



Acknowledgement

This strategy has been developed by the Southland Regional Transport Committee on behalf of Environment Southland. The following organisations were involved in preparation of the strategy;

Environment Southland, Invercargill City Council, Gore District Council, Southland District Council, New Zealand Transport Agency, and KiwiRail.

The Regional Advisory Group would also like to thank the New Zealand Police, Road Safety Southland, Mike O'Cain Consulting, Automobile Association NZ, and Federated Farmers of New Zealand.

Southland Regional Road Safety Strategy

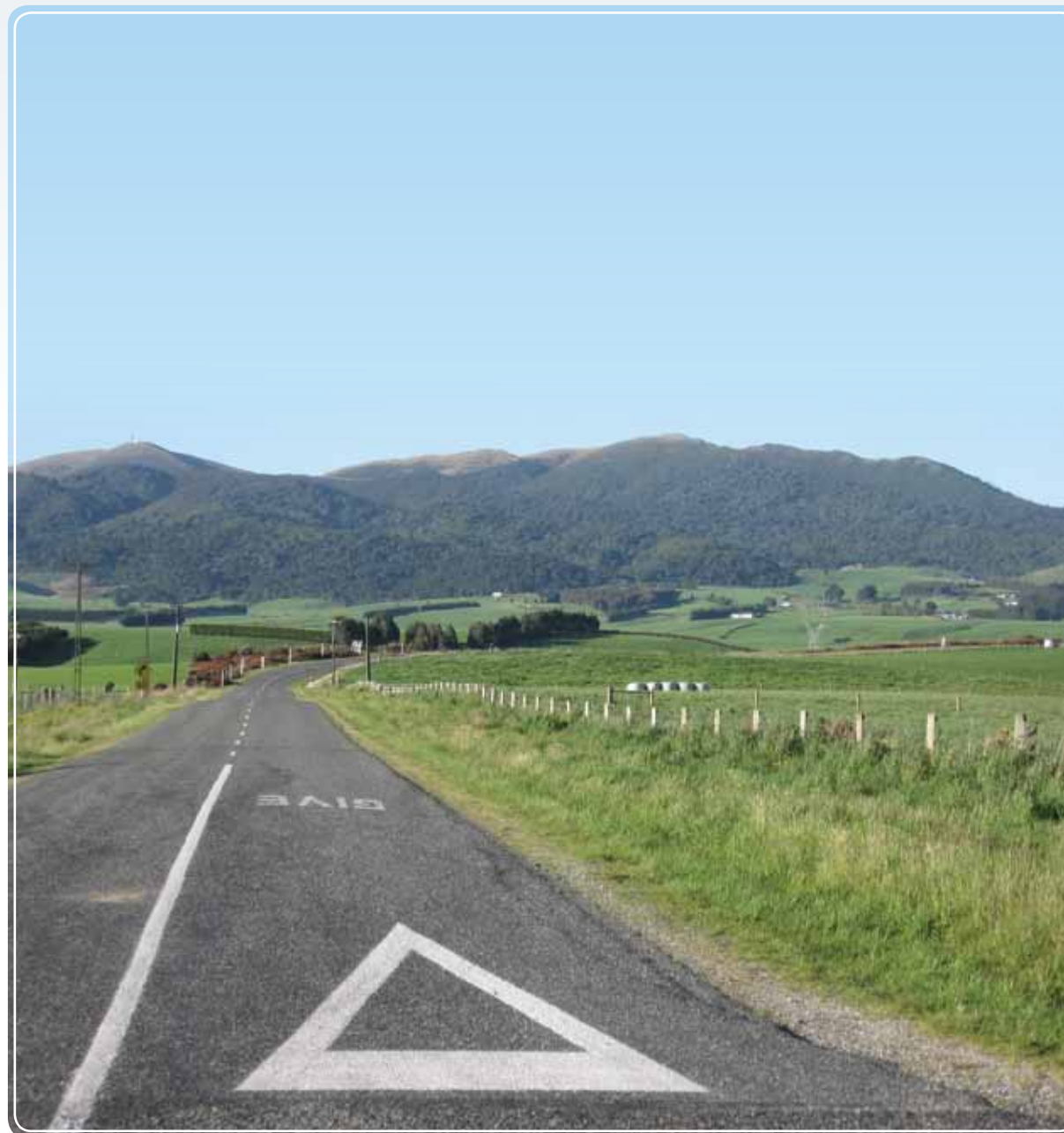
Publication Number 2011/3

ISBN 0-909043-42-6

Designed by SRA Media Ltd

Printed by Quantum Print

Printed on Forest Stewardship Certified paper



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Chairman's Foreword



This Southland Regional Road Safety Strategy is a first for Southland. It has been prepared for two reasons: firstly because the Regional Transport Committee wants road safety activities to be supported by high level leadership ensuring the current proactive approach is

endorsed and strengthened; and secondly, due to the disappointing fact that in spite of Southland's road safety record improving markedly in some areas, we are not, as a region, improving at a rate faster than the rest of New Zealand. This keeps our region close to the top of the list in terms of crashes and casualties per 100 million vehicle kilometres travelled and provides us with a significant challenge for the next decade.

Each rural fatal crash in our region carries an estimated social cost of \$4,260,000, while the cost of each rural serious injury crash is estimated at \$820,000. The Southland Road Safety Issues Report notes the social cost of crashes at \$142.68m in the 2009 calendar year. This enormous social cost to our region does not include the ongoing trauma suffered by those families and friends of the 3,190 Southlanders either killed or injured over the last five years.

Many of the challenges we face are directly linked to the unique and beautiful part of the world we live in. We are not hemmed into a densely populated landscape, but the price we pay for this is each and

every one of us needs to spend more time driving and covering greater distances on each trip we make than many of our city counterparts.

This includes our young drivers. We work and relax in an economy dominated by tourism and agriculture, each element of which presents it own challenges to increasing our road safety performance. We also contend with issues such as wet weather, ice and unsealed roads.

