

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 Napier District.

The estimated social cost of 123 injury and 349 non-injury road crashes reported in the Napier District last year, was \$31.7 million. One person died and 153 suffered injuries as a result of the crashes. Nine more people were injured in crashes last year than in 2001.

Of the 123 injury crashes reported last year, 95 (77 percent) occurred on urban roads and 28 (23 percent) occurred on rural roads.

In the five-year period 1998 to 2002, 56 pedestrians, 85 cyclists and 75 motorcyclists were injured in road crashes. These road users accounted for nearly 31 percent of people injured on roads in the Napier District.

Intersection crashes accounted for 60 percent (315) of all injury crashes reported in the five-year period 1998 to 2002.

Since 1999, there has been an increase in the number of injury and non-injury crashes reported (33 more injury and 31 non-injury crashes).

Continued effort is required to change the trend and reduce the number of people injured in road crashes and improve safety for all road users in the region.

Major road safety issues

Napier District

Intersections

Alcohol

Cyclists

Motorcyclists

Pedestrians

Restraints

Nationally

Speed

Alcohol

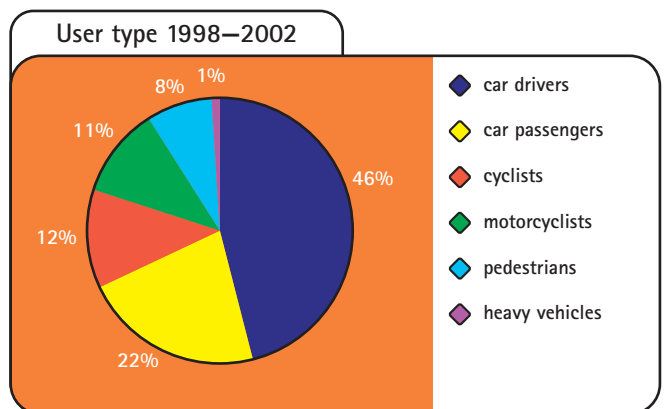
Failure to give way

Restraints

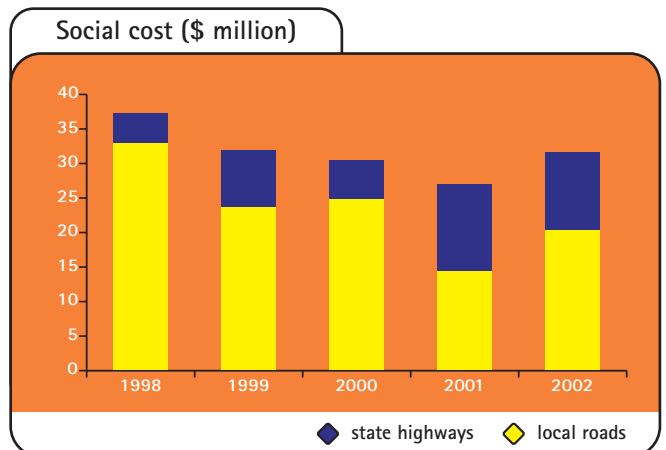
2002 road trauma for Napier District

Deaths	1
Serious casualties	29
Minor casualties	123
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Fatal crashes	1
Serious injury crashes	24
Minor-injury crashes	98
Non-injury crashes	349

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.

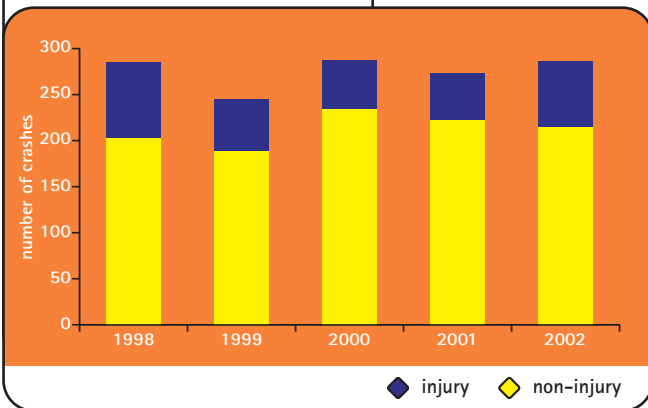


Intersections

In the past five years, 315 injury crashes and 1,062 non-injury crashes were reported at intersections (including driveways). LTSA records show that five people died and 437 suffered from injuries in crashes at intersections and driveways in the Napier District in the period 1998 to 2002.

