

# road safety issues

## Central Hawkes Bay District

**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 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 \$23.10 million. This is a significant reduction from 2003 (\$37.58 million).

In 2004, 36 injury and 67 non-injury crashes were reported in the district. Four people died and 48 suffered injuries as a result of these crashes. Of the 36 injury crashes reported last year, eight (22 percent) occurred on urban roads and 28 (78 percent) occurred on rural roads. Since a record high of 91 casualties in 2002, the 41 percent reduction in people injured last year is a significant downward trend for the district.

In the five-year period from 2000 to 2004, 12 pedestrians, seven cyclists and 21 motorcyclists were injured in road crashes. Fourteen heavy vehicle drivers and passengers and 277 car or van drivers suffered injuries in this time.

Continued effort is required to further 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

Alcohol

#### Nationally

Speed

Alcohol

Failure to give way

Restraints



### 2004 road trauma for Central Hawkes Bay District



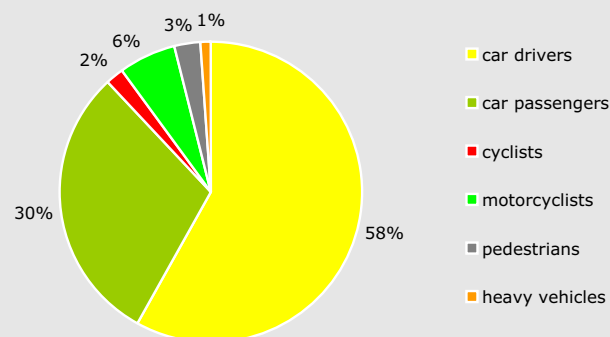
Deaths	4
Serious casualties	11
Minor casualties	33



Fatal crashes	4
Serious injury crashes	9
Minor injury crashes	23
Non-injury crashes	67

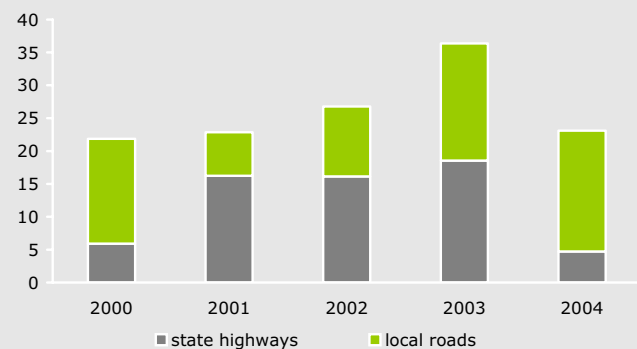
### Road casualties 2000–2004

#### 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.

## Loss of control on rural roads

In the past five years, 19 fatal, 52 serious injury and 104 minor injury crashes have occurred on rural roads in the district. Eighty-eight crashes resulted from drivers losing control on bends and 35 where drivers lost control of their vehicles on straight roads. Thirty-nine people received injuries as a result of rural road crashes in 2004.

Motorcyclists are vulnerable to injury in the rural environment. In the past five years, three motorcyclists died, five suffered serious injuries and seven received minor injuries on Central Hawkes Bay rural roads.

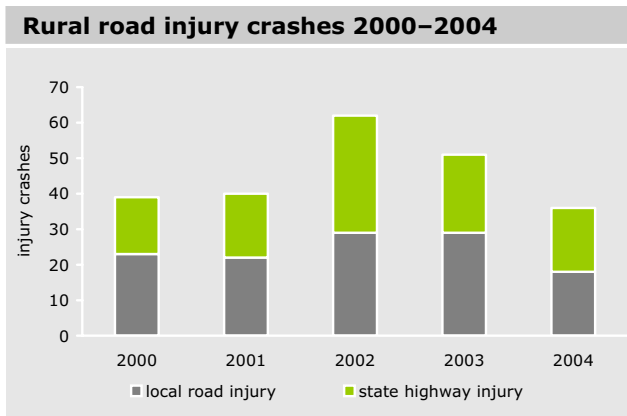
Factors that are commonly associated with rural crashes include driving too fast for the road conditions, poor vehicle handling, failure to keep left, driver's inattention, poor judgement and observation, fatigue, and road and vehicle conditions. Speed and alcohol are also commonly reported contributing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

Over the past five years, 57 percent of injury crashes have occurred on local rural roads and 43 percent on state highways in the district.

