

road safety issues

Rotorua Area

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 provide partners with an indication of the area's road safety performance.

'The data relative to your area in this report will assist you in measuring how effective your road safety strategy has been. 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 each area.

Land Transport New Zealand is committed to ensuring that safety will be considered as an integral part of its business.

I hope this copy of *Road Safety Issues 2005* assists you in identifying ways of achieving improved safety outcomes in your area.'

Rosalie Orr
Partnership Manager Midlands

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



2004 road trauma for Rotorua Area



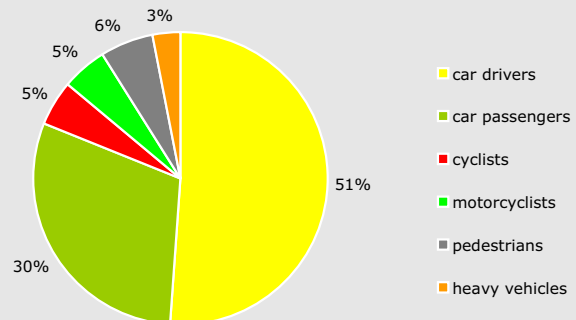
Deaths	8
Serious casualties	45
Minor casualties	204



Fatal crashes	7
Serious injury crashes	33
Minor injury crashes	153
Non-injury crashes	511

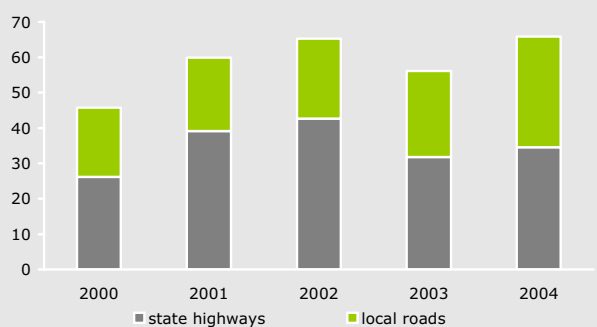
Road casualties 2000–2004

User type 2000–2004



Estimated social cost of crashes*

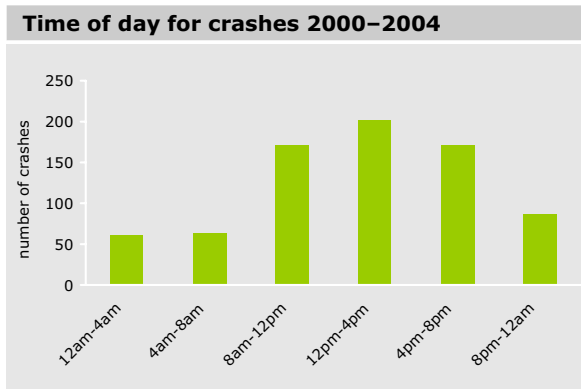
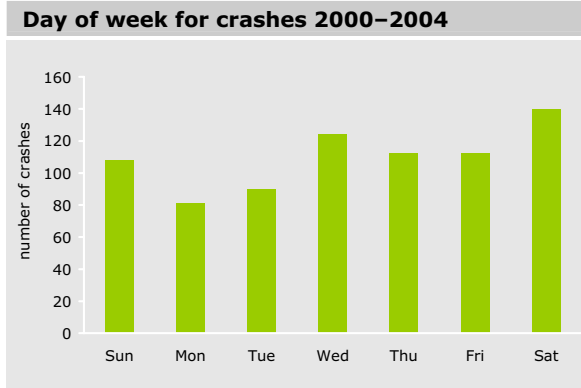
Social cost (\$ million)



*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.

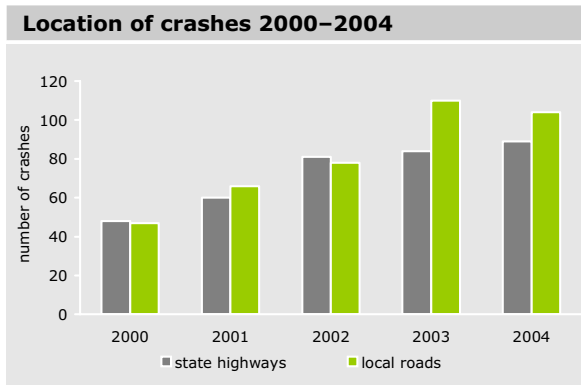
When crashes occurred

Crashes resulting in injury can occur at any time but in the Rotorua Area from 2000 to 2004, Saturdays and noon to 4 pm were the worst periods.



