

# ***Safer Journeys:*** **New Zealand's Road Safety Strategy 2010-20**

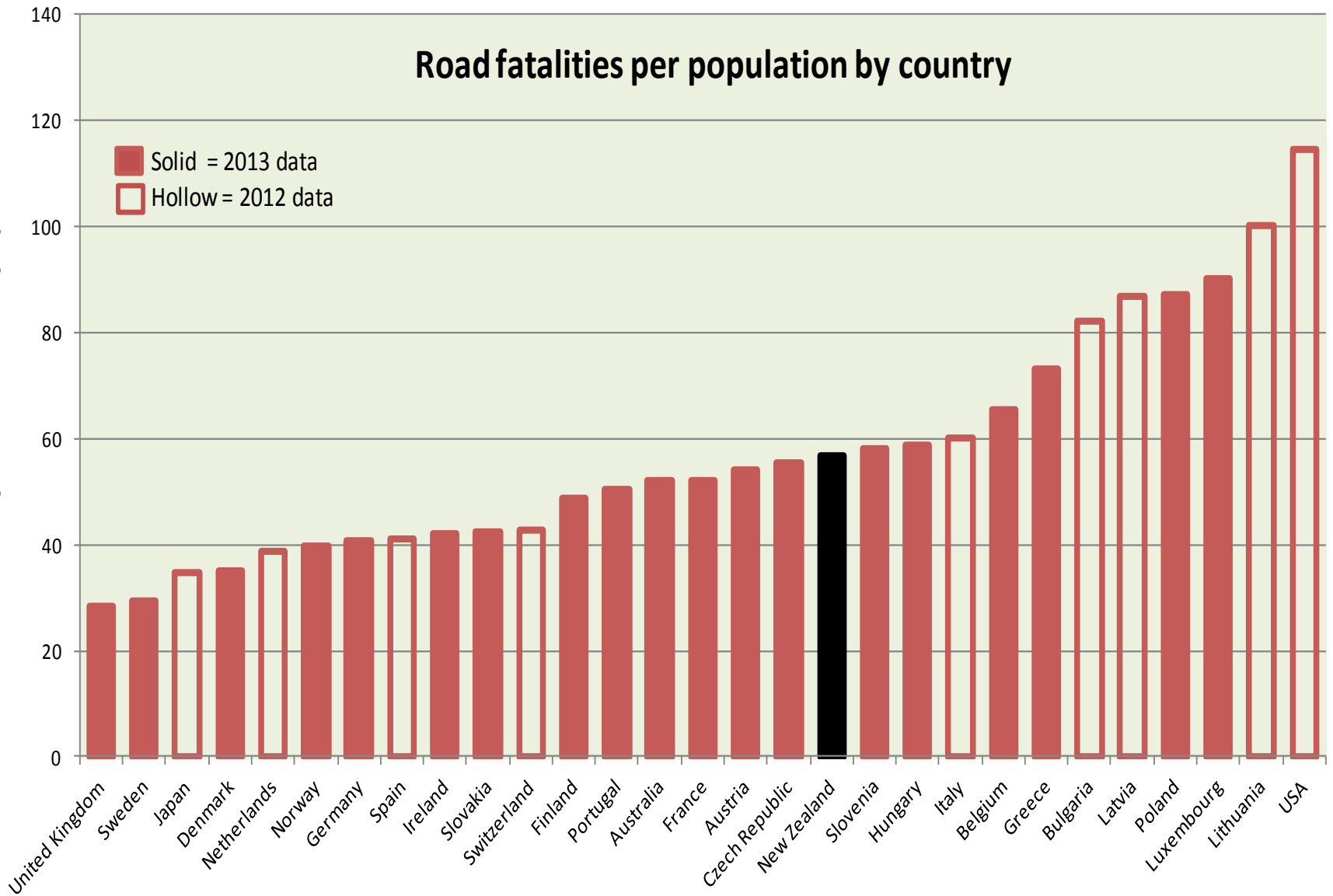
**Colin Brodie**  
*Chief Advisor: Safety*  
*New Zealand Transport Agency*  
*October 2014*