If our road safety performance is to show an increased rate of improvement, we need to change our approach to reducing crashes. The Regional Transport Committee sees integration of the Safe System approach into our core road safety activities as part of the answer, as well as encouraging individuals and groups to continue contributing their skills.

Road safety is a shared responsibility between all of us – road users, communities, families, individuals, local and central government along with many other organisations.

Integral to achieving a safer transport network are Road Safety Action Plans. These plans exist already in various organisations, but to be effective they need co-operation and commitment from the wider government and community organisations, along with personal commitment and participation of road users.

Road Safety Southland is a multi-agency leader in this field and will be pivotal to implementation of this strategy. Its members will welcome a strengthened

role that will advance Southland's road safety priorities and improve the province's record.

I commend the proposals and direction of this strategy as a vital step in making the Southland transport system safer for the people of Southland to enjoy. Achieving the objectives set out in the pages that follow will offer the region the chance to jointly work together on this important task.

Ali Timms
Chairman
Regional Transport Committee

Introduction

This Southland Regional Road Safety Strategy sets out to define a new framework and approach for delivering road safety initiatives in Southland. It seeks to endorse and enhance a more proactive approach to road safety performance on Southland's roads and to incorporate the Safe System approach to identifying and delivering road safety initiatives in line with the national approach set out in Safer Journeys 2020 – New Zealand Road Safety Strategy 2010-2020.

Southland region's Land Transport Strategy sets out the vision for road safety in Southland as seeking

"a level of transport safety equivalent to that of the safest in the world"¹

Southland has pioneered progressive approaches to delivering on road safety initiatives, particularly with the establishment and operation of the multi-agency regional road safety forum Road Safety Southland. Despite this, however, delivering on road safety initiatives has largely been supported only in the context of a relatively short section of the Southland Regional Land Transport Strategy. This 2010 Strategy will provide some additional context to how road safety initiatives can be delivered in a form not constrained by being buried in a much larger regional transport strategy, and provide focus and direction to the ongoing work of both the road controlling authorities in the region, and the combined work of Road Safety Southland and its partners.

