

road safety issues

July 2003

The Land Transport Safety Authority (LTSA) has prepared this road safety issues report. It is based on reported crash data and trends for the 1998–2002 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 Hastings District.

The estimated social cost of the 226 injury and 483 non-injury road crashes reported in the Hastings District last year was \$89.36 million. Eight people died and 342 suffered injuries as a result of the crashes.

Of the 226 injury crashes reported last year, 109 (48 percent) occurred on urban roads and 117 (52 percent) occurred on rural roads.

There was a significant downward trend in crashes reported in the district until the year 2000. However, the trend has changed and last year 71 more injury crashes were reported than in 2001. The increase occurred on both urban and rural roads.

In the five-year period 1998 to 2002, 72 pedestrians, 89 cyclists and 87 motorcyclists were injured in road crashes. These road users accounted for nearly 19 percent of people killed or injured on roads in the Hastings District.

Due to the significant increase in crashes resulting in injuries last year, it is clear that continued effort is required to address the road safety issues for the district, particularly in rural areas where far more people suffer serious injuries.

Major road safety issues

Hastings District

- Loss of control on rural roads
- Intersections
- Alcohol
- Cyclists
- Motorcyclists
- Pedestrians
- Restraints

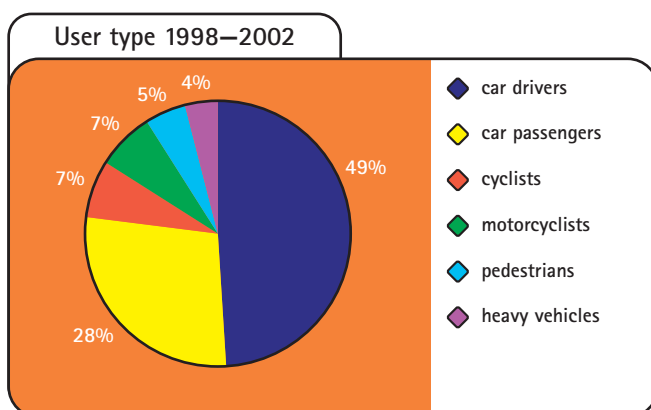
Nationally

- Speed
- Alcohol
- Failure to give way
- Restraints

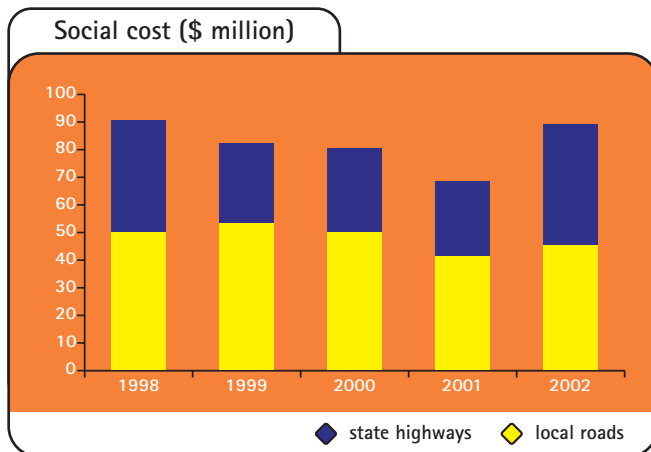
2002 road trauma for Hastings District

Deaths	8
Serious casualties	65
Minor casualties	277
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Fatal crashes	8
Serious injury crashes	52
Minor-injury crashes	166
Non-injury crashes	483

Road casualties 1998–2002



Estimated social cost of crashes*



* 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, 321 loss of control or head-on type crashes have resulted in people being injured on rural roads in the Hastings District. The loss of control and head-on crashes accounted for 37 percent of the rural injury crashes reported in the district. Due to higher travel speed in rural areas people often received more severe injuries.

Driver-related factors commonly associated with these crashes included:

- travelling too fast for road conditions
- poor vehicle handling
- inattention
- failure to keep left
- overtaking
- poor judgement and observation
- fatigue
- alcohol.

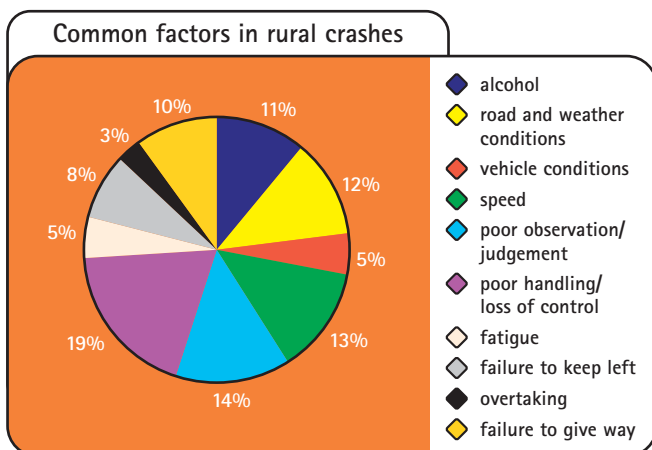
Environmental factors commonly reported as contributing to loss of control crashes on rural roads and state highways in the district were:

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

Last year, 35 percent of all injury crashes in rural areas occurred during hours of darkness. Twenty-five percent of all rural injury crashes occurred in wet weather.

