

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 number of road deaths and injuries in the Gisborne District.

The estimated social cost of 129 injury and 318 non-injury road crashes reported in the Gisborne District in 2002 was \$40.23 million. Four people died and 178 suffered injuries as a result of the crashes.

Of the 129 injury crashes reported last year, 78 (60 percent) occurred on urban roads and 51 (40 percent) occurred on rural roads.

Since 2000 there has been an increase in the number of injury crashes reported throughout the district. Last year, the most significant increase in crashes occurred on urban local roads.

In the five-year period 1998 to 2002, 58 pedestrians, 61 cyclists and 51 motorcyclists were injured in road crashes. In urban areas, 38 percent of road users injured were pedestrians, cyclists or motorcyclists.

The number of people seriously injured in crashes in the district has reduced significantly since a peak in 1995. However, minor-injury crashes have increased and continued effort is required to further reduce the number of road crashes in the region and to address the recent increasing trend particularly in urban areas.

Major road safety issues

Gisborne District

Loss of control on rural roads
Intersections
Alcohol
Cyclists and motorcyclists
Pedestrians
Restraints

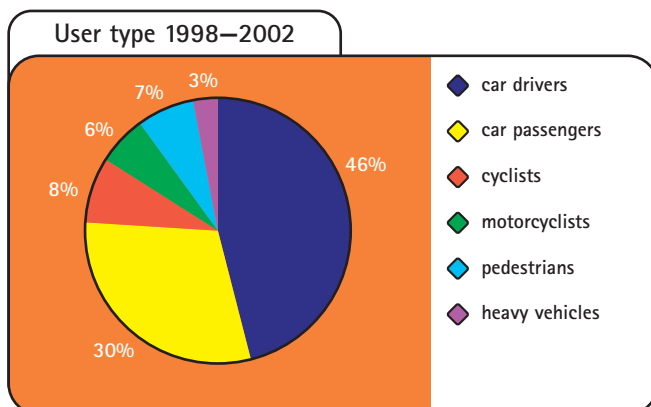
Nationally

Speed
Alcohol
Failure to give way
Restraints

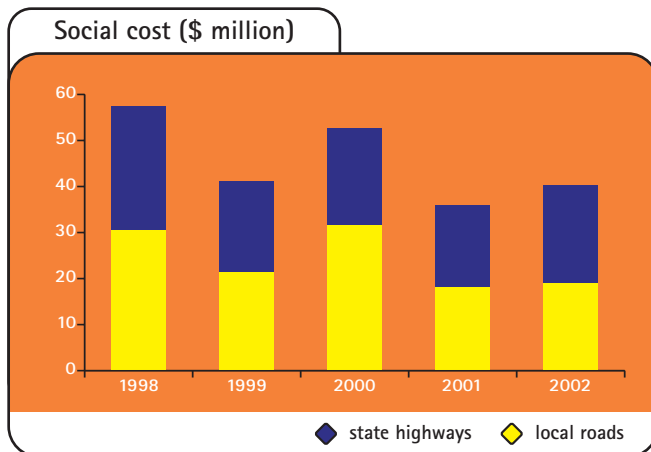
2002 road trauma for Gisborne District

Deaths	4
Serious casualties	19
Minor casualties	159
<hr/>	
Fatal crashes	4
Serious injury crashes	18
Minor-injury crashes	107
Non-injury crashes	318

Road casualties 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.



Loss of control on rural roads

In the past five years, 216 loss of control or head-on type crashes have resulted in people being injured. These accounted for 40 percent of injury crashes reported in the district.

The percentage of loss of control or head-on type crashes on curves continues to be much higher than reported in similar districts.

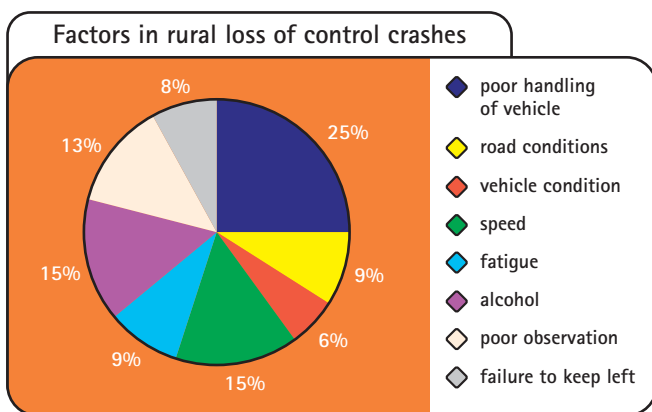
Factors commonly associated with these crashes included: poor vehicle handling, failure to keep left, driver's inattention, poor judgement and observation, fatigue, and road and vehicle conditions. Speed and alcohol were also commonly reported contributing factors. Last year, 32 percent of injury crashes in rural areas occurred during the hours of darkness. Twenty-two percent of all rural crashes occurred in wet weather.

