

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 2001–2005 period. The intent of this report is to highlight the key road safety issues and identify possible ways to reduce the number of road deaths and injuries in the Central Hawkes Bay District.

The estimated social cost of 134 injury and 453 non-injury road crashes reported in the Central Hawkes Bay District last year, was \$22.31 million.

In 2005, 45 injury and 76 non-injury crashes were reported in the district. Three people died and 66 suffered injuries as a result of these crashes. Of the 45 injury crashes reported last year, 12 (27 percent) occurred on urban roads and 33 (73 percent) occurred on rural roads. In 2005, nine more injury crashes and 10 more non-injury crashes were reported than in 2004 (a 17.5 percent increase in crashes).

In the five-year period 2001 to 2005, 11 pedestrians, seven cyclists and 24 motorcyclists were injured in road crashes. Two hundred and eighty-four car or van occupants and 14 heavy vehicle occupants also suffered injuries.

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

Alcohol

Restraints

Nationally

Speed

Alcohol

Failure to give way

Restraints



2005 road trauma for Central Hawkes Bay District



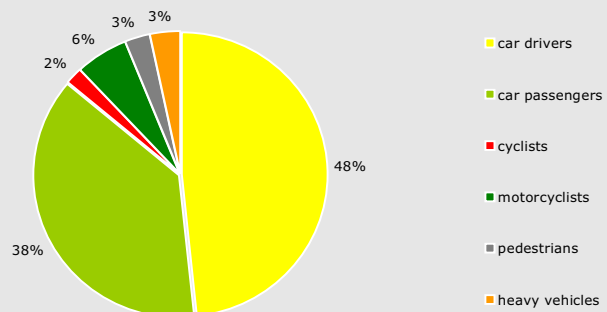
Deaths	3
Serious casualties	18
Minor casualties	48



Fatal crashes	3
Serious injury crashes	14
Minor injury crashes	28
Non-injury crashes	76

