

Citizens' Taskforce Report

Incentives to improve road safety

Final report to the Minister for Main Roads, Road Safety and Ports

November 2015

Citizens' Taskforce

Incentives to improve road safety

15 November 2015

Dear Minister Bailey

We are pleased to present you with the 2015 Road Safety Citizens' Taskforce Report. The report is the outcome of four days of citizen deliberations in which incentives to encourage safe driving were considered. The delivery of the report is timely given that today is the World Day of Remembrance for Road Traffic Victims.

We commend the Queensland Government for recognising the importance of road safety in our community, by appointing the first Minister for Road Safety, and hope this issue continues to receive the Government's highest priority.

Our Taskforce has taken its responsibility in looking at this issue very seriously. We, as representatives of the Queensland community, believe that serious road trauma on our roads is not acceptable, and the community should play a greater role in road safety.

We believe using incentives to encourage safer driving behaviour, in addition to traditional methods of punishment through traffic law enforcement, is a positive direction in road safety, and one worthy of exploring. It is hoped that this report is the first step of this journey.

Our Taskforce would like to acknowledge the contribution of the expert panellists for their invaluable knowledge and support throughout the Taskforce process, and those members of the public that took the time to provide written submissions to inform our deliberations.

We found the Citizens' Taskforce process a challenging and worthwhile personal experience. It certainly opened our eyes to the complexities around road safety in Queensland and the complex policy issues facing the Queensland Government.

We take great pleasure in presenting this report to you.

A collection of handwritten signatures in blue ink, representing the members of the 2015 Road Safety Citizens' Taskforce. The signatures are arranged in several rows and columns. Some names are legible, including "Dawn", "Dreyer", "K Tucker", "Danzel", "M. A. BOLES", "Dannuki", "yebokung", "Daly", and "Lubitz". There are also several illegible signatures and a circled signature at the top right.

The 2015 Road Safety Citizens' Taskforce

Citizens' Taskforce

Incentives to improve road safety

Recommendations Summary

After hearing from expert presenters and discussing and deliberating the validity of our ideas, the Citizens' Taskforce makes the following recommendations. More information on each recommendation can be found from page 15 of this report.

Recommendation 1

The Citizens' Taskforce recommends that the Minister for Road Safety initiates the development of an incentive program for P Plate drivers.

Supporting information:

The Citizens' Taskforce is making this recommendation because the range of evidence, including crash statistics, consistently highlights P Plate drivers are most at risk of being involved in fatal and injury crashes on Queensland roads. This higher risk is because they are more likely to engage in the risky behaviours of the "Fatal 5" and because they are inexperienced at driving. However, while they are inexperienced, young people are good change adopters and are accustomed to learning new things, which makes the P Plate phase of the licensing system the perfect opportunity to instil habitual good driving behaviour through an incentive program.

Recommendation 2

This incentive program should be linked to the progression through the licensing system from Learner to Open Licence.

Supporting information:

The Citizens' Taskforce considered the 'intervention' points within the licensing system they could target to make an impact on this high-risk group. Getting a Provisional Licence is a major milestone for many young people – it often represents the 'first day of freedom'. It is also a very risky time, and young drivers need to be aware of the responsibility that comes with that freedom. Because young drivers are often highly motivated to progress through the licensing system, this presents an opportunity to link an incentive program to this progression. To have the required impact on road trauma, the Citizens' Taskforce believe this needs to be a mandatory requirement to progress through the licensing system. The Taskforce also highlights there will be further road safety benefits from extending the incentive program to all other drivers as a voluntary option.

Recommendation 3

The Taskforce believes there are two elements that must be considered:

- a) the development of a **lifelong learning** program for road safety that is integrated and coordinated across the curriculum in Queensland schools, to help instil a road safety culture within the community.
- b) the use of **in-vehicle monitoring technology** that provides driving behaviour feedback, to facilitate the learning process in order to achieve a pre-determined standard allowing progression through the licensing system.

Supporting information:

a) Lifelong learning

The Citizens' Taskforce has a firm view that there needs to be a cultural shift in our community to have an impact on road trauma in Queensland. They believe for this to happen, safe road use needs to be entrenched in our way of thinking from a very early age

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and that this will only be achieved through education. There are many opportunities for road safety principles to be reinforced throughout a person's life. Education starts from an early age with parents as role models, and children pick up habits quickly, often reminding parents about 'two hands on the wheel' or wearing seatbelts.

To strengthen this learning process, road safety should be integrated in the school curriculum as a compulsory education module. Schools dedicate time to teach children swimming in response to the number of drownings in the community, and, given that road trauma costs the community so much in emotional trauma, medical costs and lost productivity, it is justified that it is given some priority within the curriculum. Road safety should be a topic that is addressed at multiple stages throughout the school year, introducing graduated road safety concepts from Prep through to Year 12.

b) In-vehicle monitoring technology

According to Queensland's road crash data, the learner licence phase is the safest time to be a driver on the roads. In stark contrast to this, drivers are most at risk of being involved in a fatal or injury crash when they are first licensed to drive unsupervised. Through this recommendation, the Citizens' Taskforce is aiming to extend the safety benefits of the Learner Phase into the Provisional Phase by "bridging the gap" – to lessen the impact of no longer having a supervisor present in the car. To do this, an in-vehicle device should be used to monitor the driving behaviour of P Plate drivers and provide feedback and ongoing support to assist new drivers in learning safe driving behaviours and develop good on road habits. A required standard will need to be met before progression from the first provisional phase (Red P) to the second provisional phase (Green P).

Recommendation 4

The Citizens' Taskforce recommends that Queensland adopts a target of zero road deaths – it is not acceptable that any person should be killed on our roads.

Supporting information:

The Citizens' Taskforce believes that while many factors contribute to the number of road fatalities, death is an unacceptable price for any person to pay for using our roads. Road fatalities have a powerful and deeply personal impact on communities, and the Citizens' Taskforce is unwilling to accept any target for the number of road deaths other than zero. While this is an ambitious, long-term goal, the Citizens' Taskforce stresses that the Government needs to get on board with this concept and demonstrate its commitment to the broader Queensland community. Only then can we see the shift in cultural attitude and expectations needed to reach this goal.

Recommendation 5

The Citizens' Taskforce recommends that Queensland adopts a target of a significant reduction in hospitalisations – it is not acceptable that any person should be injured on our roads.

Supporting information:

The Citizens' Taskforce is making this recommendation because, while the number of fatalities has decreased over time, the number of hospitalisations has not changed and this needs to be focussed on. The cost to the community through health care, disability services and lost productivity alone is reason enough for the Government to make a reduction in hospitalisation crashes a priority. Added to this, is the significant costs and stress to individuals and families affected by road trauma, creating an extensive community issue that further warrants the Government's attention. It's acknowledged that technology will play a

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major role in making future driving safer, however every decision made by researchers and policy makers in the immediate term need to be framed in the context of this harm minimisation approach.