Where crashes occurred

During the 2000–2004 period, approximately 63 percent of fatal crashes (where one or more people were killed) and 43 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.



Who was involved

From 2000 to 2004, 1,126 people were injured on Rotorua Area roads.

Road user groups involved in crashes

Road user groups	Casualties urban	Casualties rural
Drivers	46%	55%
Passengers	26%	34%
Heavy vehicle occupants	2%	4%
Motorcyclists	5%	6%
Cyclists	9%	1%
Pedestrians	12%	0%

Age groups of those involved in crashes

Age groups in years	Crashes—males	Crashes—females	Population in Rotorua Area
<5	1%	1%	8%
5–9	3%	3%	9%
10–14	8%	6%	8%
15–19	21%	26%	7%
20–24	11%	9%	7%
25–29	9%	9%	8%
30–34	8%	7%	8%
35–39	7%	7%	8%
40–44	7%	7%	7%
45–49	7%	4%	6%
50–54	4%	4%	5%
55–59	4%	3%	4%
60–64	4%	4%	4%
65–69	2%	2%	4%
70–74	2%	2%	3%
75–79	1%	2%	2%
80+	1%	4%	2%

Gender of those involved in crashes

Gender	Urban crashes	Rural crashes
Male	311	313
Female	276	217

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 2004 and resulted in a total social cost of \$605 million.

Failure to see or look for another road user until too late caused 2,255 crashes in 2004 – a greater number of crashes than either speeding or drink-driving, but with a lower social cost and a lower rate of severity.

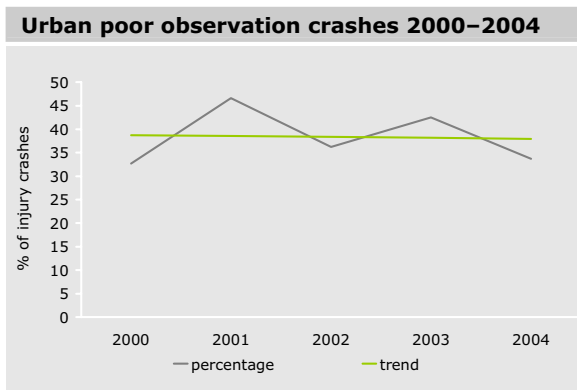
In the Rotorua Area, poor observation was a factor in 26 percent of injury crashes in 2004, a decrease from 2003, and decreasing against the national trend.

There were 230 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly an urban issue in the Rotorua Area in 2004 and was a factor in 34 percent of the injury crashes occurring on roads with a speed limit lower than 70 km/h.

Poor observation has fluctuated as a factor on urban roads over the last five years, with the number of injury crashes falling from 51 in 2003 to 34 in 2004.

The majority (55 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 on how to address:

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

Key locations

The following provides a breakdown of the key locations at which poor observation crashes occurred during the 2000–2004 period in the Rotorua Area:

Hinemoa St and Hinemaru St intersection
SH 30A and Te Ngae Rd intersection
Arawa St and Tutanekai St intersection
SH 30A and Ranolf St intersection
SH 30A and SH 30 intersection
SH 5, 1,000 m south of Ngongotaha Rd
Fenton St and Robertson St intersection
Fenton St and Victoria St intersection
Fenton St and Devon St intersection
SH 5 and Oturoa Rd intersection

Territorial local authority performance

The following table provides the percentage of poor observation related crashes that occurred in the Rotorua Area and their peer group during the period 2000–2004.

	TLA	Peer group*
Rotorua District	30%	34%

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

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, resulting in serious injury or death.

