

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 Wairoa District.

The estimated social cost of road crashes reported in the Wairoa District last year was \$16.33 million.

In 2002, 41 injury and 71 non-injury crashes were reported in the district. One person died and 72 suffered injuries in these crashes.

Of the 41 injury crashes reported last year, 10 (25 percent) occurred on urban roads and 31 (75 percent) occurred on rural roads.

Since record low numbers of casualties (40 in both 1998 and 1999) the number of people injured in road crashes in the district has steadily increased reaching 73 last year. This is the highest number reported over the past 10 years. Crashes on rural roads have caused the increase in people injured.

A high proportion (61 percent) of injury crashes in the district occurred on rural state highways where drivers frequently lost control of their vehicles on curves.

In the five-year period 1998 to 2002, 12 pedestrians, four cyclists, 13 motorcyclists and 22 heavy vehicle occupants were injured in road crashes. Last year, 10 drivers or occupants of heavy vehicles were injured in crashes. This is a significant increase on previous years.

Further effort and commitment is required to address safety issues and reduce the number of people injured in road crashes in the district.

Major road safety issues

Wairoa District

- Loss of control on rural roads
- Intersections
- Alcohol
- Restraints

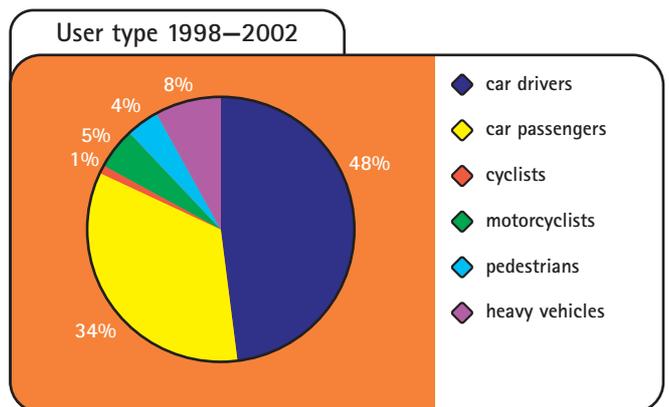
Nationally

- Speed
- Alcohol
- Failure to give way
- Restraints

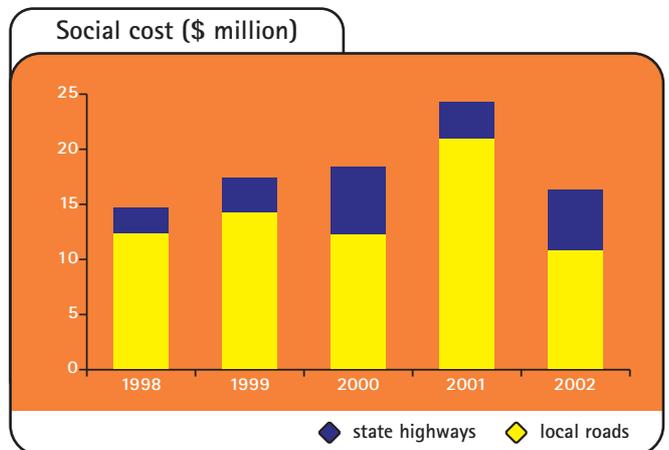
2002 road trauma for Wairoa District

Deaths	1
Serious casualties	12
Minor casualties	60
Fatal crashes	1
Serious injury crashes	10
Minor-injury crashes	30
Non-injury crashes	71

Road casualties 1998–2002



Estimated social cost of crashes*



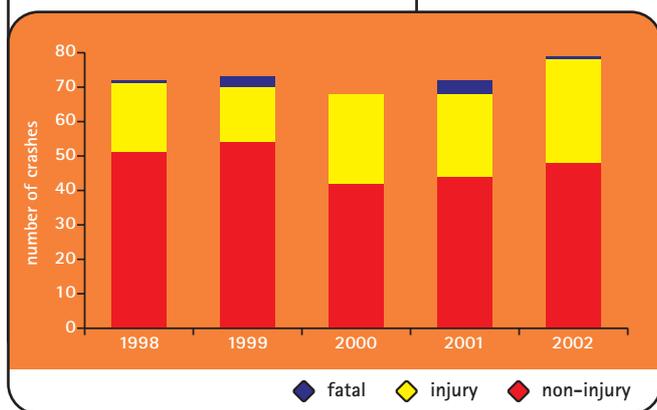
* The estimated social cost includes loss of life or life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal or non-fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are expressed at June 2002 prices.



Loss of control on rural roads

In the past five years, 108 loss of control or head-on type crashes on rural roads resulted in people being injured. These accounted for 64 percent of the injury crashes reported throughout the district. There has been a significant increase in the number of heavy vehicles involved in rural injury crashes. Ten were reported in the district in 2002.

