

road safety issues

Eastern Bay of Plenty Area

Land Transport New Zealand has prepared this road safety issues report. It is based on reported crash data and trends for the 2000–2004 period. The intent of the report is to highlight the key road safety issues and provide partners with an indication of the area's road safety performance.

'The data relative to your area in this report will assist you in measuring how effective your road safety strategy has been. It will also help you in your planning to ensure you apply the most appropriate intervention or mix of interventions from enforcement, education and engineering efforts to the high risk stretches of road in each area.

Land Transport New Zealand is committed to ensuring that safety will be considered as an integral part of its business.

I hope this copy of *Road Safety Issues 2005* assists you in identifying ways of achieving improved safety outcomes in your area.'

Rosalie Orr
Partnership Manager Midlands

Major road safety issues

Eastern Bay of Plenty Area

Poor observation

Speed

Drink-driving

Restraints and helmets

Nationally

Speed

Drink-driving

Failure to give way

Restraints



2004 road trauma for Eastern Bay of Plenty Area



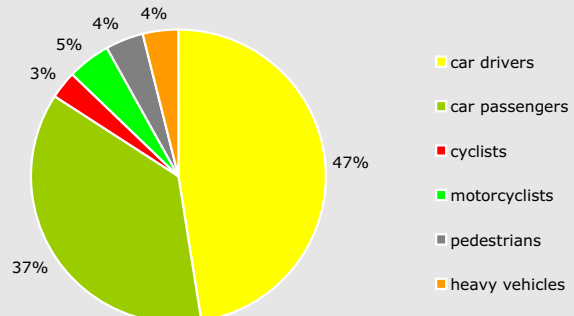
Deaths	13
Serious casualties	34
Minor casualties	137



Fatal crashes	12
Serious injury crashes	27
Minor injury crashes	81
Non-injury crashes	130

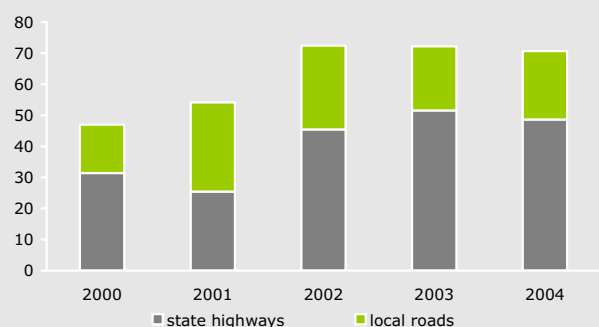
Road casualties 2000–2004

User type 2000–2004



Estimated social cost of crashes*

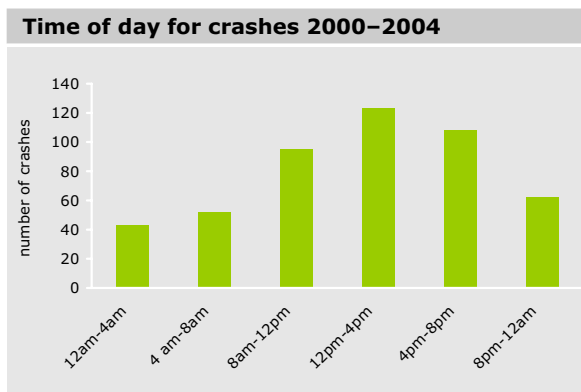
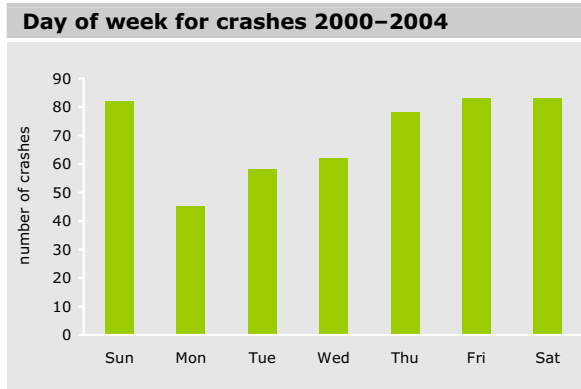
Social cost (\$ million)



*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 2004 prices.

