

# road safety issues

July 2002

The Land Transport Safety Authority (LTSA) has prepared this Road Safety Issues Report. It is based on reported crash data and trends for the 1997–2001 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 Central Hawkes Bay district.

The estimated social cost of road crashes reported in the Central Hawkes Bay district last year, is \$24.5 million.

In the year 2001, 40 injury and 67 non-injury crashes were reported in the district. Four people died and 59 suffered injuries as a result of these crashes.

Of the 40 injury crashes reported last year, 11 (27.5 percent) occurred on urban roads and 29 (72.5 percent) on rural roads. Since a record low number of 47 casualties in 1997, there has been a steady annual increase in the number of people injured in crashes, reaching 63 last year.

Approximately half the injury crashes in the district occurred on the state highways, although the crash rate relative to highways in similar districts was low.

Further improvement in the wearing of restraints in vehicles could be expected to reduce the number and severity of injuries.

In the five-year period 1997 to 2001, nine pedestrians, five cyclists, 28 motorcyclists and nine heavy vehicle drivers or occupants were injured in road crashes.

Continued effort is required to reduce the number of people injured, particularly as a result of crashes on rural roads in the district.

## Major road safety issues:

### Central Hawkes Bay district

Loss of control on rural roads

Intersections

Alcohol

Motorcyclists

Restraints

### Nationally

Speed

Alcohol

Failure to give way

Restraints



## 2001 road toll for Central Hawkes Bay district

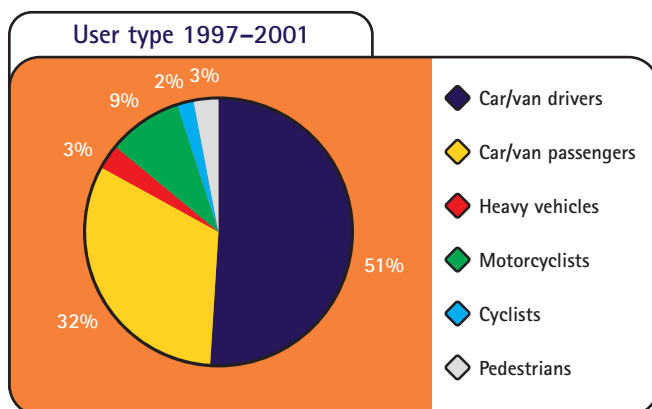


Deaths	4
Serious casualties	19
Minor casualties	40

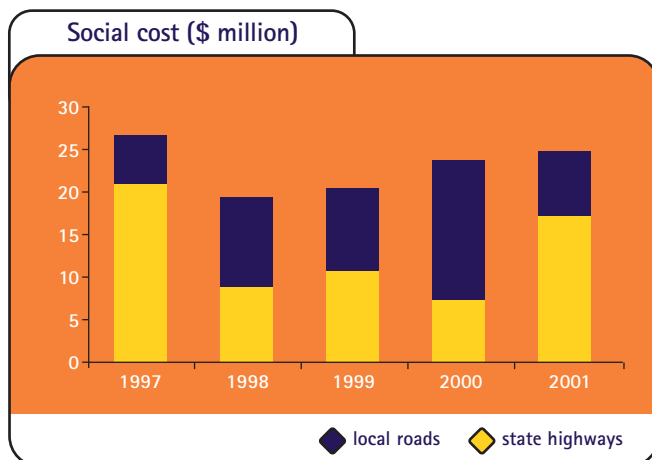


Fatal crashes	3
Serious injury crashes	14
Minor injury crashes	23
Non-injury crashes	67

## Road user casualties 1997–2001



## 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 2001 prices.



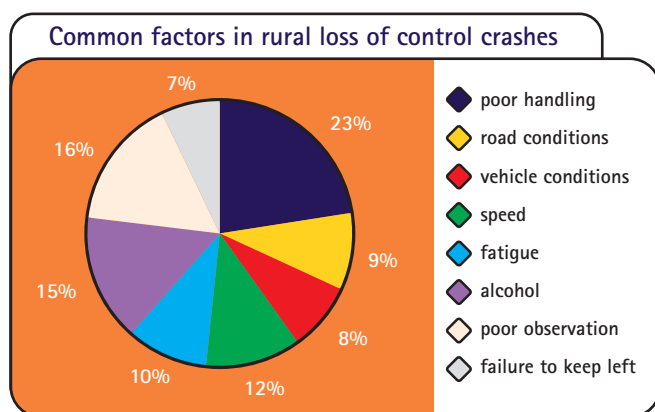
## Loss of control on rural roads

In the past five years, 107 loss of control or head-on type crashes resulted in people being injured. These incidents accounted for 60 percent of injury crashes reported in the district. The number of people who suffered serious injuries in rural crashes increased from 11 in 1998 to 20 last year.

