



# Donegal Road Safety Working Group

## Road Safety Plan

## 2010 - 2015



### Our Mission

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





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**HSE, Health Promotion**

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**National Roads Authority**

**Donegal County Council**

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**North West Alcohol Forum Ltd**

**Donegal Youth Council**

**Donegal Youth Service**

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**Donegal Road Safety**  
Working Group

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## Introduction

This is the Donegal Road Safety Plan 2010-2015 produced by the Donegal Road Safety Working Group (DRSWG) with the objective of improving road safety in the county. This is the third plan produced by the group and between 1997, when the first plan was produced, and 2009 there has been a reduction of 46% in the number of road fatalities in the country. This plan will consolidate and build on the achievements of the previous two plans.

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 core elements which are: Education, Engineering, Enforcement, Evaluation and Empowerment.

The Donegal Road Safety Working Group is an interagency group the members of which include:

- 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 (NAAF)
- Donegal Youth Service (DYS)



Mayor Cora Harvey, County Manager Seamus Neely and John McLaughlin, Director of Roads and Transportation meeting with the Donegal Road Safety Working Group.

# Objectives

The clear objective of the Donegal Road Safety Plan 2010 - 2015 is:

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

This means that we are aiming to have no more than 9 deaths per year by the end of 2015 on the roads of County Donegal. This Plan offers a strategic direction for all stakeholders and is based on collision data from 2002 - 2008 and experience gained by the DRSWG in delivering the previous two plans.

## Implementation

This plan focuses on five core elements, which as previously outlined are: Education, Engineering, Enforcement, Evaluation and Empowerment. Empowerment is vitally important as it underpins the cultural shift, which will be required to effectively achieve road safety within County Donegal. This means that every single one of us as road users, in all of our various roles within the community, such as family members, education providers, community leaders and volunteers, care givers and employees have to take personal responsibility for both our own safety and the safety of others. Empowerment is the overarching element of this plan and forms the fundamental foundation on which the other four elements will be achieved.



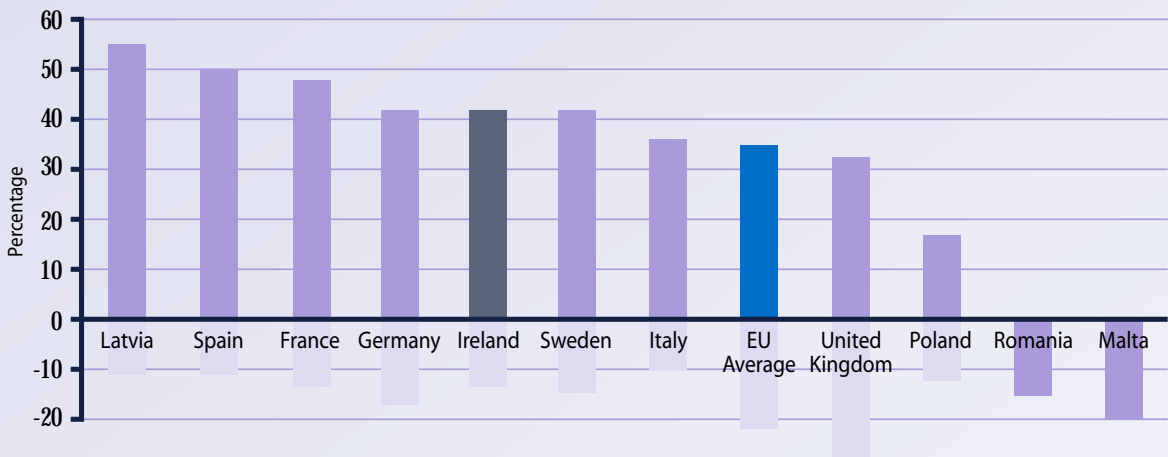
## National Road Safety

Nationally, the Road Safety Authority (RSA) is tasked with improving safety on our roads in order to reduce deaths and injuries 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 of the 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 2009. 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.

## Evolution of Fatalities (2001-2009)



## Community Support

The development of this plan included a public consultation process incorporating local communities. The DRSWG is committed to working in partnership with local communities throughout the county so they can work towards playing their part in reducing road collisions. This will be achieved through ongoing interaction in a variety of ways as outlined within the core elements of the Action Plan.