Road casualties 2001–2005

User type 2001–2005

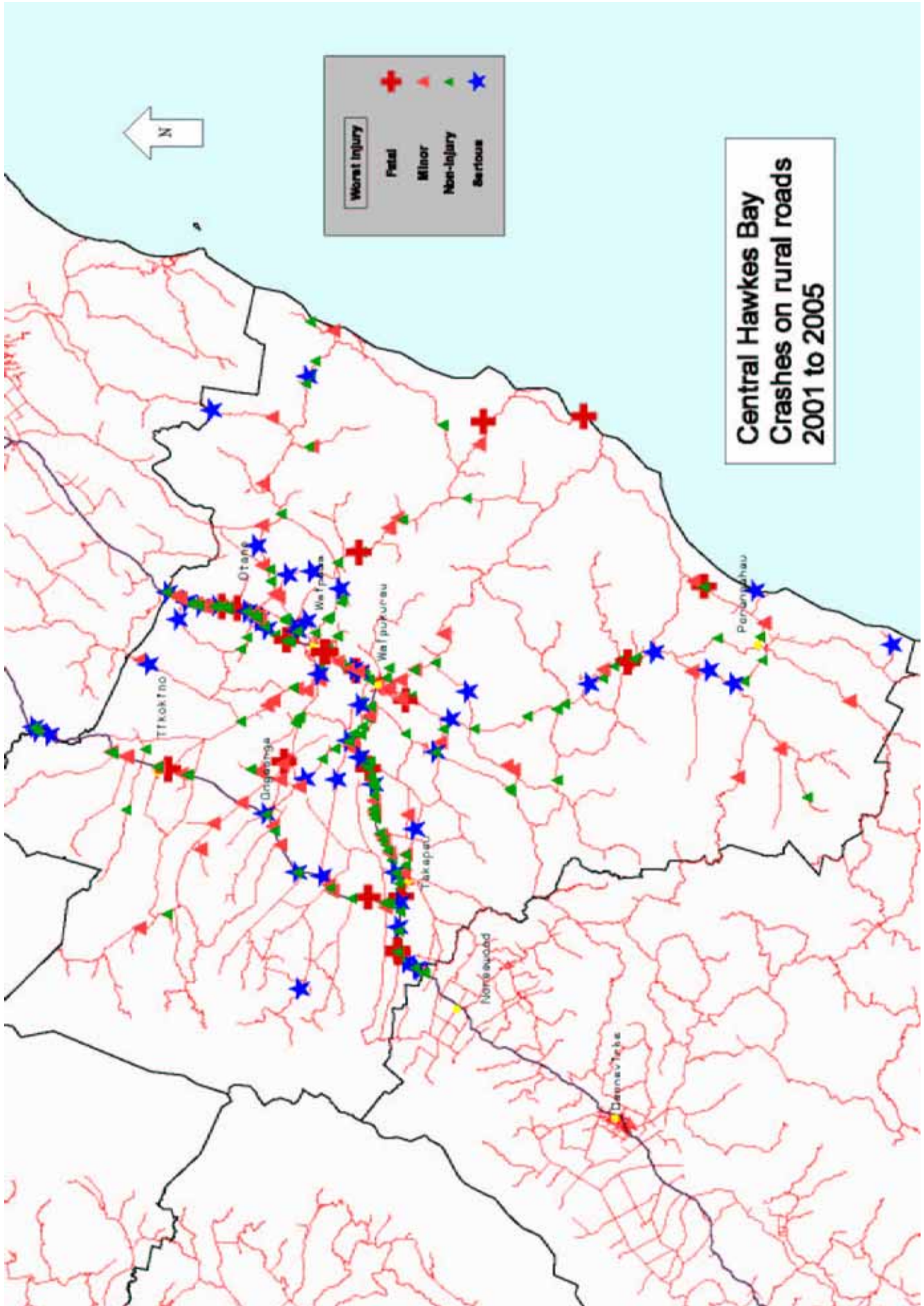


Estimated social cost of crashes*

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 2005 prices.



Loss of control on rural roads

In the past five years, 19 fatal, 51 serious injury and 108 minor injury crashes occurred on rural roads in the district. Eighty-six crashes resulted from drivers losing control on bends and 41 where drivers lost control of their vehicles on straight roads. Forty-eight people suffered injuries as a result of rural road crashes in 2005.

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

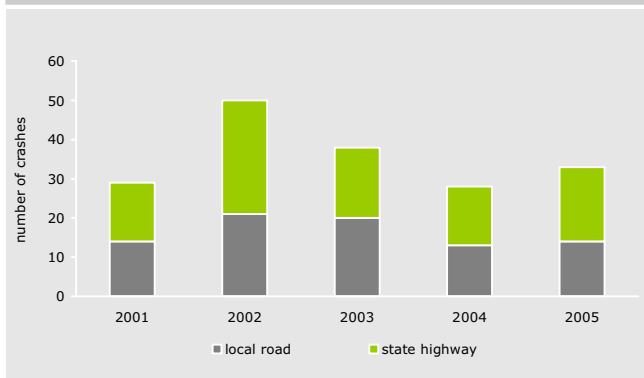
Factors commonly associated with rural road crashes include:

- driving too fast for road conditions
- poor vehicle handling
- failure to keep left
- driver's inattention
- poor judgement and observation
- road conditions
- fatigue
- alcohol.

Over the past five years, 50.5 percent of injury crashes occurred on local rural roads and 49.5 percent on rural state highways in the district.

Nearly 40 percent of injury crashes in rural areas occurred during hours of darkness and 30 percent occurred in wet weather.

Rural road injury crashes



Objects most commonly struck in crashes were fences, banks, ditches, trees, poles, bridges and guardrails. A number of vehicles lost control on steep shoulders of the road or when returning to the seal from an unsealed steep shoulder.

