

# road safety issues

## Bay of Plenty Region

Land Transport New Zealand has prepared this road safety issues report. It is based on reported crash data and trends for the 2000–2004 period. The intent of the report is to highlight the key road safety issues and provide partners with an indication of the area’s road safety performance.

'The data relative to your area in this report will assist you in measuring how effective your road safety strategy has been. 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 each area.

Land Transport New Zealand is committed to ensuring that safety will be considered as an integral part of its business.

I hope this copy of *Road Safety Issues 2005* assists you in identifying ways of achieving improved safety outcomes in your area.'

Rosalie Orr  
 Partnership Manager Midlands



### 2004 road trauma for Bay of Plenty Region



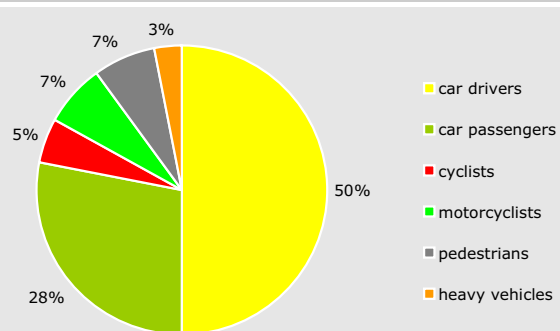
Deaths	35
Serious casualties	143
Minor casualties	586



Fatal crashes	31
Serious injury crashes	117
Minor injury crashes	388
Non-injury crashes	1576

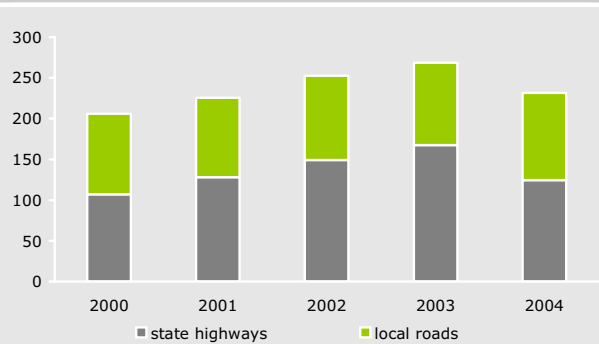
### Road casualties 2000–2004

User type 2000–2004



### 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 2004 prices.

### Major road safety issues

#### Bay of Plenty Region

Poor observation

Drink-driving

Failure to give way

Restraints and helmets

#### Nationally

Speed

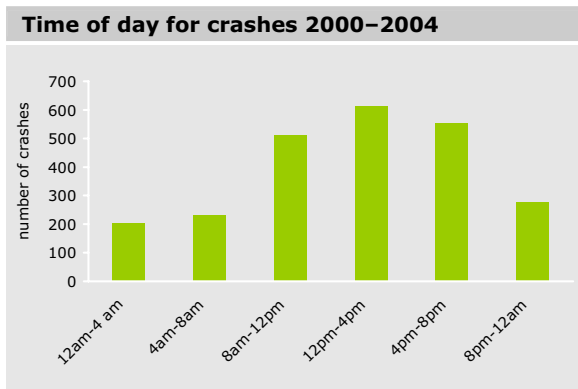
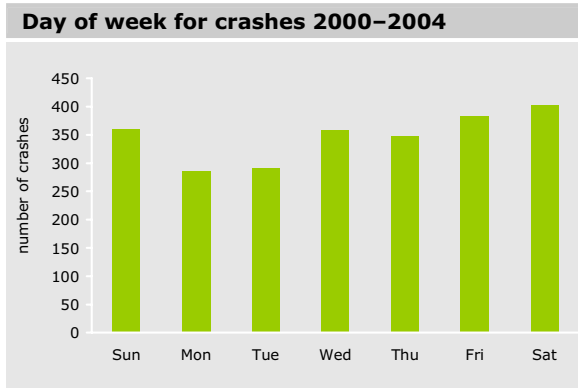
Drink-driving