Recommendation 6

In relation to impaired driving:

- a) The Citizens' Taskforce recommends that the Minister for Road Safety initiates and facilitates a community discussion about the issue of drink driving, to explore options to reduce the instances of drink driving and associated road trauma. This conversation should consider the trade-offs of lowering the general alcohol limit to zero for all drivers.
- b) The Citizens' Taskforce supports a greater emphasis being placed on the issue of driving when impaired by drugs.

Supporting information:

a) Community discussion about drink driving

Despite not falling directly within the scope of the question the Citizens' Taskforce has been charged with considering, the Taskforce feels as though it has an opportunity to make a clear statement to the Government about the issue of drinking and driving. While the Taskforce acknowledges there are many different stakeholders in the discussion, and that alcohol has traditionally been identified as part of the Australian culture, it believes the community view about alcohol is maturing and that it is time to set the standard for our next generations. The Taskforce feels that this is an issue that should be debated more broadly and the community view tested. Further, this conversation needs to be had within the boarder social context of alcohol consumption in the community and will need to duly consider the unintended consequences of the introduction of any drink driving initiative, particularly the introduction of a 0.00 Blood/Breath Alcohol Concentration.

b) Emphasising drug driving

The prevalence of drug use in the community is having severe and fatal consequences on our roads. Drug driving is a growing community issue that requires increased attention and a harder line needs to be taken by the Government. The Citizens' Taskforce acknowledges that the testing process to detect drug use and its associated costs is a major issue in combating drug driving. The Taskforce believes that harsher penalties (particularly through increased fines) should be considered to off-set the costs and that education, along with stronger enforcement need to be a priority to have a strong influence on this issue.

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Our Citizens' Taskforce

This Citizens' Taskforce involved randomly selected members of the Queensland community engaging in the decision-making process about a complex road safety issue – incentives to encourage safe driving, including for young people.

The Taskforce members were briefed in detail by a panel of experts on the background of road safety in Queensland and current thinking relating to incentives to improve driving behaviour. They were then asked to discuss possible approaches.

The Taskforce deliberations were recorded and recommendations have been included in this report for consideration by the Minister for Main Roads, Road Safety and Ports.

About the Citizens

In Queensland's first Road Safety Citizens' Taskforce, 25 everyday Queenslanders were charged with identifying innovative ideas as to what types of incentive programs could be trialled to encourage safe driving behaviour.

The group included young drivers, parents of young drivers, experienced drivers and people who have commercial driving experience. They were recruited from the greater Brisbane area, Sunshine Coast, Gold Coast, Bundaberg, Mackay, Rockhampton, Cairns and Townsville.



Members of the 2015 Road Safety Citizens' Taskforce

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The Question

“How can incentives be used to encourage safe driving, including for young people?”

This question is about looking at how people are using our roads and finding ways to motivate them to behave safely.

The Citizens' Taskforce noted that while rewards and incentives are terms that are often used interchangeably, they are in fact different. They drew the distinction that rewards act to reinforce behaviour that has already happened, whereas incentives bring about a behaviour shift. Put simply, rewards are about maintaining good behaviour and incentives are about changing poor behaviour.

The challenge put to the Citizens' Taskforce was how to ensure that the incentive ideas they recommend are an active driver of behaviour rather than a process to give out a reward after the fact.

It was discussed that outside of the threat of punishment through traffic enforcement, there aren't many programs that motivate drivers to drive safely. The Citizens' Taskforce determined that whilst the majority of road users don't intentionally set out to do the wrong thing, compliance remains an issue on Queensland roads. Speeding road users and mobile phone use whilst driving featured strongly in what the Citizens' Taskforce members have personally witnessed on the roads.

While the Citizens' Taskforce was encouraged to consider all road user groups and behaviours when applying their knowledge in forming recommendations, a particular focus on young drivers was deemed necessary given their overrepresentation in Queensland's road trauma statistics.

Citizens' Taskforce deliberations

The Hon Mark Bailey MP, Minister for Main Roads, Road Safety and Ports, officially opened the Citizens' Taskforce on 31 October 2015.

The Minister emphasised the importance the Queensland Government places on road safety, demonstrated by the fact that he had been appointed as the very first Minister for Road Safety in Queensland. Minister Bailey said that through this process, the Queensland Government sought to close the gap between government policy development and members of the Queensland community.

Although there has been significant progress in road safety over the last 40 years, there are still more than 200 people killed and more than 6,000 people hospitalised as a result of crashes on our roads every year. Minister Bailey said he was looking for advice from the Taskforce regarding ways to motivate drivers to demonstrate safe behaviour.

The Taskforce heard from a panel of five experts who provided information and experience to enable Taskforce members to obtain a deeper understanding of the complexities around the topic.

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The five experts who presented to the Citizens' Taskforce were:

Dr Graham Fraine	A Deputy Director-General in the Department of Transport and Main Roads. Dr Fraine presented Queensland crash data on some high-risk groups on Queensland roads.
Assistant Commissioner Mike Keating	From the Queensland Police Service. AC Keating told the Citizens' Taskforce about some of the high-risk behaviours on Queensland roads.
Professor Uwe Dulleck	A Behavioural Economist from the Queensland University of Technology. Professor Dulleck told the Citizens' Taskforce about incentives and how they are used in other areas, and their relative effectiveness.
Dr Judy Fleiter	A senior research fellow at the Queensland University of Technology's Centre for Accident Research and Road Safety – Queensland (CARRS-Q). Dr Fleiter shared the outcomes of CARRS-Q's research into incentives for motorists.
Dr Alastair Stark	A lecturer in Public Policy at the University of Queensland. Dr Stark helped the Citizens' Taskforce assess the impacts of their ideas to ensure they are feasible from a public policy point of view.

An independent facilitator, Ms Helen Besly, of Rowland, provided the Taskforce members with other tools and experiences that assisted them to understand and consider the topic. Individual members of the Taskforce were not expected to turn into experts themselves through this process. Instead, they added value by considering, discussing and using the information to form recommendations that are relevant to everyday Queensland citizens.

The Taskforce was also provided with the public submissions that the Department of Transport and Main Roads called for via the Join the Drive website.

The Citizens' Taskforce process was evaluated by Ms Noela Quadrio, Four Rivers Consulting, who was present for the entire process.

Why invest in road safety?

Dr Graham Fraine described the significant improvements in road safety over the last 40 years. Key contributors to these improvements included major policy initiatives such as seatbelts, Random Breath Testing, licensing laws for young drivers, speed cameras, vehicle and road design improvements and medical advances.