- A child struck in a suburban street by a car travelling at 10 km 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.
- Driving at 50 km/h in dry conditions requires 37 metres stopping distance. Driving at 100 km/h in dry conditions requires 111 metres stopping distance.

Nationally, speed is one of the major contributing factors to road crashes. For the 12 months to the end of December 2004, excessive speed contributed to around 36 percent of fatal crashes and 16 percent of injury crashes.

During 2004, there were 1,769 crashes where the driver was travelling too fast for the conditions, resulting in a total social cost of \$954 million.

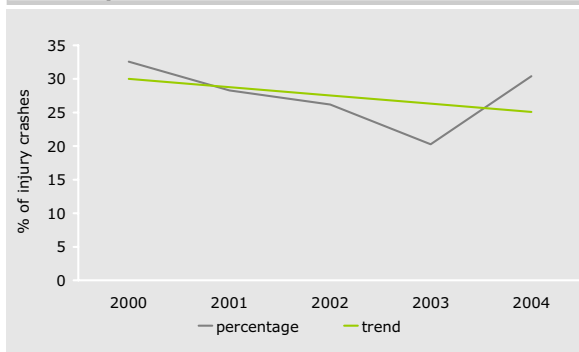
In the Rotorua Area, excessive speed was a factor in 23 percent of injury crashes in 2004. This was an increase from 2003 and an increase against the national trend.

There were 161 speed-related injury crashes reported in the last five years.

Speeding was predominantly a rural issue in the Rotorua Area in 2004 and was a factor in 30 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 fluctuated as a factor on rural roads over the last five years, with the number of injury crashes rising from 15 in 2003 to 28 in 2004.

Rural speed-related crashes 2000–2004



2004 public attitudes survey

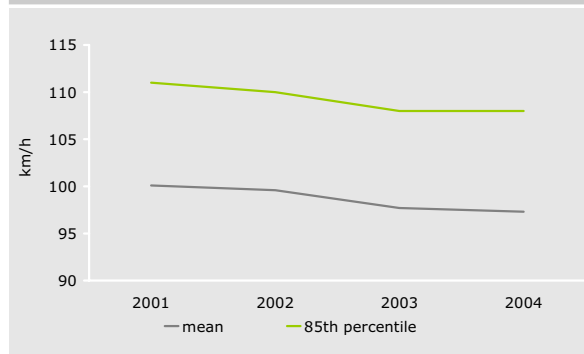
Responses from the Bay of Plenty Region indicated:

- 32 percent of drivers said that they enjoyed driving fast on the open road
- 16 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
- 77 percent thought that enforcing the speed limit helped to lower the number of road deaths.

Speed surveys

Speed surveys are undertaken annually throughout the country 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 four years.

Bay of Plenty rural speeds 2001–2004



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 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 during 2004. The total social cost of these crashes was \$543 million.

In 2004, failure to give way caused the second highest number of crashes in New Zealand, ahead of drink-driving and speeding, but with a lower social cost and a lower rate of severity.

In the Rotorua Area, intersection crashes have increased over the last five years, making up 32 percent of all crashes in the area in 2004.

Intersections were the site for 51 percent of urban crashes in 2004 – down from 54 percent in 2003. 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 poor observation.

Rural intersections accounted for a smaller proportion of crashes in the Rotorua Area than urban intersections, with 11 percent of rural crashes occurring at intersections in 2004.

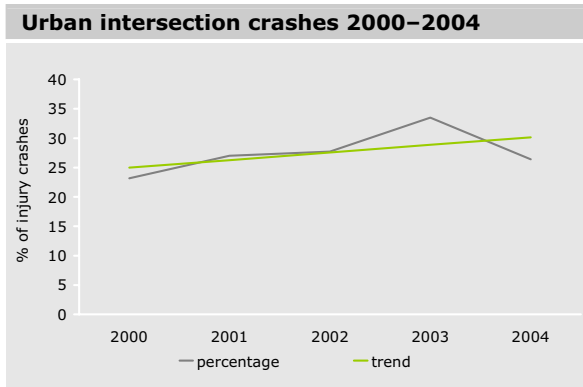
Key crash locations

The following provides an indication of the key urban black spot locations at which crashes occurred during the 2000–2004 period in the Rotorua Area.

