



# The challenge of reducing death and serious injury

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**Kaye Clark – Road Safety  
Programme Director**

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# Deaths and Serious Injuries - last 10 years

Figure 2: NZ road deaths, 2000–2015



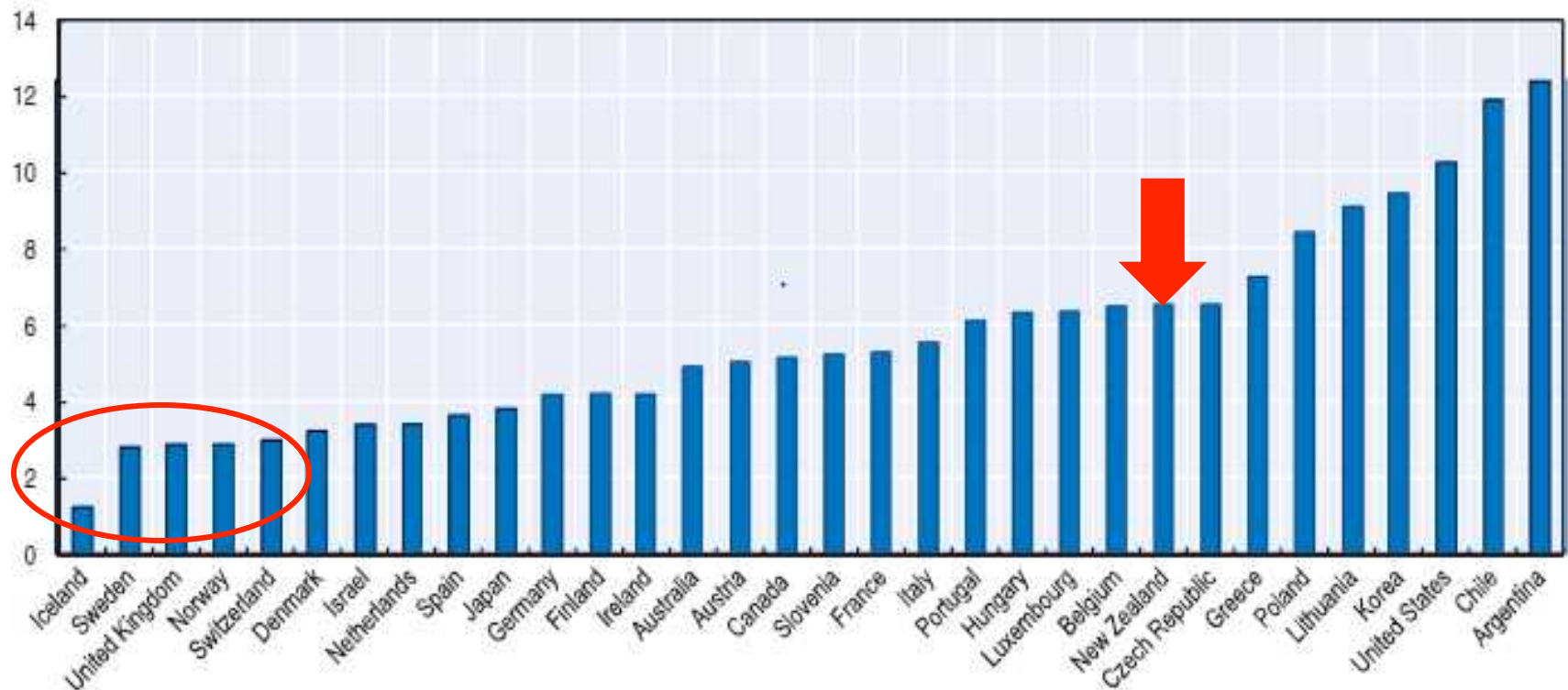
Source: Ministry of Transport

Figure 3: NZ serious road injuries, 2000–2015



Source: Ministry of Transport

# Our place in the world



Fatalities per 100,000 inhabitants 2014

# Safe system principles

Create a forgiving road system that recognises:

