

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 Napier district.

The estimated social cost of 96 injury and 332 non-injury road crashes reported in the Napier district in 2001 was \$25.8 million. Two people died and 137 suffered injuries as a result of the crashes. Twenty-seven more people were injured in 2001 than in 2000.

Of the 96 injury crashes reported last year, 77 (75 percent) occurred on urban roads and 19 (25 percent) occurred on rural roads.

There had been a significant downward trend in crashes reported in the district until 1999. Since 1999 there has been an increase in the number of crashes reported.

In the five-year period 1997 to 2001, 70 pedestrians, 75 cyclists and 81 motorcyclists were injured in road crashes. These road users accounted for nearly 32 percent of people injured on roads in the Napier district.

Intersection crashes accounted for 57 percent (303) of all injury crashes reported in the five-year period 1997 to 2001. There has been a significant increase in crashes at intersections where traffic signals have been installed.

Continued effort is required to reduce the number of people injured in road crashes in the region.

Major road safety issues:

Napier district

Intersections

Alcohol

Cyclists

Motorcyclists

Pedestrians

Restraints

Nationally

Speed

Alcohol

Failure to give way

Restraints



2001 road toll for Napier district

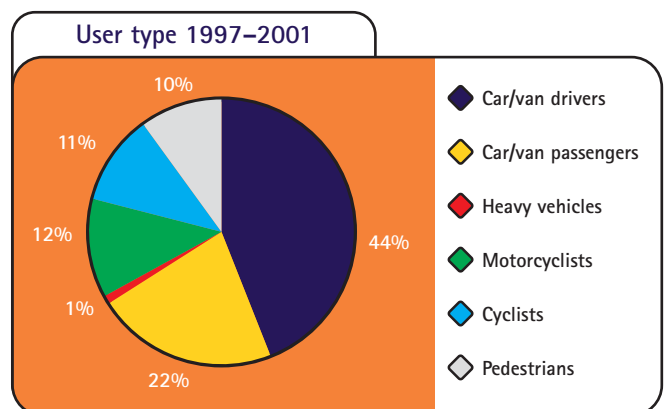


Deaths	2
Serious casualties	22
Minor casualties	115

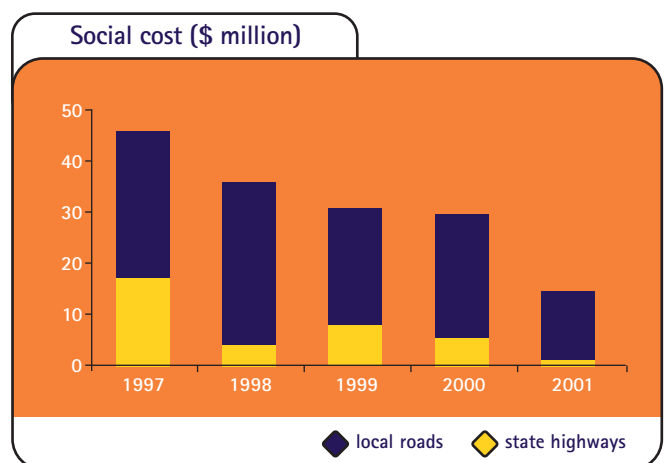


Fatal crashes	2
Serious injury crashes	16
Minor injury crashes	78
Non-injury crashes	332

Road user casualties 1997–2001



Estimated social cost of crashes*



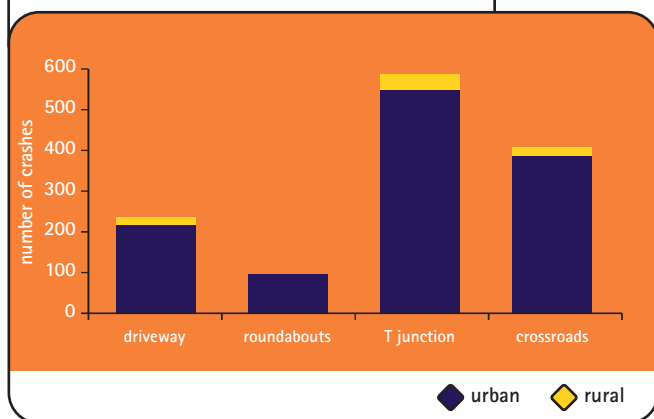
* The estimated social cost includes loss of life or life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal or non-fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are expressed at June 2001 prices.

