

road safety issues

Bay of Plenty Region

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 Bay of Plenty Region 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

Bay of Plenty Region

Poor observation

Drink-driving

Failure to give way

Restraints and helmets

Nationally

Speed

Alcohol

Failure to give way

Restraints



2005 road trauma for Bay of Plenty Region



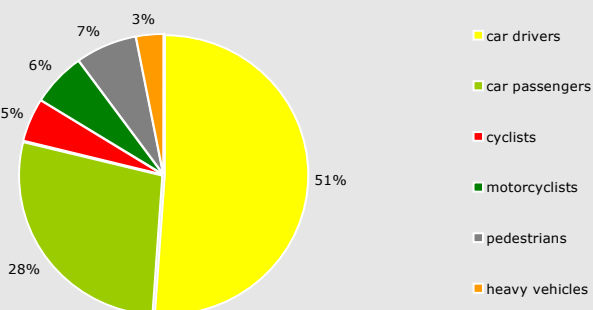
Deaths	23
Serious casualties	151
Minor casualties	556



Fatal crashes	22
Serious injury crashes	122
Minor injury crashes	362
Non-injury crashes	1,755

Road casualties 2001-2005

User type 2001-2005



Estimated social cost of crashes*

Social cost (\$ million)

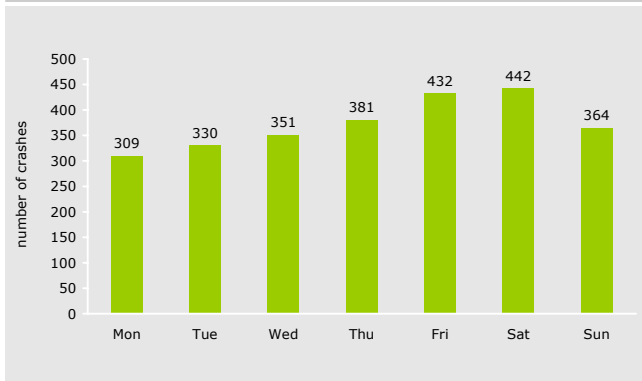


* The estimated social cost includes loss of life or life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal or non-fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are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

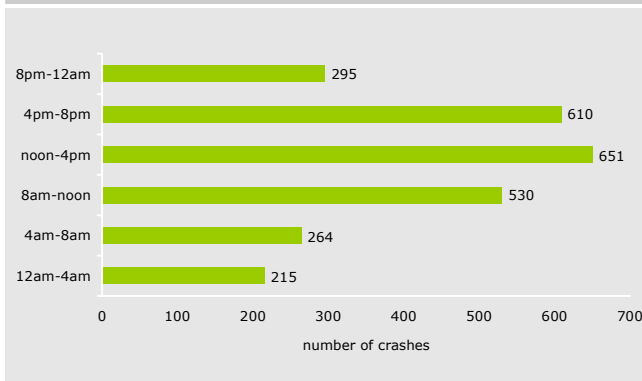
When crashes occurred

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

Day of week for crashes 2001–2005



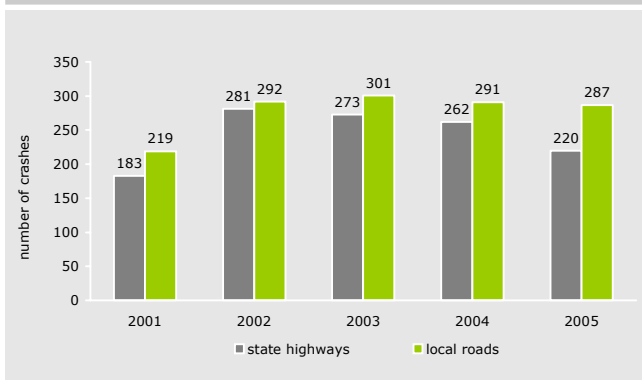
Time of day for crashes 2001–2005



Where crashes occurred

During the 2001-2005 period, approximately 78 percent of fatal crashes (where one or more people were killed) and 46 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.

Location of crashes 2001–2005



Who was involved

From 2001 to 2005, 3,887 people were injured on Bay of Plenty Region roads.

