



## Questions and Answers

### Innovative Road Markings to improve Motorcycle Safety around the Coromandel

#### What are these innovative road markings about?

*Safer Rides* is a significant pilot project aimed at improving motorcycle safety along the 130km scenic loop in Southern Coromandel, popular with recreational motorcyclists.

Innovative lane markings are being trialled on the entry to five deceptive curves on the pilot route to reduce riders' speed on the approach to deceptive corners and improve their lane positioning.

*Perceptual countermeasures* is the technical name for this site-specific approach to improving road safety. Essentially it's about helping motorcyclists to read the road, both consciously and unconsciously, by making changes to how the road looks or is perceived.

By manipulating the road and roadsides to make riding appear to be more difficult, the degree of risk experienced by riders' is increased, and their response is to instinctively slow down, and ride the safest line for the curve.

#### How will the road marking trial be measured?

Mackie Research & Consulting are the human factors specialists involved in evaluating the Coromandel project for effectiveness.

More than 200 motorcyclists were monitored on two of the five key corners on the Southern Coromandel Loop prior to the lane markings being installed. The effect the road markings have on rider speed and lane position will be closely monitored and analysed over the next 12 months.

### **Is the paint used for the road markings skid resistant?**

The road markings in the Southern Coromandel have been applied using strict NZTA specifications which comply with international standards, including skid resistance.

### **Is there evidence that these road markings can improve motorcyclists safety?**

The Australians were the first to apply the principles to motorcycle safety in the State of Victoria in 2008. While the pilot results were positive, it was recommended that perceptual countermeasures still needed to work alongside other initiatives to encourage riders to slow down and to make a real improvement in motorcycle crash statistics in the longer term.

To read the research report from Monash University, Accident Research Centre 2008 visit <http://www.nzta.govt.nz/traffic/driving-safely/motorcycle-safety-projects/safer-rides-sc/resources.html>

The experts involved in the trial in Victoria worked closely with the New Zealand *Safer Rides* project team. The New Zealand team are looking to build on the work of their counterparts in the area of curve perceptual countermeasures for motorcyclists along the 130 km route in the Southern Coromandel.

### **Will these road markings improve safety for motorcyclists in New Zealand?**

This work is being conducted as a trial. Until analysis is completed we won't know the full impact these initiatives have made.

There is no silver bullet in road safety and the safe system approach adopted by New Zealand works towards improving a whole range of factors: our roads and roadsides, the speeds we travel at, the vehicles we drive and our behaviours. The thinking is that if we improve all of these things, then even when there is failure or a mistake made, the other parts of the system will help protect us.

For more information on the Government's Safer Journeys strategy and the safe system approach to road safety, see <http://www.saferjourneys.govt.nz/action-plans/>

### **Why are they being used in the Southern Coromandel?**

1-3% of the vehicles that travel along the Southern Coromandel route are motorcycles, but for the period 2008 – 2012, motorcyclists represented 44% of all fatalities and serious injuries.

### **Were New Zealand motorcyclists consulted in the Coromandel trial?**

*Safer Rides – Coromandel* is a multi-agency pilot project involving NZ Transport Agency, Motorcycle Safety Advisory Council, ACC, NZ Police, local councils, and motorcycling user groups.

A reference group guided the development of the perceptual countermeasures comprising of NZ Transport Agency trainers, Police motorcyclists, professional rider trainers and a number of motorcyclists.

Motorcyclists are encouraged to give feedback about the all the planned safety improvements via [www.nzta.govt.nz/safer-rides-sc](http://www.nzta.govt.nz/safer-rides-sc)

### **Will they be applied anywhere other than Coromandel?**

The aim of the Safer Rides project is to introduce a series of safety improvements in order to reduce the number and severity of motorcycle crashes in the Coromandel. What is learned can be applied to other popular motorcycle routes around the country.

### **What are the other safety improvements planned for the Southern Coromandel?**

The *perceptual countermeasures* are only one treatment being used on the pilot route. Other treatments to the road and roadsides will also improve motorcycle safety in three areas:

1. **Helping to keep riders on their bikes** with innovative road markings and upgraded signage around some deceptive corners, improved surface condition as well as work to improve visibility.
2. **Creating a more forgiving environment** by removing or modifying various roadside hazards to help reduce the severity of potential injuries if riders do crash.
3. **Getting injured riders access to medical treatment** as quickly as possible via new rescue helicopter landing areas.

For more information visit [www.nzta.govt.nz/safer-rides-sc](http://www.nzta.govt.nz/safer-rides-sc)



These innovative lane markings are being trialled on the entry to five deceptive curves on the pilot route in Southern Coromandel (Kopu/Whangamata/Waihi/Paeroa/Kopu).

