

road safety issues

The Land Transport Safety Authority (LTSA) has prepared this road safety issues report. It is based on reported crash data and trends for the 1999–2003 period. The intent of the report is to highlight 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 the 137 injury and 430 non-injury road crashes reported in the Napier District last year was \$45.05 million. Six people died and 170 suffered injuries as a result of these crashes. Twenty-three more people were injured in road crashes last year than in the previous year.

In the five-year period from 1999 to 2003, 51 pedestrians, 93 cyclists and 62 motorcyclists were injured in road crashes. These road users accounted for nearly 29 percent of people injured on roads in the Napier District.

Since 1999, there has been a significant increase in the number of injury and non-injury crashes reported (40 more injury and 145 more non-injury crashes reported in 2003 than in 1999). Continued effort is required to reverse this trend in order to 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
- Cyclists
- Motorcyclists
- Pedestrians
- Alcohol
- Restraints

Nationally

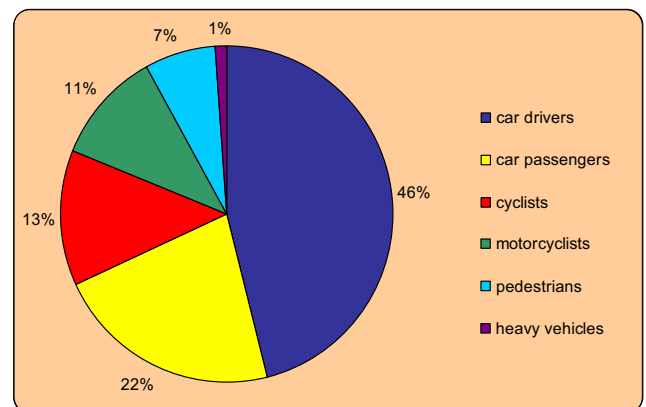
- Speed
- Alcohol
- Failure to give way
- Restraints

2003 road trauma for Napier District

	Deaths	6
	Serious casualties	36
	Minor casualties	134
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	Fatal crashes	5
	Serious injury crashes	27
	Minor injury crashes	105
	Non-injury crashes	430

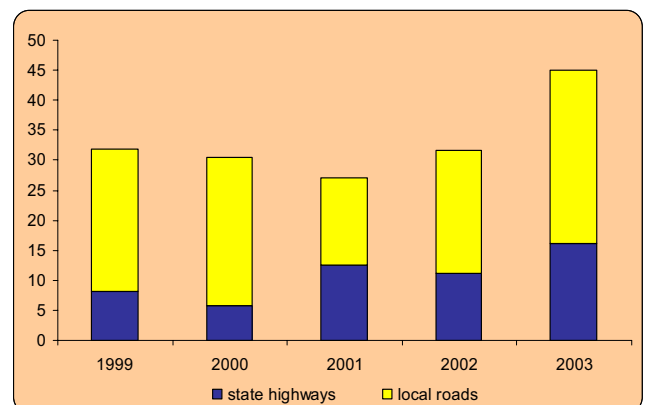
Road casualties 1999–2003

User type 1999–2003



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 2002 prices.

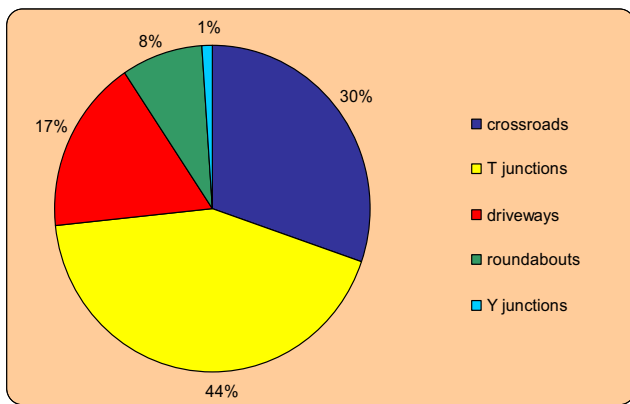


Intersections

In the past five years, 315 injury crashes and 1,416 non-injury crashes were reported at intersections (including driveways). LTSA records show that seven people died and 395 suffered injuries from crashes at intersections and driveways in the Napier District in the period from 1999 to 2003. Intersection crashes accounted for approximately 60 percent of all crashes reported in the Napier District.