Failure to give way

Restraints

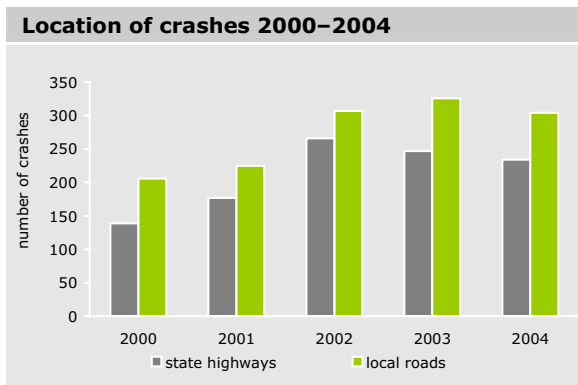
## When crashes occurred

Crashes resulting in injury can occur at any time, but in the Bay of Plenty Region from 2000 to 2004, Saturdays and noon to 4 pm were the worst periods.



## Where crashes occurred

During the 2000–2004 period, approximately 77 percent of fatal crashes (where one or more people were killed) and 46 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 2000 to 2004, 3,671 people were injured on Bay of Plenty Region roads.

**Road user groups involved in crashes**

Road user groups	Casualties urban	Casualties rural
Drivers	46%	55%
Passengers	24%	35%
Heavy vehicle occupants	2%	4%
Motorcyclists	7%	4%
Cyclists	9%	1%
Pedestrians	12%	1%

**Age groups of those involved in crashes**

Age groups in years	Crashes-males	Crashes-females	Population in Bay of Plenty Region
<5	2%	2%	8%
5–9	3%	3%	8%
10–14	6%	4%	8%
15–19	21%	22%	7%
20–24	13%	10%	6%
25–29	9%	9%	7%
30–34	8%	8%	8%
35–39	8%	6%	8%
40–44	7%	7%	7%
45–49	5%	6%	6%
50–54	4%	5%	5%
55–59	3%	3%	4%
60–64	3%	4%	4%
65–69	2%	3%	4%
70–74	2%	3%	4%
75–79	2%	2%	3%
80+	2%	3%	3%

**Gender of those involved in crashes**

Gender	Urban crashes	Rural crashes
Male	998	1,127
Female	771	750

## 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 third highest contributing factor in injury crashes in 2004 and resulted in a total social cost of \$605 million.

Failure to see or look for another road user until too late caused 2,255 crashes in 2004 – a greater number of crashes than either speeding or drink-driving, but with a lower social cost and a lower rate of severity.

In the Bay of Plenty Region, poor observation was a factor in 30 percent of injury crashes in 2004, a decrease from 2003, and decreasing against the national trend.

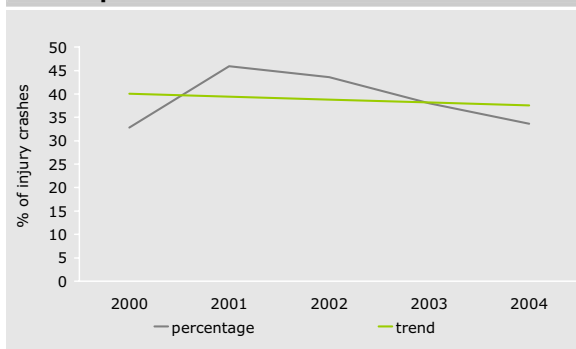
There were 795 injury crashes relating to poor observation reported in the last five years.

Poor observation was predominantly an urban issue in the Bay of Plenty Region in 2004 and was a factor in 34 percent of the injury crashes occurring on roads with a speed limit lower than 70 km/h.

Poor observation has decreased as a factor on urban roads over the last four years, with the number of injury crashes falling from 116 in 2003 to 89 in 2004.

In the Bay of Plenty Region, 49 percent of poor observation crashes occurred at intersections.

### Urban poor observation crashes 2000–2004



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 for the inattentive driver.

