

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 Rotorua Area.

'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

Rotorua Area

Poor observation
Speed
Failure to give way
Restraints and helmets

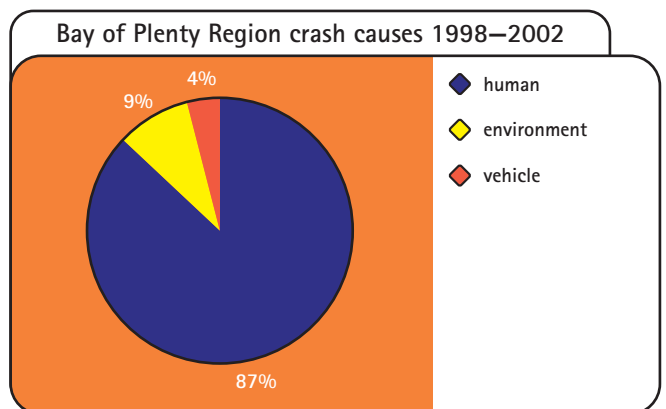
Nationally

Speed
Drink-driving
Failure to give way
Restraints

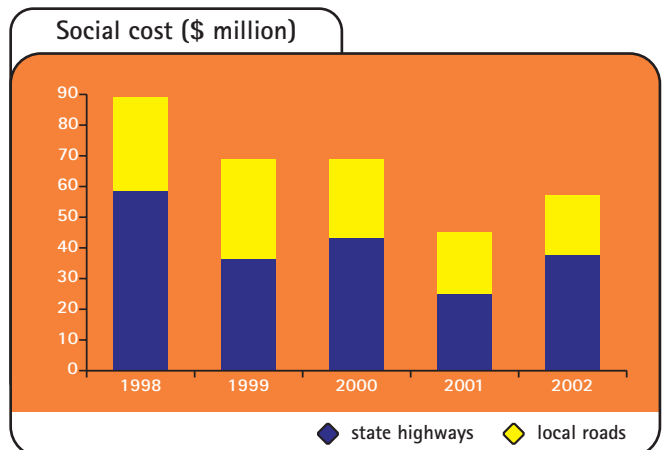
2002 road trauma for Rotorua Area

Deaths	9
Serious casualties	43
Minor casualties	174
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Fatal crashes	8
Serious injury crashes	33
Minor-injury crashes	114
Non-injury crashes	512

Regional crash causes 1998–2002



Estimated social cost of crashes*

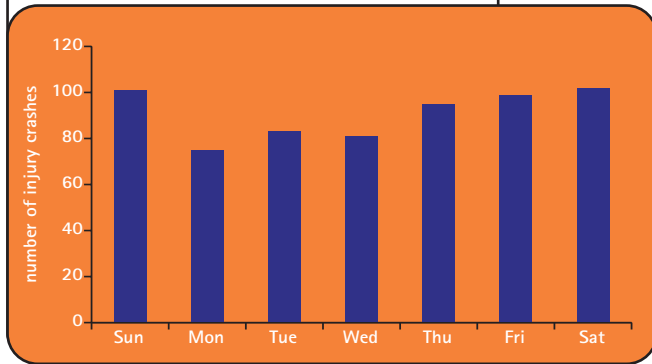


* The estimated social cost includes loss of life or life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal or non-fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are expressed at June 2002 prices.

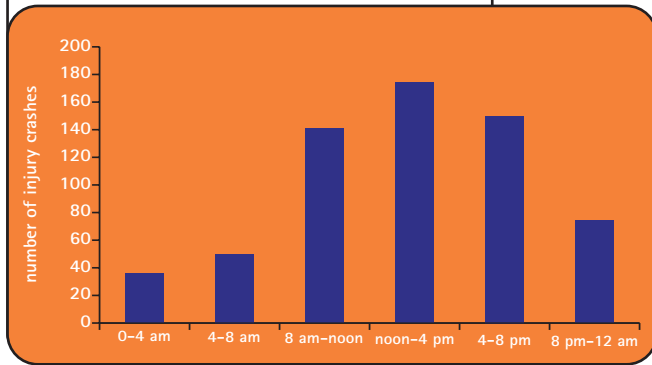
When crashes occurred

Crashes resulting in injury can occur at any time, but in the Rotorua Area between 1998 and 2002, Saturday and noon–4 pm were the worst periods.