Approximately seven percent occurred at intersections in rural areas and 93 percent in urban areas.

Intersection crashes by intersection type

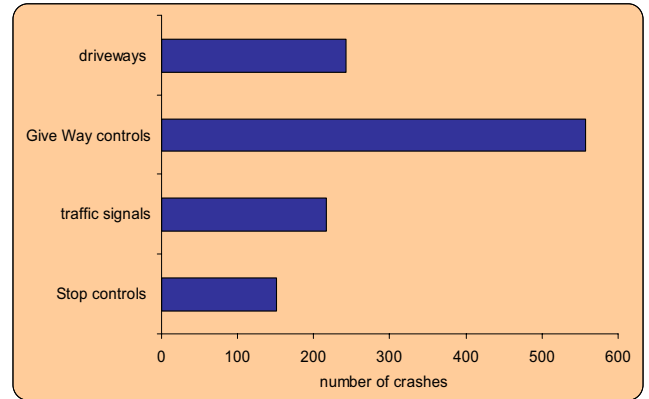


Factors recorded in crashes at intersections were commonly:

- 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 remains concern with the number of crashes at intersections controlled by traffic signals. Last year 11 injury and 37 non-injury crashes were reported at signal-controlled intersections.

Intersection crashes by intersection control type



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.
- Carry out safety audits of intersections including signalised intersections.