## Key locations

The Bay of Plenty Region is made up of a number of territorial local authorities (TLAs). The following provides a breakdown of the key locations at which poor observation crashes occurred during the 2000–2004 period:

SH 2 and Domain Rd intersection
SH 2 and Te Tumu Rd intersection
SH 2 and No 1 Rd intersection
Chapel St and Maxwell Rd intersection
Hinemoa St and Hinemaru St intersection
Cameron Rd and Eleventh Ave intersection
SH 2 and Grace Rd intersection
Eleventh Ave and St John St intersection
SH 2 and Welcome Bay Rd intersection
SH 29 and Poripori Rd intersection

## Territorial local authority performance

The following table provides the percentage of poor observation related crashes that occurred for each TLA and their peer group during the period 2000–2004:

	TLA	Peer group*
Western BOP	29%	30%
Tauranga City	40%	40%
Rotorua District	30%	34%
Whakatane District	28%	30%
Kawerau District	35%	25%
Opotiki District	21%	25%

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

## Drink-driving

Alcohol affects the way people drive. Studies repeatedly show that the risk of crashing increases as a driver's blood alcohol level increases. Contrary to popular opinion, people with a high blood alcohol level are more likely to be injured or killed in a crash than those who have not consumed alcohol. If injured, they are also more likely to encounter complications in their recovery.

For every 100 drink-drivers or riders killed in road crashes, 59 of their passengers and 36 other road users die with them.

Nationally, alcohol was the second highest contributing factor in road crashes during 2004 and resulted in a total social cost of \$758 million.

For the 12 months to December 2004, alcohol-affected drivers contributed to 30 percent of all fatal crashes and 12 percent of all injury crashes.

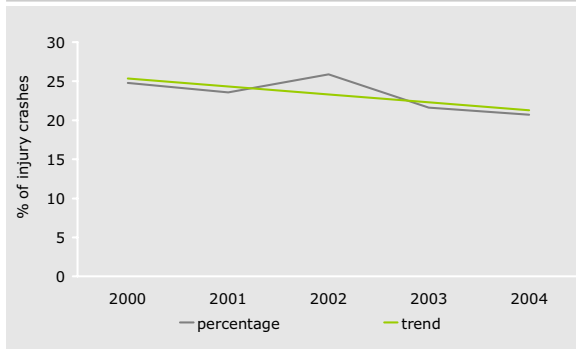
In the Bay of Plenty Region, alcohol was a factor in 20 percent of injury crashes in 2004, an increase from 2003 and an increase against the national trend.

There were 501 alcohol-related injury crashes reported in the last five years.

Drink-driving was predominantly a rural issue in the Bay of Plenty Region in 2004 and was a factor in 21 percent of the injury crashes occurring on roads with a speed limit greater than 70 km/h.

Drink-driving has decreased as a factor on rural roads over the last five years, with the number of injury crashes falling from 58 in 2003 to 56 in 2004.

### Rural alcohol-related crashes 2000–2004



A small group of regular high-risk drink-drivers make up only one percent of all drivers on the road at night and weekends, but are responsible for nearly half the crash deaths at that time.

Last drink surveys are completed by New Zealand Police officers at the time of processing drink-drivers. The information from these surveys is used in a number of ways and includes assisting:

- liquor licensing assessment groups to identify at-risk premises
- the New Zealand Police to target their activities to drink-driving
- health authorities to target their activities and to monitor the impacts of any legislation changes.

## 2004 public attitudes survey

Responses from the Bay of Plenty Region indicated:

- 12 percent of drivers agreed that there was not much chance of a crash when driving after drinking if they were careful
- 39 percent of drivers believed that the overall risk of being caught drinking and driving was small
- 75 percent believed compulsory breath testing helped to lower the number of road deaths.

## Territorial local authority performance

The Bay of Plenty Region is made up of a number of territorial local authorities. The following table provides the percentage of alcohol-related crashes that occurred for each TLA and their peer group during the period 2000–2004.

