

road safety issues

July 2003

The Land Transport Safety Authority (LTSA) has prepared this road safety issues report. It is based on reported crash data and trends for the 1998–2002 period. The intent of the report is to highlight the key road safety issues and to identify possible ways to reduce the level of road deaths and injuries in the Bay of Plenty Region.

'The data contained in these reports gives us a good picture of the level of trauma that has been happening on our roads over the past five years. However, lives are saved through the commitment of road safety partners who are focusing collaboratively on why road crashes occur, and then working with communities and industry to address these issues. Road safety partnerships have been instrumental in achieving the road safety gains made to date on our roads. Commitment to the strengthening of road safety partnerships will be essential if we are to achieve the 2010 road trauma targets.'

Glenn Bunting
LTSA Regional Manager
Waikato and Bay of Plenty

Major road safety issues

Bay of Plenty Region

Poor observation

Drink-driving

Failure to give way

Restraints and helmets

Nationally

Speed

Drink-driving

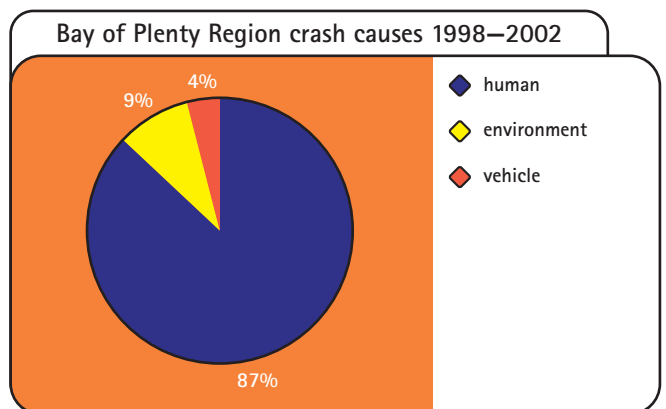
Failure to give way

Restraints

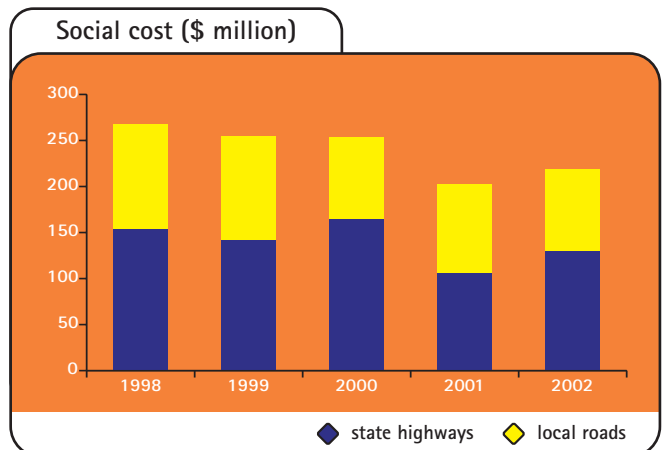
2002 road trauma for Bay of Plenty Region

⚔	Fatalities	30
♀	Serious casualties	167
	Minor casualties	619
🚗	Fatal crashes	29
	Serious injury crashes	128
	Minor-injury crashes	408
	Non-injury crashes	1,368

Regional crash causes 1998–2002



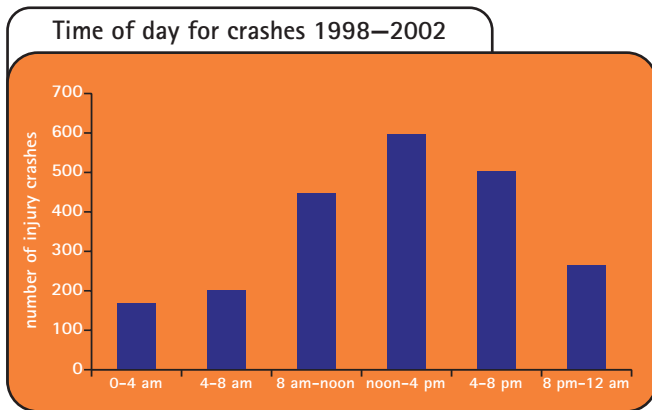
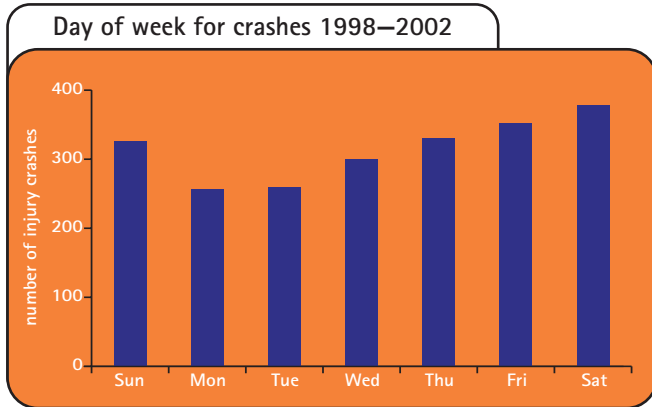
Estimated social cost of crashes*



