

road safety issues

South Taranaki/Stratford Area

Land Transport New Zealand has prepared this road safety issues report. It is based on reported crash data and trends for the 2001-2005 period. The intent of the report is to highlight the key road safety issues within the South Taranaki/Stratford Area and provide partners with an indication of their road safety performance.

'A comparison of the data provided in this report with the road safety objectives outlined in your road safety strategy will provide an indication of the road safety performance you are achieving in your area. 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 your area.'

Land Transport NZ will actively participate in road safety action planning to identify and prioritise interventions that will assist in achieving road safety targets. The challenge for us all is to achieve a year-on-year reduction in road crashes.

I hope this copy of *Road safety issues 2006* assists you in identifying ways of achieving improved safety outcomes in your area.'

Rosalie Orr
 Partnership Manager - Midlands

Major road safety issues

South Taranaki/Stratford Area

Poor observation

Poor handling

Speed

Restraints and helmets

Nationally

Speed

Alcohol

Failure to give way

Restraints



2005 road trauma for South Taranaki/Stratford Area



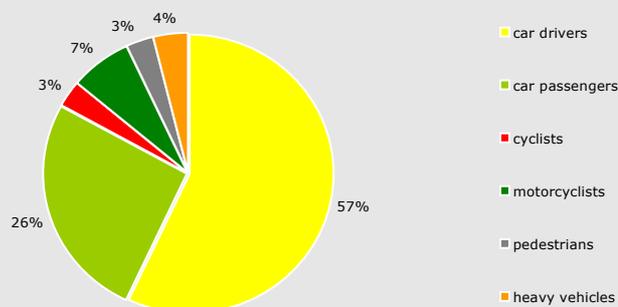
Deaths	6
Serious casualties	29
Minor casualties	116



Fatal crashes	4
Serious injury crashes	19
Minor injury crashes	72
Non-injury crashes	136

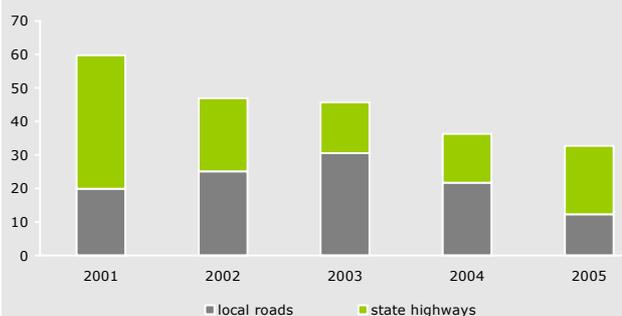
Road casualties 2001-2005

User type 2001-2005



Estimated social cost of crashes*

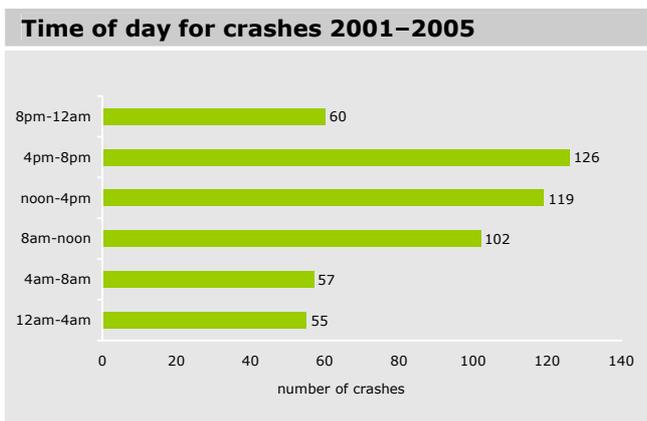
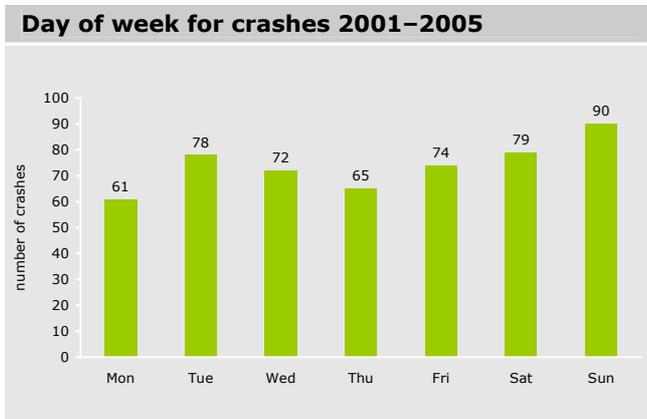
Social cost (\$ million)



