

road safety issues

The Land Transport Safety Authority (LTSA) has prepared this road safety issues report. It is based on reported crash data and trends for the 1999–2003 period. The intent of the report is to highlight key road safety issues and to identify possible ways to reduce the number of road deaths and injuries in the Central Hawkes Bay District.

The estimated social cost of road crashes reported in the Central Hawkes Bay District last year was \$37.58 million.

In 2003, 51 injury and 63 non-injury crashes were reported in the district. Eight people died and 62 suffered injuries as a result of these crashes. Of the 51 injury crashes reported last year, 13 (25 percent) occurred on urban roads and 38 (75 percent) occurred on rural roads. Since a record low number of 47 casualties in 1997, there has been an increase with 70 people being injured last year.

In the five-year period from 1999 to 2003, 11 pedestrians, eight cyclists and 23 motorcyclists were injured in road crashes. There has been an increase in the number of heavy vehicle occupants injured on roads in the past three years.

Continued effort is required to reduce the number of people injured, particularly as a result of crashes on rural roads in the district.

Major road safety issues

Central Hawkes Bay District

Loss of control on rural roads

Intersections

Motorcyclists

Restraints

Alcohol

Nationally

Speed

Alcohol

Failure to give way

Restraints



2003 road trauma for Central Hawkes Bay District



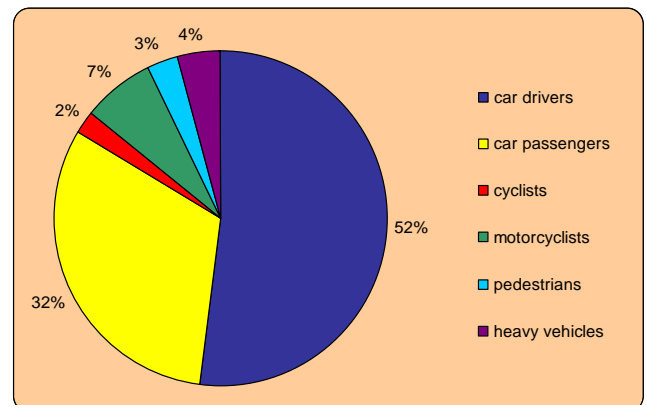
Deaths	8
Serious casualties	14
Minor casualties	48



Fatal crashes	7
Serious injury crashes	12
Minor injury crashes	32
Non-injury crashes	63

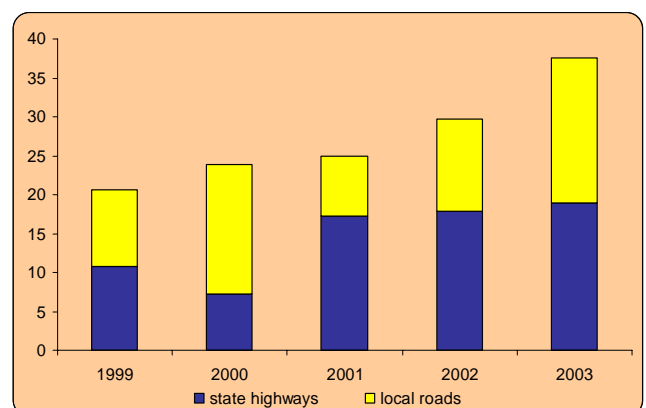
Road casualties 1999–2003

User type 1999–2003



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 2002 prices.