Factors that are commonly associated with these crashes include: driving too fast for road conditions, poor vehicle handling, failing to keep left, driver's inattention, poor judgement and observation, fatigue, and road and vehicle conditions. Speed and alcohol are also commonly reported contributing factors in rural road crashes.

Thirty-three percent of the injury crashes in rural areas occurred during hours of darkness. Twenty-five percent of all rural crashes occurred in wet weather. This was high considering the number of days on which rain fell in the district.

The objects most commonly struck by vehicles in these crashes 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 recorded as contributing to loss of control crashes in rural areas are:

- slippery road surfaces
- roads under construction
- restricted visibility.

Straying farm animals on roads in the district have caused some drivers to lose control of their vehicles.

## 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 reported crashes.
- Maintain the roadside clear of hazards and provide side protection where appropriate.
- Widen the road carriageway and seal shoulders to provide additional vehicle wander and recovery space where feasible and cost effective.
- Maintain the pavement surface to provide good standards for skid resistance.
- Improve road geometry.

### Education

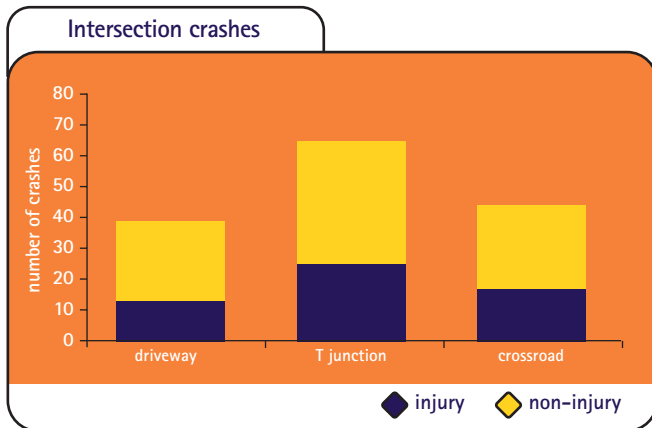
- Raise rural drivers' awareness of the need to drive appropriately for the roading environment, through various community programmes. Promote messages that relate to general driver behaviour activities, including speed.
- Educate drivers to be aware of the risks of speeding and driving too fast for 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

Approximately 30 percent of all crashes reported in the Central Hawkes Bay district occurred at intersections. In the past five years, 55 injury crashes and 93 non-injury crashes were reported at intersections (including driveways).



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

- 67 occurred at intersections with Give Way controls
- 17 occurred at intersections with Stop controls
- 64 occurred at driveways or uncontrolled intersections.

Factors recorded in crashes at intersections in the Central Hawkes Bay district were commonly:

- failure to give way or stop
- inattention and distraction
- failure to see other traffic
- misjudging speed of other traffic
- too fast at intersections
- inexperience.

Alcohol was also a factor in a number of crashes reported at intersections.

