

12 April 2022

[REDACTED]

REF: OIA-9587

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 23 February 2022 requesting the following information under the Official Information Act 1982 (the Act):

information supplied to the Minister of Transport or senior officials since January 2021 on the Road to Zero campaign, that relates to:

- *The total amount of investment required to meet the goals of the campaign,*
- *The amount of investment that has been spent and the effectiveness of that spend,*
- *Delays in any projects that are part of the campaign,*
- *New or existing initiatives/strategies for achieving the objective of the campaign.*

Road to Zero, New Zealand's road safety strategy, was launched by Te Manatū Waka Ministry of Transport in 2019 and Waka Kotahi NZ Transport Agency is leading its delivery.

Underpinned by a vision of zero deaths and serious injuries in Aotearoa, Road to Zero is the first step in achieving this vision and specifically aims to reduce deaths and serious injuries on New Zealand roads by 40 percent by 2030 (based on 2018 levels). Road to Zero is centred around a safe system approach, one where we assume people will make mistakes and the system is designed to prevent deaths and serious injuries.

Road to Zero identifies five areas of focus: infrastructure and speed, vehicles, work-related road safety, road user choices and system management. The system management focus area recognises a need to build public understanding and support for road safety action and this is where the Road to Zero public awareness campaign comes in.

I have numbered each part of your request and will answer each in turn.

1. The total amount of investment required to meet the goals of the campaign

The Road to Zero strategy sets a target of 40 percent reduction in deaths and serious injuries (DSI) by 2030. This information can be found on the Ministry of Transport's website here:
www.transport.govt.nz/area-of-interest/safety/road-to-zero/

The Government's investment to meet the goals of Road to Zero are set out in the Government Policy Statement on Land Transport 2021 (GPS), which signals an investment of \$10 billion from the National Land Transport Fund between 2021/22 and 2030/31. The GPS can be found on the Ministry of Transport's website here: www.transport.govt.nz/assets/Uploads/Paper/GPS2021.pdf.

2. The amount of investment that has been spent and the effectiveness of that spend

Please see the table in Appendix 1 for the investment undertaken so far under the Road to Zero activity classes as part of the National Land Transport Programme.

The total anticipated production and media cost for the Road to Zero public awareness campaign to 30 June 2022 is \$4,737,200 (exclusive of GST). This includes the production and media costs for two television advertisements as well as the production and media costs for all other supporting assets including radio, digital, social media, print media and out of home media. A detailed breakdown of costs cannot be provided in order to protect commercial sensitivity.

Regarding the effectiveness of these investments, the Annual Monitoring Report 2020 outlines that approximately 45-60 fatalities will be prevented due to Road to Zero initiatives over the next three years. The baseline year which these figures are compared to is 2018.

Any future investments are reported in the Annual Monitoring Report on the Ministry of Transport's website. The last report for 2020 can be found here: www.transport.govt.nz/assets/Uploads/MOT-3833-Road-to-Zero_Annual-Monitoring-Report-2020_FA4_WEB.pdf. The 2021 report is planned for release in mid-2022.

3. Delays in any projects that are part of the campaign

Progress on Road to Zero activities is reported on annually via the Annual Monitoring Report. Please note that the second report is currently being developed and the Ministry of Transport will publish it later in 2022.

4. New or existing initiatives/strategies for achieving the objective of the campaign.

The Road to Zero strategy is accompanied by an Action Plan which outlines 15 initial actions for the three-year period from 1 January 2020. This can be found at the following link: www.transport.govt.nz/assets/Uploads/Report/Road-to-Zero-Action-Plan_Final.pdf

Waka Kotahi and other key road safety partners are working with the Ministry of Transport on the development of the next Road to Zero Action Plan for 2023-25. Any new initiatives for achieving the objectives of Road to Zero will be considered as part of this development.

If you would like to discuss this reply with Waka Kotahi, please contact Ministerial Services by email to official.correspondence@nzta.govt.nz.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'F Marsh', with a stylized, cursive script.

Fabian Marsh

Senior Manager, Road Safety

OIA-9587 Appendix 1 – Investment in 2021 and 2022

Activity Class	January 2021 – June 2021 (\$ million)	July 2021 – February 2022 (\$ million)
Road to Zero – Safety infrastructure	278	134.1
Road to Zero – Road policing (including automated enforcement)	193.3	256.5
Road to Zero – Road safety promotion	32.1	36.8
Total	503.5	427.4