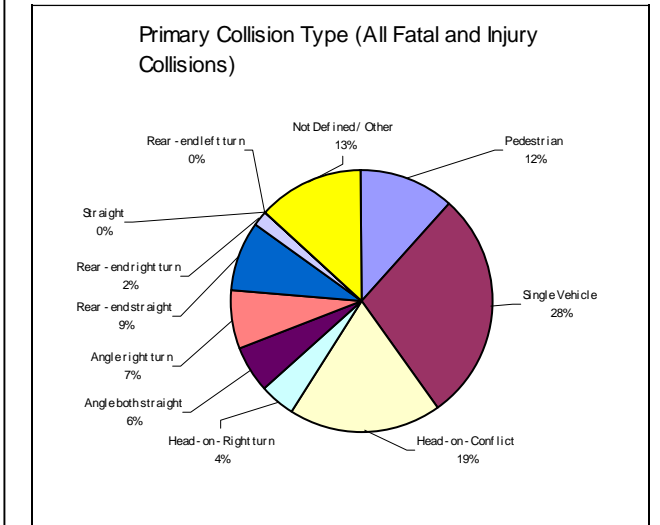
Collision trends in Donegal 2002-2009

Year	Fatalities	Serious	Minor	Totals
2002	20	72	276	368
2003	23	79	353	455
2004	29	69	314	412
2005	27	66	358	451
2006	19	64	357	440
2007	22	71	337	430
2008	18	65	425	508
2009	15*	* Provisional figure		

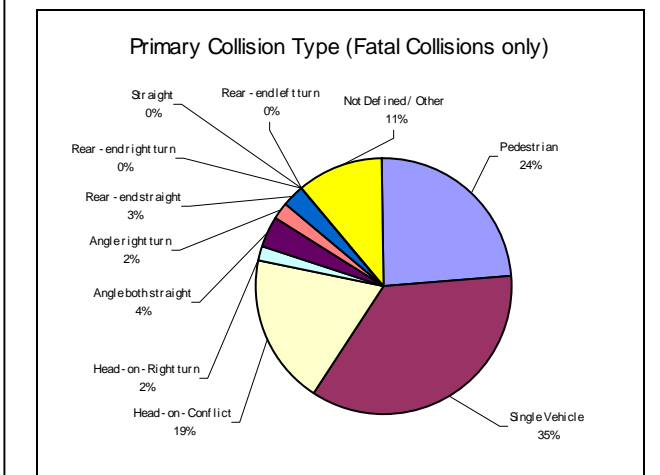
COST

The estimated cost of all fatal and injury collisions recorded in Donegal by An Garda Síochána in 2008 was €89 million (Goodbody 2004). The number of recorded injuries has been gradually decreasing in recent years, but increased substantially in 2008. This increase is partly due to improvements in reporting of minor injury collisions.

Accident Statistics



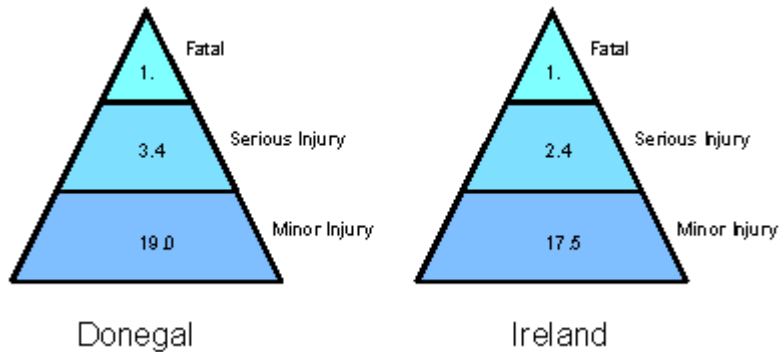
All fatal and injury Collisions



Fatal Collisions only

COLLISION RATIO

In line with current thinking regarding collision causation, the collision pyramid for Donegal and Ireland is shown below. For every fatal collision in Donegal between 2006 and 2008, there were 3.4 serious injury collisions and 19 minor collisions. On a National level, for every fatal collision between 2006 and 2008, there were 2.4 serious injury collisions and 17.5 minor injury collisions.