The objects most commonly struck in these crashes as vehicles left the road were: fences, banks, ditches, trees, poles, bridges and guard rails. A number of vehicles lost control on steep shoulders of the road or when returning to the seal from an unsealed steep shoulder.

Environmental factors commonly reported as contributing to loss of control on rural roads include:

- slippery road surface (due to rain, loose material, fuel deposits and pavement conditions)
- road under construction
- weather conditions
- visibility limited (due to road alignment, topography and vegetation).

Stray farm animals on roads in the district have contributed to a number of drivers losing control of their vehicles.



Recommended actions

Engineering

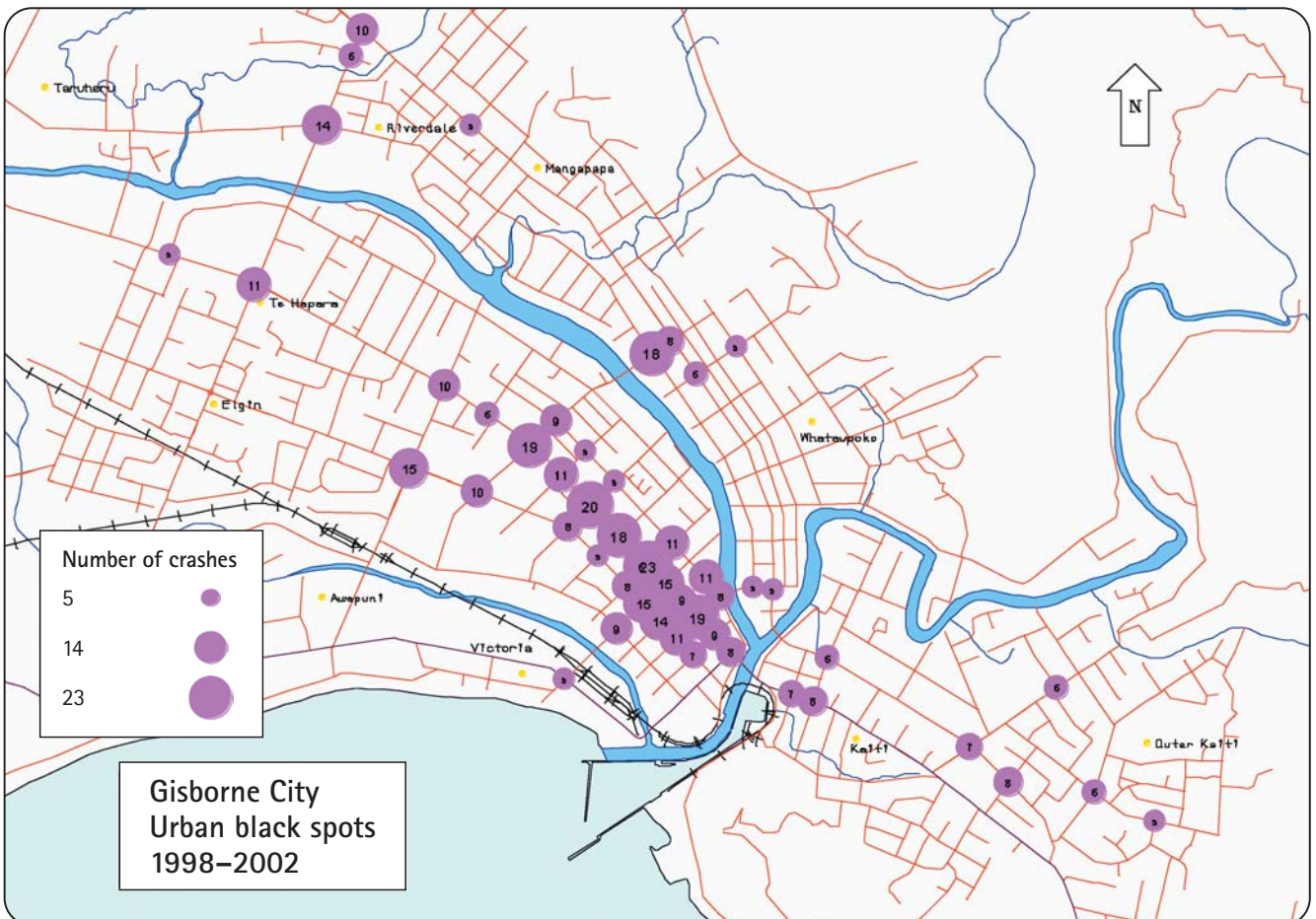
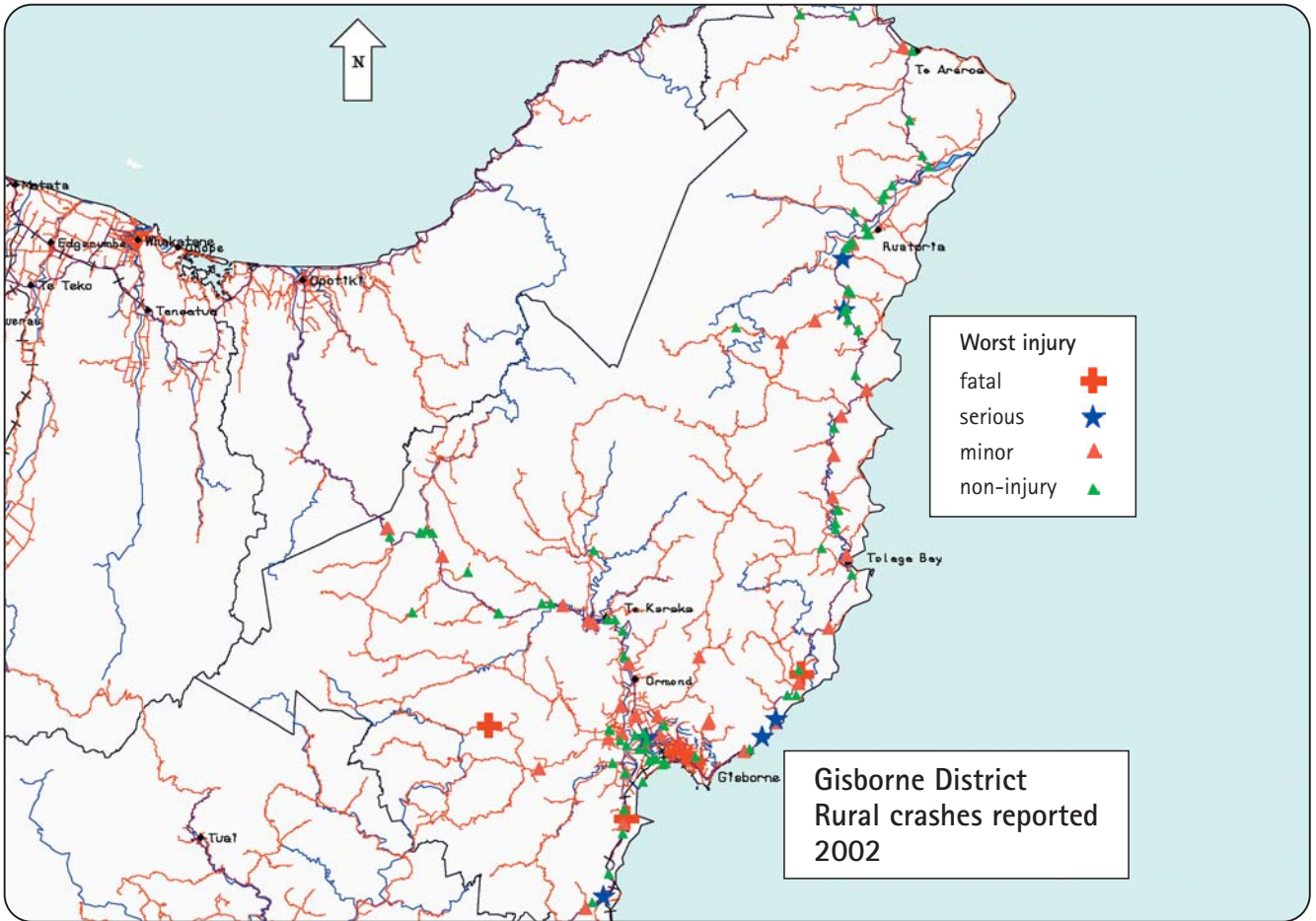
- Establish programmes to upgrade and maintain curve warning signs, markings and delineation on local rural roads to the appropriate standards.
- Carry out rural crash reduction studies to investigate and implement remedial treatment at black spots and treatment to routes, giving priority to those with a higher incidence of crashes reported.
- Maintain roadsides clear of hazards and provide side protection where appropriate.
- Widen road carriageways and seal shoulders to provide additional vehicle wander and recovery space where feasible and cost effective.
- Maintain pavement surfaces to provide good standards for skid resistance.
- Improve road geometry.