In 2004, 40 percent of the injury crashes in rural areas occurred during the hours of darkness and 32 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.

Environmental conditions that contributed to a number of crashes included slippery pavement surface, visibility limitations, animals on the road, weather conditions and conflict at property accesses.

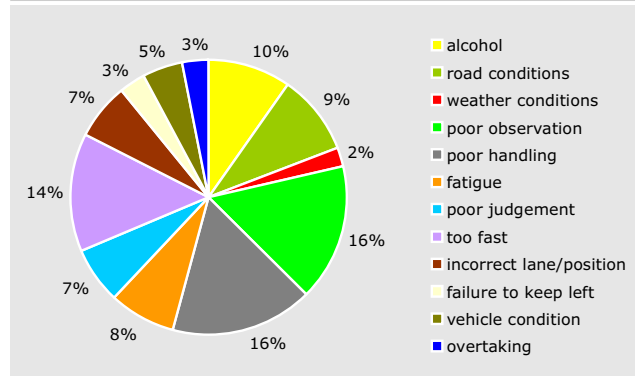


## Recommended actions

### 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 on state highways to investigate and implement remedial treatment at black spots and routes.

### Common factors in rural road crashes 2000–2004



- Maintain the roadside clear of hazards and provide side protection where appropriate.
- Widen the road carriageway 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 where feasible and cost effective.