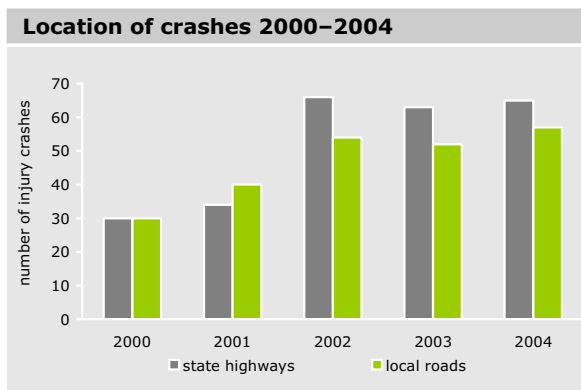
When crashes occurred

Crashes resulting in injury can occur at any time, but in the Eastern Bay of Plenty Area from 2000 to 2004, crashes towards the end of the week, between noon and 4 pm were the worst periods.



Where crashes occurred

During the 2000–2004 period, approximately 93 percent of fatal crashes (where one or more people were killed) and 69 percent of injury crashes occurred on rural roads. In rural areas there is a greater chance of a fatal crash occurring than in an urban area, due to the higher speed limits.



Who was involved

From 2000 to 2004, 817 people were injured on Eastern Bay of Plenty Area roads.

Road user groups involved in crashes

Road user groups	Casualties urban	Casualties rural
Drivers	45%	49%
Passengers	27%	40%
Heavy vehicle occupants	1%	5%
Motorcyclists	7%	4%
Cyclists	8%	1%
Pedestrians	12%	1%

Age groups of those involved in crashes

Age groups in years	Crashes—males	Crashes—females	Population in Eastern Bay of Plenty Region
<5	2%	3%	9%
5–9	5%	3%	9%
10–14	8%	5%	9%
15–19	18%	19%	7%
20–24	11%	14%	6%
25–29	9%	9%	7%
30–34	8%	9%	8%
35–39	9%	4%	8%
40–44	7%	8%	7%
45–49	4%	6%	6%
50–54	5%	5%	5%
55–59	3%	2%	4%
60–64	3%	4%	4%
65–69	4%	2%	4%
70–74	2%	3%	3%
75–79	1%	1%	2%
80+	1%	3%	2%

Gender of those involved in crashes

Gender	Urban crashes	Rural crashes
Male	123	354
Female	95	240

Poor observation

Poor observation includes:

- inattention or failing to notice, eg failing to notice traffic lights while driving home on 'autopilot' and thinking about what to cook for tea
- attention being diverted, eg being distracted by children in the back seat
- not seeing or looking for another road user until too late, eg not checking behind when changing lanes or experiencing near misses at intersections.

Nationally, not seeing or looking for other parties until too late was the third highest contributing factor in injury crashes in 2004 and resulted in a total social cost of \$605 million.

Failure to see or look for another road user until too late caused 2,255 crashes in 2004 – a greater number of crashes than either speeding or drink-driving, but with a lower social cost and a lower rate of severity.

In the Eastern Bay of Plenty Area, poor observation was a factor in 26 percent of injury crashes in 2004, an increase from 2003, and increasing in line with the national trend.

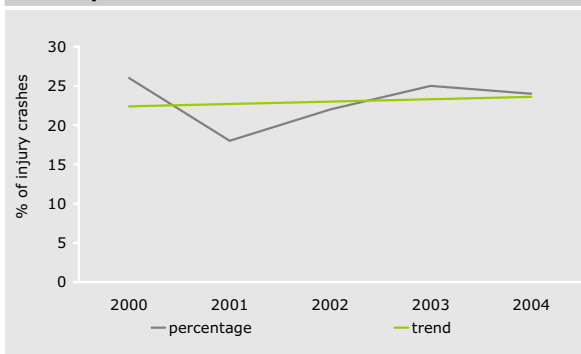
There were 129 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly a rural issue in the Eastern Bay of Plenty Area in 2004 and was a factor in 24 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Poor observation has increased as a factor on rural roads over the last four years; however the number of injury crashes remained steady at 21 in 2003 and in 2004.

In the Eastern Bay of Plenty Area, 34 percent of poor observation crashes occurred at intersections.