Education

- Encourage co-ordination of community development activities, focusing on raising awareness of concerns about inappropriate speed.
- Work alongside communities residing near targeted speed 'hot spots' to determine key issues. Involve the community in the development of resources and other promotional materials in order to raise public awareness of key speed issues. Youth market to be engaged and consulted also.
- Raise property owners' awareness of their responsibility to have secure road frontage fencing to prevent stock from wandering.

Enforcement

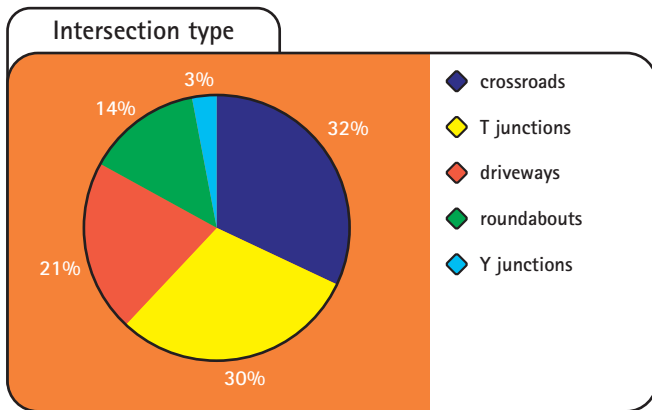
- Continued enforcement focusing on inappropriate speed in rural areas.
- Target enforcement to times and locations of greatest risk.
- Enforcement campaigns co-ordinated, working in conjunction with community programmes targeting road-user behaviour.
- Maintain good stock and animal control in the district.



Intersections

Approximately 47 percent of all crashes reported in the Gisborne District occur at intersections (including driveways). In the past five years, 195 injury crashes and 638 non-injury crashes were reported at intersections.

Of the 833 intersection crashes reported in the past five years, 85 percent occurred in urban areas.

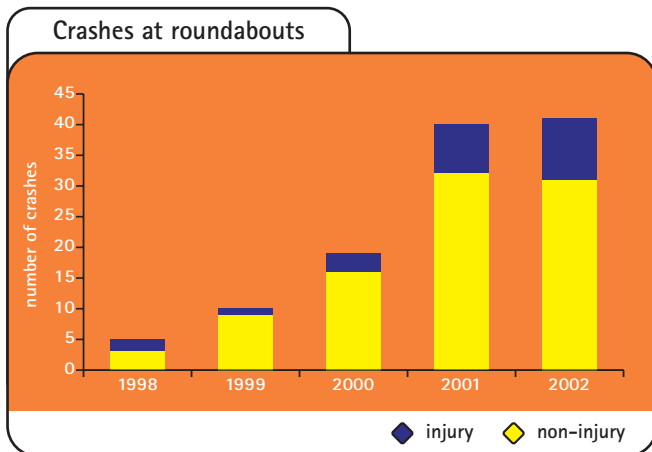


Of all injury and non-injury crashes reported at intersections during the past five years:

- 406 occurred at intersections with Give Way controls
- 113 occurred at intersections with Stop controls
- 37 occurred at intersections with traffic signal controls
- 176 occurred at driveways
- 101 occurred at uncontrolled intersections.

Factors commonly recorded in crashes at intersections were: failure to give way or stop when required, poor observation, and driving in incorrect lane or position on the road. Crashes into the rear of vehicles or other obstacles were also commonly reported in Gisborne City.

Last year there was an increase in the number of crashes at roundabouts in the city with 10 injury and 31 non-injury crashes reported.



Recommended actions

Engineering

- Remedy deficiencies in roundabout design and road markings to address the more recent significant increase in crashes at roundabouts.
- Continue with safety audits and crash reduction studies to investigate and, if required, carry out remedial work at intersections.

Education

- Encourage co-ordination of community development activities, focusing on road-user behaviour at intersections, including roundabouts.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.

Enforcement

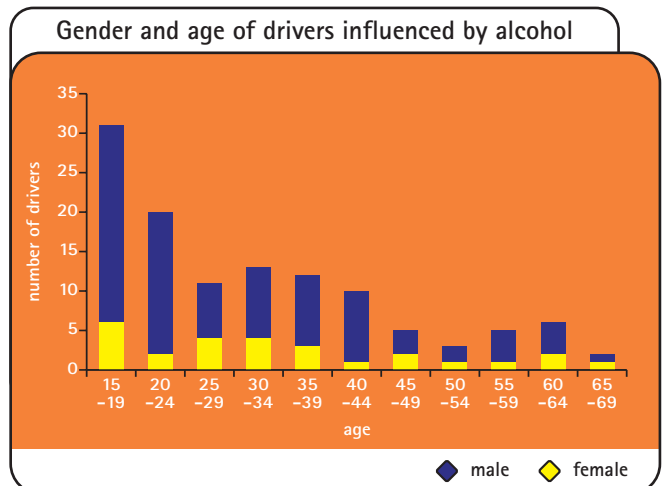
- Increase enforcement of compliance with Give Way, Stop and signal controls at intersections.
- Conduct enforcement campaigns in conjunction with community programmes targeting intersections.

Alcohol

When compared with similar districts and all of New Zealand, the percentage of alcohol-related injury crashes is over-represented in both urban and rural areas of the Gisborne District.

