



KILDARE LOCAL AUTHORITY

ROAD SAFETY PLAN 2012 – 2015

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Kildare Road Safety

Transportation and Public Safety,
Kildare County Council,
Aras Chill Dara, Devoy Park,
Naas, Co. Kildare.

Tel: 045 980 421 - Fax: 045 980 420

Email: roadsafety@kildarecoco.ie

www.kildareroadsafety.ie



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1.0 FOREWORDS



1.1 MAYOR OF KILDARE

Education, enforcement, engineering and evaluation are the four central pillars of road safety.

Better road safety can be achieved, but a cultural change in driver behaviour is needed, together with rigorous monitoring and enforcement of driver standards.

Every road user; motorist, passenger, pedestrian and cyclist, must play their part.

Remember some key elements of road safety:

- Wear a seatbelt - front and rear
- Drive sober of alcohol and drugs
- Cyclists and pedestrians - be alert and visible on the roads

We all need to take responsibility for road safety and work together to reduce the appalling number of needless deaths on Irish roads.

All too often we hear, read or see reports of road traffic collisions, which have devastating consequences for so many people. These collisions could have been avoided and the 83 people, who lost their lives on county Kildare roads in the past five years, need not have died.

I welcome this Road Safety Plan and am confident that the actions contained in the plan will assist in making our roads a safer place to be.

Michaél "Spike" Nolan
Mayor of Kildare



1.2 KILDARE COUNTY MANAGER

County Kildare is a heavily populated county and contains some of the main commuter routes to the capital. Thousands of vehicles travel our roads daily and road safety remains high on our agenda.

In the period 2005 to 2010 inclusive 1,828 lives were lost on Ireland's roads, of which 83 were lost in County Kildare. This toll does not reflect the countless numbers of bereaved families and friends who must suffer the pain and grief of loss.

Significant changes in infrastructure and enforcement have made our roads safer. However, notwithstanding the combined commitment and effort of Local Authorities, An Garda Síochána the Road Safety Authority, the National Roads Authority and many others, peoples attitudes and behaviour on the road must change. Otherwise, fatal collisions will continue unabated.

This Road Safety Plan will assist with the development and coordination of a combined approach to reducing death and serious injury on our roads. The core element of this Plan is based on the four 'Es' of road safety - Education, Engineering, Enforcement and Evaluation.

I am pleased to present Kildare Local Authorities' Road Safety Plan 2011 - 2015.

Mr Michael Malone,
County Manager,
Kildare County Council



1.3 CHIEF SUPERINTENDENT, AN GARDA SÍOCHÁNA

An Garda Síochána in County Kildare is dedicated to the continued improvement of road safety. A vital part of that improvement is to reduce the number of deaths and serious injuries arising from collisions on our roads.

The Kildare Garda Division Policing Plan 2010 outlines how the Kildare Gardai, through the use of our dedicated Traffic Units in Naas and Athy Garda Stations, will continue to deliver high visibility enforcement by targeting dangerous road user behaviour with the full utilisation of detection equipment and the deployment of safety cameras at collision prone zones.

The Garda Traffic Units will avail of all opportunities to highlight the importance of safe road use through targeted media campaigns during high-risk periods and at major events in the County along with the delivery of Road Safety education to schools and colleges in association with the Road Safety Authority and Kildare County Council's Road Safety Office.

The Garda Traffic Units enforce Road Traffic legislation and this will continue with particular emphasis placed on drink/drug driving, speeding, dangerous driving, non-wearing of safety belts and the use of mobile phones by drivers. The level of enforcement in these areas is evident from the number of detections made and the number of prosecutions in our courts both of which have increased year on year.

Kildare Gardaí continue to appeal to all road users to respect the speed limits and to exercise greater personal responsibility for their driving behaviour, thereby protecting their own lives and preserving the safety of all other road users.

Michael Byrnes
Chief Superintendent
An Garda Síochána



1.4 CHIEF FIRE OFFICER, KILDARE COUNTY COUNCIL

Kildare Fire Service is a retained brigade, which means that our fire-fighters live and work in the communities that they serve. Our motto is "To Protect and Save" and this applies not just at fires but all incidents that we attend including road traffic collisions. As a Fire

Service we have seen an increase in the number of road based incidents that we attend and Road Traffic Collisions now account for close to 10% of all our calls. Road Traffic Collisions don't just create carnage at the scene they devastate families and scar local communities.

In responding to Road Traffic Collisions the fire service focus is on the casualty. Our fire-fighters are not only highly skilled in removing damaged cars from around victims they can also provide the initial medical treatment needed while that extrication process is ongoing

My predecessor Michael FitzSimons was committed to road safety and recognised the need to train and equip the Kildare Fire Service to respond effectively to road incidents. As the new Chief Fire Officer I continue this commitment and support our Road Safety Office and the County Road Safety Group in the pursuit of their goals.

The Fire Service encourages all road users to drive safely and follow the advice of the Road Safety Authority and our Road Safety Officer. We don't want to meet any member of our community by accident!

Celina Barrett
Kildare County Fire Service
Chief Fire Officer



1.5 CHIEF AMBULANCE OFFICER

The National Ambulance Service Eastern Division supplies Ambulance Services for the counties of Dublin, Kildare and welcomes the opportunity to contribute and be involved in any initiative that results in the decrease in the number of road traffic collisions, which will result in

a reduction of serious injuries and or loss of life.

As part of our busy workload, road traffic collisions feature on a daily basis and each collision presents with different challenges for the paramedics who attend the scenes.

These challenges vary from minor injuries to serious entrapment with critical patients needing advanced levels of clinical care to ensure that they have the best chance of a positive outcome. These scenes are very distressful for all involved and any initiative to reduce this is encouraged and participated in.

The National Ambulance Service Eastern Division is involved with the Kildare Road Safety Committee, along with the Garda Síochána, Fire Service and the County Council in the promotion of road safety by participating in Road Safety road shows, displays, and inter agency exercises for the benefit and education of the general public.

The Ambulance Service would like to encourage all road users, including, pedestrians, cyclists and operators of any mechanical vehicles, to ensure that they always, operate within the rules of the road, be seen and never operate any vehicle under the influence of alcohol or drugs, even in the smallest amounts.

It is positive to know that road safety throughout Ireland is continuously, and this is due to the hard work of all involved in road safety and includes you as without you doing your part this positive statistic would not be achieved. Please continue to improve the safety on our roads and make them the safest in Europe.

We wish the Kildare Road Safety Committee well going forward and look forward to participating in future initiatives for the good of all.

Martin Dunne
Area Operations Manager,
North Leinster Region



1.6 CHIEF EXECUTIVE OFFICER, ROAD SAFETY AUTHORITY

The Road Safety Authority (RSA) is a statutory organisation created by the Road Safety Authority Act 2006. The aim of the RSA is to save lives and prevent injuries by reducing the number and severity of collisions on our roads. The achievement of this objective involves co-operation with

many stakeholders working in the area of road safety including the Gardaí, education sector, health sector, local authorities, the National Roads Authority, the media and, of course, the general public.

