

Transport Department beautifies traffic signal controllers to promote road safety (with photos)

The Transport Department (TD) said today (August 13) that the department is giving traffic signal controllers a colourful makeover by affixing a variety of specially designed posters carrying road safety slogans to remind road users, including drivers, pedestrians and cyclists, to observe road safety and hence reduce traffic accidents.

The Government attaches great importance to road safety and endeavours to ensure the safety of road users by adopting a multipronged strategy, through the application of new technology, improvements to transport facilities and traffic management, legislation and stepping up enforcement, publicity and education, etc. The TD has been collaborating with the Road Safety Council and the Hong Kong Police Force to promote road safety among road users through various publicity and education activities. Among them is the beautification works on traffic signal controllers which are originally grey or light green in colour. The works have been completed on 264 traffic signal controllers at accident-prone junctions in each district in Hong Kong by affixing a variety of full-height publicity posters with display of different slogans to disseminate various road safety messages to road users, such as following traffic rules, using pedestrian crossing facilities, and wearing helmets and personal protective equipment when cycling, as well as no drug or drink driving. While enhancing cityscape and beautifying the environment, it also helps create a community that is aware of road safety.

The TD plans to launch the beautification works to other 360 traffic signal controllers with full-height publicity posters this year, so as to let more road users receive the relevant road safety messages.

"Road safety depends on the co-operation of every road user. We appeal members of the public to follow traffic rules, and be attentive, patient and law-abiding at all times. The Government will continue to enhance safety awareness of road users through publicity and education," a TD spokesman said.