Of the 534 injury crashes reported in the Gisborne District in the past five years, 109 (20.5 percent) had alcohol recorded as a key factor. In 50 (nine percent) injury crashes in the urban areas and 59 (11 percent) injury crashes in rural areas, alcohol was a recorded factor. While the percentage of injury crashes involving alcohol had been trending down in urban areas, in 2002 there was a significant increase with 18 injury crashes reported. In rural areas the number of injury crashes involving alcohol was the lowest recorded over the past 10 years and this is encouraging.

Males in the 15 to 45 year age group were predominantly involved in crashes where alcohol was a recorded driver factor. However, females in the 15 to 40 year age group also featured in the statistics to a lesser extent.



Recommended actions

Education

- Encourage co-ordination of community development activities promoting safe drinking and driving habits, particularly among male drivers aged 15 to 45.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.
- Encourage and support licensees to actively promote host responsibility practices and designated driver schemes.
- Work with peer pressure groups such as SADD to convey sober driver messages to young drivers.

Enforcement

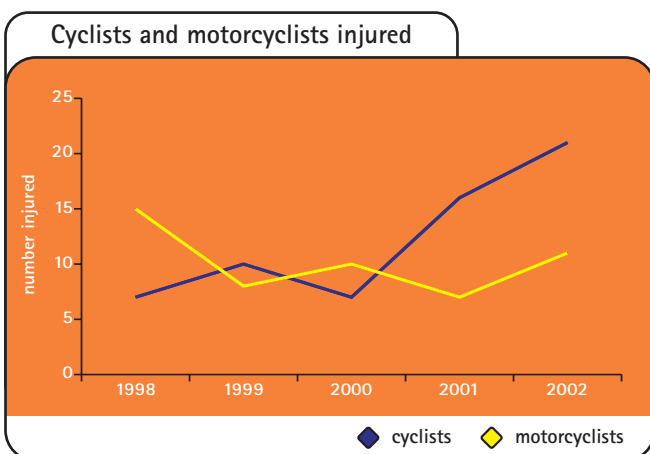
- Target enforcement at known high-risk areas and times and to the appropriate age group.
- Co-ordinate enforcement campaigns working in conjunction with community programmes targeting drink-driving.
- Continue to support compulsory breath testing programmes.



Cyclists and motorcyclists

In the past five years, four cyclists suffered serious injuries and 56 suffered minor injuries as a result of road crashes, predominantly on urban streets in Gisborne City. Despite a steady downward trend in cycle road crashes until 2000 when seven were injured, the trend has changed dramatically with 21 cyclists being injured in 2002.

Two motorcyclists were killed, 11 suffered serious injuries and 34 received minor injuries as a result of crashes during the past five years.

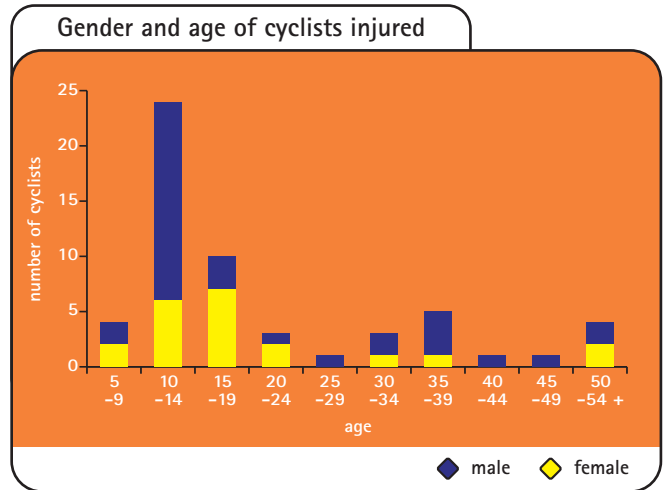


Cyclists and motorcyclists formed a high proportion (13.7 percent) of road users injured in crashes reported in the Gisborne District. When compared with similar districts, cyclists in particular were involved in a far higher percentage of crashes.

While over the past 10 years numbers of motorcyclists injured in crashes had trended down, last year there was an increase in the numbers injured. Motorcyclists often suffer more severe injuries, especially as a result of rural road crashes.

Cyclists in the nine to 15 year age group and motorcyclists over a wider age group of 15 to 50 years were most susceptible to being injured.

A high number of cycle and motorcycle crashes occur at intersections.