Graham explained the 'safe system' approach, which acknowledges humans are imperfect, they will make mistakes, and the transport system should minimise the impact of these mistakes.

Graham identified some high-risk groups and behaviours, focussing on young drivers. He demonstrated the risks faced by young drivers using the graph below, which highlights the enormous increase in risk when novice drivers reach the Provisional licence phase and start driving unsupervised.

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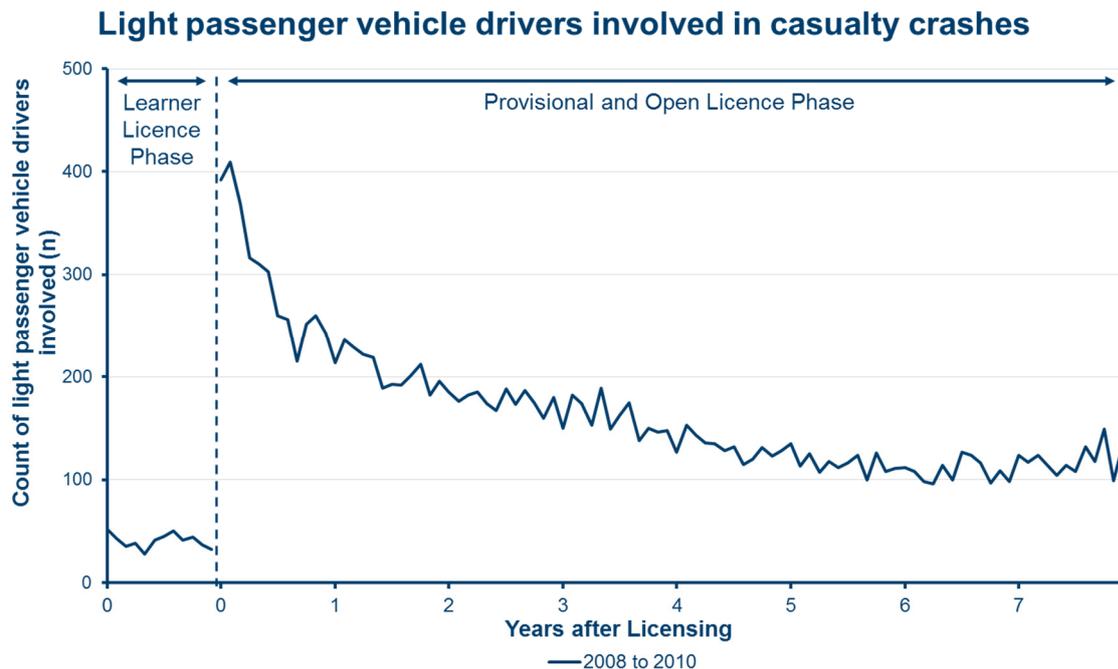


Figure1: Novice driver casualty graph

He explained that young people push boundaries, which is essential to drive society forward. However, this very characteristic means that young drivers are also at greatest risk on the roads. They represent a little less than 13% of licence holders on record in Queensland but make up 34% of serious casualties (fatalities and hospitalisations).

The learner licence period is one of the safest – the biggest risk (by far) is when novice drivers first transition from the learner phase to the provisional phase. Young drivers continue to be overrepresented in serious crashes in every hour of the day, and they are especially overrepresented at night time. Between the hours of 6pm and 5am young drivers are involved in more than twice the proportion of serious crashes that should be expected given the proportion of all licence holders they represent, and this is even higher between the hours of 10pm and 4am.

The Taskforce discussed this information and there was general agreement that the community should play a greater role in road safety.

Taskforce members identified ways in which this could be done, such as:

- education – more training, including in schools, with skills reinforced and updated
- asking willing community members to speak to young people about what it means to suffer through road trauma
- community needs to take responsibility and role model safe behaviours, 'dobbing in' wrong behaviours and recognising the right behaviours, planting seeds early for kids
- social media (especially Facebook) people share posts – a potential tool to reach the community
- using technology to control what you can (and can't) do when in a vehicle
- providing designated 'hooning' spots – under supervision – for people to let off steam in a 'safe' environment

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- taking personal responsibility for our actions – to self-regulate and show self-restraint to make better choices, for example, by putting breathalysers into the community.

Risky behaviours

Assistant Commissioner Mike Keating presented to the Taskforce on the Fatal 5 behaviours which remain the biggest contributors to crashes: drink/drug driving, speeding, driver distraction, lack of restraint use and fatigue.

His key message was road safety is everybody's responsibility, every day. He said there was room to do more to encourage compliance with the laws relating to the Fatal 5.

Mike said that drug driving is an emerging issue, with a spike in detections this year. Detections also reveal that it is not just a young driver issue, and he gave the example of Birdsville races where older drivers tested positive at surprisingly high rates. Mike said that the Police Service is committed to high visibility patrols, while identifying and targeting the riskiest road users. However, enforcement alone will not achieve a zero road toll.

The Taskforce discussed these issues with Mr Keating:

- there may be a need for more and better testing for licensing (for example, the effectiveness of the Hazard Perception Test was questioned); P platers tend to be more aware of the rules, having recently learnt them – perhaps drivers should be retested regularly
- young people tend to listen to peer pressure more, maybe this is something to explore
- incentives should be for all drivers, but as different incentives work for different people, there needs to be choice
- the number of seatbelt offences is alarming given the years we have had seatbelt laws, and the risk with not wearing them
- repeat offenders are obviously not learning lessons
- there is an opportunity to change behaviour in young people before the risky behaviour becomes a habit.

Some potential incentive ideas suggested by the Taskforce at this point included:

- if young drivers on red P licenses have no infringements, they could get their green P for free
- have a points system for prizes (such as taxi vouchers, fuel etc) or have a draw to win prizes (element of surprise)
- technology, apps, social media are very relevant to young people – have a program where they can earn points – involve groups/communities/team – build an environment where everyone is working towards the same road safety goal (group dynamics)
- there was general agreement that incentives should be available for all drivers, however young drivers should be targeted, and should be offered a choice of incentive.

Incentives and human behaviour

Professor Uwe Dulleck addressed the Taskforce on the science behind incentives and human behaviour. He said that we tend to assume people are rational all the time, and that we make all decisions deliberately, which isn't the case.

Uwe explained that whenever we make decisions (for example, deciding how fast we drive our car), we are driven by two systems:

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1. Thinking fast – spontaneous and largely unconscious/effortless (e.g. name capital city of Australia)
2. Thinking slow – conscious working of the brain / more effortful thinking (calculating multiplication sum).