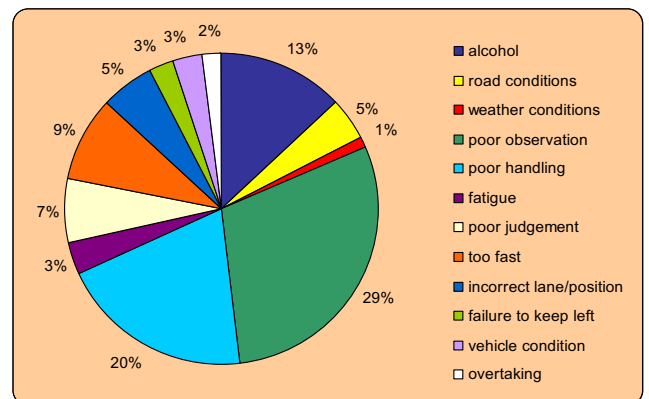
Education

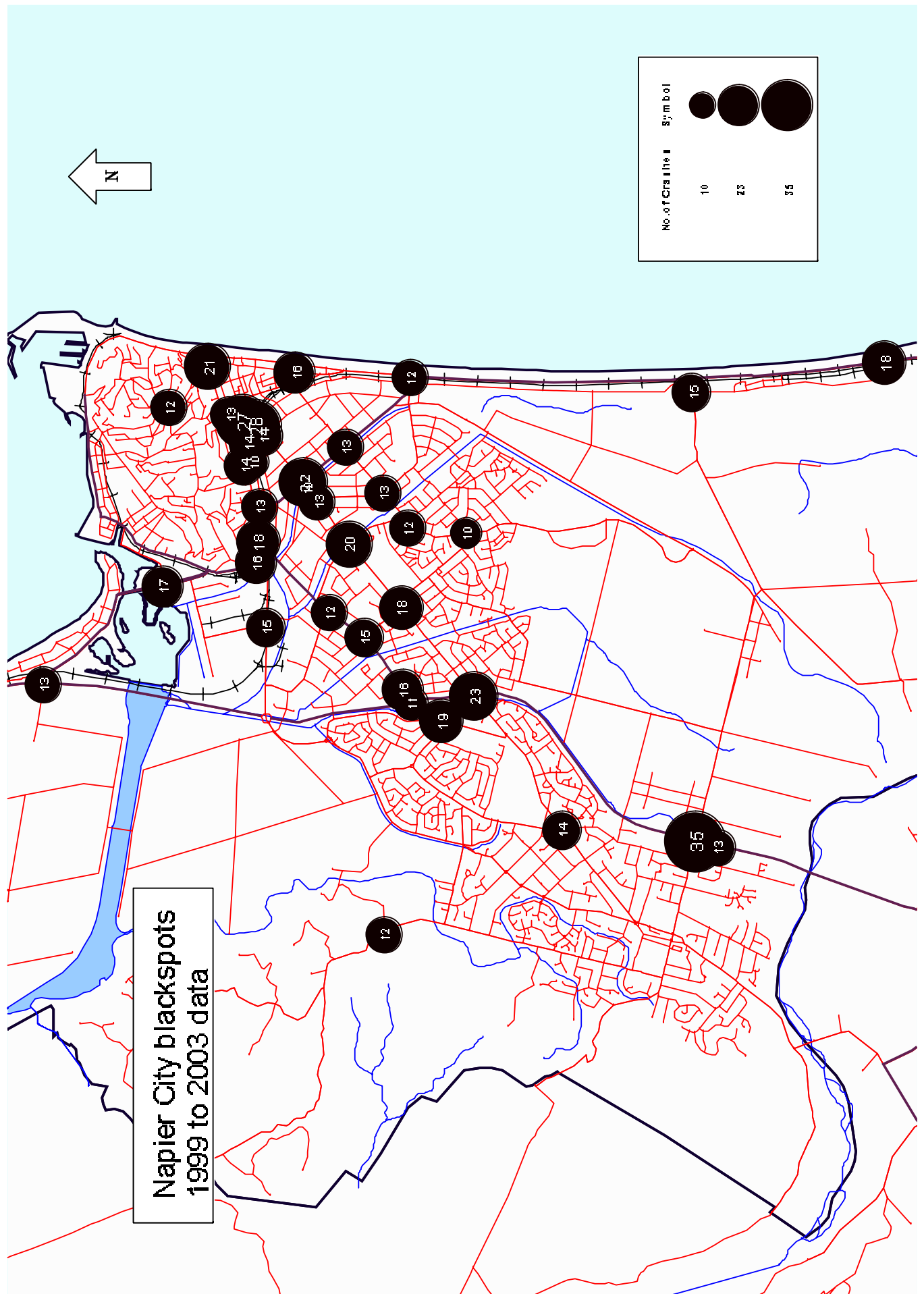
- Focus on road user behaviour at intersections, including traffic signals, roundabouts and driveways.
- Consider targeted campaigns and advertising promotions.

