

# road safety issues

## Gisborne 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 Gisborne District.**

The estimated social cost of 122 injury and 334 non-injury road crashes reported in the Gisborne District in 2005 was \$50.88 million. Nine people died and 161 people suffered injuries as a result of the crashes. This is a significant increase from the total of 140 people injured in 2004.

Of the 122 injury crashes reported last year, 65 (53 percent) occurred on urban roads and 57 (47 percent) occurred on rural roads.

In the five-year period 2001 to 2005, 54 pedestrians, 79 cyclists and 44 motorcyclists were injured in road crashes.

In urban areas, 40 percent of road users injured were cyclists, motorcyclists or pedestrians.

Due to the increase in injury crashes, continued effort is required to reduce the number of road crashes and people injured in the district.

### Major road safety issues

#### Gisborne District

Loss of control on rural roads

Intersections

Alcohol

Cyclists

Restraints

#### Nationally

Speed

Alcohol

Failure to give way

Restraints



### 2005 road trauma for Gisborne District



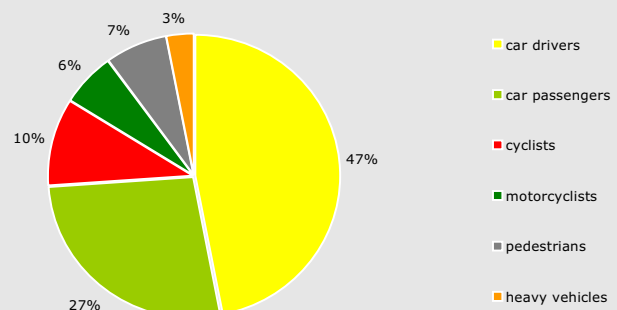
Deaths	9
Serious casualties	32
Minor casualties	129



Fatal crashes	4
Serious injury crashes	27
Minor injury crashes	91
Non-injury crashes	334

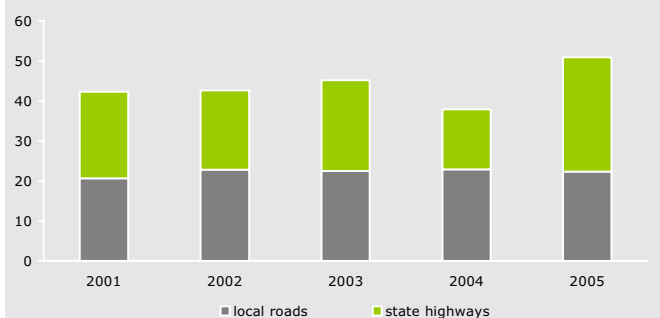
### Road casualties 2001–2005

#### 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, 201 loss of control or head-on type crashes resulted in people being injured on rural roads. These accounted for 36 percent of injury crashes reported in the district. The percentage of loss of control crashes on curves continues to be much higher than reported in similar districts. Approximately 32 percent of rural loss of control crashes occurred on local roads and 68 percent on state highways in the district.

Factors commonly associated with these crashes include:

- poor vehicle handling
- failure to keep left
- driver's inattention
- poor judgement
- poor observation
- fatigue
- road condition
- vehicle condition.

Speed and alcohol were also commonly reported contributing factors. Last year, 40 percent of injury crashes in rural areas occurred during the hours of darkness. Twenty-six percent of all rural crashes occurred in wet weather.

The objects most commonly struck in these crashes as vehicles left the road 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 factors commonly reported as contributing to loss of control on rural roads include:

- slippery road surface (due to rain, loose material, fuel deposits, pavement conditions)
- road under construction
- weather conditions
- visibility limited (due to road alignment, topography, vegetation).

Stray farm animals on roads in the district continue to contribute to a number of drivers losing control of their vehicles.

## Recommended actions

### Engineering

- Establish programmes to review, upgrade and maintain 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 at black spots and treatment to routes, giving priority to those with a higher incidence of crashes reported (local roads and state highways).
- Maintain roadsides 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.
- Maintain pavement surfaces to provide good standards for skid resistance.
- Improve road geometry.

