

# road safety issues

**T**he Land Transport Safety Authority (LTSA) has prepared this road safety issues report. It is based on reported crash data and trends for the 1999–2003 period. The intent of the report is to highlight 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 102 injury and 303 non-injury road crashes reported in the Gisborne District in 2003 was \$40.41 million. Five people died and 139 people suffered injuries as a result of these crashes.

Of the 102 injury crashes reported last year, 58 (57 percent) occurred on urban roads and 44 (43 percent) occurred on rural roads.

In the five-year period from 1999 to 2003, 52 pedestrians, 70 cyclists and 51 motorcyclists were injured in road crashes.

In urban areas, 39 percent of road users injured were pedestrians, cyclists or motorcyclists.

The number of people injured in crashes in the district has reduced significantly since a peak in 1995. However, continued effort is required to further reduce the number of road crashes in the district.

## Major road safety issues

Gisborne District

- Loss of control on rural roads
- Intersections
- Alcohol
- Cyclists
- Pedestrians
- Restraints

Nationally

- Speed
- Alcohol
- Failure to give way
- Restraints



## 2003 road trauma for Gisborne District



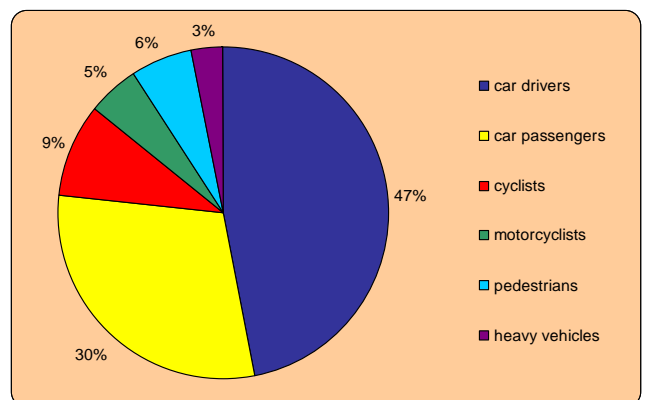
Deaths	5
Serious casualties	30
Minor casualties	109



Fatal crashes	5
Serious injury crashes	19
Minor injury crashes	78
Non-injury crashes	303

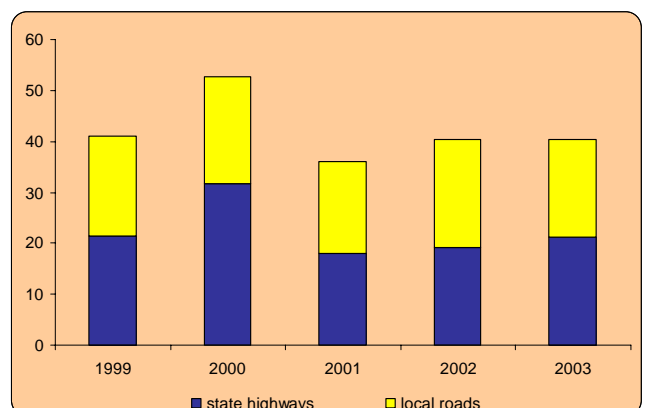
## Road casualties 1999–2003

User type 1999–2003



## 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 2002 prices.



## Loss of control on rural roads

In the past five years, 206 loss of control or head-on crashes have resulted in people being injured. These accounted for 39 percent of injury crashes reported in the district. The percentage of loss of control or head-on 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, 34 percent of injury crashes in rural areas occurred during the hours of darkness. Twenty-three percent of all rural crashes occurred in wet weather.