Humans are not always conscious in our decision-making, particularly when we are doing something routine such as driving, and we use our automatic systems to operate (system 1). This means we are not always rational decision makers which can be problematic because incentives generally talk to our rational selves.

In addition, people look at rewards or gains differently to how they view losses – losses tend to weigh heavier than gains. So, if we are loss averse – fines still have a significant place, which means any program needs to complement police enforcement rather than replace it. Incentives can focus our attention on what is important and the behaviours we should be displaying.

Uwe also reminded the Taskforce that, in the introduction of any new programs, it's important to take into account how effective it is. He suggested the Taskforce should consider the need to test and measure the effectiveness of any incentive proposal recommended.

The Taskforce considered this advice and agreed that what motivates one person may not motivate another. Language and delivery is also important – for example, “granny driver” may not be seen as a desirable label, however, if presented differently it could be “cool to be cautious”.

Incentives need to be about what makes a difference to a person – trust is important in giving an incentive – people often see the demerit point system in this way. An example was discussed where children were incentivised to behave on holidays: they were given \$20 at the start of the trip, and small amounts were taken if they misbehaved (they experienced a sense of loss), however, they were also given the opportunity to earn the forsaken amounts back again.

Uwe talked about reinforcement theory – that the quicker the reward is given, the better the learning experience is. This means that giving an incentive closer to the behaviour the better. Incentives need to be **salient** and **visible**, and **not too far off** into the future (for example, superannuation would not be a good incentive). They need to be **achievable**, **small**, and **regular**.

Members of the Taskforce talked about fixed interval incentives, increasing the ratio (eg 50 points reward, 100 points reward).

The question was asked, why should we need further incentive, isn't 'our life' (ie returning home safely) sufficient? It was suggested a simulator campaign, where young drivers experience a crash, may have an impact, and some members recalled a roadworker safety campaign which 'humanised' the roadworker.

Members discussed how any program would reach high-risk drivers. We also need to be careful of unintended consequences – for example, rewarding people for good driving when they have just not been caught, which would reinforce bad behaviour. The point was made that the Taskforce needs to be clear on what it is seeking to achieve and defining the behaviours it is seeking to change.

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Incentives in a road safety context

Dr Judy Fleiter presented on incentives to change behaviour specifically relating to road users. The Centre for Accident Research and Road Safety – Queensland (CARRS-Q) had undertaken research into the role incentives could play in motivating safe road user behaviour.

Judy talked about intrinsic and extrinsic rewards. For some people, punishment or the threat of punishment has been effective (for example random breath testing has been successful in curbing the instances of drink driving). However, there is limited research on the effectiveness of rewards and incentives to improve driver behaviour anywhere in the world. What is clear is that any incentive program needs to be complementary to current enforcement measures.

Judy reminded the Taskforce of the distinction between 'rewards' (reinforcing behaviour once it has been performed thereby maintaining good behaviour) versus 'incentives' that motivate a change in behaviour.

Judy suggested the Taskforce should consider what it is they would want to achieve through an incentives program. If it is fewer road crashes, the problem is that crashes are relatively rare. If it were fewer tickets the difficulty with this is that a lot of bad behaviour goes undetected, so a program based on traffic history could reward bad behaviour. Judy told the Taskforce that punishment avoidance (getting away with bad behaviour) is a powerful behavioural reinforcement, so would not be likely to have a positive road safety outcome.

If we seek less risky driving, we need to be specific about the behaviour we are seeking to change: for example, speeding, hard braking, phone use, drink/drug driving, tired driving.

There are primary (individual) and secondary (organisational) incentives, for example, where a teacher gives the whole class a reward if good things are done by some. The Taskforce considered groups in road safety – young people, neighbours, sporting groups.

Judy presented 10 criteria for 'best practice' incentive programs:

1.	Incentive must be salient/relevant
2.	Awarded in close proximity to behaviour & intermittently
3.	Linked to achievable behaviours & delivered in relevant setting
4.	Address possible manipulation (crash under-reporting)
5.	Achieve behavioural adoption & change (rather than maintaining behaviour)
6.	Simple & clear rules regarding behaviour & standards to receive incentive
7.	Attractive to target group
8.	Fast & clear feedback about desired behaviour
9.	Short duration schemes repeated at regular intervals for longer term effects
10.	The desirable behaviour linked to incentive is monitored systematically

Judy talked about existing evidence relating to various types of incentive programs:

- Monetary bonuses: Have in some instances been found to be effective (monitoring the time you drive)
- Vehicle insurance premiums: Have been influential in how people drive if linked to telematics. It has the potential to overcome some of the issues with the other types of incentive programs (e.g. not rewarding potentially poor drivers who don't get caught) – technology can play a big role in this type of program

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- Telematics: In-vehicle monitoring devices – immediate driver feedback and incentives (in vehicle warnings) and incorporates:
 - Intelligent Speed Adaptation (ISA) – alerts drivers when they exceed the speed limit
 - Feedback through smart phones
 - Gamification through apps on smart phones
 - Concept of 'token economy' to accumulate points/awards
- Gamification: principles of electronic games have a high usefulness in marketing and business. Although this is a new concept in road safety, it is a powerful tool that appeals to the human love of competing. An example of this approach is the Samsung S-drive app – where participants select an award that appeals to them out of a 'catalogue' of options.

Key considerations

- Once something has been taken away, behaviour often reverts; there is no evidence of long-term value, and this impacts on the sustainability of programs.
- There are opportunities to influence young drivers before bad habits are developed.
- Should programs be voluntary or mandatory, and if the programs are voluntary, are the people who should be in the program going to volunteer?

There has been a number of incentive programs conducted in Australia, however evaluations are very scarce. Incentive programs that have shown no benefits, or have been detrimental, include:

- discounts on license fees
- altering the current demerit point system
- reductions in Graduated Licensing System (GLS) and hours
- giving drivers warnings instead of fines/demerits.

Judy concluded by suggesting consideration of the use of technology, incorporating monitoring of driver behaviour and elements of gamification have promise, particularly for young drivers and fleets.

The Taskforce considered Judy's presentation and made the following observations:

- Value of immediate feedback – a learner driver has immediate feedback via a supervisor and is being watched, technology could replace this to encourage better driving and behaviour.
- Technology is facilitating online road safety courses and in-vehicle monitoring for fleets – there is potential in this area to do more.
- Offering alcohol ignition interlocks to the general public would challenge social norms, and a way to finance the program may be a discount on insurance to offset the cost.
- We often operate from a place of self-interest – "I see the greater good, but I should be excluded" – this may limit the effectiveness of any program.
- Any initiative implemented will need an evidence base and a stringent approach before wide scale introduction, thus the importance of piloting and evaluation of any proposal recommended.

