

## From the Coast

### Being Road Wise

As many of us start to harvest at this time of year, and with the extra traffic on our roads, especially heavy machinery, it is important to remember to drive safely. It's been almost a year since the Esperance Roadwise Team launched the *Slow Down and Enjoy the Ride* Campaign and video.

Since its launch, the video has been viewed over 289,400 times, shared over 5,600 times and this is still counting. It's clear that the message 'Slow Down and Enjoy the Ride' is being spread and is reminding and encouraging people to drive safely. Once again, thank you Esperance Roadwise, Jaimen Hudson, Dan Paris and everyone involved in creating this video.

Speed is a huge contributing factor to many road crashes in our region. If you're travelling behind a road train on a dusty gravel road; don't overtake, sit back, slow down and enjoy the ride. Ask yourself does it really matter if you're a few minutes late? Surely it's better to arrive late than not at all?

Driver behaviour is a simple thing we can all be aware of to be safer on our roads. We should be concentrating to the max when we're driving, especially on long trips! Break up the trip with regular stops to have a snack, stretch your legs, or check your phone – that way you aren't tempted to do these whilst driving. Road trauma has far reaching effects.

The Shire of Esperance has the largest road network for a local government in Western Australia, consisting of 4,500km of road, of this 3,700km is unsealed. To replace the entire network would cost \$434.9 million! This year's budget includes \$12.5 million worth of road work, of which \$10 million is allocated towards rural roads and the remainder to the town. This year's program includes constructing 14km of new sealed roads, reconstructing 3km of sealed roads and resheeting 203km of unsealed roads.

Works are prioritised based on a hierarchy, which includes many factors such as traffic volume, usage and condition. Rural roads have been a priority of Council for the last six years and there's no doubt its paying off because we are receiving less complaints about rural roads. If you would like to get updated information or be added to the notification register please call 9071 0637 or visit the Shire website.