**People make mistakes**

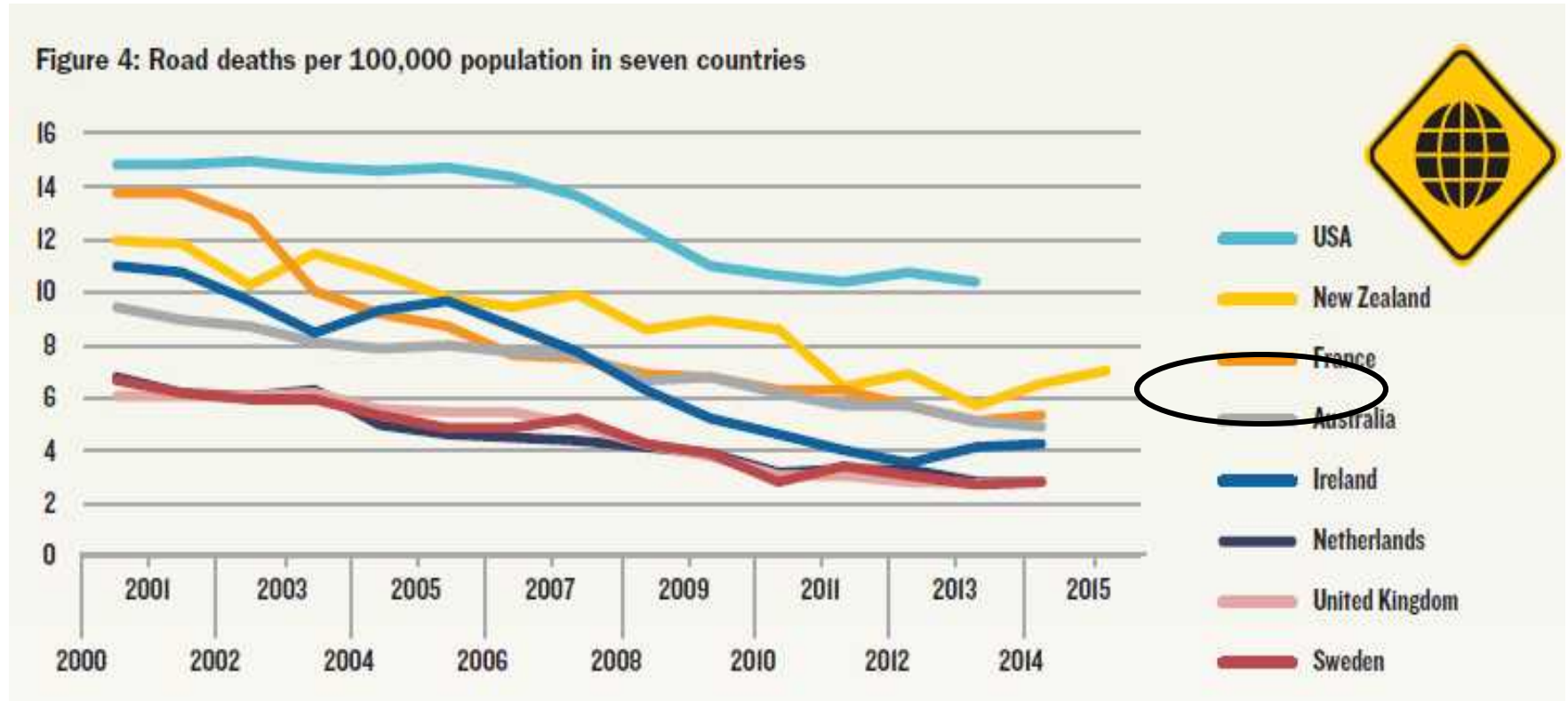
**People are vulnerable**

**Shared responsibility**

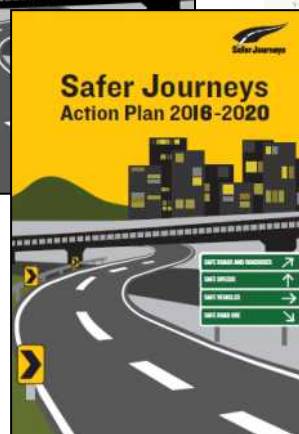
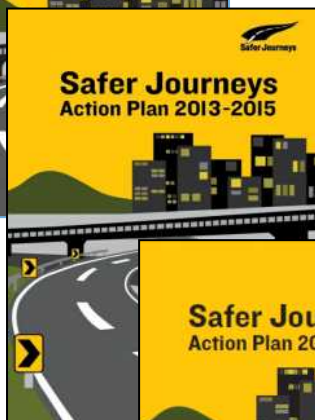
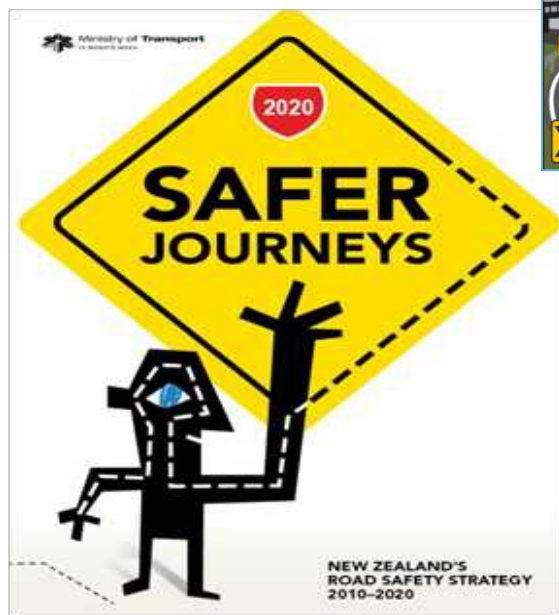
**We need to strengthen all parts of the system**



# Increasing in 2014 and 2015



rate of deaths per 100,000 population