Loss of control on rural roads

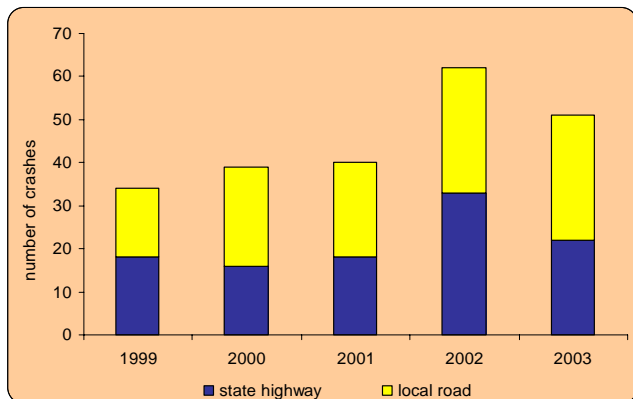
In the past five-years, 17 fatal, 52 serious injury and 102 minor injury crashes have occurred on rural roads in the district. Ninety-four crashes resulted from drivers losing control on bends and 34 where drivers lost control of their vehicles on straight roads. Fifty-one people suffered injuries as a result of rural road crashes in 2003.

Factors that were commonly associated with these crashes included: driving too fast for the road conditions, poor vehicle handling, failure to keep left, driver's inattention, poor judgement and observation, fatigue, and road and vehicle conditions. Speed and alcohol were also commonly reported contributing factors in rural road crashes.

In 2003, 44 percent of the injury crashes in rural areas occurred during the hours of darkness and 21 percent occurred in wet weather.

Objects most commonly struck in crashes 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.

Rural road injury crashes



Recommended actions

Engineering

- Continue with programmes to upgrade curve warning signs, markings and delineation on local rural roads to the appropriate standards.
- Carry out rural crash reduction studies to investigate and implement remedial treatment on roads, particularly at black spots.
- Maintain the roadside 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 and cost effective.
- Maintain pavement surface to provide good standards for skid resistance.
- Improve road geometry.

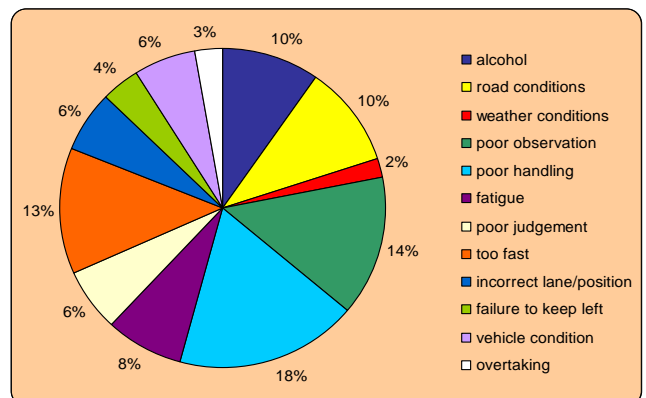
Education

- Focus on raising awareness of concerns about inappropriate speed.
- Raise driver awareness of the risks of speeding and driving too fast for the road conditions.

Enforcement

- Continue enforcement focusing on inappropriate speed in rural areas.
- Target enforcement to times and locations of greatest risk.
- Co-ordinate enforcement campaigns, targeting road-user behaviour.
- Maintain stock and animal control in the district.

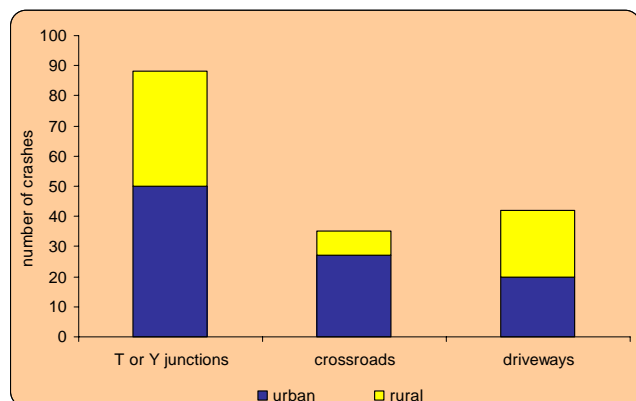
Common factors in rural road crashes



Intersections

Approximately 30 percent of all crashes reported in the Central Hawkes Bay District occurred at intersections. In the past five years, 64 injury crashes and 104 non-injury crashes were reported at intersections, including driveways. Over the past two years there has been an increase in crashes at intersections in the district.