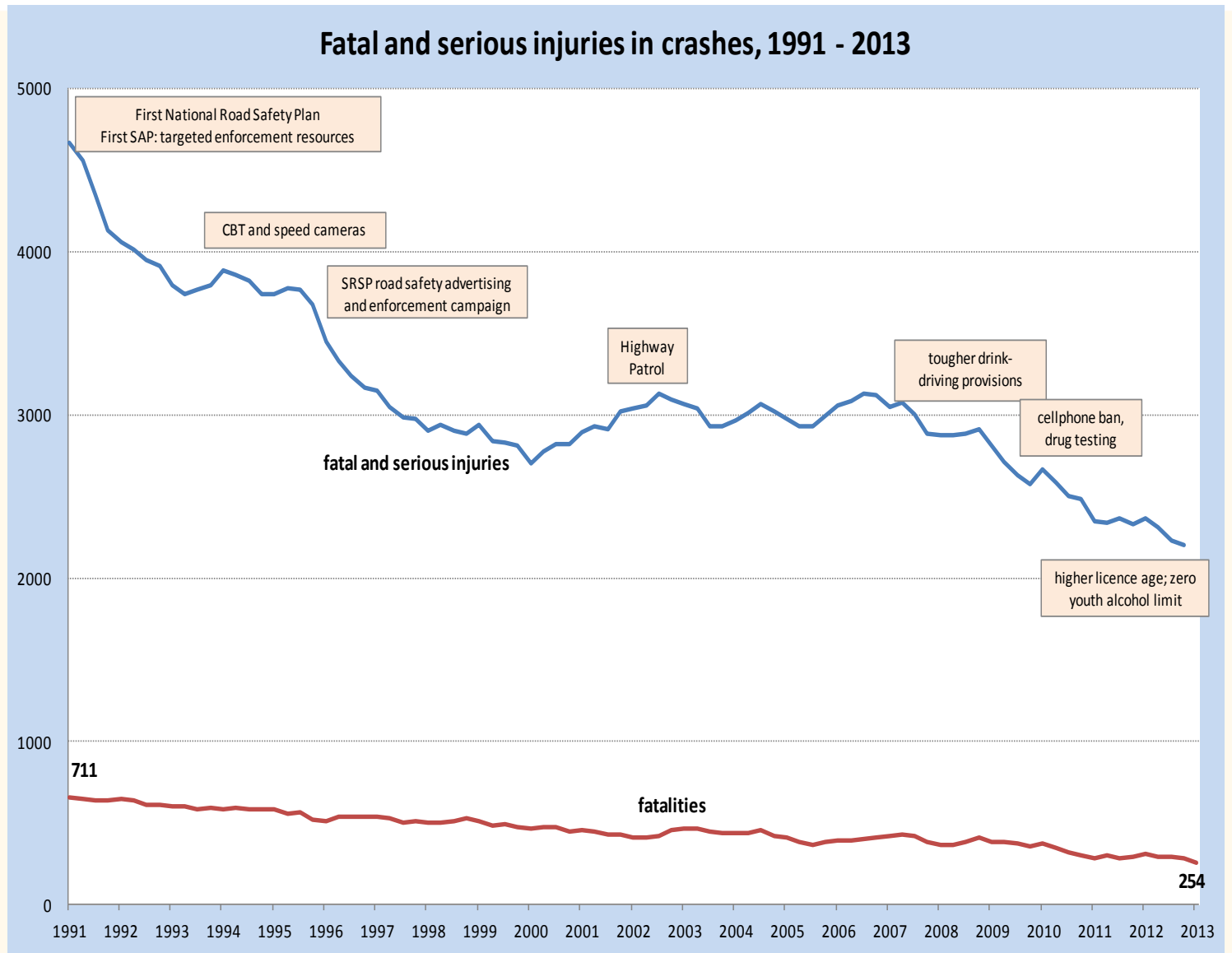
# Road fatalities per population by country

Deaths per 1,000,000 population

Solid = 2013 data  
Hollow = 2012 data



How are we doing?

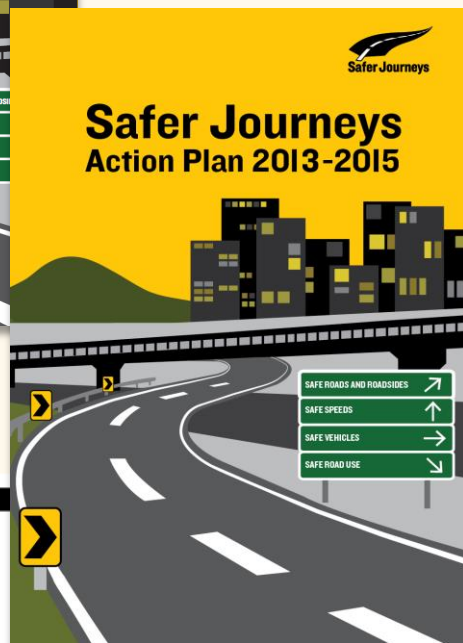
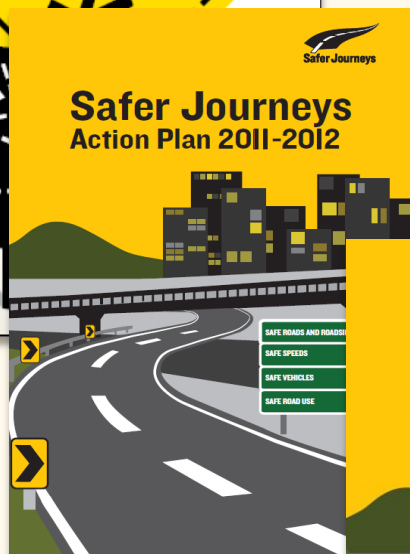