Taskforce reflections about incentives

- One participant changed their thinking about incentives over the course of the deliberations. Their view is that driving is a privilege, not a right, and that the incentive is

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your life. Incentives will cost the government and therefore tax payers, and the participant was unconvinced that the cost should be funded. Their view was that there may be benefit in an advertising campaign showing crashes and their effects, but if we did give incentives it should only be to young male drivers.

- Driving is a major responsibility, one that it an absolute necessity in our lives, and we need to find new ways to make it safer.
- Regarding the cost to government, a participant suggested that the positive benefits of an incentive program may only inspire change in the short term. We should consider incentives using technology that don't have a high cost.
- One participant shared that their company car has GPS tracking, which has had success in the trucking industry. Their employer can see what speed they've travelled and whether they've travelled aggressively. This is a good way to ensure compliant driving.
- Employers have the opportunity to reward their employees for safe driving. One employer was mentioned where they pay for a vehicle and all related expenses for their employee, however if the employee incurs an infringement or a call from the public about their bad driving, it is taken away.
- One participant raised the value of recognition, and that people respond very well to it. For example, if there was an app, and you drove well and had a high score you could be recognised with a certificate or special sticker.
- Another participant wanted to reiterate that the group shouldn't close their minds off to all possibilities, that positive reinforcement can be more powerful than other types of reinforcement.
- Technology brings significant potential to improve road safety, particularly the prospect of autonomous vehicles. However, it may be some years before those technologies are widely available across the fleet, and a large number of people will be killed or injured in that time. There are opportunities to change behaviour in the shorter term, without waiting for longer-term technologies.

Refining options and developing recommendations

After discussion, the Taskforce agreed that in forming recommendations a consensus approach would be adopted. People came to the forum with individual views, however by participating in genuine conversations, views evolve and consensus can be achieved.

It was recognised that the Taskforce needed to define parameters around the key target group, and the key behavioural change sought. Members went through an idea-generating phase and then started to refine their ideas by applying the knowledge they had gained by listening to the evidence presented by the expert panel. Below is a summary of this process.

Key element	Initial thoughts	Conclusions
Who	<ul style="list-style-type: none"> ▪ All drivers ▪ Young drivers ▪ School children 	To have the biggest impact the target group should be P Platers when they are first able to drive unsupervised.
What	<ul style="list-style-type: none"> ▪ Registration discounts ▪ Funding for schools ▪ Points allocated within a game that convert to prizes 	Needs to be meaningful to the participant in order to inspire behaviour change and/or the development of safe attitudes and behaviours.
Why	<ul style="list-style-type: none"> ▪ No infringements ▪ Behaviour monitored by 	Program needs to target specific behaviours. Criteria like no infringements

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	technology (aggressive and erratic) <ul style="list-style-type: none"> ▪ Taking a pledge ▪ Offering education 	do not guarantee good driving behaviours. Monitoring technology needs to be used to ensure the program isn't undermined.
When/how often	<ul style="list-style-type: none"> ▪ Annual (at renewal) ▪ Lottery/draw ▪ Regular ▪ By choice 	Needs to be regular to provide adequate reinforcement and continued engagement with the program.

WHO

When considering who should be the primary target of an incentive program, discussion returned to the novice driver casualty crash graph presented by Graham (see page 8), and the startling increase in crash risk for young drivers when they start driving solo. Accordingly, members agreed by unanimous vote that Provisional drivers be the target of an incentives program in Queensland. They decided that the objectives of the incentive program should be to educate young people to develop safe attitudes and to extend the benefits of supervised driving (as experienced by Learner drivers when their crash risk is lowest) to novice drivers when they first start driving solo (and are most at risk).

WHAT

Drawing on reinforcement theory, the Citizens' Taskforce concluded that the incentive needed to be meaningful to the participant to motivate a change in behaviour and have an impact in embedding safe attitudes to road use. Taskforce members agreed that there was potential in further exploring initiatives involving technology to monitor driver behaviour linked to licence progression, to assist young drivers to learn safe driving practices, and in improved road safety education through the school system.

WHY

The Taskforce decided that any incentive program needs to target specific behaviours and/or attitudes. Based on the CARRS-Q research they dismissed criteria such as no infringements and no crashes because this does not guarantee good driving behaviour, just that a person has not been caught doing the wrong thing. They concluded that monitoring technology needs to be used as a true reflection of a person's on road behaviour and to ensure the program isn't undermined.

WHEN AND HOW OFTEN

The consensus of the Taskforce was that in any incentive program the distribution of feedback and incentives needs to occur regularly to provide adequate reinforcement and continued engagement with the program.

INCENTIVE IDEAS NOT SUPPORTED

The Citizens' Taskforce acknowledged the support for discounts on registration, licensing or insurance for a lack of traffic infringements expressed in public submissions. However, upon further deliberating, they decided that discounts related to good driving records (measured by lack of traffic fines/demerit points or crash history) the issue of not being caught, or not reporting crashes, detracted from the safety merit of this idea. In addition, given these renewals come up annually, they were considered not regular enough to incentivise behaviour change.

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The idea of a regular lottery or draw was also considered, however the Citizens' Taskforce determined the chance of winning a prize or a discount alone would not be enough to act as an incentive. The Taskforce decided not to progress with this idea.

Taskforce Recommendations

Recommendation 1 – The Citizens' Taskforce recommends that the Minister for Road Safety initiates the development of an incentive program for P Plate drivers.

The Citizens' Taskforce is making this recommendation because the range of evidence, including crash statistics, consistently highlights P Plate drivers are most at risk of being involved in fatal and injury crashes on Queensland roads. This higher risk is because they are more likely to engage in the risky behaviours of the "Fatal 5" and because they are inexperienced at driving. However, while they are inexperienced, young people are good change adopters and are accustomed to learning new things, which makes the P Plate phase of the licensing system the perfect opportunity to instil habitual good driving behaviour through an incentive program.

It's a reality on our roads that as soon as a person receives their Provisional licence and are able to drive unsupervised, they are more at risk of being involved in a casualty crash than any other driver. Figure 1 on page 8 tells us that after the Learner period, drivers never return to the same level of safety again. This led the Citizens' Taskforce to conclude that more needs to be done to protect our newly licensed drivers from road trauma.

Scientific research tells us that people's brains continue to develop well into their 20s, and over this time we develop higher order cognitive functions that allow us to plan ahead, weigh risks and rewards, and make complicated decisions. This presents a problem when it comes to young people and the driving task. Specifically related to driving, this gap in development leads to several critical driving skill deficits, including:

- *Hazard perception*, which is the ability to detect, perceive and assess the degree of risk associated with traffic hazards
- *Attentional control*, which is the ability to prioritise attention
- *Time sharing*, which is the ability to share limited attention between multiple competing driving tasks and
- *Calibration*, which is the ability to moderate task demands according to one's own performance capabilities.