Crashes at intersections by intersection type



Of the injury and non-injury crashes reported at intersections during the past five years:

- 76 occurred at intersections with Give Way controls
- 17 occurred at intersections with Stop controls
- 42 occurred at driveways.

Factors recorded in crashes at intersections in the Central Hawkes Bay District were commonly:

- failure to give way or stop
- inattention and distraction
- failure to see other traffic
- misjudging the speed of other traffic
- travelling too fast at intersections
- inexperience in driving
- drivers under the influence of alcohol.

Recommended actions

Education

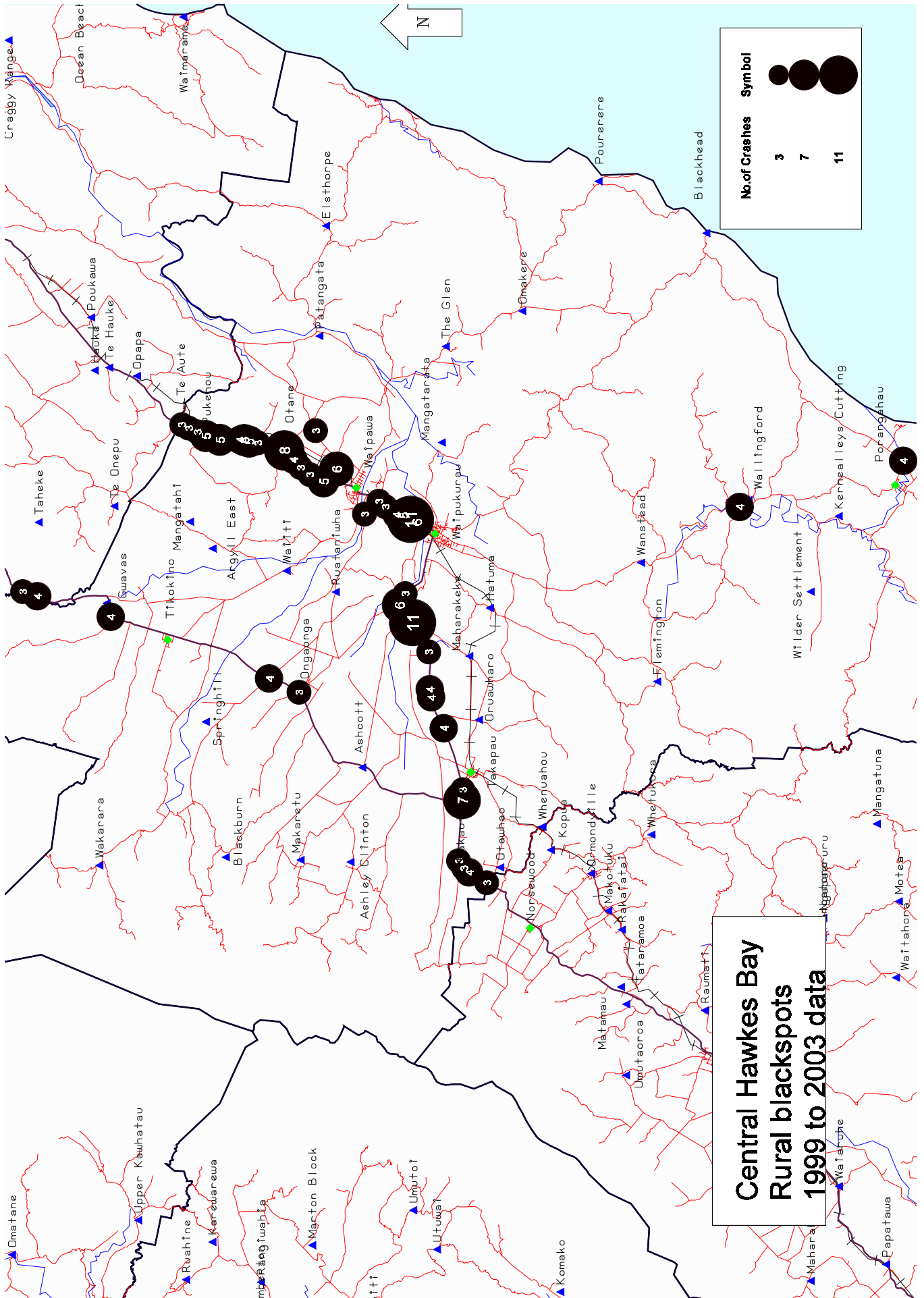
- Focus on road-user behaviour at intersections.
- Consider targeted advertising promotions aimed at raising driver's awareness at intersections.
- Identify black spot intersections and involve the community to raise awareness and address safety concerns at these locations.

