

# 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 Central Hawkes Bay District.

The estimated social cost of road crashes reported in the Central Hawkes Bay District last year was \$29.5 million.

In 2002, 61 injury and 72 non-injury crashes were reported in the district. Four people died and 86 suffered injuries as a result of these crashes.

Of the 61 injury crashes reported last year, 12 (20 percent) occurred on urban roads and 49 (80 percent) occurred on rural roads.

Since a record low number of 47 casualties in 1997, there has been a steady annual rise in the number of people injured in crashes, increasing significantly to 90 injured last year.

Just over half the injury crashes in the region occurred on state highways in the Central Hawkes Bay District. However, the highway crash rate relative to the crash rate on highways in similar districts was low.

In the five-year period 1998 to 2002, nine pedestrians, five cyclists and 31 motorcyclists were injured in road crashes. There has been a significant increase in the number of heavy vehicle occupants injured on roads in the district, with six recorded last year.

Intersection crashes resulting in people being injured have accounted for 30 percent (55) of all injury crashes reported in the district in the past five years.

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

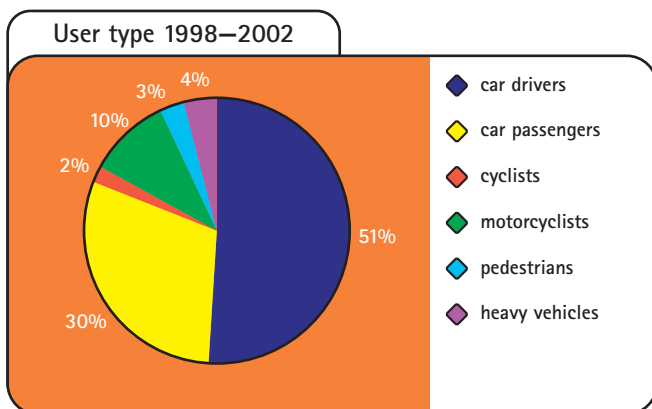
### Central Hawkes Bay District

Loss of control on rural roads
Intersections
Motorcyclists
Restraints
Alcohol
Nationally
Speed
Alcohol
Failure to give way
Restraints

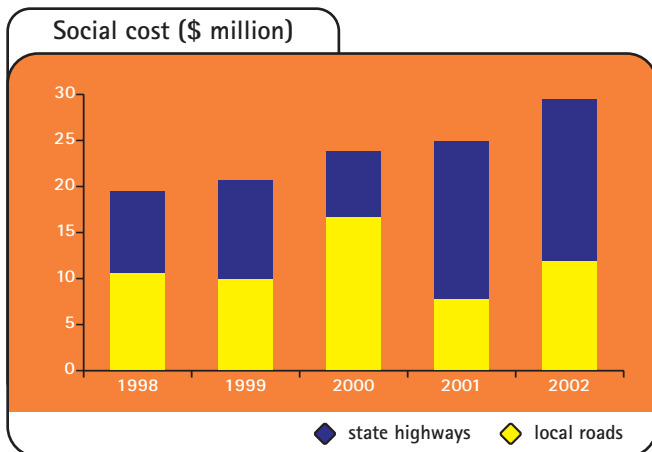
## 2002 road trauma for Central Hawkes Bay District

Deaths	4
Serious casualties	19
Minor casualties	67
Fatal crashes	3
Serious injury crashes	15
Minor-injury crashes	43
Non-injury crashes	72

## 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, 13 fatal, 52 serious injury and 96 minor injury crashes have occurred on rural roads in the district. In crashes where 'loss of control or head-on' are recorded crash movement types, 120 people have been killed or injured. The number of people who suffered from injuries as a result of rural road crashes increased from 51 in 2001 to 77 in 2002.

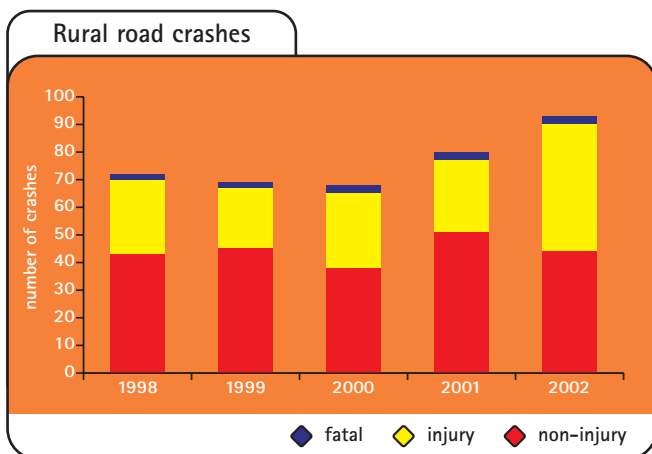
Factors that are commonly associated with these crashes include:

- driving too fast for road conditions
- poor vehicle handling
- failure to keep left
- driver's inattention
- poor judgement and observation
- fatigue
- road and vehicle conditions.