The Government's Road Safety Strategy sets out minimum targets to be achieved on the reduction of deaths and serious injuries. The minimum targets to be achieved are 60 deaths per million, 21 deaths per month, 252 deaths per year or less. The RSA is tasked with the monitoring of the Strategy and reporting on performance to the Minister for Transport. So far, three years into the Strategy, deaths per annum stand at 241 which equates to 20 deaths per month or 54 deaths per million. The RSA will, with its partners, strive to maintain progress and momentum in the continued reduction of deaths and injuries on Irish roads.

Local Road Safety Strategies, which complement the objectives set out Nationally, are important milestones in systematically addressing the key behavioural changes required to make Ireland a world leader in road safety. They also ensure that resources are used in a planned and coordinated manner and are targeted appropriately.

Noel Brett
Chief Executive Officer
Road Safety Authority



2.0 INTRODUCTION



Kildare County Council is the primary Local Authority in County Kildare. There are also four Town Councils in the county viz. Athy, Naas, Newbridge and Leixlip. Together these five organisations constitute Kildare Local Authorities.

This three year Plan is designed to ensure a coordinated, collaborative and consistent approach to improving road safety for all road users and will focus on the four E's of Road Safety i.e. Education, Engineering, Enforcement and Evaluation. The committed support of these key services is necessary for the success of this crucial plan.

A countywide Kildare Road Safety Working Group, recognised by the Department of Transport and by the Road Safety Authority, has been established to provide support to the Local Authority in its promotion of road safety in County Kildare.

The Working Group meets quarterly to develop and implement road safety initiatives and campaigns. Membership of the group is drawn from Kildare County Council, An Garda Síochána, the Road Safety Authority, the National Roads Authority, the Health Service Executive, Kildare Fire & Ambulance Service, Kildare Civil Defence and from the Elected Members of Kildare Local Authorities.

'A Teardrop in Time'. The Mayor of Kildare Colm Purcell present a 'Teardrop in Time' to parents of road crash victims Dolores Harris and Reggie Lalor alongside Road Safety Officer Declan Keogh, Garda Donal Buckley, Fire Officer Frank McGiff and Ambulance Paramedic Tony Kelly.



2.1 MISSION STATEMENT



To reduce the level of carnage on our roads, which results in the fatal, serious or minor, injury to road users on Kildare roads, and the follow-on effects and consequences to loved ones left behind.

2.2 Objective of the Plan

This Plan will focus on the four main elements of road safety viz. Education, Engineering, Enforcement and Evaluation and will involve every category of road user throughout the County including family members, education providers, community members, employees and road safety campaigners.

2.3 Location of the Plan

The County Kildare Road Safety plan will be available in the following locations viz.

Kildare County Council, Áras Chill Dara, Naas, Co. Kildare;

Town Council Offices in Athy, Naas, Newbridge and Leixlip;

Kildare County Library branches throughout the County and on Kildare County Council's on-line facilities i.e.

www.kildare.ie and www.kildareroadsafety.ie

A public road is a road over which a public right of way exists and the maintenance of which is the responsibility of a Road Authority.



The legal drink driving limit was lowered from 80 milligrams (mg) to 50 milligrams(mg) in October 2011.

3.0 PROFILE OF COUNTY KILDARE



County Councils, City Councils and Town Councils are all Road Authorities.

Kildare Local Authorities (in conjunction with the National Roads Authority and the Department of Transport) is responsible for the construction and maintenance of all public roads in the County (including safety considerations) to provide a safe and efficient network to serve the needs of the County for Industrial, Agricultural, Tourism and Community Development.

Under Part II of the Roads Act 1993 Kildare Local Authorities maintains a schedule and maps of all public roads in its charge.

3.1 Kildare Road Network

County Kildare Road Infrastructure

County Kildare has an extensive network of roads totalling some 2,250 kilometres as follows:

	Km
Motorways	127
National Primary	11
National Secondary	17
Regional Roads	482
Local Roads	1,613
TOTAL ROAD NETWORK	2,250

This extensive and heavily trafficked road network requires Kildare County Council to continue to invest heavily in road maintenance and improvement, on all categories of road in the county, over the coming years.

In terms of transport links Kildare has significant strategic infrastructure. It has three motorway corridors comprising the M4 running East-West along the Northern boundary, the M7 running diagonally Northeast-Southwest through the centre of the County, and the M9 running South from the junction with the M7 to the Kildare/Carlow boundary. A proposed Leinster Outer Orbital Route will run North-South through the County to link with the M7/M9 junction.

M4 Corridor - North Kildare

The M4 corridor in the Northern section of the County links Leixlip, Maynooth and Kilcock with an indirect connection to Celbridge. Local travel is facilitated by the R148 (the former N4). The M4 serves the Midlands and the West and connects directly to the M50 with direct links to Dublin Port and Dublin Airport. In this context the Primary Dynamic Cluster - comprising Maynooth, Celbridge, Leixlip, and Kilcock - has particular advantages through its proximity to Dublin and ready access to transport links to the UK and mainland Europe.

M7 Corridor - Central Kildare

The M7 serves Central Kildare and directly links Naas, Sallins, Newbridge, Kildare and Monasterevin with an indirect link to Clane. Local travel is facilitated by the R445 (the former N7). The M7 serves the South and the Mid-West and connects directly with the M50 with direct links to Dublin Port and Dublin Airport and (via the M9) to Waterford Port and Rosslare Europort. In this context the Primary Dynamic Cluster – comprising Naas, Newbridge, and Kilcullen – has ready access to a choice of transport links to the UK and mainland Europe.

The Dublin-Cork/Limerick railway line largely follows the M7 corridor.

M9 Corridor - South Kildare

The M9 serves South Kildare and directly links Kilcullen, Castledermot and (via a new link road) Athy and Moone/Timolin. Local travel is facilitated by the R (the former N9) and by the R (the former N78). The M9 serves the South East with direct links to Waterford Port and Rosslare Europort and (via the M7) to Dublin Port and Dublin Airport and provides a high level of accessibility for South Kildare with a choice of transport links to the UK and mainland Europe. This has the potential to foster growth and to promote development in the South of the County.

3.2 POPULATION PROFILE



The population of the County went into decline between 1841 and the end of the nineteenth century. From the early twentieth century the population of the County remained relatively static for nearly eighty years, as can be seen from Figure 1 below. From the late 1970s the population of the County increased consistently year on year.

Total population as per 2006 census:	186,335
Percentage living in urban areas:	65.5%
Average annual increase in population 2002-2006:	5,598
Percentage of population under 25	38.0%
Percentage of population under 15	23.1%
Percentage of households with lone parent	18.3%
Percentage of population born in Eastern Europe	5.1%
Percentage of population born in Africa	1.3%
Population forecast for 2016	234,422

The projected growth in population combined with the emerging cultural diversity and high percentage of young people in the County will offer significant opportunities and challenges for the delivery of services and to maintain social inclusion.

