

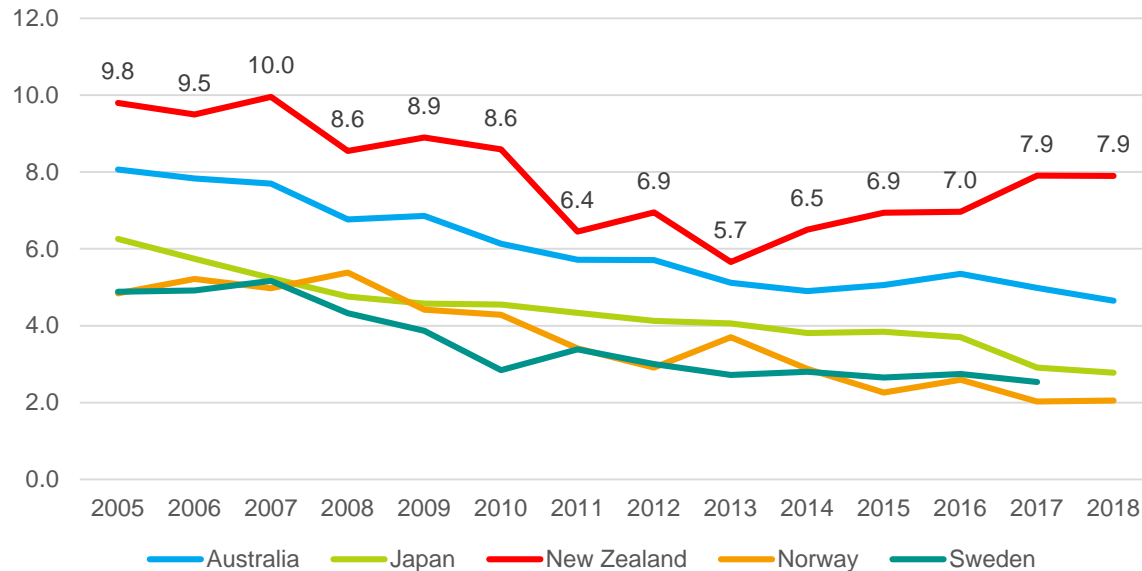
A New Road Safety Strategy for New Zealand

RCA Forum – 29 March 2019



How NZ compares internationally

Road deaths per 100,000 population



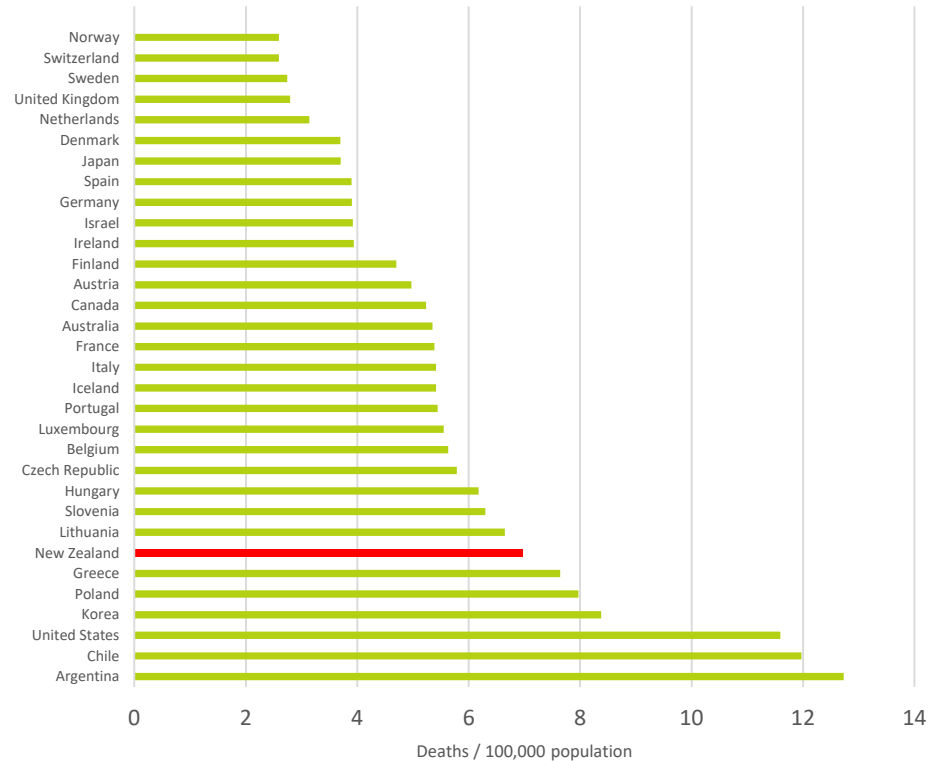
On average, 1 person is killed every day on New Zealand roads.