Recommended actions

Education

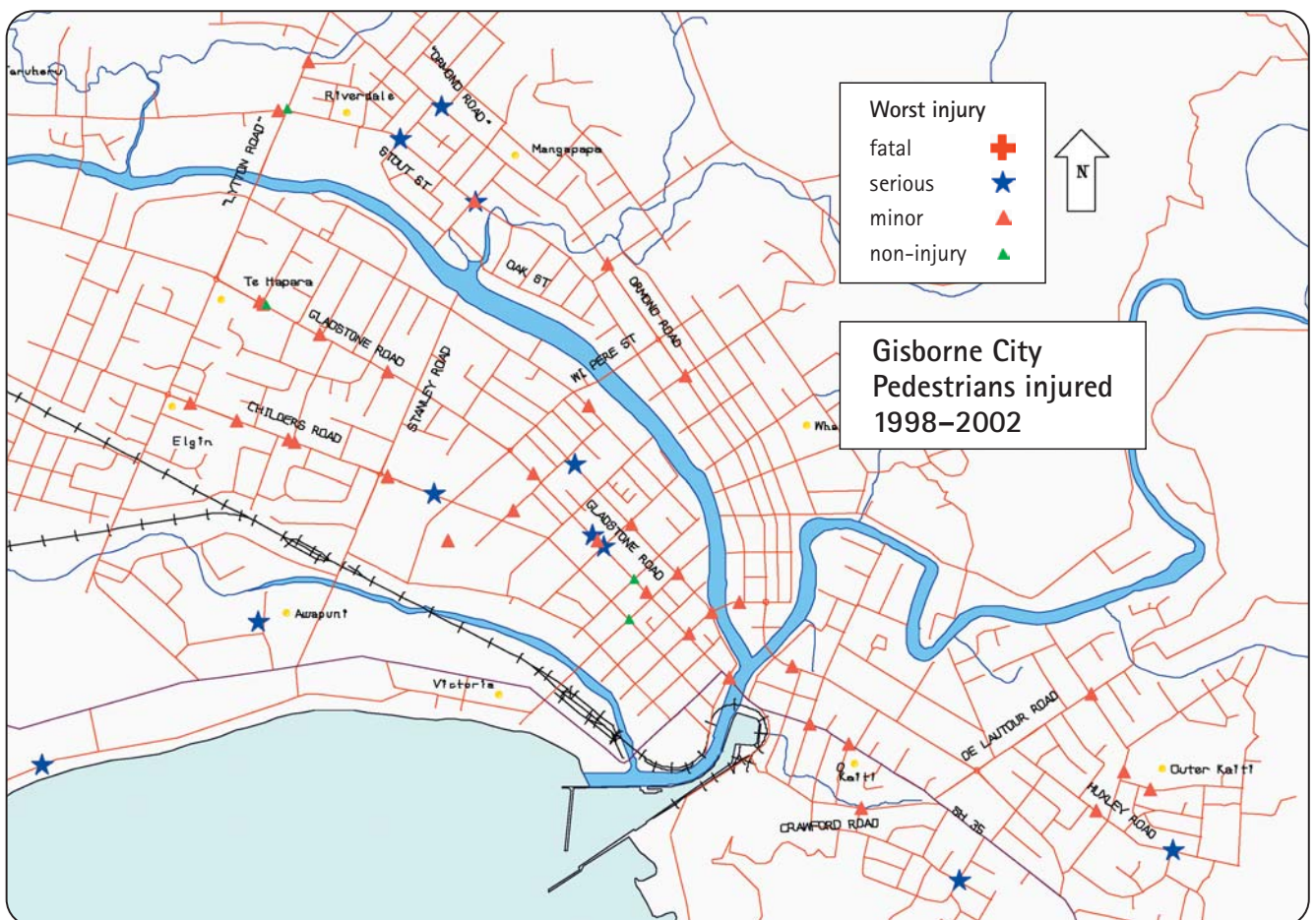
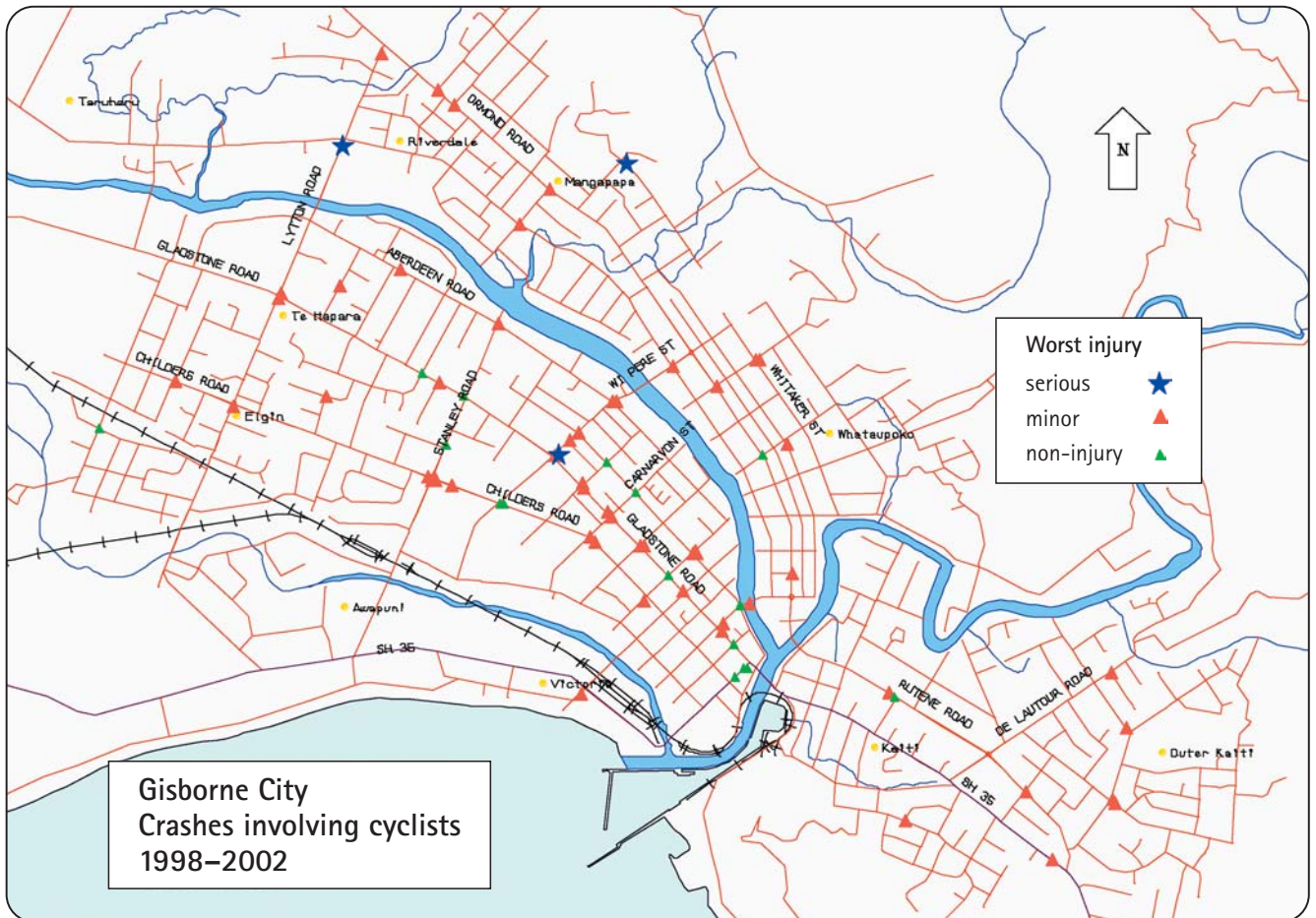
- Continue to support safe cycling programmes in schools.
- Encourage co-ordination of community development activities focusing on improving driver awareness of cyclists and motorcyclists, especially at intersections.
- Implement activities to work in conjunction with nationally driven campaigns, such as National Bike Wise Week and back to school promotions.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.
- Consult with the community regarding the possible need to develop safe riding courses for motorcyclists.

