

road safety issues

Gisborne District

Land Transport New Zealand has prepared this road safety issues report. It is based on reported crash data and trends for the 2000–2004 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 101 injury and 340 non-injury road crashes reported in the Gisborne District in 2004 was \$29.06 million. One person died and 138 people suffered injuries as a result of these crashes.

Of the 101 injury crashes reported last year, 53 (52 percent) occurred on urban roads and 48 (48 percent) occurred on rural roads.

In the five-year period from 2000 to 2004, 60 pedestrians, 72 cyclists and 45 motorcyclists were injured in road crashes.

In urban areas, 41 percent of road users injured were pedestrians, cyclists or motorcyclists.

Continued effort is required to reduce the number of road crashes and people injured in the region.

Major road safety issues

Gisborne Region

Loss of control on rural roads

Intersections

Cyclists

Pedestrians

Alcohol

Nationally

Speed

Alcohol

Failure to give way

Restraints



2004 road trauma for Gisborne District



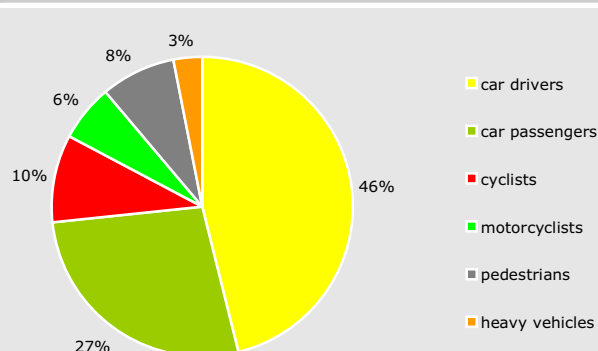
Deaths	1
Serious casualties	26
Minor casualties	111



Fatal crashes	1
Serious injury crashes	24
Minor injury crashes	76
Non-injury crashes	340

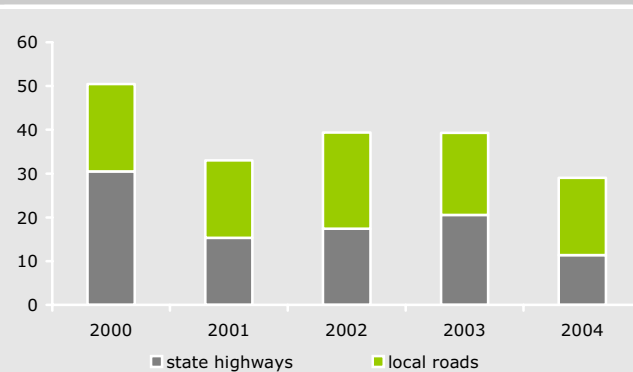
Road casualties 2000–2004

User type 2000–2004



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 2004 prices.

Loss of control on rural roads

In the past five years, 196 loss of control or head-on type crashes have resulted in people being injured on rural roads. These accounted for 37 percent of injury crashes reported in the district. The percentage of loss of control crashes on curves continues to be much higher than reported in similar districts.

Approximately 33 percent of rural loss of control crashes occurred on local roads and 67 percent on state highways in the district.

Factors commonly associated with these crashes included:

- poor vehicle handling
- failure to keep left
- driver's inattention
- poor judgement and observation
- fatigue
- road and vehicle conditions.

Speed and alcohol were also commonly reported contributing factors. Last year, 40 percent of injury crashes in rural areas occurred during the hours of darkness. Twenty-six 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 crashes on rural roads include:

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

Stray farm animals on roads in the district continue to contribute 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 on state highways 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.
- Maintain pavement surfaces to provide good standards for skid resistance.
- Improve road geometry.

