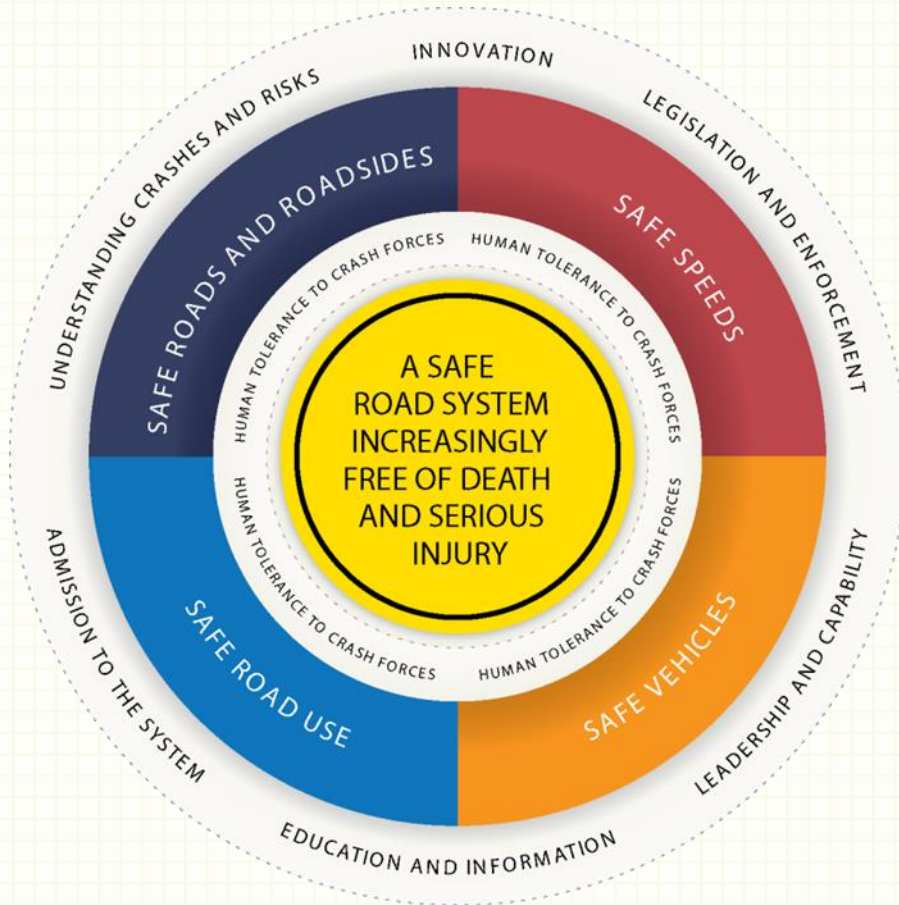




changing the conversation on Speed

November 2014

Safer Speeds Programme



“Our overall goal is to reduce the number of crashes and the severity of crashes that do occur. Managing speed is crucial to this because the outcome of all crashes is strongly influenced by impact speed.”

Safer Journeys

Changing the **conversation on speed**

Why do we need to change the speed conversation?



Changing the **conversation on speed**

Why a communications programme needs to come first



Changing the conversation on speed

What does the right conversation look and sound like?

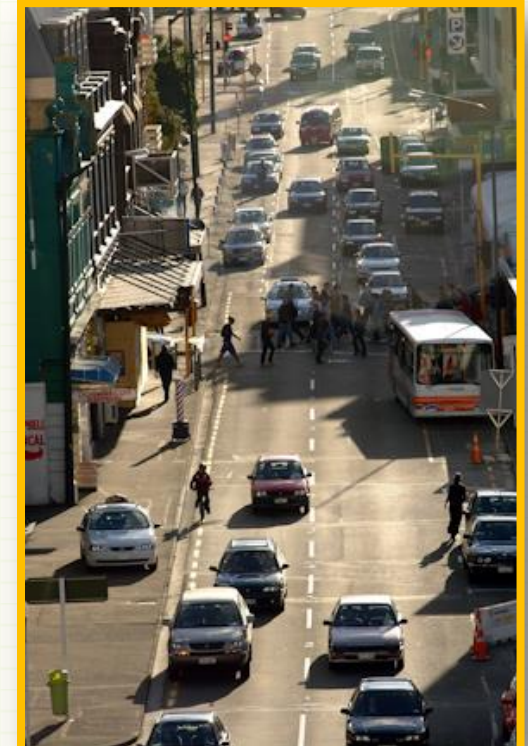
Public demand for appropriate speeds



Political environment for change

Changing the **conversation on speed**

What conversation do we need to have?