# Cross Border Co-Operation



County Donegal shares 93% of its land border with Northern Ireland and the remainder with Leitrim. Research has shown that both jurisdictions share similar problems in relation to road safety. Through this plan, 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 seven large census towns exceeding 1,500 population, which are 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.

| Year    | 2002      | 2006      | % Change (2002-2006) |
|---------|-----------|-----------|----------------------|
| Donegal | 137,575   | 147,264   | 7%                   |
| Ireland | 3,917,203 | 4,239,848 | 8.2%                 |

County Donegal's Gaeltacht comprises of 23,783 people and is the second largest Gaeltacht in the country representing 26% of the total Gaeltacht land area. The Donegal Gaeltacht has the highest percentage of people 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 6,274km of road network in County Donegal consists of 148km of National Primary Roads, 156km 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                  | 275   | 367    |
| 2003 | 23         | 79                  | 353   | 455    |
| 2004 | 29         | 69                  | 314   | 412    |
| 2005 | 27         | 65                  | 358   | 450    |
| 2006 | 19         | 64                  | 357   | 440    |
| 2007 | 22         | 71                  | 337   | 430    |
| 2008 | 18         | 65                  | 425   | 508    |
| 2009 | 14*        | *Provisional Figure |       |        |

Source : 2002-2008 Donegal County Council collision database

## Cost

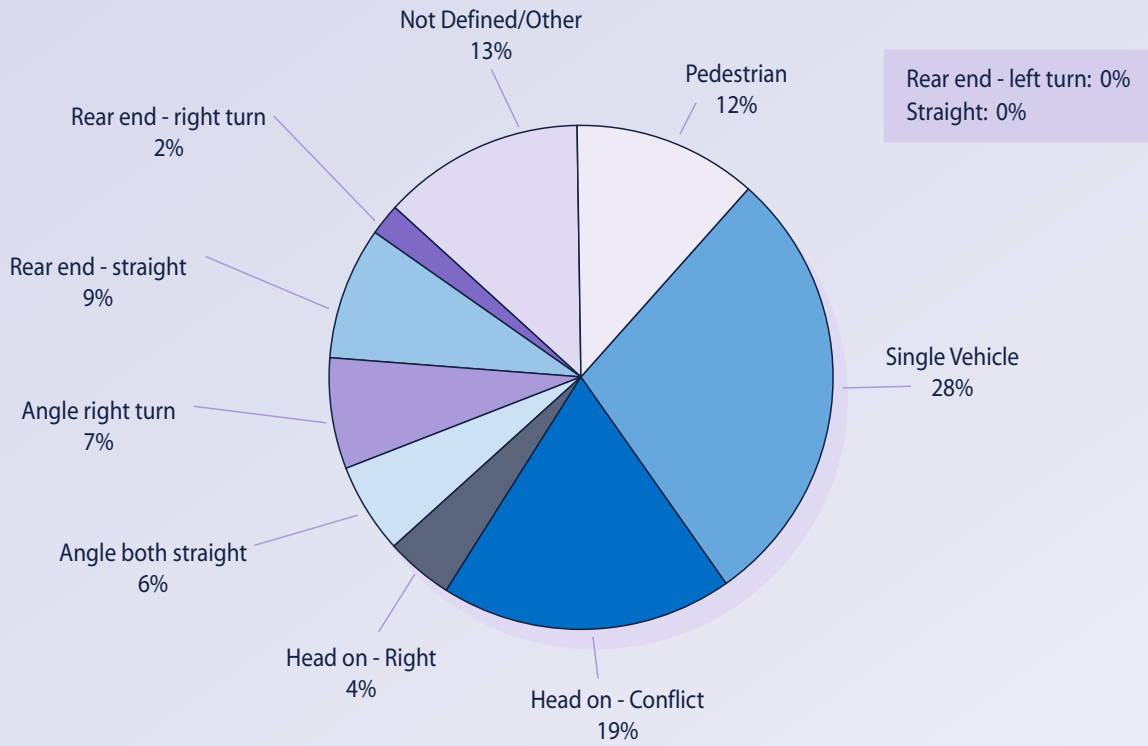
The estimated cost of all fatal and injury collisions recorded in Donegal by An Garda Síochána in 2008 was 89 million (Goodbody 2004). The number of recorded injuries has been gradually decreasing in recent years, but increased substantially in 2008 (This increase in 2008 is partly due to improvements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