Road user groups involved in crashes

Road user group	Urban casualties	Rural casualties
Drivers	46%	55%
Passengers	23%	34%
Heavy vehicle occupants	2%	4%
Motorcyclists	8%	4%
Cyclists	9%	1%
Pedestrians	12%	2%

Age groups of those involved in crashes

Age group	Males	Females	Population in Bay of Plenty Region
<5	2%	2%	8%
5-9	3%	3%	8%
10-14	7%	4%	9%
15-19	21%	23%	7%
20-24	13%	11%	5%
25-29	9%	8%	6%
30-34	8%	8%	7%
35-39	8%	6%	7%
40-44	7%	7%	8%
45-49	5%	6%	7%
50-54	4%	5%	7%
55-59	3%	4%	5%
60-64	3%	3%	4%
65-69	2%	3%	4%
70-74	2%	3%	3%
75-79	1%	2%	3%
80+	2%	3%	3%

Gender of those involved in crashes

Gender	Urban crashes	Rural crashes
Female	832	774
Male	1049	1205

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.

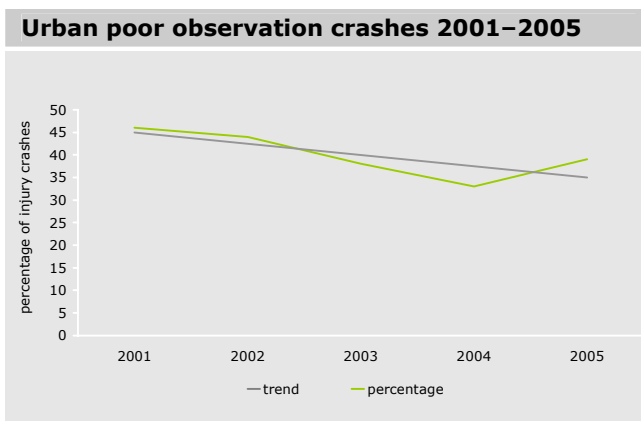
Failure to see or look for another road user until too late was a factor in 2,279 injury crashes in 2005 – a greater number of crashes than either drink-driving or speed, but with a lower social cost and a lower rate of severity.

In the Bay of Plenty Region, poor observation was a factor in 34 percent of injury crashes in 2005, an increase from 2004 and increasing along with the national trend.

There were 866 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly an urban issue in the Bay of Plenty Region in 2005 and was a factor in 39 percent of the injury crashes occurring on roads with a speed limit of, or lower than, 70km/h.

Poor observation has fluctuated over the last four years, with the number of injury crashes rising from 90 in 2004 to 112 in 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 Bay of Plenty Region:

Tauranga City
SH2/Domain Road intersection
Cameron Road/Eleventh Ave intersection
Girven and Gloucester Roads intersection
Otumoetai and Bellevue Roads intersection
SH2/Welcome Bay Road intersection

Western Bay of Plenty District
SH2/Maketu Road intersection
SH2/Wairoa Road intersection

Rotorua District
SH30A/Amohau Street intersection
Hinemoa and Hinemaru Streets intersection
Fenton and Victoria Streets intersection

Territorial local authority performance

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

	TLA	Peer group*
WBOP District	29%	31%
Rotorua District	31%	36%
Tauranga City	41%	41%
Whakatane District	29%	31%
Opotiki District	21%	26%
Kawerau District	33%	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.

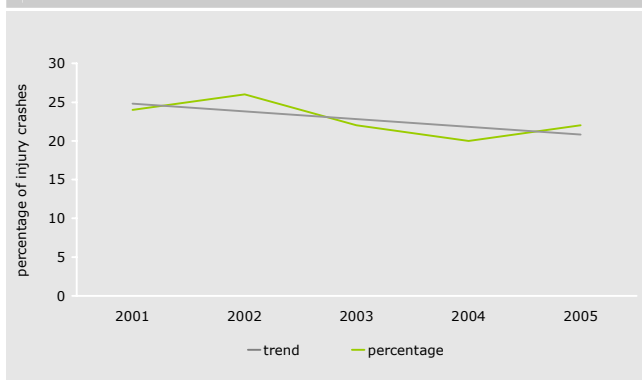
For the 12 months to December 2005, alcohol-affected drivers contributed to 27 percent of all fatal crashes and 13 percent of all injury crashes.

In the Bay of Plenty Region, alcohol was a factor in 19 percent of injury crashes in 2005, a decrease from 2004, and decreasing against the national trend. There were 525 alcohol-related injury crashes reported in the last five years.