Rural poor observation crashes 2000–2004



Poor observation is a challenging issue for all road safety groups to address. In particular, thought needs to be given on how to address:

- complacency of drivers
- looking but not seeing
- roading networks that contain surprises for the inattentive driver.

Key locations

The Eastern Bay of Plenty Area is made up of a number of territorial local authorities (TLAs). The following provides a breakdown of the key locations at which poor observation crashes occurred during the 2000–2004 period:

Whakatane District
SH 2 and Western Drain Rd intersection
SH 30 and Te Rahu Rd intersection
Valley Rd and Gorge Rd intersection
Opotiki District
SH 2, 1500 m north of Woodlands Rd
SH 2, 100 m south of Looney Rd
SH 2 and Ohiwa Beach Rd intersection
Kawerau District
Glasgow St and Bell St intersection
SH 34 and River Rd intersection

Territorial local authority performance

The following table provides the percentage of poor observation related crashes that occurred for each TLA and their peer group during the period 2000–2004:

	TLA	Peer group*
Whakatane District	28%	30%
Opotiki District	21%	25%
Kawerau District	35%	25%

*Peer groups consist of TLAs which have similar geographical, population and traffic volume profiles.

Speed

Speed includes not only exceeding the speed limit, but also driving too fast for the condition of the road. No matter how good drivers think they are, speeding significantly increases the chances of crashing, resulting in serious injury or death.

- A child struck in a suburban street by a car travelling at 10 km over the speed limit will be killed.
- Driving at 100 km/h in light rain requires the same stopping distance as driving at 120 km/h on a sunny day.
- Driving at 50 km/h in dry conditions requires 37 metres stopping distance. Driving at 100 km/h in dry conditions requires 111 metres stopping distance.

Nationally, speed is one of the major contributing factors to road crashes. For the 12 months to the end of December 2004, excessive speed contributed to around 36 percent of fatal crashes and 16 percent of injury crashes.

During 2004, there were 1,769 crashes where the driver was travelling too fast for the conditions, resulting in a total social cost of \$954 million.

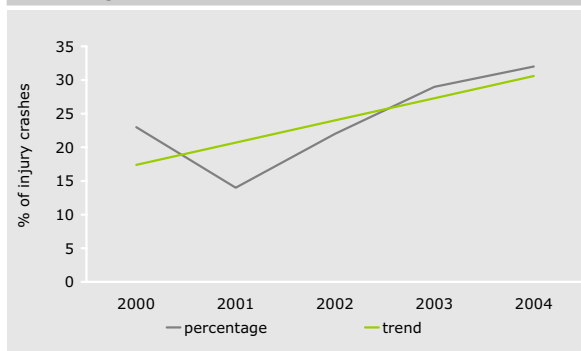
In the Eastern Bay of Plenty Area, excessive speed was a factor in 33 percent of injury crashes in 2004. This was an increase from 2003 and an increase against the national trend.

There were 113 speed-related injury crashes reported in the last five years.

Speeding was predominantly a rural issue in the Eastern Bay of Plenty Area in 2004 and was a factor in 32 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h. Most roads in the Bay of Plenty were built for 80 km/h speeds and cannot be driven safely at the open road maximum of 100 km/h.

Speeding has increased as a factor on rural roads over the last four years, with the number of injury crashes rising from 24 in 2003 to 28 in 2004.

Rural speed-related crashes 2000–2004



2004 public attitudes survey

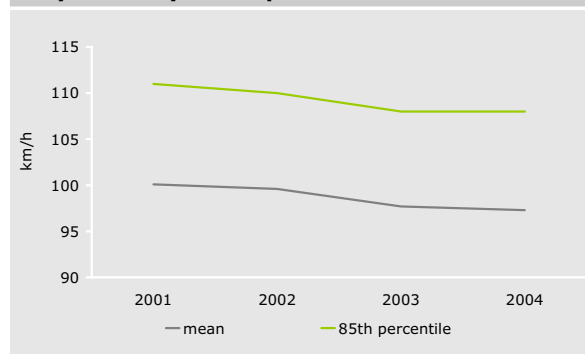
Responses from the Bay of Plenty Region indicated:

- 32 percent of drivers said that they enjoyed driving fast on the open road
- 16 percent of drivers agreed that there was little chance of a crash when speeding if they were careful
- 37 percent of drivers thought that the risk of being caught speeding was small
- 77 percent thought that enforcing the speed limit helped to lower the number of road deaths.