Speed and alcohol are also commonly reported contributing factors in rural road crashes.

In 2002, 34 percent of the injury crashes in rural areas occurred during hours of darkness and 37 percent occurred in wet weather. This is high considering the number of days on which rain fell in the district.

The objects most commonly struck 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.



## Recommended actions

### Engineering

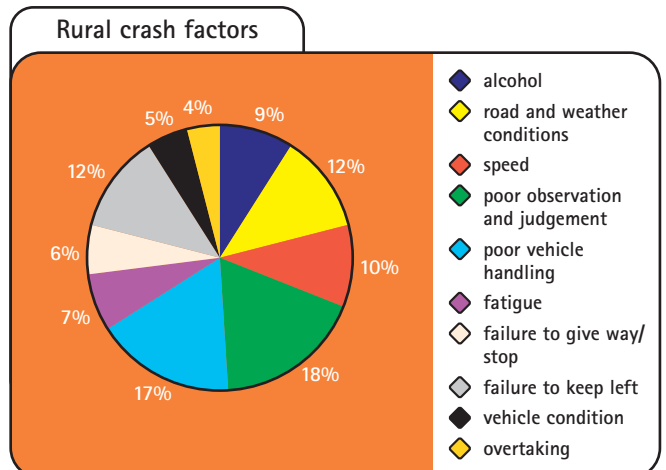
- Continue with programmes to upgrade curve warning signs, markings and delineation on local rural roads, to the appropriate standards.
- Carry out rural crash reduction studies to investigate and implement remedial treatment at black spots and routes, giving priority to those with a higher incidence of reported crashes.
- Maintain the roadside clear of hazards and provide side protection where appropriate.
- Widen 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.

### 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. Engage and consult the youth market also.
- Raise driver awareness of the risks of speeding and driving too fast for road conditions.

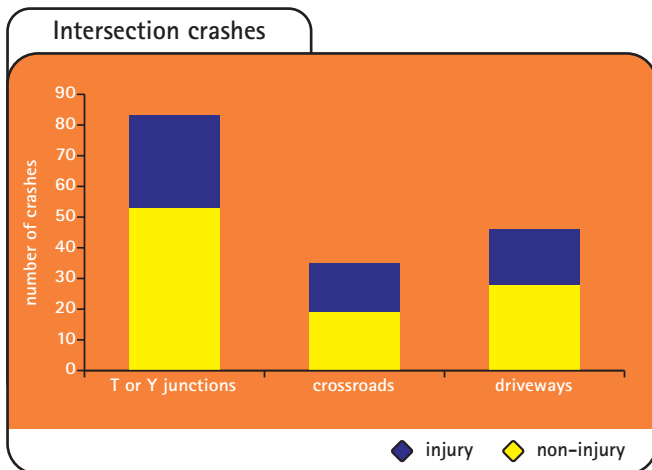
### Enforcement

- 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 31 percent of all crashes reported in the Central Hawkes Bay District occurred at intersections. In the past five years, 64 injury crashes and 167 non-injury crashes were reported at intersections, including driveways. Compared with 2001 there was an increase in crashes at intersections in the district last year with an additional four injury and 10 non-injury crashes.



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

- 80 occurred at intersections with Give Way controls
- 14 occurred at intersections with Stop controls
- 46 occurred at driveways.

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 the speed of other traffic
- travelling too fast at intersections
- inexperience in driving
- drivers under the influence of alcohol.