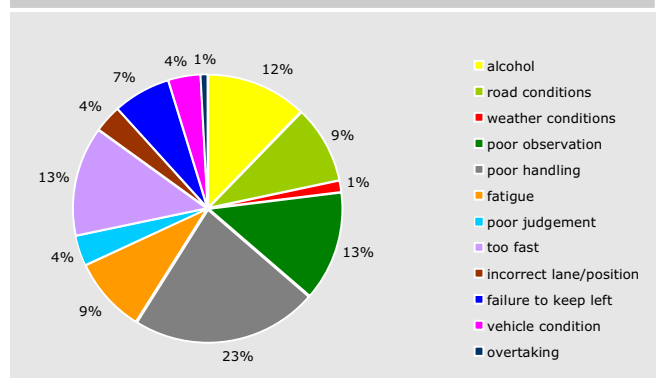
### Education

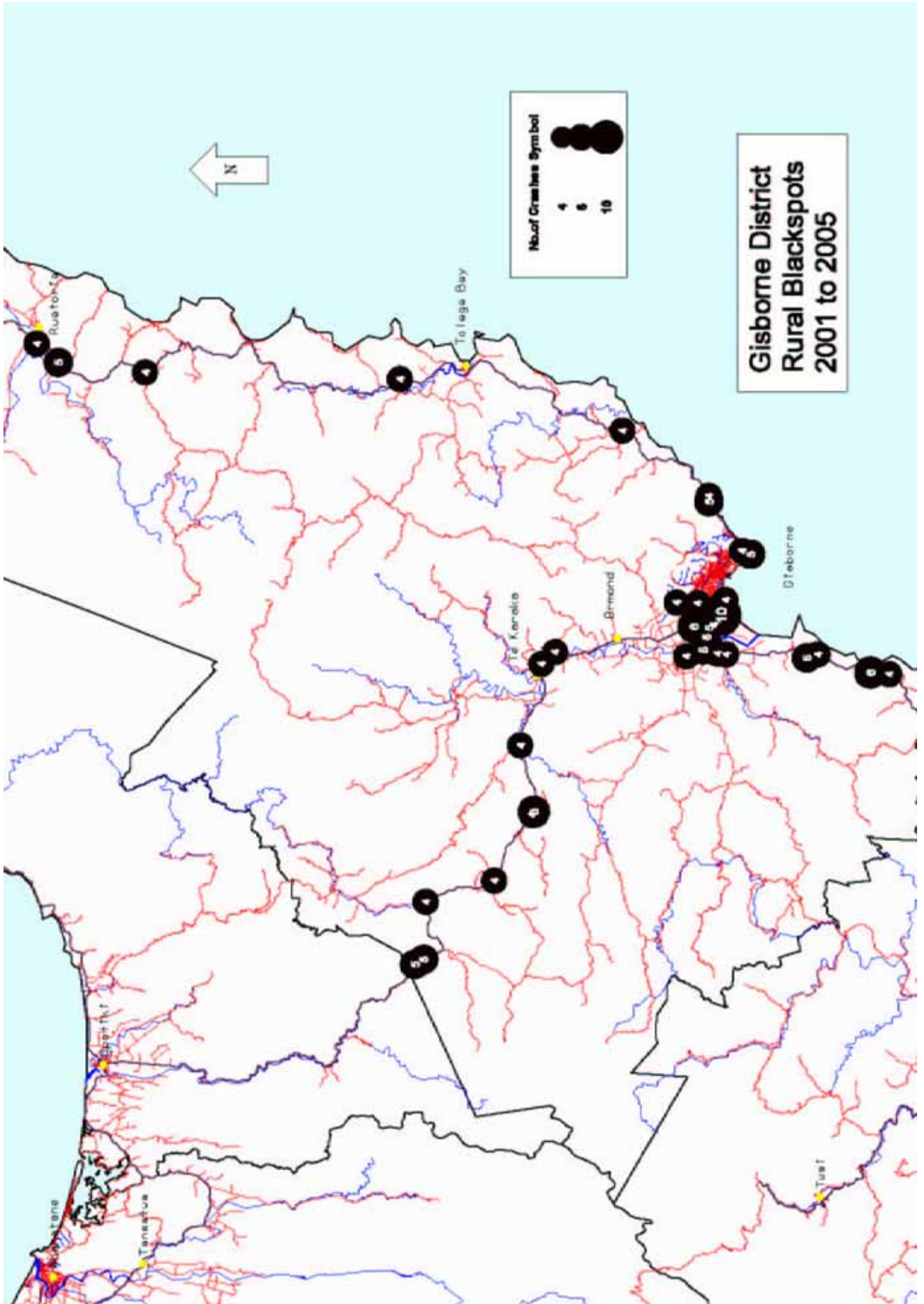
- Focus on raising awareness of concerns about inappropriate speed.
- Raise drivers' awareness of key speed issues and the need to drive according to road conditions.
- Raise property owners' awareness of their responsibility to have secure road frontage fencing to prevent stock from wandering.