Figures shown are rolling 12 months totals

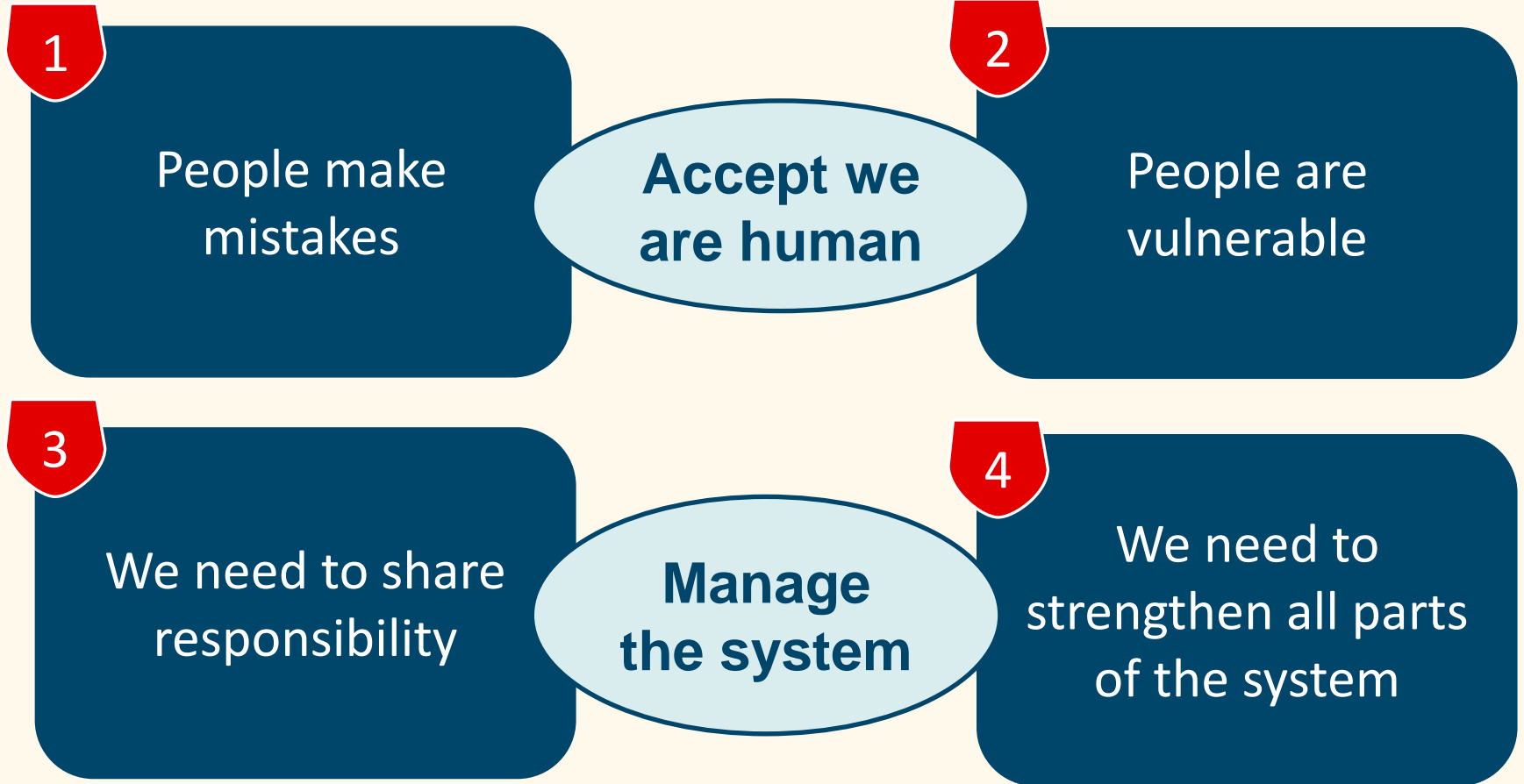
# New Zealand's Safe