## Recommended actions

### Education

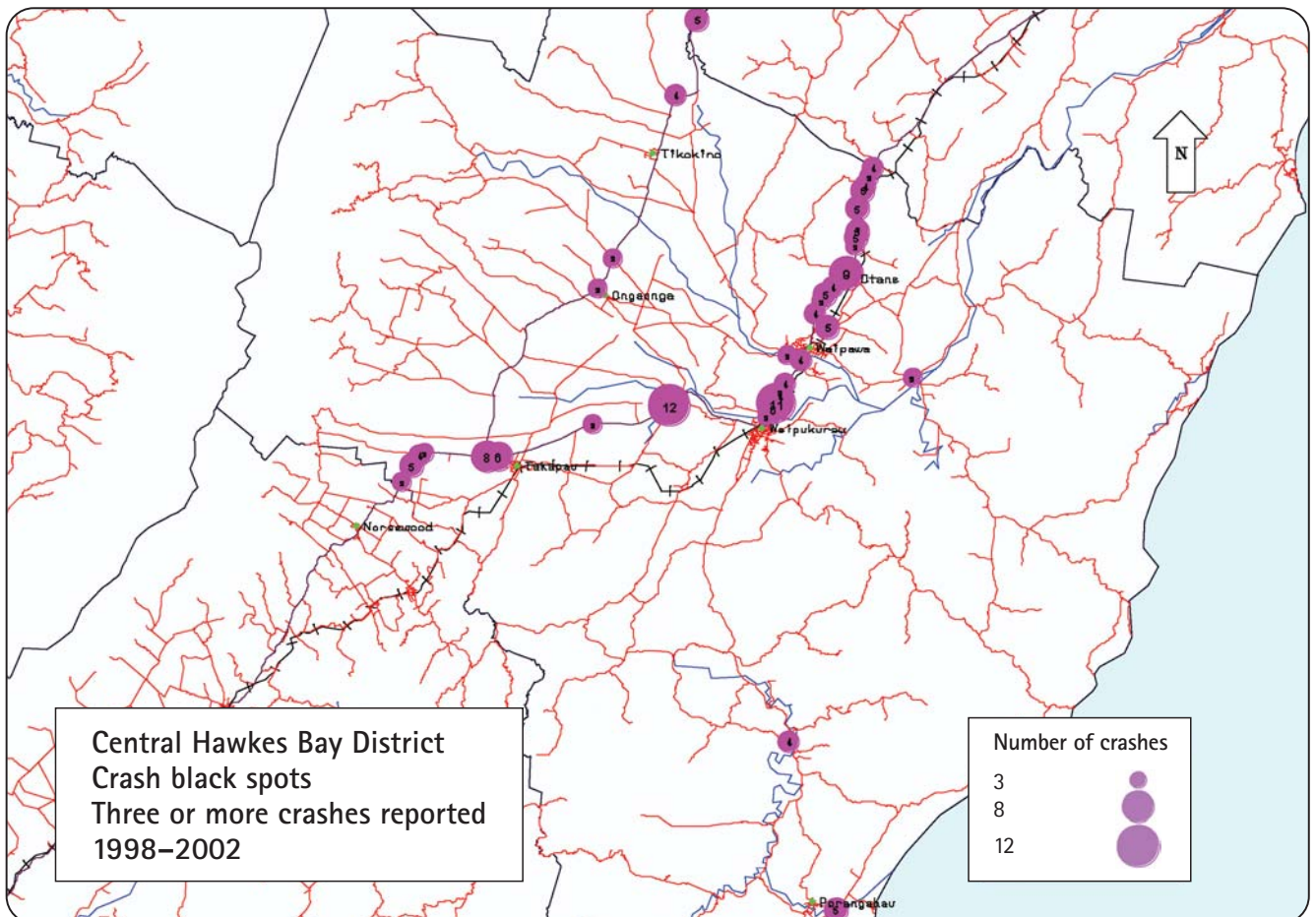
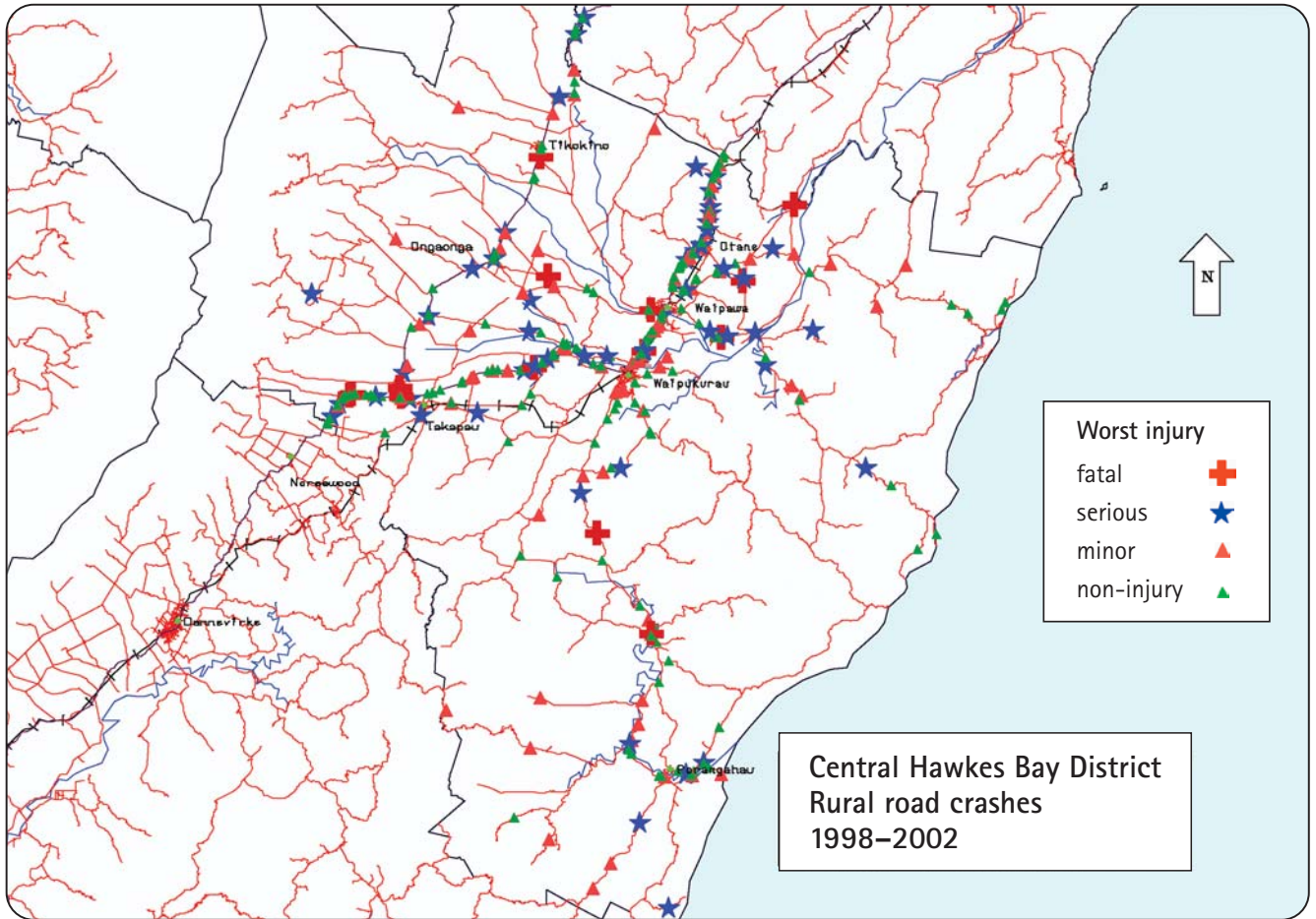
- Encourage co-ordination of community development activities, focusing on road-user behaviour at intersections.
- Consider targeted advertising promotions, involving community consultation when determining appropriate media channel and style of resource to be developed.
- Identify black spot intersections and involve the community in activities to raise awareness and address safety concerns at these locations.