The crashes at intersections resulting in injury accounted for approximately 60 percent of all injury crashes reported in the Napier District. Approximately seven percent occurred at intersections in rural areas and 93 percent in urban areas.

Crashes at intersections



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

- 138 occurred at intersections with Give Way controls
- 37 occurred at intersections with Stop controls
- 46 occurred at intersections with traffic signal controls
- 42 occurred at driveways.

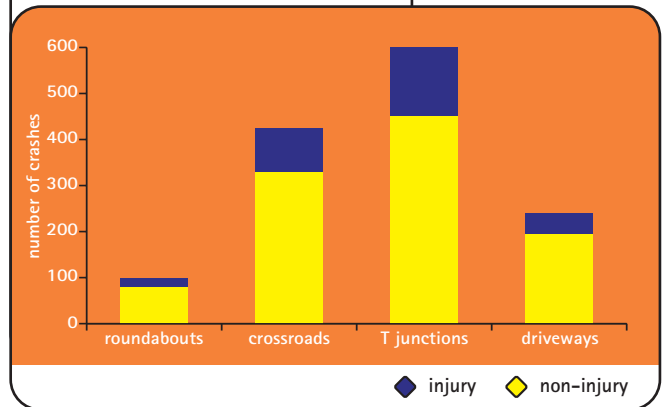
Factors recorded in crashes at intersections were commonly:

- 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 other traffic
- travelling too fast
- inexperience in driving.

There is concern at the number of crashes at intersections controlled by traffic signals. Last year 13 injury and 34 non-injury crashes were reported at signalised intersections.

The high incidence of crashes at driveways is also a concern with 13 injury and 41 non-injury crashes reported last year.