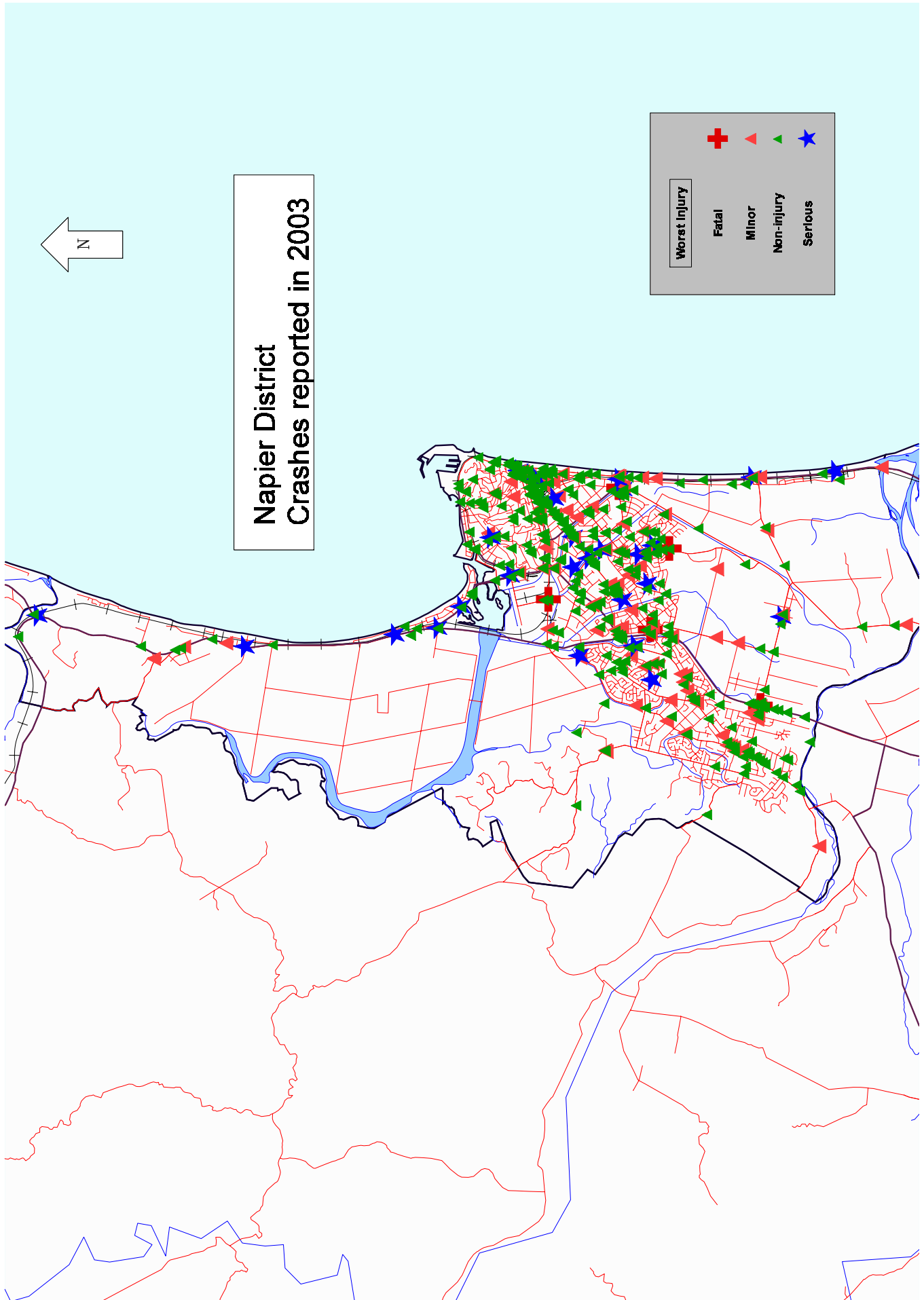
Enforcement

- 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 identify black spots in the city.

Common factors in intersection crashes





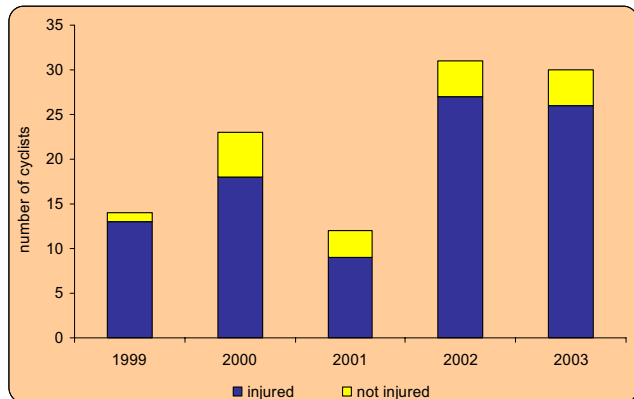




Cyclists

Cyclists accounted for 13 percent of road users injured in crashes reported in the Napier District. In the five-year period from 1999 to 2003, one cyclist died, 14 suffered serious injuries and 78 suffered minor injuries. In 2003, 27 cyclists were injured as a result of crashes.