Intersections

In the past five years, 318 injury crashes and 1,039 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 in the Napier district in the period 1997 to 2001.

The crashes at intersections resulting in injury accounted for approximately 57 percent of all injury crashes reported in the Napier district. Approximately 7.5 percent occurred in rural areas and 92.5 percent in urban areas.

Crashes at intersections 1997–2001



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

- 137 occurred at intersections with Give Way controls
- 44 occurred at intersections with Stop controls
- 39 occurred at intersections with traffic signal controls
- 44 occurred at driveways.

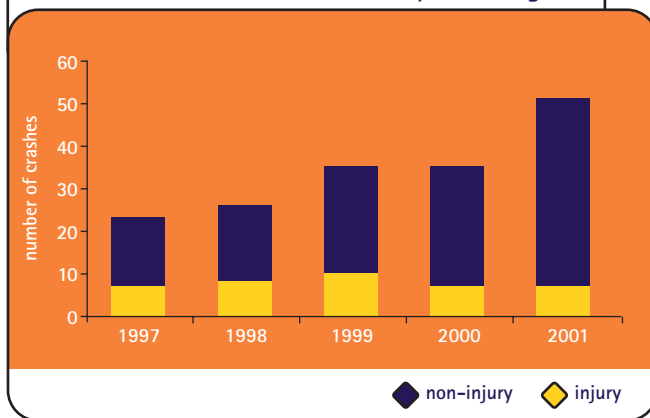
Factors recorded in crashes at intersections were commonly:

- a failure to give way or stop when required
- poor observation and driving in incorrect lane or position on the road
- misjudging speed of other traffic
- inattention and distraction
- travelling too fast
- inexperience.

Crashes into the rear of vehicles or other obstacles were also commonly reported in the city.

Last year there was a further increase in the number of non-injury crashes reported at city intersections controlled by traffic signals. The number of crashes that have been reported at intersections controlled by signals has more than doubled (230 percent increase) in just five years. This is of concern.