	TLA	Peer group*
Western BOP	24%	16%
Tauranga City	19%	12%
Rotorua District	18%	15%
Whakatane District	23%	16%
Kawerau District	35%	14%
Opotiki District	21%	14%

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

## Failure to give way

Failure to give way can occur at a number of locations including:

- at intersections with Give Way or Stop signs
- at pedestrian crossings
- when entering the roadway from a driveway.

Drivers who fail to give way generally fall into the following categories:

- those who don't understand the road rules and assume they have the right of way
- those who assume the other car is going to let them through or stop (and may be travelling too fast to stop themselves)
- those who lack courtesy in relation to lane changing and merging
- those who are complacent about (or deliberately ignore) the road rules.

Nationally, failure to give way was the fourth highest contributing factor in injury crashes during 2004. The total social cost of these crashes was \$543 million.

In 2004, failure to give way caused the second highest number of crashes in New Zealand, ahead of drink-driving and speeding, but with a lower social cost and a lower rate of severity.

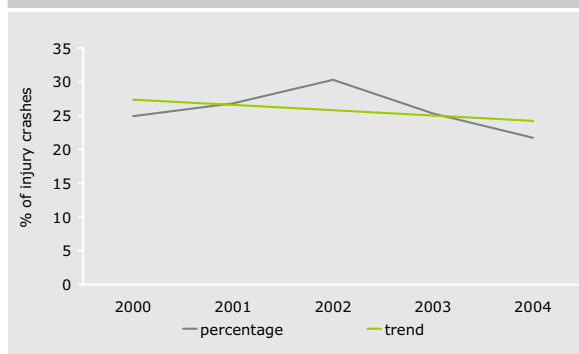
In the Bay of Plenty Region, intersection crashes have fluctuated over the last five years, making up 32 percent of all crashes in the region in 2004.

Forty-four percent of urban crashes occurred at intersections in 2004 – down from 48 percent in 2003. These were typically turning and crossing type conflicts.

The main factors associated with urban intersection crashes in the Bay of Plenty Region were failure to give way or stop and poor observation.

Rural intersections accounted for a smaller proportion of crashes in the Bay of Plenty Region than urban intersections, with 20 percent of rural crashes occurring at intersections in 2004.

**Urban intersection crashes 2000–2004**



## Key crash locations

The Bay of Plenty Region is made up of a number of territorial local authorities (TLAs). The following provides an indication of the key urban black spot locations at which crashes occurred during the 2000–2004 period:

### Key black spot locations

Cameron Rd and Eleventh Ave intersection
Chapel St and Maxwell Rd intersection
SH 5 and Sunset Rd intersection
SH 30A and Te Ngae Rd intersection

The following provides an indication of the key locations at which there was an increasing number of crashes recorded:

### Increasing incidence locations

SH 2 at Ohineangaanga Bridge
SH 29 and Waimarie St intersection
Tauranga Harbour Bridge, 170 m south of the toll plaza
Welcome Bay Rd and Kaitemako Rd intersection

## Territorial local authority performance

The following table provides the percentage of failure to give way related crashes that occurred for each TLA and their peer group during the period 2000–2004:

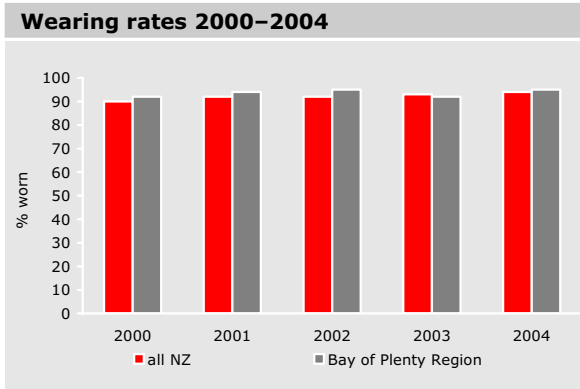
	TLA	Peer group*
Western BOP	11%	16%
Tauranga City	26%	28%
Rotorua District	20%	23%
Whakatane District	14%	16%
Kawerau District	15%	10%
Opotiki District	7%	10%