Key urban black spot locations
SH 5 and Sunset Rd intersection
SH 30A and Te Ngae Rd intersection
SH 30A and Hinemaru St intersection
Clayton Rd, 70 m west of May Rd
SH 30A and SH 30 intersection

Even though failure to give way is 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 2004.

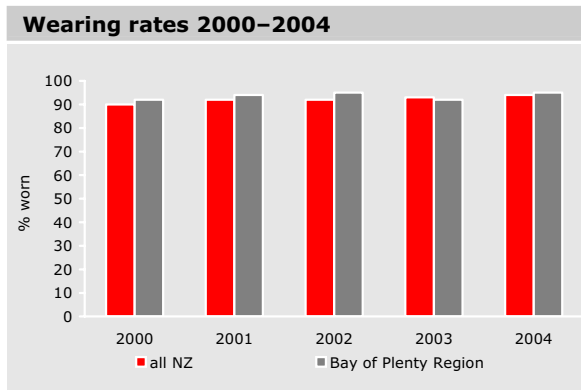
Increasing incidence locations
Urban
Lake Rd and Tarewa Rd intersection
Rural
SH 5 and Waipa Mill Rd intersection
SH 5, 1,670 m south of Waiotapu Loop Rd
SH 30, 1,290 m east of Tamatea St



Restraints and helmets

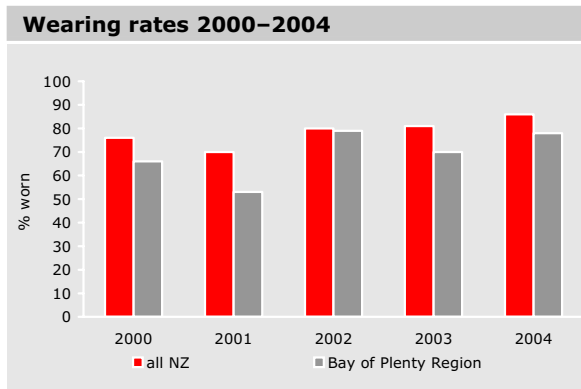
In the 12 months to March 2005, 85 people who were killed on the roads were not wearing safety belts. According to police officers, at least 20 of those lives (four were children) would have been saved had they used the restraints available to them.

Front seat safety belt use – adult



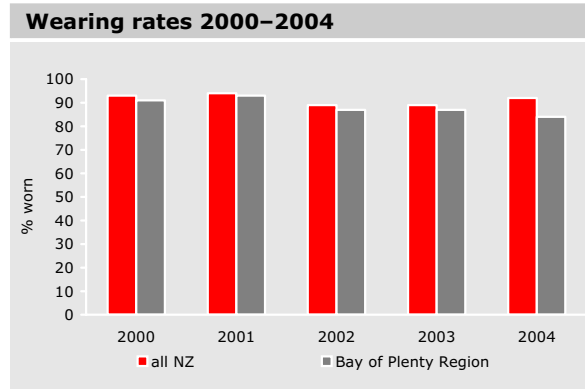
Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that 38 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt when driving was very or fairly likely.

Rear seat safety belt use – adult



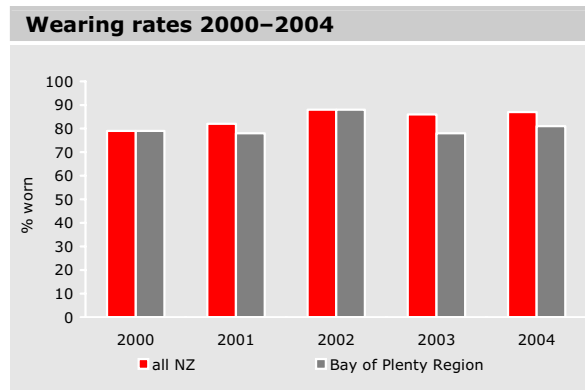
Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that six percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt as a rear seat passenger was very or fairly likely.

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 2004 public attitudes survey indicated that 19 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.