## Post crash Care (Trauma)





# Enable smart and safe choices

What's the opportunity:

Sensors + connectivity + computer power = Information for smart choices

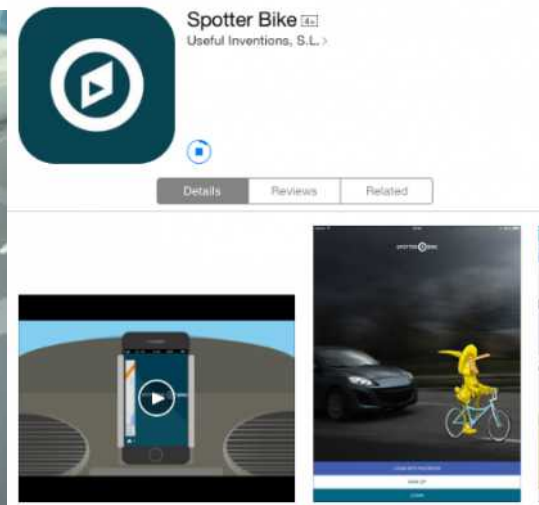
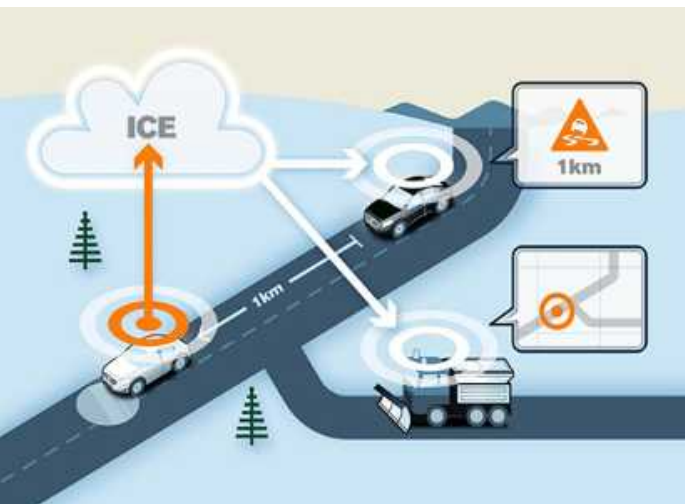
Early warning of hazards (more time to react)