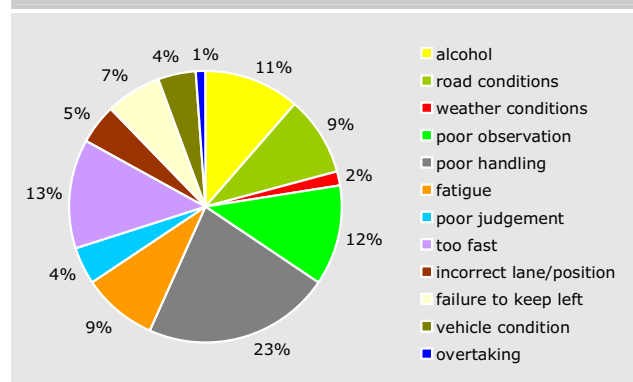
Education

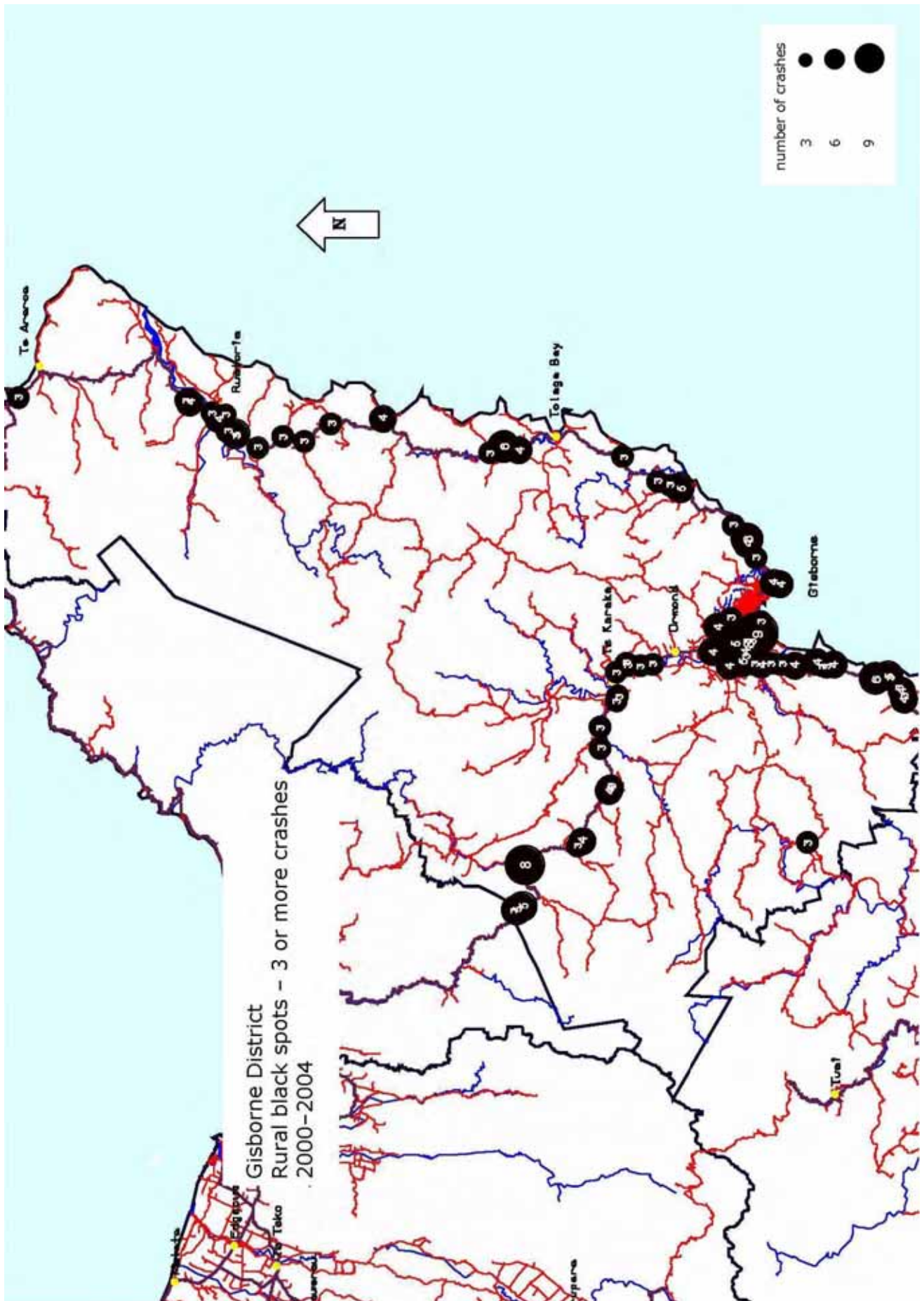
- Focus on raising awareness of concerns about inappropriate speed.
- Raise driver awareness of key speed issues and the need to drive according to road conditions.
- Raise property owners' awareness of their responsibility to have secure road frontage fencing to prevent stock from wandering.