- Slow Down
- Wear your Seatbelt
- Never Drink and Drive
- Be Safe Be Seen

For More Information on Current Road Safety Initiatives
Visit: www.donegalroadsafety.ie or contact:
Road Safety Officer, Donegal County Council,
Road Design Office, Lifford, Co. Donegal.
Tel: 074 9172 592 Fax: 074 9141793

Tough Love

Speak Up 2 Save Lives

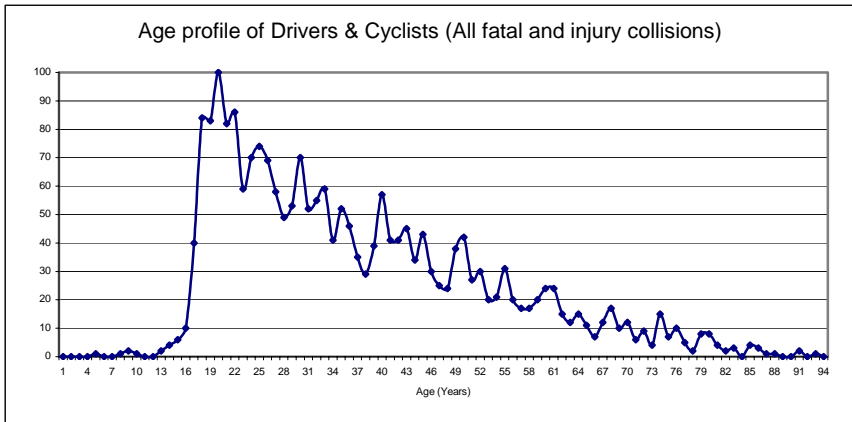
Do you love him enough to save him from himself? If you are concerned about the driving of your partner, son, brother or friend you can call or text the number below in complete confidence. A Garda will then talk with him about his driving. Don't wait until he has killed you, himself or someone else. Regrets don't save lives - Now is the time for Tough Love.

Call or Text our confidential line
087 9809999

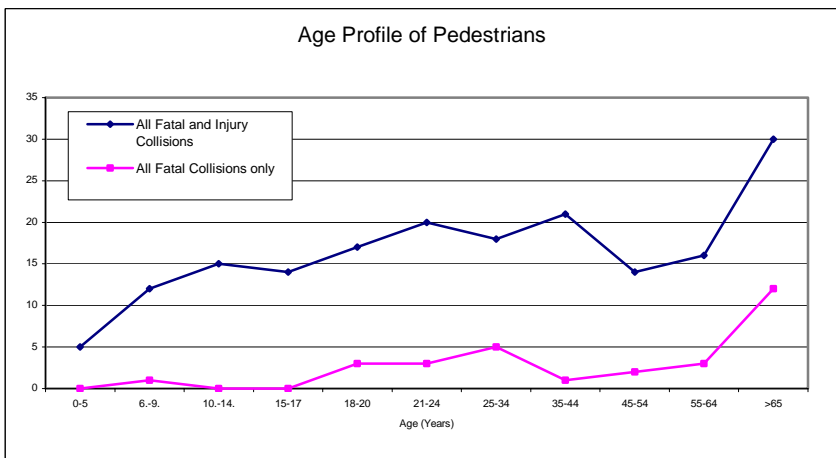
The above number will complement existing services.