The strategy defines the issues that are the focus of local road safety initiatives. It will guide the delivery and management of road safety initiatives that will impact on the entire transport system in the region. This includes all aspects of transport safety that sit within the auspices of road controlling authorities including road network design and maintenance, bus infrastructure and services, walking and cycling infrastructure, community road safety education, enforcement, travel behaviour change, urban design and parking. It will involve local and private roads, and the state highway network.

It is anticipated this strategy will become effective in early 2011 and therefore progress against its aims and objectives will be measured in 2014, 2017 and 2020, to coincide with the New Zealand Road Safety Strategy – Safer Journeys 2020 review.



¹ Southland Regional Land Transport Strategy – June 2007.

The Safe System Approach to Road Safety

The long-term goal for road safety in New Zealand is set out in a vision contained in Safer Journeys 2020 (New Zealand’s Road Safety Strategy 2010 to 2020), which is a national strategy to guide improvements in road safety for the next 10 years. The national vision for road safety is:

“A safe road system increasingly free of death and serious injury”

The vision recognises that while we could never prevent all road crashes from happening, we could ultimately stop many of them resulting in death and serious injury.

To support this vision, Safer Journeys 2020 adopts a safe system approach to road safety. The Safe System approach views the road transport system as a whole by seeking to manage the interaction between road users, roads and roadsides, travel speeds and vehicles, while acknowledging that even responsible people sometimes make mistakes in their use of the roads. To protect people from death or serious injury when the inevitable mistakes occur, the Safe System approach has the objective to:

- make the road transport system more accommodating of human error;
- manage the forces that injure people in a crash to a level the human body can tolerate without serious injury; and
- minimise the level of unsafe road use.

To achieve an improved safety outcome, the Safe System has four cornerstones:

- **safe roads and roadsides** – roads that are predictable and forgiving of mistakes. They are self explaining in that design encourages safe speeds;
- **safe speeds** – travel speeds that suit the function and environment of the road. People understand and comply with speed limits and drive to the conditions;
- **safe vehicles** – that minimise crash injuries and protect road users, including pedestrians and cyclists, in the event of a crash;
- **safe road use** – road users that are skilled and competent, and alert and unimpaired.

They comply with road rules, drive to the road conditions, take steps to improve safety, and demand and expect safety improvements. They accept personal responsibility for their safety and the safety of others.

The Safe System approach requires shared responsibility between road users and system designers – if road users are alert, comply with the road rules and travel at safe speeds, they should be able to rely on the road and roadside features and the vehicle to protect them from death and serious injury. This is supported with appropriate regulation, enforcement, education and technological application.

Figure 1: Safe System Approach (adopted from Safer Journeys 2020)



What should this strategy seek to achieve for Southland?

The purpose of this strategy is to become more proactive (rather than reactive) to improving road safety in Southland, and to do so by adapting the Safe System approach to road safety to address the key priority issues for road safety in the Southland region. This means identifying the key priority issues and targeting these to deliver road safety initiatives that align with the outcomes sought in Safer Journeys 2020. It seeks to account for the needs of all road users and aims to influence safety on Southland's transport system so that all users, including pedestrians, cyclists, motorcyclists and users of public transport regard the safety of Southland's roads to be improving for their mode of transport.

The Southland Regional Land Transport Strategy sets out the vision for road safety in Southland as seeking "a level of transport safety equivalent to that of the safest in the world"².

This is a vision that will not be achieved overnight. However, this strategy can seek to take a definitive step in delivering on road safety initiatives that could eventually realise the vision.

To that end, the goals for this strategy are:

To create a world leading safe environment for all road users

To maintain a continually improving road safety record for Southland

To embed safety in the thinking and actions of all road users

These goals seek to align with the national vision for road safety set out in Safer Journeys 2020 and provides context and focus for more detailed road

safety action plans prepared and implemented by road controlling authorities.