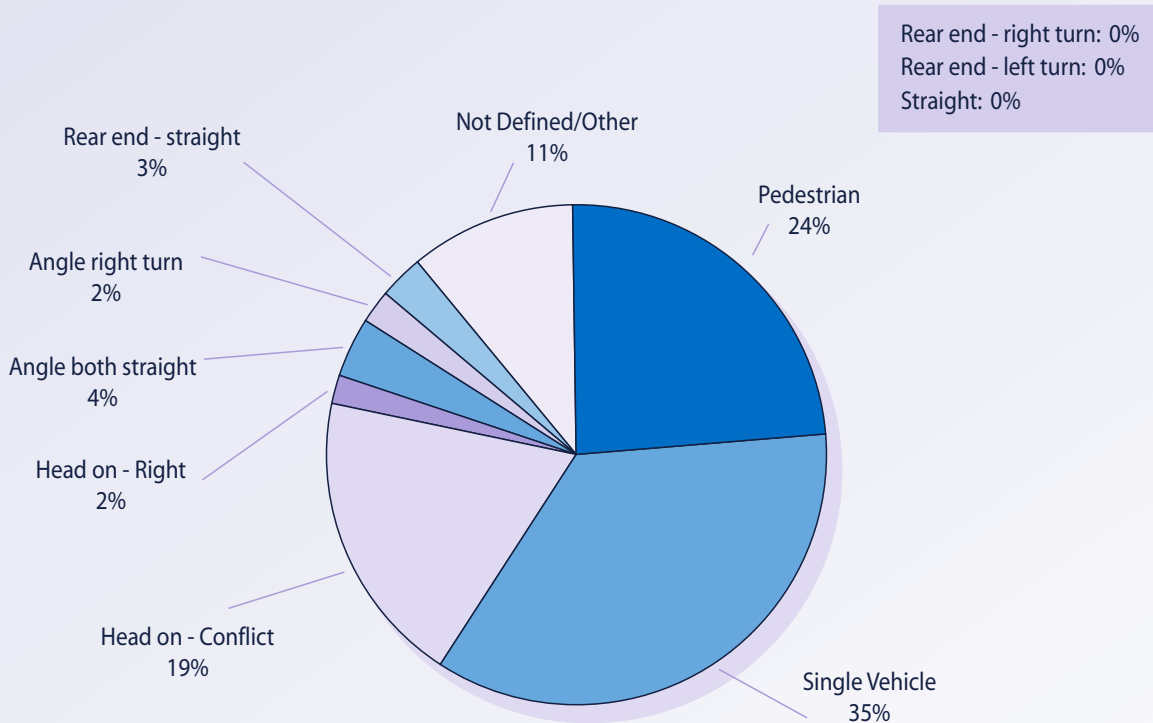
# Collision Statistics (2002 - 2008)

## Primary Collision Type (All fatal and injury collisions)



Source : 2002-2008 Donegal County Council collision database

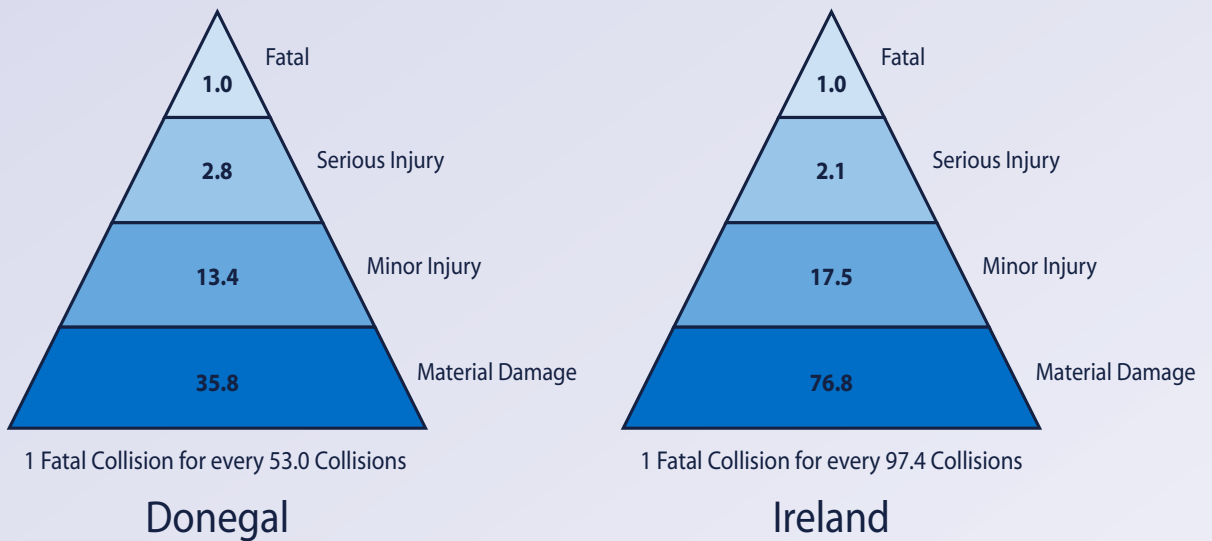
## Primary Collision Type (Fatal collisions only)



Source : 2002-2008 Donegal County Council collision database

## Collision Ratio

In line with current thinking regarding collision causation, the collision pyramid for County Donegal and Ireland is shown below. For every 53 collisions in Donegal, 1 (or 1.9%) will be fatal and 17.2 (or 32.5%) will result in a fatality, a serious injury or a minor injury. Nationally, for every 97.4 collisions, 1 collision (or 1.0%) will be fatal and 20.6 collisions (or 21.1%) will result in a fatality, serious injury or minor injury.