Number of rural road crashes

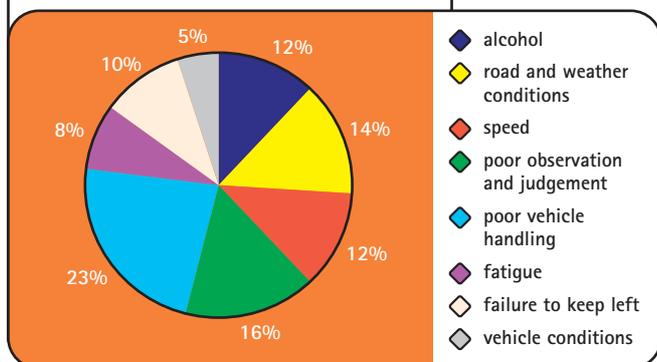


Seventy four percent of rural injury crashes occurred on state highways in the region. The crash and casualty rate on rural state highways in the Wairoa District is higher than reported in similar districts.

Factors that were commonly associated with rural road crashes included: poor vehicle handling, failure to keep left, driver's inattention, poor judgement and observation, fatigue and road and vehicle conditions. Speed and alcohol were also commonly reported contributing factors.

Thirty-three percent of the injury crashes in rural areas occurred during the hours of darkness. Twenty-eight percent of all rural injury crashes occurred in wet weather.

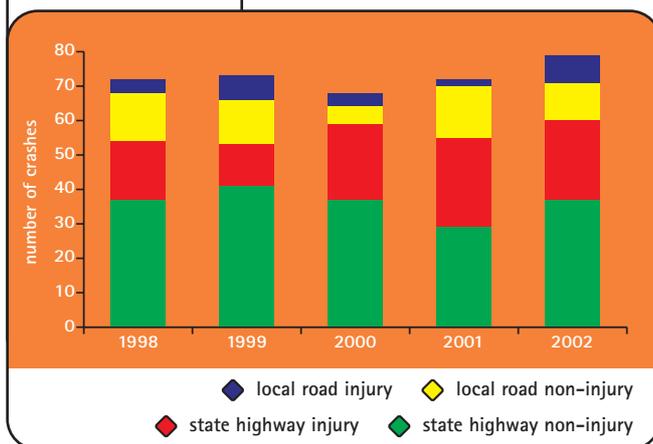
Common factors in rural crashes



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.

Other commonly recorded contributing factors relating to state highways and roads in the district were: slippery road surface in wet weather, limited visibility, unusually narrow road and loose metal or road under construction.