Speed surveys

Speed surveys are undertaken annually throughout the country and it is pleasing to see that nationally both urban and rural speeds are continuing to decrease. The following graph illustrates the results of surveys undertaken in the Bay of Plenty Region over the last four years.

Bay of Plenty rural speeds 2001–2004



Drink-driving

Alcohol affects the way people drive. Studies repeatedly show that the risk of crashing increases as a driver's blood alcohol level increases. Contrary to popular opinion, people with a high blood alcohol level are more likely to be injured or killed in a crash than those who have not consumed alcohol. If injured, they are also more likely to encounter complications in their recovery.

For every 100 drink-drivers or riders killed in road crashes, 59 of their passengers and 36 other road users die with them.

Nationally, alcohol was the second highest contributing factor in road crashes during 2004 and resulted in a total social cost of \$758 million.

For the 12 months to December 2004, alcohol-affected drivers contributed to 30 percent of all fatal crashes and 12 percent of all injury crashes.

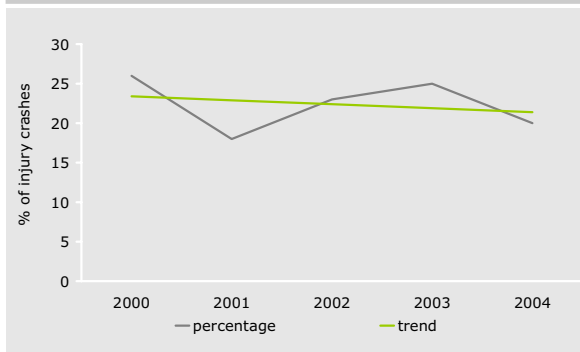
In the Eastern Bay of Plenty Area, alcohol was a factor in 23 percent of injury crashes in 2004, the same as 2003, and steady against the decreasing national trend.

There were 112 alcohol-related injury crashes reported in the last five years.

Drink-driving was predominantly a rural issue in the Eastern Bay of Plenty Area in 2004 and was a factor in 20 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Drink-driving has fluctuated as a factor on rural roads over the last five years, with the number of injury crashes falling from 21 in 2003 to 17 in 2004.

Alcohol-related crashes 2000–2004



A small group of regular high-risk drink-drivers make up only one percent of all drivers on the road at night and weekends, but are responsible for nearly half the crash deaths at that time.

Last drink surveys are completed by New Zealand Police officers at the time of processing drink-drivers. The information from these surveys is used in a number of ways and includes assisting:

- liquor licensing assessment groups to identify at-risk premises
- the New Zealand Police to target their activities to drink-driving
- health authorities to target their activities and to monitor the impacts of any legislation changes.

2004 public attitudes survey

Responses from the Bay of Plenty Region indicated:

- 12 percent of drivers agreed that there was not much chance of a crash when driving after drinking if they were careful
- 39 percent of drivers believed that the overall risk of being caught drinking and driving was small
- 75 percent believed compulsory breath testing helped to lower the number of road deaths.

Key locations

The Eastern Bay of Plenty Area is made up of a number of territorial local authorities (TLAs). The following table provides a breakdown of the key locations at which drink-driving crashes occurred during the 2000–2004 period:

Whakatane District
SH 38, 3,000 m west of Kopuriki Rd
Ohope Rd, 150 m west of Burma Rd
Opotiki District
SH 2, 600 m north of Waitahi Rd
SH 35, 20 m west of Motu Rd
SH 2 and Ohiwa Beach Rd intersection
Kawerau District
Valley Rd, 200m south of Fenton Mill Rd

Territorial local authority performance

The Eastern Bay of Plenty Area is made up of a number of territorial local authorities (TLAs). The following table provides the percentage of alcohol-related crashes that occurred for each TLA and their peer group during the period 2000–2004.