Source : 2002-2008 Donegal County Council collision database



County Manager Seamus Neely, John McLaughlin, Director of Roads and Transportation and Eamonn Brown Road Safety Officer meeting with members of the Emergency Services.



# 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**

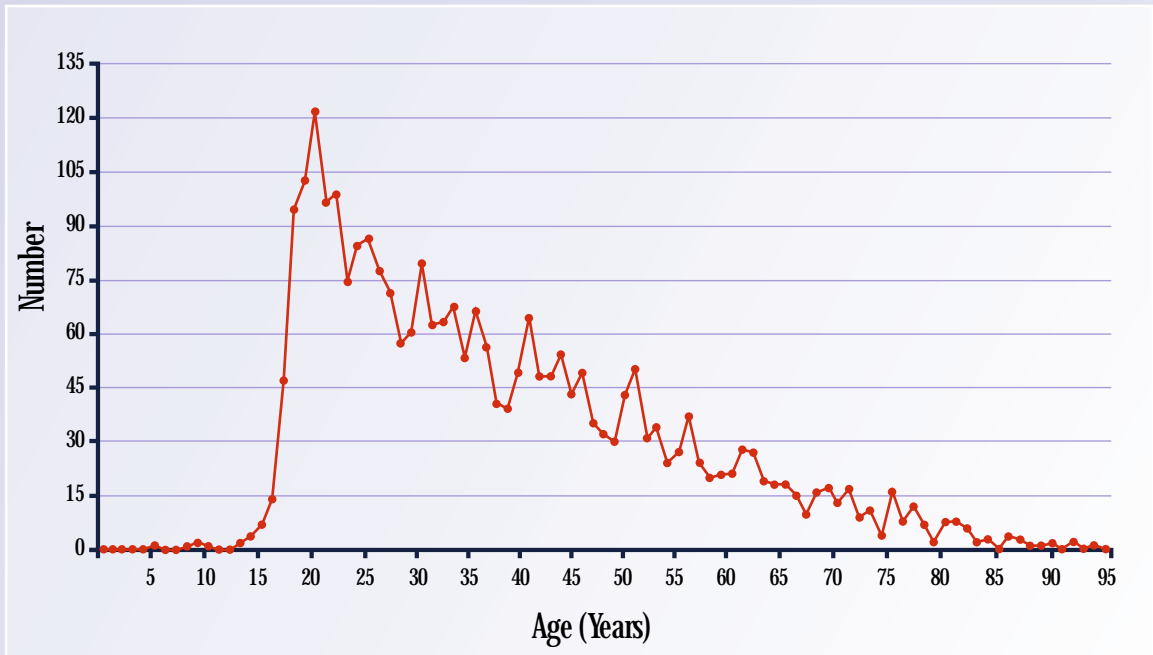
**087 9809999**

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**



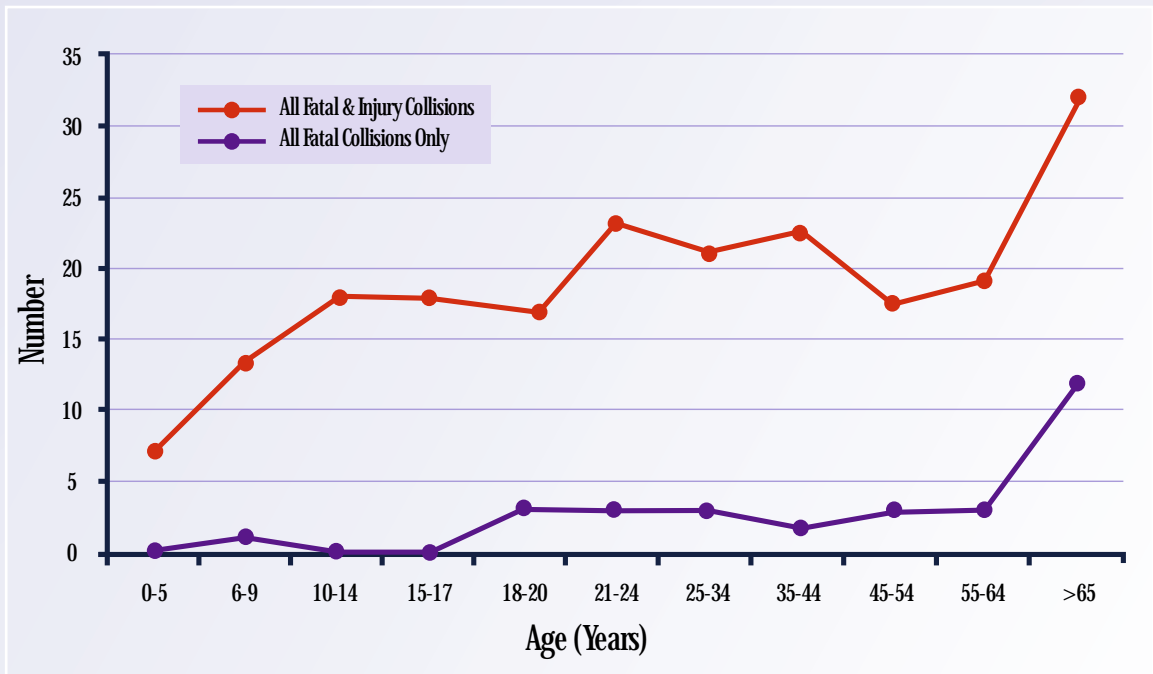
## Age profile of Drivers & Cyclists (All fatal and injury collisions)