Kildare adjoins Dublin and together with Dublin, South Meath and North Wicklow it accounts for approximately 35% of the population of the country. The County also adjoins the Midlands and South East Regions and has strong links with them via the linked Gateway of Athlone-Tullamore-Mullingar in the Midlands Region and via Carlow town and the hubs of Kilkenny and Wexford in the South East Region.

Kildare is a strong entity in its own right and this is clearly demonstrated in the Kildare County Development Plan 2005 – 2011. The population of the County has grown from 71,977 in 1971 to 163,944 in 2002. This latter level increased again by a further 22,391 to 186,335 in 2006 and that trend is set to continue.



There is an uneven distribution of population within the County. The Northern area of the County has approximately 47,000 persons living in the towns of Celbridge, Leixlip, Maynooth and Kilcock. In the Central section of the County the towns of Naas, Sallins, Clane, Newbridge, Monasterevin, Kill and Kilcullen account for approximately 62,000 persons. The Southern section of the County is relatively weak with approximately 9,000 persons in Athy and Castledermot but this population is strengthened by the presence of Carlow (13,623) just across the County boundary to the South.

The population of the large urban centres is presented in Table 3.1 for the year 2006.

Table 3.1 Urban Centre Populations

Leixlip	14,833
Newbridge & Environs	16,739
Naas	20,044
Celbridge	14,933
Maynooth	11,500
Athy	7,943
Kildare	8,791
Clane	6,106

4.0 ROAD SAFETY – WHAT IS IT?



Safety is a state in which hazards and conditions leading to physical injury, psychological or material harm are controlled in order to preserve the health and wellbeing of individuals and community. It is an essential resource for everyday life required by individuals and communities to realise their aspirations.

Because Health and Safety, including road safety, is a fundamental right of a human being, safety is a prerequisite for the maintenance and improvement of the health, safety and welfare of any population.

4.1 Local Context

This first full Road Safety Plan for County Kildare is a three-year plan and is designed to ensure a co-ordinated, collaborative and consistent approach to improving road safety for all road users. Education, Engineering, Enforcement and Evaluation all play a crucial role in terms of road safety.

The aims of the Kildare Road Safety Plan in the coming years are -

- To develop objectives for the reduction and prevention of road collisions;
- To develop strategies to achieve these objectives;
- To involve other agencies in the process;
- To develop a monitoring system for implementation;
- To agree actions to be progressed over the lifetime of the plan;
- To ensure that each of the Electoral Areas in Kildare benefit from the implementation of the Plan.

4.2 National Context

The first National Road Safety Strategy - "The Road to Safety 1998-2002" - targetted a minimum reduction of 20% in road deaths and serious injuries.

Other targets related to speeding, driving under the influence of alcohol and seat-belt usage. Engineering measures were introduced to reduce accident rates at high collision locations. The introduction of the Penalty Points System in late 2002 had a significant impact on raising road safety awareness.

The "Road Safety Strategy 2004-2006" targeted a 25% reduction in the average number of road deaths (base period 1998-2003), which should result in no more than 300 deaths per annum on completion of the Strategy. Secondary targets included speeding (speed limit review), seat-belt usage, driving while intoxicated, engineering measures and vulnerable road users (motorcyclists, children, pedestrians, elderly and cyclists).

The current "Road Safety Strategy 2007-2012" compiled by the Road Safety Authority seeks to engender a sense of public and personal pride in our behaviour on the road and in our performance as a nation thus encouraging the public to take responsibility for the way it behaves.

The primary aim of this Strategy is to reduce collisions, deaths and injuries on Irish roads. In terms of fatalities this will entail a reduction to an average of no more than 21 per month which equates to no more than 252 fatalities per annum (i.e. no more than 60 per million) with a demonstrable reduction in each year of the Strategy.

4.0 ROAD SAFETY – WHAT IS IT?



The Road Safety Authority has identified a number of key behaviours to be altered by the actions of this Strategy including inappropriate speeding; impaired driving due to alcohol, drugs or fatigue; non-use of seat-belts and child restraints and unsafe behaviour towards/by vulnerable road users. Education and Evaluation are the key elements to be undertaken primarily by the Road Safety Authority.

4.3 EU Context

Best practice countries in the European Union have achieved a reduction to 50 deaths per million and are already committed to improving this position by a further 20%. The EU has set an overall target of a 50% reduction by 2010 from the base year of 2000. Ireland now ranks 14th out of 25 EU countries.

National Ploughing Championships 2011
National Ploughing Managing Director Anna May McHugh, Road Safety Officer Declan Keogh, Garda Inspector Jim Doyle and Sergeant Ronan McDonald promote the National road safety message prior to the ploughing.



5.0 CAUSE OF COLLISIONS



The causes of road traffic collisions are varied and multiple. Human error, mechanical failure and a deficient environment are the three primary causes of collisions on the roads and, usually, it is a combination of a number of contributory factors.

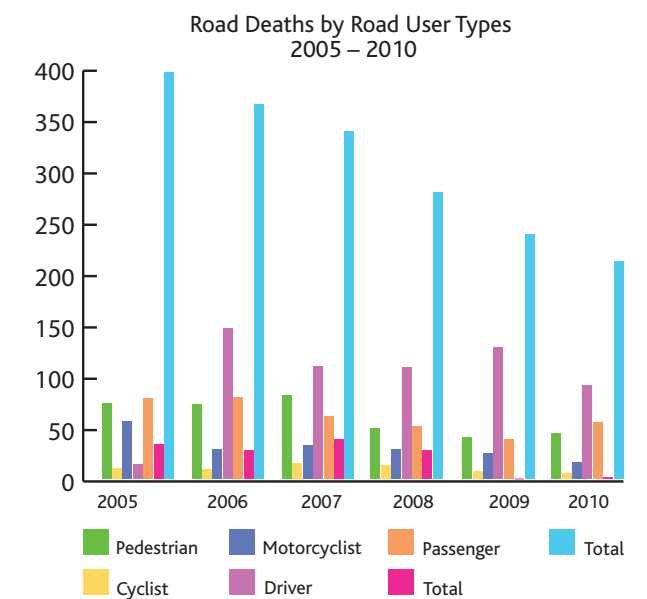
The Primary causes of collisions, death and injuries on the roads are -

- Speeding – excessive speed, inappropriate and inconsistent with driving conditions
- Impaired Driving - driving while under the influence of alcohol or drugs.
- Non-use of seatbelts – travelling in a vehicle while not wearing a seatbelt or child restraint.
- Driver fatigue – driving while over-tired and/or unable to remain awake
- Vulnerable Road users – unsafe behaviour towards/by vulnerable road users (pedestrians, cyclists, motorcyclists, young and elderly people).

Research on fatal collisions indicates that -

- Excessive speed is a contributory factor in 1 in 3 fatal collisions
- Alcohol is a contributory factor in 1 in 3 fatal collisions.
- Driver fatigue is estimated to be a factor in 1 in 5 fatal collisions.
- 1 in 3 of those killed in cars in the last six years were not wearing a safety belt or child restraint.
- 1 in every 3 children travel unrestrained in a car.

