

# road safety issues

## Eastern Bay of Plenty Area

Land Transport New Zealand has prepared this road safety issues report. It is based on reported crash data and trends for the 2001-2005 period. The intent of the report is to highlight the key road safety issues within the Eastern Bay of Plenty Area and provide partners with an indication of their road safety performance.

'A comparison of the data provided in this report with the road safety objectives outlined in your road safety strategy will provide an indication of the road safety performance you are achieving in your area. It will also help you in your planning to ensure you apply the most appropriate intervention or mix of interventions from enforcement, education and engineering efforts to the high-risk stretches of road in your area.'

Land Transport NZ will actively participate in road safety action planning to identify and prioritise initiatives that will assist in achieving road safety targets. The challenge for us all is to achieve a year-on-year reduction in road crashes.

I hope this copy of *Road safety issues 2006* assists you in identifying ways of achieving improved safety outcomes in your area.'

Rosalie Orr  
 Partnership Manager – Midlands

### Major road safety issues

#### Eastern Bay of Plenty Area

Poor observation

Drink-driving

Speed

Restraints and helmets

#### Nationally

Speed

Alcohol

Failure to give way

Restraints



### 2005 road trauma for Eastern Bay of Plenty Area



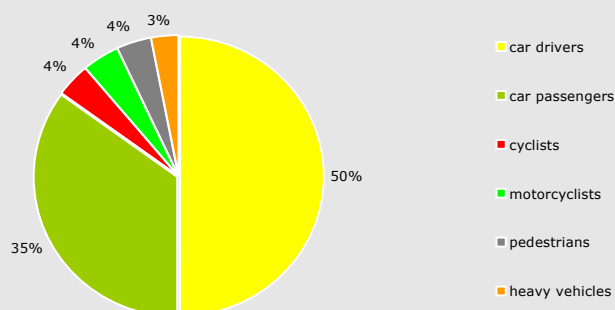
Deaths	11
Serious casualties	47
Minor casualties	113



Fatal crashes	11
Serious injury crashes	33
Minor injury crashes	65
Non-injury crashes	194

### Road casualties 2001-2005

#### User type 2001-2005



### Estimated social cost of crashes\*

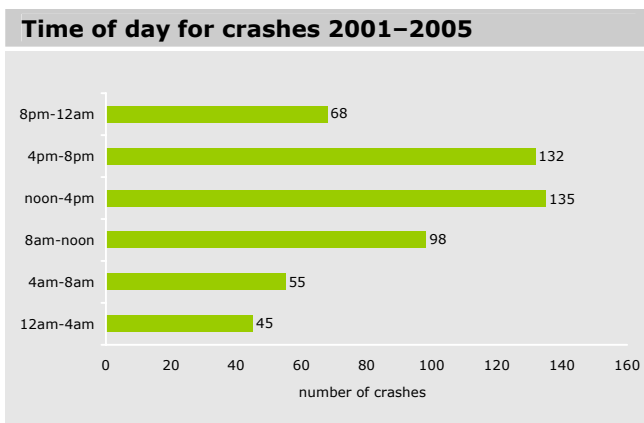
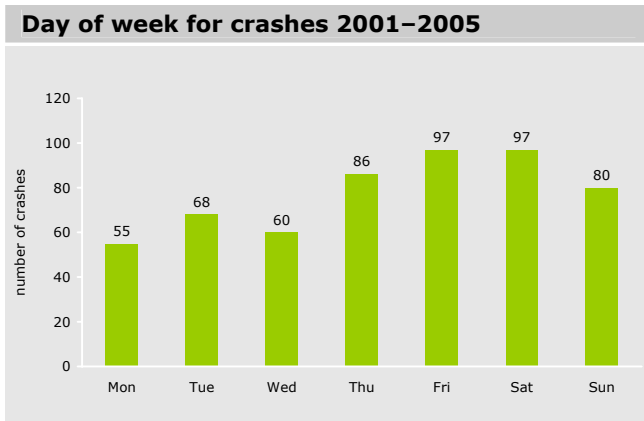
#### Social cost (\$ million)



\* The estimated social cost includes loss of life or life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal or non-fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are expressed at June 2005 prices.