Objectives for Delivering Road Safety in Southland

- *Lead, co-ordinate and assist with the integrated activities across all relevant agencies and community groups aimed at improving driver attitudes, driver behaviour and the safety of all road users.*
- *Improve the safety design aspects of the physical land transport network by encouraging road controlling authorities to actively utilise their safety management systems and respond to reviews of achievements.*
- *Support and encourage development of systems which improve the data collection, reporting recording and investigation of crashes.*

The success or otherwise of the mission for this strategy will be measured against the following targets in Southland to 2020:

- There will be fewer than 68 fatal and serious injury crashes and 295 minor injury crashes on Southland's roads by 2015 (a reduction of 20% on 2009 figures).
- All road controlling authorities in Southland will invest at least 10% of their road improvement budget on specific road safety engineering project by 2015 (based on NZ Transport Agency guidelines).
- Future Road Safety Action Plans will be developed in line with the "2020 Safer Journeys Strategy" and will acknowledge this strategies safe system approach of Safe Roads and Roadsides, Safe Speeds, Safe Vehicles and Safe Road Use

- Road controlling authorities will assess their five highest road safety risks annually using evidence based approach,
- Road controlling authorities will compile an evidence based list of high priority projects with a schedule for Implementation.

What can be done to give effect to this strategy?

First Steps

The key priority issues and associated other issues for road safety in Southland have been identified from the Crash Analysis System database. These issues have then been analysed in the context of the Safer Journeys 2020 framework of safe roads and roadsides, safe speeds, safe vehicles, and safe road use by identifying what is currently being done for each issue in each category, what potential future initiative and opportunities might be available in each category, and what are the potential first steps to realising the future initiative and opportunities.

This work has been included in this strategy as Appendix 1.

The critical success of this strategy lies in the potential first steps – the initiatives and opportunities for delivering road safety initiatives using a Safe Systems approach in line with Safer Journeys 2020. These steps are recommended as being the primary focus of road safety action plans, and the focus of the activities of Road Safety Southland. The first steps are listed as follows:

² Southland Regional Land Transport Strategy – June 2007.

Priority Issue	Potential Actions
Road/Infrastructure	<ul style="list-style-type: none"> • Promote and apply NZ 4404 (2010) (New Zealand Subdivision Standards) to planning and roading decisions. • Agree with New Zealand Police on identified high risk sites and maintain continuous review of priorities. • Educate and train asset managers on safe systems approach. • Investigate reduced speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with potential engineering treatments (where appropriate and/or necessary).
Speed	<ul style="list-style-type: none"> • Promote and apply NZ 4404 (2010) to planning and roading decisions. • Review and potentially implement Roding Hierarchy/Classification system. • Monitor ALCAM (Australian Level Crossing Assessment Model) outcomes and where necessary promote alterations to roading network. • Monitor implemented speed in marginal or high risk zones. • Promote the benefits of travelling at safe speeds and to the conditions. • Investigate opportunities for establishing awareness campaigns about self explaining roads.
Driving Under Influence of Alcohol/Drugs	<ul style="list-style-type: none"> • Promote new central government initiatives on alcohol thresholds through education programmes. • Investigate mandate and location for Safety Groups, particularly for Invercargill City. • Introduce new education material into licensed premises to support central government initiatives on alcohol thresholds.
Young Drivers	<ul style="list-style-type: none"> • Support national initiatives and work with other safety stakeholders in Southland to raise public awareness of the young driver crash risk. • Initiate education and skill development programmes for young drivers.
Driver Competence	<ul style="list-style-type: none"> • Identify opportunities to reverse engineer roads and roadsides where there would be benefits for driver attention and concentration. • Promote fleet operators and councils use of Vehicle Electronic Stability Control. • Develop database for high risk driver and develop targeted specific interventions for specific high risk groups.
Overseas Drivers	<ul style="list-style-type: none"> • Investigate the significance of this issue when compared with other issues and consider reprioritising if appropriate and necessary. • Review road signs to ensure appropriate international standards are being consistently used across the Southland region.