### Enforcement

- Continued enforcement focusing on inappropriate speed in rural areas.
- Target enforcement to times and locations of greatest risk.
- Enforcement campaigns working in conjunction with community programmes targeting road user behaviour.
- Maintain good stock and animal control in the district.

Factors in rural crashes





## Intersections

In 2005, approximately 46 percent of all injury crashes reported in the Gisborne District occurred at intersections (including driveways).

In the past five years, 238 injury crashes and 784 non-injury crashes were reported at intersections. Of the 1,022 intersection crashes reported in the past five years, 914 (89 percent) occurred in urban areas.

Of all crashes reported at intersections during the past five years:

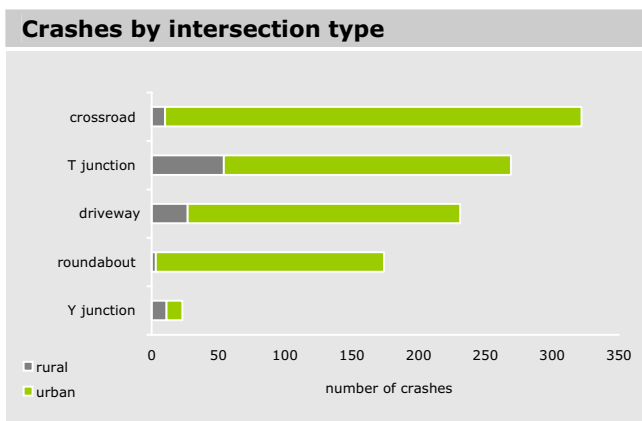
- 464 occurred at intersections with Give Way controls
- 140 occurred at intersections with Stop controls
- 39 occurred at intersections with traffic signal controls
- 137 occurred at intersections with no control
- 231 occurred at driveways.

Factors commonly recorded in crashes at intersections were:

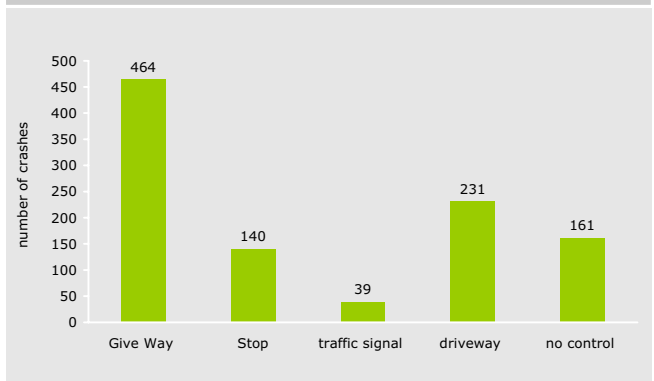
- failure to give way or stop when required
- poor observation and failing to check
- driving in incorrect lane or position
- rear-end shunts into vehicles
- travelling too fast
- driver affected by alcohol.

Some improvements were made to road markings at roundabouts in the city. In 2004, the number of crashes reduced, however, some design deficiencies remain at certain roundabouts. Last year crashes increased at roundabouts with 34 reported last year.

Many cyclist crashes occurred at urban Gisborne intersections.