Drink-driving was predominantly a rural issue in the Bay of Plenty Region in 2005 and was a factor in 22 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Drink-driving has remained steady as a factor on rural roads over the last three years, with the number of injury crashes falling from 57 in 2004 to 47 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 Bay of Plenty Region 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.

Tauranga City

SH2 150m east of Kairua Road

SH2/Domain Road intersection

Western Bay of Plenty District

SH2 800m east of Omokoroa Road

SH2 140m north of Manoeka Road

SH2 300m east of Showground Road

SH29 80m north of Poripori Road

Rotorua District

SH5 1500m south of SH30

SH5 250m west of Maraeroa Road

Whakatane District

SH38 3000m west of Kopuriki Road

Territorial local authority performance

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

	TLA	Peer group*
Rotorua District	18%	15%
WBOP District	23%	16%
Tauranga City	18%	12%
Whakatane District	24%	16%
Opotiki District	22%	14%
Kawerau District	24%	14%

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

Failure to give way

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

- at intersections with Give Way or Stop signs
- 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 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 third highest contributing factor in injury crashes during 2005.

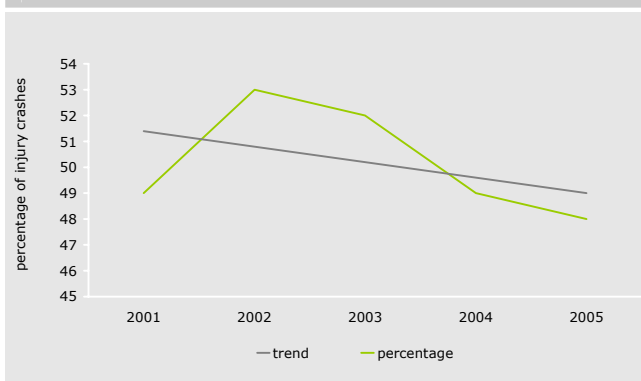
In the Bay of Plenty Region, intersection crashes have decreased over the last four years, making up 35 percent of all crashes in the area in 2005.

Intersections were the site of 48 percent of urban crashes in 2005 – down from 49 percent in 2004. 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 and not seeing or looking for another party until too late.

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 2005.

Urban intersection crashes 2001–2005



Key crash locations

The following provides a breakdown of the key urban black spot locations at which crashes occurred during the 2001-2005 period in the Bay of Plenty Region:

Tauranga City

SH29 5m south of Golf Road
Cameron Road/Eleventh Ave intersection
SH29/Welcome Bay Road intersection
SH2A/Marsh Street intersection

Rotorua District

SH30A/Amohau Street intersection
SH5/Lake Road intersection
Arawa and Tutanekai Streets intersection
SH5/Malfroy Road intersection
Hinemoa and Hinemaru Streets intersection
Tarawera Road 5m south of SH30

Even though failure to give way was predominantly an urban issue the following provides an indication of the key locations on both urban and rural roads at which there was an increased number of crashes recorded in 2005.

Increasing incidence locations

Urban

SH30A/Amohau Street intersection
SH5/Lake Road intersection
SH30A/Tarewa Road
Given and Gloucester Roads intersection
Chapel and Vale Streets intersection

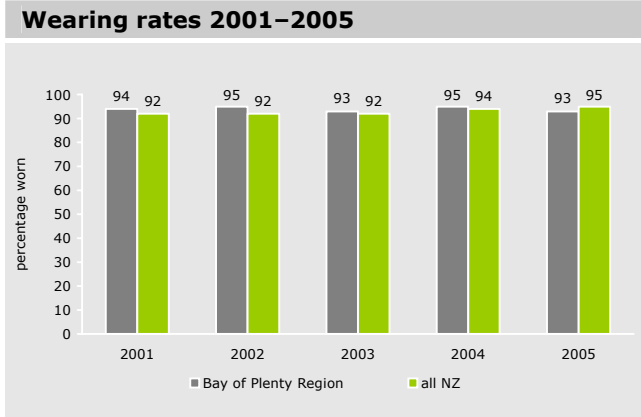
Rural

SH2 500m west of Pikowai Road
SH3 500m north of Hamurana Road
SH2 50m north of Bruce Road
SH2/Gulliver Road intersection