Other Issue	Potential Actions
Fatigue and Distraction	<ul style="list-style-type: none"> • Technical reviews of signage to improve sign prioritisation – reduce the number of signs thereby reducing the mental workload required for drivers. • Review opportunities for increasing signage that translates distance to time. • Promote inclusion of suggestions for breaks from driving on electronic devices installed in rental vehicles (e.g. GPS). • Assess new opportunities to promote additional Driver Reviver stops.
Motorcycles	<ul style="list-style-type: none"> • Continue to promote speed restrictions for provisional motorcyclists. • Investigate opportunities to make gains in improving rider training for both new and returning riders with training suppliers and motorcycle clubs. • Investigate opportunities to provide facilities and/or infrastructure for motorcycle tourism.
Restraints	<ul style="list-style-type: none"> • Support continued promotion of greater use of restraints.
Heavy Motor Vehicles	<ul style="list-style-type: none"> • Potential initiatives for funding improvement projects (100% FAR 09-12). • Target poor performers to promote potential benefits of road safety operator rating system. • Identify routine and/or regular targeted driver education initiatives.
Vulnerable Road Users	<ul style="list-style-type: none"> • Identify high risk sites and maintain continuous review of priorities. • Apply NZ 4404 (2010) to planning and roading decisions. • Education and training asset managers on Safe Systems approach. • Investigate reduced speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with potential engineering treatments (where appropriate and/or necessary). • Reclassify roads to account for existing use, future potential use, function, affordability and target investment accordingly.

Further Actions

Strengthen and/or add to the membership of Road Safety Southland. This multi-agency forum is a very progressive approach to coordinating and collaboration on delivering road safety initiatives for the whole of Southland. While each road controlling authority has its own unique road safety issues, delivering initiatives that will address those issues often have benefits for all the road controlling authorities in the region. Enhancing the role of Road Safety Southland in coordinating these activities will benefit all road controlling authorities.

How will this strategy be implemented?

This strategy will be administered by Environment Southland on behalf of the Regional Transport Committee. Each road controlling authority will seek to give effect to it by preparing and implementing Road Safety Action Plans for their respective areas. Other road safety stakeholders will be encouraged to actively participate in the preparation and implementation of the Road Safety Action Plans.

Road Safety Action Plans should nominally cover three year cycles in order to align with the National Land Transport Programme (NLTP) funding allocation process. The next NLTP round will commence in 2011 to cover the period 2012 to 2015. Road Safety Action Plans prepared this year should only cover the period up to 2012.

The successful implementation of this strategy will depend on five factors:

- how the Safe System approach is incorporated and applied throughout the region;

- effective leadership by the Regional Transport Committee and Road Safety Southland towards individual road safety action plans consistent with the Regional Road Safety Strategy;
- the commitment of the members of Road Safety Southland and the buy-in by the Regional Transport Committee to the role that road safety has within the strategic development of the Southland Road Transport Network;
- Road Safety Action Plans are developed and implemented in a collaborative way to take advantage of pooled resources;
- enhancing the effectiveness of community group partners in delivering on road safety initiatives, including where necessary, through provision of training and/or other assistance.

How will this strategy be monitored?

The Regional Advisory Group will monitor progress against the strategy's goals and strategic actions. This will require the Regional Advisory Group to review current data capture systems to ensure that they collect data that enables robust measurement of the Safer Journeys benchmarks and the strategy goals for Southland.

Road controlling authorities will review their progress of their Road Safety Action Plans and report that progress to the Regional Advisory Group every three months.