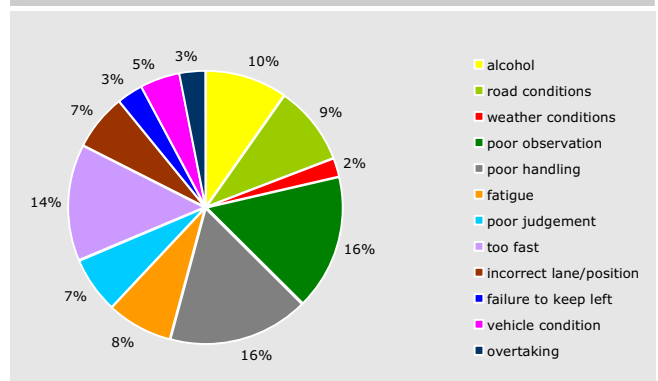
Environmental conditions that contributed to a number of crashes include slippery pavement surfaces, visibility limitations, animals on the road, weather and conflict at property accesses.

Recommended actions

Engineering

- Continue 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.
- 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.
- Maintain pavement surface to provide good standards for skid resistance.
- Improve road geometry where feasible and cost effective.

Common factors in rural road crashes



Education

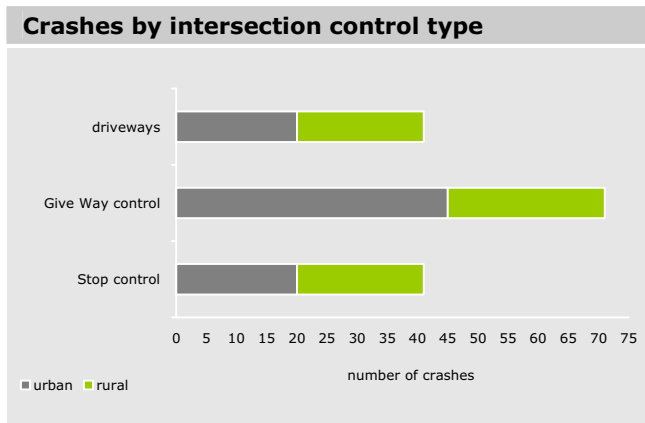
- Focus on raising awareness of the consequences of travelling too fast for road and weather conditions.
- Raise public awareness of the risks of speeding.
- Focus on improving driver awareness of motorcyclists, especially at intersections.
- Consider safe riding courses for motorcyclists.
- Continue 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.
- Coordinate enforcement campaigns, targeting road user behaviour.
- Maintain good stock fences and animal control.

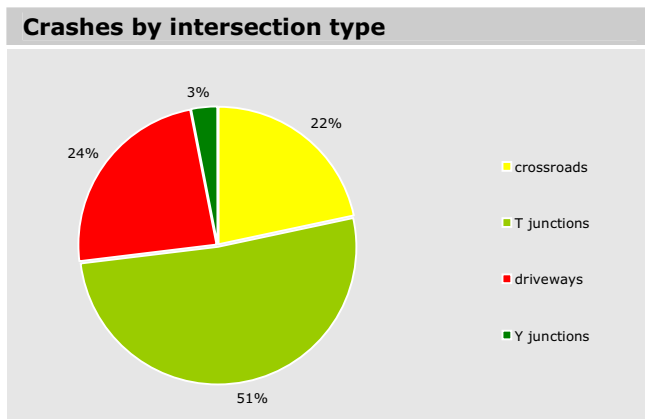
Intersections

Approximately 30 percent of all crashes reported in the Central Hawkes Bay District occurred at intersections including driveways. In the past five years, 70 injury crashes and 98 non-injury crashes were reported at intersections, including driveways.



Factors recorded in crashes at intersections were commonly:

- failure to give way or stop when required
- poor observation and driving in incorrect lanes or position on the road
- crashes into the rear of vehicles or other obstacles
- misjudging the speed of approaching traffic
- travelling too fast
- inexperience in driving.