* 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 2005 prices.

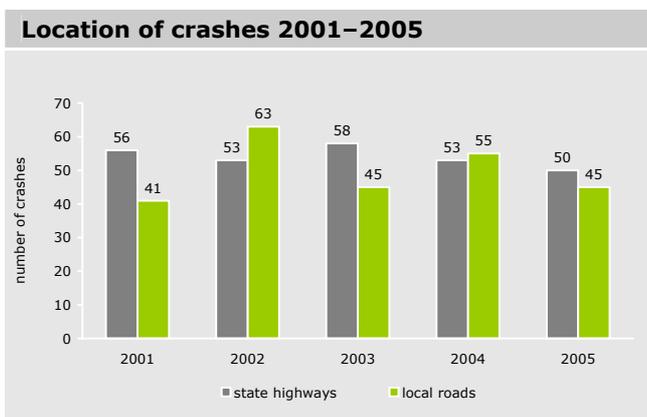
When crashes occurred

Crashes resulting in injury can occur at any time but in the South Taranaki/Stratford Area from 2001 to 2005, Sunday and 4 pm to 8 pm were the worst periods.



Where crashes occurred

During the 2001–2005 period, approximately 83 percent of fatal crashes (where one or more people were killed) and 71 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 2001 to 2005, 754 people were injured on South Taranaki/Stratford Area roads.

Road user groups involved in crashes

Road user group	Urban casualties	Rural casualties
Drivers	54%	58%
Passengers	16%	29%
Heavy vehicle occupants	2%	5%
Motorcyclists	10%	5%
Cyclists	11%	1%
Pedestrians	7%	2%

Age groups of those involved in crashes

Age group	Males	Females	Population in South Taranaki/Stratford Area
<5	1%	3%	8%
5-9	2%	3%	9%
10-14	6%	4%	9%
15-19	22%	23%	7%
20-24	15%	11%	5%
25-29	8%	8%	6%
30-34	9%	10%	7%
35-39	7%	6%	8%
40-44	7%	8%	7%
45-49	5%	6%	7%
50-54	4%	3%	6%
55-59	5%	3%	5%
60-64	3%	3%	4%
65-69	2%	4%	4%
70-74	1%	2%	3%
75-79	2%	1%	3%
80+	1%	1%	3%

Gender of those involved in crashes

Gender	Urban crashes	Rural crashes
Female	79	224
Male	111	335

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 second highest contributing factor in injury crashes in 2005.

Failure to see or look for another road user until too late was a factor in 2,279 injury crashes in 2005 – a greater number of crashes than either drink-driving or speed, but with a lower social cost and a lower rate of severity.

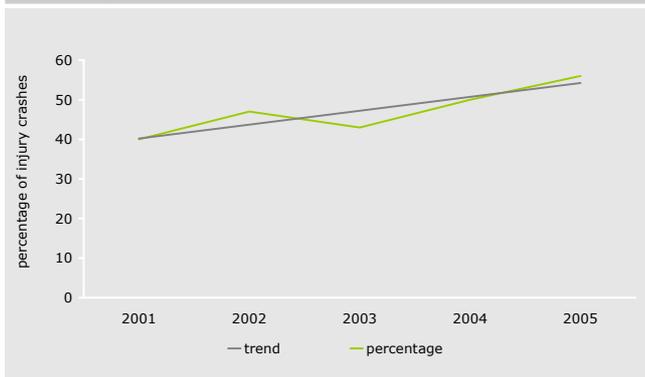
In the South Taranaki/Stratford Area, poor observation was a factor in 35 percent of injury crashes in 2005, a decrease from 2004 and decreasing against the national trend.