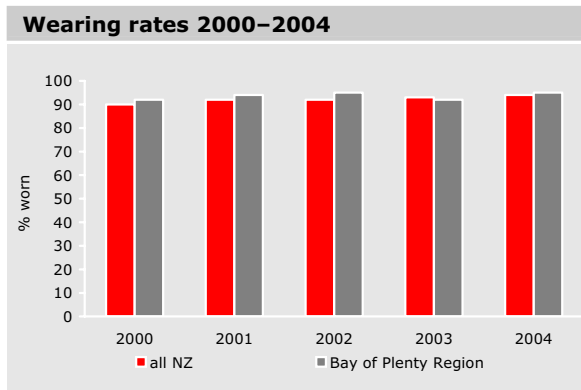
	TLA	Peer group*
Whakatane District	23%	16%
Opotiki District	21%	14%
Kawerau District	35%	14%

*Peer groups consist of TLAs which have similar geographical, population and traffic volume profiles.

Restraints and helmets

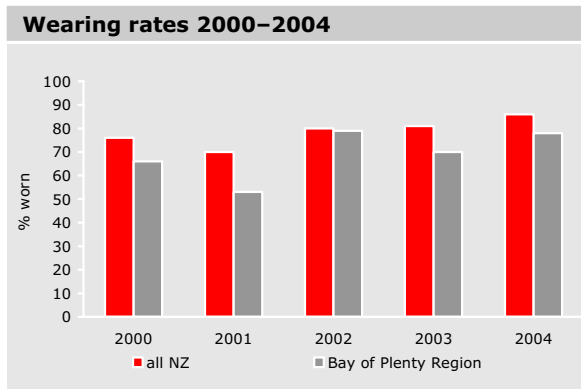
In the 12 months to March 2005, 85 people who were killed on the roads were not wearing safety belts. According to police officers, at least 20 of those lives (four were children) would have been saved had they used the restraints available to them.

Front seat safety belt use – adult



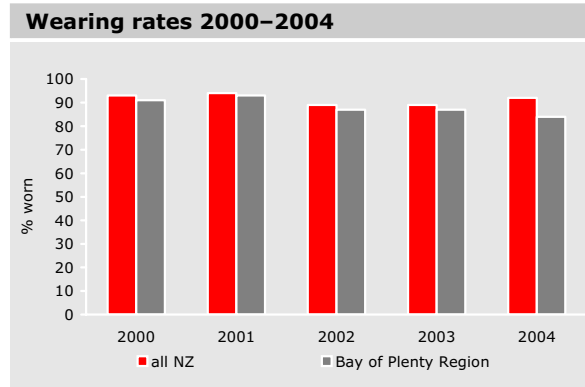
Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that 38 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt when driving was very or fairly likely.

Rear seat safety belt use – adult



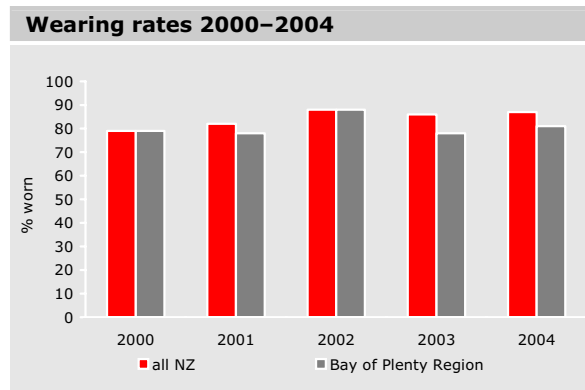
Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that six percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt as a rear seat passenger was very or fairly likely.

Cycle helmets



Since becoming compulsory in 1994, cycle helmet use has increased substantially. The wearing rate in the Bay of Plenty Region has steadily decreased since 2001, and continues to be below the national figure.

Child restraints



Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that 19 percent of those surveyed thought that the chance of being caught if a child under five in a back seat was not in a child restraint was very or fairly likely.

New Zealand Transport Strategy

The *New Zealand Transport Strategy* (NZTS) defines the government's vision for transport – 'By 2010, New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system.'

The strategy has five main objectives:

- to assist economic development
- to assist safety and personal security
- to improve access and mobility
- to protect and promote public health
- to ensure environmental sustainability.

All modes of transport (road, rail, sea and air) will be looked at in an integrated and long-term way.

Implementation will occur through policy development, rules and legislation (such as the Land Transport Management Act), the Road Safety to 2010 strategy, work on emissions control, measures to improve maritime and aviation security, and rail safety.

The NZTS is also a reference point for those who wish to contribute to government transport policy and planning. All future projects that seek funding from the National Land Transport Fund will have to actively take into account the strategies' objectives.