* 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 2002 prices.

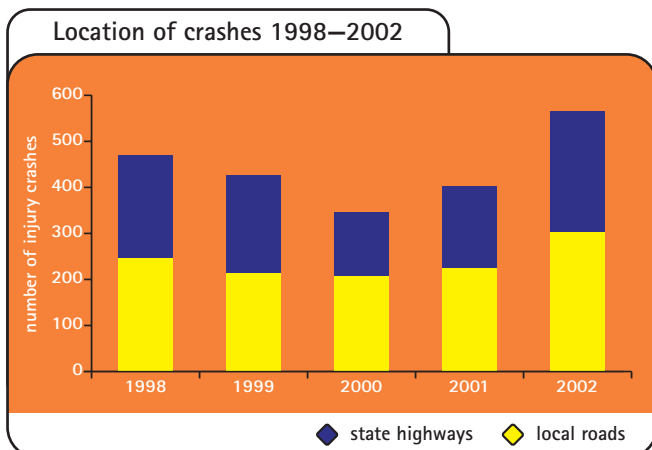
When crashes occurred

Crashes resulting in injury can occur at any time, but in the Bay of Plenty Region between 1998 and 2002, Saturday and early afternoon (noon–4 pm) were the worst periods.



Where crashes occurred

During the 1998–2002 period, approximately 70 percent of fatal crashes (where one or more people were killed) and 47 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 in crashes

Between 1998 and 2002, 3,466 people were injured on Bay of Plenty roads. Drivers accounted for 47 percent of people injured and passengers 31 percent.

Other key road-user groups represented among those injured in this period included motorcyclists (six percent), cyclists (five percent) and pedestrians (seven percent).

Licence status of all drivers involved in injury crashes in 2002

Licence status	Urban crashes	Rural crashes
Full licence	52%	66%
Learner or restricted	19%	15%
No or wrong licence	16%	4%
Forbidden or disqualified	3%	3%
Overseas	2%	3%
Unknown	8%	9%

Ethnicity status of all drivers involved in injury crashes in 2002

The collection of ethnicity information commenced in late 2001 via the traffic crash reports completed by the New Zealand Police.

In 2002, the largest ethnic group involved in crashes in the Bay of Plenty Region was New Zealand European. However, when considering the ethnicity of those involved in crashes in the Bay of Plenty Region compared with all New Zealand and with similar regions, the following ethnic group was over-represented in 2002:

- New Zealand Maori in both urban and rural crashes.

Ethnicity status	Urban crashes	Rural crashes
NZ European	62%	57%
NZ Maori	29%	30%
Cook Islander	2%	1%
Samoan	1%	1%
Tokelauan		2%
Other Pacific Islander		1%
Asian	3%	7%
Other	3%	1%



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 third highest contributing factor in injury crashes in 2002. The total social cost of these crashes was \$552 million.

Failure to see or look for another road user until too late caused 2,128 crashes in 2002 – a greater number of crashes than those caused by speeding or drink-driving.

In the Bay of Plenty Region, poor observation was a factor in 36 percent of injury crashes in 2002. The long-term trend indicates that poor observation is an increasing problem in the Bay of Plenty Region and is following the national trend.

There were 628 injury crashes relating to poor observation reported in the last five years.