These skill deficits combined with a lack of driving experience worsens the impact of risky behaviours that increase crash risk for all drivers, such as driving at night. In recognition of these underdeveloped skills and the associated risks, the current graduated licensing system in Queensland requires all learner drivers to drive while accompanied by a supervisor.

However, once a person has held their Learner licence and logged 100 hours of driving with a fully licensed supervisor, they are able to apply for a Provisional licence, allowing them to drive unsupervised on the road. The Citizens' Taskforce believes that this lack of supervision is one of the main reasons that newly licensed drivers are at such increased risk.

The Citizens' Taskforce is of the view that the Provisional licence period is the time to target and foster safe driving behaviours in order to achieve the maximum safety benefit for our community. The primary reason for this is that developing good driving habits will stay with you as you progress through the system, resulting in developing safe drivers from the outset. To do this, the program should encourage and incentivise safe driving behaviours. During deliberations the younger members of the Taskforce also highlighted that an incentive

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program could be a good opportunity to continue to train new drivers – “instead of telling people they are wrong, teach them how to do it right”. To complement this incentive program, the Taskforce also believes that ongoing awareness of the risks associated with young drivers is necessary, including powerful advertising campaigns to demonstrate the consequences of road trauma.

Recommendation 2 – This incentive program should be linked to the progression through the licensing system from Learner to Open Licence.

The Citizens' Taskforce considered the 'intervention' points within the licensing system they could target to make an impact on this high-risk group. Getting a Provisional Licence is a major milestone for many young people – it often represents the 'first day of freedom'. It is also a very risky time, and young drivers need to be aware of the responsibility that comes with that freedom. Because young drivers are often highly motivated to progress through the licensing system, this presents an opportunity to link an incentive program to this progression. To have the required impact on road trauma, the Citizens' Taskforce believes this needs to be a mandatory requirement to progress through the licensing system. The Taskforce also highlighted there will be further road safety benefits from extending the incentive program to all other drivers as a voluntary option.

Upon recognising that having a licence is a privilege and that driving is an individual's responsibility, the Citizens' Taskforce decided that the primary incentive for new drivers should be to successfully progress through the licensing system from Learner, the two stage Provisional periods through to an Open Licence.

Taskforce members explored the idea of incentivising progress within the licensing system, using a combination “carrot and stick” approach – incentivising good driving by making it a requirement in order to progress to the next licence phase in the system (the reward), and restricting progress when poor driving behaviour has been displayed. Progress could also be delayed if a person accumulates demerit points.

The idea came from drawing on the power of peer pressure and the desire to progress to the same stage of licensing as friends. For example, one participant said, “If when I'm 20 and still on my red Ps and all my mates are on their Opens it's going to be embarrassing”.

It was also raised that if P Platers offend within the first six months of receiving their P1 licence they are proving that they are not ready to drive solo and must be penalised and potentially retested to prove ability again (this should be at their own cost).

Recommendation 3 – The Taskforce believes there are two elements that must be considered:

- a) the development of a lifelong learning program for road safety that is integrated and coordinated across the curriculum in Queensland schools to help instil a road safety culture within the community.
- b) the use of in-vehicle monitoring technology that provides driving behaviour feedback to facilitate the learning process in order to achieve a pre-determined standard allowing progression through the licensing system.

Lifelong learning

The Citizens' Taskforce has a firm view that there needs to be a cultural shift in our community to have an impact on road trauma in Queensland. They believe for this to happen, safe road use needs to be entrenched in our way of thinking from a very early age

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and that it will only be achieved through education. There are many opportunities for road safety principles to be reinforced throughout a person's life. Education starts from an early age with parents as role models, and children pick up habits quickly, often reminding parents about 'two hands on the wheel' or wearing seatbelts.

To strengthen this learning process, road safety should be integrated in the school curriculum as a compulsory education module. Schools dedicate time to teach children swimming in response to the number of drownings in the community, and, given that road trauma costs the community so much in emotional trauma, medical costs and lost productivity, it is justified that it is given some priority within the curriculum. Road safety should be a topic that is addressed at multiple stages throughout the school year, introducing graduated road safety concepts from Prep through to Year 12.

There was support for 'life-long learning' in road safety, 'from the cradle to the grave', or at least from pre-Prep until people are on their open licence. Taskforce members talked about the extent of road safety education at schools, and thought that this could be stronger and more frequent. Campaigns such as Sun Smart and the Daniel Morcombe Foundation for child safety were cited as effective examples of consistent and persistent messaging achieving a cultural shift in the community.

This approach is aimed at forming good road safety attitudes and habits early in life because the Citizens' Taskforce believes "it is much easier to form good habits than change bad ones". To achieve this, formal road safety education should be integrated into the school system from early learning (Kindergarten) through to grade 12. This should be either as part of Health and Physical Education or as a distinct class and should be delivered on a regular basis. The Citizens' Taskforce felt as though education should be started as early as possible to capitalise on this critical time for learning and reinforced through all stages of development.

The Citizens' Taskforce identified that there should be different focus areas for different age groups, with concepts graduating in difficulty each year. For example:

- Prep / Kindy – crossing the road
- Junior school grades – road rules and bike and pedestrian
- Grade 8 – education is around road hazards
- Grade 9 – Re-enactment programs e.g. Docudrama
- Grade 10 – road rules
- Grade 11 – hazards
- Grade 12 – resilience training / peer pressure

Other considerations

- Involve stakeholders in the local community (parents through P&Cs and P&Fs, RACQ and other local clubs). An example of this could be an expansion of the Adopt-a-Cop program to educate students
- An app that caters both to early learning and progresses with a person through to driving stage
- Consider programs where people related personal experiences with road trauma
- Simulation of road hazards for Learner drivers
- Dramatised reenactments of crashes (like Docudrama)

In-vehicle monitoring technology

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According to Queensland's road crash data, the learner licence phase is the safest time to be a driver on the roads. In stark contrast to this, drivers are most at risk of being involved in a fatal or injury crash when they are first licensed to drive unsupervised. Through this recommendation, the Citizens' Taskforce is aiming to extend the safety benefits of the Learner Phase into the Provisional Phase by "bridging the gap" to lessen the impact of no longer having a supervisor present in the car. To do this, an in-vehicle device should be used to monitor the driving behaviour of P Plate drivers and provide feedback and ongoing support to assist new drivers in learning safe driving behaviours and develop good on road habits. A required standard will need to be met before progression from the first provisional phase (Red P) to the second provisional phase (Green P).