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

## Restraints and helmets

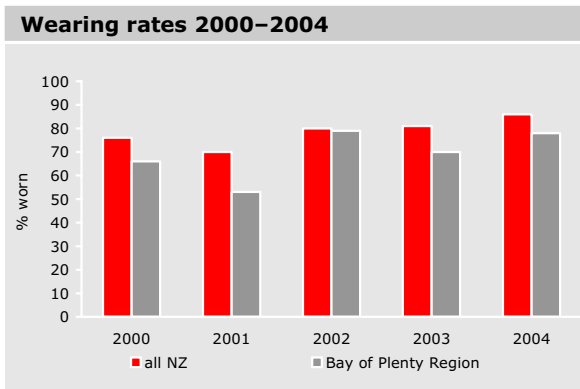
In the 12 months to March 2005, 85 people who were killed on the roads were not wearing safety belts. According to police officers, at least 20 of those lives (four were children) would have been saved had they used the restraints available to them.

### Front seat safety belt use – adult



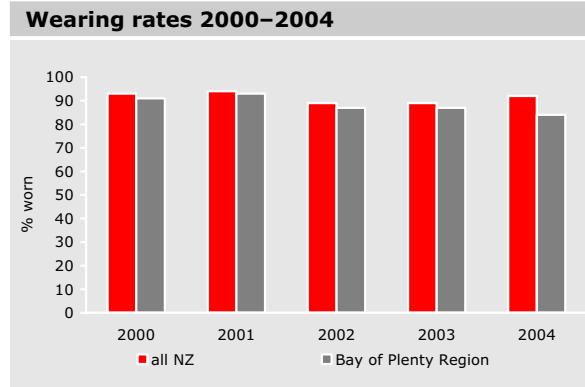
Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that 38 percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt when driving was very or fairly likely.

### Rear seat safety belt use – adult



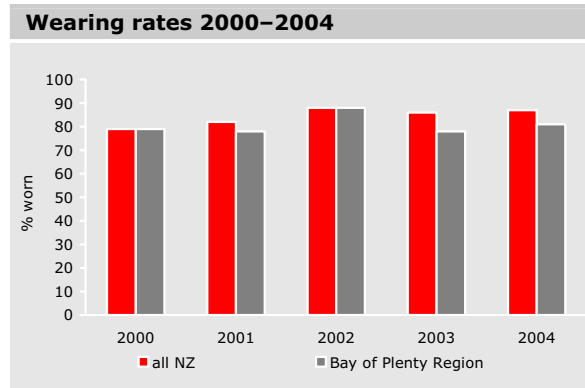
Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that six percent of those surveyed thought that the chance of an adult being caught not wearing a safety belt as a rear seat passenger was very or fairly likely.

## Cycle helmets



Since becoming compulsory in 1994, cycle helmet use has increased substantially. The wearing rate in the Bay of Plenty Region has steadily decreased since 2001 and continues to be below the national figure.

## Child restraints



Responses from the Bay of Plenty Region to the 2004 public attitudes survey indicated that 19 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.

## New Zealand Transport Strategy

The *New Zealand Transport Strategy* (NZTS) defines the government's vision for transport – 'By 2010, New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system.'

The strategy has five main objectives:

- to assist economic development
- to assist safety and personal security
- to improve access and mobility
- to protect and promote public health
- to ensure environmental sustainability.

All modes of transport (road, rail, sea and air) will be looked at in an integrated and long-term way.

Implementation will occur through policy development, rules and legislation (such as the Land Transport Management Act), the Road Safety to 2010 strategy, work on emissions control, measures to improve maritime and aviation security, and rail safety.

The NZTS is also a reference point for those who wish to contribute to government transport policy and planning. All future projects that seek funding from the National Land Transport Fund will have to actively take into account the strategies' objectives.