Day of week for crashes 1998–2002



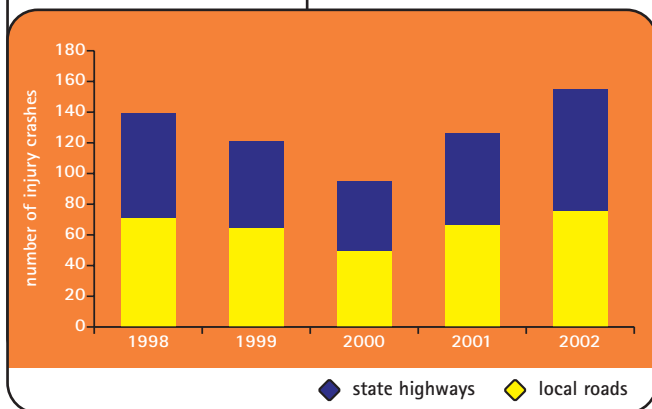
Time of day for crashes 1998–2002



Where crashes occurred

During the 1998–2002 period, approximately 50 percent of fatal crashes (where one or more people were killed) and 57 percent of injury crashes occurred on urban roads.

Location of crashes



Who was involved in crashes

Between 1998 and 2002, 1,019 people were injured on Rotorua Area roads. Drivers accounted for 45 percent of people injured and passengers 34 percent.

Other key road-user groups represented among those injured in this period included motorcyclists (seven percent), cyclists (four 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%	59%
Learner or restricted	19%	21%
No or wrong licence	15%	5%
Forbidden or disqualified	3%	1%
Overseas	3%	3%
Unknown	8%	11%

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 Rotorua Area was New Zealand European. However, when considering the ethnicity of those involved in crashes in the Rotorua Area compared with all New Zealand and with similar areas, the following ethnic groups were over-represented in 2002:

- Maori in urban areas
- Tokelauan in rural areas.

Ethnicity status	Urban crashes	Rural crashes
NZ European	52%	59%
NZ Maori	38%	25%
Cook Islander	1%	1%
Samoan	1%	
Tokelauan		5%
Asian	3%	9%
Other	5%	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 either speeding or drink-driving.

In the Rotorua Area, poor observation was a factor in 31 percent of injury crashes in 2002, a decrease from 2001, and decreasing against the national trend.

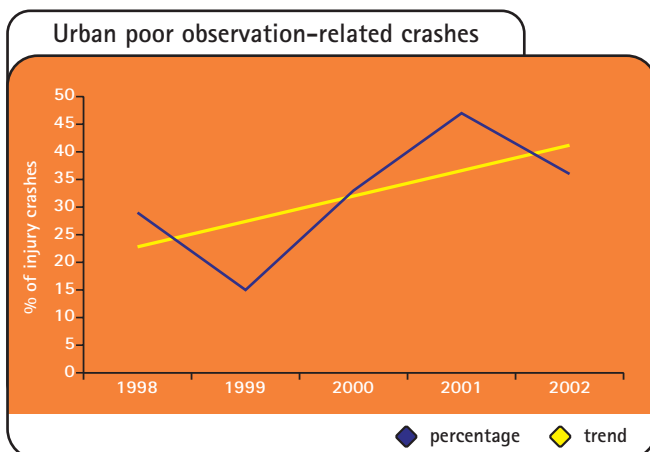
There were 159 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly an urban issue in the Rotorua Area in 2002 and was a factor in 36 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 17 in 2000 to 33 in 2002.