Types of intersection crashes



Recommended actions

Engineering

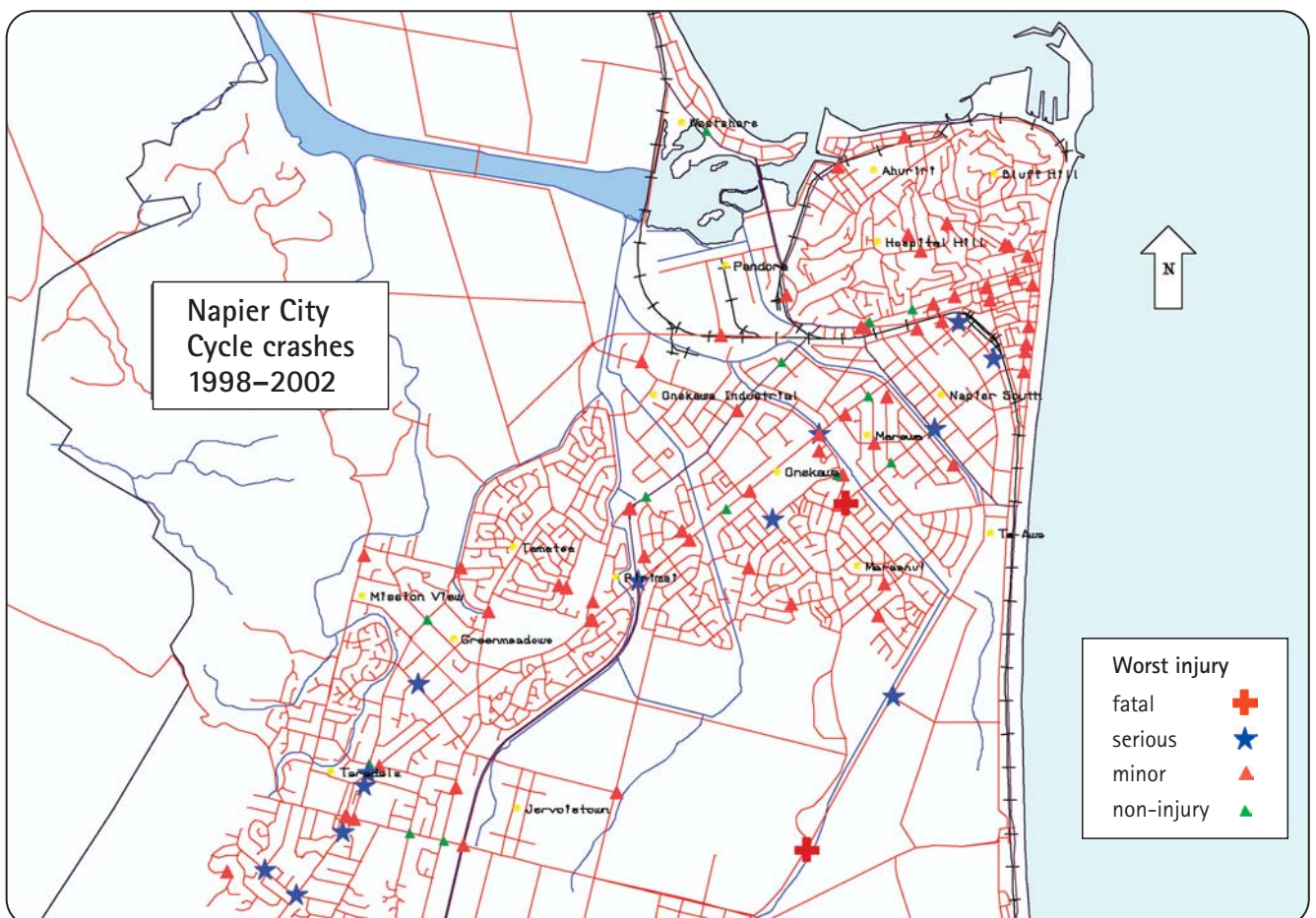
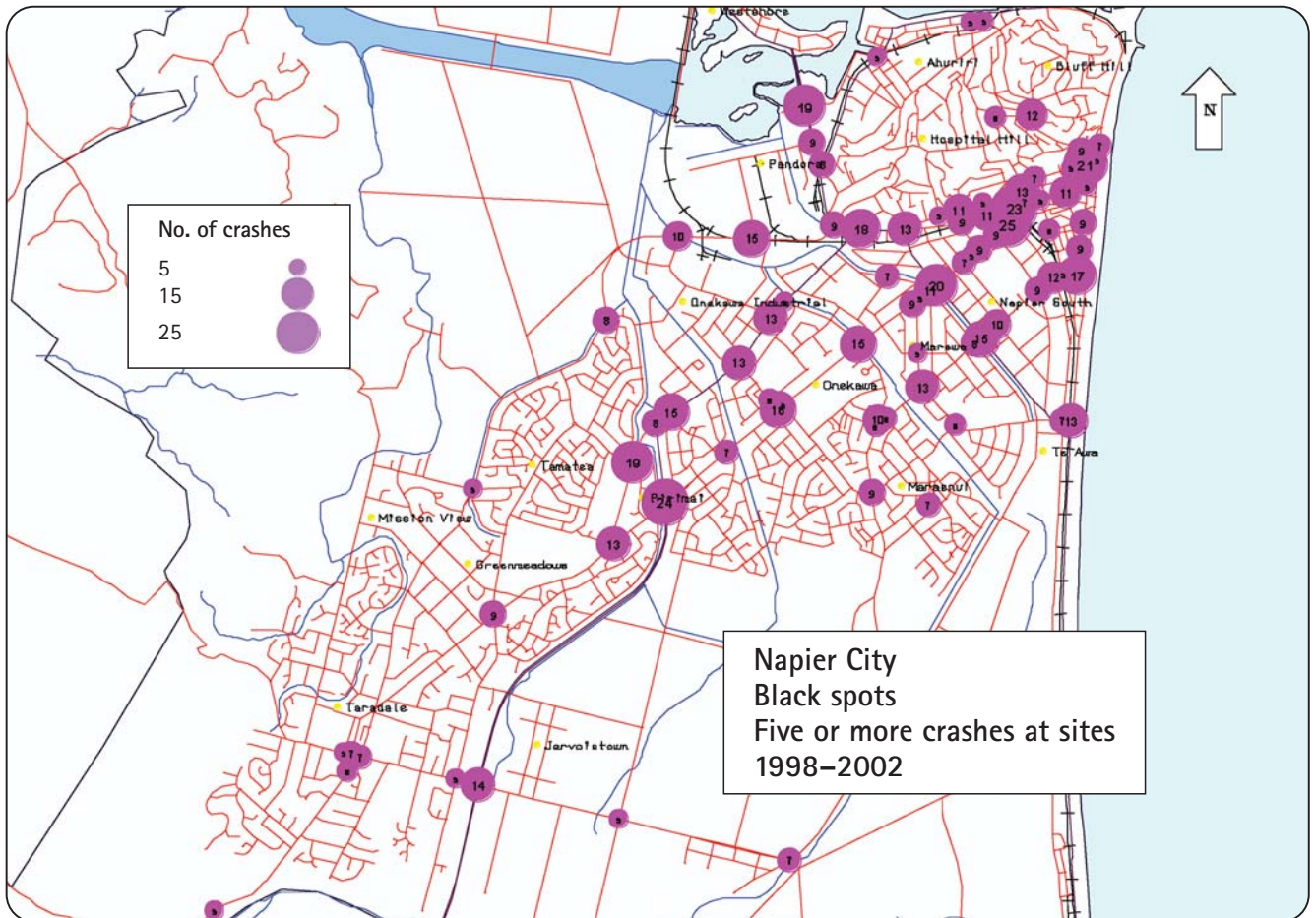
- Continue with crash reduction studies to investigate and carry out remedial work at intersections.
- Ensure adequate sight distance is available at intersections and appropriate controls are installed.
- Review the operation of traffic signals at intersections in the city.
- Carry out safety audits and surveys of intersections.