Timely information, feedback, reminders and nudges

- “your speed” feedback signs are an early example

Crowd-sourced safety information

E-call systems





## Motorcycle safety - Shifting Gears



Cross-Agency: ACC as lead agency, the Transport Agency, Police and the Ministry of Transport





## Shifting gears

### Five priority focus areas:

Rider Skills, Human Factors, Vehicle Technology, Personal Protective Equipment and Roads and Roadsides

**Motorcycles Guide refresh:** helps RCAs plan for maintenance and improvements that are motorcycle friendly (*maintenance standards are vital here. Not sweeping up gravel, neglecting painted markings, can be a killer*)

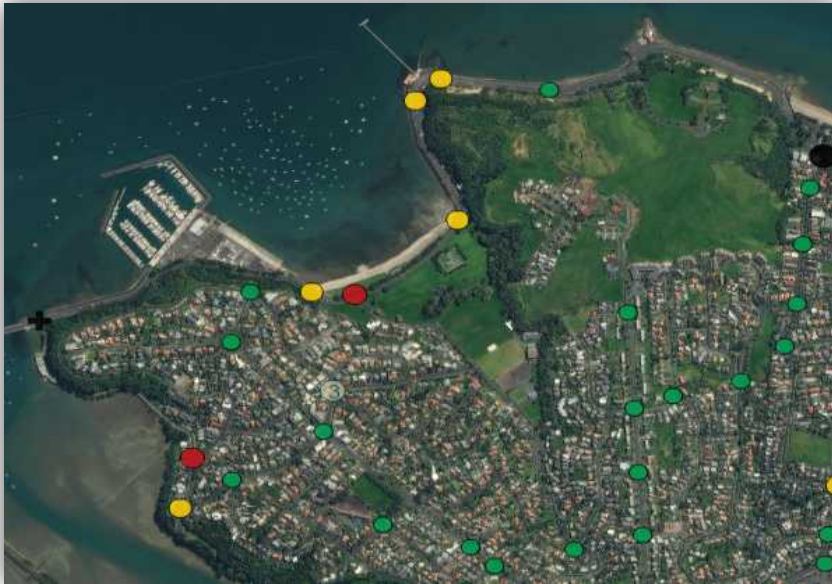
**High-risk motorcycle routes:** a map to target investment where needed most to keep riders safe

**Funding:** considering how to make it easy for RCAs to get funds out of the Motorcycle Safety Levy for targeted improvement on identified high-risk routes