In emergencies dial 999 or 112
Confidential Line: 1 800 666 111
Traffic Watch: 1 890 205 805

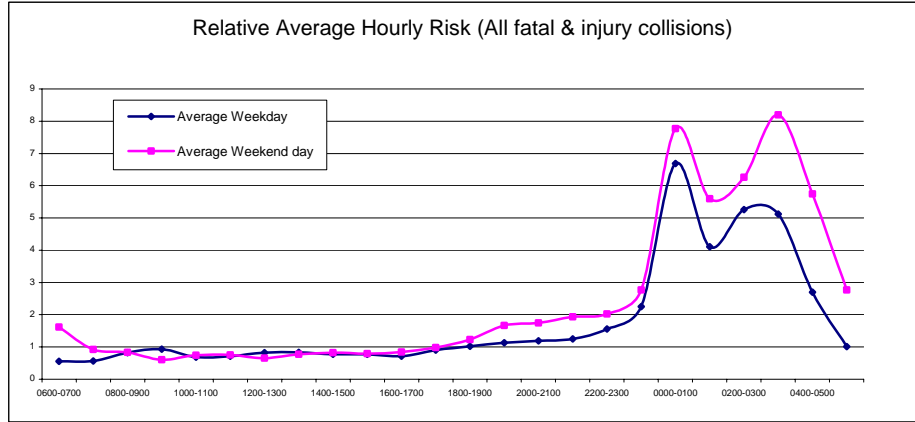
www.donegalroadsafety.ie



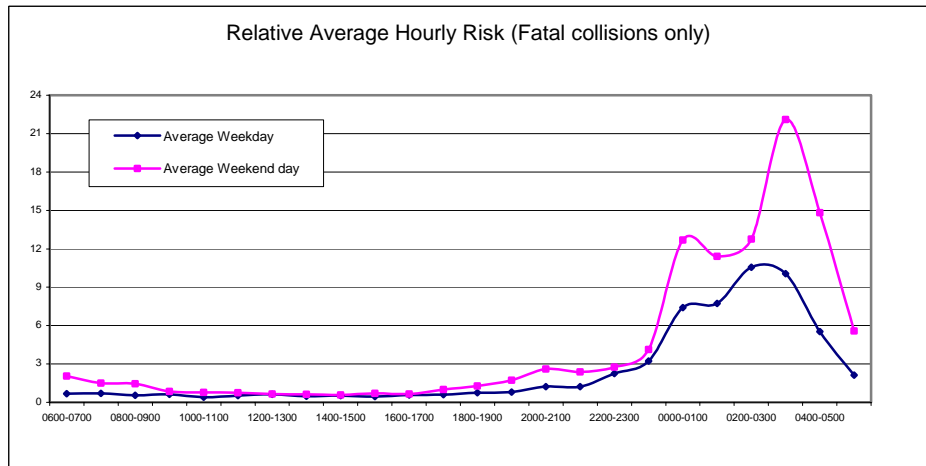
The graph above shows the age profile of drivers and cyclists that were involved in a fatal or injury type collision in Donegal between 2002 and 2008. As can be seen there is a peak for the 17 to 25 age group, with this age group being over four times as likely to be involved in an collision that the 65 and over age group.



The graph above shows the age profile of pedestrians that were involved in all fatal and injury collisions and fatal only collisions in Donegal between 2002 and 2008. Pedestrians over the age of 65 are almost twice as likely to be involved in a collision and are 4 times more likely to be involved in fatal collision as an 18-20 year old.



The graph above shows the relative risk of being involved in a fatal or injury type collision taking into account the volume of traffic on the roads per each hour in an average weekday and weekend day. It can be seen that you are approximately 8 times more likely to be involved in an collision between 4–5am on a weekend night than you are at any time between 7am and 6pm.



With regards to fatal collisions only, you are 22 times more like to be involved in a fatal collision between 3-4am on a weekend night than you are between 9am and 6pm on any day during the week, taking into account the volume of traffic on the roads at the times.