Restraints and helmets

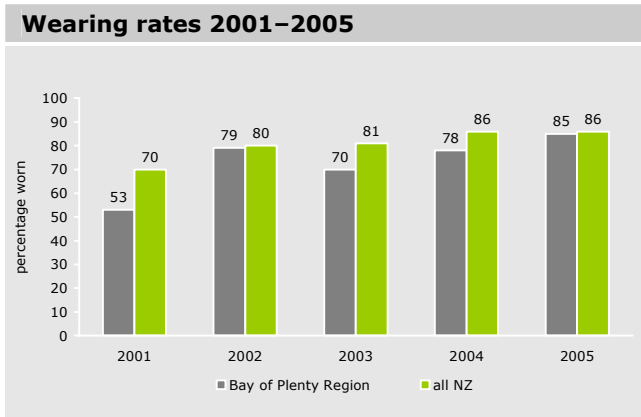
In the 12 months to December 2005, 93 people who were killed on the roads were not wearing safety belts. According to police officers, at least 24 of those lives (five were children) would have been saved had they used the restraints available to them.

Front seat safety belt use - adult



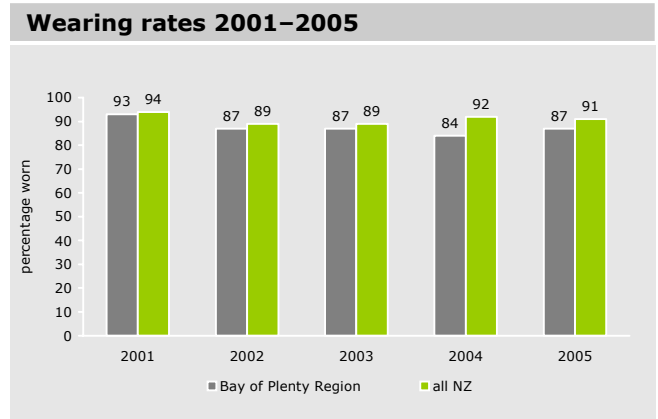
Responses from the Bay of Plenty Region to the 2005 public attitudes survey indicated that 33 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt when driving was very or fairly likely.

Rear seat safety belt use - adult



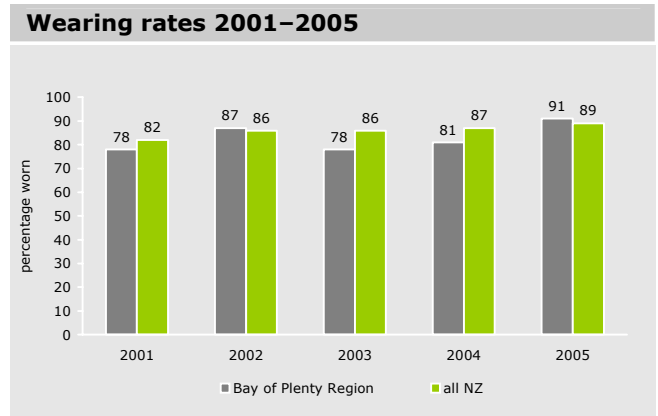
Responses from the Bay of Plenty Region to the 2005 public attitudes survey indicated that 10 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt as a rear seat passenger was very or fairly likely.

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 Bay of Plenty Region include:

New Zealand Police

Bay of Plenty District Road Policing Manager
Kevin Taylor

Road Safety Coordinators

Bay of Plenty Region
Mike Seabourne

Eastern Bay of Plenty
Maurice Tooke

WBOP/Tauranga
Lynette Hines

Local Authority Engineers

Tauranga City
Martin Parkes

Rotorua District
Kevin Thompson

Western Bay of Plenty District
Alex Finn

Whakatane District
Grahame Bryce

Opotiki District
Dave Reece

Kawerau District
Tom McDowall

Transit NZ Area Manager

Daya Govender

Accident Compensation Corporation

WBOP/Tauranga/EBOP Area
ACC Injury Prevention Consultant
Carole Fleming

Rotorua/Taupo Area
ACC Injury Prevention Consultant
Louise Kirk

Contacts

Land Transport New Zealand

Rosalie Orr

Partnership Manager - Midlands

Michelle Te Wharau

Manager Programmes – Bay of Plenty

See contact details at the bottom of the page.



Midland Regional Office

183 Collingwood Street
Private Bag 3081
Hamilton

Telephone 07 958 7840
Fax 07 958 7866

www.landtransport.govt.nz