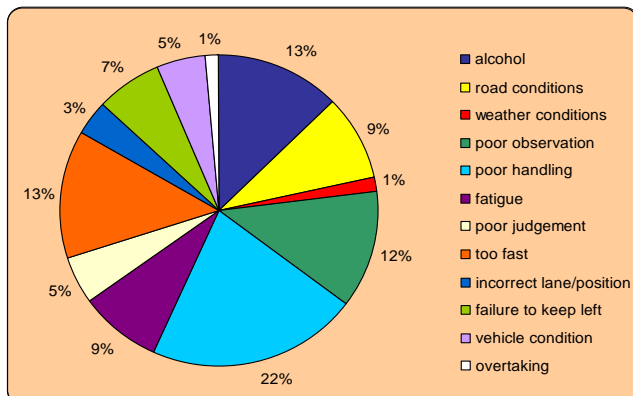
The objects most commonly struck in these crashes as vehicles left the road were: fences, banks, ditches, trees, poles, bridges and guard-rails. A number of vehicles lost control on steep shoulders of the road or when returning to the seal from an unsealed steep shoulder.

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

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

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

### Common factors in rural crashes



## 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 on roads, particularly at black spots.
- 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

- Focus on raising awareness of concerns about inappropriate speed.
- Raise driver's awareness of key speed issues and the need to drive according to road conditions.
- Raise property owners' awareness of their responsibility to have secure road frontage fencing to prevent stock from wandering.

### Enforcement

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





## Intersections

Nearly half of all crashes reported in the Gisborne District occurred at intersections (including driveways). In the past five years, 220 injury crashes and 682 non-injury crashes were reported at intersections.

Of the 902 intersection crashes reported in the past five years, 785 (87 percent) occurred in urban areas.

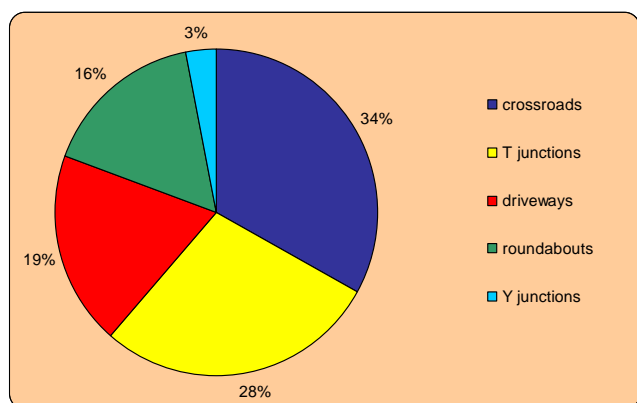
Of all injury and non-injury crashes reported at intersections during the past five years:

- 439 occurred at intersections with Give Way signs
- 123 occurred at intersections with Stop signs
- 36 occurred at intersections with traffic signal controls
- 130 occurred at intersections with no control
- 174 occurred at driveways.

Factors commonly recorded in crashes at intersections were failure to give way or stop when required, poor observation, and driving in the 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 a 20 percent decrease in the number of crashes at roundabouts in the city. Seven injury and 26 non-injury crashes were reported at roundabouts. Some improvements to road markings at roundabouts have been made. However, some design deficiencies remain at certain roundabouts in the city.

### Crashes at intersections



## Recommended actions

### Engineering

- Remedy deficiencies in roundabout design to further address crashes at roundabouts.
- Ensure there is appropriate sight distance at intersections and that the correct intersection controls are in place.

- Continue with safety audits and crash reduction studies to investigate, and if required, carry out remedial work at intersections.

### Education

- Focus on road-user behaviour at intersections, including roundabouts.
- Consider targeted advertising promotions and education programmes focused on intersections.

### Enforcement

- Increase enforcement of compliance with controls at intersections.
- Conduct enforcement campaigns targeting intersections.