## Recommended actions

### Education

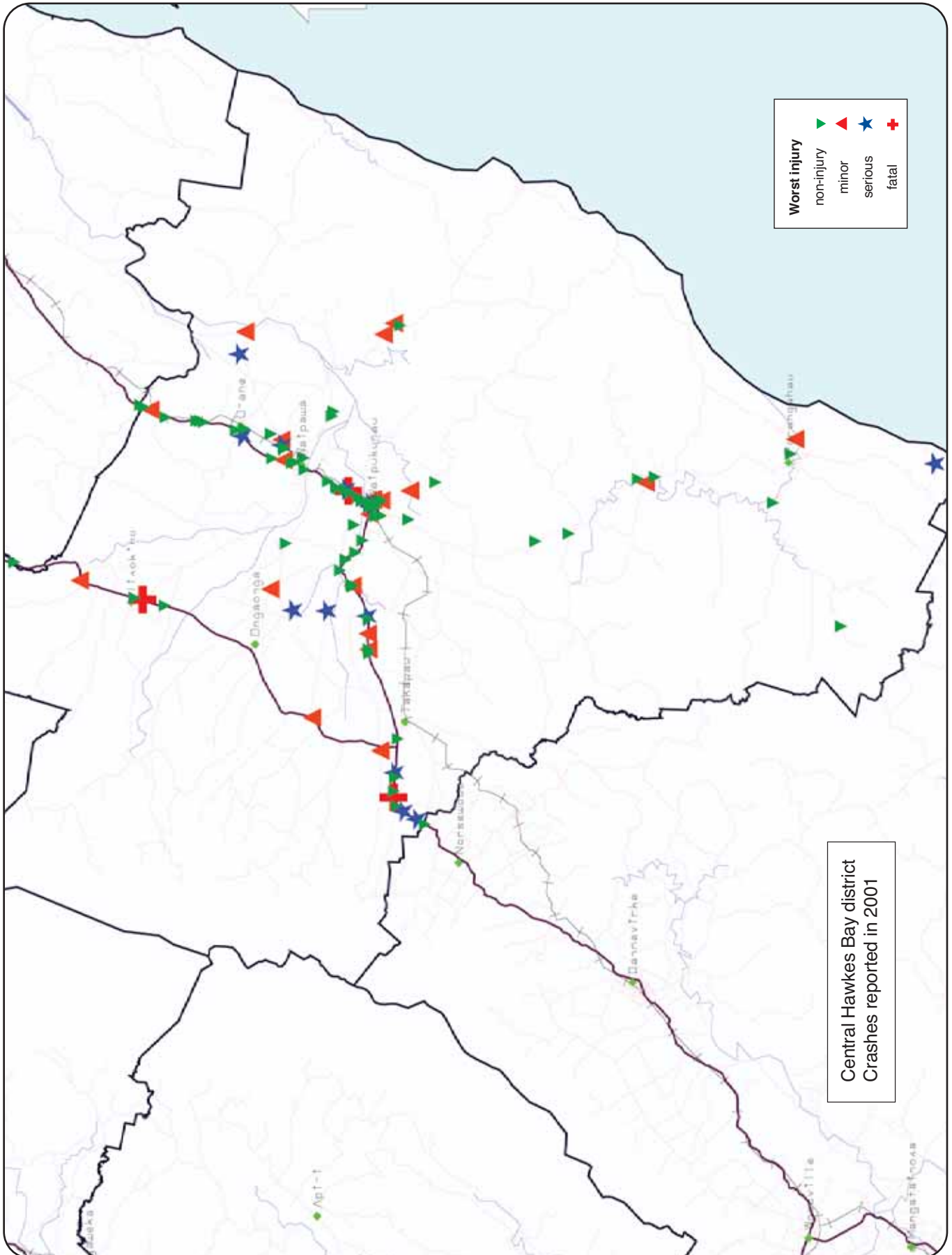
- Support education programmes and publicity campaigns focusing on road user behaviour at intersections, including roundabouts. Strategies to include radio and newspaper advertising, posters and brochures.
- Conduct campaigns to raise driver awareness of the need to check for oncoming traffic (including motorcyclists) at intersections and also when entering and leaving driveways.