The objects most commonly struck in these crashes when vehicles left the road were: fences, banks, ditches, trees, poles, bridges and guard rails. A number of vehicles lost control on the shoulder of the highway or road or when returning to the seal from an unsealed steep shoulder.

Approximately 47 percent of crashes in rural areas occurred on local roads and 53 percent on state highways in the district.



Recommended actions

Engineering

- Continue with programmes to upgrade and maintain curve warning signs, markings and delineation on local rural roads, to the appropriate standards.
- Continue with rural crash reduction studies to investigate and carry out remedial treatment at black spots and treatment to routes, giving priority to those with a higher incidence of crashes reported.
- Maintain roadsides clear of hazards and provide side protection where appropriate.
- Widen 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.
- Promote safe and secure stock fences in rural areas.

Education

- Encourage co-ordination of community development activities, focusing on raising awareness of concerns about inappropriate speed.
- Work alongside communities residing near targeted speed hot spots to determine key issues. Involve the community in the development of resources and other promotional materials in order to raise public awareness of key speed issues. Also engage and consult the youth market.
- Educate drivers to be aware of the risks of driving too fast for road conditions.
- Promote safe and secure stock fences in rural areas.

Enforcement

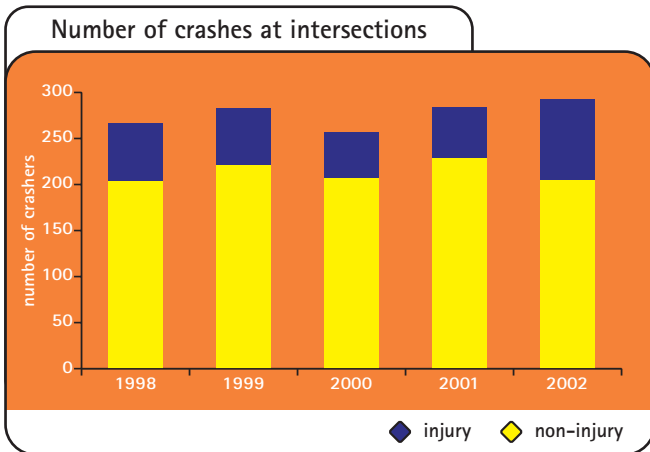
- Continue enforcement focusing on inappropriate speed in rural areas.
- Target enforcement to times and locations of greatest risk.
- Co-ordinate enforcement campaigns, working in conjunction with community programmes targeting road-user behaviour.
- Maintain stock and animal control in the district.



Intersections

In the past five years, 392 injury crashes and 1,310 non-injury crashes were reported at intersections (including driveways). LTSA records show that 18 people died, 75 suffered from serious injuries and 371 from minor injuries in crashes at intersections in the Hastings District in the period 1998 to 2002.

Crashes at intersections resulting in injury accounted for approximately 36 percent of all injury crashes reported in the Hastings District.



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

- 943 occurred at intersections with Give Way controls
- 107 occurred at intersections with Stop controls
- 139 occurred at intersections with traffic signal controls
- 321 occurred at driveways.

Factors recorded in crashes at intersections were commonly failure to give way or stop when required, poor observation, inattention, driving in incorrect lanes or position on the road. Alcohol and speed at intersections were other commonly reported driver-related factors. Crashes into the rear of vehicles or other obstacles were also commonly reported in the Hastings District.

When compared with similar districts, the percentage of injury crashes at intersections was much higher, especially in urban areas.

Recommended actions

Engineering

- Continue with crash reduction studies to investigate and, if required, carry out remedial work at intersections.
- Ensure adequate sight distance is available at intersections and appropriate Give Way or Stop controls are installed.

Education

- Encourage co-ordination of community development activities, focusing on road-user behaviour at intersections, including roundabouts and driveways.
- Consider targeted advertising promotions, involving community consultation when determining appropriate media channel and style of resource to be developed.
- Promote the need at intersections to:
 - check for oncoming traffic (including cyclists and motorcyclists)
 - give way to other traffic
 - reduce speed
 - increase following distance
 - be more alert.