## Roads & roadsides support safer travel:

Tools to help us: speed guide maps, personal and collective risk, kiwirap



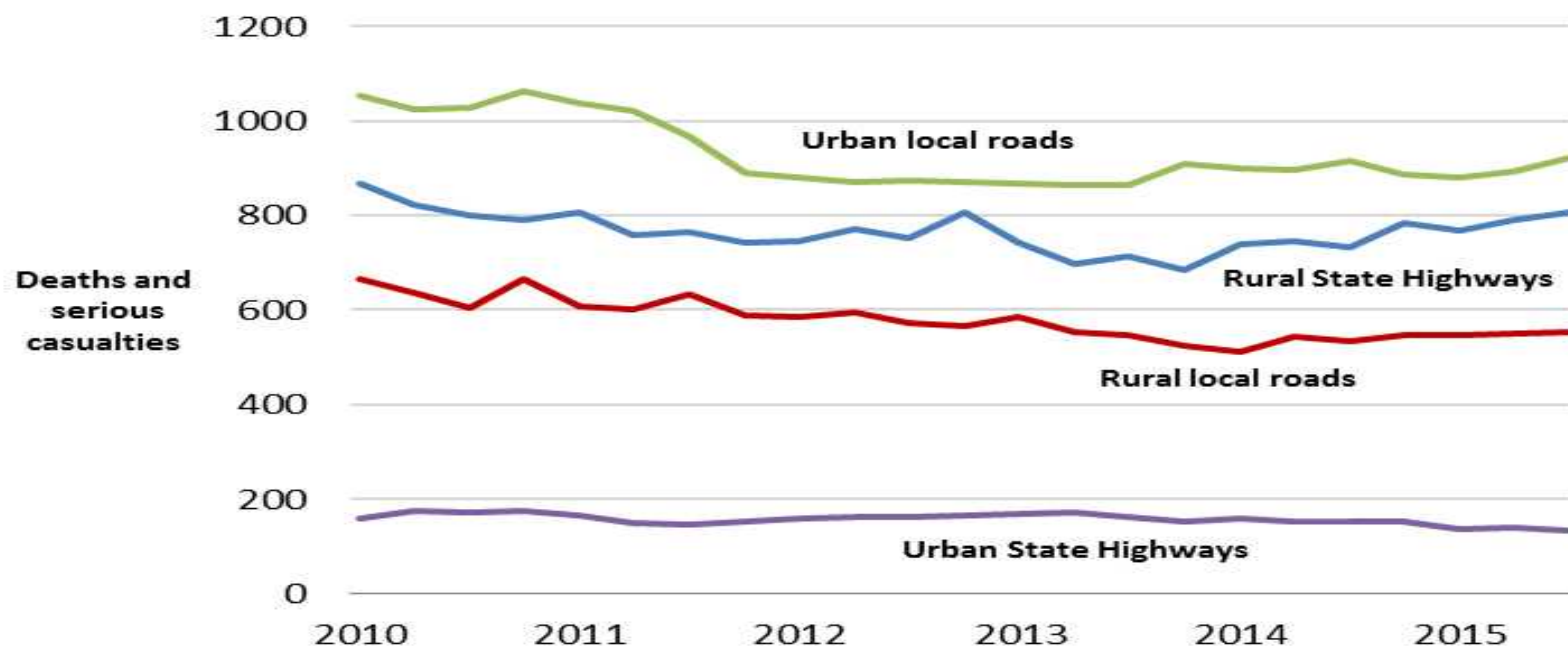
## We target to risk – and we talk about risk