System journey

Embed the Safe System approach

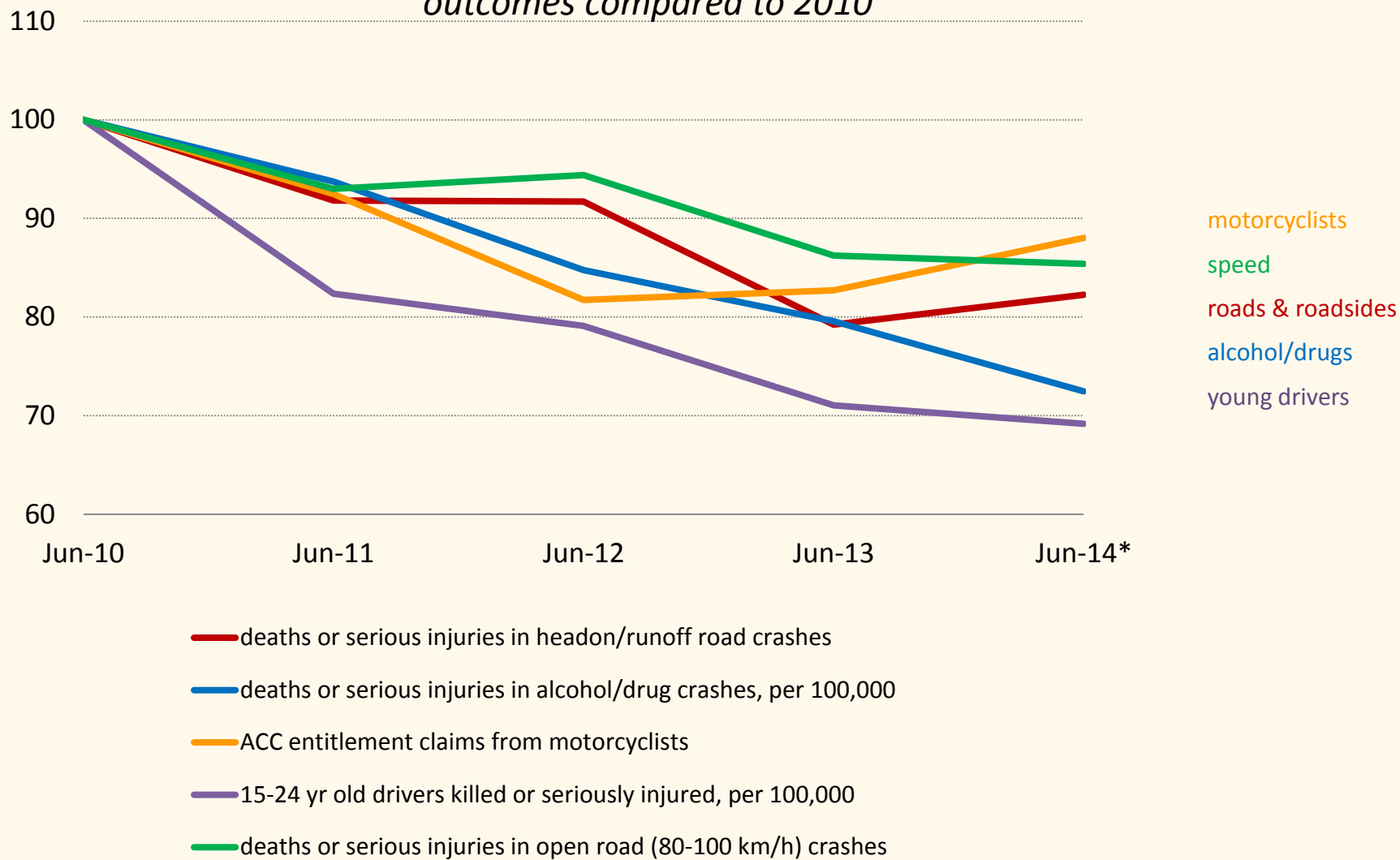
Create a new road