Crashes at intersections controlled by traffic signals



Recommended actions

Engineering

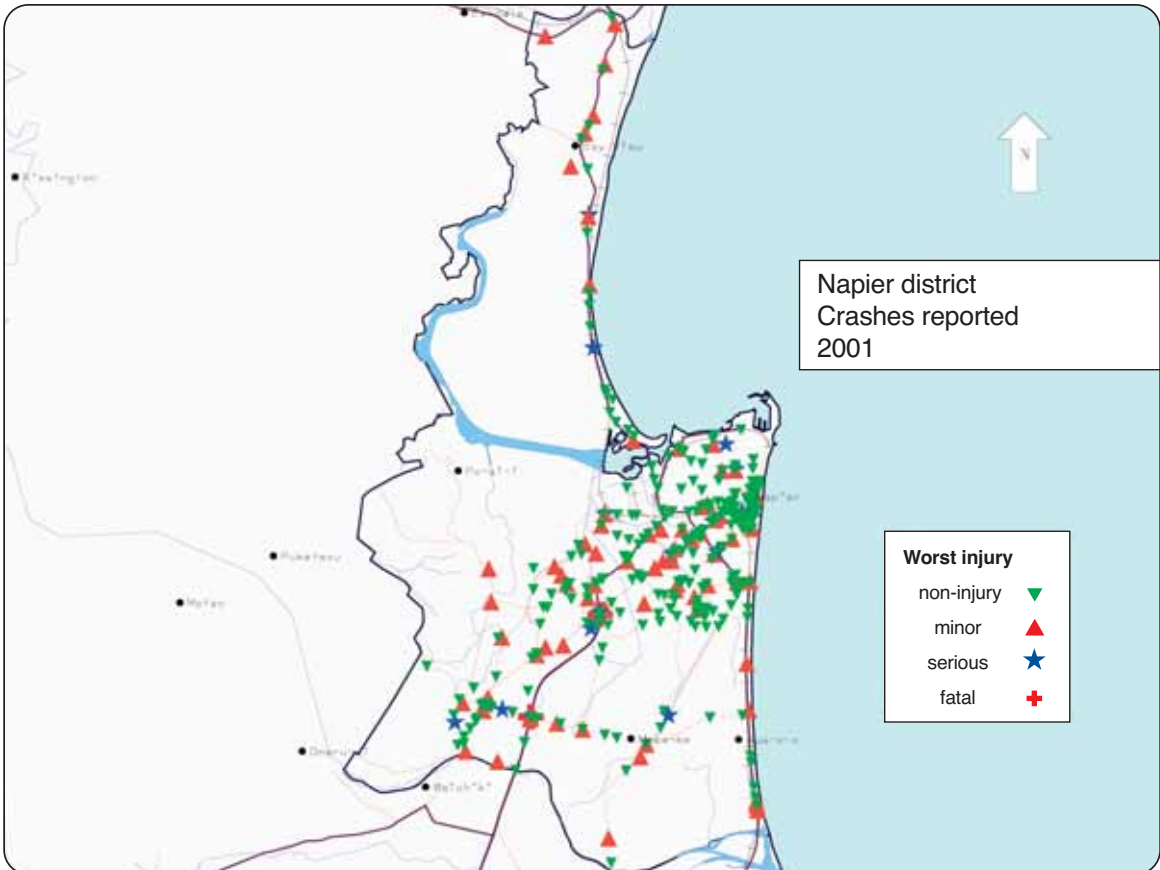
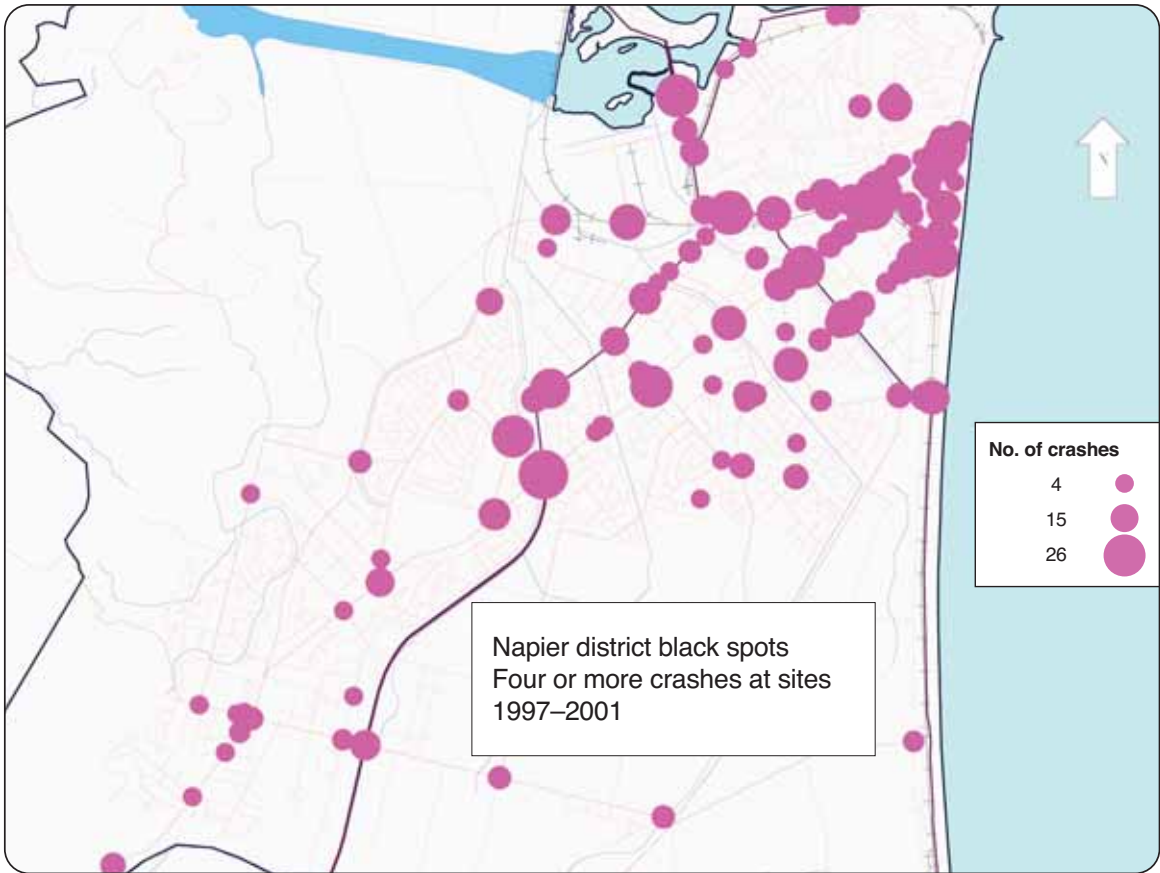
- Continue with crash reduction studies to investigate and, if required, carry out remedial work at intersections.
- Ensure adequate sight distance is available at intersections and appropriate controls are installed.
- Review the phasing and timing of traffic signals.
- Conduct safety audits and surveys of intersections.