Another 7 are seriously injured.

International context

We're now in the bottom quarter of the OECD

International comparison of deaths per 100,000 population
(2016)



An effective Road Safety Strategy

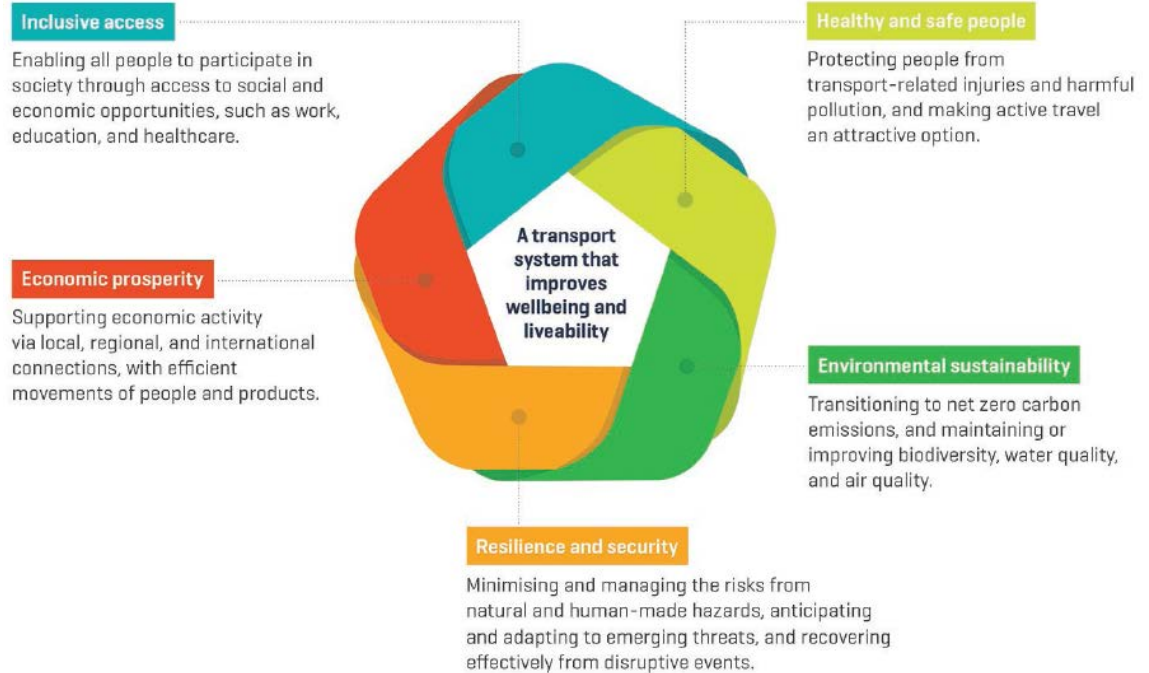
- Builds a joint understanding of the problem
- Provides clarity of purpose
- Outlines decision-making principles
- Sets out what we want to achieve
- Enables effective prioritisation of actions
- Galvanises action from stakeholders
- Holds decision makers to account

Our current approach



Development of a new strategy

- More vision and ambition
- Clear targets and outcomes
- Greater focus on system factors
- Improving safety for all road users
- Linking to broader outcomes
- Strong evidence base
- Broad engagement and ownership



Engagement to date

Reference Groups

- ▶ Speed
- ▶ Infrastructure, design and planning
- ▶ Vehicles, standards and certification
- ▶ Road user behaviour
- ▶ Vehicles as a workplace



- ▶ Discussion of key issues, priorities and potential future approach

Broader stakeholder engagement

- ▶ Building a shared understanding of the problem
- ▶ Implications of Vision Zero – what would a more ambitious approach look like?