Education

- Encourage co-ordination of community development activities, focusing on road-user behaviour at intersections, including traffic signals, roundabouts and driveways.
- Consider targeted advertising promotions, involving community consultation when determining the appropriate media channel and style of resource to be developed.

Enforcement

- Increase enforcement of compliance with Give Way, Stop and signal controls at intersections.
- Conduct enforcement campaigns, in conjunction with community programmes targeting intersections.
- Support risk-targeted patrol planning to identified black spots in the city.





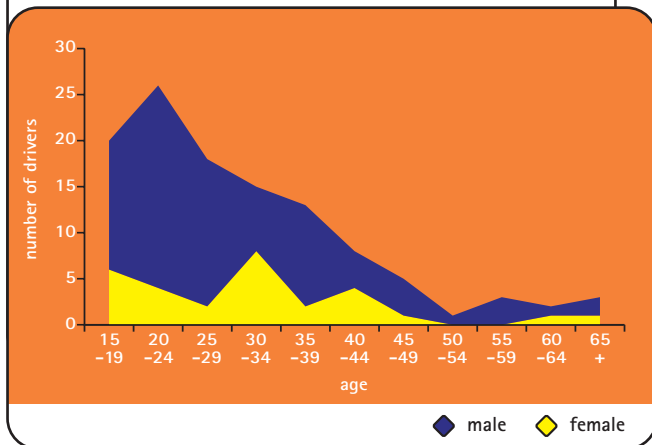
Alcohol

When compared with similar districts and all of New Zealand, the percentage of alcohol-related injury crashes is over-represented in the Napier District, particularly in urban areas.

Of the 522 injury crashes reported in the Napier District in the past five years, 94 (18 percent) had alcohol recorded as a key factor. Eighty (15 percent) of the injury crashes reported occurred in urban areas and 14 (three percent) in rural areas.

There was a downward trend in injury crashes involving alcohol until 2000 with 12 reported that year. However, the trend has changed and in 2002 19 injury crashes with alcohol a recorded factor were reported. Drivers in the 15 to 40 year age group are more commonly involved in crashes where alcohol is a recorded driver factor. However, males in the 20 to 30 year age group feature most prominently in the drink-drive statistics.