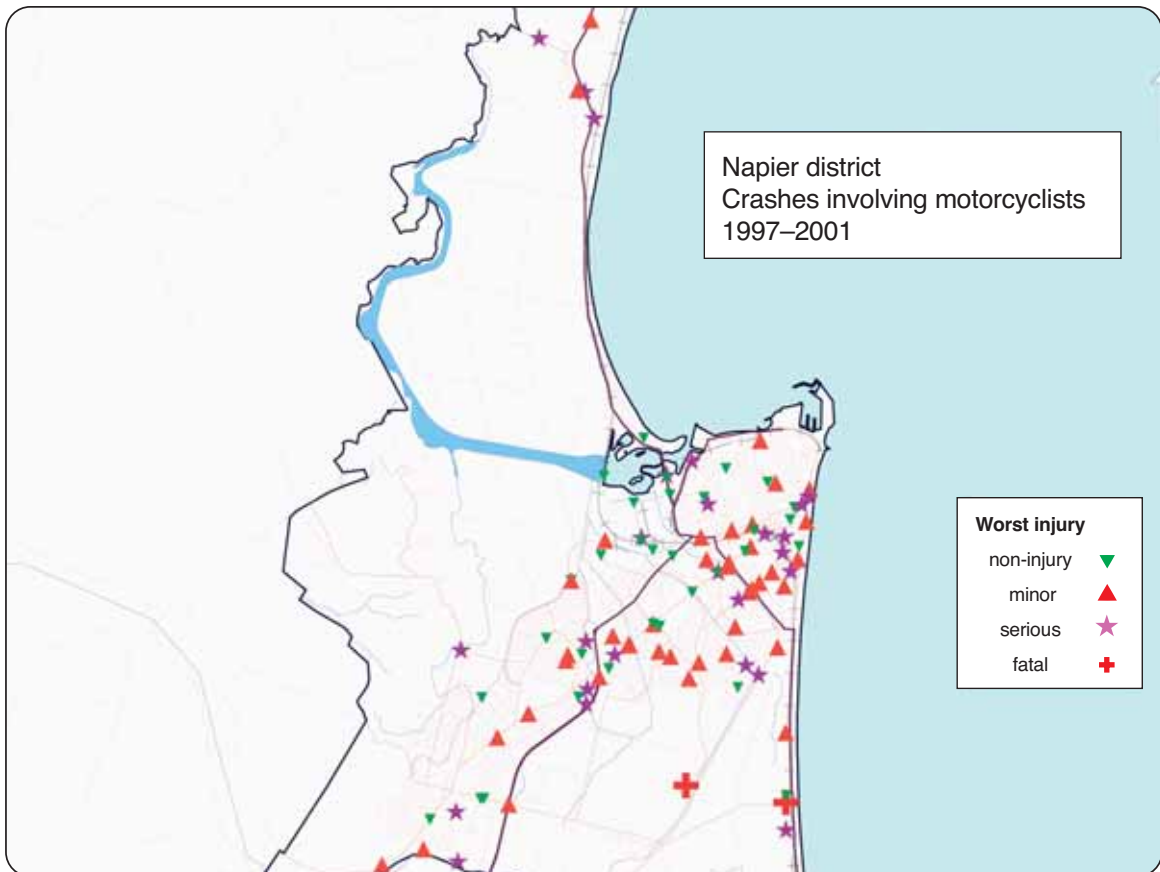
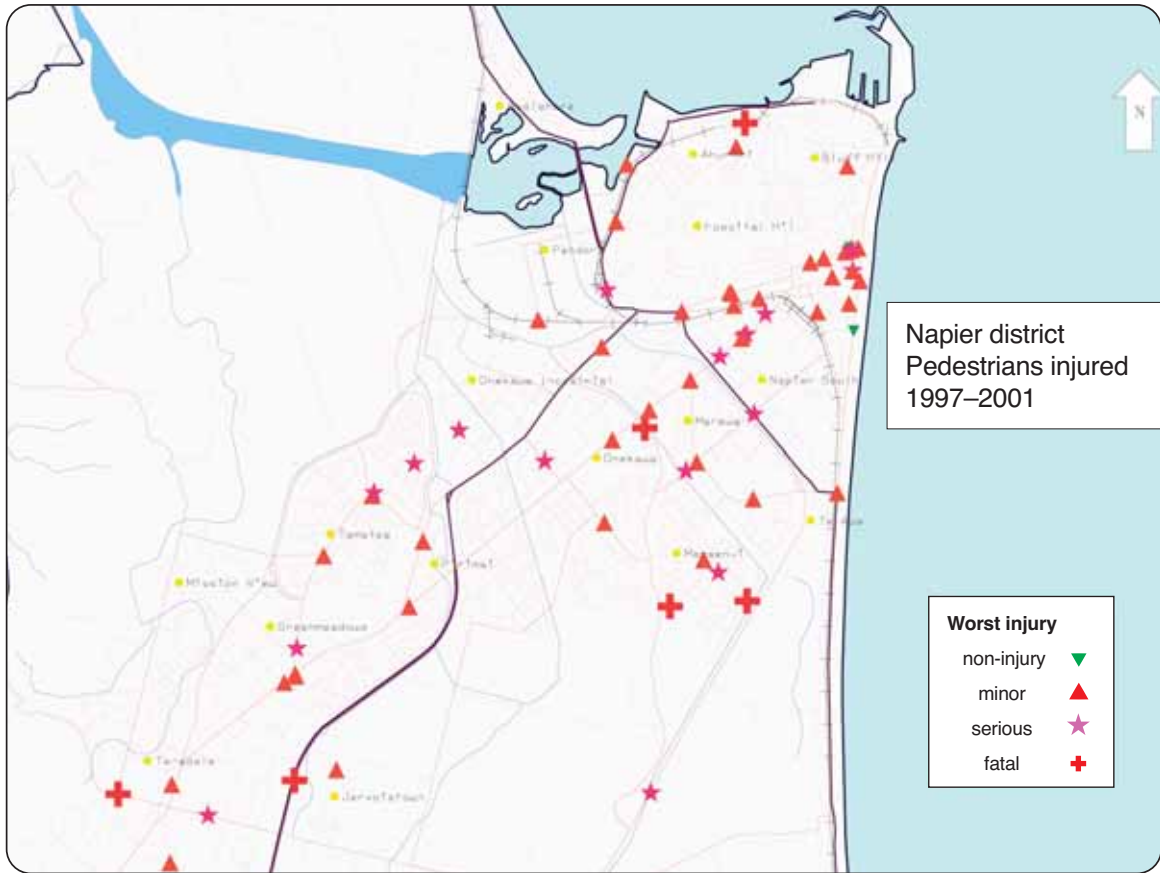
Education