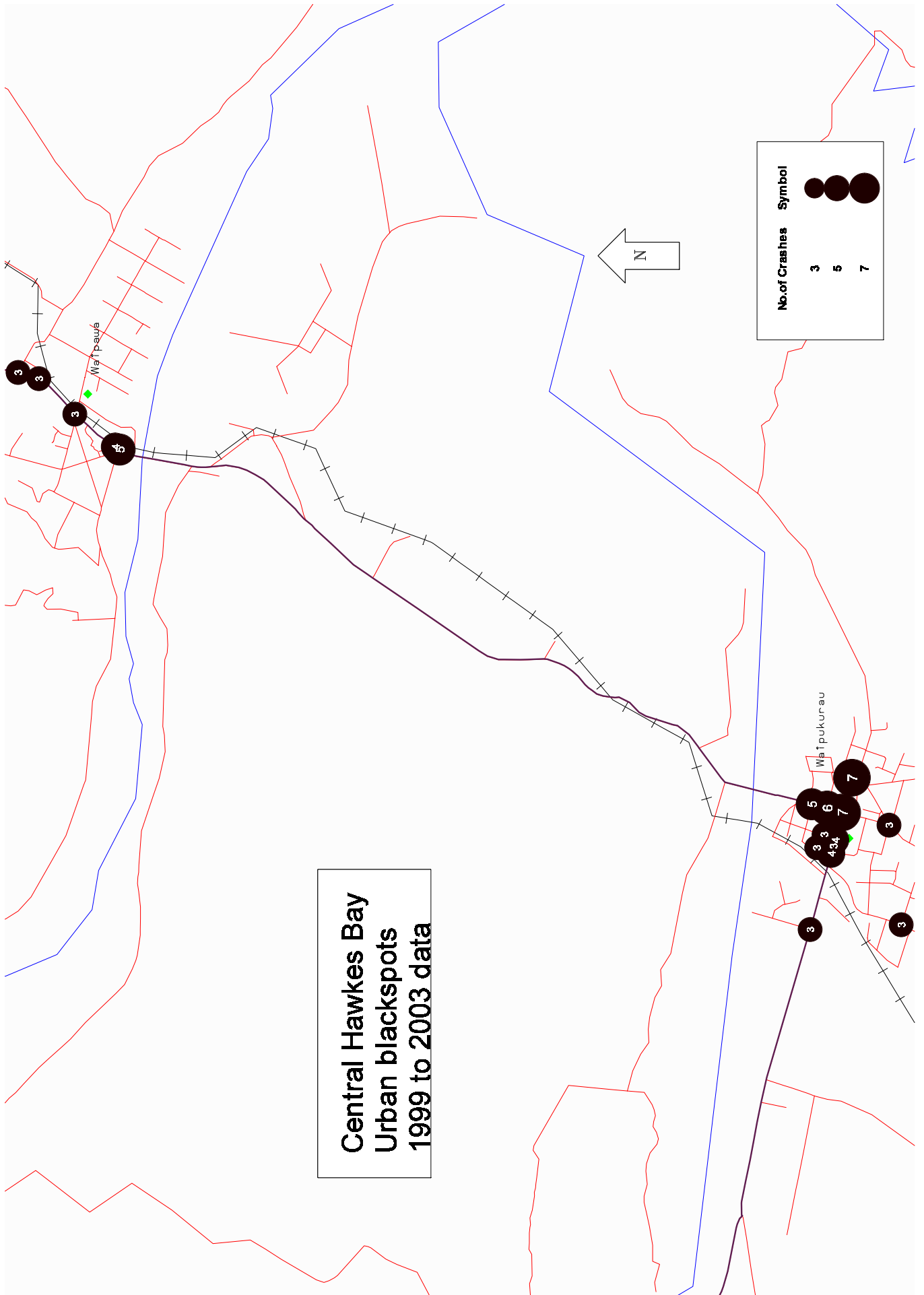
Enforcement

- Increase enforcement of compliance with Give Way and Stop controls at intersections.
- Conduct enforcement campaigns targeting higher-risk intersections.

Engineering

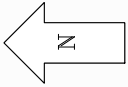
- Programme crash reduction studies to investigate, and if required, carry out remedial work at intersections to improve safety.
- Ensure appropriate sight distance is established and maintained at intersections, and ensure intersections are appropriately controlled with Give Way or Stop signs.





Central Hawkes Bay
Urban blackspots
1999 to 2003 data

No. of Crashes	Symbol
3	
5	
7	



Waipaua

Waipukurau



Motorcyclists

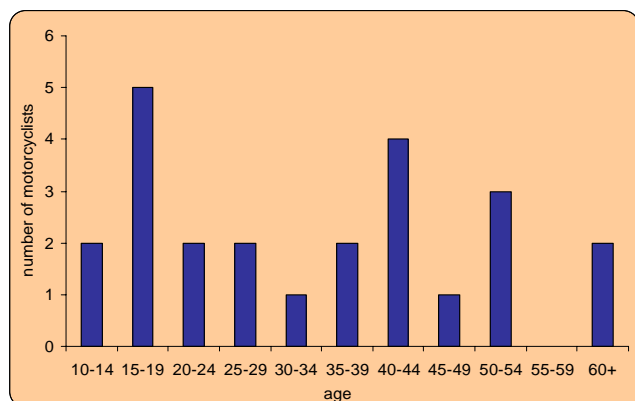
Two motorcyclists were killed, nine suffered serious injuries and 12 received minor injuries as a result of crashes during the past five years.

Motorcyclists accounted for seven percent of road users injured in crashes reported in the Central Hawkes Bay District. When compared with similar districts, the rate of motorcyclists injured in crashes over the past five years was higher.

Compared with all other road users, a higher portion of motorcyclists involved in crashes suffer more severe injuries as a result of crashes. This occurs particularly on rural roads where travel speed is higher and the result of impact with another vehicle or object is greater.

Motorcyclists ranging in age from nine through to 65 were involved in motorcycle crashes in the district. Approximately 68 percent of the motorcycle crashes occurred on rural roads in the district and 34 percent occurred on state highways. Nearly half of all motorcycle crashes reported occurred at intersections and driveway entrances.

Age of motorcyclists involved in crashes



Recommended actions

Education

- Focus on improving driver awareness of motorcyclists, especially at intersections.
- Consider safe riding courses for motorcyclists.

Enforcement

- Co-ordinate enforcement campaigns, targeting motorcycle safety.
- Increase enforcement of road user compliance with Give Way, Stop and signal controls at intersections.

Engineering

- Ensure adequate visibility is provided and maintained at intersections.



Restraints

In recent years there have been significant improvements in the use of front seat safety belts and child restraints in the Hawkes Bay Region. However, the use of rear safety belts remains below the national average and needs to improve. A 100 percent restraint-wearing rate is the target.

