changing the conversation on Speed

November 2014
"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
Why do we need to change the speed conversation?
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?
A different conversation about speed

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

Change the viewpoint

Change the language

Change the framing

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

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

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 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
Changing the conversation on speed

Influencer map

1. Knowledge builders
   - ACC
   - Bus and Coach
   - Worksafe NZ

2. Network builders
   - Central govt
   - Engineers
   - Town planners
   - Asset Managers
   - RCAs

3. Supporting broadcasters
   - AA
   - Community groups
   - Media
   - Advertising

4. System enforcers
   - Police
   - RCAs
   - Road Signage

Influencing audiences

Target audiences

- Companies
- NZ travelling public
- Communities

- Asset Managers
- AA
- Engine
- Town planners
- Regional councils
- ACC
- Bus and Coach
- Worksafe NZ

Influencing audiences

Target audiences

- Companies
- NZ travelling public
- Communities
Four key influencer groups

Changing the conversation on speed

- SYSTEM ENFORCERS
- KNOWLEDGE BUILDERS
- NETWORK BUILDERS
- SUPPORTING BROADCASTERS
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
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
Questions?