safety conversation

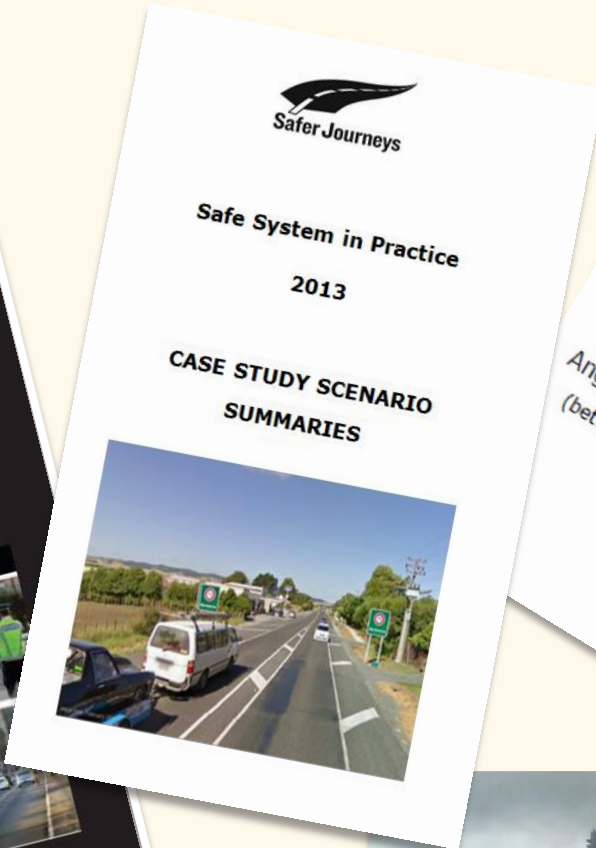
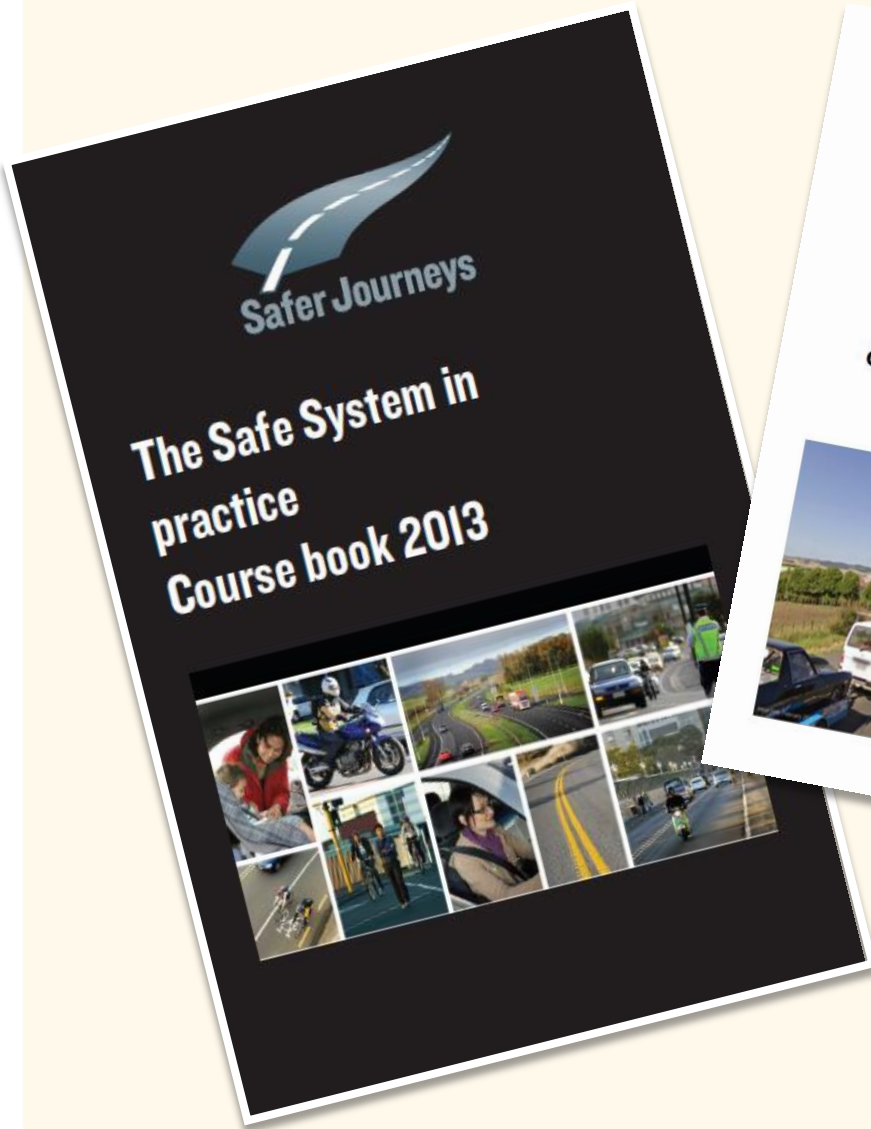