Source : 2002-2008 Donegal County Council collision database

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. There is a peak for the 17 - 25 age group, who are 4 times more likely to be involved in collision than the 65+ age group.

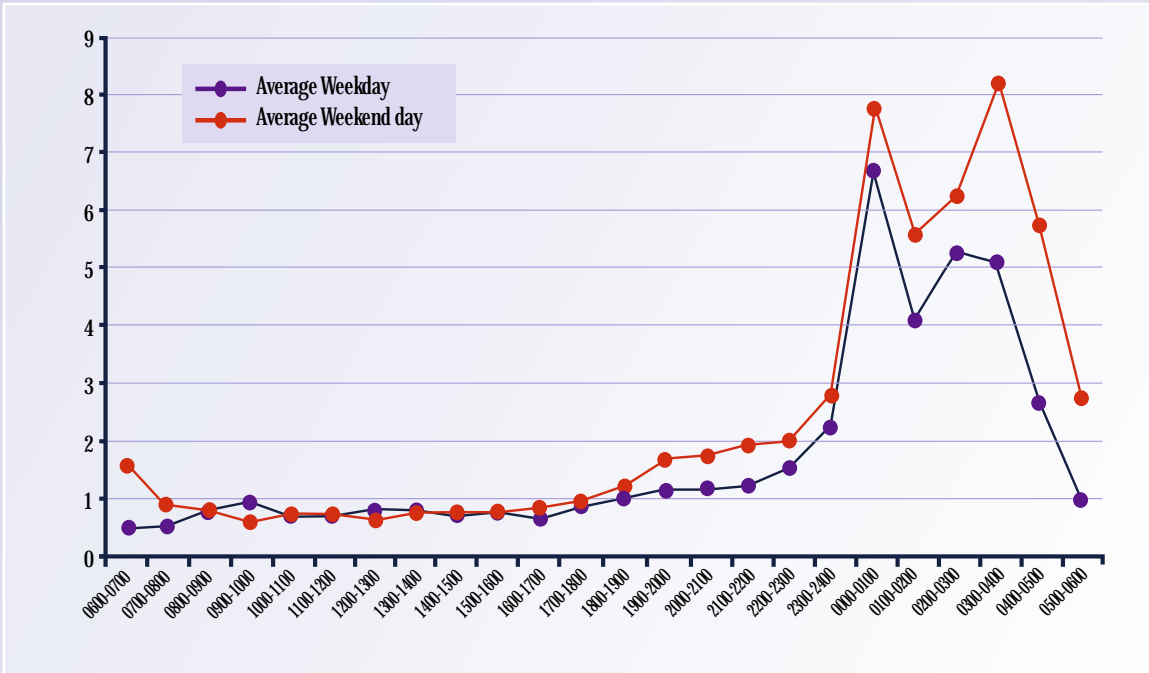
## Age profile of Pedestrians involved in Collisions



Source : 2002-2008 Donegal County Council collision database

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 a fatal collision than an 18-20 year old.