Driving behaviour could be assessed through the compulsory use of behaviour monitoring technology that gives real time feedback and coaching to the driver and plays the role of the "supervisor". The Citizen's Taskforce came up with a potential program they labelled "Drive Buddy." Drive Buddy was seen as a program that could be introduced at the pre-learner stage and continue to assist drivers in the following ways:

- *Pre-learner*: teaches concepts necessary to pass the learner licence test
- *Learner Licence Phase*: replaces log book – monitors hours and provides driver behaviour feedback to the driver and their supervisor
- *Red Provisional Phase*: certain amount of hours completed at a particular 'success rate' over a 12 month period. Mandatory to use Drive Buddy when driving and maintain set standard of successful driving (e.g. over 85%). Feedback from an in-vehicle device could be seen as supervising, designed to provide ongoing support through the most risky time of on road driving
- *Green Provisional Phase*: should remain two years – optional for Green P platers to use "Drive Buddy" however, a one hour monitored drive test must be passed to progress to an Open licence
- *Open licence*: Drive Buddy Game optional for Open drivers to use and gain prizes and discounts from partners based on driving performance.

Drive Buddy Game

During discussions an example was given of how tapping into a person's motivations can change what they do. For example, with Fitbit you set goals for yourself and all the information that's gathered off one little device is delivered to you. There is also the added benefit of group dynamics, by including friends in your network to bolster motivation.

The Citizens' Taskforce suggests that the incentive program outlined above could use these types of motivational elements and be extended to the wider driving population to maximise safety benefits. This initiative could have elements of gamification, allowing peer group support and competition, the allocation of points, badges and leader boards which could link to a catalogue of rewards. The 'catalogue' approach is necessary because different individuals are motivated by different incentives. It was also suggested that incentives should be delivered at incremental intervals (larger rewards incentivise individuals to continue with incentive program).

In developing this initiative the Government should consider the following:

- Technology that: monitors behaviours such as speeding, aggressive braking and cornering; blocks mobile phone use by using a "car mode function"; and provides real time feedback (or as close to real time as possible).
- Applying specific safety messages to behaviours so that it is used as a learning tool.

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- That elements of competition and gamification are used to increase engagement, and leverage opportunities for sponsorship by corporate partners to provide a 'catalogue' of meaningful rewards (in addition to the reward of licence progression).
- That the program should be introduced before the learner licence is issued so that users become familiar with it, and it should be mandatory during the P1 licence phase.
- That, during the 12 months of the P1 licence phase, a certain number of hours and a pre-defined success rate is achieved to progress to a P2 licence.
- That the use of the technology should be optional during the P2 licence phase and afterwards on Open (with those people still eligible for the other rewards not connected to licence progression).
- The advantages and disadvantages of how it's delivered (for example, by a mobile phone application or some other device which might be necessary for people who don't have smart phones).
- That the Police should not have access to the data to use for enforcement purposes.
- The opportunities to use technology to replace the current learner licence test, logbook and hazard perception test and to view it as an ongoing educational tool.
- The phone data and battery requirements of any technology introduced.
- The ability (and encouragement) for parents to access the data output and reward good driving behaviour.
- That the accumulation of demerit points delays the progression through the system.

The Citizens' Taskforce acknowledged that there would be some resistance from the target group in adopting this technology, however if the community is on-board and understands the basis for the policy, and if it is pitched effectively, it would soon become accepted as the norm, and would save lives.

Funding and partnership opportunities

- Look at government/private joint venture to help with funding
- Encouraging other interested partners to come on board to provide reward and incentives
- Need partners to help with inducements for example, insurance companies, Gold Lotto
- IT honour students could create the app/device

The Citizens' Taskforce came up with the catchy tagline: *"Lose the parent, keep the Drive Buddy"*

Other outcomes of Taskforce

Recommendation 4 – The Citizens' Taskforce recommends that Queensland adopts a target of zero road deaths – it is not acceptable that any person should be killed on our roads.

The Citizens' Taskforce believes that while many factors contribute to the number of road fatalities, death is an unacceptable price for any person to pay for using our roads. Road fatalities have a powerful and deeply personal impact on communities, and the Citizens' Taskforce is unwilling to accept any target for the number of road deaths other than zero. While this is an ambitious, long-term goal, the Citizens' Taskforce stresses that the Government needs to get on board with this concept and demonstrate its commitment to the broader Queensland community. Only then can we see the shift in cultural attitude and expectations needed to reach this goal.

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During general discussions about road safety, a Taskforce member made the following enquiry about road safety statistics, "Which was the best performing country, and what are they doing that Queensland isn't?" Sweden was cited as the best performing OECD nation for traffic crashes (2013 data). In 1997 the Swedish government introduced Vision Zero, a bold step at the time, that said only zero deaths is acceptable on their roads. Many of their policy decisions have been positioned with this vision in mind (lowering speed limits, roads built with safety prioritised over speed or convenience, 0.02 Blood/Breath Alcohol Concentration and imprisonment for drinking and driving).

The Taskforce discussed this concept and, the current situation in Queensland. They noted that the current Queensland Road Safety Strategy includes a vision of zero, but an interim *target* by 2020 of 200 or fewer fatalities and reduction in hospitalised casualties to 4,669 or fewer (both 30% reductions). The Taskforce thought that the only acceptable target is zero deaths.

On a show of hands, participants unanimously agreed that Queensland should adopt a target of zero. However, it was recognised that such a step required political will, which is reliant on community support.

Participants' thoughts on Vision Zero:

- "If there is a standard, we will rise to it, and there should be a standard of good behaviour."
- "The target of 200 is too many, we should be aiming for zero."
- "When you set targets people tend to meet them."
- "In setting the standard so high, we are participating in something that contributes to something for the greater good – we are personally contributing to this altruistic goal."
- "Cost of implementing it will eventually diminish, and the savings from road trauma should be considered by government."
- "Government needs to get on board and be committed to this target even though long term."

The Citizens' Taskforce recognises that this is a statement of intent rather than an expectation and that much needs to be done to achieve this target. They believe in order to move closer to this ambitious goal, the Queensland community needs to look at the bigger picture and consider everything that impacts the road toll. Thoughts include:

- Consistent and powerful advertising challenging the acceptability of road trauma
- Shifting cultural attitudes and expectations
- A clear increase in visible policing
- Driver assist technology, e.g. speed limiters, Tesla Autopilot put in cars
- Incentivising car owners to have a vehicle service regularly
- Annual vehicle inspections unless you can show by log book vehicle is in good order and safe to be on the road.

Recommendation 5 – The Citizens' Taskforce recommends that Queensland adopts a target of significant reduction in hospitalisations – it is not acceptable that any person should be injured on our roads.