## Ensure roads and roadsides support safer travel:

### Where risk is the concentrated?

High risk programmes: intersections, rural roads, urban roads





## Safety improvement programmes

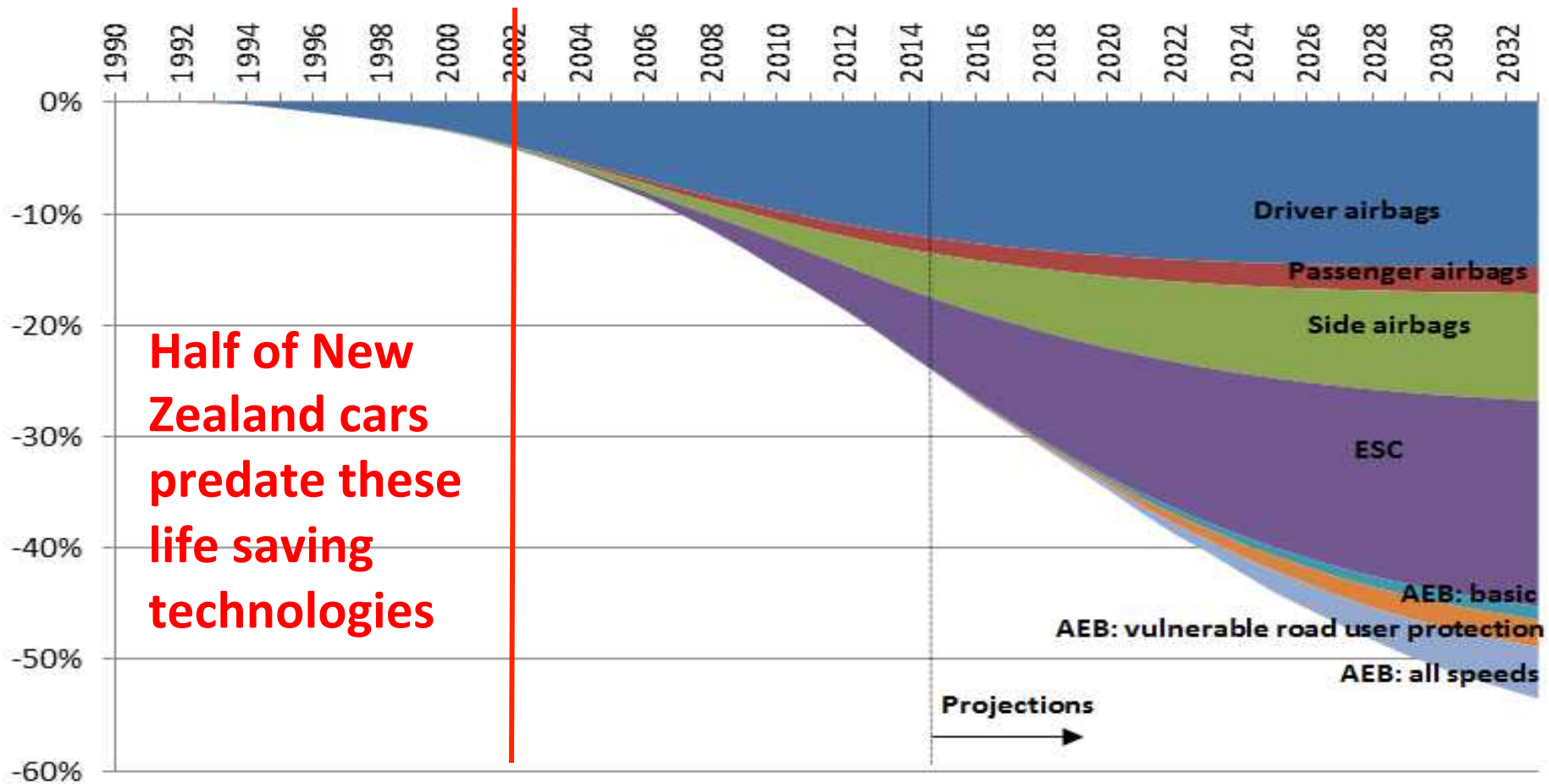


1. A national programme of safety improvements on highest risk local urban arterials that focuses on all modes and on vulnerable road users (*intersections*)
2. A national programme of lower cost safety improvements on high-risk local rural roads (*skid resistance, out of context*)



## Encourage safer vehicles

Our ageing vehicle fleet isn't keeping pace with safety technology.



Australian research projecting deaths and serious injuries prevented as a result of safety technologies  
- based on the age of the Australian fleet which is 10.1 years. The average age of the New Zealand light fleet is 14 years



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# Speed Management Guide



Volume one



# The Speed Management Guide

## For Road Controlling Authorities

- Developed in close collaboration with the Ministry of Transport, RCAs, AA, and the New Zealand Police
- Development started in 2013
- Has been tested in the Waikato (the Waikato Demonstration Project)
- Does not encourage wholesale changes to speed limits