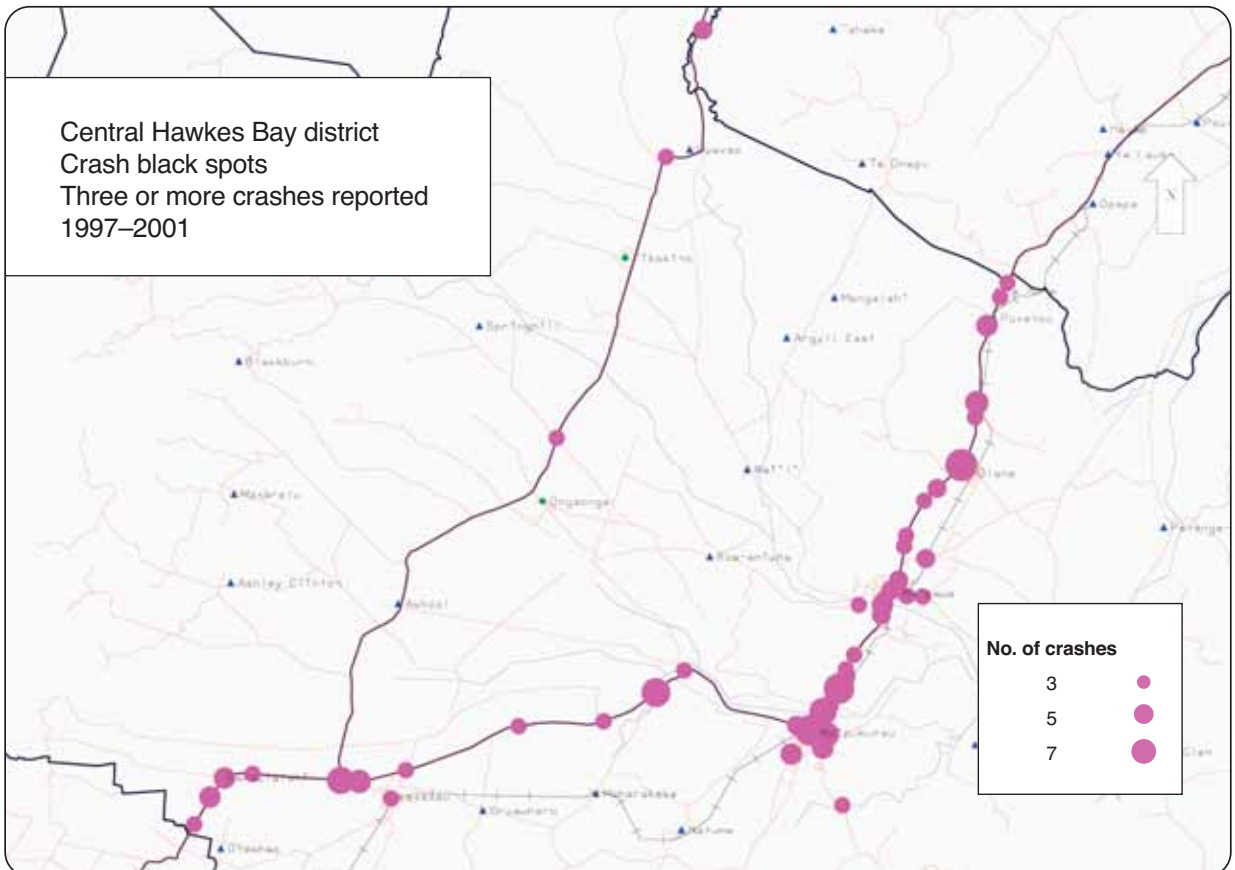
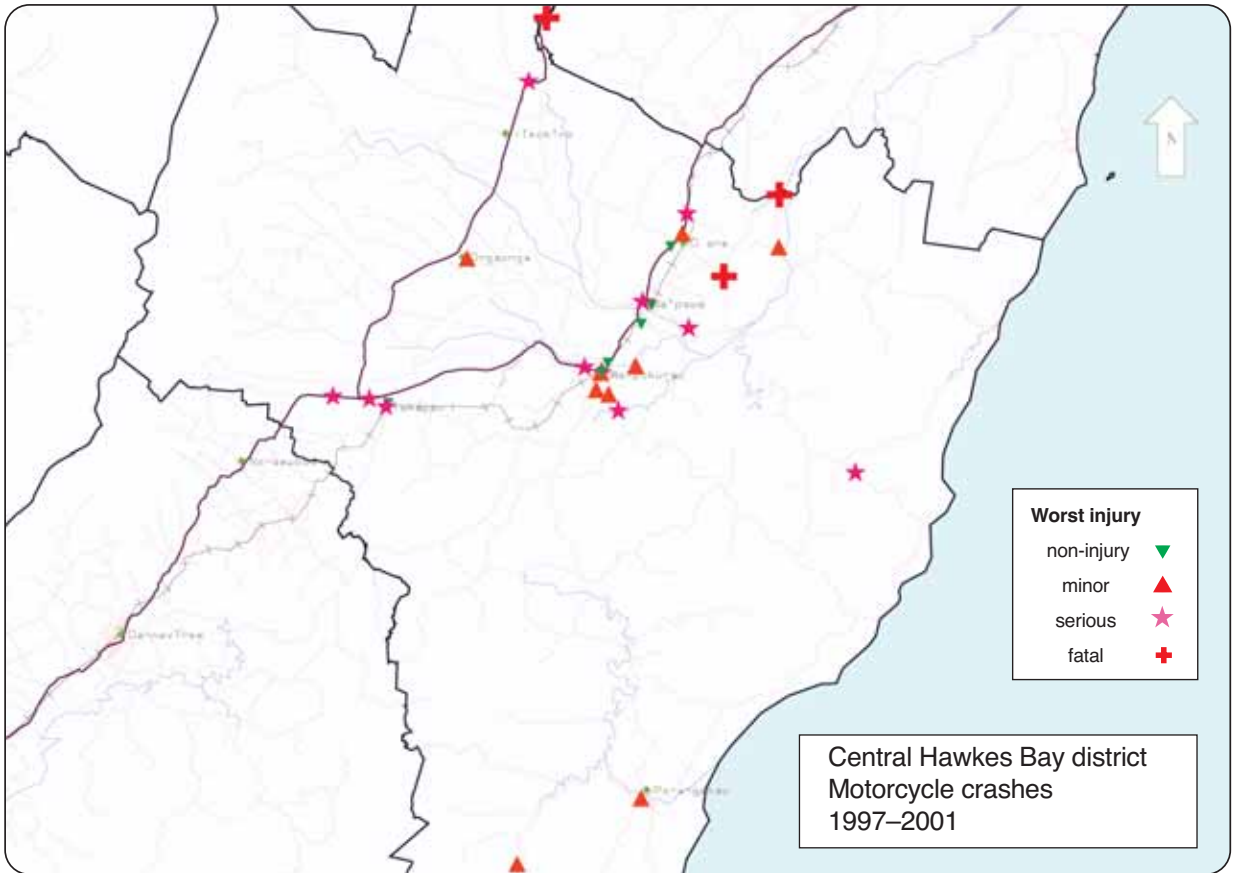
### Enforcement