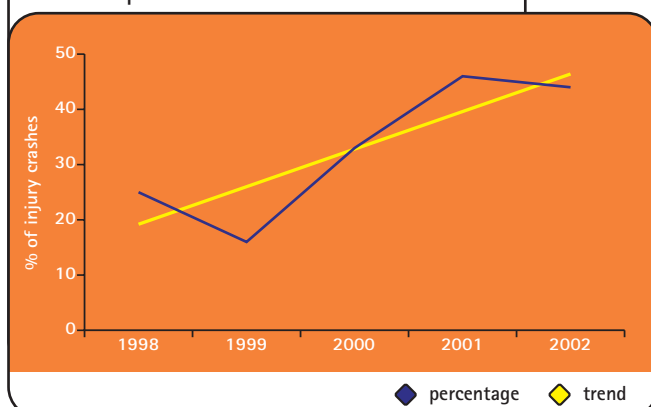
Poor observation was predominately an urban issue in the Bay of Plenty Region in 2002 and was a factor in 44 percent of the injury crashes occurring on roads with a speed limit lower than 70 km/h. Poor observation has increased as a factor on urban roads over the last four years, with the number of injury crashes rising from 101 in 2001 to 141 in 2002.

The majority (43 percent) of poor observation crashes occurred at intersections.

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 for the inattentive driver.

Urban poor observation-related crashes





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 a high blood alcohol level 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, 59 of their passengers and 36 other road users die with them.

Nationally, alcohol was the second highest contributing factor in road crashes during 2002 with these crashes resulting in a total social cost of \$701 million. In past years, over 40 percent of fatal crashes and over 20 percent of all reported injury crashes featured one or more drivers affected by alcohol.

For the 12 months to December 2002, alcohol-affected drivers contributed to 25 percent of all fatal crashes and 13 percent of all injury crashes.

In the Bay of Plenty Region, alcohol was a factor in 21 percent of injury crashes in 2002, a decrease from 2001, and decreasing in line with the national trend.

There were 454 alcohol-related injury crashes reported in the last five years.

Alcohol was predominantly a rural issue in the Bay of Plenty Region in 2002 and was a factor in 26 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Alcohol has increased as a factor on rural roads over the last three years, with the number of injury crashes rising from 43 in 2001 to 62 in 2002.

Responses from the Bay of Plenty Region to the 2002 Public Attitudes Survey indicated:

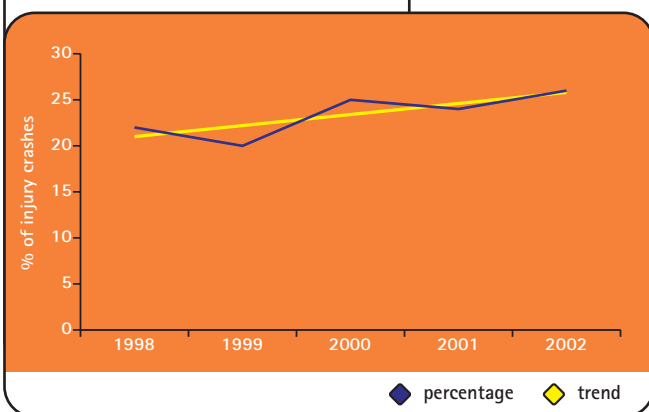
- 14 percent of drivers now agreed that there was not much chance of a crash when driving after drinking if they were careful
- 46 percent of drivers believed that the overall risk of being caught drinking and driving was small
- 83 percent believed compulsory breath testing helped to lower the number of road deaths.

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 that 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 monitor the impacts of any legislation changes.

Rural alcohol-related crashes





Failure to give way

Failure to give way can occur at a number of locations including:

- at intersections with Give Way or Stop signs
- for pedestrians at pedestrian crossings
- when entering the roadway from a driveway.

Drivers who fail to give way generally fall into the following categories:

- those who don't understand the road rules and assume they have the right of way
- those who assume the other car is going to let them through or stop (and may be travelling too fast to stop themselves)
- those who lack courtesy in relation to lane changing and merging
- those who are complacent about (or deliberately ignore) the road rules.

Nationally, failure to give way was the fourth highest contributing factor in injury crashes in 2002. The total social cost of these crashes was \$515 million.

In 2002, failure to give way caused the second highest number of crashes (2,298) after poor observation (3,676) and ahead of drink-driving and speeding.

In the Bay of Plenty Region, intersection crashes have increased over the last five years, making up 38 percent of all crashes in the region in 2002.

Fifty-three percent of urban crashes occurred at intersections in 2002 (up from 49 percent in 2001). These were typically turning and crossing type conflicts.