Enforcement

- Increase enforcement of compliance with Give Way, Stop and signal controls at intersections.
- Conduct enforcement campaigns in conjunction with community programmes targeting intersections.



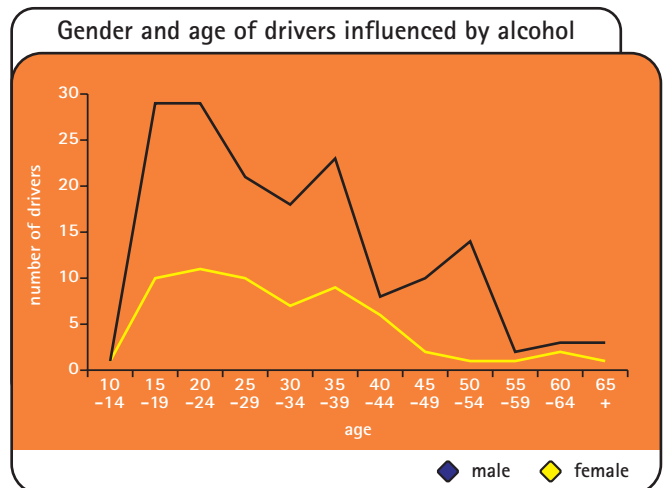
Alcohol

When compared with similar districts and all of New Zealand, alcohol-related injury crashes were over-represented in both urban and rural areas of the Hastings District.

Of the 866 injury crashes reported in the Hastings District in the past five years, 169 (19.5 percent) had alcohol recorded as a key factor. Seventy (41 percent) of the injury crashes involving alcohol occurred in urban areas. Ninety-nine (59 percent) occurred in rural areas.

Drivers in the 15 to 40 year age group were more commonly involved in crashes where alcohol was a recorded driver factor. Males featured prominently in the drink-drive statistics.

While the percentage of injury crashes involving alcohol trended down until 2000, numbers have now increased in urban areas. In the rural areas numbers of alcohol-related crashes have plateaued with no reduction over the past three years. Continued effort is required to further reduce the number of people who drink then drive.