# Transformational safe system principles

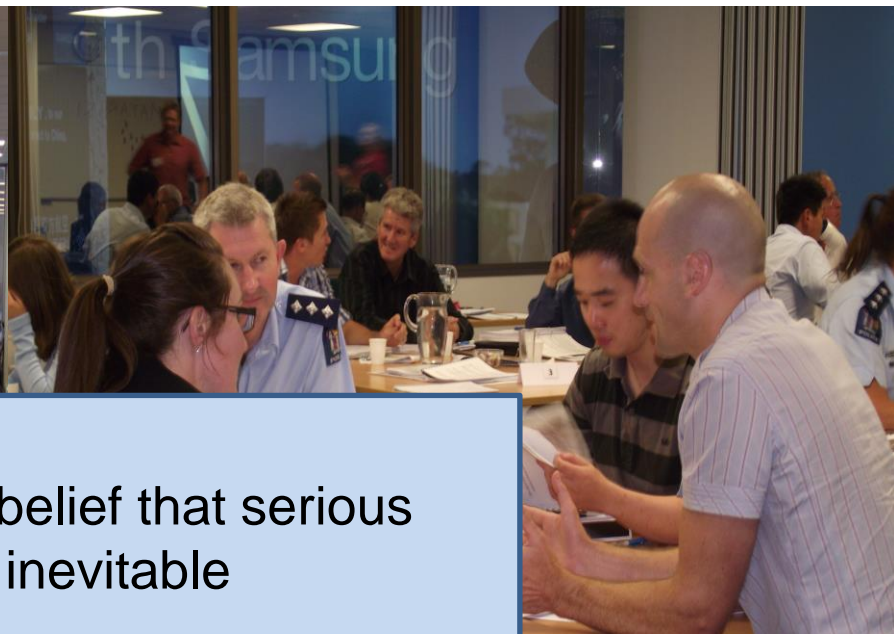


## Safer Journeys areas of high concern: *outcomes compared to 2010*





**Embedding the Safe System**



We're challenging the belief that serious road trauma is inevitable

Safe System in Practice: 2012 – 2014  
21 courses, 13 locations, 1200 people

***A legacy of change***



Safe System in Practice  
Course book 2013



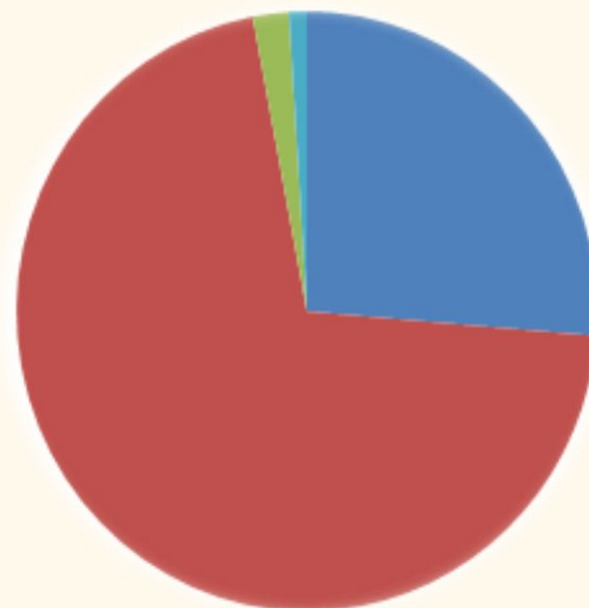


# 2013 – Evaluation of understanding before and after the course

Before



After



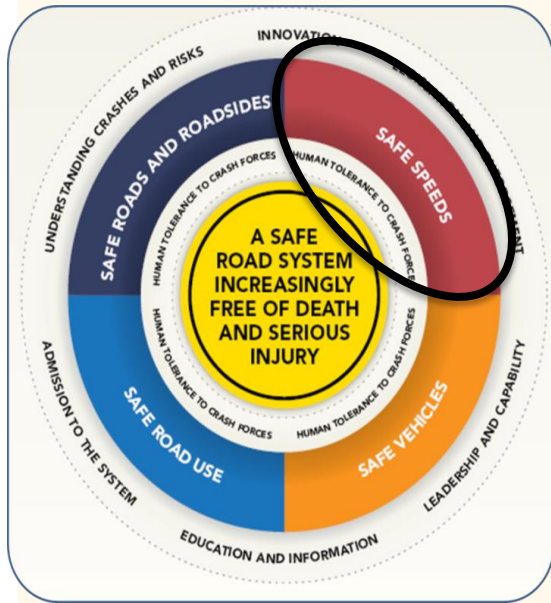
■ Could teach this

■ Broad overview

■ Knew some sections