Cyclists involved in crashes



A high number (70 percent) of cycle/vehicle conflicts occurred at intersections. Of the crashes reported involving cyclists:

- 34 occurred at T junctions
- 14 occurred at crossroads
- 13 occurred at roundabouts
- 13 occurred at driveways.

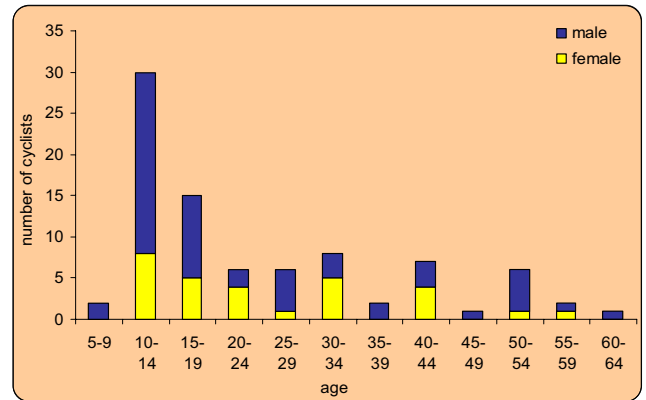
Of the intersections where crashes involved cyclists:

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

Younger cyclists in the 10 to 15 year age group were more likely to be injured in collisions with vehicles. However, a number of cyclists in the 16 to 55 year age group were also injured.

Napier District’s cycling strategy, *Bike It*, identifies methods for the development of cycle facilities 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 methods included in the strategy is strongly supported. However, priority should be given to establishing cycle facilities on routes where cycle crash rates are high.

Age and gender of cyclists involved 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 including National Bike Wise Week and back to school promotions.
- Implement publicity to improve driver awareness of cyclists, especially at intersections and driveways.

Enforcement

- Carry out 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.

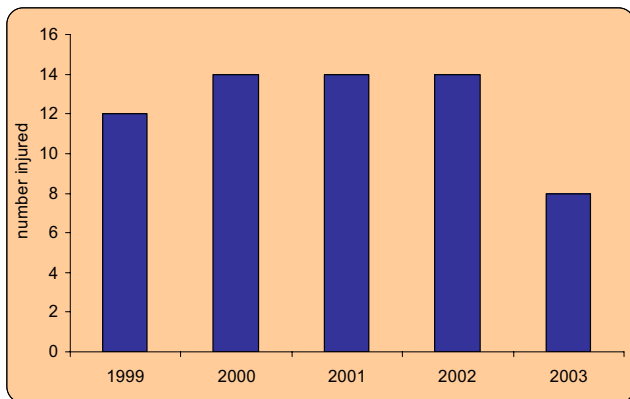


Motorcyclists

Two motorcyclists were killed, 24 suffered serious injuries and 52 received minor injuries as a result of crashes during the past five years.

Motorcyclists accounted for 11 percent of road users injured in crashes reported in the Napier District. When compared with similar districts and all of New Zealand, motorcyclists were involved in a higher percentage of crashes. A high proportion of crashes involving motorcyclists (54 percent) occurred at intersections.

Motorcyclists injured in crashes



The number of motorcyclists injured in crashes decreased rapidly until 1999. Since then, the number has plateaued. 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 group were more likely to be involved in motorcycle crashes in the district.

Recommended actions

Education

- Focus 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, 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.



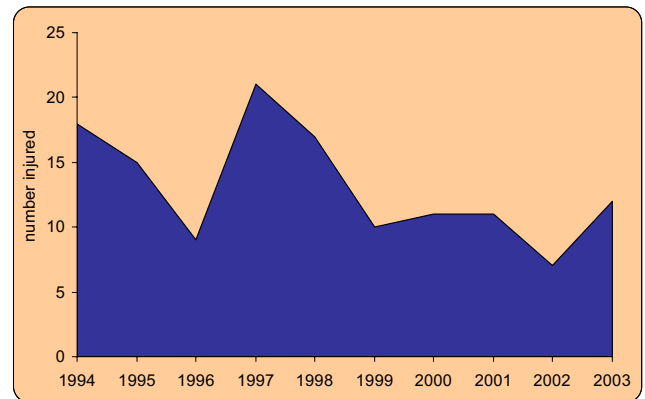
Pedestrians

In the past five years, one pedestrian died and 50 were injured on roads in the Napier District. Pedestrians accounted for seven 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 decreased slightly. Twelve pedestrians were injured on Napier District roads last year.