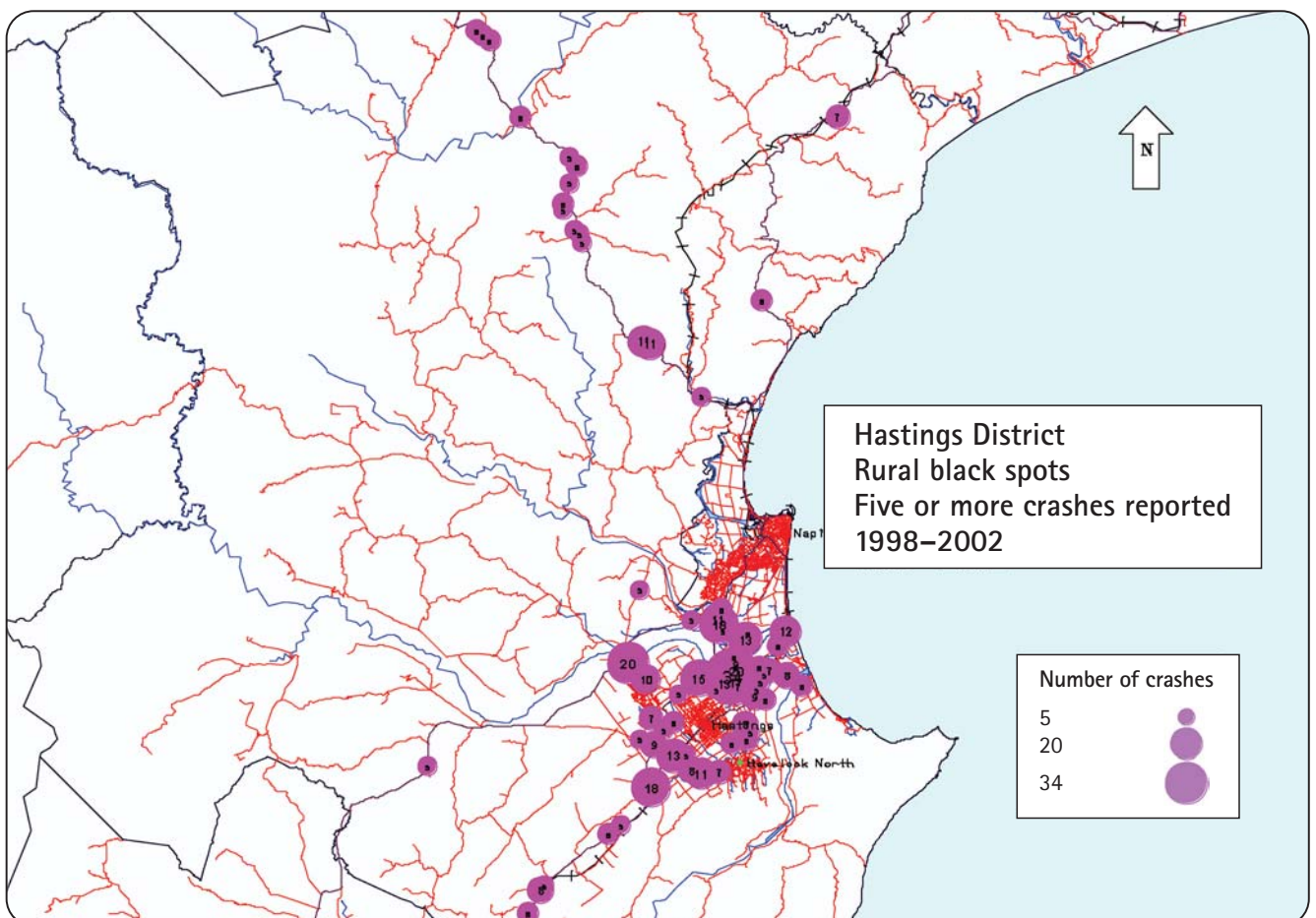