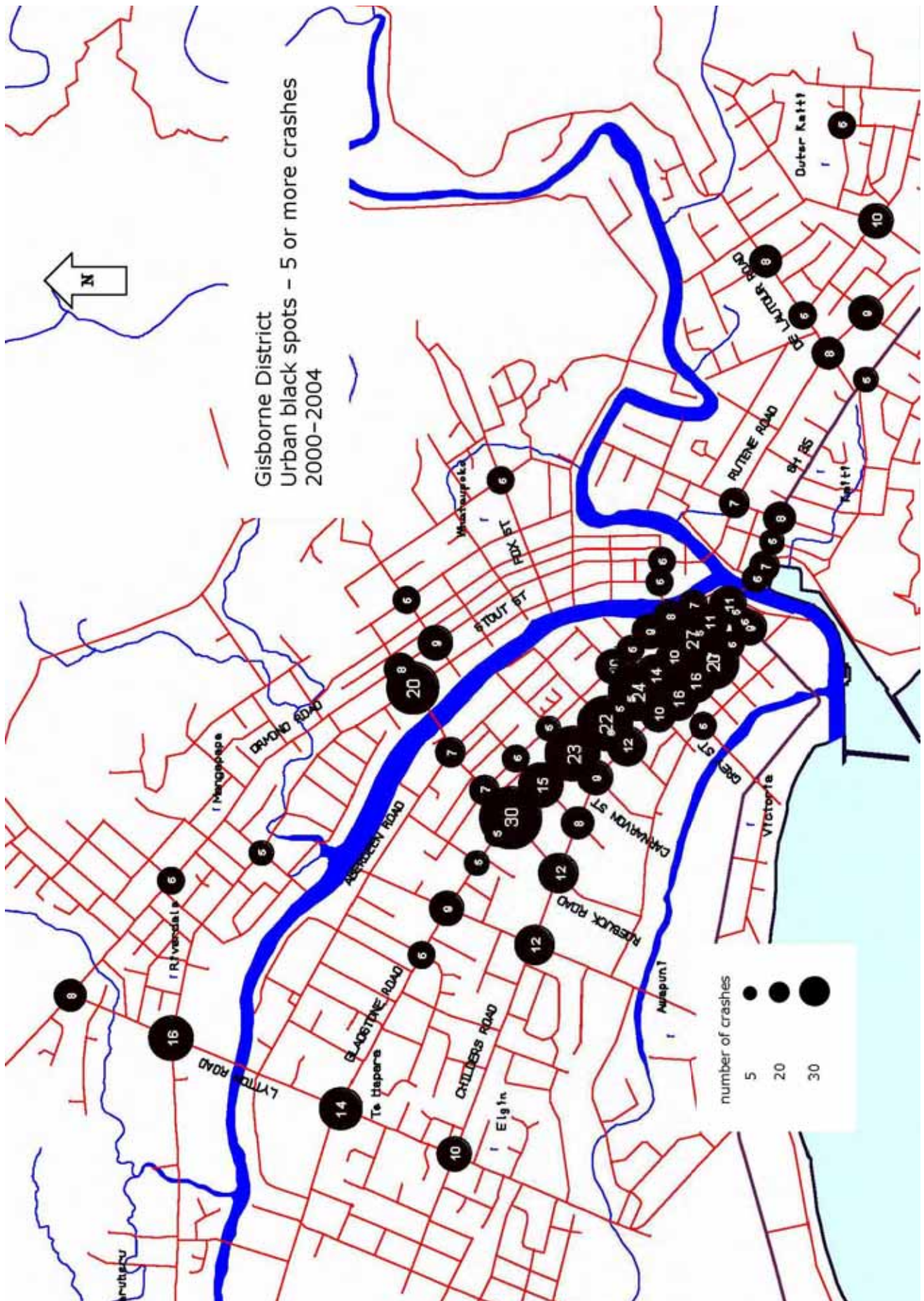
Enforcement

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

Factors in rural crashes 2000–2004







Intersections

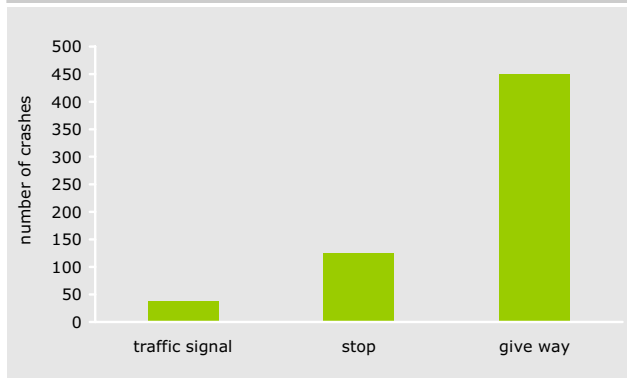
In 2004, approximately 44 percent of all injury crashes reported in the Gisborne District occurred at intersections (including driveways).

In the past five years, 228 injury crashes and 734 non-injury crashes were reported at intersections. Of the 962 intersection crashes reported in the past five years, 841 (87 percent) occurred in urban areas.

Of all crashes reported at intersections during the past five years:

- 450 occurred at intersections with Give Way controls
- 125 occurred at intersections with Stop controls
- 38 occurred at intersections with traffic signal controls
- 135 occurred at intersections with no control
- 205 occurred at driveways.

Intersection controls 2000–2004

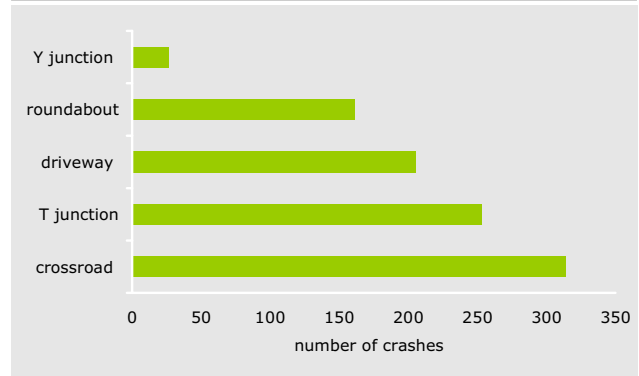


Factors commonly recorded in crashes at intersections were:

- failure to give way or stop when required
- poor observation and failing to check
- driving in incorrect lane or position
- rear-end shunts into vehicles
- travelling too fast
- driver affected by alcohol.

Last year there was a reduction in the number of crashes at roundabouts in the city. Some improvements were made to road markings at roundabouts, however, some design deficiencies remain at certain roundabouts in the city.

Intersection type 2000–2004



Recommended actions

Engineering

- Ensure there is appropriate sight distance at intersections and that the correct intersection controls are in place.
- Carry out safety audits and crash reduction studies to investigate and, if required, carry out remedial work at intersections.
- Remedy deficiencies in roundabout design to further address crashes at roundabouts.

Education

- Focus 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 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 higher 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, 98 (18.6 percent) had alcohol recorded as a key factor. The incidence of injury crashes involving alcohol was slightly higher in rural areas.

Males in the 15 to 40 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 but to a lesser extent.