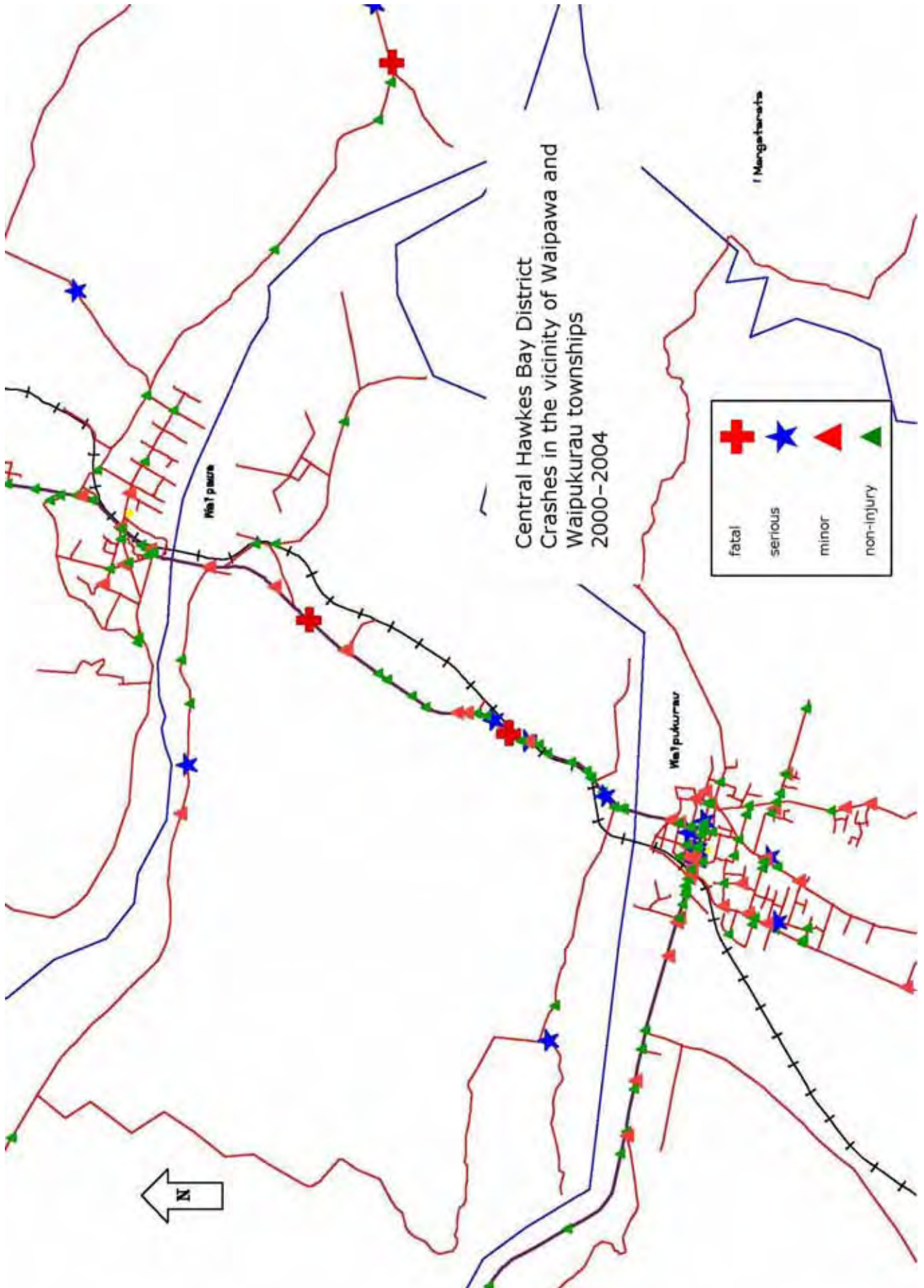
### Education

- Focus on raising awareness of the consequences of travelling too fast for road and weather conditions.
- Raise public awareness of the risks of speeding.
- Focus on improving driver awareness of motorcyclists, especially at intersections.
- Consider safe riding courses for motorcyclists.
- Continue to promote restraint wearing in front and rear seats of vehicles.
- Focus on improving attitudes to restraint wearing.

### Enforcement

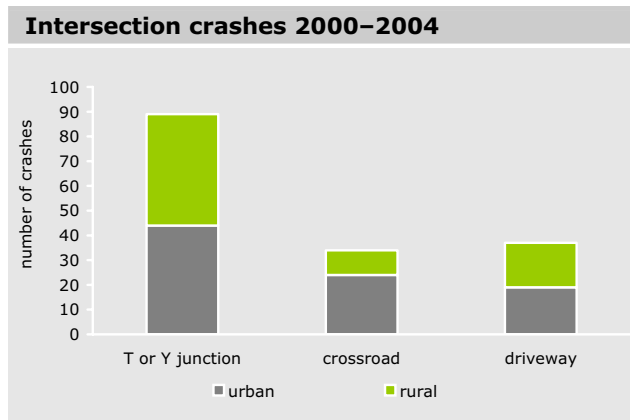
- Continue enforcement focusing on inappropriate speed in rural areas.
- Target enforcement to times and locations of greatest risk.
- Co-ordinate enforcement campaigns, targeting road user behaviour.
- Maintain stock and animal control in the district.





## 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.



### Recommended actions

#### Education

- Focus on road-user behaviour at intersections.
- Consider targeted advertising promotions aimed at raising driver awareness at intersections.
- Continue with promotion of restraint wearing in both front and rear seats.

#### 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.

## Alcohol

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.

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

Of the 175 injury crashes reported in the Central Hawkes Bay rural district in the past five years, 29 (17 percent) had alcohol recorded as a factor.

Continued attention to drink-driving is required, more 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 enhance safety for all road users.

### Recommended actions

#### Education

- Promote safe drinking and driving habits, particularly male drivers aged 15 to 25 years.
- Consider targeted advertising promotions, involving community and licensee consultation when determining appropriate media and style 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 2000 to 2004 road safety data report or the Land Transport New Zealand crash analysis system or contact the people or organisations listed.

## Contacts

Land Transport New Zealand

Ian Hunter  
Partnership Manager Central  
Phone 04 931 8900

Senior Road Safety Engineer  
Colin Goble

Regional Education Advisor  
Denise Elers

See contact details at bottom of the page.

Hawkes Bay Road Safety Co-ordinator

Sally Phelps  
Road Safe Hawkes Bay  
Hawkes Bay Regional Council  
PO Box 7295  
Taradale  
Napier  
Phone 06 838 8540

Central Hawkes Bay District Council

Jas Pannu  
Roading Manager  
PO Box 127  
Waipawa  
Phone 06 857 8060

New Zealand Police

Sergeant Ross Gilbert  
PO Box 1  
Waipukurau  
Phone 06 858 9140

Transit New Zealand (State Highways)

Ken Holst  
State Highway Network Manager  
PO Box 740  
Napier  
Phone 06 835 1750



**Napier Regional Office**  
Dunvegan House  
215 Hastings Street  
PO Box 972  
Napier

Telephone 06 974 5520  
Fax 06 974 5529

[www.landtransport.govt.nz](http://www.landtransport.govt.nz)