There were 188 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly an urban issue in the South Taranaki/Stratford Area in 2005 and was a factor in 56 percent of the injury crashes occurring on roads with a speed limit of, or lower than, 70 km/h.

Poor observation has increased over the last three years, with the number of injury crashes falling from 15 in 2004 to 14 in 2005.

Urban poor observation crashes 2001–2005



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 to the inattentive driver.

Key locations

The following provides a breakdown of the key locations at which poor observation crashes occurred during the 2001–2005 period in the South Taranaki/Stratford Area:

South Taranaki District
Surrey and Argyle Streets intersection
SH3 1760m east of Lower Taumaha Road
Eltham and Hastings Roads intersection
Princes Street/Glover Road intersection
Glover Road/Argyle Street intersection
Princes Street 10m east of Riddiford Street
Ararata and Ohangai Roads intersection
Stratford District
SH3/Regan Street intersection
SH3 370m south of Hills Road
Opunake and Cardiff Roads intersection

Territorial local authority performance

The following table provides the percentage of poor observation related crashes that occurred in the South Taranaki/Stratford Area and the peer group during the period 2001–2005.

	TLA	Peer group*
South Taranaki District	36%	31%
Stratford District	35%	26%

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

Poor handling

Poor handling is when a driver cannot adequately control a vehicle. This is most common when drivers are in a skid situation or recovering from a skid situation but it can also include failing to signal correctly or misuse of vehicle controls, such as using the wrong pedal.

Poor handling is closely linked to speed-related crashes as drivers often find themselves in situations that they cannot control due to travelling too fast for the conditions.

For the 12 months to December 2005, poor handling contributed to 27 percent of all fatal crashes and 19 percent of all injury crashes.

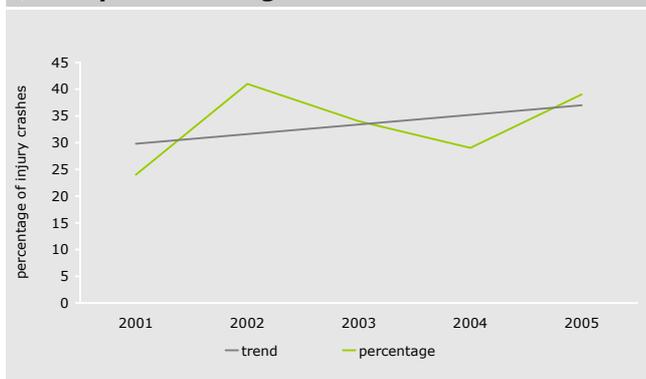
In the South Taranaki/Stratford Area, poor handling was a factor in 33 percent of injury crashes in 2005, an increase from 2004 and increasing in line with the national trend.

There were 139 poor handling related injury crashes reported in the last five years.

Poor handling was predominantly a rural issue in the South Taranaki/Stratford Area in 2005 and was a factor in 39 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Poor handling has fluctuated as a factor on rural roads over the last five years, with the number of injury crashes rising from 23 in 2004 to 27 in 2005.

Rural poor handling related crashes 2001–2005



Territorial local authority performance

The following table provides the percentage of poor handling related crashes that occurred in the South Taranaki/Stratford Area during the period 2001-2005.

South Taranaki District	
Loss of control then turning	8%
Loss of control under heavy braking	6%
Loss of control while returning to seal from unsealed shoulder	8%
Loss of control avoiding another vehicle	1%
Stratford District	
Loss of control then turning	10%
Loss of control under heavy braking	1%
Lost control while returning to seal from unsealed shoulder	5%
Lost control avoiding another vehicle	4%

Speed

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

- A child struck in a suburban street by a car travelling at 10 km/h 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 dry road.
- 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 2005, excessive speed contributed to around 20 percent of fatal crashes and 12 percent of injury crashes.