The majority (49 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 to ways to address:

- complacency of drivers
- looking but not seeing
- roading networks that contain surprises for the inattentive driver.



80 Speed

Speed includes not only exceeding the speed limit, but also driving too fast for the condition of the road. No matter how good drivers think they are, speeding significantly increases the chances of crashing and serious injury or death.

- A child struck in a suburban street by a car travelling at 10 km/h over the speed limit will be killed.
- Driving at 100 km/h in light rain requires the same stopping distance as driving at 120 km/h on a sunny day.

Nationally, speed is the major contributing factor to fatal road crashes. Crashes involving excessive speed tend to be more severe and therefore the associated social cost is much higher.

In 1,509 crashes during 2002, the driver was travelling too fast for the conditions, resulting in a total social cost of \$768 million. Drivers travelling at excessive speed account for around 20 percent of open road crashes.

In the Rotorua Area speed was a factor in 25 percent of injury crashes in 2002. This was an increase from 2001 and increasing against the national trend.

There were 152 speed-related injury crashes reported in the last five years.

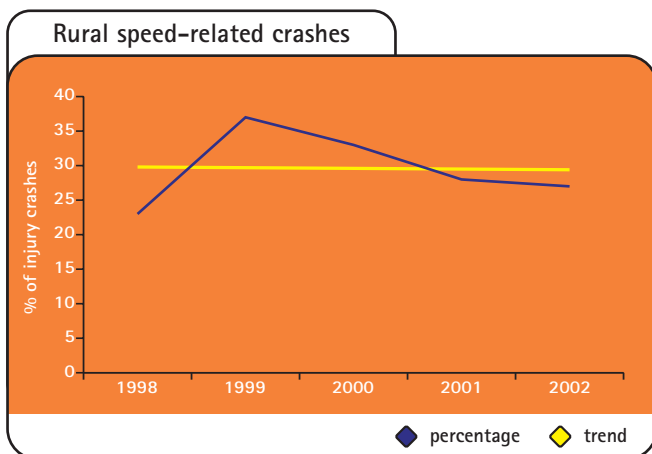
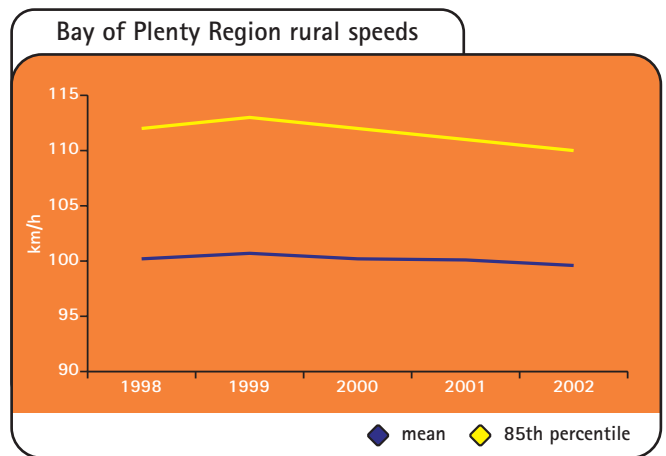
Speed was predominantly a rural issue in the Rotorua Area in 2002 and was a factor in 27 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h. Most roads in the Bay of Plenty were built for 80 km/h speeds and cannot be driven safely at the open road maximum of 100 km/h.

Speed has increased as a factor on rural roads over the last four years, with the number of injury crashes rising from 15 in 2001 to 17 in 2002.

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

- 41 percent of drivers said that they enjoyed driving fast on the open road
- 13 percent of drivers agreed that there was little chance of a crash when speeding if they were careful
- 37 percent of drivers thought that the risk of being caught speeding was small
- 88 percent thought that enforcing the speed limit helped to lower the number of road deaths.

Speed surveys are undertaken annually throughout the country by the LTSA and it is pleasing to see that nationally both urban and rural speeds are continuing to decrease. The following graph illustrates the results of surveys undertaken in the Bay of Plenty Region over the last five years:





Failure to give way

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

- at intersections with a Give Way or Stop sign
- 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.