- Support education programmes and publicity campaigns focusing on road user behaviour at intersections, including roundabouts and those controlled with signals. Strategies should include radio and newspaper advertising, posters and brochures.
- Conduct campaigns to raise driver awareness of the need to check for oncoming traffic at intersections and also when entering and leaving driveways.
- Implement education programmes to address driving at an appropriate speed, keeping a safe distance, signalling, choosing a safe gap and checking for cyclists and motorcyclists.

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 black spot intersections.







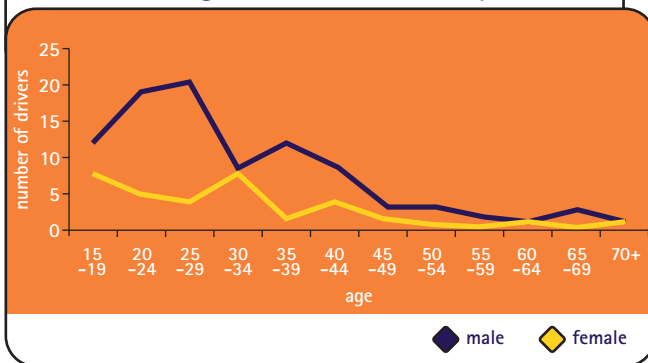
Alcohol

When compared with other similar districts and all of New Zealand, alcohol-related injury crashes were over-represented in both urban and rural areas of the Napier district.

Of the 524 injury crashes reported in the Napier district in the past five years, 113 (21 percent) had alcohol recorded as a key factor. Eighty-three (17 percent) injury crashes occurred in the urban areas and 16 (four percent) in rural areas. While the percentage of injury crashes involving alcohol trended down in rural areas, the downward trend was not as significant in urban areas.

Drivers in the 15 to 45 year age group were more commonly involved in crashes where alcohol was a recorded factor. However, males in the 20 to 30 year age group featured most prominently in the drink-driving statistics.

Gender and age of drivers influenced by alcohol



Recommended actions

Education

- Continue with existing and initiate new advertising campaigns to promote safe drinking and driving habits, particularly among drivers in the 15 to 45 year age group. Both urban and rural sectors need to be targeted.
- Encourage community responsibility (including licensees) by promoting host responsibility practices and designated driver schemes.
- Work with peer groups such as Students Against Driving Drunk (SADD) and other community groups to convey sober driver messages to young drivers.

Enforcement

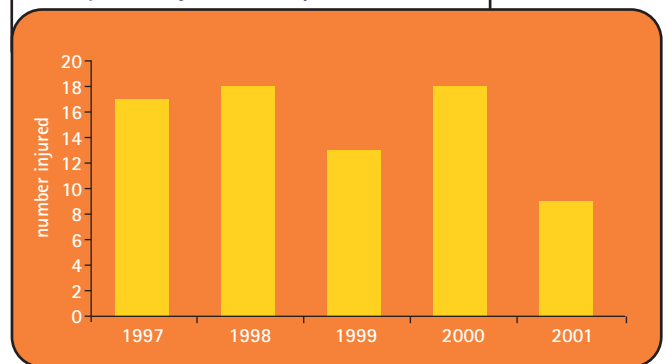
- Target enforcement at known high-risk areas and times and to the appropriate age group.
- Co-ordinate enforcement campaigns targeting drink-driving through working in conjunction with community programmes.
- Continue to support compulsory breath testing programmes.