During 2005, there were 1,835 injury crashes where the driver was travelling too fast for conditions.

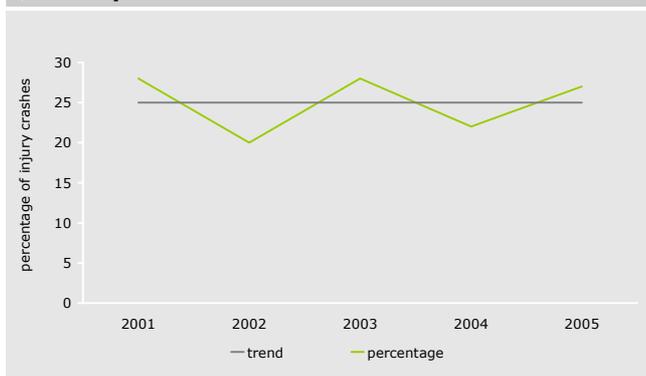
In the South Taranaki/Stratford Area, excessive speed was a factor in 25 percent of injury crashes in 2005. This was an increase from 2004 and increasing with the national trend.

There were 110 speed-related injury crashes reported in the last five years.

Speeding is predominantly a rural issue in the South Taranaki/Stratford Area in 2005 and was a factor in 27 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h. Most roads in the Taranaki Region were built for 80 km/h speeds and cannot be driven safely at the open road maximum speed of 100 km/h.

Speed has fluctuated as a factor on rural roads over the last five years, with the number of injury crashes rising from 17 in 2004 to 19 in 2005.

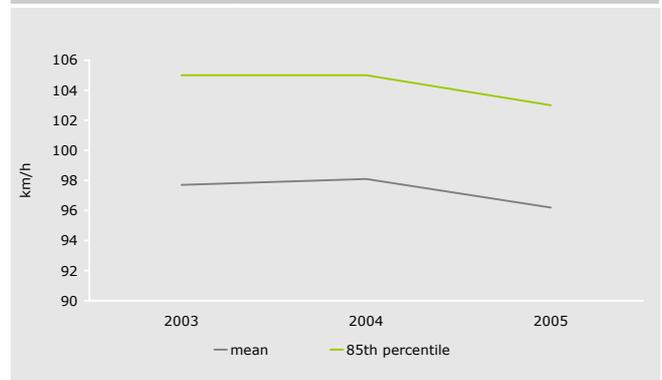
Rural speed-related crashes 2001–2005



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 Taranaki Region over the last five years.

Taranaki rural speeds 2001–2005



2005 public attitudes survey

Responses from the Taranaki Region indicated:

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

Territorial local authority performance

The following table provides the percentage of speed related crashes that occurred in the South Taranaki/Stratford Area and the peer group during the period 2001-2005.

	TLA	Peer group*
South Taranaki District	23%	21%
Stratford District	35%	22%

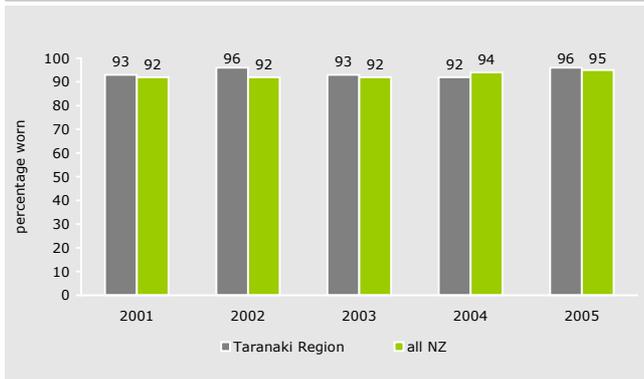
*Peer groups consist of TLAs which have similar geographical, population and traffic volume profiles.