Enforcement

- Co-ordinate enforcement campaigns targeting cycle and motorcycle safety, working in conjunction with community programmes.
- Increase enforcement of road-user compliance with Give Way, Stop and signal controls at intersections.

Engineering

- Progress the development of a cycling strategy for the city.
- Provide cycle facilities such as formal marked cycle lanes and establish cycle ways to improve safety for cyclists.

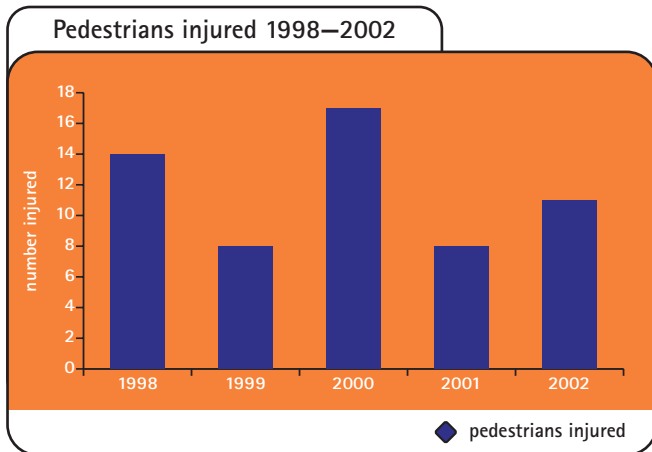




Pedestrians

In the past five years, 55 pedestrians have been injured in the Gisborne District. This number represents seven percent of the road users killed or injured in the region last year.

Most pedestrian injuries occur in the city on main arterial or collector roads. Pedestrians most frequently injured are those under the age of 20. Hours of the day when pedestrians are more frequently injured are 8–9 am, 11 am–1 pm, and 3–5 pm.