■ A little

■ Very little

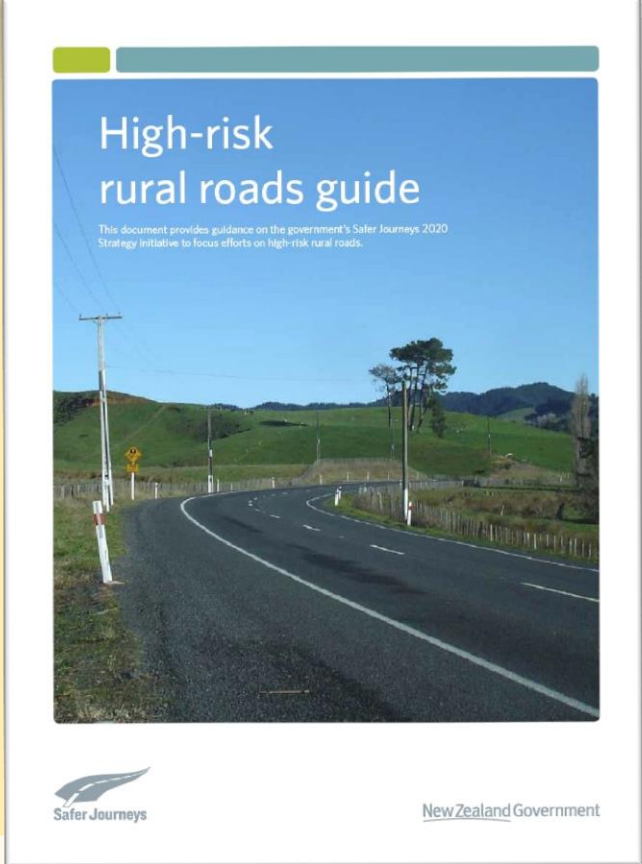
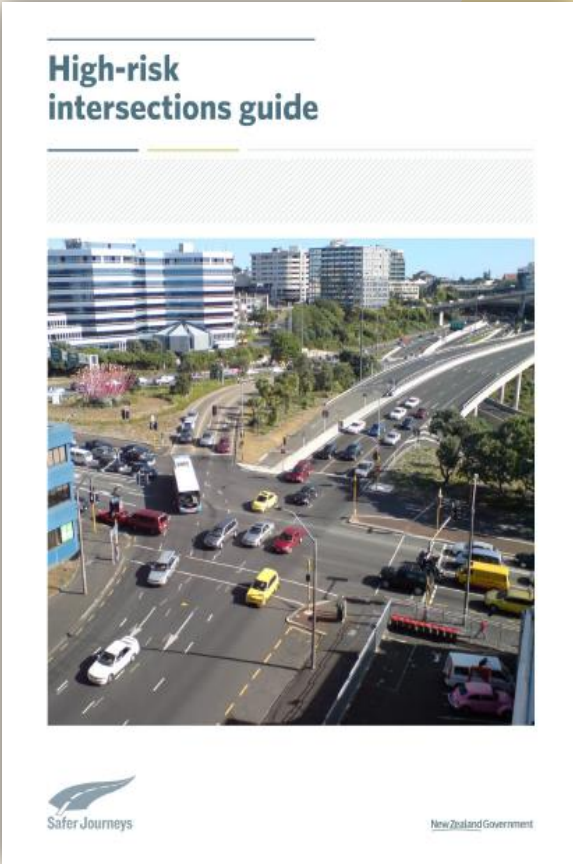


National **Safer Speeds Programme** developed so travel speeds will suit road function, design, safety and use:

Implementation underway:

- a) change the public conversation on speed
- b) develop a Speed Management Guide
- c) revise the Setting of Speed Limits Rule
- d) support better compliance (rebalance penalty regime and support reduced enforcement tolerances)

# High risk rural roads and intersections being treated and investment targeted to risk

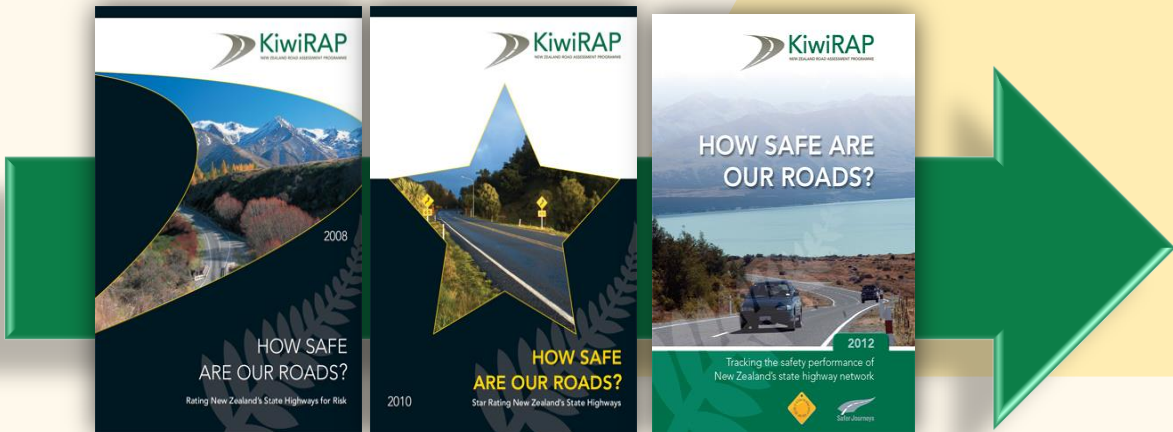
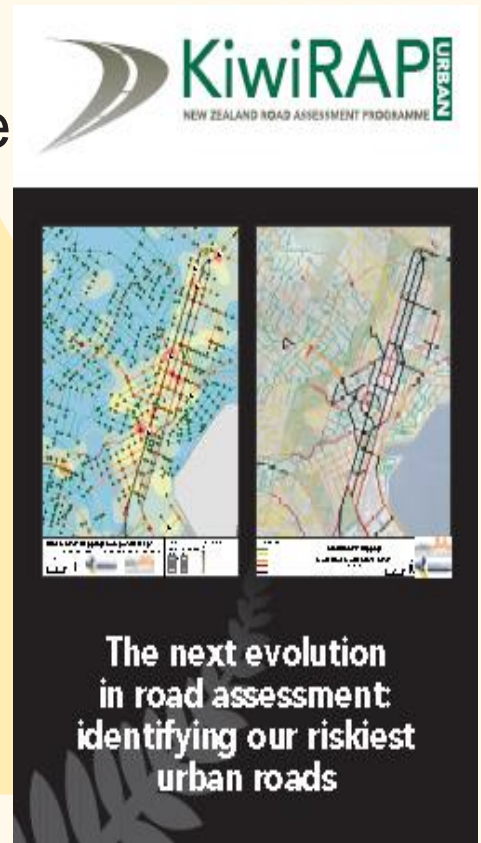