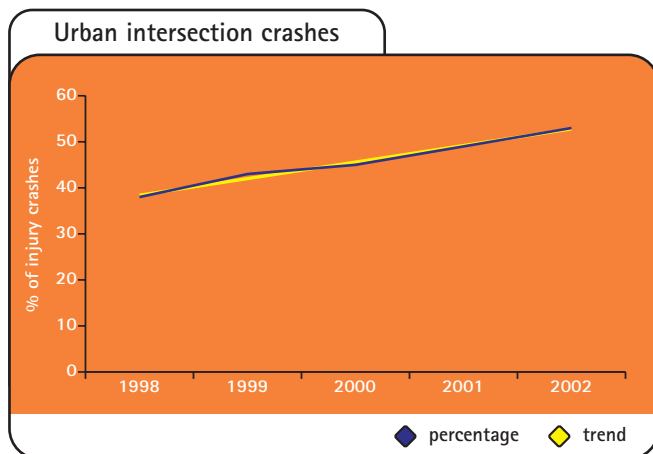
The main factors associated with urban intersection crashes in the Bay of Plenty Region were failure to give way or stop, and poor observation.

Rural intersections accounted for a smaller proportion of crashes in the Bay of Plenty Region than urban intersections, with 17 percent of rural crashes occurring at intersections in 2002.

Black spot intersections	Territorial local authority
Waihi Road/ Cambridge Road intersection	Tauranga District
Cameron Road/ Eleventh Avenue intersection	Tauranga District
Cameron Road/ Fourth Avenue intersection	Tauranga District
Eleventh Avenue/ Christopher Street intersection	Tauranga District
Chapel Street/ Maxwell Road intersection	Tauranga District

Increasing incidence sites*	Territorial local authority
Waihi Road/ Cambridge Road intersection	Tauranga District
Cameron Road/ Eleventh Avenue intersection	Tauranga District
Waihi Road/ Birch Avenue intersection	Tauranga District

* sites with significant increases in injury crashes in 2002





Restraints and helmets

Front seat safety belt use – adults

Wearing rates	2002
Nationally	92%
Bay of Plenty Region	95%

Responses from the Bay of Plenty Region to the 2002 Public Attitudes Survey indicated that 42 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 – adults

Wearing rates	2002
Nationally	81%
Bay of Plenty Region	82%

Responses from the Bay of Plenty Region to the 2002 Public Attitudes Survey indicated that 11 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

Wearing rates	2003
Nationally	89%
Bay of Plenty Region	87%

Since becoming compulsory in 1994, cycle helmet use has increased substantially from wearing rates of 60–65 percent in 1992/1993. In 2003 the helmet wearing rate of 89 percent was still significantly lower than the 94–96 percent wearing rates observed since 1995.

Child restraint use

Wearing rates	2002
Nationally	86%
Bay of Plenty Region	86%

Responses from the Bay of Plenty Region to the 2002 Public Attitudes Survey indicated that 38 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

The LTSA 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.

Road safety partnerships

Last year, seven road safety partnership groups were formed within the Waikato and Bay of Plenty Regions. These groups replicate the membership of the National Road Safety Committee at a local level.

The partnership group members collaboratively agree on the road safety risks, objectives and targets, while monitoring and reviewing road safety progress as detailed in the partners' road safety action plans.

- Road controlling authorities and regional councils develop annual community road safety action plans outlining the road safety issues and areas of risk, objectives, actions and management systems for their community education and road environment activities.
- The New Zealand Police develop quarterly road policing action plans that are used as the basis for weekly/monthly risk targeted patrol plans for frontline staff.

In February, a summary of road safety activities undertaken by road safety partners during 2002 for three of the seven areas was produced in the form of *Road safety partnerships*.

The response from those who received *Road safety partnerships* was supportive and indicated that the summary was useful and clearly identified how partners can work collaboratively in road safety activities.

Community Road Safety Programme

Community development

The Community Road Safety Programme (CRSP) has been developed over the last 12 years on the basis that community involvement in, and ownership of, road safety issues is essential to the success of any country's road safety strategy.

Community development for road safety is the process of identifying, and working with and within, different communities of people to assist them with becoming aware of their own local road safety issues.

Communities are supported in developing and implementing their own informed solutions to these issues through planning and co-ordination, provision of accurate and relevant road safety information and accessing funding.