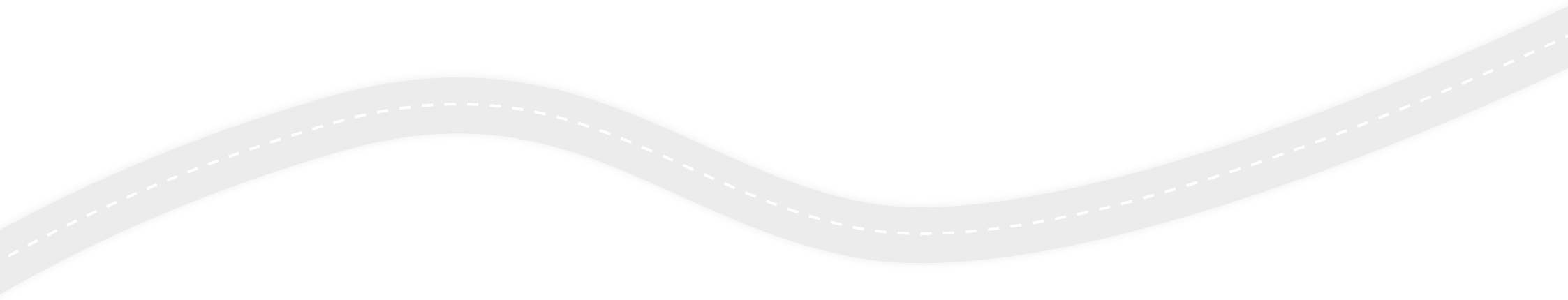
An annual report on achievement of goals, progress of strategic actions and Safer Journey benchmarks will be presented to the Southland Regional Transport Committee in September of each year with milestone evaluations due in June 2014, June 2017 and June 2020.

Will adoption of this strategy affect existing strategies, plans and policies?

A list of Strategies, Plans and Policies that will be affected by adoption of this strategy will be developed and listed under the following headings:

1. need to be updated by the adoption of this strategy, or;
2. may be superseded by the adoption of this strategy.

Further details have been included as Appendix 6.



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Appendix 1 - Analysis of Priority Issues for Road Safety in Southland within Safer Journeys 2020 Framework

ROAD SAFETY ISSUES	Issues have been identified as one or more of the following within the Southland Road Safety Issues Report. National (N), Regional (R) Emerging (E)
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Issue – Road / Infrastructure: (R), (N).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	<ul style="list-style-type: none"> Regular (or continuous) operational reviews for intersections. Advocate for and/or require technical standards associated with safety through land use planning processes. Utilising funding from each AOs Land Transport Programme to address safety issues. Level crossing surveys. 	<ul style="list-style-type: none"> Focus measures on high risk intersection and high risk rural roads (e.g. KiwiRap (State highway) or RISA (local roads)). Loss of control crash mitigation. Continue funding to identify “crash black spots” and implement engineering remedies. “Whole of Network” approach to signage (installation and upgrade), delineation etc. Preference for funding approval to interventions that are likely to have good evidence based outcomes. Implement targeted monitoring of packages/projects to ensure continuous learning and sharing. Design and construct roads fit for purpose. Reverse engineering (e.g. “Road Diet”). Promote NZ 4404 (2010) when designing and constructing “self explaining” roads. Traffic calming. 	<ul style="list-style-type: none"> Promote and apply NZ 4404 (2010) to planning and roading decisions. Agree with New Zealand Police on identified high risk sites and maintain continuous review of priorities. Educate and train asset managers on Safe Systems approach.

Issue – Road / Infrastructure: (R), (N).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides (continued)		<ul style="list-style-type: none"> • Implement ALCAM outcomes. • Improved transport and land use integration. • Develop and agree on high risks sites and/or issues in the transport system with New Zealand Police. • Implement initiatives following the release of level crossing surveys. 	
Safe Speeds	<ul style="list-style-type: none"> • Speed limit reviews. • Various initiatives in and around schools. 	<ul style="list-style-type: none"> • New technology – intelligent speed assistance – variable speed limits. • Lower speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with engineering solutions (where appropriate and/or necessary). 	<ul style="list-style-type: none"> • Investigate reduced speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with potential engineering treatments (where appropriate and/or necessary).
Safe Vehicles		<ul style="list-style-type: none"> • Promote/encourage using 4-5 star ANCAP rated vehicles. 	
Safe Road Use	<ul style="list-style-type: none"> • Apply appropriate/relevant safety classification to roads. 	<ul style="list-style-type: none"> • Review classification for roads and reclassify to enable priority for investment in maintenance and/or capital works for safety purposes. • Review classification for roads and reclassify to account for existing use, future potential use, function, affordability and target investment accordingly. • Identify emerging issues such as construction of new schools and implement safe systems strategies to integrate with transport system as appropriate. 	<ul style="list-style-type: none"> • Investigate reduced speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with potential engineering treatments (where appropriate and/or necessary).