Gender and age of drivers influenced by alcohol



Recommended actions

Education

- Encourage co-ordination of community development activities, promoting safe drinking and driving habits, particularly among drivers aged 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

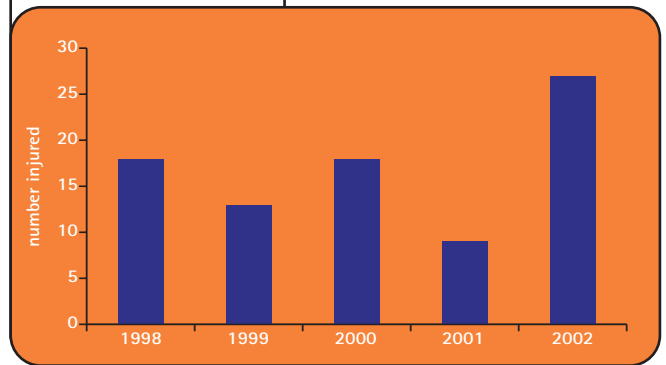
- Target enforcement at known high-risk areas and times, and to the appropriate age group.
- Co-ordinate enforcement campaigns, working in conjunction with community programmes targeting drink-driving.
- Continue to support compulsory breath testing programmes.



Cyclists

Cyclists account for 12 percent of road users injured in crashes reported in the Napier District. In the five-year period from 1998 to 2002, two cyclists died, 13 suffered serious injuries and 73 suffered minor injuries. A total of 191 crashes involving cyclists has been reported in the past five years.

Cyclist casualties



In 2002 there was a significant increase in the number of cyclists injured in the Napier District, with 27 injured in crashes.

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

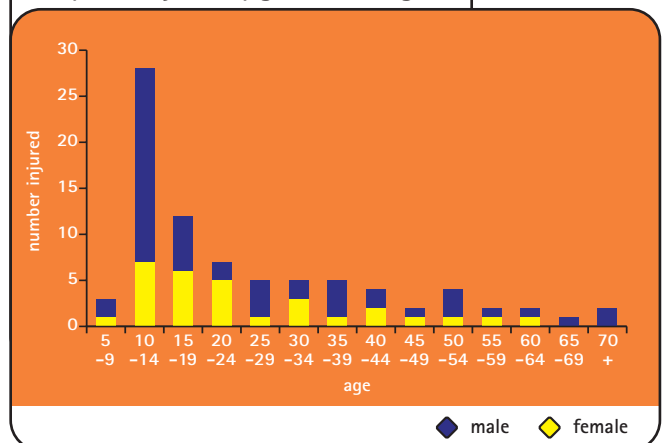
- 34 occurred at T type intersections
- 15 occurred at crossroads
- 12 occurred at roundabouts
- 10 occurred at driveways.

Of the intersections where crashes involved cyclists:

- 40 had Give Way controls
- four had Stop controls
- seven were controlled by traffic signals.

Younger cyclists in the 10 to 15 year age group were the most susceptible to being injured in collision with vehicles. However, there was also a number of cyclists in the 16 to 39 year age group who were injured.

Cyclists injured by gender and age



Napier's cycling strategy – Bike It – identifies methods for the development of cycle facilities in the district that should enhance safety for cyclists. The strategy also sets out education and enforcement methods to address cycling safety issues in the district. 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, including 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 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.
- Implement publicity to improve drivers' awareness of cyclists, especially at intersections and driveways.

Enforcement

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

Engineering

- Establish dedicated cycle lanes with formal road marking and cycle ways in the city commencing with routes with high cycle crash rates, eg Kennedy Road.



Motorcyclists

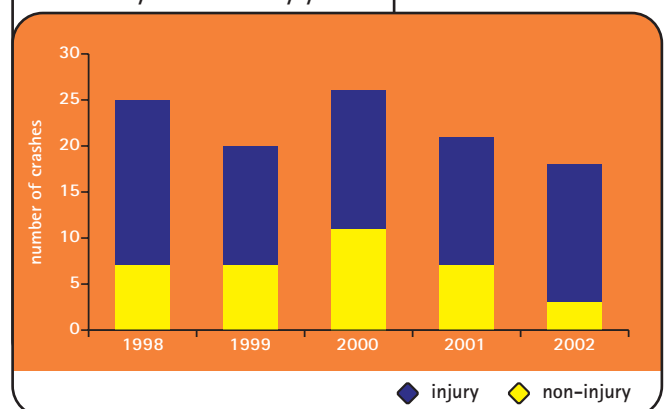
Two motorcyclists have been killed, 24 suffered serious injuries and 52 received minor injuries as a result of crashes during the past five years. Motorcyclists account for 11 percent of road users injured in crashes reported in the Napier District. When compared with similar districts and all New Zealand, motorcyclists were involved in a far higher percentage of crashes.