Recommended actions

Education

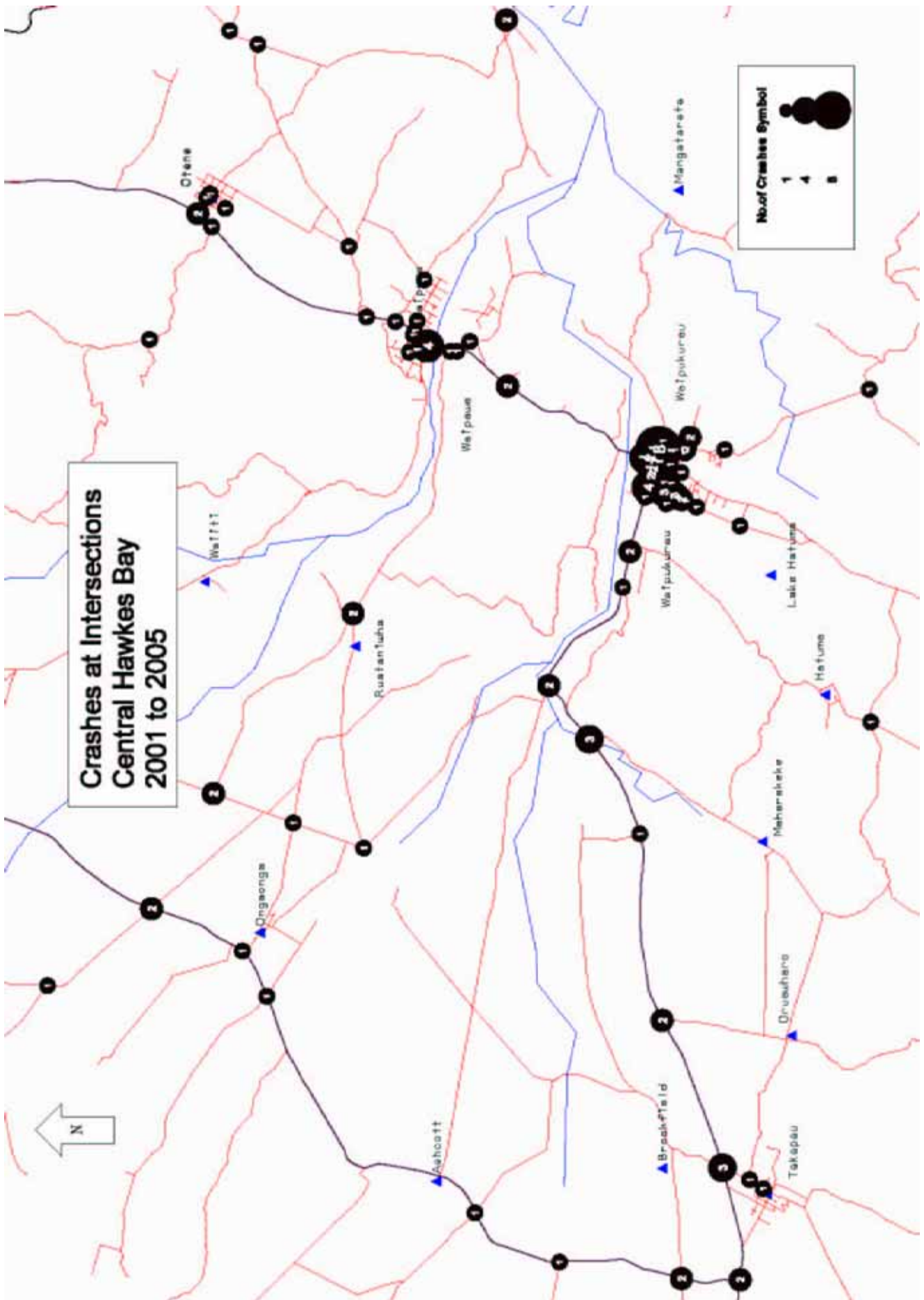
- Focusing on road-user behaviour at intersections.
- Consider targeted advertising promotions aimed at raising driver's awareness at intersections.
- Continue with promotion of restraint wearing in both front and rear seats.