- 3 out of 4 people killed on the roads are male.
- Young men aged 17 to 34 are consistently over-represented in death and serious injury statistics.



6.0 STATISTICS



Table 6.1 Fatal collision statistics 2005 to 2010 – Kildare and National

	Kildare	National
2005	14	396
2006	23	365
2007	13	338
2008	13	279
2009	10	238
2010	10	212
TOTAL	83	1828

Table 6.2 Fatal collision statistics 2005 to 2010 – National – Road User

	Pedestrian	Cyclist	Motorcyclist	Driver	Passenger	Other	Total
2005	74	10	56	144	78	34	396
2006	73	9	29	147	79	28	365
2007	81	15	33	110	61	38	338
2008	49	13	29	109	51	28	279
2009	40	7	25	128	38	0	238
2010	44	5	16	91	55	1	212

Table 6.3 Fatal Collision Statistics (2005-2010) – National - Time of Day and Day of week in each year at/on which most Fatal Collisions occurred)

	Time of Day		Day of Week	
	Hour	Killed	Day	Killed
2005	3-4am	28	Sunday	89
2006	12-1am	24	Sunday	80
2007	7-8am	23	Sunday	75
2008	8-9pm	20	Sunday	59
2009	6-8pm	30	Monday	40
2010	6-8pm	27	Sunday	54

Table 6.4 Fatal Collision Statistics (2005-2010) – National - Month in each year when most/least Fatal Collisions occurred

	Most		Least	
	Month	Killed	Month	Killed
2005	October	44	June	22
2006	January	40	August	17
2007	December	38	May	24
2008	February	32	May	19
2009	May	29	Sep	13
2010	October	36	Dec	10

Table 6.5 Fatal Collision Statistics (2005-2009) – National – Number and Percent of Drivers and Front Seat Passengers (FSP) killed in collisions as indicated under 'Car Occupants'

	Car occupants			
	Killed	Injured	Driver	FSP
2005	222	6,406	65%	23%
2006	226	5,798	65%	20%
2007	171	5,467	64%	22%
2008	160	6,945	68%	21%
2009	146	7,114	73%	14%

Table 6.6 Fatal Collision Statistics (2005-2009) – National – Number of Motorcyclists, Cyclists and Pedestrians killed and injured as indicated under 'Other Road User Types'

	Motorcyclists		Cyclists		Pedestrians
	Killed	Injured	Killed	Injured	Killed
2005	56	535	10	223	74
2006	29	505	9	211	73
2007	33	377	15	257	81
2008	29	494	13	336	49
2009	25	442	7	363	40

Table 6.7 Collision Statistics (2005-2009) – National – Collisions reported to An Garda Síochána, Fatal Rate per 100,000 and Estimated Cost to State

	Collisions reported to Gardaí – Fatal rate 100,000						
	Total Reports	Killed	Injured	Material	This Year	Diff Last Year	Estimated cost to state
2005	27,807	396	9,318	21,274	9.6	0.3%	€1.440b
2006	28,417	365	8,575	22,399	8.6	10.0%	€1.330b
2007	29,237	338	7,806	23,770	7.8	9.0%	€1.380b
2008	28,464	279	9,758	21,728	6.3	19.0%	€1.200b
2009	26,495	268	9,742	19,880	5.3	16.0%	€0.974b

Table 6.8 Fatal Collision Statistics (2005-2009) - Comparison Fatalities in County Kildare and Surrounding Counties

Killed:	Carlow	Dublin	Kildare	Kilkenny	Laois	Meath	Offaly
2005	9	41	14	6	14	30	8
2006	7	34	23	4	8	22	9
2007	3	35	13	12	5	14	5
2008	1	22	13	5	12	9	8
2009	3	31	10	5	5	12	4
Total	23	163	73	32	44	87	34 = 456

Table 6.9 Injury Collision Statistics (2005-2009) – Comparison Injuries in County Kildare and Surrounding Counties

Killed:	Carlow	Dublin	Kildare	Kilkenny	Laois	Meath	Offaly
2005	127	1,716	356	240	187	420	167
2006	83	1,713	266	199	181	397	180
2007	76	1,217	279	227	170	388	188
2008	106	1,992	388	222	198	442	174
2009	128	2,028	363	208	185	429	190
Total	520	8,666	1,652	1,096	921	2,076	899 = 15,830

7.0 COLLISION TRENDS

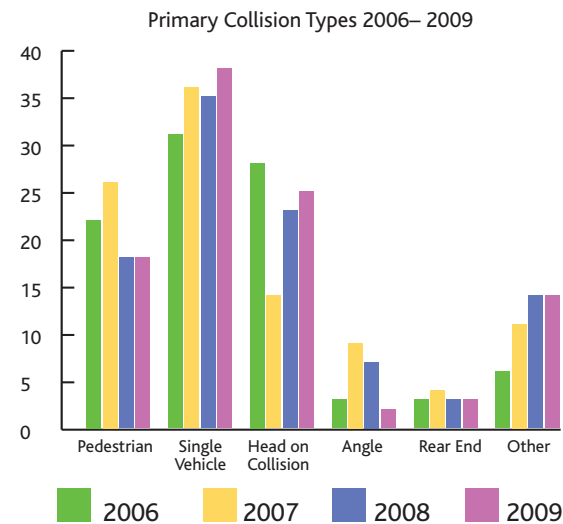


During the 1970s - the worst period for road deaths in Ireland - road fatalities averaged 50 per month. Fatality numbers fell as a result of increased enforcement, improvement in the safety engineering of vehicles and roads and improvements in medical interventions. Road safety developed as a research topic with increasing focus on the avoidable social and economic costs.

1997 was the most recent peak year in road fatalities, averaging 39 deaths per month. By December 2000 this had reduced to an average of 35 per month. The introduction of penalty points in November 2002 helped achieve the primary target of a 20% reduction in fatalities by December 2002.

In the 2005 to 2010 period 1,828 lives were lost on Ireland's roads. The number of road deaths in County Kildare in this period was 83, the peak year being 2006 with 23 fatalities i.e. an increase of 9 from the previous year. 13 fatalities occurred in 2007 and this was repeated in 2008. There were 10 fatalities in both 2009 and 2010.

Road fatalities on the nation's roads in 2009 were 238. Of this total 128 were Drivers and 40 were Pedestrians.



8.0 ROAD SAFETY SUPPORT GROUPS



8.1 The Kildare Road Safety Working Group

County Kildare has a Road Safety Working Group (RSWG) whose members are drawn from Kildare County Council, An Garda Síochána, Road Safety Authority, National Roads Authority, Emergency Services and other groups. This committee meets quarterly and is chaired by the Director of Services, Roads Transportation and Public Safety.