Results from surveys conducted in the Hawkes Bay Region in 2003 and 2004 were:

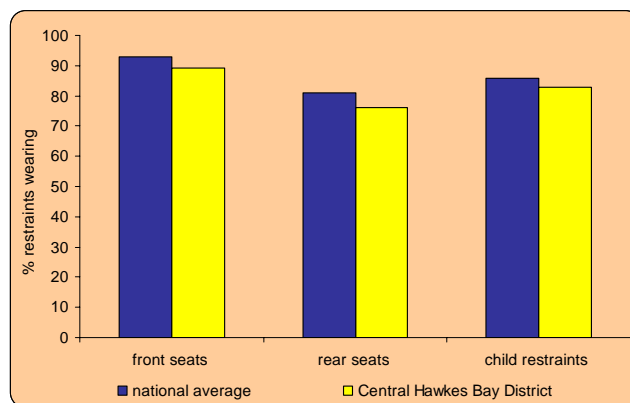
- adult front safety belt compliance 89 percent (national average 93 percent)
- adult rear safety belt compliance 69 percent (national average 81 percent)
- child restraint compliance 83 percent (national average 86 percent).

A significant number of crashes in the district occurred on rural roads. Far more people suffered serious injuries in these crashes.

Further improvement in the wearing of restraints in vehicles would prevent and reduce the number and severity of injuries, particularly from high speed rural crashes and crashes at intersections

The benefits of wearing safety belts are significant in the event of a crash, as they assist in preventing injuries or reducing their severity.

Restraint wearing rates



Recommended actions

Education

- Focus on improving attitudes to restraint wearing.
- Promote and support child restraint schemes which are currently taking place locally.
- Implement activities to work in conjunction with national campaigns, eg Kidsafe Week and back to school promotions.

Enforcement

- Support strategic enforcement campaigns aimed at restraint usage.
- Promote restraint-wearing random spot checks.



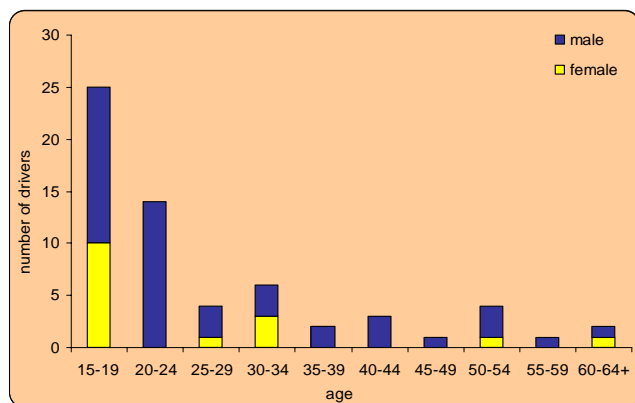
Alcohol

When compared with similar districts and all of New Zealand, the percentage of alcohol-related injury crashes was over-represented, particularly in rural areas of the Central Hawkes Bay District.

Of the 226 injury crashes reported in the Central Hawkes Bay District in the past five years, 37 (16 percent) had alcohol recorded as a factor. Nine of the 37 injury crashes occurred in urban areas and 28 in rural areas. While the percentage of injury crashes involving alcohol has shown a downward trend in urban areas, numbers have remained quite static in rural areas over the past five years. Continued attention to drink-driving is required, particularly in rural areas.

There is a predominance of males in the 17 to 25 year age group who are involved in crashes where alcohol is a recorded driver factor. However, the drink-drive message should be promoted to all drivers in the district to reduce injuries and enhance safety for all road users in the district.

Age and gender of alcohol-affected drivers



Recommended actions

Education

- Promote safe drinking and driving habits, particularly with male drivers aged 15 to 25 years.
- Consider targeted advertising promotions involving community and licensee consultation when determining appropriate media channel and style of resource to be developed.
- 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, working in conjunction with community programmes targeting drink-driving.
- Continue to support compulsory breath testing programmes.

Where to get more information

For more specific information relating to road crashes in the Central Hawkes Bay District, please refer to the 1999 to 2003 Road Safety Data Report, or the Land Transport Safety Authority Crash Analysis System or contact the people or organisations listed on this page.

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