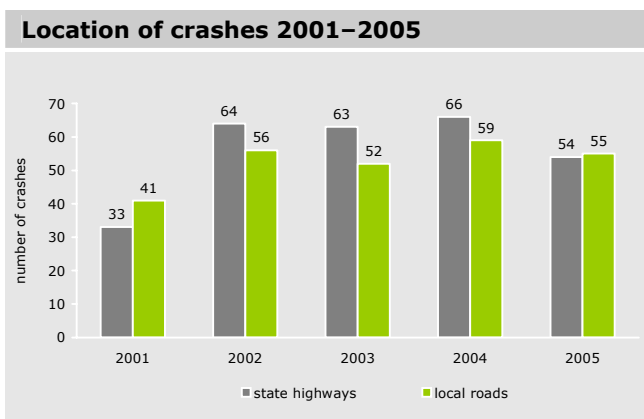
## When crashes occurred

Crashes resulting in injury can occur at any time but in the Eastern Bay of Plenty Area from 2001 to 2005, Friday and Saturday and noon to 4 pm were the worst periods.



## Where crashes occurred

During the 2001-2005 period, approximately 93 percent of fatal crashes (where one or more people were killed) and 70 percent of injury crashes occurred on rural roads. In rural areas there is a greater chance of a fatal crash occurring than in an urban area, due to the higher speed limits.



## Who was involved

From 2001 to 2005, 881 people were injured on Eastern Bay of Plenty Area roads.

**Road user groups involved in crashes**

Road user group	Urban casualties	Rural casualties
Drivers	45%	52%
Passengers	27%	38%
Heavy vehicle occupants	1%	5%
Motorcyclists	7%	3%
Cyclists	8%	1%
Pedestrians	12%	1%

**Age groups of those involved in crashes**

Age group	Males	Females	Population in Eastern Bay of Plenty Region
<5	2%	2%	8%
5-9	4%	3%	10%
10-14	7%	6%	10%
15-19	19%	20%	7%
20-24	11%	13%	5%
25-29	8%	9%	6%
30-34	10%	9%	7%
35-39	9%	5%	7%
40-44	8%	7%	8%
45-49	4%	6%	6%
50-54	4%	4%	6%
55-59	3%	3%	5%
60-64	3%	4%	4%
65-69	3%	2%	4%
70-74	2%	3%	3%
75-79	2%	1%	2%
80+	1%	3%	2%

**Gender of those involved in crashes**

Gender	Urban crashes	Rural crashes
Female	132	395
Male	100	249

## Poor observation

Poor observation includes:

- inattention or failing to notice, eg failing to notice traffic lights while driving home on 'autopilot' and thinking about what to cook for tea
- attention being diverted, eg being distracted by children in the back seat
- not seeing or looking for another road user until too late, eg not checking behind when changing lanes or experiencing near misses at intersections.

Nationally, not seeing or looking for other parties until too late was the second highest contributing factor in injury crashes in 2005.

Failure to see or look for another road user until too late was a factor in 2,279 injury crashes in 2005 – a greater number of crashes than either drink-driving or speed, but with a lower social cost and a lower rate of severity.

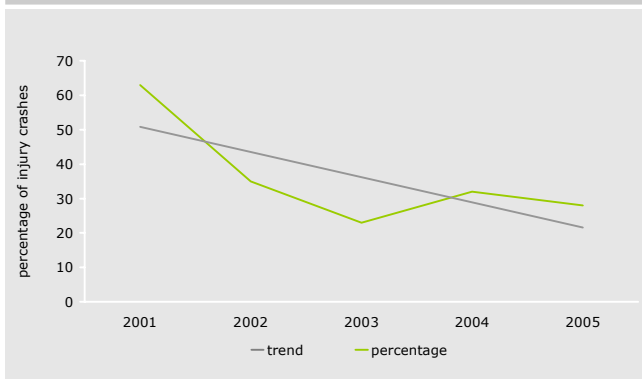
In the Eastern Bay of Plenty Area, poor observation was a factor in 26 percent of injury crashes in 2005, a decrease from 2004, and decreasing against the national trend.

There were 146 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly an urban issue in the Eastern Bay of Plenty Area in 2005 and was a factor in 28 percent of the injury crashes occurring on roads with a speed limit of, or lower than, 70 km/h.

Poor observation has decreased over the last four years, with the number of injury crashes falling from 11 in 2004 to nine in 2005.

### Urban poor observation crashes 2001–2005



Poor observation is a challenging issue for all road safety groups to address. In particular, thought needs to be given on how to address:

- complacency of drivers
- looking but not seeing
- roading networks that contain surprises to the inattentive driver.

## Key locations

The following provides a breakdown of the key locations at which poor observation crashes occurred during the 2001–2005 period in the Eastern Bay of Plenty Area:

Whakatane District
SH2/Western Drain Road intersection
SH30/SH34 intersection
SH30/Te Rahu Road intersection
SH30 500m south of Thornton Road
Valley and Gorge Roads intersection

## Territorial local authority performance

The following table provides the percentage of poor observation related crashes that occurred in the Eastern Bay of Plenty Area and the peer group during the period 2001–2005.