The role of the Road safety Working Group is to -

- Develop Objectives for the reduction and prevention of road collisions;
- Develop Strategies to achieve these Objectives;
- Involve other Agencies in the process;
- Produce a Road Safety Strategy Plan;
- Implement the Actions identified in the Plan;
- Monitor and Implement the Strategy;
- Evaluate progress of the Plan;
- Provide an Annual Report to the Management Committee.

8.2 Collision Prevention Committee

The role of the Kildare Collision Prevention Committee is to meet with senior Gardai from the Kildare Garda Division and Kildare County Council engineering staff to discuss recent fatal and serious road traffic collisions, road improvement measures and other related matters with a view to making roads safer for the community.

8.3 Joint Policing Committee

Under section 36 of the Garda Síochána Act 2005 Joint Policing Committees have been established in Local Authority areas to provide a forum where the Local Authorities, senior Gardai, members of the Oireachtas and community representatives can consult, discuss and make recommendations on matters affecting policing in that area. County Kildare has five JPC areas viz.

- County Kildare JPC
- Athy Town Council JPC
- Leixlip Town Council JPC
- Naas Town Council JPC
- Newbridge Town Council JPC

Kildare County Council's Road Safety Officer is a member of the Traffic Sub-Committee of the Kildare County JPC. This Sub-Committee is interlinked with the Strategic Policy Committee for Transportation and with the Road Safety Working Group where the same issues are considered and/or discussed.

8.4 Kildare Road Users Association

The Kildare Road Users Association has a much recognised and well-established history in tackling Road Safety in County Kildare. However, due to financial constraints and the fact that it is not part of a Local Authority, the Association is restricted from achieving hoped-for plan objectives. Consequently, the Kildare Road Users Association is represented on the County Kildare Road Safety Working Group and is involved, on a voluntary basis, in a number of road safety campaigns with the Road Safety Officer.

8.5 STAKEHOLDERS



An Garda Síochána:

An Garda Síochána is Ireland's state police force. The mission of An Garda Síochána is "To achieve the highest attainable level of personal protection, community commitment and state security". This includes a number of strategic goals in the area of Traffic and Road Safety in an attempt to significantly reduce the incidence of fatal and serious injuries and improve road safety. Kildare county council and An Garda Síochána are closely linked in terms of road safety initiatives, the Road safety Working group and the Kildare Joint Policing Committee.

Garda Traffic Corps

The Traffic Corps' main area of responsibility is ensuring the free movement of traffic and enforcement of all aspects of traffic legislation. The Garda National Traffic Corps was established in 1925 and each Garda Division has a Traffic Corps of its own.

The Traffic Corps is present across Ireland, having a presence in every Garda Division. In Kildare there are two traffic corps; Naas and Athy. Naas covers the greater part of the county while Athy covers the Southern end. The Athy Traffic Corps was established in January 2009, as the new Garda Divisions came into place, where Kildare disbanded from the Carlow/Kildare division and is now a sole Garda Division.

Road Safety Authority:

The Road Safety Authority (RSA) is a statutory organisation created by the Road Safety Authority Act 2006. The RSA was established on September 1st 2006. The functions it carries out were transferred from the Department of Transport (DoT), the National Roads Authority (NRA) and the National Safety Council (NSC). The aim of the Road Safety Authority is to save lives and prevent injuries by reducing the number and severity of collisions on the road. Working to Save Lives is the stated goal adopted by the Board of the RSA. The functions for which the RSA is responsible are set out in the legislation. The RSA is organised into three directorates as follows:

DRIVER TESTING AND TRAINING

Road Safety, Research and Driver Education Standards and Enforcement.

The RSA has given its full support and co-operation to the Kildare County Council in its implementation of the Road Safety Plan and other local initiatives. Both the RSA and Kildare Road Safety have held joint campaigns in the past at major events in County Kildare such as the Oxegen music festival, National Ploughing Championships and at Motor shows in Mondello Park and Punchestown.

Health Service Executive:

The Health Service Executive (HSE) is responsible for providing Health and Personal Social Services for everyone living in the Republic of Ireland. The HSE operates 24 hours a day, seven days a week. Almost every one of us will use a service provided by the HSE during any given year. The objective of the HSE is to provide services that improve, promote and protect the health and welfare of the public. One of the key objectives is to work in co-operation with colleagues like the Road Safety Authority, Garda Síochána, Local Authorities etc. to improve safety on our roads in order to reduce death and injury resulting from road collisions.

National Roads Authority:

The National Roads Authority (NRA) was formally established as an independent statutory body under the Roads Act, 1993 with effect from 1 January, 1994. The Authority's primary function, under the Roads Act 1993, is 'to secure the provision of a safe and efficient network of national roads'. For this purpose, it has overall responsibility for planning and supervision of construction and maintenance works on these roads.

Kildare Fire Service

The Kildare county fire service operates under the Local Authority in County Kildare. There are six fire stations in the county, Central station Newbridge, Naas, Athy, Maynooth, Monasterevin and Leixlip. The Emergency Control Centre also operates from Central station in Newbridge. Fire Control Operators receive and deal with emergency 999 calls, they also deal with after-hours emergency calls for many Local Authorities. In addition to this they are also the call centre at which motorway SOS calls are received from the following routes: M1, M2, M3, M4, M6, M7, M8, M9, M11 and M50.

8.6 EDUCATION & INITIATIVES



EDUCATION:

The core element of road safety awareness happens in schools of all levels. The road safety officer delivers a number of programmes to suit the varied schools and student ages.

A school-goers guide to road safety

This deals with all aspects of young students travelling to school by bus, car, on foot or by bicycle. It also deals with high visibility awareness, seatbelt wearing and pedestrian safety.

Our Road to Safety

This programme deals with the practical elements of road safety for Primary school students. A number of crossings have been adapted onto rolled up mats and using cones and traffic/pedestrian lights, we provide students with the reality of how to cross roads at various crossings such as zebra, pedestrian, pelican and school warden crossings.

Be Safe

Be Safe targets 5 to 12 year olds at primary level. This programme covers aspects of road, fire and water safety in an RSA activity based resource pack. It is aimed at children from infants up to sixth class.

Seatbelt Sherriff & Hi Glo-Silver

Aimed at the 7 to 9 year old students in first class, this successful programme allows children to become Seatbelt Sheriff's by taking a pledge to always wear their seatbelt and also ensure that everyone else in the vehicle wears theirs. The programme expanded to incorporate 'Hi-Glo Silver'. He encourages children to remind their parents that they should wear high visibility jackets or belts when out walking.

Streetwise

Streetwise is aimed at 12 to 15 year olds in Junior Certificate class. The programme can run over 12 weeks and are in different formats. Streetwise covers road safety issues such as pedestrians, cyclists, motorcyclists, seatbelts, speed, hazard perception, driver fatigue and road safety engineering.

Walking Bus:

The road safety officer promotes the walking bus programme at many schools. A number of parents and students use a walking bus regularly.