### Intersection control crashes



## Recommended actions

### Engineering

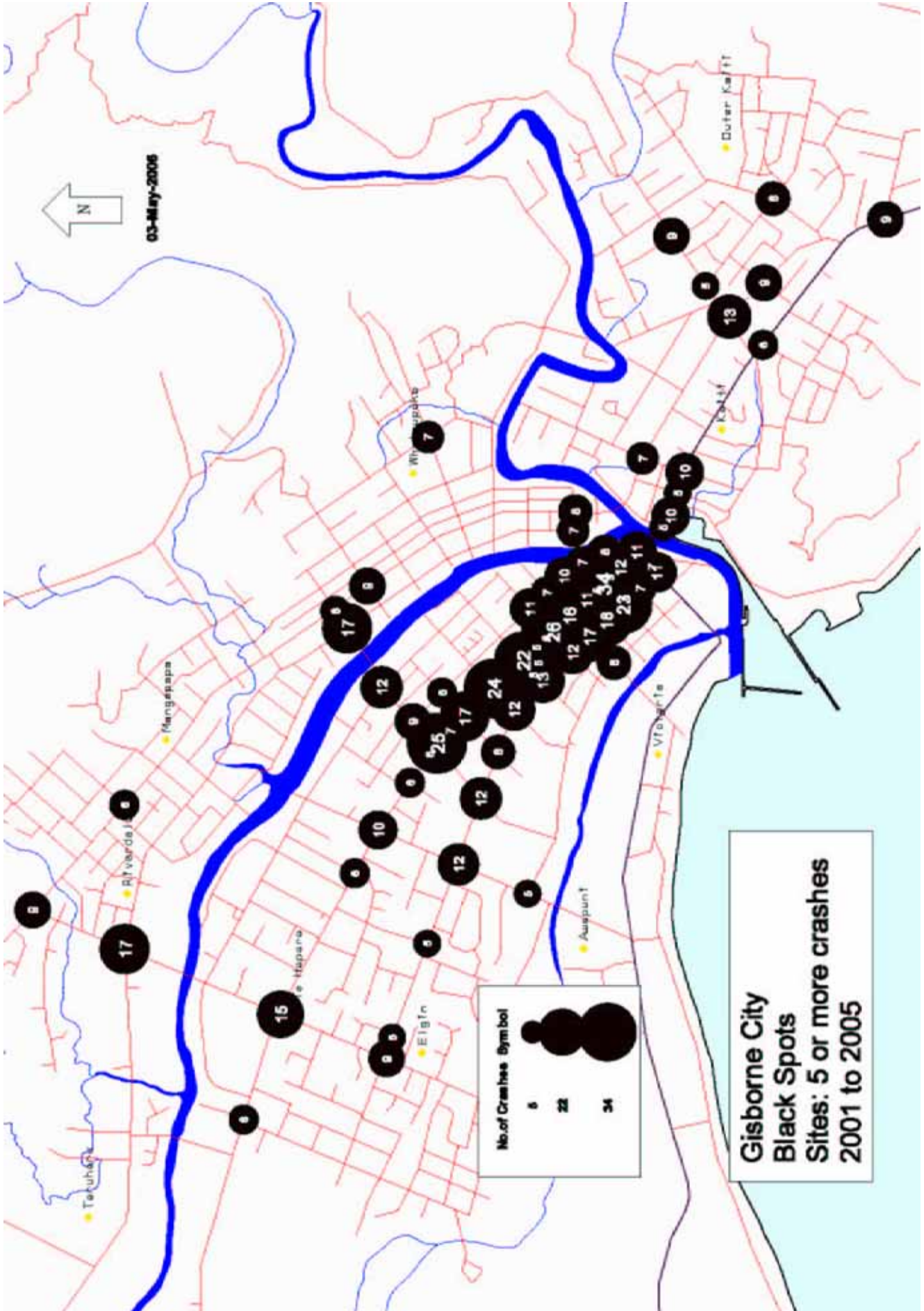
- Ensure there is appropriate sight distance at intersections and correct intersection controls are in place.
- Carry out safety audits and continue with crash reduction studies to investigate, and if required, carry out remedial work at intersections.
- Remedy deficiencies in roundabout design to further address crashes at roundabouts.

### Education

- Focus on road user behaviour at intersections, including roundabouts.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.

### Enforcement

- Increase enforcement of compliance with controls at intersections.
- Conduct enforcement campaigns targeting intersections with high crash rates and at times crashes most frequently occur.