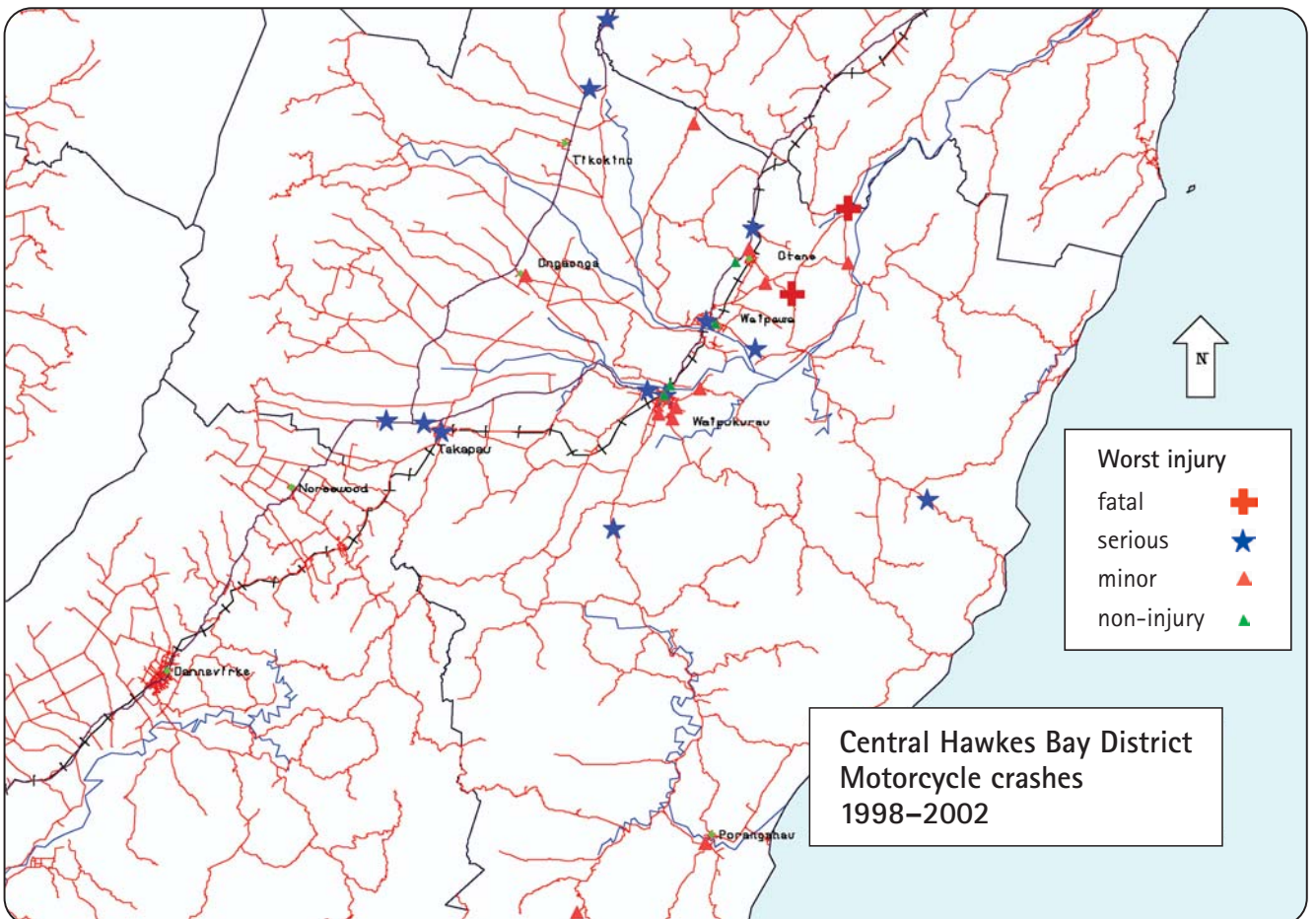
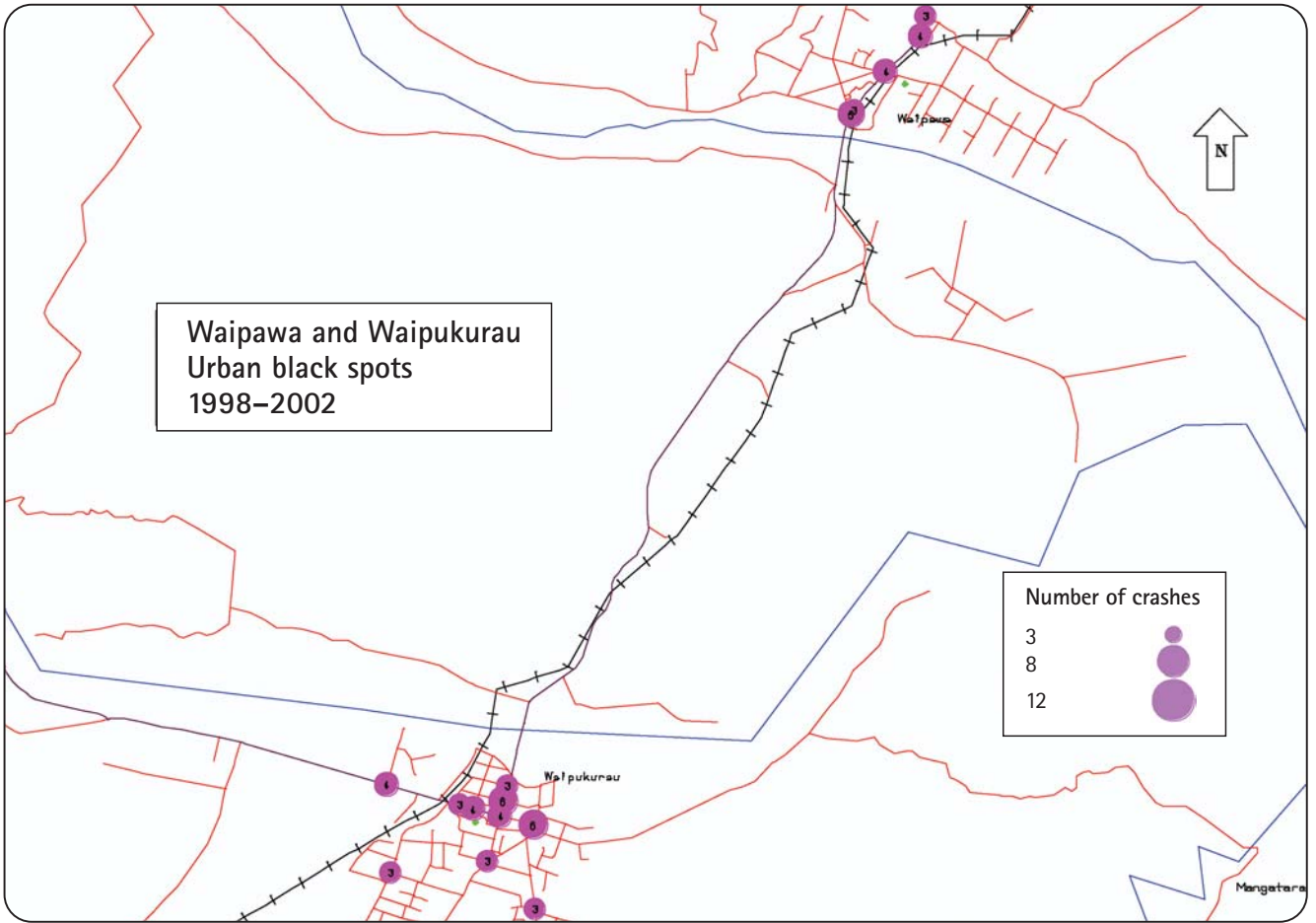
### Enforcement