Walking Bus and WOW Days – Walk on Wednesdays Many schools hold a WOW day, in conjunction with Kildare County Council and An Taisce under the Green Schools programme. Many schools and parents are also involved in the Walking Bus.

Cycle Safety skills

Kildare county council sponsors sixteen primary schools in one programme, five other schools in a second programme and also assists with An Taisce in additional schools. Cycle Safety skills is received very well in schools and it allows students to learn the basics of bicycle safety, maintenance, stability and handling. It also gives them safe cycling skills for life.

Junior Road Safety Officer - JRSO

The role of a JRSO is to promote road safety awareness in schools and at home, teaching their fellow students about the importance of roads safety, the risks, hazards and dangers on the roads. Kildare county council's road safety officer links in with the JRSO's and provides them with a variety of road safety material and resources.

Junior School Warden scheme - JSW

There are currently on average 150 Junior School Wardens operating in three schools in county Kildare. The role of each warden is an important one, and one that holds responsibility and trust. The JSW scheme is invaluable to any school and a team of six wardens on any school crossing is saving a life on the road every day. A Garda assists the road safety officer in providing training to the Junior School Wardens every year. This takes place both in class and on the public road, at the crossing itself.

Current schools taking part in the scheme are:

- Milltown National, Newbridge
- St. Conleths National, Derrinturn,
- St. Peter's National, Monasterevin.

8.6 EDUCATION & INITIATIVES (CONTINUED)



SECOND LEVEL SCHOOLS

Road safety education at second level schools is far more advanced and graphic than primary schools. Although the same principals apply in many cases, the programmes in second level are more graphic and hard-hitting. Transition year and Leaving Cert Applied classes are generally targeted at second level, in addition to Youth groups and FAS students. A number of programmes are delivered throughout the year at second level schools.

'Your Road to Safety'

This RSA programme is aimed at 16 to 18 year olds. It provides the option to teachers to run the course over a 20 hour or 45 hour period. The programme is interactive and provides valuable safety information for pedestrians, cyclists, passengers, drivers and motorcyclists. It deals with issues such as seatbelts, drink/drug driving, driver fatigue, enforcement, and rehabilitation among others. The road safety officer visits Transition Year students during the programme to provide any additional information to students.

It Won't Happen to Me!

This programme was developed by the Garda National Traffic Bureau and is delivered by a member of the Gardaí locally. The programme is 1.5 hours long and incorporates all aspects of road safety, it illustrates to students the effects and consequences of a collision, it provides images and videos for students to watch and debate. It also enforces the message of road safety, dealing with the main killers on Irish roads: Speed, drink/drug driving and seatbelt wearing. Gardaí relay real life stories, some of which are from incidents they encountered themselves.

'Drive for Life'

Aimed at 16 to 18 year olds, the drive for Life programme is a full day presentation. It aims to change the attitudes of young adults before they begin to drive. The focus on the programme is on the vulnerability of new young drivers, and covers elements such as the dangers of speed, alcohol and drug driving, seatbelts and the use of mobile phones while driving.

The AXA & Kildare County Council road safety roadshow.

The AXA Roadsafe Roadshow is aimed at transition year students in Secondary Schools and is based on an award-winning format and depicts graphically how a night out can end in tragedy. With a backdrop of music, video clips, television advertisements, the story is told as a sequence of events unfolds, by a Garda, ambulance personnel, fire officer, an Accident and Emergency consultant and the Parent or loved one of crash victims who have died in collisions.

700 students & Youthreach members from across the county attend one of two shows on the day where members of the Kildare emergency services and the mother of road rash victims gave a shocking and hard hitting insight into horrific collisions that claim the lives of so many people on Ireland's roads.

Third Level – 'Safegrad'

Aimed at 17 to 24 year olds in Third level institutions, Safegrads provides structure and guidelines to third level colleges on which they can build a successful road safety week. The programme includes the attendance of the road safety interactive shuttle, a crash demonstration by Kildare Road Safety and the Kildare emergency services. There are also a number of road safety quizzes and competitions and challenges during the week.

Safegrads is a programme developed by the Road Safety Authority. Kildare's road safety officer was a member of the steering committee for Safegrads. Kildare County Council holds a road safety week at NUI Maynooth each year in conjunction with the Road Safety Authority (RSA), NUI Students Union, Garda National Road Safety Unit, Kildare Emergency Services and Kildare Civil Defence.

OTHER INITIATIVES/CAMPAIGNS:

Road Safety Week

The annual Irish Road Safety week takes place in the month of October. A variety of activities and events are carried out during that week to coincide with the national campaigns run by the RSA. As part of road safety week, the Kildare road safety is involved in European Night Without Accident, Car & Bike safety checks at Halfords, community roadshows, school visits and other initiatives.

8.7 NATIONAL EVENTS



National Ploughing Championships

The National Ploughing Championships were held in Athy in September 2009, 2010 and 2011 and Kildare road safety played a major role at the event to the thousands of people who attended over the three days. Kildare County Council's road safety stand was situated between the Garda Road Safety Unit from Dublin castle and the Road Safety Authority's interactive shuttle. The three stands attracted large numbers of people over the three days. Each year sees a comprehensive Garda Traffic Management Plan being put into operation.

Oxegen Music Festival

Kildare county council launches a road safety campaign to coincide with the annual Oxegen music festival. Each year a national campaign is run with the support of the Regional Drugs Task Force and the Joint Policing Committee. The campaign is supported by concert promoters MCD, the Gardai and the Road Safety Authority. The campaign focuses on the dangers and consequences of Drink and Drug Driving, Driver Fatigue and planning a safe journey to and from the event.



ENGINEERING:

Traffic Calming Schemes

These schemes are funded by the NRA, aim to improve the safety on National Roads where they pass through towns and villages. It has been found that the posting of speed limits alone on national routes passing through towns and villages without any physical speed reducing measures, does not induce drivers to reduce their speed to any significant degree. Traffic calming aims to reduce vehicle speeds by self-enforcing traffic engineering methods. Slower speeds result in fewer crashes. The speed reductions are achieved by altering the appearance of the road on the approach to the town/village through the use of "gateways" and are maintained by further traffic management arrangements within the town itself.

Low Cost Safety Schemes

These works include lining, signing and junction improvements. The criteria for these schemes are based on accident data, inspection of sites and locations showing treatable solutions to the cause of the accidents. These improvements are carried out on an annual basis in accordance with the NRA's Regional Road Safety Engineer and Kildare County Council's roads design team.

Winter Maintenance Policy

Kildare County Council is responsible for implementing a winter maintenance programme throughout the County.

Periodic Special Speed Limits:

As part of the Speed Limit Review, periodic special speed limits have been installed at schools on National and Regional roads where necessary. Kildare County Council currently has a number of these speed limits in operation at across the county.

A member of the audience participates in the Car Brake Reaction test at the road safety stand at the National Ploughing Championships in Athy.