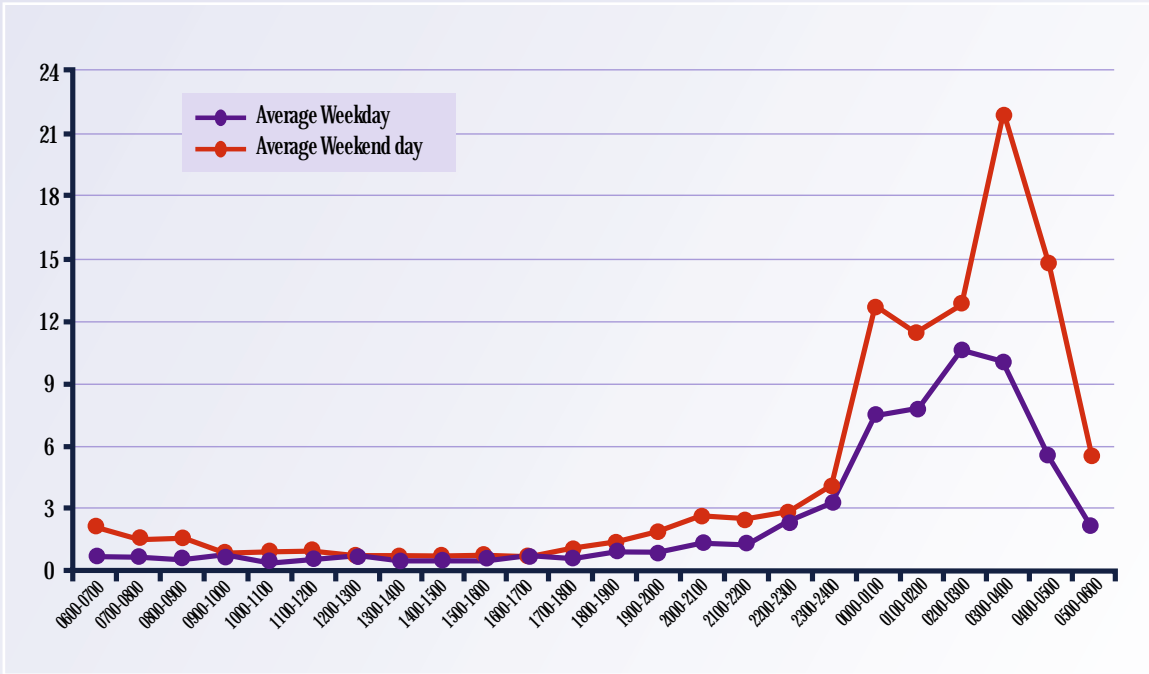
## Relative Average Hourly Risk (All fatal and injury collisions)



Source : 2002-2008 Donegal County Council collision database

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 each hour in an average weekday and weekend day. Road users are approximately 8 times more likely to be involved in a collision between 4am–5am on a weekend night than at any time between 7am and 6pm.

## Relative Average Hourly Risk (Fatal collisions only)



Source : 2002-2008 Donegal County Council collision database

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

# Action Plan



# Action Plan

## Education

| Objective | Outputs/Areas  | Action   | Target Date   | Process Owner   | Support Agencies  |                    |         |                       |
|-----------|--|--|---|---|---|--------------------|---------|-----------------------|
| A         | Develop a DRSWG continuum of learning resources for 0 – 25 year olds | 1  | 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     | VEC                   |
|           |  |  |   | 1.2   | Promote the use of the resources to all educational settings and health professionals   | 2012 Q1            | DCC     | RSA/HSE/DYC/ VEC/DWAF |
|           |  |  |   | 1.3   | Provide training on the use of the resources to teaching staff and health professionals | Ongoing to 2015 Q4 | RSA     | DCC                   |
|           | 2  | Adapt website as a key tool for the 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                | NWAF    |                       |
|           |  |  | 2.2   | Use of social networking sites to be explored and used to reach a wider audience  | 2011 Q3   | DYS                | DYC/VEC |                       |
|           |  |  | 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                | DYC     |                       |
|           | 3  | Creation of a programme to ensure comprehensive training of new, existing and professional drivers in the county | 3.1   | Implement a driver training programme which has been produced by the RSA  | 2012 Q2   | DI                 |         |                       |
|           |  |  | 3.2   | Establish and promote driving programmes specifically aimed at raising the standard of drivers i.e. Advanced Driving Courses, Refresher Driving Courses and Defensive Driving Courses | 2013 Q1   | DI                 | DCC     |                       |

# Action Plan

| Education |  |   |                                       |   |   |         |                  |          |
|-----------|--|---|---------------------------------------|---|---|---------|------------------|----------|
| Objective | Outputs/Areas  | Action  | Target Date                           | Process Owner   | Support Agencies  |         |                  |          |
| 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     | HSE/DYC/VEC/NWAF |          |
|           |  |   | 1.2                                   | Offer support training opportunities to potential community leaders                       | Ongoing to 2015 Q4  | RSA     |                  |          |
|           |  |   | 1.3                                   | Promotion of RSA Community Resource to leaders to assist delivery of a consistent message | Ongoing to 2015 Q4  | RSA     | HSE/DCC/VEC/NWAF |          |
|           |  | 2   | Parental role model project developed | 2.1   | Develop concept of parents as role models and develop resources to support this | 2012 Q3 | HSE              | NWAF     |
|           |  |   |                                       | 2.2   | Offer support training opportunities to parents                                 | 2012 Q3 | HSE              | RSA/NWAF |
| C         | Initiate ongoing promotion and awareness activities aimed at positively changing the behaviour of all road users | 1 Implement media campaigns which target the main causal factors of road collisions which lead to death and serious injury for road users | 1.1                                   | Produce and agree an annual communications plan with all members of the DRSWG             | Ongoing to 2015 Q4  | DCC     | HSE/RSA/DYC      |          |
|           |  |   | 1.2                                   | Produce information leaflets and resources on road safety                                 | Ongoing to 2015 Q4  | RSA     | HSE/DCC          |          |
|           |  |   | 1.3                                   | Implement local media campaigns   | Ongoing to 2015 Q4  | DCC     | HSE/RSA/DYC      |          |