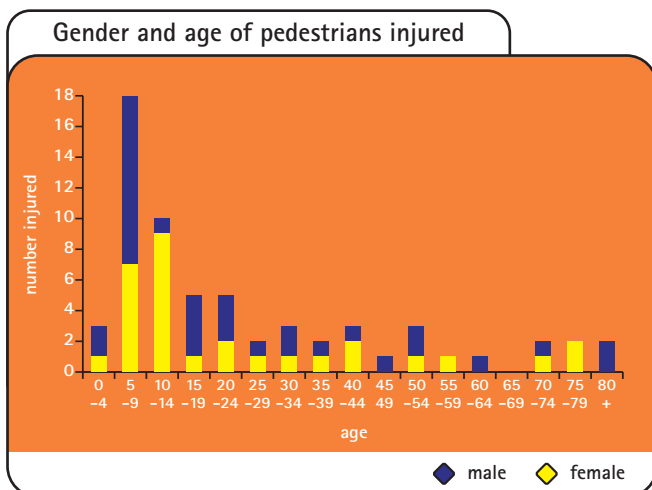
Recommended actions

Education

- Encourage co-ordination of community development activities focusing on the promotion of safe walking habits and raising driver awareness of pedestrians as vulnerable road users.
- Continue to support the ‘walking school bus’ programmes.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.

Engineering

- Improve pedestrian facilities in Gisborne City particularly on routes where pedestrians are more frequently injured.
- Ensure adequate sight distance is provided at pedestrian crossing points.



Restraints

While there have been significant improvements in the wearing of safety belts in the Gisborne District, the last LTSA survey indicated that wearing rates particularly for both adult rear safety belts and child restraints in the Gisborne Region could still improve. A 100 percent restraint wearing rate is the target.

Results from surveys conducted in 2001 are:

- adult front safety belt compliance 94 percent (national average 92 percent)
- adult rear safety belt compliance 55 percent (national average 76 percent)
- child restraint compliance 79 percent (national average 82 percent).

The benefits of wearing safety belts are significant in the event of a crash in preventing death or reducing the severity of injuries.

Recommended actions

Education

- Encourage co-ordination of community development activities, focusing on improving attitudes to restraint wearing.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.
- Promote and support child restraint schemes currently taking place locally.
- Implement activities to work in conjunction with nationally driven campaigns, eg Kidsafe Week and back to school promotions.

Enforcement

- Support strategic enforcement campaigns aimed at restraint usage.
- Promote random spot checks for restraint wearing.
- Co-ordinate enforcement campaigns, working in conjunction with community programmes targeting restraint usage.

New Zealand Road Safety Programme

Reducing road trauma involves a multi-pronged approach, which includes education, engineering and enforcement. The New Zealand Road Safety Programme (NZRSP) is the primary planning and funding programme for road safety activity undertaken by the New Zealand Police, LTSA and community groups. Transfund New Zealand provides funding to Transit New Zealand and local authorities for roading projects through its National Land Transport Programme.

Community projects

Through the Community Road Safety Programme (CRSP) the NZRSP provides funding for community development and community programmes to support road safety and to bring about positive and sustainable changes in community attitudes and behaviours. CRSP funding of community initiatives aims to encourage local involvement and ownership of road safety issues, and to target local resources and effort to local risks. This year's review of the programme initiates a re-focus of effort and funding into community development. This involves working with and within different communities of people to assist them in becoming aware of their own local road safety issues and developing solutions to achieve better road safety outcomes.

Gisborne road safety community activities totalling \$92,100 funded by the NZRSP have been confirmed for 2003/2004.

Road policing

To support community projects, the Police will deliver a further 27,790 hours in the Gisborne/Wairoa Districts as follows:

Project	Hours
Speed control	4,000
Drinking or drugged driver control	8,500
Restraint device control	3,500
Visible road safety enforcement	6,000
Traffic flow supervision	90
Crash attendance and investigation	3,170
Incidents, emergencies and disasters	180
Events	230
School road safety education	1,620
Police community services	500

The LTSA and Gisborne and Wairoa District Councils will liaise with the New Zealand Police who are responsible for delivering these hours, appropriate to risk.

Where to get more information

For more specific information relating to road crashes in the Gisborne District, please refer to the 1998 to 2002 Road Safety Data Report or the Land Transport Safety Authority Crash Analysis System, or contact the people or organisations listed below:

Contacts

Land Transport Safety Authority
Regional Manager
Pat Aldridge

Regional Education Advisor
Kate Irvine

Senior Road Safety Engineer
Colin Goble

For LTSA staff contact details see below

Road Safety Co-ordinator
Trudi Gladwin
PO Box 747, Gisborne
Phone 06 867 2049

New Zealand Police
Sergeant Trent Higgs
PO Box 546, Gisborne
Phone 06 867 9059

Gisborne District Council
Roading Engineer
Dave Hadfield
PO Box 747, Gisborne
Phone 06 867 2049

Transit New Zealand
Regional Highways Manager
Neville Harkness
PO Box 740, Napier
Phone 06 835 1750

Napier Regional Office

215 Hastings Street

PO Box 972, Napier

Phone 06 835 8187, Fax 06 835 2292

www.ltsa.govt.nz

LAND
transport safety
AUTHORITY