Rural crashes



Recommended actions

Engineering

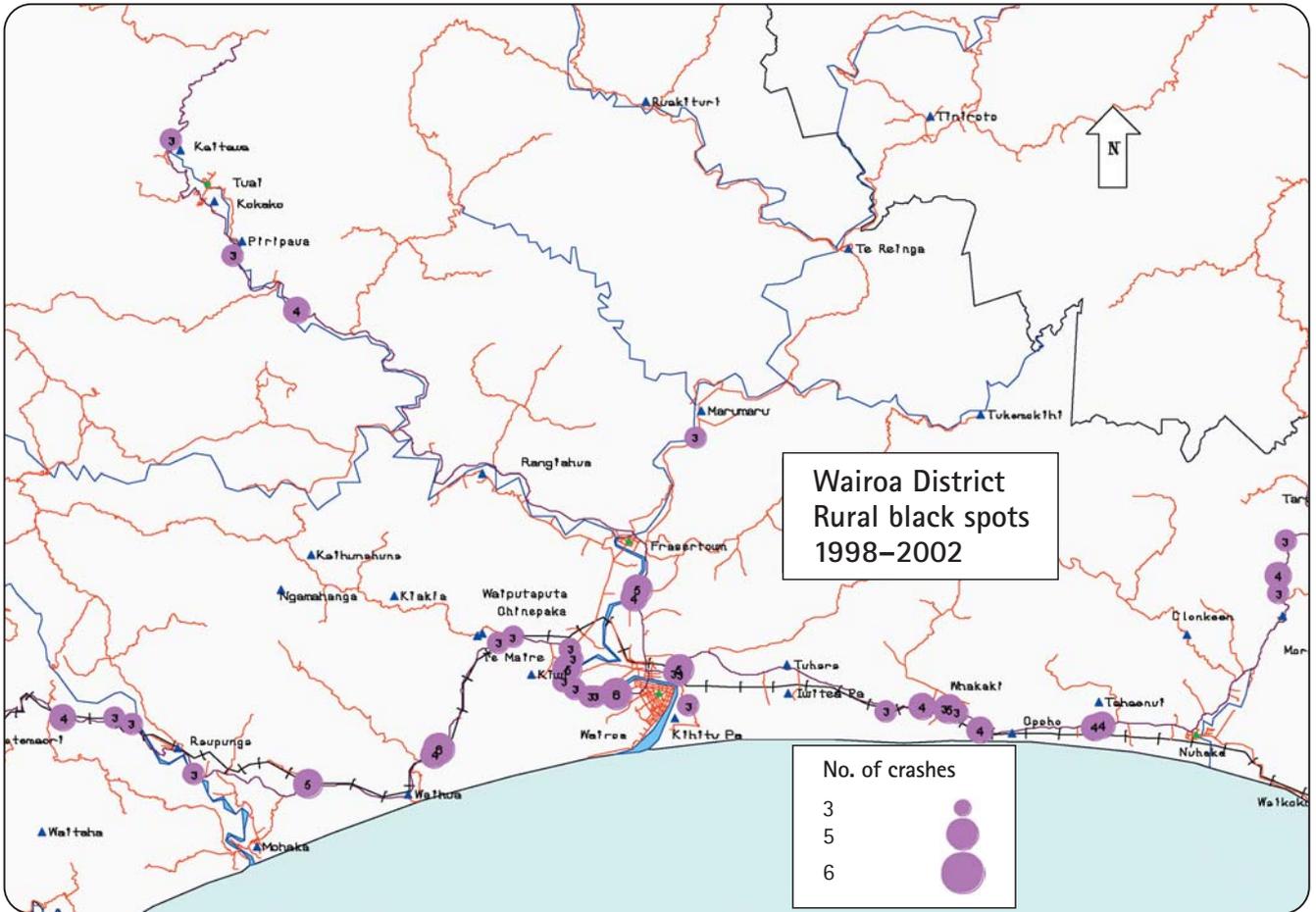
- Establish programmes to upgrade and maintain curve warning signs, markings and delineation on local rural roads, to the appropriate standards.
- Carry out safety audits and rural crash reduction studies on state highways to investigate and implement remedial treatment at black spots and treatment to routes giving priority to those sections with a higher incidence of crashes reported.
- Maintain roadsides 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

- Raise driver awareness of safe driving practices and policies through the road transport industry forum.
- Encourage co-ordination of community development activities, focusing on raising awareness of concerns about inappropriate speed.
- Raise property owners' awareness of their responsibility and liability if their stock escapes onto the road reserve causing trauma to motorists. Continue to promote safe and secure stock fences in the district.

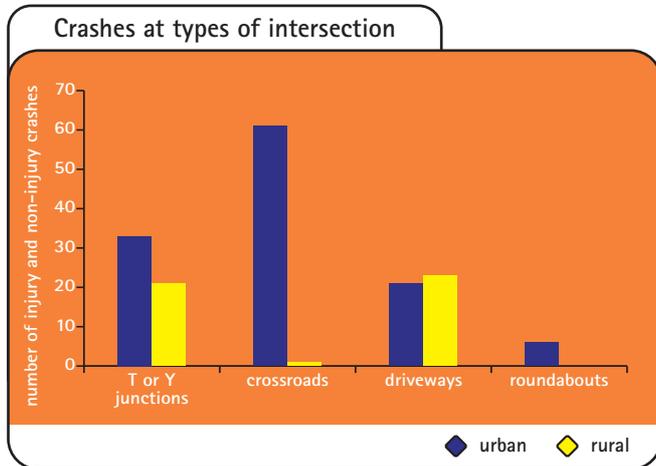
Enforcement

- Continue enforcement focusing on inappropriate speed in rural areas.
- Target enforcement to times and locations of greatest risk.
- Co-ordinate enforcement campaigns targeting road-user behaviour, working in conjunction with community programmes.
- Continue with stock and animal control programmes in the district.



T Intersections

Approximately 30 percent of all crashes reported in the Wairoa District occurred at intersections. In the past five years, 27 injury crashes and 142 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
- 33 occurred at intersections with Stop controls
- 44 occurred at driveways.

Factors recorded in crashes at intersections in the Wairoa District were commonly failure to give way or stop when required and poor observation. Alcohol was also a driver factor in some crashes reported at intersections.

Recommended actions

Education

- Implement campaigns to raise driver awareness of the need to check for oncoming traffic (including cyclists and motorcyclists) at intersections and also when entering and leaving driveways.
- Encourage co-ordination of community development activities, focusing on road-user behaviour at intersections, including roundabouts.
- Consider targeted advertising promotions, involving community consultation when determining correct media channel and style of resource to be developed to address crashes at intersections in the district.