# Action Plan

## Education

| Objective  | Outputs/Areas                                      | Action  | Target Date  | Process Owner | Support Agencies |
|--|--|---|--|---------------|------------------|
| D<br>Develop road safety packages for workplaces   | 1<br>Information resource for workplaces developed | 1.1<br>Develop resource pack of general information to be disseminated to workplaces each year  | 2011 Q2  | DCC           | HSE/<br>NAAF     |
|  |  | 1.2<br>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           | VEC              |
|  |  | 1.3<br>Produce an annual safe driving to work campaign  | 2011 Q4  | DCC           | NAAF             |
|  | 2<br>Provide training to workplaces                | 2.1<br>Promote defensive/advanced driver training programmes  | 2012 Q3  | DI            | DCC              |
|  | E<br>Focus on older people and their needs         | 1<br>Develop a resource pack for older road users and any necessary training  | 1.1<br>Develop and promote a road safety programme for older people to cover safe driving, walking and cycling | 2010 Q4       | RSA              |
| 1.2<br>Ensure at least one awareness campaign per year is particularly focused on older road users |  |   | 2011 Q2  | DCC           | HSE              |

# Action Plan

## Engineering

| Objective | Outputs/Areas  | Action  | Target Date | Process Owner   | Support Agencies   |                  |
|-----------|--|---|-------------|---|--------------------|------------------|
| 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<br>DCC/NRA |
|           |  |   | 1.2         | NRA and Regional Traffic Inspectors to review CPP   | Ongoing to 2015 Q4 | NRA<br>AGS       |
|           |  |   | 1.3         | Agree countywide proposal for Low Cost Accidents scheme   | Ongoing to 2015 Q4 | DCC<br>NRA       |
|           |  |   | 1.4         | Continue funding and evaluation of Low Cost Accident Schemes on all roads   | Ongoing to 2015 Q4 | NRA<br>DCC       |
|           | 2  | Complete IA16 forms after all fatal and life changing collisions                    | 2.1         | IA16 forms to be completed where necessary and forwarded to NRA within 3 working days   | 2011 Q2            | DCC<br>NRA       |
|           |  |   | 2.2         | Monitor and collate IA16 forms  | Ongoing to 2015 Q4 | NRA              |
|           |  |   | 2.3         | IA16 forms to be a standing agenda item at CPP meetings   | 2011 Q2            | DCC<br>NRA       |
|           | 3  | Communication channels with Community Groups (bulletin / community register) opened | 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<br>DYC       |
|           |  |   | 3.2         | Procedure to be established to consider submissions from the public received through Community, Culture and Enterprise                            | 2012 Q2            | DCC              |

# Action Plan

## Engineering

| Objective   | Outputs/Areas            | Action  | Target Date        | Process Owner | Support Agencies |
|---|--------------------------|---|--------------------|---------------|------------------|
| 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           | AGS/NRA          |
|   | 2 Accident data produced | 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 a 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           |                  |
|   | 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           | DYV/VEC          |
|   |                          | 4.3 Provide expertise and assistance to schools developing School Travel Plans              | 2012 Q2            | DCC           | VEC              |

# Action Plan

## Engineering

| Objective  | Outputs/Areas           | Action         | Target Date   | Process Owner   | Support Agencies   |     |     |
|--|-------------------------|----------------|---|---|--------------------|-----|-----|
| C<br>Utilise technology to improve communication with road users | 1<br>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                | DCC |     |
|  |                         | 1.3            | Link DCC winter maintenance website section to the NRA road weather website | 2010 Q4   | NRA                | DCC |     |
|  | 2                       | Road works     | 2.1   | Keep the public informed of planned road works                                      | Ongoing to 2015 Q4 | DCC | NRA |
|  | 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 |     |

# Action Plan

## Enforcement

| Objective  | Outputs/Areas                       | Action  | Target Date        | Process Owner | Support Agencies |
|--|-------------------------------------|---|--------------------|---------------|------------------|
| A<br>High visibility enforcement in the areas of:            | 1<br>Speeding                       | 1.1 Full utilisation of detection equipment and enabled technology  | Ongoing to 2015 Q4 | AGS           | DCC/NRA          |
|  |                                     | 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<br>Dangerous/<br>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           |                  |
|  |                                     | 2.4 Enforcement resources deployed will reflect the risk, location and time profile of collisions                                     | Ongoing to 2015 Q4 | AGS           |                  |
| B<br>Enhance Multi Agency and Cross border liaison with PSNI | 1<br>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           | DCC              |