While the number of motorcyclists injured in crashes trended down until 1999, the number injured in the past four years has plateaued. Last year 14 motorcyclists were injured in crashes and 35 were involved in crashes that did not result in injury. Relative to all other road users, motorcyclists often suffer more severe injuries as a result of crashes.

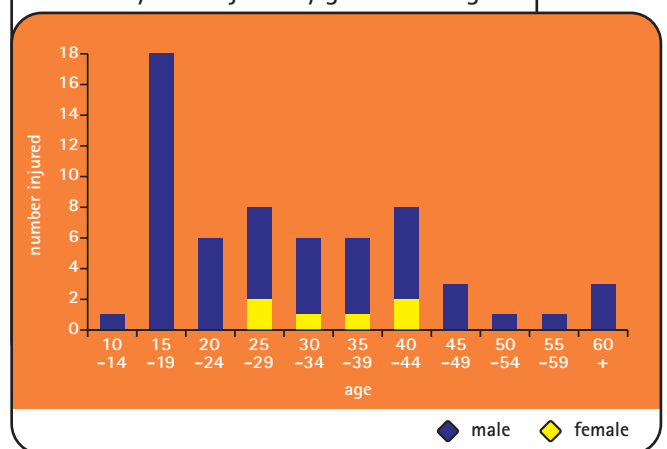
Male motorcyclists in the 15 to 45 year age groups were most susceptible to being involved in motorcycle crashes in the district.