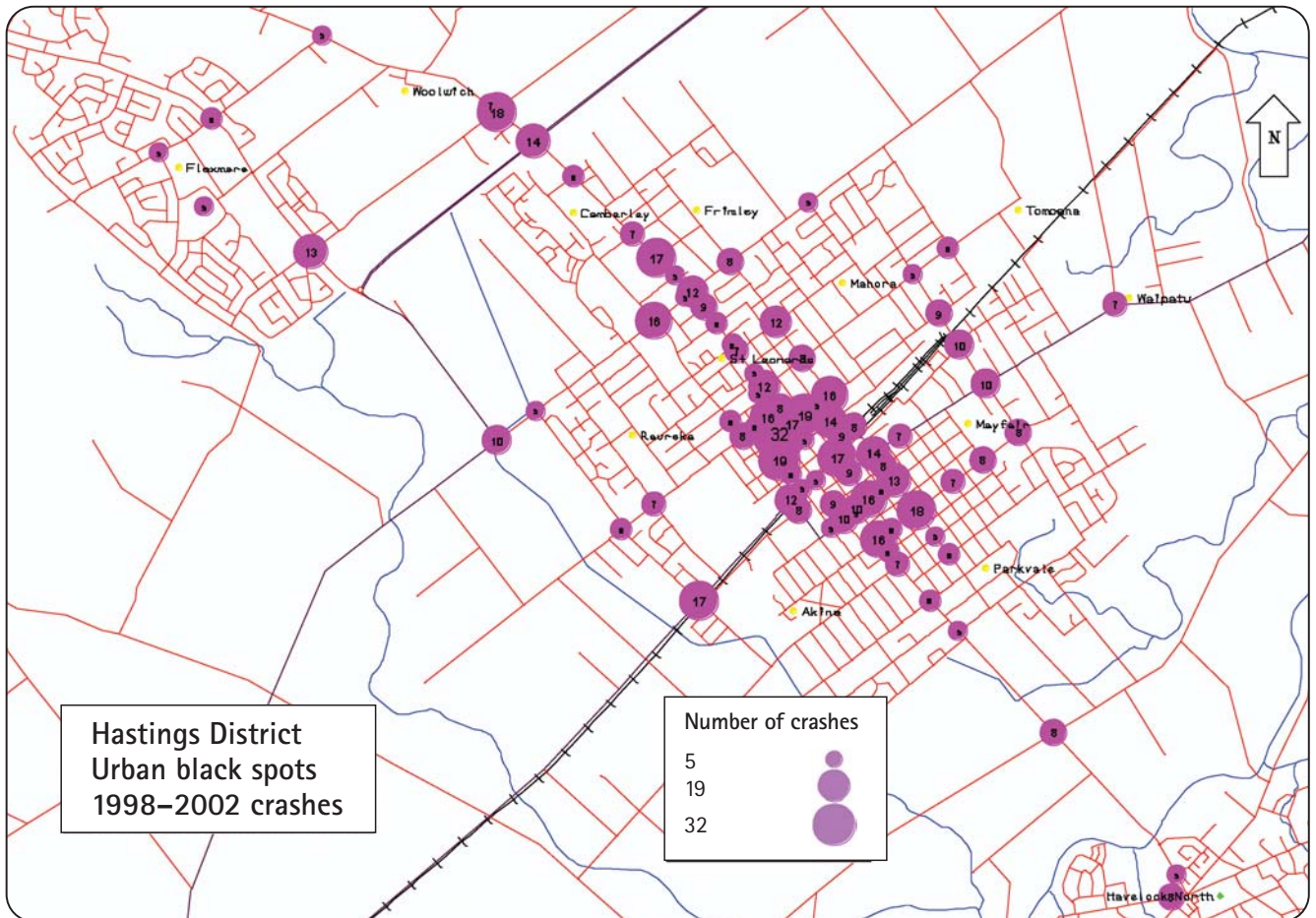
Recommended actions