Cyclists

Cyclists accounted for nearly 10 percent of road users injured in crashes reported in the Napier district. In the five-year period from 1997 to 2001, two cyclists died, 16 suffered serious injuries and 57 suffered minor injuries.

Cyclists injured in Napier district



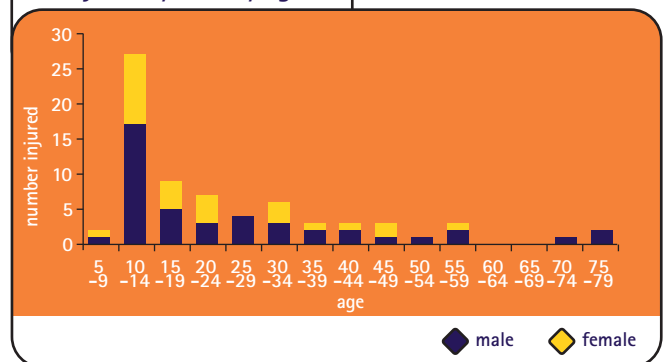
Fortunately there has been a downward trend in the number of cyclists injured in the district. However, the number injured annually is still of concern and requires further attention.

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

- 37 occurred at Give Way controlled intersections
- four occurred at Stop controlled intersections
- seven occurred at intersections with traffic signals
- nine occurred at driveways
- 37 occurred away from intersections.

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

Injured cyclists by 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. The adoption and implementation of such methods, particularly those that will have an early effect on reducing the number of cyclists injured, is strongly supported.

Recommended actions

Education

- Implement publicity to improve driver awareness of cyclists, especially at intersections.
- Continue with existing community programmes and implement new initiatives targeting road user behaviour, including cyclists.
- Conduct programmes to work in conjunction with nationally driven campaigns such as National Bike Week and Back to School promotions.
- Continue to support safe cycling programmes in schools.
- Introduce safe riding programmes and courses for cyclists.

Enforcement

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

Engineering

- Implement dedicated cycle lanes and cycle ways in the city, commencing with routes with high cycle accident rates, eg Kennedy Road.
- Provide cycle facilities such as formal marked cycle lanes and establish cycle ways to improve safety for cyclists.



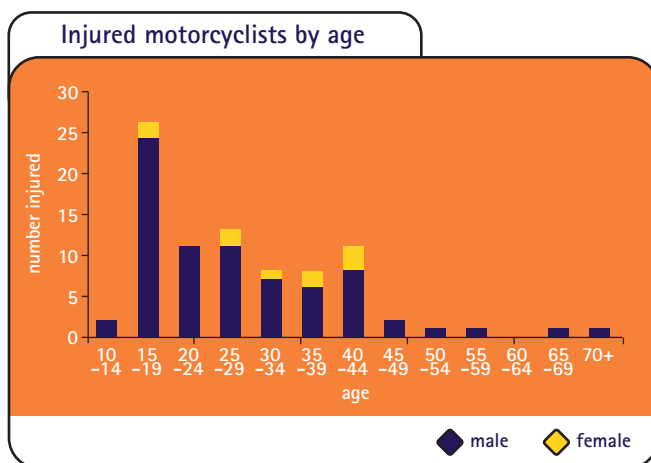
Motorcyclists

Two motorcyclists have been killed, 30 suffered serious injuries and 51 received minor injuries as a result of crashes during the past five years.

Motorcyclists accounted for 15.1 percent of road users injured in crashes reported in the Napier district. When compared with other similar districts, motorcyclists were involved in a far higher percentage of crashes.