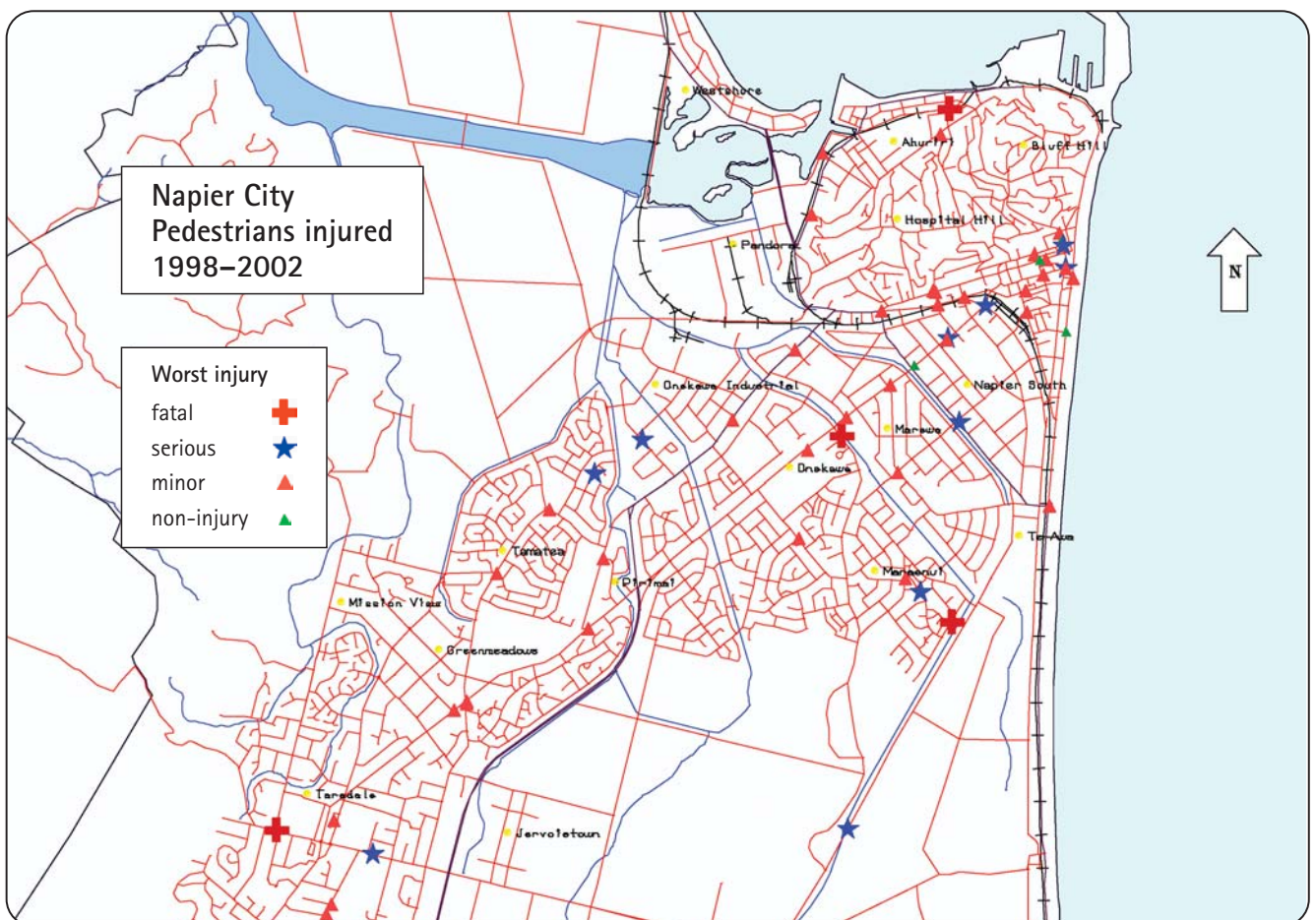
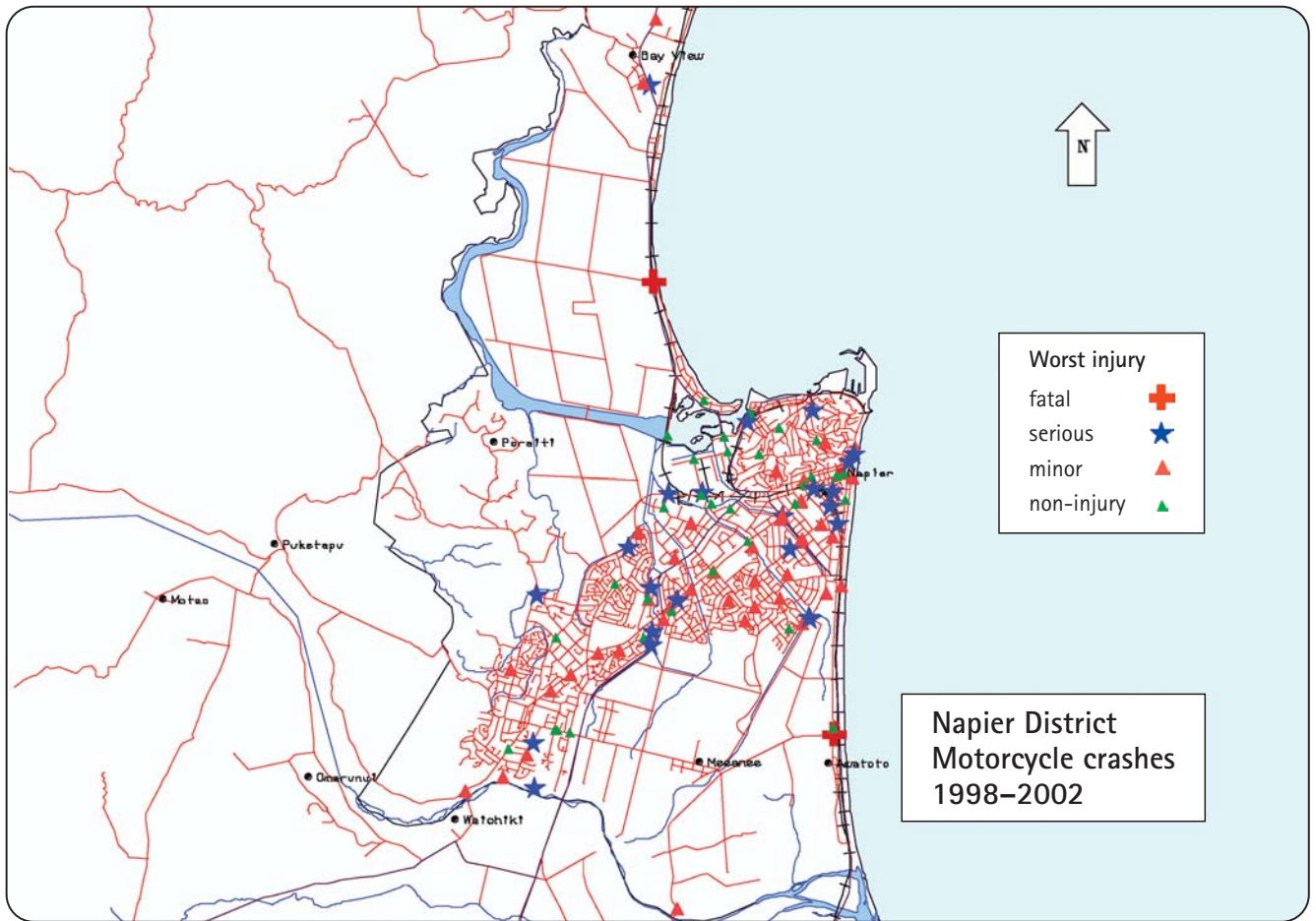
A high proportion of crashes involving motorcyclists (62 percent), occurred at intersections.