	TLA	Peer group*
Whakatane District	29%	31%
Kawerau District	33%	26%
Opotiki District	21%	26%

\*Peer groups consist of TLAs which have similar geographical, population and traffic volume profiles.

## Drink-driving

Alcohol affects the way people drive. Studies repeatedly show that the risk of crashing increases as a driver's blood alcohol level increases. Contrary to popular opinion, people with high blood alcohol levels are more likely to be injured or killed in a crash than those who have not consumed alcohol. If injured, they are also more likely to encounter complications in their recovery.

For every 100 drink-drivers or riders killed in road crashes, 53 of their passengers and 11 other road users die with them.

For the 12 months to December 2005, alcohol-affected drivers contributed to 27 percent of all fatal crashes and 13 percent of all injury crashes.

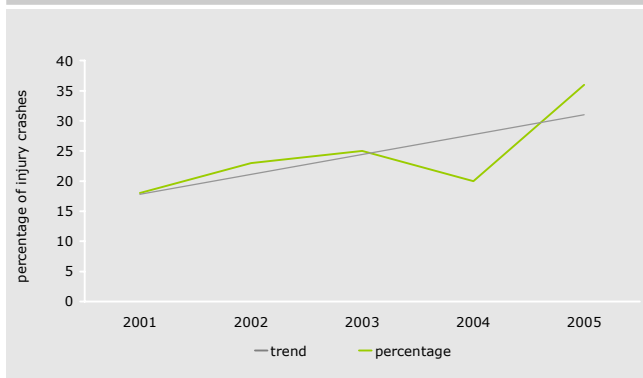
In the Eastern Bay of Plenty Area, alcohol was a factor in 32 percent of injury crashes in 2005, an increase from 2004, and increasing with the national trend.

There were 132 alcohol-related injury crashes reported in the last five years.

Drink-driving was predominantly a rural issue in the Eastern Bay of Plenty Area in 2005 and was a factor in 36 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Drink-driving has increased as a factor on rural roads over the last five years, with the number of injury crashes rising from 18 in 2004 to 28 in 2005.

### Rural alcohol-related crashes 2001–2005



A small group of regular high-risk drink-drivers make up only one percent of all drivers on the road at night and weekends, but are responsible for nearly half the crash deaths at the time.

Last drink surveys are completed by New Zealand Police officers at the time of processing drink-drivers. The information from these surveys is used in a number of ways and includes assisting:

- liquor licensing assessment groups to identify at-risk premises
- the New Zealand Police to target their activities to drink-driving
- health authorities to target their activities and to monitor the impacts of any legislation changes.

## Key locations

The Eastern Bay of Plenty Area is made up of a number of territorial local authorities (TLAs). The following provides a breakdown of the key locations at which drink-driving crashes occurred during the 2001-2005 period.

### Whakatane District

SH38 3000m west of Kopuriki Road

## Territorial local authority performance

The following table provides the percentage of drink-driving related crashes that occurred in the Eastern Bay of Plenty Area and the peer group during the period 2001-2005.

	TLA	Peer group*
Whakatane District	24%	16%
Kawerau District	22%	14%
Opotiki District	24%	14%

\*Peer groups consist of TLAs which have similar geographical, population and traffic volume profiles.

## Speed

Speed includes not only exceeding the speed limit, but also driving too fast for the conditions of the road. No matter how good drivers think they are, speeding significantly increases the chance of crashing, resulting in serious injury or death.

- A child struck in a suburban street by a car travelling at 10 km/h over the speed limit will be killed.
- Driving at 100 km/h in light rain requires the same stopping distance as driving at 120 km/h on a dry road.
- Driving at 50 km/h in dry conditions requires 37 metres stopping distance. Driving at 100 km/h in dry conditions requires 111 metres stopping distance.

Nationally, speed is one of the major contributing factors to road crashes. For the 12 months to the end of December 2005, excessive speed contributed to around 20 percent of fatal crashes and 12 percent of injury crashes.