EDUCATION

Objective		Outputs		Action		Target Date	Process Owner	
A	Develop a DRSWG continuum of learning pack for 0 - 25 year olds.	1	Promote Road Safety Authority educational resources in all 0-25 year old educational settings	1.1	Identify existing resources and match to all educational settings in county	2011 Q2	DCC	
				1.2	Promote the use of the resources to all educational settings and health professionals	2012 Q1	DCC	
				1.3	Provide training on the use of the resources to teaching staff and health professionals	Ongoing to 2015 Q4	RSA	
		2	Adapt website as a key tool for promotion of DRSWG and maximise internet based communication opportunities	2.1	Modify website to incorporate a road safety one stop shop for all DRSWG campaigns, info packs etc	2011 Q2	DCC	
				2.2	Use of social networking sites to be explored and used to reach a wider audience	2011 Q3	DYS	
				2.3	Ongoing monitoring and review of the website to ensure up to date and good practice information is provided	Ongoing to 2015 Q4	DCC	
		3	Creation of a 25hr lesson programme to ensure comprehensive training of new drivers in the county	3.1	Development a recommended 25hr driver training programme for learner drivers	2012 Q2	DI	
				3.2	Peer review and approve the 25 hr driver training programme	2012 Q4	RSA	
3.3	Establish a promotional plan and launch the scheme			2013 Q1	DI			

EDUCATION

Objective		Outputs		Action		Target Date	Process Owner
B	Develop community based leadership	1	Community leadership initiative developed	1.1	Promote concept of communities promoting road safety through local events	2012 Q2	DCC
				1.2	Offer support training opportunities to potential community leaders	2012 Q1	RSA
				1.3	Promotion of RSA Community Resource to leaders to assist delivery of a consistent message	Ongoing to 2015 Q4	RSA
		2	Parental role model project developed	2.1	Develop concept of parental role modelling as a product eg handout for parents etc	2012 Q3	HSE
				2.2	Offer support training opportunities to parents	2012 Q3	HSE
C	Ensure continual promotion and awareness activities aimed at positively changing the behaviour of all road users	1	Implement media campaigns which target the main causal factors for collisions, deaths and serious injuries for all road users	1.1	Produce and agree an annual communications plan with all members of the DRSWG	Ongoing to 2015 Q4	DCC
				1.2	Produce information leaflets and resources on road safety	Ongoing to 2015 Q4	RSA
				1.3	Implement local media campaigns	Ongoing to 2015 Q4	DCC

EDUCATION

Objective		Outputs		Action		Target Date	Process Owner	
D	Develop road safety packages for workplaces	1	Develop an information resource for workplaces	1.1	Develop resource pack of general information to be drip fed into workplaces each year	2011 Q2	DCC	
				1.2	Promote 'Driving for Work CD Rom' produced by the RSA and HSA via radio adverts, press releases and information on the RSA/DRSWG website	2010 Q4	RSA	
				1.3	Annual safe driving to work campaign	2011 Q4	DCC	
		2	Offer training to workplaces	2.1	Utilise continuum training resource and the RSA 'Driving for Work' A guide for employers	Ongoing to 2015 Q4	DCC	
				2.2	Promote Defensive/Advanced driver training programmes	2012 Q3	DI	
E	Focus on older people and their needs	1	Develop a resource pack for older road users and any necessary training	1.1	Develop and promote a Road Safety Programme for older people to cover safe driving, walking and cycling	2015 Q4	RSA	
				1.2	Ensure at least one awareness campaign per year is particularly focused on older road users	2011 Q2	DCC	

