

MIN-3929 Distracted Driver trial

16 August 2022

Provide an update on Waka Kotahi plans to educate and engage on the Distracted Driver trial, and the next steps for the trial.

Waka Kotahi NZ Transport Agency's response:

As part of the National Road Safety Promotion Programme (NRSPP), Waka Kotahi delivers a continuous education and marketing programme that focuses on building a safe system, which requires a mix of interventions including support of good road user choices. As part of the continuous programme, our next scheduled flight of advertising which addresses distractions from mobile phones is set for September 2022.

We have also recently appointed new creative and media buying agencies. As a result, Waka Kotahi is reviewing the NRSPP, including our approach to educating and engaging the New Zealand public on issues such as distracted driving.

As part of our broader educational content about the road code, we are also looking into how we can leverage Waka Kotahi social media channels to share educational messaging and content around mobile phone and seatbelt use.

Following the trial, Waka Kotahi intends to publish the findings in a report, which will involve media engagement, to inform the public on the scale of the issue as well as share the findings. Decisions around the future use of these cameras have not yet been made as they will be based on the trial findings.

While current legislation does not allow for the use of safety cameras to enforce distraction or restraint offences, the Road Safety Penalties Review may result in the required legislative changes being made. In the meantime, next steps following the trial may include:

- further trials in locations more diverse than the current trial's high-volume urban corridors in Tāmaki Makaurau,
- trials of issuing warning notices,
- development of the required business cases and procurement processes to enable Waka Kotahi to commence enforcement once enabling legislation is in effect.