Community road safety activities for 2003/2004

Funding from the CRSP for the Bay of Plenty Region for the 2003/2004 year is proposed as follows:

Community development	Territorial local authority
Community fund/activity	Rotorua, EBOP, Tauranga, Western Bay of Plenty
Road safety programmes	
Safe with Age	Rotorua, EBOP, Tauranga, Western Bay of Plenty
Speed	Rotorua
Intersections	Rotorua, Tauranga, Western Bay of Plenty
Safe cycling	Rotorua, EBOP, Tauranga, Western Bay of Plenty
CAAP	Rotorua
Safe driving – fatigue	Rotorua
Poor observation	EBOP
Alcohol	Tauranga, Western Bay of Plenty
Safe driving/speed	Tauranga, Western Bay of Plenty
Driver behaviour	Tauranga, Western Bay of Plenty
Restraints	Tauranga, Rotorua, Western Bay of Plenty
Co-ordinated activity	
Safe walking	Rotorua
Kidsafe Week	EBOP, Tauranga, Western Bay of Plenty
National Bike Wise Week	Tauranga, Western Bay of Plenty
Young driver/SADD	Tauranga, Western Bay of Plenty
Walking school bus	Tauranga, Western Bay of Plenty

The Bay of Plenty Regional Council will be involved in the following projects across the region to complement the work undertaken at a local level:

Road safety programmes

Safe routes to school

Advertising

Regional restraint campaign

Drink-driving campaign

Road Safety to 2010

In September 2002, the Minister of Transport announced the government's new road safety goals of achieving no more than 300 fatalities and 4,500 hospitalisations per annum by 2010. A substantial work programme was put in place to begin working towards these goals, much of it to be led in a collaborative manner by the LTSA.

The LTSA projects included in this package are:

- safety management systems (SMS) – development and promotion of the use of SMS within road controlling authority (RCA) operations
- road network performance – development of road classification, targets and measures
- Crash Analysis System (CAS) – made available for use by externals
- pedestrians and cyclists – development of a safety framework
- pedestrians and cyclists – development and promotion of best practice standards and guidelines
- safe routes – development of operational policy and guidelines for activities
- Community Road Safety Programme (CRSP) – implementation of review recommendations
- novice driver – pilot of a competency-based training and assessment programme, and a programme to encourage increased on-road driving practice with informal supervision by parent or caregiver
- driver education – campaign to reduce the number of crashes involving failure to give way
- heavy vehicles – development of a safety strategy
- truck compliance – survey of key compliance risk areas
- administrative penalties – review of penalties to enhance their safety focus and effectiveness
- performance measurement – increased surveys of speed and restraint usage
- travel surveys – provision of up-to-date travel information
- regional strategy devolution – development and promotion of strategic road safety planning guidelines for local government
- RoadSense – Ata Haere – an approach that aims to increase the amount of road safety taught by schools
- agency safety assessment – analysis of current programmes and identification of potential areas for improvement.

Updates on the progress of these projects can be obtained either from the LTSA website or the nearest LTSA Regional Office.

New Zealand Road Safety Programme

Road policing

As part of the development of the 2004/2005 New Zealand Road Safety Programme (NZRSP), the process by which New Zealand Police resources were allocated is being reviewed.

'Road policing in the Bay of Plenty will benefit in the coming year from the addition of a dedicated team focused full time on alcohol enforcement. This will help to mitigate one of the key risks – alcohol.

Last year the Bay of Plenty Region focused on:

- improving our activities around speed enforcement especially in 10–15 km/h areas
- more focused alcohol enforcement
- safety belt enforcement
- improving risk targeted deployment plans.

These focus areas saw a dramatic improvement in terms of enforcement activities and a reduction in road trauma.

This year we will continue to improve in these areas. The LTSA has set a target of no more than 63 road deaths in the Bay of Plenty Police District for 2003. Through properly directed enforcement activities, we are intending to achieve a total considerably lower than this target.'

Superintendent Garry Smith
District Commander
Bay of Plenty Police District
New Zealand Police

Assistance from the LTSA

The LTSA Hamilton Regional Office is able to assist in road safety activities such as:

- the development of safety management systems
- crash reduction studies
- safety audits
- crash data provision and analysis
- general road engineering advice
- general road safety advice
- community development
- community programmes.

The LTSA website also contains road safety information, including electronic copies of this report and all of the others that have been produced for the country. We encourage you to visit this site: www.ltsa.govt.nz

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