ENGINEERING

Objective		Outputs		Action		Target Date	Process Owner
A	Improve communication and co-ordination between Council, Gardaí, Community Groups and others	1	Develop Collision Prevention Programme and improve format	1.1	Maintain and monitor Collision Prevention Programme (CPP) meetings	Ongoing to 2015 Q4	Garda
				1.2	NRA and Regional Traffic Inspectors to review CPP	Ongoing to 2015 Q4	NRA
				1.3	Agree countywide proposal for Low Cost Accidents scheme	2011 Q3	DCC
				1.4	Continue funding and evaluation of Low Cost Accident Schemes on all roads	Ongoing to 2015 Q4	NRA
		2	Complete LA16 Forms after all fatal and life changing collisions	2.1	LA16 forms to be completed where necessary and forwarded to NRA within 3 working days	2011 Q2	DCC
				2.2	Monitor and collate LA16 forms	Ongoing to 2015 Q4	NRA
				2.3	LA16 forms to be a standing agenda item at CPP meetings	2011 Q2	DCC
		3	Open communication channels with Community Groups (bulletin / community register)	3.1	Road Safety to be included in the interactions between Donegal County Council's Community, Culture and Enterprise Department and community groups	2011 Q2	DCC
				3.2	Procedure to be established to consider submissions from the public received through Community, Culture and Enterprise	2012 Q2	DCC

ENGINEERING

Objective		Outputs		Action		Target Date	Process Owner
B	Identify, prioritise and implement engineering improvement measures	1	Safety measures	1.1	Continue to identify, prioritise and remedy hazardous locations	Ongoing to 2015 Q4	DCC
		2	Accident data	2.1	Maintain the most up to date accident data system possible	2012 Q2	DCC
				2.2	Add material damage accidents to data base	2012 Q2	DCC
				2.3	Use Map Road to manage data base	2012 Q2	DCC
		3	Road Safety checks	3.1	Use a standard report for road safety checks	2012 Q2	DCC
				3.2	Develop road safety assessment system in accordance with new EU systems	Ongoing to 2015 Q4	NRA
				3.3	Road safety checks to be conducted on request by electoral area meetings	2012 Q2	DCC
				3.4	Maintain a core staff expertise within DCC to carry out safety checks and safety audits	2012 Q2	DCC

ENGINEERING

Objective		Outputs		Action		Target Date	Process Owner	
		4	School safety measures	4.1	Implement the Schools Safety Measure Report	2014 Q3	DCC	
				4.2	Promote the use of School Travel Plans by schools	2012 Q3	DCC	
				4.3	Provide expertise and assistance to schools developing School Travel Plans	2012 Q2	DCC	
C	Utilise technology to improve communication with road users	1	Winter maintenance	1.1	Keep the public informed of winter maintenance operations	Ongoing to 2015 Q4	DCC	
				1.2	Maintain weather forecast stations to advise on winter maintenance	2010 to 2015	NRA	
				1.3	Link DCC Winter Maintenance website section to the NRA Road Weather website	2010 Q4	NRA	
			2	Road works	2.1	Keep the public informed of planned road works	Ongoing to 2015 Q4	DCC
			3	Road condition	3.1	Utilise new technology to provide real time traffic data (e.g. slippery surfaces)	2015 Q4	NRA
		4	Traffic data	4.1	Explore options of uploading live traffic data to Sat Nav systems and radio systems	2015 Q4	DCC	

ENFORCEMENT

Objective		Outputs		Action		Target Date	Process Owner	
A	High visibility enforcement in the areas of:	1	Speeding	1.1	Full utilisation of detection equipment and enabled technology	Ongoing to 2015 Q4	AGS	
				1.2	Deployment of safety cameras at collision prone zones	Ongoing to 2015 Q4	AGS	
				1.3	Continued development of the Automated Number Plate Recognition System	Ongoing to 2015 Q4	AGS	
		2	Dangerous/Impaired Driving	2.1	Increase detections of impaired driving	Ongoing to 2015 Q4	AGS	
				2.2	Increase Mandatory alcohol testing checkpoints	Ongoing to 2015 Q4	AGS	
2.3	Highly visibility enforcement targeting errant road users behaviour			Ongoing to 2015 Q4	AGS			
B	Enhance Multi Agency and Cross border liaison - PSNI	1	Cross border collaboration	1.1	Continue liaison with the relevant cross border agencies to address regional road safety issues through joint targeted operations	Ongoing to 2015 Q4	AGS	