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

Most of the pedestrians injured were under the age of 20 years.

Pedestrians injured



Recommended actions

Education

- Focus on the promotion of safe walking habits and raising driver awareness of pedestrians as vulnerable road users.
- Continue to support ‘walking school bus’ programmes.

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.



Alcohol

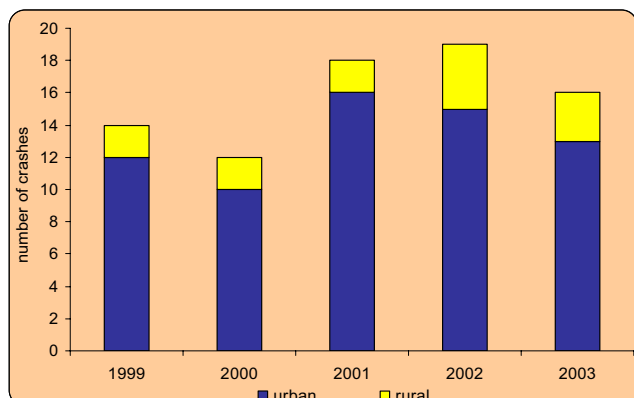
When compared with similar districts and all of New Zealand, the percentage of alcohol-related injury crashes continued to be over-represented, particularly in urban areas of the Napier District.

Of the 539 injury crashes reported in the Napier District in the past five years, 79 (15 percent) had alcohol recorded as a key factor. Sixty-six of the injury crashes reported occurred in urban areas and 13 were in rural areas.

Until 2000, there was a downward trend in injury crashes involving alcohol. However, the number has plateaued since then. In 2003, 19 alcohol-related injury crashes were recorded.

Most of the drivers involved in alcohol-related crashes were in the 15–45 year age group. Of these drivers, males aged 20 to 30 years featured most prominently in the drink-drive statistics.

Alcohol-related injury crashes



Recommended actions

Education

- Promote safe drinking and driving habits, particularly among drivers aged 15 to 45.
- 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.



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.

Results from surveys conducted in the Hawkes Bay Region in 2003 and 2004 were:

- adult front safety belt compliance 89 percent (national average 93 percent)
- adult rear safety belt compliance 76 percent (national average 81 percent)
- child restraint compliance 83 percent (national average 86 percent).

Further improvement in the wearing of restraints should prevent or 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, as they assist in preventing injuries or reducing their severity.

Recommended actions

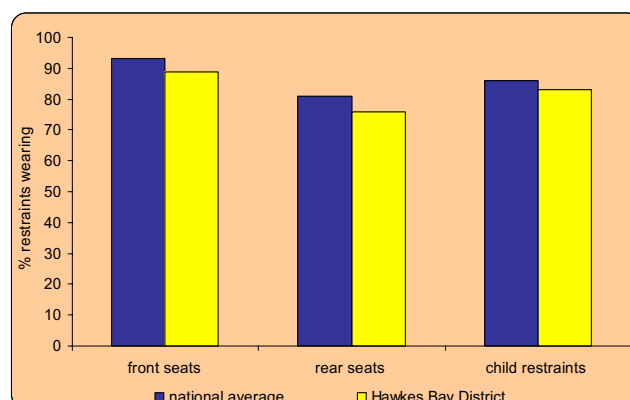
Education

- 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 Kidsafe Week and back to school promotions.

Enforcement

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

Restraint wearing rates



Where to get more information

For more specific information relating to road crashes in the Napier District, please refer to the 1999 to 2003 Road Safety Data Report, or the Land Transport Safety Authority Crash Analysis System or contact the people or organisations listed on this page.

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