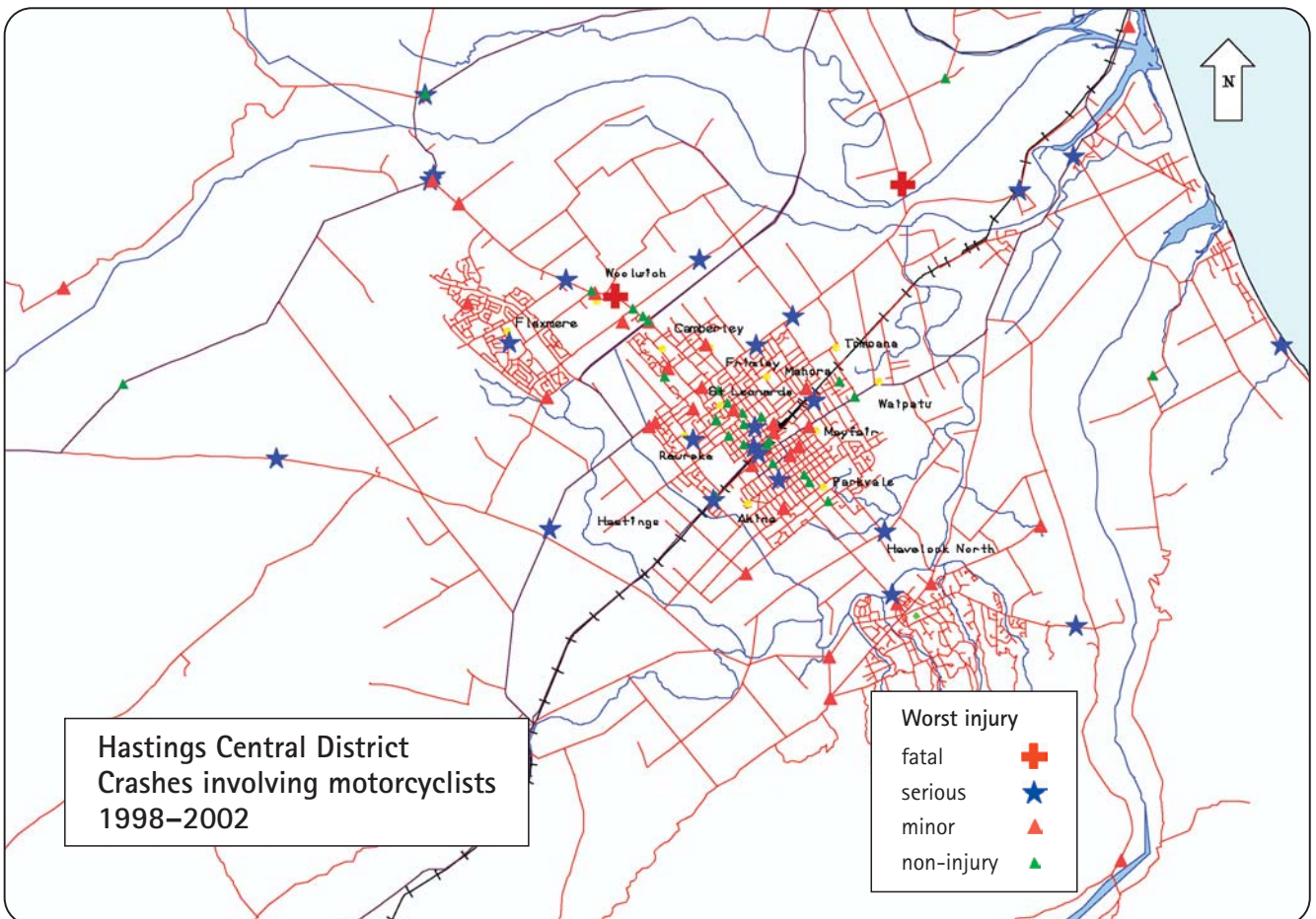
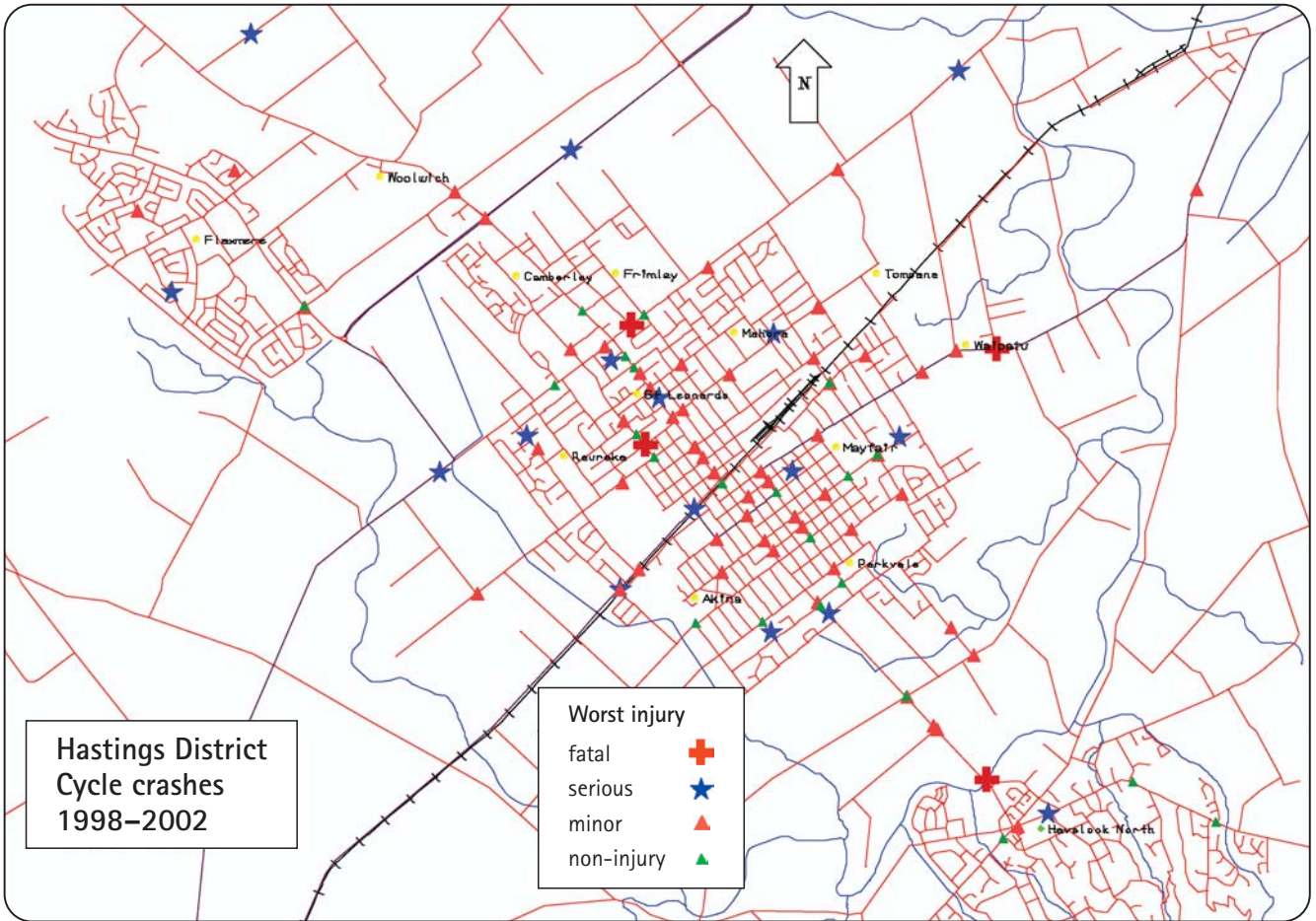
Education