Enforcement

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

Engineering

- Continue with crash reduction studies to investigate and, if required, carry out remedial work at intersections to improve safety.

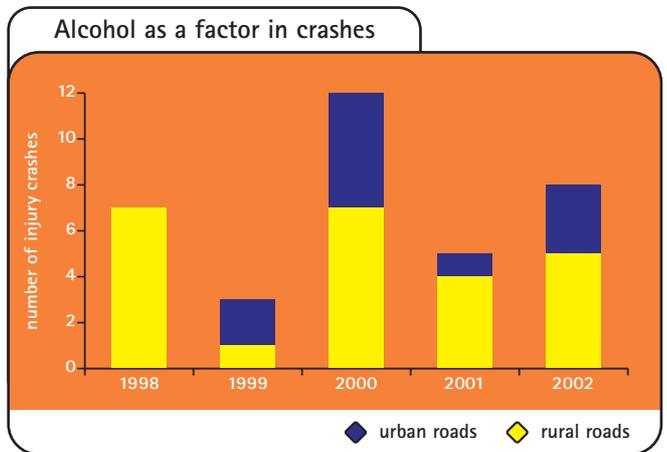
- Ensure appropriate sight distance is established and maintained at intersections and appropriate Give Way or Stop controls are installed.



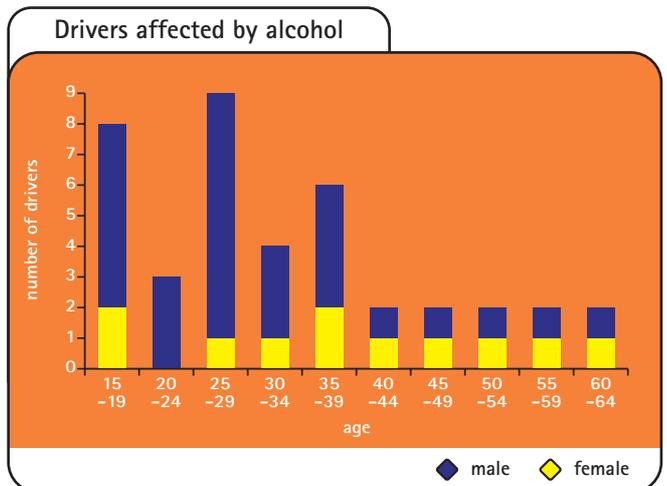
Alcohol

When compared with similar districts and all of New Zealand, alcohol-related injury crashes continued to be over-represented in both urban and rural areas of the Wairoa District.

Of the 168 injury crashes reported in the Wairoa District in the past five years, 35 (21 percent) had alcohol recorded as a key factor. Eleven (31 percent) of these injury crashes occurred in urban areas and 24 (69 percent) occurred in rural areas. While the percentage of injury crashes involving alcohol in rural areas has trended down slightly, continued attention to drink-driving is required in both urban and rural areas.



Males in the 15 to 40 year age group were predominantly involved in crashes where alcohol was a recorded driver factor. However, drink-drive campaigns should be targeted to all drivers in the district to reduce crashes and injuries and to enhance safety for all road users in the region.



Recommended actions

Education

- Encourage co-ordination of community development activities, promoting safe drinking and driving habits, particularly among male drivers aged 15 to 40.



- Consider targeted advertising promotions, involving community and licensee consultation when determining correct 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, targeting drink-driving and working in conjunction with community programmes.
- Continue to support compulsory breath testing programmes.

 **Restraints**

While there has been a significant improvement in the use of front seat safety belts and child restraints in the Hawkes Bay region, annual LTSA surveys show wearing rates particularly for adult rear safety belts and child restraints in the Hawkes Bay region can still 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).

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

- Encourage co-ordination of community development activities, focusing on improving attitudes to restraint wearing.
- Consider targeted advertising promotions, involving community consultation when determining correct media channel and the style of resource to be developed.
- Promote and support child restraint schemes currently taking place locally.
- Implement 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 and work in conjunction with community programmes targeting restraint usage.

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 27,790 hours in the Wairoa/Gisborne Districts as follows:

Project	Hours
Speed control	4,000
Drinking or drugged driver control	8,500
Restraint device control	3,500
Visible road safety enforcement	6,000
Traffic flow supervision	90
Crash attendance and investigation	3,170
Incidents, emergencies and disasters	180
Events	230
School road safety education	1,620
Police community services	500

The LTSA and Wairoa/Gisborne 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 Wairoa 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
Regional Manager
Pat Aldridge

Regional Education Advisor
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Senior Road Safety Engineer
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See LTSA staff contact details at bottom of page

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New Zealand Police
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