The Citizens' Taskforce is making this recommendation because, while the number of fatalities has decreased over time, the number of hospitalisations has not changed and this needs to be focussed on. The cost to the community through health care, disability services and lost productivity alone is reason enough for the Government to make a reduction in

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hospitalisation crashes a priority. Added to this, are the significant costs and stress to individuals and families affected by road trauma, creating an extensive community issue that further warrants the Government's attention. It's acknowledged that technology will play a major role in making future driving safer, however every decision made by researchers and policy makers in the immediate term needs to be framed in the context of this harm minimisation approach.

The Citizens' Taskforce acknowledged that the number of hospitalisations as a result of road trauma adds significant costs to the hospital system. Their thoughts on reducing hospitalisation crashes include:

- Present facts and stats (including annual cost of hospitalisation and disability) through consistent and powerful advertising
- Increase community awareness that the number of hospitalisations each year have not decreased
- Defective cars need to be taken off the road
- Annual inspections (to deal with defective cars)
- Use driver assist technology to help prevent incidents, for example, Tesla Autopilot. Make it mandatory for all vehicles or at least L Plates and P Plates
- Incentives for doing the right thing can be recouped by heavier penalties for doing the wrong thing. Hit 'em high, hit 'em low. Forget PeaBeu, hit their pocket!

Recommendation 6 – In relation to impaired driving:

- a) The Citizens' Taskforce recommends that the Minister for Road Safety initiates and facilitates a community discussion about the issue of drink driving to explore options to reduce the instances of drink driving and associated road trauma. This conversation should consider the trade-offs of lowering the general alcohol limit to zero for all drivers.
- b) The Citizens' Taskforce supports a greater emphasis being placed on the issue of driving when impaired by drugs.

Community discussion about drink driving

Despite not falling directly within the scope of the question the Citizens' Taskforce has been charged with considering, the Taskforce feel as though this forum is an opportunity to make a clear statement to the Government about the issue of drinking and driving. While the Taskforce acknowledges there are many different stakeholders in the discussion, and that alcohol has traditionally been identified as part of the Australian culture, it believes the community view about alcohol is maturing and that it is time to set the standard for our future generations. The Taskforce feels that this is an issue that should be debated more broadly and the community view tested. Further, this conversation needs to be had within the broader social context of alcohol consumption in the community and will need to duly consider the unintended consequences of the introduction of any drink driving initiative, particularly the introduction of a 0.00 Blood/Breath Alcohol Concentration.

The Taskforce discussed the acceptance and ethics of drinking and driving. There was a view that drinking and driving should be completely separated – that once someone has a drink, their ability to decide if they are 'under the limit' (of 0.05 Blood/Breath Alcohol Concentration – BAC) is impaired. The point was made that this was an issue where the broader social context was important – the consumption of alcohol is a significant social and health issue. For some people, alcohol addiction is the issue and drink driving is the result.

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The Taskforce reached unanimous agreement about the conversation, but there was split agreement about where the Taskforce sits in that conversation. Taskforce members' opinions on the topic of lowering the general alcohol limit to 0.00 was divided. Out of the 25 members of the Taskforce, 14 supported lowering the BAC limit to 0.00 and this type of split was thought to be representative of the community at large. All members of the Taskforce agreed that the debate is complex and there are always unintended consequences when these policy decisions are made. Many different issues will need to be addressed as part of the community discussion.

Arguments in support of a zero BAC included:

- We don't let pilots fly with alcohol in their system and they are responsible for multiple lives. How is being behind the wheel of a car under the influence any different? We still have the ability to hurt others as we are impaired when we take one drink.
- 0.05 level affects everyone differently, 0.00 is the only sure fire way.
- Young drivers are taught to accept a zero level
- Reward drivers for having a negative reading
- Mandatory breathalysers in every car
- Shift in attitudes towards alcohol. It is a drug itself. It depresses the central nervous system, making reactions slower. If I can drive with alcohol in my system, then I can drive with a lot of other things too!
- We need to set a standard for our future generation. Times have changed. This is a conversation that needs to happen.
- Alcohol works in synergy with other things (antibiotics for example) so even though I am very under the legal BAC I can be super impaired.

However, there was also discussion about how realistic a zero BAC would be and the community trade-offs associated with it. At the heart of the debate, is that it's a matter of the community accepting what's workable versus what level of risk we are prepared to accept. 0.05 is the current answer in that debate in Queensland. It doesn't mean it's the safest answer, it doesn't mean it's the most profitable answer, and we acknowledge that there are multiple tensions in that argument. But it's the community that will ultimately decide what level we are willing to adopt.

Arguments against a zero BAC included:

- Taking away my choice as an adult
- Might increase drug use because it is not widely tested and they might feel that they can get away with it
- How will zero BAC affect the restaurant / club / pub industry? Jobs, lifestyle, freedoms etc.
- We do need a 0.0 BAC eventually, however the community will not accept that just now because some Australians are idiots when it comes to alcohol – should definitely be lowered though.
- It's good to have a zero tolerance for alcohol but in reality, is that really what's going to happen? Everyone will bring their cartons of beer home – they are going to drink more, creating more alcohol abuse and we will see an increase in domestic violence.
- We already have high levels of alcoholism in the community, which induces diabetes, obesity and high blood pressure, all of which further impact on the health system and put pressure on other family members limiting their mobility.
- It would mean people would stay at home to drink, would disadvantage people who live in areas without public transport, and impact on businesses.

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Given these varying views, the Taskforce felt that this was an issue that should be debated more broadly and the community view tested.

Emphasising drug driving

The prevalence of drug use in the community is having severe and fatal consequences on our roads. Drug driving is a growing community issue that requires increased attention and a harder line needs to be taken by the Government. The Citizens' Taskforce acknowledges that the testing process to detect drug use and its associated costs is a major issue in combating drug driving. They believe that harsher penalties (particularly through increased fines) should be considered to off-set the costs and that education, along with stronger enforcement need to be a priority to have a strong influence on this issue.

Thoughts from the Citizens' Taskforce include:

- Drugs and drug driving is a problem in the community, with detection increasing significantly – 1 in 3 tests returning positive is alarming
- The process of detecting drug drivers needs to be improved and the cost for testing needs to decrease significantly. The Government should consider the current contractual arrangements to reduce costs or increase fines to cover the cost of testing
- Acknowledge this growing issue with an increased focus and strong and consistent advertising on this issue
- Do not legalise drugs, ever
- Change social attitudes and awareness toward drugs which currently appears to be softening (evident in higher use)
- More education is needed of effects of drugs on health and driving and the relationship between drugs and alcohol
- We need to look at the technology surrounding drug driving.

Conclusion

The Citizens' Taskforce would like to thank the Minister for Road Safety for the opportunity to consider the issue of incentives to encourage safe driving and look forward to seeing a response to the recommendations contained in this report in due course.