## Land Transport New Zealand

The 2004 amendment to the Land Transport Management Act (LTMA) provided for the establishment of Land Transport New Zealand (Land Transport NZ), a Crown agency that assumed the responsibilities of the Land Transport Safety Authority and Transfund New Zealand from 1 December 2004.

Land Transport NZ was proposed as an outcome of the 2004 Transport Sector Review. The review sought to re-engineer the government transport sector to better enable it to deliver on the objectives of the NZTS.

Land Transport NZ's objective is to contribute to an integrated, safe, responsive and sustainable land transport system, working in partnership with central, regional and local government and many other stakeholders to help develop land transport solutions.

Land Transport NZ will focus on optimal use and development of New Zealand's land transport system, taking a long-term view.

Although there will no longer be an agency focused solely on land transport safety, safety will be maintained and improved.

## Network safety co-ordination

Managing the safety of the roading network is an important task that road safety partners have been working on at both a national and regional level for many years.

The Ministry of Transport has established a Network Safety Co-ordination Group which will report to the National Road Safety Committee. This group hosted a workshop that renewed focus on the co-ordination of safety activities across the three E's approach – engineering, education and enforcement.

The workshop was to develop a model for how this co-ordinated approach could be used consistently in all regions. A commitment was made at this workshop for the co-ordinated approach to be used on the 'worst' state highway corridors in each region.

## Road policing

*'During 2004 the Bay of Plenty Police District saw a significant drop in the number of both fatal crashes and fatalities.'*

*'Our focus for 2005 through 2006 has not changed. The key risk behaviours on our roads remain. That is, speeding, drinking and driving and failure to wear seatbelts.'*

*'For the second year running we have analysed the drivers who were at fault from fatal vehicle crashes in the district. Some interesting patterns have emerged. The number of disqualified at-fault drivers has halved from 12 in 2003 to six in 2004. The district-wide enforcement focus on disqualified drivers has seen in excess of a 100 percent increase in apprehensions during 2004 compared with 2003. There appears to be a direct reflection of this in the fatality figures.'*

*'In making the district roads safer, the aim is to be in the right place at the right time – that is, day of the week and time of day, delivering the enforcement service that best reduces road trauma.'*

*'Our goal for 2005 is to see no more than 42 people die on Bay of Plenty Police District roads, this reducing to no more than 25 by 2008.'*

Inspector Kevin Taylor  
Road Policing Manager – Bay of Plenty

## Partnerships

Land Transport New Zealand 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 Bay of Plenty Region include:

New Zealand Police

Bay of Plenty District Road Policing Manager  
Kevin Taylor

Road Safety Co-ordinators

Bay of Plenty Region  
Transport Planner  
Mike Seabourne

Rotorua District  
Cedric Rogers

Eastern Bay of Plenty Districts  
Maurice Tooke

Local Authority Engineers

Rotorua District Council  
Kevin Thompson

Tauranga City Council  
Cliff Griffiths

Western BOP District Council  
Jim Patterson

Opotiki District Council  
Dave Reece

Kawerau District Council  
Tom McDowall

TNZ Area Manager  
Daya Govender

Accident Compensation Corporation

Rotorua and Taupo area  
ACC Injury Prevention Consultant  
Louise Kirk

Tauranga/WBOP/EBOP

ACC Injury Prevention Consultant  
Carole Fleming

## Assistance from Land Transport New Zealand

The Midland Regional Office is able to assist partners in activities such as:

- implementation of safety management systems
- crash reduction studies
- safety audits
- crash data provision and analysis
- general road engineering advice
- general road safety advice
- community development
- community programmes
- long-term council community plans
- land use planning
- land transport programme development.

The Land Transport New Zealand website also contains road safety information, including electronic copies of this report and all of the others that have been produced for the country. We encourage you to visit this site: [www.landtransport.govt.nz](http://www.landtransport.govt.nz)

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