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

### Engineering

- Continue with crash reduction studies to investigate and, if required, carry out remedial work at intersections to improve safety.
- Ensure appropriate sight distance is established and maintained at intersections and those intersections are appropriately controlled with Give Way or Stop signs.







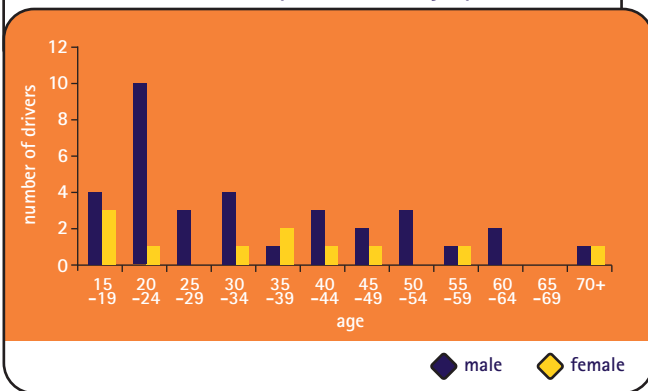


# Alcohol

When compared with similar districts and all of New Zealand, the percentage of alcohol-related injury crashes are over-represented in both urban and rural areas of the Central Hawkes Bay district.

Of the 179 injury crashes reported in the Central Hawkes Bay district in the past five years, 34 (18 percent) had alcohol recorded as a factor. Six of the 34 injury crashes occurred in urban areas and 28 in rural areas. While the percentage of injury crashes involving alcohol has shown a slight downward trend in urban areas, numbers have remained static in rural areas over the past four years. Continued attention to drink-driving is required, more particularly in rural areas.

Drivers influenced by alcohol in injury crashes



There is a predominance of males in the 17 to 30 year age group who are involved in crashes where alcohol is a recorded factor. However, the drink-drive message should be promoted and campaigns targeted to all drivers in the district to reduce injuries and enhance safety for all road users in the region.