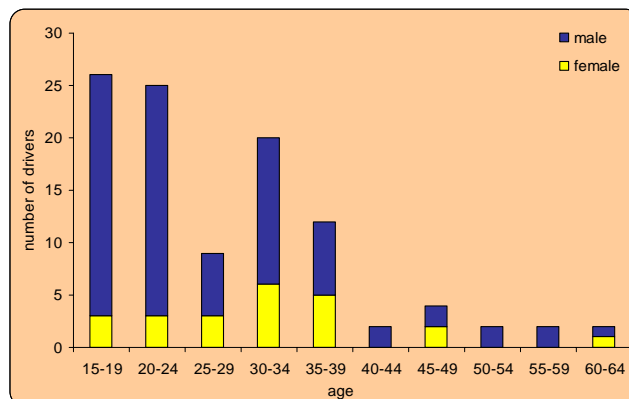
## Alcohol

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

Of the 526 injury crashes reported in the Gisborne District in the past five years, 104 (18.8 percent) had alcohol recorded as a key factor. In 49 (nine percent) injury crashes in the urban areas and 59 (10 percent) injury crashes in rural areas, alcohol was a recorded factor. While the number of injury crashes involving alcohol was lower in urban areas in 2003, there was an increase on rural roads with 14 reported injury crashes involving alcohol.

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

### Age and gender of drivers in alcohol-related crashes



## Recommended actions

### Education

- Promote safe drinking and driving habits, particularly among male drivers aged 15 to 40.
- 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

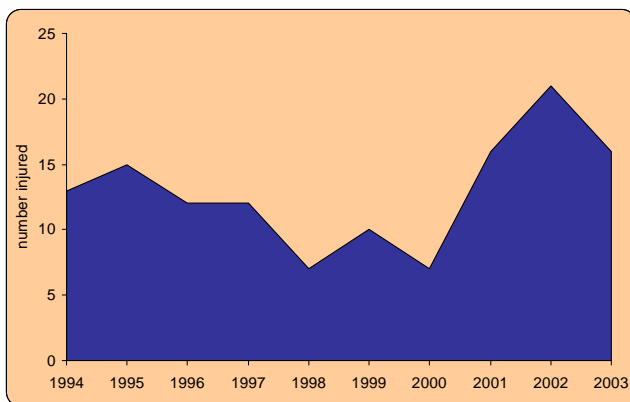
- Target enforcement at known high-risk areas and times and to the appropriate age group.
- Co-ordinate enforcement campaigns targeting drink-driving.
- Continue to support compulsory breath testing programmes.



## Cyclists

In the past five years, seven cyclists suffered serious injuries and 63 suffered minor injuries as a result of road crashes, predominantly on urban streets in Gisborne City. Over the past three years there has been an increase in the number of cyclists injured in crashes. Sixteen cyclists were injured in 2003.

### Cyclists injured in crashes

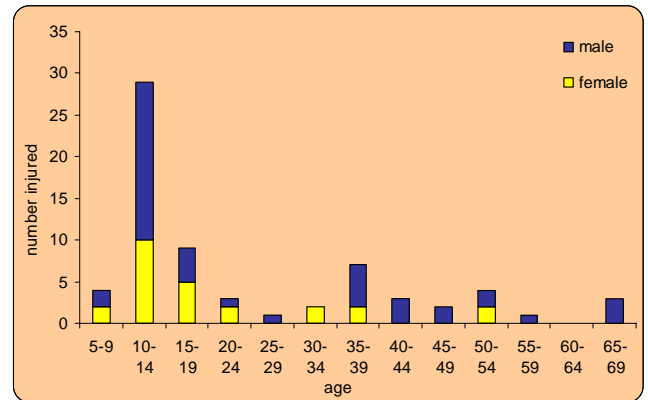


Cyclists formed a high proportion (22 percent) of road users injured in crashes reported in urban areas of Gisborne City. A high number of cycle crashes occurred at intersections.

When compared with similar districts, cyclists in particular were involved in a far higher percentage of crashes.

Cyclists in the nine to 15 year age group were more frequently injured in crashes. However, cyclists in the wider age group from 15 to 50 years also suffered injuries in crashes.

## Age and gender of cyclists injured



## Recommended actions

### Education

- Continue to support safe cycling programmes in schools.
- Focus on improving driver awareness of cyclists, especially at intersections.
- Implement activities to work in conjunction with nationally driven campaigns, such as National Bike Wise Week and back to school promotions.

### Enforcement

- Co-ordinate enforcement campaigns targeting cycle 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 Gisborne City.
- Provide cycle facilities such as formal marked cycle lanes and establish cycle ways to improve safety for cyclists.