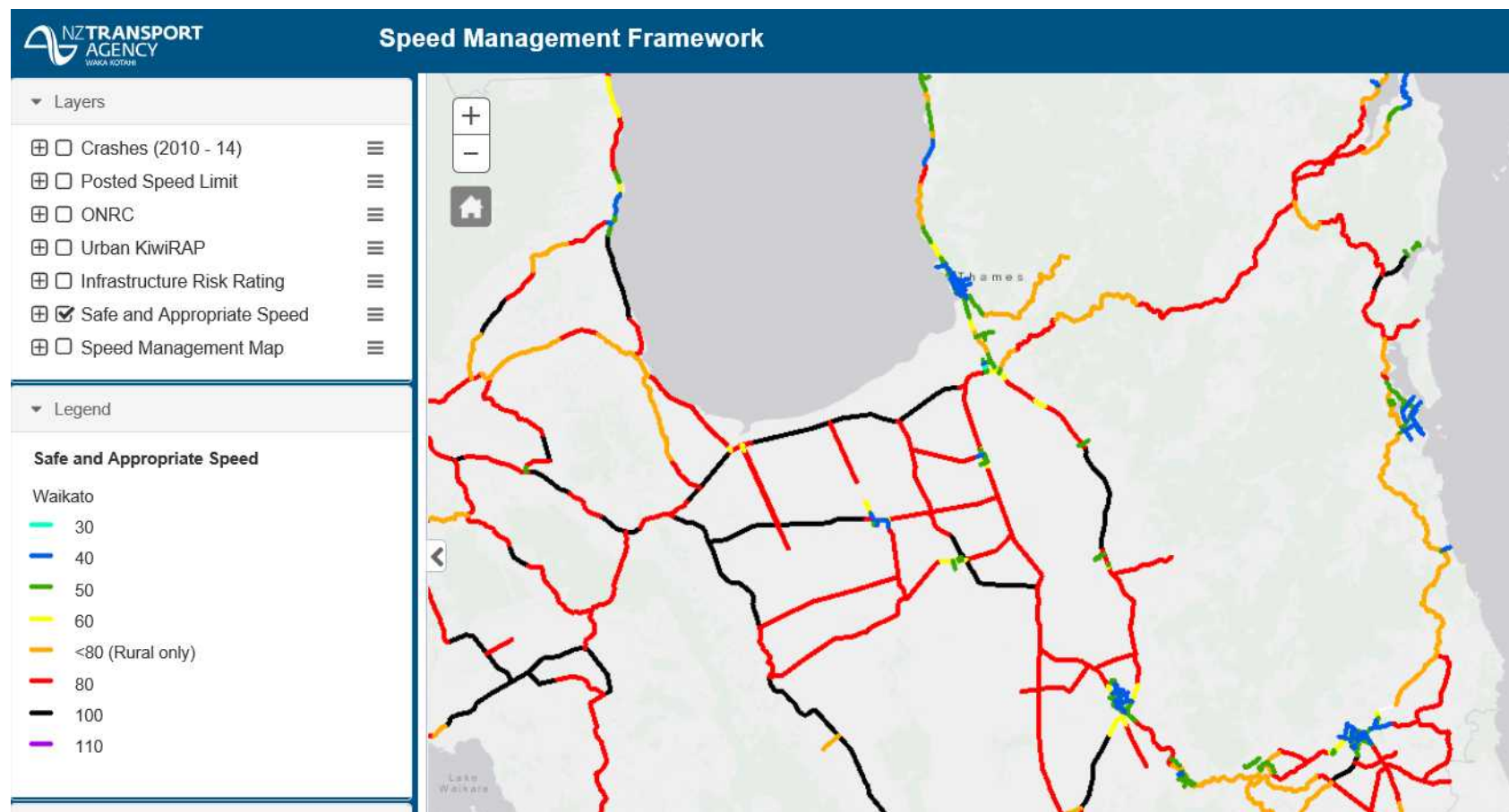
# The Speed Management Guide

## Objectives

- A consistent sector wide approach to speed management, appropriate for road function, design, safety and use.
- To assist RCAs to identify and prioritise parts of network where speed management will contribute most to reducing deaths and serious injuries while supporting economic productivity.
- To support better conversations on speed and enable RCAs to engage constructively with their communities.