- ▶ Developing and building buy-in for an ambitious strategic approach and vision

Key feedback from reference groups

Speed

- Streamlining speed limit setting processes
- Improving speed compliance e.g. automated compliance

Infrastructure

- Focus on safety throughout the lifecycle
- Integrate with land use planning

Vehicles

- Proactively raise minimum standards
- Promote safety technology

Vehicles as workplace

- Broader contextual factors
- Strengthen regulatory system

User behaviour

- Focus on impairment, distraction, seatbelts
- Targeting education, enforcement and support

Feedback from other engagement

- Broad support for Vision Zero
 - Needs meaningful change to be credible
- Appetite for substantial change, but differing views on pace
- Safe System needs to be strengthened and embedded
- The need for strong leadership and effective coordination
- Challenges of collecting and understanding road safety data and trends (capacity and capability)
- Need to bring community with us

Vision Zero in the strategy development process



VISION ZERO.
FEHLER SIND NICHT VERMEIDBAR. SCHWERE UNFÄLLE SCHON.

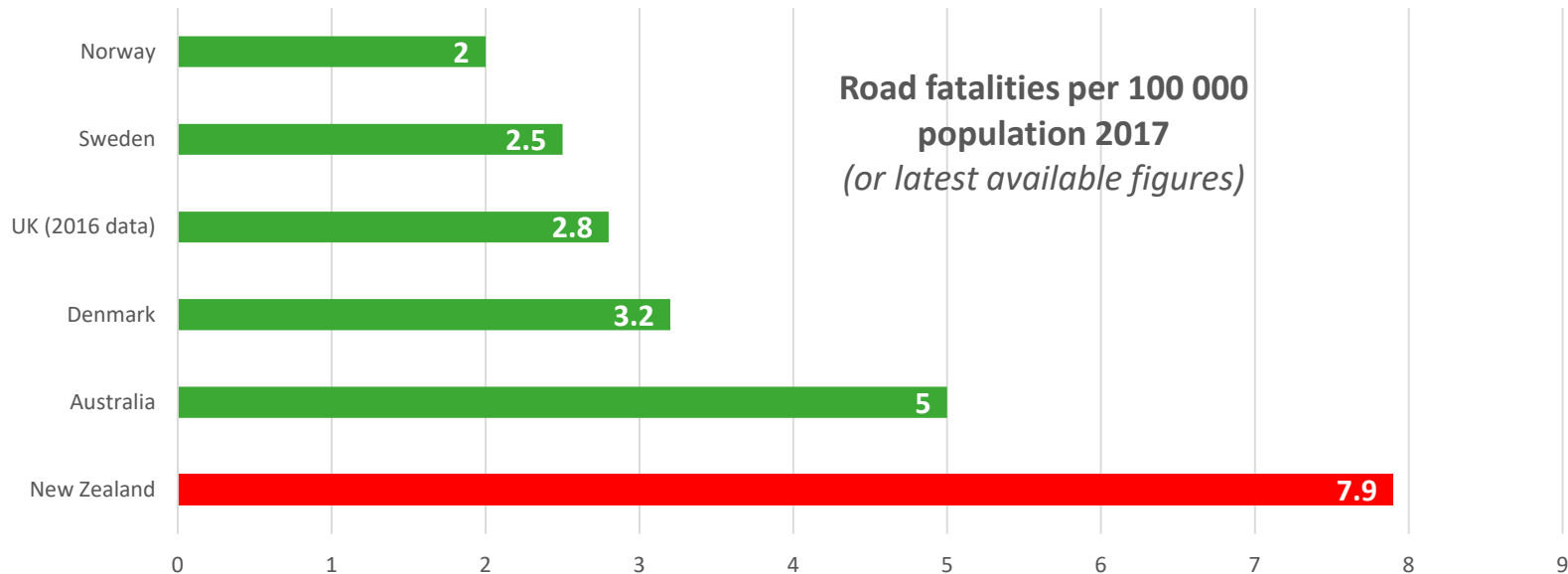


What does it look like in practice?