Changing the **conversation on speed**

A different conversation about speed

From blame the driver messaging	To Safe System messaging
Polarised, conflicting messages from RCAs, Police, others - no authoritative voice.	A unified set of authoritative key messages regarding speed.
“Slow down” in every situation.	Not all roads are created equal. High risk roads or situations need lower speeds.
Speed means you are more likely to crash (personal risk).	The wrong speed means someone is more likely to be hurt (collective risk).
Telling people what to do, fear based.	More of a conversation, tell people WHY some speeds need to change (risk of the road)

Changing the **conversation on speed**

How will we go about changing the conversation?



Change the viewpoint



Change the framing

The answer: The one network framework of travel speeds safe and appropriate for road function, design, safety and use
 National direction for all speed management decisions from 2014 onwards.

• More consistency • Targeted to risk • Better practice • More effective enforcement → reduce death and serious injury

Open roads environments (including urban motorways)	Straight open road /urban motorways	Curved Open	Winding open	Urban (not motorway)
Class 1 High volume national	100-110 Depends on safety risk eg 4-5 star roads			
Class 2 National, Regional, Arterial	80-100		60-80	50 60-80 where safety risk allows, eg fewer intersections, mode separation for cyclists
Class 3 Primary and secondary collector	Depends on safety risk – eg whether 1, 2 or 3 star			30-50 30 if high volumes of cyclists/ pedestrians/schools
Class 4 Access and Low volume access All winding/ tortuous	60-80 Depending on safety risk, peri urban development, schools, whether sealed or not			

Change the language



Change the voices

Changing the **conversation on speed**

Changing the viewpoint – Not all roads are created equal



Other than speed limit signs, markings and the geometry of the road itself there is currently no easy way for our motorists to understand the risks they are putting themselves and their passengers under.

Changing the language: A risk rating system for roads

The answer: The one network framework of travel speeds safe and appropriate for road function, design, safety and use

National direction for all speed management decisions from 2014 onwards.

- More consistency
- Targeted to risk
- Better practice
- More effective enforcement
- ➔ reduce death and serious injury

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Changing the conversation on speed

Change the framing: Progression, pride and fair play

- > The debate about roads and road safety should not happen in a vacuum. In fact, it touches on and reflects a lot of what is good about New Zealand today.



Changing the **conversation on speed**

Changing the voices: the right voices for the right conversation

- > The debate around speed can very easily polarise. What we need are new, or more prominent, voices in the conversation that will help sway the debate. Including:
 - > Independent experts: Universities, hospital
 - > Media Partners: e.g. The Herald's campaign in support of alcohol limits
 - > Voices from the silent majority