While the number of motorcyclists injured in crashes has trended down over the past 10 years, the number injured in the past three years has plateaued. Last year 12 motorcyclists were injured in crashes. Relative to all other road users, motorcyclists often suffered more severe injuries as a result of crashes.

Male motorcyclists in the 15 to 30 year age group were most susceptible to being involved in motorcycle crashes in the district. A high number of the motorcycle crashes occurred at intersections.



Recommended actions

Education

- Initiate publicity to improve driver awareness of motorcyclists, especially at intersections.
- Continue with existing community programmes and implement new ones targeting road user behaviour, including for motorcyclists.
- Introduce safe riding programmes and courses for motorcyclists.

Enforcement

- Co-ordinate enforcement campaigns targeting cycle and motorcycle safety, working in conjunction with community programmes .
- 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.



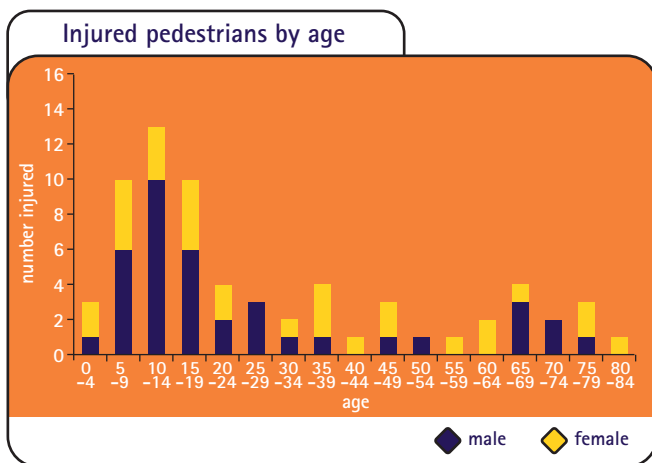
Pedestrians

In the past five years 70 pedestrians have been injured on roads in the Napier district. This number represents 13 percent of the road users killed or injured in the district in that period. In the past 10 years, the number of injured has trended down slightly.

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

Pedestrians most frequently injured were under the age of 20.

Pedestrians were more frequently injured between 8am and 9am, 11am and 1pm, and 3pm and 5pm.



Recommended actions

Education

- Initiate new advertising campaigns to promote pedestrian safety targeting the three to 20 year age groups.
- Work with appropriate community groups to promote safe walking habits.
- Raise driver awareness of pedestrians as road users.
- Continue to support school-based safe walking programmes.

Engineering

- Improve pedestrian facilities, particularly on routes or locations where pedestrians were more frequently injured.



Restraints

There has been a significant improvement in the use of front-seat safety belts and child restraints in vehicles in the Hawkes Bay region. However, the wearing of rear safety belts is still well below the national average and needs to improve. A 100 percent restraint wearing rate is the target.

Results from surveys conducted are as follows:

- Adult front safety belt compliance 82 percent (national average 90 percent).
- Adult rear safety belt compliance 52 percent (national average 70 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

- Implement publicity to improve attitudes to safety belt wearing.
- Continue with existing community programmes and implement new initiatives that are designed to increase safety belt wearing compliance. Strategies to 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 random spot checks for restraint wearing.
- Co-ordinate enforcement campaigns targeting restraint usage, working in conjunction with community programmes.

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 Napier district and to enhance the level of safety within the region.

Napier district road safety community projects funded by the NZRSP for 2002/2003 have been confirmed as follows.

Project	Funding
Urban and rural alcohol	\$2,000
Speed	\$8,000
Committee approved community projects	\$5,000
Road user behaviour	\$8,000
Intersections	\$10,000

Police enforcement

To support community projects, the New Zealand Police will deliver a further 27,790 hours in the Napier district 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

Project	Hours
Events	130
School road safety education	1,000
Police community services	330

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 1997 to 2001 Road Safety Data Report or the Land Transport Safety Authority Accident Investigation System, or contact the people or organisations 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

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New Zealand Police
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