9.0 THE FOUR E'S OF ROAD SAFETY



9.1 Education (see Appendix 1)

Raising awareness of road safety by imparting knowledge and developing an understanding of the risks with a view to changing attitudes and behavior at individual, community and organisational levels. Kildare Road Safety undertakes many initiatives at all school-levels across the County. A number of Road Safety Education Programmes are delivered to schools.

9.2 Enforcement (see Appendix 3)

Visible and appropriate enforcement acting as a deterrent and increasing compliance with Road Traffic law. This is the responsibility of An Garda Síochána and includes checkpoints to undertake Mandatory Alcohol Tests (MAT) and to monitor speeding, non-use of seatbelts and other traffic violations.

9.3 Engineering (see Appendix 2)

Making the road network safer and more forgiving of inevitable errors by road users. Vehicle engineering to improve occupant and pedestrian/cyclist safety and minimize harm. The Local Authority and the National Roads Authority are responsible for engineering issues on public roads.

9.4 Evaluation (see Appendix 4)

Ensuring sustainable reduction in road deaths and serious injury by continuous research into the efficacy of actions undertaken. The Road Safety Authority undertakes surveys and evaluations to ascertain the value and quality of road safety campaigns and the affect on road behavior.



10. CONCLUSION



Local Authorities have a vital role to play in promoting road safety in addition to their statutory obligations under roads and traffic legislation.

The strategy to be adopted in this new Plan focuses on Education, Engineering, Enforcement and Evaluation. Actions to be achieved over the period of the Plan are indicated for each of these areas. Specific targets are also outlined to achieve the Plan objective of casualty reduction.

The effectiveness of the Plan will be monitored by reviewing Collision Data annually.



*Members of the Kildare Emergency Services helping to promote road safety.
Rear Sergeant Michael Keevans, Fire Officer Anthony Doyle, Inspector Patsy Glennon, Chief Ambulance Officer Martin Dunne.*





Appendix 1 Education

	Objective	Output /Areas	Action	Target Date	Process Owner	Support Agencies		
A	Develop Kildare Road Safety library of learning, tutorial and on line resources	1	Kildare County Council and Road Safety Authority educational resources in all categories'.	1.1	Identify existing resources and match to all educational settings in the county	2012 Q1	KCC	RSA, VEC
				1.2	Promote the use of resources to all educational, health and occupational professionals	2012 Q1	KCC	RSA/ HSE/ Schools/ Garda
				1.3	Provide training to teaching staff and occupational professionals on the use of road safety resources.	2012 and ongoing	KCC / RSA	HSA, VEC, Schools
		2	Adapt social media, website, magazine and on line resources as a key tool for the promotion of road safety	2.1	Modify website to mirror and incorporate a road safety hub for all road safety campaigns and initiatives.	2012 Q1	KCC	KCC IT, Schools
				2.2	Develop and publish road safety newsletter	2012 and each quarter	KCC	
B	Deliver road safety programmes to schools, community and voluntary groups.	1	Primary Schools	1.1	Safe Cross Code	Ongoing	KCC	RSA
				1.2	Be Safe	Ongoing		
				1.3	Street Smart	Each Quarter	RSA	KCC
				1.4	Junior School Wardens	Each Term	KCC	Garda / Schools
				1.5	Junior Road Safety Officers	Each Term	KCC	Schools
				1.6	Cycle Safety Skills	Each Term	Cycle Skills	KCC / An Taisce
				1.7	Walking Bus	2012 Q2	KCC	Schools

Appendix 1 Education (Continued)

	Objective	Output /Areas	Action	Target Date	Process Owner	Support Agencies				
		2	Post Primary	2.1	Streetwise	Nov-May	RSA	KCC		
				2.2	Your road to safety	Nov - May	RSA	KCC		
				2.3	It Won't happen to me	Ongoing	Garda	KCC / RSA		
				2.4	Drive for Life	Sept and Oct	Bayside Services	KCC		
				2.5	AXA Road Safety Roadshow	April	KCC/ AXA	Garda/ RSWG		
				2.6	'Our Voice – Your Choice'	Feb	KCC	Garda / RSWG		
		3	Third Level	3.1	Safe Grad	Feb	RSA/ KCC	NUIM		
				3.2	Road Safety Week	Feb	KCC/ RSA/ NUIM	Garda / RSWG		
		4	Community Groups	4.1	Protecting our Community 'A Call to Action'	April	RSA/KCC	Tidy Town/ Voluntary Groups		
				4.2	Develop and deliver training programme for Parents as role models	2012 Q2	KCC	RSA/ Community Groups		
		C	Attend all outdoor events, festivals and parades	1	Parades	1.1	St. Patrick's Day, Easter and Summer festival parades	March, April and July	KCC	Parade committee and Town Councils
						2	Events and Festivals	2.1	Oxygen	July
2.2	Kildare County Show			June	KCC / NPA/	ATC / County Show committee				
2.3	Leixlip Festival			July	KCC	LTC				
2.4	National Ploughing Championships	Sept	KCC	NPA/ ATC						



Appendix 1 Education (Continued)

	Objective		Output /Areas		Action	Target Date	Process Owner	Support Agencies
D	Road Safety Road Shows	1	School road shows	1.1	Post Primary schools	Each Quarter	KCC / Garda	RSWG / Schools
			Public road shows	1.2	Large towns	Each Quarter	KCC/ Garda/ RSWG	Local Business/ Schools
			Regional Road shows	1.3	Joint regional Road Safety road shows	2012 Q1 and on going	Kildare, Carlow, Laois, Offaly, Westmeath	Garda / RSA / RSWG's
E	Road Safety Promotion	1	Implement media campaigns to target the cause factors of road traffic collisions and coincide with local events and national campaigns	1.1	Produce annual media campaign calendar	2012	KCC	Local Media
				1.2	Produce and distribute road safety resources and posters	2012 & ongoing	KCC/ RSA	

KCC Kildare County Council

RSA Road Safety Authority

NUIM National University Maynooth

RSWG Road Safety Working Group

ATC Athy Town Council

LTC Leixlip Town Council

NPA National Ploughing Association

HSA Health & Safety Authority

HSE Health Service Executive

VEC Vocational Education Committee

Appendix 2 Engineering

	Objective		Output /Areas		Action	Target Date	Process Owner	Support Agencies
A	Improve communication and co-ordination between Kildare County Council and Gardai	1	Continue Collision prevention Programme and act on actions	1.1	Maintain and Monitor Collision Prevention programme	2012 and Ongoing	KCC / Garda	NRA
				1.2	NRA, KCC Engineers and Garda Inspector to review CPP	2012 and Ongoing	KCC / Garda	NRA
				1.3	Proposal for Low Cost remedial schemes.	2012 and ongoing	KCC	NRA
		2	Complete LA16 forms following all serious and fatal road traffic collisions	2.1	LA16 forms to be completed where necessary and forwarded to NRA.	2012 Ongoing	KCC	NRA
				2.2	Monitor and collate LA16 forms	2012 and Ongoing	KCC	NRA
				2.3	LA16 forms to be a standing item on CPP agenda	2012 Q2	KCC	NRA/ Garda
B	Identify, prioritise and implement engineering improvement measures	1	Safety measures	1.1	Continue to identify, prioritise and remedy hazardous locations	Ongoing	KCC	Garda/ NRA
C	Utilise technology to improve communication with road users	1	Winter maintenance	1.1	Identify salting routes	2012 Q3	KCC	Parade committees and Town Councils
				1.2	Keep public informed of winter maintenance operations	2012 Q4	KCC	Local Media/ ICT, Websites
		2	Road works	2.1	Keep public informed of planned road works	Ongoing	KCC	Local media, Websites