## 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 both urban and rural areas of the Gisborne District.

Of the 456 injury crashes reported in the Gisborne District in the past five years, 101 (23 percent) had alcohol recorded as a key factor.

Last year 27 injury crashes were reported where drivers had exceeded alcohol limits.

Males in the 15 to 40 year age group were predominantly involved in crashes where alcohol was a recorded driver factor. However females in the 15 to 25 year age group also featured in the statistics but to a lesser extent.

## Recommended actions

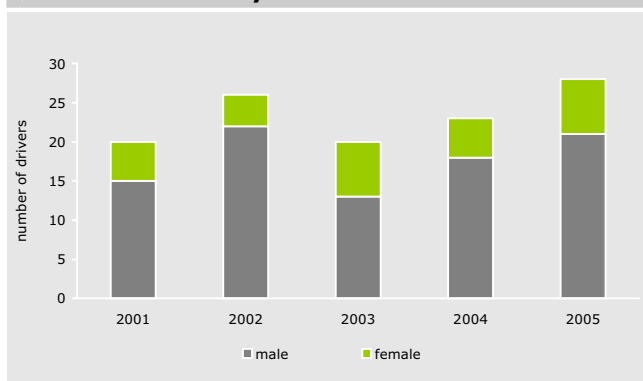
### Education

- Promoting safe drinking and driving habits, particularly among male drivers aged 15 to 40.
- Encourage and support licensees to actively promote host responsibility practices and designated driver schemes.
- Work with community organisations 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 targeting drink-driving.
- Continue to support compulsory breath testing programmes.

**Drivers affected by alcohol**

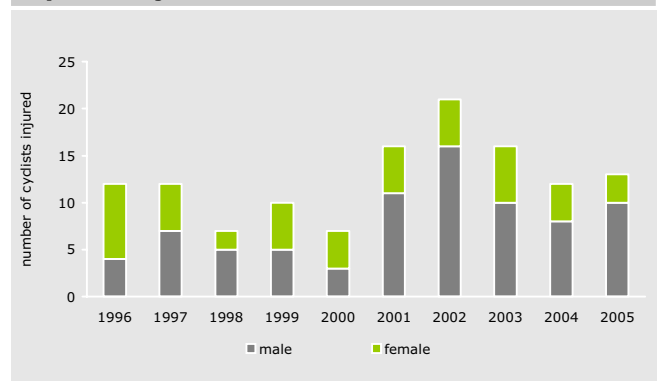


## Cyclists

In the past five years, seven cyclists suffered serious injuries and 72 suffered minor injuries as a result of road crashes, predominantly on urban streets in Gisborne City. When compared to other similar districts cyclists injured in crashes in Gisborne are over-represented.

In 2005, 14 cyclists were injured in crashes. Most cyclists were injured on urban city roads.