- Encourage co-ordination of community development activities, promoting safe drinking and driving habits, particularly among drivers aged from 15 to 40.
- 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 targeting drink-driving and working in conjunction with community programmes.
- Continue to support compulsory breath testing programmes.

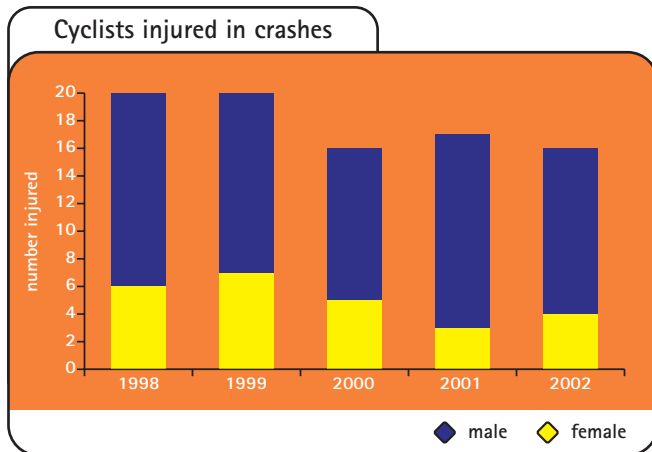






Cyclists

In the five-year period 1998 to 2002, five cyclists died, 18 cyclists suffered serious injuries and 70 suffered minor injuries. Cyclists accounted for seven percent of road users injured in crashes reported in the Hastings District. In comparison with similar districts, the number of cyclists injured in crashes was high in both rural and urban areas, but more particularly in the latter.



Fortunately there has been a downward trend in cyclists injured in the district. However, the number injured annually continues to be of concern and requires further attention.

A high number of the cycle/vehicle conflicts occurred at intersections. Of the crashes reported involving cyclists:

- 52 occurred at Give Way controlled intersections
- eight occurred at Stop controlled intersections
- seven occurred at intersections with traffic signals
- 15 occurred at driveways
- 35 occurred away from intersections.

Younger cyclists, predominantly males in the 10 to 20 year age group, were most susceptible to being injured in collisions with vehicles. However, there was also a number of male cyclists aged between 30 and 50 who featured in the statistics.

The Hastings District cycling strategy identifies methods for the development of cycle facilities in the district that should enhance safety for cyclists. The strategy also includes education and enforcement methods for addressing cycling safety issues. Immediate adoption and implementation of such methods, particularly those that will have an early effect on reducing the number of cyclists injured, is strongly supported. These include the establishment of cycle facilities giving priority to routes where the cycle crash rate is high.

Recommended actions

Education

- Continue to support safe cycling programmes in schools.
- Encourage co-ordination of community development activities, focusing on improving driver awareness of cyclists and motorcyclists, especially at intersections.

- Implement activities to work in conjunction with nationally driven campaigns, such as National Bike Wise Week and back to school promotions.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.

Enforcement

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

Engineering

- Implement dedicated cycle lanes and cycle ways in the city commencing with routes with high cycle crash rates.
- Provide cycle facilities such as formal marked cycle lanes and establish cycle ways to improve safety for cyclists as recommended in the cycling strategy.



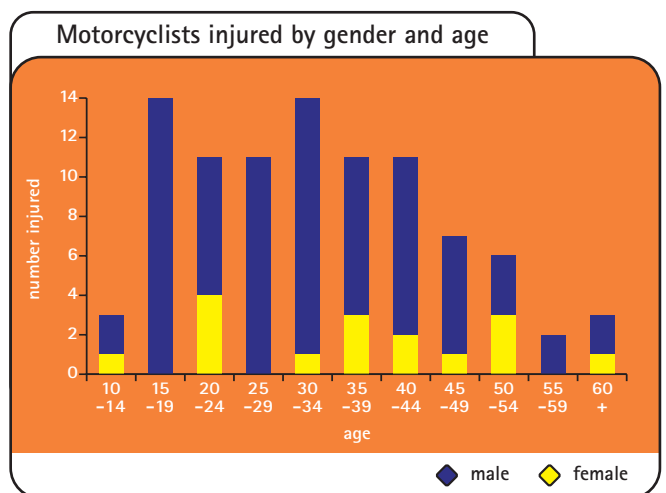
Motorcyclists

Five motorcyclists were killed, 44 suffered serious injuries and 62 received minor injuries as a result of crashes during the past five years.

Motorcyclists accounted for 8.3 percent of road users injured in crashes reported in the Hastings District. Relative to all other road users, a high proportion of motorcyclists suffered more severe injuries in crashes.

While the numbers of motorcyclists injured in crashes trended down until 1999, the number injured in the past four years has remained static. Last year 17 motorcyclists were injured in crashes on Hastings District roads.

Male motorcyclists in the 15 to 45 year age group were most susceptible to being involved in motorcycle crashes in the district. A high number of the motorcycle crashes occurred at intersections.



➤ Recommended actions

Education

- Encourage co-ordination of community development activities, focusing on improving driver awareness of motorcyclists especially at intersections.
- Consult with the community regarding the possible need to develop safe riding courses for motorcyclists.

Enforcement

- Co-ordinate enforcement campaigns, working in conjunction with the community programmes targeting cycle and 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.