ENFORCEMENT

Objective		Outputs		Action		Target Date	Process Owner
C	Transportation enforcement to include:	1	Commercial Vehicles (testing /Weighbridges)	1.1	Liaise with Donegal County Council and other stakeholders on the enforcement of excessive weight	Ongoing to 2015 Q4	AGS
				1.2	Perform multi unit high visibility checkpoints with Road Safety Authority and other stakeholders	Ongoing to 2015 Q4	AGS
		2	Tachograph monitoring	2.1	Increase tachographs inspections on heavy goods vehicles in the county	Ongoing to 2015 Q4	AGS
				2.2	Conduct intelligence led checkpoints and patrols	Ongoing to 2015 Q4	AGS
D	Develop a cohesive approach to road safety campaigns	1	Encourage improved road user behaviour	1.1	Avail of all opportunities to highlight the importance of safe road use	Ongoing to 2015 Q4	AGS
				1.2	Target media campaigns at high risk periods and at major events	Ongoing to 2015 Q4	AGS
				1.3	Further develop the "Tough Love" and Traffic Watch programmes	Ongoing to 2015 Q4	AGS

EVALUATION

Objective		Outputs		Action		Target Date	Process Owner
A	To effectively monitor and evaluate the Donegal Road Safety Strategy 2010 - 2015	1	Evaluate the process of how the DRSWG carries out its business	1.1	Complete a pre road safety plan survey among all members of the DRSWG, evaluate results and provide feedback to all members of the group	2011 Q 2	DCC
				1.2	Complete a mid term review of the plan among all members of DRSWG	2013 Q4	DCC
				1.3	Complete a post plan review among all members of DRSWG.	2015 Q4	DCC
		2	Monitor the achievement of the road safety actions contained in this plan	2.1	Develop and agree a quarterly reporting template with all members of the DRSWG. Agree the process and timelines by which these templates will be completed	2010 Q3	DCC
				2.2	Complete 4 quarterly reports (1 page max) each year and present at DRSWG meeting. Forward copy of report, post meeting, to Donegal County Councils Research and Policy Unit	Yearly Q1	DCC
				2.3	Identify areas where little activity is taking place i.e. where scheduled actions have not been initiated and provide feedback to DRSWG at end of each year	Yearly Q4	DCC

EVALUATION

Objective	Outputs	Action	Target Date	Process Owner
	3 Capture the level of community empowerment evoked throughout the lifetime of the Donegal Road Safety Plan, 2010 - 2015	3.1 Monitor the number and type of community consultations; the number of community participants involved and the different community channels (access channels) used and include this information as part of the quarterly monitoring reports	Yearly Q1	DCC
		3.2 Develop standard template for the evaluation of all major road safety events including Road Safe Road Show and gain agreement that this template will be used at all of these listed events	2010 Q4	DCC
		3.3 Set up a <i>Donegal Road Safety Consumer Panel</i> (consisting of at least 2 schools participating in each of the Electoral Areas) to gauge any changes to road safety attitudes throughout the life time of the plan	2010 Q4	DCC
		3.4 Maintain the <i>Donegal Road Safety Consumer Panel</i> and carry out a questionnaire in the second quarter of each year to determine changes in attitudes as student's progress through the educational system	Ongoing to 2015 Q4	DCC
	4 Evaluate the success of the Donegal Road Safety Working Group in reaching their agreed set of targets	4.1 Develop a set of 15 overall targets for the road safety plan in consultation with all of the member's agencies	2010 Q4	DCC
		4.2 Present targets to the DRSWG to gain agreement that this is the definitive set of targets that the group will strive to reach on an interagency basis	2010 Q4	DCC
		4.3 Update on progress in reaching these targets at the end of each year	Ongoing to 2015 Q4	DCC