Restraints and helmets

In the 12 months to December 2005, 93 people who were killed on the roads were not wearing safety belts. According to police officers, at least 24 of those lives (five were children) would have been saved had they used the restraints available to them.

Front seat safety belt use - adult

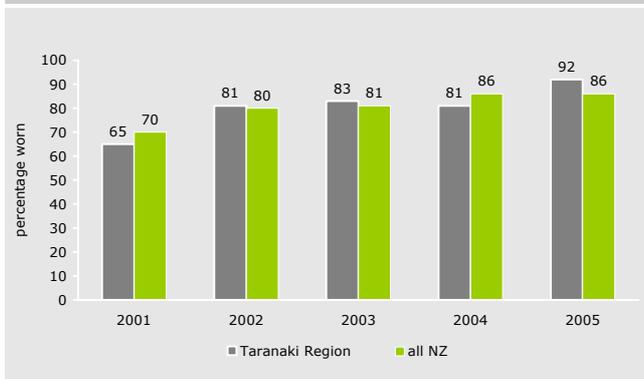
Wearing rates 2001–2005



Responses from the Taranaki Region to the 2005 public attitudes survey indicated that 35 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

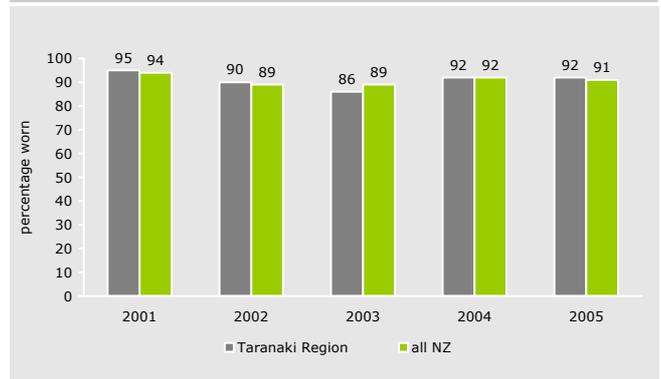
Wearing rates 2001–2005



Responses from the Taranaki Region to the 2005 public attitudes survey indicated that 23 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

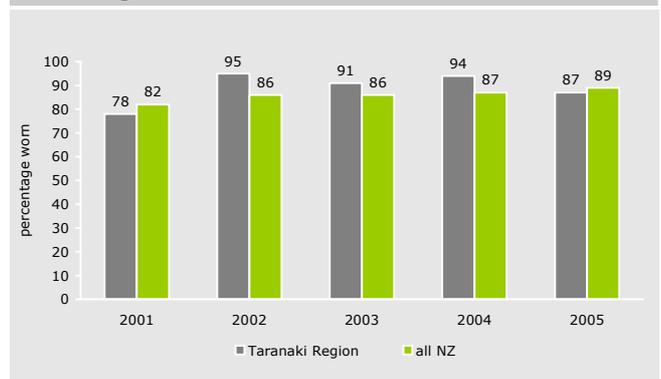
Wearing rates 2001–2005



Since becoming compulsory in 1994, cycle helmet use has increased substantially. However, the wearing rate in Taranaki has decreased in the last year.

Child restraints

Wearing rates 2001–2005



Responses from the Taranaki Region to the 2005 public attitudes survey indicated that 28 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.

Partnerships

Land Transport NZ 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 South Taranaki/Stratford Area include:

New Zealand Police

Central District Road Policing Manager
Neil Wynne
Cuba Street
Palmerston North
Phone 06 351 3600

Road Safety Coordinator

Taranaki
Marrion Webby
Private Bag 902
Hawera
Phone 06 278 0555

Local Authority Engineers

South Taranaki District
Vincent Lim
Private Bag 902
Hawera
Phone 06 278 0555

Stratford District
Barry Jagersma
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Phone 06 765 6099

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