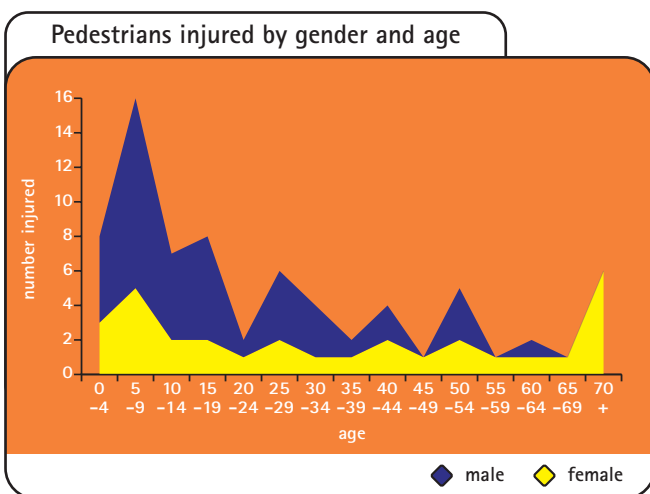
Pedestrians

In the past five years, seven pedestrians died, 17 suffered serious injuries and 62 suffered minor injuries on roads in the Hastings District. This number represents five percent of road users killed or injured in the district in the past five years. Over the past 10 years, the overall trend in the number of pedestrians injured has increased. Last year 19 pedestrians were injured on roads in the Hastings District.

Most pedestrian injuries occurred in the city on main arterial or collector roads. However, a number of pedestrians were injured on streets in the suburbs.

Pedestrians most frequently injured were children and young adults under the age of 20 with a significant number in the five to nine year age group.

Pedestrians were more frequently injured on urban roads in the district between the hours of 10 am and 5 pm.



➤ Recommended actions

Education

- Encourage co-ordination of community development activities, focusing on the promotion of safe walking habits and raising driver awareness of pedestrians as vulnerable road users.
- Continue to support 'walking school bus' programmes.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.

Engineering

- Improve pedestrian facilities, particularly on routes where pedestrians are more frequently injured.

Restraints

There has been a significant improvement in the use of front seat safety belts and child restraints in the Hawkes Bay region. However, the use of adult front and rear safety belts 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 are as follows:

- adult front safety belt compliance 90 percent (national average 92 percent)
- adult rear safety belt compliance 52 percent (national average 76 percent)
- child restraint compliance 90 percent (national average 82 percent).

The benefits of wearing safety belts are significant in the event of a crash in preventing death or reducing the severity of injuries.

➤ Recommended actions

Education

- Encourage co-ordination of community development activities, focusing on improving attitudes to restraint wearing.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.
- Promote and support child restraint schemes currently taking place locally.
- Implement activities to work in conjunction with nationally driven campaigns, eg Kidsafe Week and back to school promotions.

Enforcement

- Support enforcement campaigns and random spot checks targeted at restraint usage.
- Co-ordinate enforcement campaigns, working in conjunction with community programmes targeting restraint usage.

New Zealand Road Safety Programme

Reducing road trauma involves a multi-pronged approach, which includes education, engineering and enforcement. The New Zealand Road Safety Programme (NZRSP) is the primary planning and funding programme for road safety activity undertaken by the New Zealand Police, LTSA and community groups. Transfund New Zealand provides funding to Transit New Zealand and local authorities for roading projects through its National Land Transport Programme.

Community Road Safety Programme

Through the Community Road Safety Programme (CRSP) the NZRSP provides funding for community development and community programmes to support road safety and to bring about positive and sustainable changes in community attitudes and behaviours. CRSP funding of community initiatives aims to encourage local involvement and ownership of road safety issues, and to target local resources and effort to local risks. This year's review of the programme initiates a re-focus of effort and funding into community development. This involves working with and within different communities of people to assist them in becoming aware of their own local road safety issues and developing solutions to achieve better road safety outcomes.

Hawkes Bay road safety community activities totalling \$194,600 funded by the NZRSP have been confirmed for 2003/2004.

Road policing

To support community projects, the Police will deliver a further 27,660 hours in the Hastings District in 2003/2004 as follows:

Project	Hours
Speed control	4,410
Drinking or drugged driver control	8,080
Restraint device control	3,300
Visible road safety enforcement	4,830
Traffic flow supervision	200
Crash attendance and investigation	4,300
Incidents, emergencies and disasters	240
Events	520
School road safety education	1,610
Police community services	170

The LTSA and Hastings District Council will liaise with the New Zealand Police who are responsible for delivering these hours, appropriate to risk.

Where to get more information

For more specific information relating to road crashes in the Hastings District, please refer to the 1998 to 2002 Road Safety Data Report or the Land Transport Safety Authority Crash Analysis System, or contact the people or organisations listed below:

Contacts

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