- 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

- Programme 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 ensure intersections are appropriately controlled with Give Way or Stop signs.







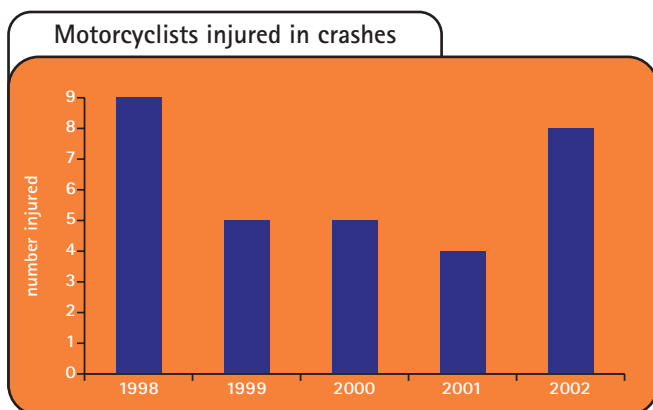
## Motorcyclists

Two motorcyclists were killed, 13 suffered serious injuries and 17 received minor injuries as a result of crashes during the past five years.

Motorcyclists accounted for 10 percent of road users injured in crashes reported in the Central Hawkes Bay District. When compared with similar districts, the rate of motorcycle injury crashes is high.

Relative to all other road users, a higher portion of motorcyclists involved in crashes suffered more severe injuries as a result of crashes, particularly on rural roads where travel speed was higher and the result of impact with another vehicle or object was greater. Last year eight motorcyclists received injuries as a result of crashes. This was double the number injured in 2001.

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. Approximately 63 percent of the motorcycle crashes occurred on rural roads in the district. Thirty-five percent occurred on state highways. Nearly half of all motorcycle crashes reported occurred at intersections and driveway entrances in the district.