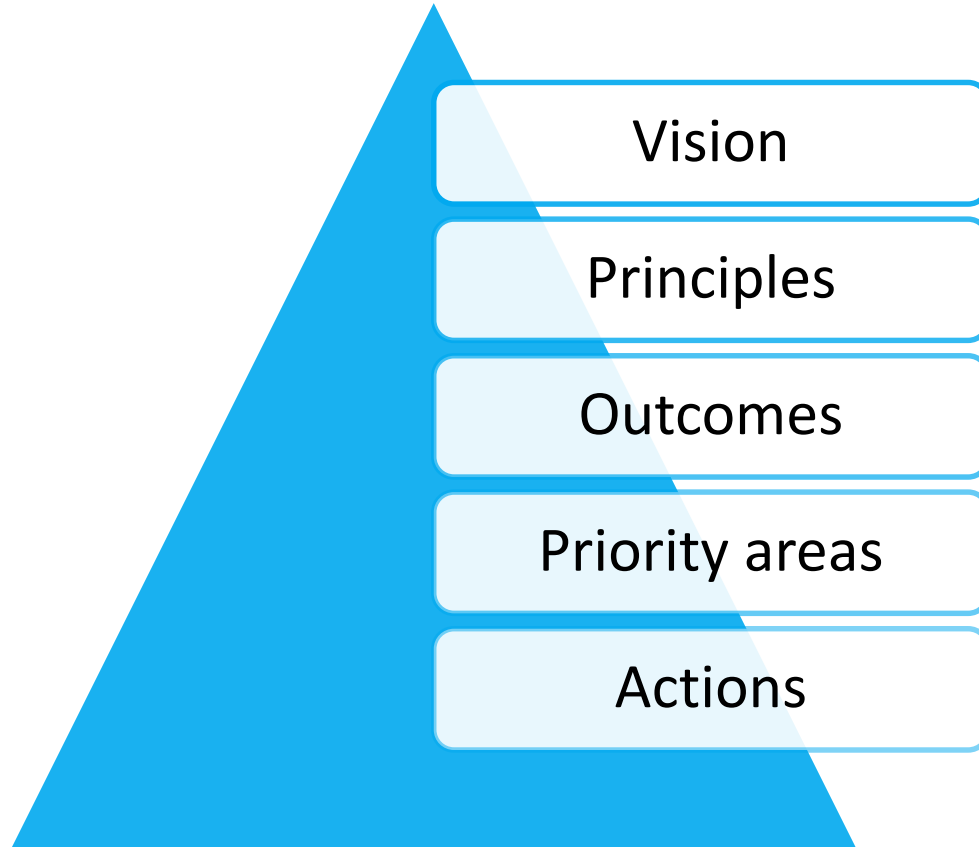
What are the impacts?

Countries that have Vision Zero-type approaches have made big strides in reducing deaths and injuries on their roads.



Vision Zero-type approaches are also effective in other sectors like aviation and Workplace health & safety

The new strategy and action plan



Draft framework

Our vision

A New Zealand where no one is killed or seriously injured in road crashes.

Our principles

We accommodate people's mistakes.

We design for human vulnerability.

We strengthen all parts of the road transport system.

We have a shared responsibility for improving road safety.

Our actions are grounded in evidence and evaluated.

Our road safety decisions support wellbeing and liveable places.

Safety is a critical decision-making priority.

2030 Target (TBC)

Our focus areas:

Infrastructure and speed

Workplace

Road user behavior

Vehicles

System management

NOT GOVERNMENT POLICY

The communications challenge

- We know New Zealanders care about road safety, but proven road safety interventions often meet community resistance
- Some belief that the crashes are inevitable and personal risk is low, which can create a lack of buy-in
- There's also a strong focus on driver behaviour with less awareness of the system-wide factors that we need to change
- We know that people need to believe we can prevent the harm before they engage in the issue

We need your help to building understanding and support meaningful discussion about road safety

Further questions or comments?
Please contact us

roadsafetystrategy@transport.govt.nz

Thank you