Failure to give way caused the second highest number of all crashes in New Zealand, ahead of drink-driving and speeding.

In the Rotorua Area, intersection crashes have increased over the last three years, making up 36 percent of all crashes in the area in 2002.

Forty-seven percent of urban crashes occurred at intersections in 2002 (remaining the same as 47 percent in 2001). These were typically turning and crossing type conflicts.

The main factors associated with urban intersection crashes in the Rotorua Area were failure to give way or stop and not seeing or looking for another party until too late.

Rural intersections accounted for a smaller proportion of crashes in the Rotorua Area than urban intersections, with 20 percent of rural crashes occurring at intersections in 2002.

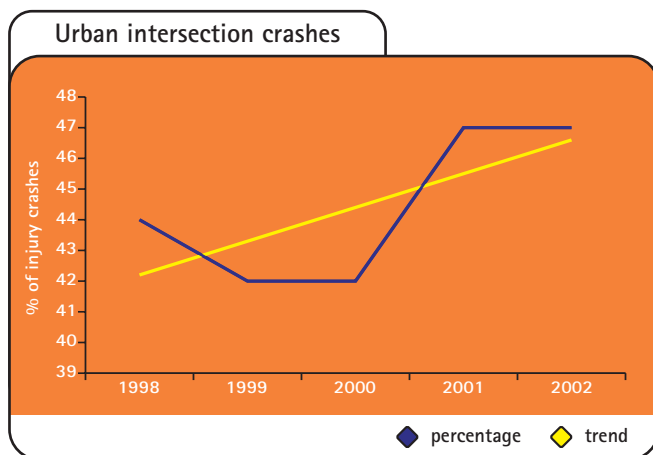
Black spot sites (injury crashes)

- Lake Road and Tarawera Road intersection
- Ranolf Street and Amohau Street intersection
- SH 5 and Sunset Road intersection
- SH 30A and Te Ngae Road intersection
- SH 30A and SH 30 intersection

Increasing incidence sites*

- SH 5 and Sunset Road intersection
- Fenton Street and Amohau Street intersection
- Lake Road and Bennetts Road intersection
- Ranolf Street and Lake Road intersection

* 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%
Bay of Plenty Police District	94%

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%
Bay of Plenty Police District	81%
Rotorua District	89%

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%
Bay of Plenty Police District	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%
Bay of Plenty Police District	88%
Rotorua District	88%

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 Rotorua Area for the 2003/2004 year is proposed as follows:

Community development

Community fund/activity

Road safety programmes

Safe with Age

Speed

Restraints

Intersections

Safe cycling

CAAP

Safe driving – fatigue

Co-ordinated activity

Safe walking

The Bay of Plenty Regional Council will also 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 in 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 from either 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 District 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

Contacts

Land Transport Safety Authority
Regional Manager
Glenn Bunting
Phone 07 839 7000

Education
Susan Jolley
Phone 07 834 4672

Engineering
Robyn Denton
Phone 07 834 4673

New Zealand Police
District Road Policing Manager
Kevin Taylor
PO Box 741, Rotorua
Phone 07 349 9554

Road Safety Promotions and Marketing
Waikato Regional Council
Barnaby Bates
PO Box 4010, Hamilton East
Phone 07 856 7184

Road Safety Co-ordinator
Rotorua District Council
Cedric Rogers
Private Bag 3029, Rotorua

Local Authority Engineer
Rotorua District Council
Kevin Thompson
Private Bag 3029, Rotorua

Accident Compensation Corporation
ACC Injury Prevention Consultant
Rotorua and Taupo area
Louise Kirk
PO Box 649, Rotorua
Phone 07 350 0315

Hamilton Regional Office
Private Bag 3081
183 Collingwood Street, Hamilton
Phone 07 839 7000, Fax 07 839 7001
www.ltsa.govt.nz