Motorcycle crashes by year



Motorcyclists injured by gender and age







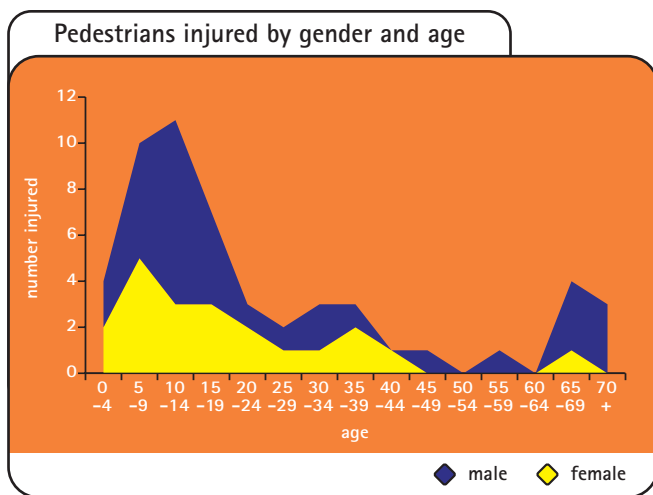
Pedestrians

In the past five years, 56 pedestrians have been injured on roads in the Napier District. This number represents eight percent of the road users killed or injured in the district in the past five years. In the past 10 years, the number of pedestrians injured has trended down slightly. Seven pedestrians were injured on Napier District roads last year.

Most pedestrian injuries occurred in the city on main arterial or collector roads.

Pedestrians most frequently injured were those under the age of 20.

Pedestrians were more frequently injured on Wednesday to Saturday between the hours of 8–9 am, noon–3 pm and 5–6 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 and crossings where pedestrians are more frequently injured.
- Ensure adequate sight distance is provided at pedestrian crossing points.



Restraints

While there have been improvements in the wearing of child restraints in the Hawkes Bay Region, LTSA surveys show wearing rates particularly for both adult front and rear safety belts is below target and must improve. A 100 percent restraint wearing rate is the target for front and rear passengers and also young passengers.

Results from surveys conducted in 2001 are:

- adult front safety belt compliance 82 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 strategic enforcement campaigns aimed at restraint usage.
- Promote restraint wearing random spot checks.
- Co-ordinate enforcement campaigns targeting usage, working in conjunction with community programmes.

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 21,780 hours in the Napier District in 2003/2004 as follows:

Project	Hours
Speed control	3,000
Drinking or drugged driver control	5,760
Restraint device control	1,760
Visible road safety enforcement	5,510
Traffic flow supervision	450
Crash attendance and investigation	3,790
Incidents, emergencies and disasters	50
Events	130
School road safety education	1,100
Police community services	230

The LTSA and Napier City 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 Napier 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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