Land Transport New Zealand

The 2004 amendment to the Land Transport Management Act (LTMA) provided for the establishment of Land Transport New Zealand (Land Transport NZ), a Crown agency that assumed the responsibilities of the Land Transport Safety Authority and Transfund New Zealand from 1 December 2004.

Land Transport NZ was proposed as an outcome of the 2004 Transport Sector Review. The review sought to re-engineer the government transport sector to better enable it to deliver on the objectives of the NZTS.

Land Transport NZ's objective is to contribute to an integrated, safe, responsive and sustainable land transport system, working in partnership with central, regional and local government and many other stakeholders to help develop land transport solutions.

Land Transport NZ will focus on optimal use and development of New Zealand's land transport system, taking a long-term view.

Although there will no longer be an agency focused solely on land transport safety, safety will be maintained and improved.

Network safety co-ordination

Managing the safety of the roading network is an important task that road safety partners have been working on at both a national and regional level for many years.

The Ministry of Transport has established a Network Safety Co-ordination Group which will report to the National Road Safety Committee. This group hosted a workshop that renewed focus on the co-ordination of safety activities across the three E's approach – engineering, education and enforcement.

The workshop was to develop a model for how this co-ordinated approach could be used consistently in all regions. A commitment was made at this workshop for the co-ordinated approach to be used on the 'worst' state highway corridors in each region.

Road policing

'During 2004 the Bay of Plenty Police District saw a significant drop in the number of both fatal crashes and fatalities.

Our focus for 2005 through 2006 has not changed. The key risk behaviours on our roads remain. That is, speeding, drinking and driving and failure to wear seatbelts.

For the second year running we have analysed the drivers who were at fault from fatal vehicle crashes in the district. Some interesting patterns have emerged. The number of disqualified at-fault drivers has halved from 12 in 2003 to six in 2004. The district-wide enforcement focus on disqualified drivers, has seen in excess of a 100 percent increase in apprehensions during 2004 compared with 2003. There appears to be a direct reflection of this in the fatality figures.

In making the district roads safer the aim is to be in the right place at the right time – that is, day of the week and time of day, delivering the enforcement service that best reduces road trauma.

Our goal for 2005 is to see no more than 42 people die on Bay of Plenty Police District roads, this reducing to no more than 25 by 2008.'

Inspector Kevin Taylor

Road Policing Manager – Bay of Plenty

Partnerships

Land Transport New Zealand works closely with many road safety partners at national, regional and local levels. These include government departments, enforcement agencies, territorial local authorities, health authorities and local service providers.

Some of the key road safety partners in the Eastern Bay of Plenty Area include:

New Zealand Police

Bay of Plenty District Road Policing Manager

Kevin Taylor

PO Box 741, Rotorua

Phone 07 349 9554

Road Safety Co-ordinators

Bay of Plenty Region Transport Planner

Mike Seabourne

PO Box 364, Whakatane

Phone 0800 368 267

Eastern Bay of Plenty Districts

Maurice Tooke

Private Bag 1002, Whakatane

Phone 07 306 0500

Local Authority Engineers

Whakatane District Council

Dave Hall

Private Bag 1002, Whakatane

Phone 07 306 0500

Opotiki District Council

Dave Reece

PO Box 44, Opotiki

Phone 07 315 6167

Kawerau District Council

Tom McDowall

Private Bag, Kawerau

Phone 07 323 8779

TNZ Area Manager

Daya Govender

PO Box 973, Hamilton

Phone 07 957 1610

Accident Compensation Corporation

Tauranga/WBOP/EBOP

ACC Injury Prevention Consultant

Carole Fleming

PO Box 748, Tauranga

Phone 07 579 0326

Assistance from Land Transport New Zealand

The Midland Regional Office is able to assist partners in activities such as:

- implementation of safety management systems
- crash reduction studies
- safety audits
- crash data provision and analysis
- general road engineering advice
- general road safety advice
- community development
- community programmes
- long-term council community plans
- land use planning
- land transport programme development

The Land Transport New Zealand website also contains road safety information, including electronic copies of this report and all of the others that have been produced for the country. We encourage you to visit this site: www.landtransport.govt.nz

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