KCC Kildare County Council

RSA Road Safety Authority

HSA Health & Safety Authority

NRA National Roads Authority



Appendix 3 Enforcement

	Objective		Output /Areas	Action	Target Date	Process Owner	Support Agencies	
A	High visibility enforcement	1	Speeding	1.1	Speed detection equipment	2012 and ongoing	Garda	
				1.2	Deployment of GoSafe camera units	2012 and ongoing	Garda / Go Safe	KCC
				1.3	Continued use of the Automated Number Plate recognition system	2012 and Ongoing	Garda	
		2	Dangerous, impaired and inappropriate driving behaviour	2.1	Mandatory Alcohol Test checkpoints	2012 and Ongoing	Garda	
				2.2	Increased roadside checkpoints	Bank Holidays	Garda	
				2.3	High visibility presence on major routes	2012 and ongoing	Garda	Traffic Corps
B	Provide assistance with Road Safety education in schools and at road shows	1	Post Primary	1.1	It Won't happen to me	Ongoing	Garda	KCC / RSA
				1.2	AXA Road Safety Roadshow	April	KCC/ AXA	Garda/ RSWG
				1.3	'Our Voice – Your Choice'	Feb	KCC	Garda / RSWG
		2	Third Level	2.1	Road Safety Week	Feb	KCC/ RSA/ NUIM	Garda / RSWG
				3	School road shows	3.1	Post Primary schools	Qtrly
		Public road shows	3.2			Large towns	Qtrly	KCC/ Garda/ RSWG

Appendix 3 Enforcement (Continued)

	Objective		Output /Areas	Action	Target Date	Process Owner	Support Agencies	
C	Joint public awareness campaigns	1	Media	1.1	Appointed Garda Traffic Inspector to join Road Safety Officer for joint media briefs	2012 and Ongoing	Garda / KCC	Local radio
			Advertising	1.2	Joint road safety campaign adverts to incorporate Garda/Council support logos following advert approval.	2012 and ongoing	Garda / KCC	Garda Headquarters
D	Transportation Enforcement	1	Commercial Vehicles checks	1.1	Excessive weight in commercial vehicles	2012 and ongoing	Garda	KCC/NRA
				1.2	Multi Agency High Visibility checkpoints	2012 and ongoing	Garda	RSA
				1.3	Increased tachograph inspections on HGV's	2012 and ongoing	Garda	RSA

KCC Kildare County Council

RSA Road Safety Authority

RSWG Road Safety Working Group



Appendix 4 Evaluation

	Objective	Output /Areas	Action	Target Date	Process Owner	Support Agencies	
A	Monitor and evaluate the Kildare Road Safety plan 2012-2015	1	1.1	Complete a bi-annual progress review of the current plan	July	KCC	
			1.2	Provide report to full council on progress of plan	July	KCC	
		2	2.1	Present quarterly reports each year of the plan to the Road Safety Working Group and SPC.	Each quarter	KCC	KCC IT, Schools
			2.2	Identify areas where actions have not been met or were unsuccessful.	Each Quarter	KCC	
B	Ascertain campaign feedback	1	1.1	Major School Programmes	Ongoing	KCC	
			1.2	Road Safety Road show			
			1.3	Outdoor events			
			1.4	Regional Road Shows			
			1.5	Bank Holiday campaigns	Bank Holidays		
			1.6	Christmas Campaign	January		

KCC Kildare County Council

Be Safe - Be Seen

As the evenings get darker earlier, and the mornings are darker for longer, vulnerable road users such as Pedestrians and Cyclists become even more vulnerable during these periods.

MOTORISTS - Be Alert - Light Up!
 Watch Out for pedestrians and cyclists.
 Turn on your dipped headlights during daylight hours

PEDESTRIANS - Look Out - Stand Out!
 Wear high visibility vests, armbands or material and carry a torch if out walking.

CYCLISTS - Be Alert - Be Seen!
 In order for other road users to see you, please wear high visibility material and ensure your front and rear lights are working.

Find us on Facebook
 Kildare RoadSafety

www.kildareroadsafety.ie

NEVER EVER Drink and Drive

GA

NO SEATBELT NO EXCUSE

In a collision at just 50 km/h, if you are unrestrained in a back seat, you will be thrown forward hitting anyone in the front seat with a force of between 30 and 60 times your own body weight.

When you take to the roads - **REMEMBER!**
 BELT UP In the Front and Rear - ALWAYS



Above: A campaign between the City/County Councils and GAA clubs of Kildare, Laois, Meath and Dublin at a joint road safety campaign ahead of the Leinster quarter finals at Croke Park.
 Front L-R: Road Safety Officers Declan Keogh, Kildare, Breda Noonan, Dublin and Michael Finnigan, Meath.
 Rear: L-R Meath Cpt. Seamus Kenny, Laois Cpt Colm Begley and Kildare Vice Cpt Eamonn Callaghan.

Left & Bottom: School Wardens Monica McGrath and Moyra Gavin. There are 28 full-time school wardens in County Kildare and a number of relief wardens.



Art competition winners from Primary schools across the county being presented with their prizes in addition to having their artwork published in the calander.



Members of the Kildare Emergency services along with Axa representative and Road Safety Officer Declan Keogh at an Axa road safety roadshow.



Barnardos Toddler Walk, April 2011

College or Carnage? You Decide!
 A Road safety exercise during road safety week at NUI Maynooth





Junior School Wardens, Milltown. There are almost 100 Junior School Wardens participating in the scheme at three schools in County Kildare. The Junior School Wardens have a responsible role to play in ensuring their class mates and other pedestrians can cross the road safely.



Left: Kildare Local Authorities have been at the forefront of road safety awareness in County Kildare for a number of years, and for the county's full time road safety officer Declan Keogh, all these efforts have proved rewarding for him as he has won two national awards for road safety for his continued efforts. In October 2011 Declan was nominated as 'Road Safety Officer of the Year' in a joint award with his counterpart in County Clare Barry Keating in the Road Safety Authority's Leading Lights Awards during road safety week. Declan received a second national award in November in the Public Sector awards. This latest award was for 'Excellence in Business' and Kildare County Council became outright winner of 44 nominees in this category for road safety.

Below: Students from Pipers Hill College Naas meet with RSA Chairman Mr. Gay Byrne at the Leading Lights Awards.





AMBULANCE

AMBULANCE

AMBULANCE

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FERNO