Recommended actions

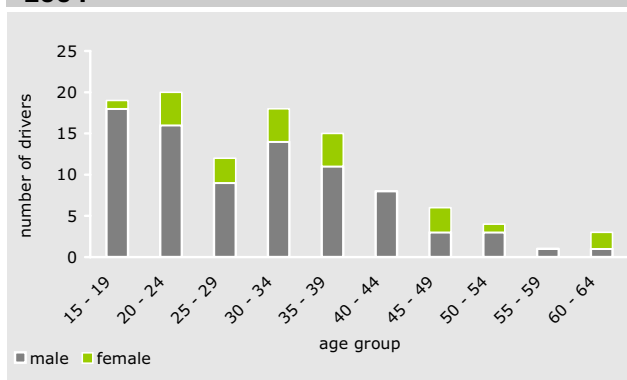
Education

- 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.

Age and gender in alcohol-related crashes 2004

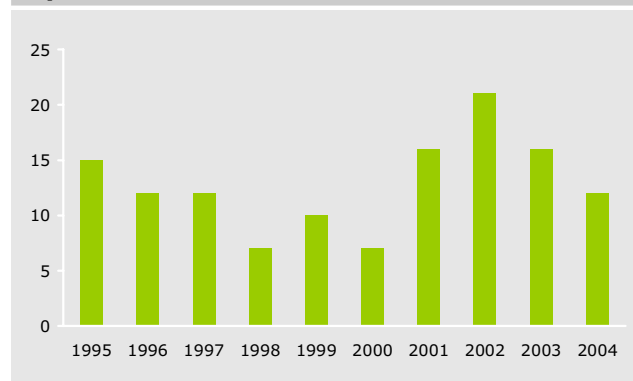


Cyclists

In the past five years, nine cyclists suffered serious injuries and 63 suffered minor injuries as a result of road crashes, predominantly on urban streets in Gisborne City.

In 2004, 12 cyclists were injured in crashes. This was a slight reduction from the previous three years.

Cyclist crashes 1995–2004



Recommended actions

Education

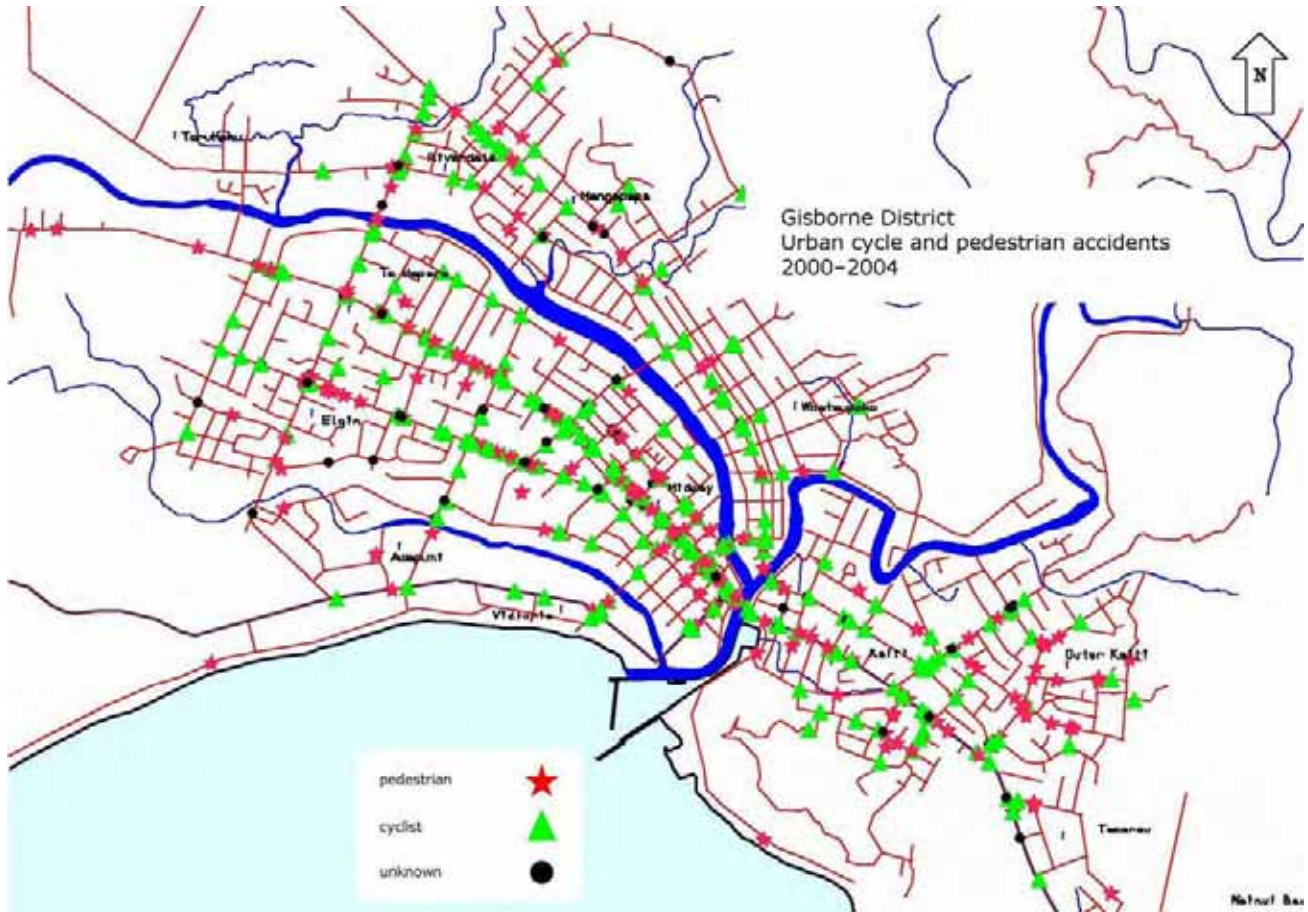
- Continue to support safe cycling programmes in schools.
- Focus on improving driver awareness of cyclists, especially at intersections.
- Implement activities to work in conjunction with nationally driven campaigns, such as National Bike Week and back to school promotions.