Enforcement

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



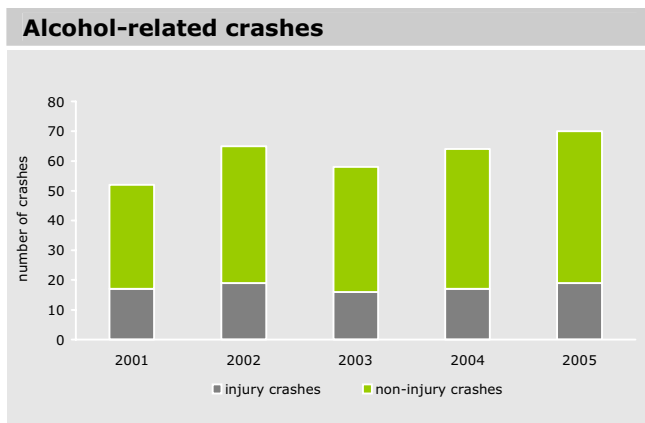
Alcohol

When compared with other similar districts and all of New Zealand, the percentage of alcohol-related injury crashes continues to be over-represented in the Central Hawkes Bay District.

Of the 579 injury and non-injury crashes reported in the Central Hawkes Bay District in the past five years, 72 (12.5 percent) had alcohol recorded as a key factor. Forty-four crashes occurred on rural roads and 28 on urban roads.

In 2005, 11 injury and two non-injury crashes were recorded where alcohol was a contributing factor.

Drivers in the 15 to 35 year age group are more commonly involved in crashes where alcohol is a recorded driver factor. However, males in the 15 to 25 year age group feature most predominantly in the drink-drive statistics in Central Hawkes Bay.



Recommended actions

Education

- Promote safe drinking and driving habits, particularly among drivers aged 15 to 25.
- 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.
- Coordinate enforcement campaigns, working in conjunction with community programmes targeting drink-driving.
- Continue to support compulsory breath testing programmes.

Restraints

There has been a significant improvement in the use of front and rear seat safety belts and child restraints in the Hawkes Bay Region. However, the use of adult front and rear safety belts and child restraints still needs to improve. A 100 percent restraint-wearing rate is the target for front and rear passengers and also young passengers.

Results from surveys conducted in the Hawkes Bay Region in 2004 and 2005 are:

- adult front safety belt compliance 91 percent
- adult rear safety belt compliance 87 percent
- child restraint compliance 92 percent.

Further improvement in the wearing of restraints in vehicles could be expected to prevent and reduce the number and severity of injuries, particularly from higher speed rural crashes and crashes at intersections

The benefits of wearing safety belts are significant in the event of a crash.

Recommended actions

Education

- Focus on improving attitudes to restraint wearing.
- Promote and support child restraint schemes currently taking place locally.
- Implement activities to work in conjunction with nationally driven campaigns eg back to school promotions.

Enforcement

- Support enforcement campaigns and community programmes aimed at restraint usage.
- Promote restraint wearing random spot checks.

Where to get more information

For more specific information relating to road crashes in Central Hawkes Bay, please refer to the 2001 to 2005 Road Safety Data Report, the Ministry of Transport's Crash Analysis System or contact the people or organisations listed here.

Contacts

Land Transport New Zealand

Senior Engineer

Education Adviser

See contact details at the bottom of the page.

Hawkes Bay Road Safety Coordinator

RoadSafe Hawkes Bay

C/- HB Regional Council

PO Box 7295

Taradale

Napier

Phone 06 845 9252

Central Hawkes Bay District Council

Roading Manager

PO Box 127

Waipawa

Phone 06 857 8060

New Zealand Police

Sergeant

PO Box 1

Waipukurau

Phone 06 858 9140

Transit New Zealand (State Highways)

State Highway Network Manager

PO Box 740

Napier

Phone 06 835 1750



Napier Office

Dunvegan House

215 Hastings Street

PO Box 972

Napier

Telephone 06 974 5520

Fax 06 974 5529

www.landtransport.govt.nz