# Action Plan

| Enforcement |   |  |  |  |                    |   |                    |
|-------------|---|--|--|--|--------------------|---|--------------------|
| Objective   | Outputs/Areas   | Action   | Target Date  | Process Owner  | Support Agencies   |   |                    |
| C           | Transportation enforcement to include:                          | 1 Commercial Vehicles (testing and Weighbridges) | 1.1  | Liase with Donegal County Council and other stakeholders on the enforcement of excessive weight in commercial vehicles | Ongoing to 2015 Q4 | AGS   | DCC/NRA            |
|             |   |  | 1.2  | Perform multi unit high visibility checkpoints with Road Safety Authority and other stakeholders                       | Ongoing to 2015 Q4 | AGS   | RSA                |
|             |   | 2 Tachograph monitoring                          | 2.1  | Increase tachograph inspections on heavy goods vehicles in the county  | Ongoing to 2015 Q4 | AGS   | RSA                |
|             |   |  | 2.2  | Conduct intelligence led checkpoints and patrols   | Ongoing to 2015 Q4 | AGS   | DCC                |
|             |   | 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 |
| 1.2         | Target media campaigns at high risk periods and at major events |  |  |  | Ongoing to 2015 Q4 | AGS   | HSE/DYC/DCC        |
| 1.3         | Further develop the "Tough Love" and Traffic Watch programmes   |  |  |  | Ongoing to 2015 Q4 | AGS   | HSE/DYC/DCC        |

# Action Plan

## Evaluation

| Objective  | Outputs/Areas   | Action  | Target Date | Process Owner | Support Agencies |
|--|---|---|-------------|---------------|------------------|
| 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 Q2     | DCC           | DYC/DYS          |
|  |   | 1.2 Complete a mid term review of the plan among all members of DRSWG   | 2011 Q4     | DCC           | DRSWG            |
|  |   | 1.3 Complete a post plan review among all members of DRSWG  | 2015 Q4     | DCC           | DRSWG            |
|  | 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           | DRSWG            |
|  |   | 2.2 Complete quarterly reports each year and present at DRSWG meeting. Forward copy of report, post meeting, to Donegal County Council's Research and Policy Unit | Yearly Q1   | DCC           | DRSWG            |
|  |   | 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           |                  |

# Action Plan

## Evaluation

| Objective | Outputs/Areas | Action  | Target Date | Process Owner  | Support Agencies   |     |                          |
|-----------|---------------|---|-------------|--|--------------------|-----|--------------------------|
|           | 3             | Capture the level of community empowerment initiated and supported throughout the lifetime of the plan captured | 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   | Ongoing to 2015 Q5 | DCC |                          |
|           |               |   | 3.2         | Develop standard feedback template for the major road safety events held by the DRSWG and associated partners<br><ul style="list-style-type: none"> <li>* Road Safe Road Show,</li> <li>* European Night without Accident,</li> <li>* Cross Border Young Driver Challenge,</li> <li>* Mock Road Traffic Collision.</li> </ul> Gain agreement that this template will be used at all of these listed events                         | 2010 Q4            | DCC | HSE                      |
|           |               |   | 3.3         | Secure funding to set up a Donegal Road Safety Consumer Panel, consisting of at least two schools in each of the Electoral Areas and one non-school setting to gauge any changes to road safety attitudes throughout the life time of the plan. To ensure inclusion of all young persons within the county this panel will be developed in close cooperation with Youthreach, Donegal Youth Service and the Donegal Youth Council. | 2011 Q1            | DCC | Youthreach /VEC/ DYS/HSE |
|           |               |   | 3.4         | Maintain the Donegal Road Safety Consumer Panel and carry out a questionnaire in the second quarter of each year to determine changes in attitudes as students progress through the educational system or through the participation of young people in various projects and programmes including Donegal Youthreach, Donegal Youth Services and the Donegal Youth Council.   | Ongoing to 2015 Q5 | DCC | Youthreach /VEC/ DYS/HSE |



# Action Plan

## Evaluation

| Objective | Outputs/Areas   | Action  | Target Date        | Process Owner | Support Agencies |
|-----------|---|---|--------------------|---------------|------------------|
|           | 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           | DRSWG            |
|           |   | 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           | DRSWG            |
|           |   | 4.3 Update on progress in reaching these targets at the end of each year  | Ongoing to 2015 Q4 | DCC           |                  |



# DONEGAL ROAD SAFETY CAMPAIGNS



**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](http://www.donegalroadsafety.ie)**

or contact:

**Road Safety Officer**

Donegal County Council, Road Design Office, Lifford, Co. Donegal.

**Tel: 074 9172 592 Fax: 074 9141793**

**Email: [road\\_safety@donegalcoco.ie](mailto:road_safety@donegalcoco.ie)**