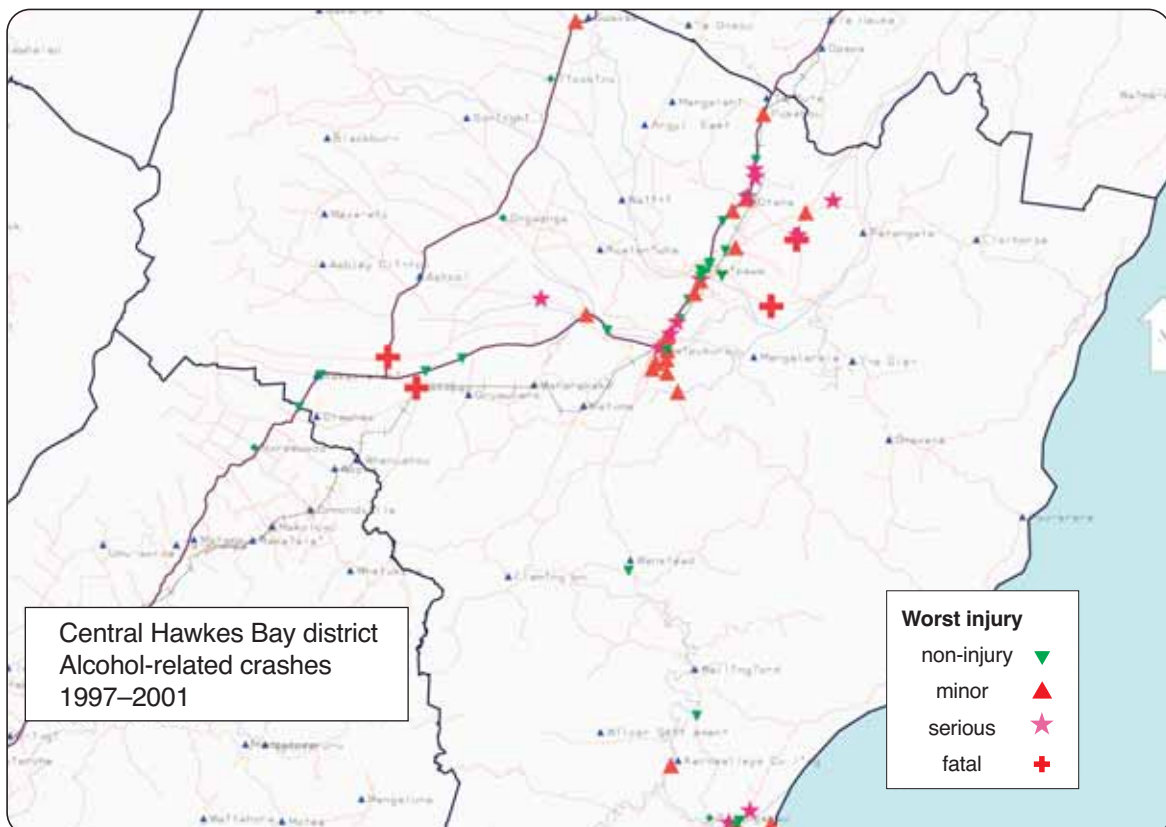
## Recommended actions

### Education

- Continue with existing advertising campaigns and implement new initiatives to promote safe drinking and driving habits, particularly among drivers in the 15 to 35 year age groups. Both rural and urban sectors need to be targeted.
- Encourage community responsibility (including licensees) by promoting host responsibility practices and designated driver schemes.
- Work with community groups 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.





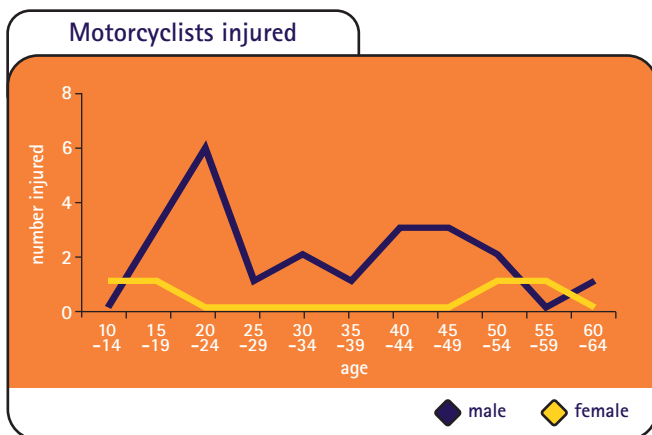
## Motorcyclists

Three motorcyclists were killed, 13 suffered serious injuries and 12 received minor injuries as a result of crashes during the past five years.