**Cyclists injured in crashes**



## Recommended actions

### Education

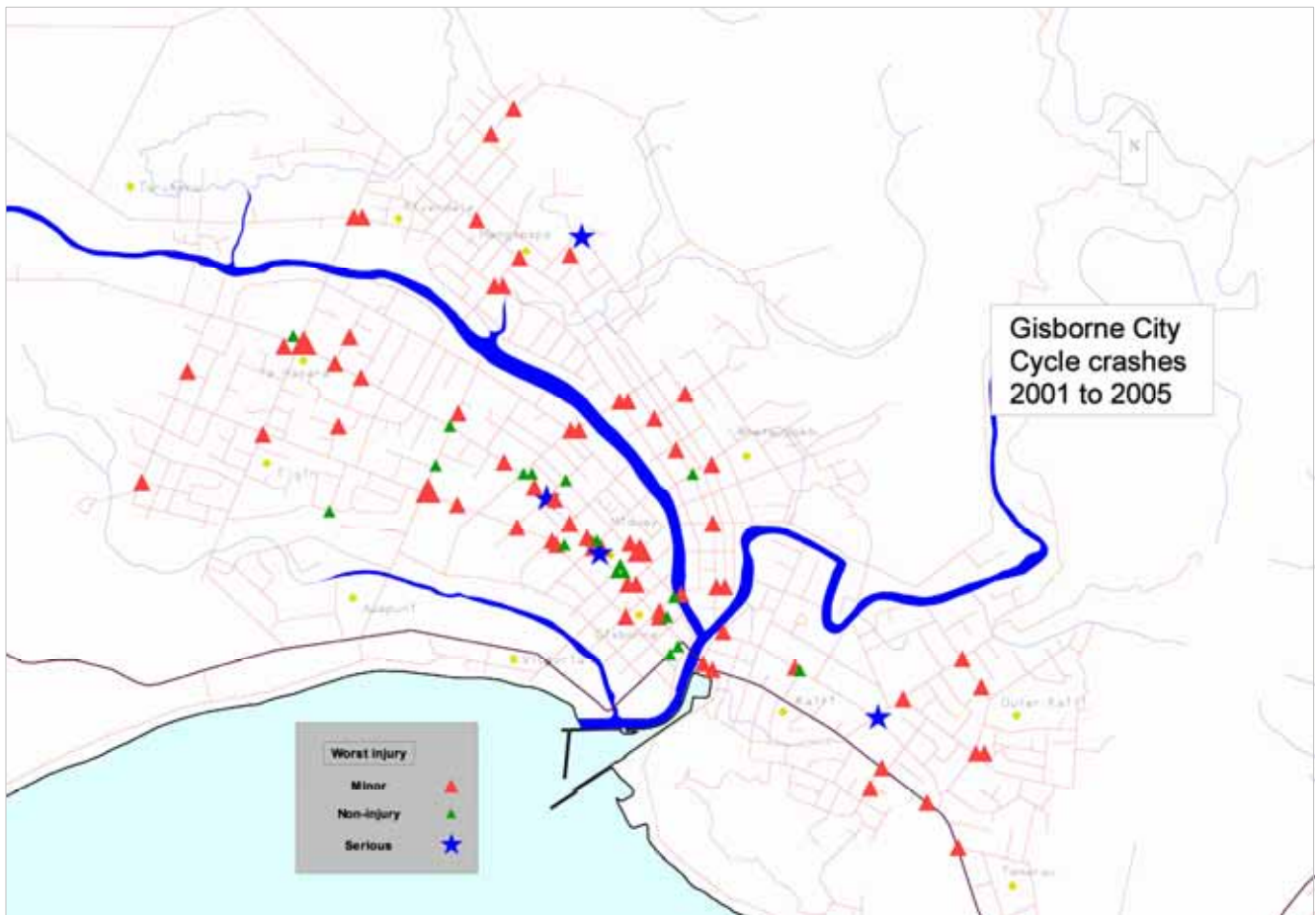
- Continue to support safe cycling programmes in schools.
- Focus on improving driver awareness of cyclists, especially at intersections.
- Implement activities to work in conjunction with nationally driven campaigns, such as National Bikewise Week and back to school promotions.

### Enforcement

- Coordinate enforcement campaigns targeting cycle safety, working in conjunction with community programmes.
- Increase enforcement of road user compliance with Give Way, Stop and signal controls at intersections.

### Engineering

- Continue to progress the implementation of recommendations of the Gisborne cycling strategy.
- Provide cycle facilities such as formal marked cycle lanes and establish cycle ways to improve safety for cyclists.



## Restraints

There has been a significant improvement in the use of front and rear seat safety belts in the Gisborne District, however, the use of adult front and rear safety belts and child restraints still needs to improve.

Results from surveys conducted in the Gisborne District in 2004 and 2005 are:

- adult front safety belt compliance 92 percent
- adult rear safety belt compliance 59 percent.

In the latest survey of child restraint use, 35 percent of children were unrestrained.

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

A 100 percent restraint-wearing rate is the target for front and rear passengers and also young passengers.

## 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 the Gisborne District, please refer to the 2001 to 2005 Road Safety Data Report, the Ministry of Transport 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.

### Road Safety Coordinator

Lenora McDonald

Gisborne District Council

PO Box 747

Gisborne

Phone 06 867 2049

### Gisborne District Council

Geoff Cobb

Roading Manager

PO Box 747

Gisborne

Phone 06 867 2049

### New Zealand Police

Sergeant Trent Higgs

PO Box 546

Gisborne

Phone 06 867 9059

### Transit New Zealand (State Highways)

Regional Manager

Hilton Netterville

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