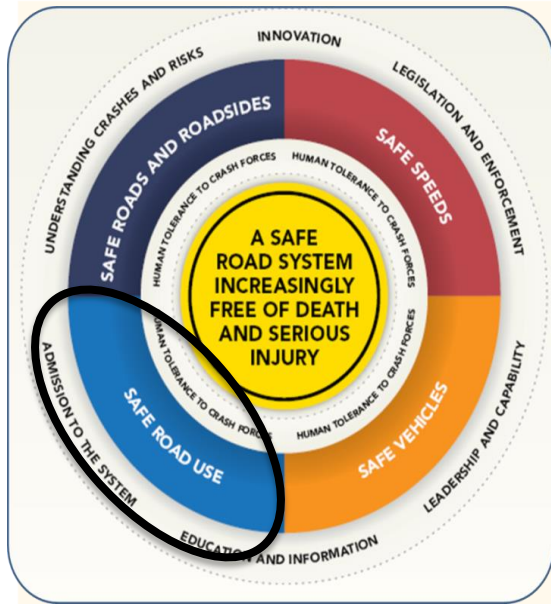


# KiwiRAP

Well entrenched into our policies.

Urban KiwiRAP is a new innovation that will enable future investment to be better targeted to risk





# Reducing impairment

Lowered the Blood Alcohol Concentration (BAC) level from .08 to .05. In force from 1 December 2014

- .05 - .08 will be an infringement offence (fine and demerits)
- over .08 will still result in a court appearance

## Reviewing sanctions for drink driving

- alcohol interlocks
- vehicle impoundment and confiscation
- rehabilitation treatment and assessment
- penalties (level of fines, demerits etc)



# Mandated Electronic Stability Control (ESC)

- new MA light passenger and goods vehicles - 1 July 2015
- used class MC (four-wheel-drive SUVs and off-road vehicles) 1 March 2016
- used class MA (passenger cars) with engine capacity greater than 2 litres - 1 March 2018
- all other used light passenger and goods vehicles - 1 March 2020

## Developing a Vehicle Standards Map

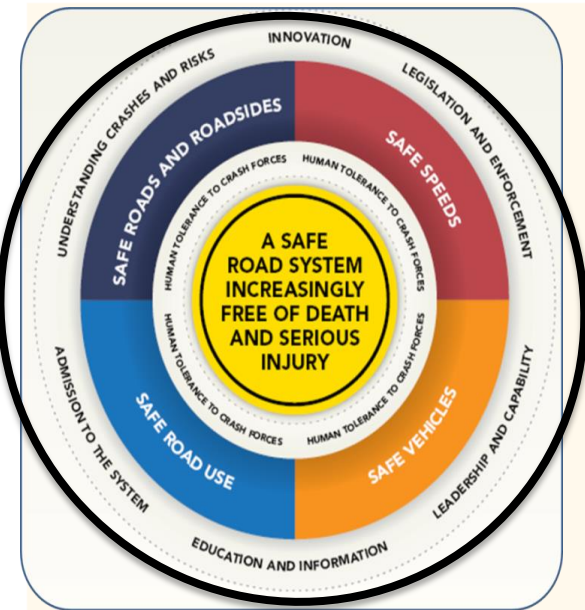
- identify innovative interventions to improve the NZ vehicle fleet
- support a whole-of-vehicle lifecycle approach to improving vehicle safety and environmental standards



# Accelerating the exit of less safe vehicles

- identify less-safe vehicles and potential options to accelerate their exit
- the targeted vehicle group is exiting the fleet at a high rate
- further engage with stakeholders to facilitate a shared understanding of where we are at
- develop a prioritised list of actions to support the market-led exit of less-safe vehicles





# Four ambitious **Signature Projects** underway:

- a) Rural road safety (Eastern Bay of Plenty)
- b) Visiting drivers (Lower South Island)
- c) Future streets – walking and cycling (Mangere)
- d) High risk young drivers (South Auckland)

Supported by a group of international safe system experts – who remind us just how challenging the safe system principles are to achieve on the ground!



# Implementation Issues

- Not everyone sees road safety as a problem
- Understanding of Safe System still limited to a small minority
- Driver blame still in many sectors
- Making Safe System “real” to people is difficult
- Lack of people resources and money
- Fear of higher costs for implementation and maintenance
- Safety versus efficiency debate in speed space

**Thank You**



**Safer Journeys**