Motorcyclists accounted for nine percent of road users injured in crashes reported in the Central Hawkes Bay district. Relative to all other road users, a higher proportion of motorcyclists were involved in crashes. Fifty-seven percent of motorcyclists injured suffered severe injuries or died as a result of crashes.

Over the past 10 years, the number of motorcyclists injured in crashes has shown a slight upwards trend in the district. Last year eight motorcyclists were injured in crashes.

Male motorcyclists in the 15 to 25 and 40 to 55 year age groups were the most susceptible to involvement in motorcycle crashes in the district. More than 70 percent of the motorcycle crashes in the district occurred on rural roads.



### Recommended actions

#### Education

- Implement publicity to improve driver awareness of motorcyclists, especially at intersections.
- Continue with existing community programmes and implement new initiatives to target road-user behaviour, including motorcyclists.
- Encourage motorcyclists to attend safe riding courses.

#### Enforcement

- Co-ordinate enforcement campaigns, working in conjunction with 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.



## 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 rear safety belts remains well below the national average and needs to improve. A 100 percent restraint wearing rate is the target.

Results from surveys conducted in the Hawkes Bay region are:

- adult front safety belt compliance 90 percent (NZ national average 92 percent)
- adult rear safety belt compliance 52 percent (NZ national average 70 percent)
- child restraint compliance 90 percent (NZ national average 82 percent).

A significant proportion of crashes in the district occurred on rural roads. Far more people received serious injuries in these crashes.

Further improvement in the wearing of restraints in vehicles could be expected to reduce the number and severity of injuries, particularly resulting from higher speed rural crashes.

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



### Recommended actions

#### Education

- Implement publicity to improve attitudes to safety belt wearing.
- Continue with existing community programmes and implement new ones designed to increase safety belt wearing compliance. Strategies will include radio advertising, print media and billboards.
- Conduct programmes 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 in conjunction with community programmes targeting restraint usage.

# New Zealand Road Safety Programme

Reducing trauma involves a multi-pronged approach, which includes education, engineering and enforcement. The New Zealand Road Safety Programme (NZRSP) provides funding to educate road users to change their behaviour through projects delivered by road safety co-ordinators and community groups. The programme also funds the New Zealand Police for their targeted enforcement activities and support of community road safety projects. Transfund New Zealand provides funding to local authorities for roading projects through its National Land Transport Programme.

## Community projects

Community funding of road safety projects aims to encourage local involvement and ownership of issues, and target local resources and effort to local risks. Central to community programmes is the need to develop and motivate local partnerships in road safety to help reduce the deaths and injuries in the Central Hawkes Bay district and to enhance the level of safety within the region.

Central Hawkes Bay road safety community projects funded by the NZRSP for 2002/2003 have been confirmed as follows.

Project	Funding
Urban and rural alcohol	\$6,700
Speed	\$3,000
Committee approved community projects	\$4,000
Restraints	\$9,000
Road user behaviour	\$5,000

## Police enforcement

To support community projects, police will deliver a further 5,450 hours in the Central Hawkes Bay district as follows:

Project	Hours
Speed control	1,410
Drinking or drugged driver control	1,150
Restraint device control	530
Visible road safety enforcement	720
Traffic flow supervision	180
Crash attendance and investigation	1,100
Incidents, emergencies and disasters	80

Project	Hours
Events	60
School road safety education	150
Police community services	70

LTSA and Central Hawkes Bay District Councils 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 Central Hawkes Bay district, please refer to the 1997 to 2001 Road Safety Data Report or the Land Transport Safety Authority Accident Investigation System, or contact the LTSA as listed below:

Land Transport Safety Authority  
Regional Manager  
Pat Aldridge

Regional Education Advisor  
Kate Irvine

Senior Road Safety Engineer  
Colin Goble

For LTSA staff contact details see below

Road Safety Co-ordinator  
Hawkes Bay region  
David Teesdale  
Roadsafe Hawkes Bay  
PO Box 447, Napier  
Phone 06 834 1815

New Zealand Police  
Sergeant Geoff Strother  
PO Box 1, Waipukurau  
Phone 06 858 9140

Central Hawkes Bay District Council  
Community Assets Manager  
Steven Thrush  
PO Box 127, Waipawa  
Phone 06 857 8060

Transit New Zealand  
Regional Highways Manager  
Neville Harkness  
PO Box 740, Napier  
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