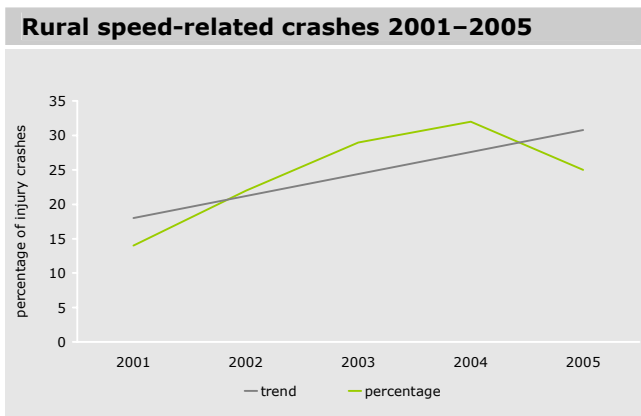
During 2005, there were 1,835 injury crashes where the driver was travelling too fast for conditions.

In the Eastern Bay of Plenty Area, excessive speed was a factor in 25 percent of injury crashes in 2005. This was a decrease from 2004 and decreasing against the national trend.

There were 128 speed-related injury crashes reported in the last five years.

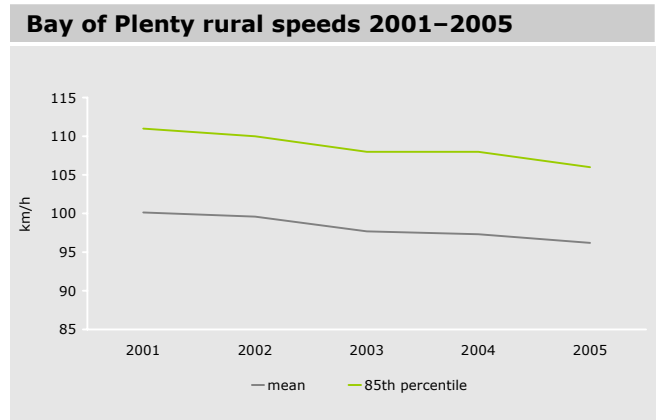
Speeding is predominantly a rural issue in the Eastern Bay of Plenty Area in 2005 and was a factor in 25 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h. Most roads in the Bay of Plenty were built for 80 km/h speeds and cannot be driven safely at the open road maximum speed of 100 km/h.

Speed has fluctuated as a factor on rural roads over the last four years, with the number of injury crashes falling from 29 in 2004 to 19 in 2005.



## Speed surveys

Speed surveys are undertaken annually throughout the country and it is pleasing to see that nationally both urban and rural speeds are continuing to decrease. The following graph illustrates the results of surveys undertaken in the Bay of Plenty Region over the last five years.



## 2005 public attitudes survey

Responses from the Bay of Plenty Region indicated:

- 39 percent of drivers said that they enjoyed driving fast on the open road
- 12 percent of drivers agreed that there was little chance of a crash when speeding if they were careful
- 19 percent of drivers thought that the risk of being caught speeding was small
- 72 percent thought that enforcing the speed limit helped to lower the number of road deaths.

## Territorial local authority performance

The following table provides the percentage of speed related crashes that occurred in the Eastern Bay of Plenty Area and the peer group during the period 2001-2005.

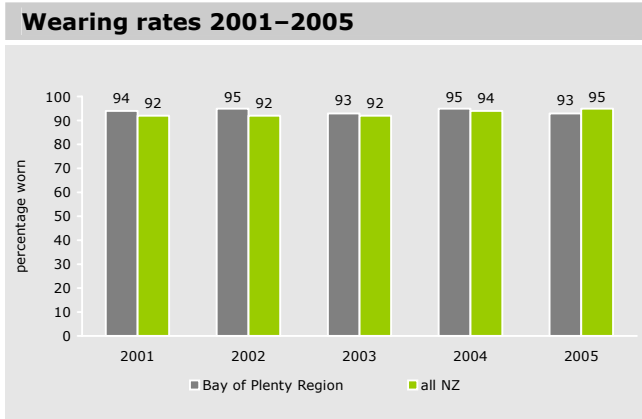
	TLA	Peer group*
Whakatane District	23%	21%
Kawerau District	22%	22%
Opotiki District	26%	22%

\*Peer groups consist of TLAs which have similar geographical, population and traffic volume profiles.

## Restraints and helmets

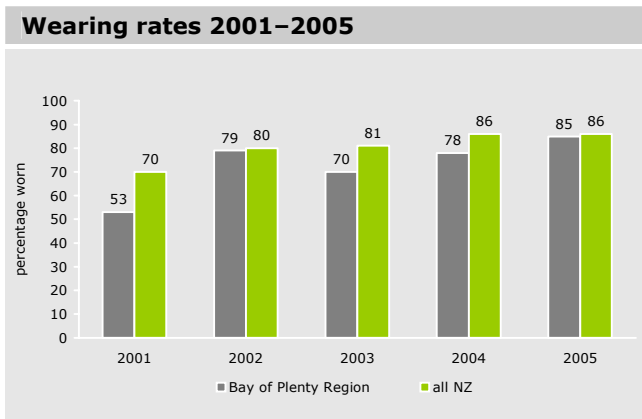
In the 12 months to December 2005, 93 people who were killed on the roads were not wearing safety belts. According to police officers, at least 24 of those lives (five were children) would have been saved had they used the restraints available to them.

