



Rockdale gets a new LOOK for Pedestrian Safety

As part of Council's ongoing response to concerns over the safety of local pedestrians new kerbside stencilling has been applied around the streets of the Rockdale Town Centre. This is just one of the on going strategies from Council's latest Pedestrian Safety Campaign that has been running over the past couple of weeks.

With support from the RTA, Council is taking proactive steps to ensure that local residents and visitors are reminded to take extra caution when crossing our roads. Pedestrian account for over 30% of road fatalities in Sydney each year.

High profile kerbside stencilling has proven to be a simple yet effective approach to saving lives and preventing injuries. The visual reminder at crossings is a on-the-spot prompt to action pedestrian just before they step out. The LOOK stencils increase awareness of crossing safety and help to identify the direction of traffic flow.

During the month of June Council has also been handing out information packs and balloons to local pedestrian to further educate them.

Mayor Bellamy said "The safety of all pedestrian using Rockdale roads is paramount, State-wide, the number of pedestrian fatalities and injuries has become as much a cause for concern as for drivers. With the support of the RTA, Rockdale City Council is taking proactive steps to ensure that local residents and visitors are reminded to take extra caution when crossing our roads"