# Tools to support the Guide

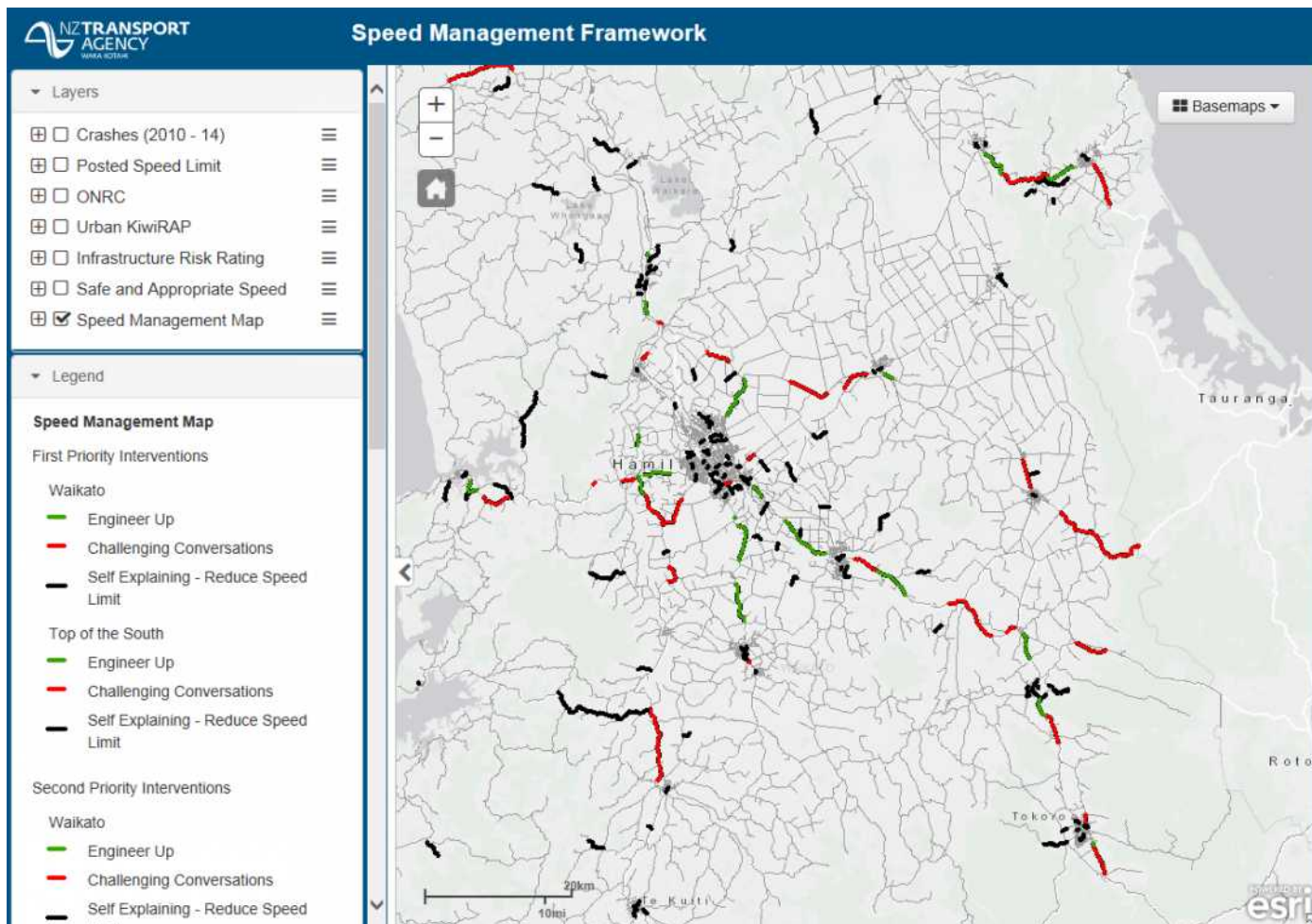
## The maps – targeting to risk





# Tools to support the Guide

Top five percent high benefit roads – the best opportunity to improve safety and efficiency in the region



## 5% by treatment type

- 1) **Engineer Up**  
Roads meant for efficient travel, but not designed for it
- 2) **Challenging Conversation**  
Roads that have travel speeds that align with posted speed limit but are not safe at that speed
- 3) **Self-Explaining**  
Roads travel speeds are already lower than posted speed



# Segments and attitudes

## Better Conversations on Road Risk



# The 'Blame Continuum'

Better Conversations on Road Risk is based on the productive conversation

Current conversation

*'It is the drivers fault.  
Improve the driver!'*

Productive conversation

*'Some roads are hard to read.  
Help me choose.  
Some roads are not safe at  
current limits.  
Make them safe, reduce limits if  
you must.'*

Rejected conversation

*'We already know speeding is  
dangerous.  
But limits are not to blame.  
Slowing down won't solve the  
problem.'*

Driver

Road

Speed

# Changing the conversation on speed

A number of tools have been developed to help you implement the Guide