### Front seat safety belt use - adult



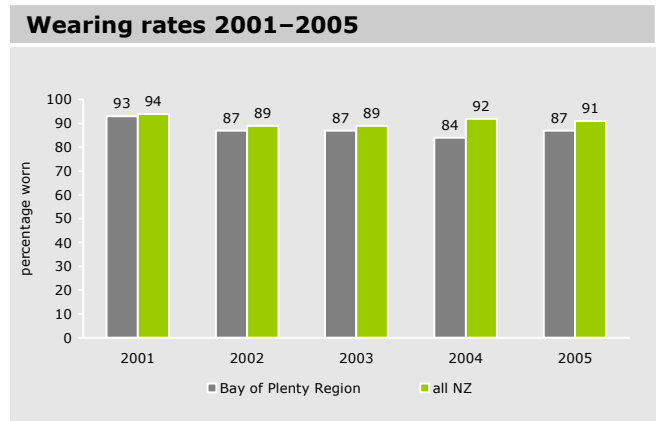
Responses from the Bay of Plenty Region to the 2005 public attitudes survey indicated that 33 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt when driving was very or fairly likely.

### Rear seat safety belt use - adult



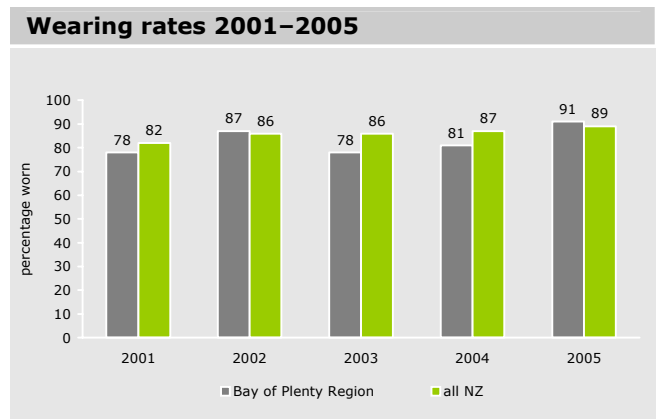
Responses from the Bay of Plenty Region to the 2005 public attitudes survey indicated that 10 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt as a rear seat passenger was very or fairly likely.

### Cycle helmets



Since becoming compulsory in 1994, cycle helmet use has increased substantially. The wearing rate in the Bay of Plenty Region has steadily decreased since 2001, and continues to be below the national figure.

### Child restraints



Responses from the Bay of Plenty Region to the 2005 public attitudes survey indicated that 24 percent of those surveyed thought that the chance of being caught if a child under five in a back seat was not in a child restraint was very or fairly likely.

## Partnerships

Land Transport NZ works closely with many road safety partners at national, regional and local levels. These include government departments, enforcement agencies, territorial local authorities, health authorities and local service providers.

Some of the key road safety partners in the Eastern Bay of Plenty Area include:

### **New Zealand Police**

Bay of Plenty District Road Policing Manager  
Kevin Taylor  
PO Box 741  
Rotorua  
Phone 07 349 9554

### **Road Safety Coordinators**

Bay of Plenty Region  
Transport Planner  
Mike Seabourne  
PO Box 364  
Whakatane  
Phone 0800 368 267

Eastern Bay of Plenty  
Maurice Tooke  
Private Bag 1002  
Whakatane  
Phone 07 307 9800

### **Local Authority Engineers**

Whakatane District  
Private Bag 1002  
Whakatane  
Phone 07 306 0500

Kawerau District  
Tom McDowall  
Private Bag  
Kawerau  
Phone 07 323 8779

Opotiki District  
Dave Reece  
PO Box 44  
Opotiki  
Phone 07 315 3030

### **Transit NZ Area Manager**

Daya Govender  
PO Box 973  
Hamilton  
Phone 07 957 1610

### **Accident Compensation Corporation**

Bay of Plenty Area  
ACC Injury Prevention Consultant  
Carole Fleming  
PO Box 748  
Tauranga  
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## Contacts

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