New Zealand Transport Strategy

The *New Zealand Transport Strategy* (NZTS) defines the government's vision for transport – 'By 2010, New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system.'

The strategy has five main objectives:

- to assist economic development
- to assist safety and personal security
- to improve access and mobility
- to protect and promote public health
- to ensure environmental sustainability.

All modes of transport (road, rail, sea and air) will be looked at in an integrated and long-term way.

Implementation will occur through policy development, rules and legislation (such as the Land Transport Management Act), the Road Safety to 2010 strategy, work on emissions control, measures to improve maritime and aviation security, and rail safety.

The NZTS is also a reference point for those who wish to contribute to government transport policy and planning. All future projects that seek funding from the National Land Transport Fund will have to actively take into account the strategies' objectives.

Land Transport New Zealand

The 2004 amendment to the Land Transport Management Act (LTMA) provided for the establishment of Land Transport New Zealand (Land Transport NZ), a Crown agency that assumed the responsibilities of the Land Transport Safety Authority and Transfund New Zealand from 1 December 2004.

Land Transport NZ was proposed as an outcome of the 2004 Transport Sector Review. The review sought to re-engineer the government transport sector to better enable it to deliver on the objectives of the NZTS.

Land Transport NZ's objective is to contribute to an integrated, safe, responsive and sustainable land transport system, working in partnership with central, regional and local government and many other stakeholders to help develop land transport solutions.

Land Transport NZ will focus on optimal use and development of New Zealand's land transport system, taking a long-term view.

Although there will no longer be an agency focused solely on land transport safety, safety will be maintained and improved.

Network safety co-ordination

Managing the safety of the roading network is an important task that road safety partners have been working on at both a national and regional level for many years.

The Ministry of Transport has established a Network Safety Co-ordination Group which will report to the National Road Safety Committee. This group hosted a workshop that renewed focus on the co-ordination of safety activities across the three E's approach – engineering, education and enforcement.

The workshop was to develop a model for how this co-ordinated approach could be used consistently in all regions. A commitment was made at this workshop for the co-ordinated approach to be used on the 'worst' state highway corridors in each region.

Road policing

'During 2004 the Bay of Plenty Police District saw a significant drop in the number of both fatal crashes and fatalities.

Our focus for 2005 through 2006 has not changed. The key risk behaviours on our roads remain. That is, speeding, drinking and driving and failure to wear seatbelts.

For the second year running we have analysed the drivers who were at fault from fatal vehicle crashes in the district. Some interesting patterns have emerged. The number of disqualified at-fault drivers has halved from 12 in 2003 to six in 2004. The district-wide enforcement focus on disqualified drivers has seen in excess of a 100 percent increase in apprehensions during 2004 compared with 2003. There appears to be a direct reflection of this in the fatality figures.

In making the district roads safer the aim is to be in the right place at the right time – that is, day of the week and time of day, delivering the enforcement service that best reduces road trauma.

Our goal for 2005 is to see no more than 42 people die on Bay of Plenty Police District roads, this reducing to no more than 25 by 2008.'

Inspector Kevin Taylor

Road Policing Manager – Bay of Plenty

Partnerships

Land Transport New Zealand 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 Rotorua Area include:

New Zealand Police

Bay of Plenty District Road Policing Manager

Kevin Taylor

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Road Safety Co-ordinators

Bay of Plenty Region

Transport Planner

Mike Seabourne

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Phone 0800 368 267

Rotorua District

Cedric Rogers

Private Bag 3029

Rotorua

Phone 07 348 4199

Local Authority Engineers

Rotorua District Council

Kevin Thompson

Private Bag 3029

Rotorua

Phone 07 348 4199

Accident Compensation Corporation

Rotorua and Taupo Area

ACC Injury Prevention Consultant

Louise Kirk

PO Box 649

Rotorua

Phone 07 350 0315

Assistance from Land Transport New Zealand

The Midland Regional Office is able to assist partners in activities such as:

- implementation 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
- long-term council community plans
- land use planning
- land transport programme development

The Land Transport New Zealand 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.landtransport.govt.nz

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