## Pedestrians

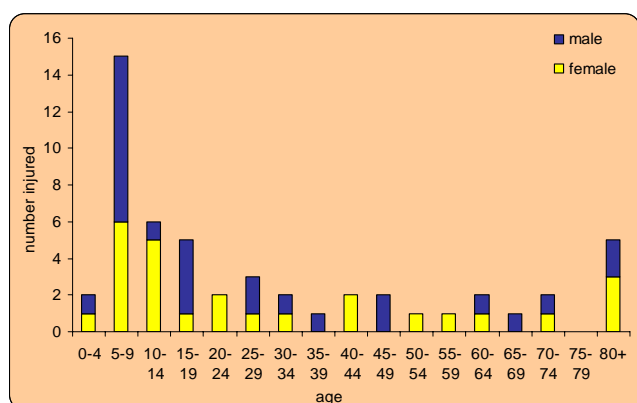
In the past five years, 52 pedestrians were injured in the Gisborne District. This number represents seven percent of the road users killed or injured last year.

Most pedestrian injuries occurred in the city on main arterial or collector roads and pedestrians represented 13 percent of people injured on urban streets in the Gisborne District.

Pedestrians most frequently injured were those under the age of 20 years.

Pedestrians were more frequently injured between 8 am and 9 am, 11 am and 1 pm, and 3 pm and 5 pm.

### Age and gender of pedestrians injured



## Recommended actions

### Education

- Promote safe walking habits.
- Continue to support ‘walking school bus’ programmes.
- Raise driver awareness of pedestrians as vulnerable road users.

### 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 could still improve. A 100 percent restraint-wearing rate is the target.

Results from surveys conducted in 2003 and 2004 were:

- adult front safety belt compliance of 97 percent (national average 93 percent). (Note for front seats, Gisborne is above the national average)
- adult rear safety belt compliance 69 percent (national average 81 percent)
- child restraint compliance 76 percent (national average 86 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

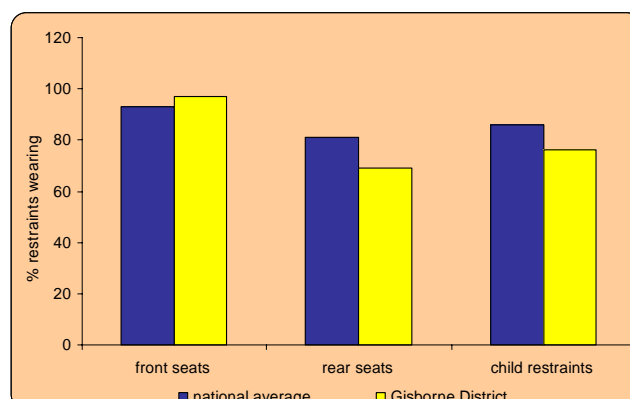
### Education

- Focus on improving attitudes to restraint wearing.
- Consider targeted advertising promotions focusing on restraint use.
- 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, targeting restraint usage.

### Restraint wearing rates



## Where to get more information

For more specific information relating to road crashes in the Gisborne District, please refer to the 1999 to 2003 Road Safety Data Report, or the Land Transport Safety Authority Crash Analysis System or contact the people or organisations listed.

## Contacts

Land Transport Safety Authority  
Napier Regional Manager  
Pat Aldridge

Senior Road Safety Engineer  
Colin Goble

Regional Education Adviser  
Kate Irvine

See LTSA staff contact details at bottom of page

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

Gisborne District Council  
Roading Manager  
Geoff Cobb  
PO Box 747  
Gisborne  
Phone 06 867 2049

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

Transit New Zealand (State Highways)  
Regional Highway Manager  
Neville Harkness  
PO Box 740  
Napier  
Phone 06 835 1750

Napier Regional Office  
3<sup>rd</sup> Floor Dunvegan House  
215 Hastings Street  
PO Box 972, Napier  
Phone 06 974 5520, Fax 06 974 5529  
[www.ltsa.govt.nz](http://www.ltsa.govt.nz)