### Recommended actions

#### Education

- Encourage co-ordination of community development activities, focusing on improving driver awareness of motorcyclists, especially at intersections.
- Consider targeted advertising promotions involving community consultation when determining appropriate media channel and style of resource to be developed.
- Consult with the community regarding the possible need to develop safe riding courses for motorcyclists.

#### Enforcement

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



## Restrains

In recent years there have been significant improvements in the use of front seat safety belts and child restraints in the Hawkes Bay Region. However, the use of rear safety belts remains 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 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).

A significant portion of crashes in the district occurred on rural roads. Far more people suffered 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 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 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 which are currently taking place locally.
- 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, in conjunction with community programmes targeting restraint usage.



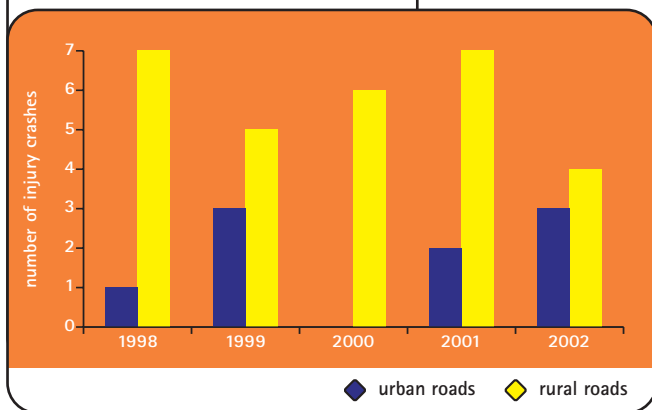
# Alcohol

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

Of the 211 injury crashes reported in the Central Hawkes Bay District in the past five years, 38 (18 percent) had alcohol recorded as a factor. Nine of the 38 injury crashes occurred in urban areas and 29 in rural areas. While the percentage of injury crashes involving alcohol has shown a slight downward trend in urban areas, numbers have remained quite static in rural areas over the past four years. Further attention to drink-driving is required, more particularly in rural areas.

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

Alcohol as a factor in crashes



## Recommended actions

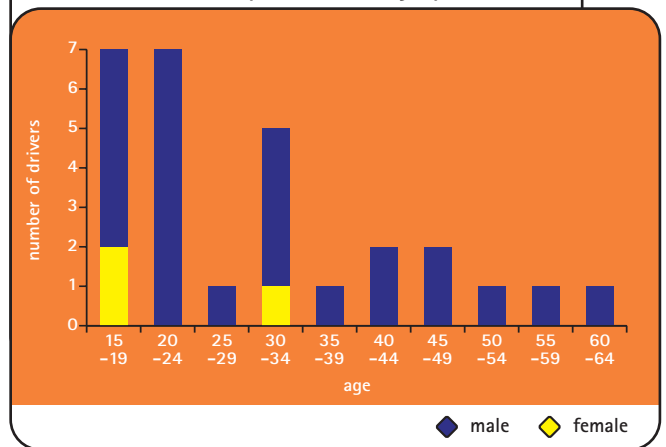
### Education

- Encourage co-ordination of community development activities, promoting safe drinking and driving habits, particularly male drivers aged 15 to 25 years.
- 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.

Drivers affected by alcohol in injury crashes



# 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 5,450 hours in the Central Hawkes Bay District as follows:

Project	Hours
Speed control	1,310
Drinking or drugged driver control	1,250
Restraint device control	600
Visible road safety enforcement	650
Traffic flow supervision	180
Crash attendance and investigation	1,000
Incidents, emergencies and disasters	80
Events	60
School road safety education	250
Police community services	70

The LTSA and Central Hawkes Bay 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 Central Hawkes Bay 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

Land Transport Safety Authority  
Napier Regional Manager  
Pat Aldridge

Regional Education Advisor  
Kate Irvine

Senior Road Safety Engineer  
Colin Goble

See LTSA staff contact details at bottom of page

Road Safety Co-ordinator  
Hawkes Bay Region  
David Teesdale  
Roadsafe Hawkes Bay  
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New Zealand Police  
Sergeant Ross Gilbert  
PO Box 1, Waipukurau  
Phone 06 858 9140

Central Hawkes Bay District Council (Local Roads)  
Roading Asset Manager  
Jag Pannu  
PO Box 127, Waipawa  
Phone 06 857 8060

Transit New Zealand (State Highways)  
Regional Highways Manager  
Neville Harkness  
PO Box 740, Napier  
Phone 06 835 1750

Napier Regional Office

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