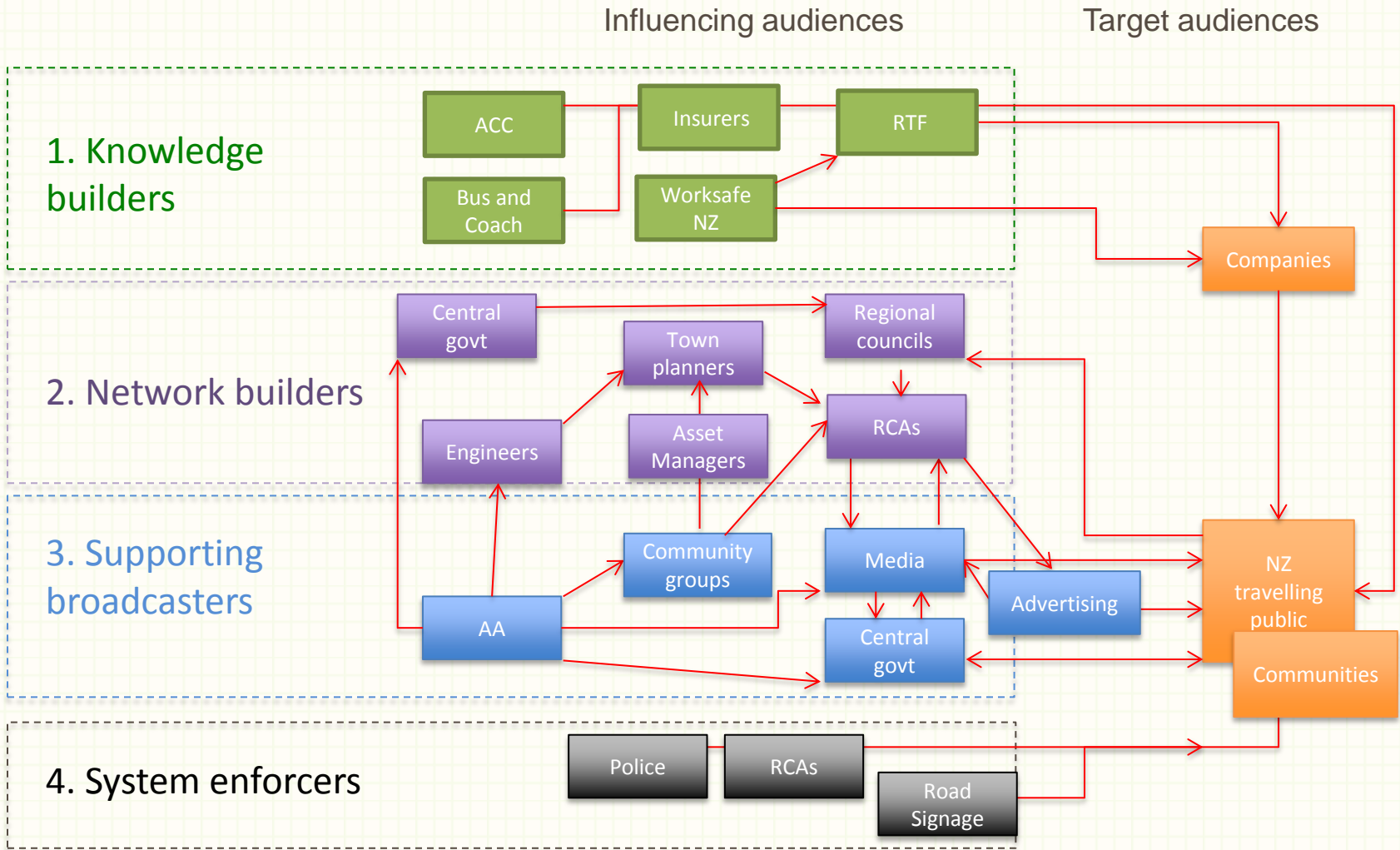


Identifying our target audience groups



Changing the conversation on speed

Influencer map



Changing the **conversation on speed**

Four key influencer groups



KNOWLEDGE BUILDERS



NETWORK BUILDERS



SUPPORTING BROADCASTERS



SYSTEM ENFORCERS

Changing the **conversation on speed**

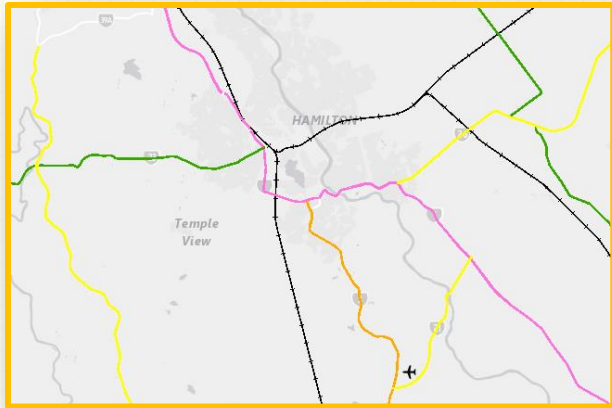
What next?

- > We are currently gathering requirements and will be requesting proposals from respective agencies in January 2015.
- > The preferred agency will work with us, and our partners to develop the public relations and communications campaign for this project.
- > Be sure to check in at saferjourneys.govt.nz for future updates on the changing the conversation on speed project, and other actions within the Safer Speeds Programme.