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, 60 pedestrians have been injured in the Gisborne District.

Last year 16 pedestrians were injured on roads in the district. This number represents eight percent of the road users killed or injured in the region in 2004.

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 Gisborne.

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

The hours of the day that pedestrians are more frequently injured are 8 am to 9 am, 11 am to 1 pm, and 3 pm to 5 pm.

Recommended actions

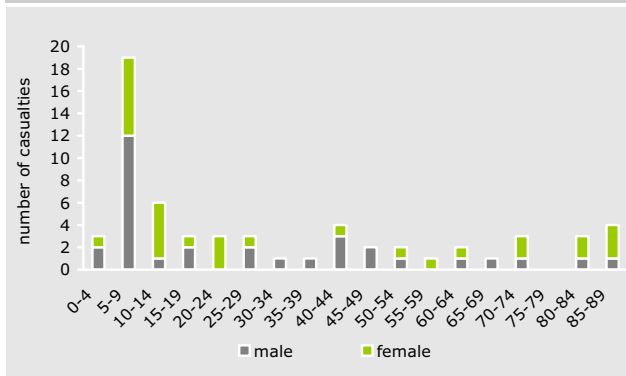
Education

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

Engineering

- Continue to 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.
- Programme and implement recommendations from Gisborne District's Cycling and Walking Strategy.

Age and gender of pedestrians injured 2000-2004



Where to get more information

For more specific information relating to road crashes in the Gisborne District, please refer to the 2000 to 2004 road safety data report or the Land Transport New Zealand crash analysis system or contact the people or organisations listed.

Contacts

Land Transport New Zealand

Ian Hunter
Partnership Manager Central
Phone 04 931 8900

Senior Road Safety Engineer
Colin Goble

Regional Education Advisor
Denise Elers

See contact details at bottom of the page.

Road Safety Co-ordinator

Trudi Harrison
Gisborne District Council
PO Box 747
Gisborne
Phone 06 867 2049

Gisborne District Council

Geoff Cobb
Roading Manager
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)

Ken Holst
State Highway Network Manager
PO Box 740
Napier
Phone 06 835 1750



Napier Regional Office
Dunvegan House
215 Hastings Street
PO Box 972
Napier

Telephone 06 974 5520
Fax 06 974 5529

www.landtransport.govt.nz