Speed Management guide

Speed Management Guide



FUNCTION



DESIGN



SAFETY



USE

The speed management process

1 Understand your network and start the conversation

- Strategic planning comes first
- Crash risk across the network
- Understanding travel speed and network functions

2 Setting a plan

- Define project area (Network, corridor or local area?)
- Applying the safer speeds classification methodology
- Evidence for change

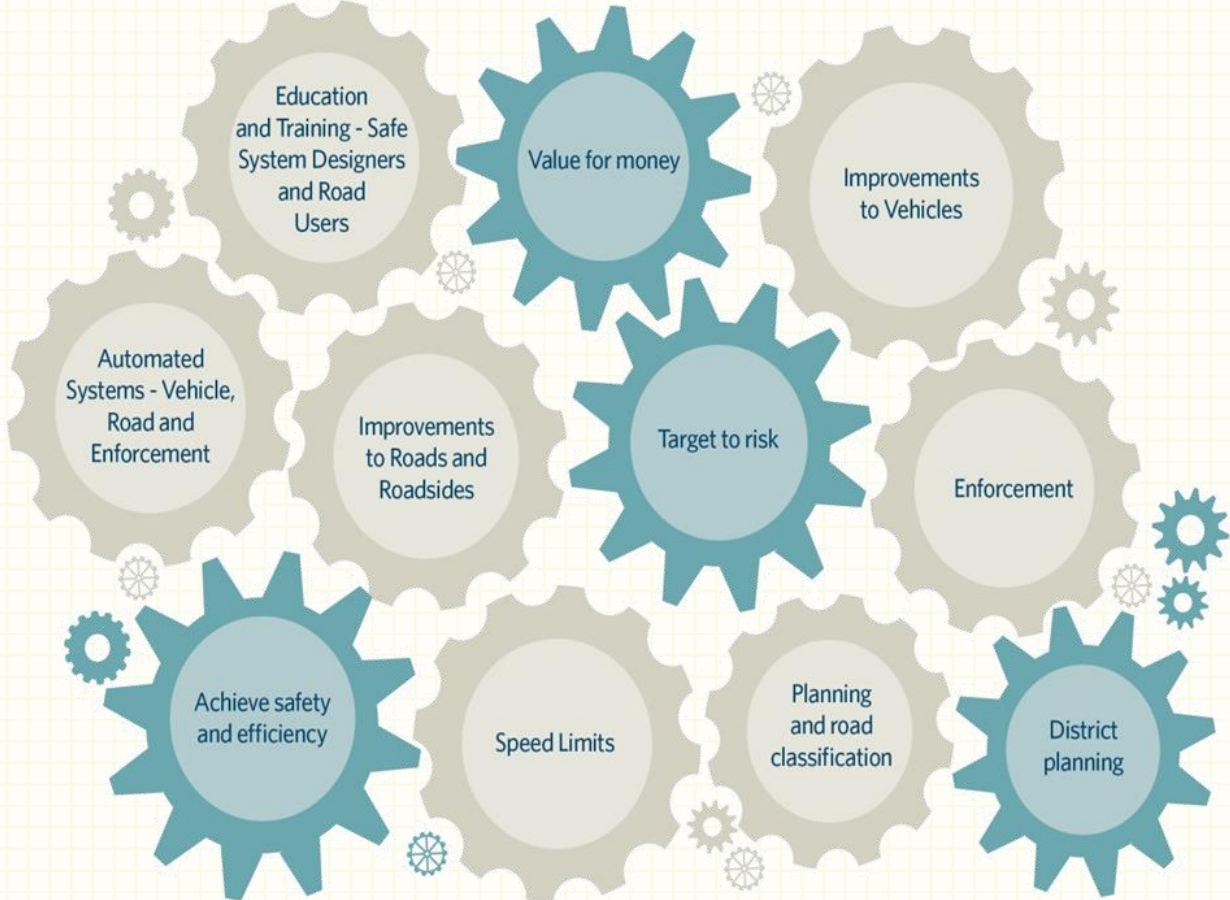
3 Prioritise and programme action

- Focus on reducing deaths and serious injuries
- Target to risk
- Cost effectiveness

4 Measure performance

- Process vs outcome measures
- Measuring change
- Reporting

Engagement draft





Questions?