Issue – Young Drivers: (R), (N).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	Apply national standards and practices	<ul style="list-style-type: none"> • Loss of control crash mitigation. • Local initiatives to address boy racers. • Consistent approach across the region to designing and maintaining unsealed road networks and that they are roads fit for purpose. • Agree on and/or establish broad regional standards and initiatives. 	<ul style="list-style-type: none"> • Promote and apply NZ 4404 (2010) to planning and roading decisions. • Review and potentially implement Roading Hierarchy/Classification system. • Monitor ALCAM outcomes and where necessary promote alterations to roading network.
Safe Speeds	Education programmes	<ul style="list-style-type: none"> • Education programmes. • Intelligent speed systems. 	
Safe Vehicles	<ul style="list-style-type: none"> • Clinics for young drivers with modified cars • Motorcycle courses • Education programmes 	<ul style="list-style-type: none"> • Supporting power to weight ratio limits. • Motorcycle engine clinics. • Intelligent speed systems. • Promote/encourage using 4-5 star ANCAP rated vehicles. 	
Safe Road Use	<ul style="list-style-type: none"> • Young driver expos • Education programmes • Support ACC and NZTA Practice programme 	<ul style="list-style-type: none"> • Support for central government insurance initiatives. • Support raising driving age. • Support for 120 hours practice and log books. • Explore opportunities for programmes targeting high risk (recidivist) young drivers. 	<ul style="list-style-type: none"> • Support national initiatives and work with other safety stakeholders in Southland to raise public awareness of the young driver crash risk. • Initiate education and skill development programmes for young drivers.

Issue – Driver Competence: (R), (N), (E).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides		<ul style="list-style-type: none"> Reverse engineering (where applicable) – to encourage drivers to concentrate when driving. 	<ul style="list-style-type: none"> Identify opportunities to reverse engineer roads and roadsides where there would be benefits for driver attention and concentration.
Safe Speeds	<ul style="list-style-type: none"> Working with Police on enforcement during speed campaigns 	<ul style="list-style-type: none"> Working with Police to more effectively target enforcement during speed campaigns. 	
Safe Vehicles		<ul style="list-style-type: none"> Vehicle Electronic Stability Control. 	<ul style="list-style-type: none"> Promote fleet operators and councils use of Vehicle Electronic Stability Control.
Safe Road Use	<ul style="list-style-type: none"> Address Giving Way rule changes 	<ul style="list-style-type: none"> High risk driver interventions. Improved ability for drivers to drive to variable conditions. 	<ul style="list-style-type: none"> Develop database for high risk driver and develop targeted specific interventions for specific high risk groups.

Issue – Speed:(N), (R).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	<ul style="list-style-type: none"> • Well engineered roads – mature roading network. • ALCAM assessments. 	<ul style="list-style-type: none"> • Design and construct roads for purpose (i.e. self-explaining roads). • Improved integration of land use and safety. • Incorporate NZ 4404 (2010) (which includes good urban design principles) into road design, construction and operation. • Shared spaces. • Traffic calming. • Implement ALCAM recommendations. 	<ul style="list-style-type: none"> • Promote and apply NZ 4404 (2010) to planning and roading decisions. • Review and potentially implement Roading Hierarchy/Classification system. • Monitor ALCAM outcomes and where necessary promote alterations to roading network.
Safe Speeds	<ul style="list-style-type: none"> • Enforcement 	<ul style="list-style-type: none"> • Automated speed enforcement – cameras, point to point, etc. • Review speed on local roading networks (both rural and urban). • Intelligent speed systems. • Variable speed limits relating to driving conditions. • Targeted enforcement – joint campaigns. 	<ul style="list-style-type: none"> • Monitor implemented speed in marginal or high risk zones.
Safe Vehicles		<ul style="list-style-type: none"> • Promote electronic stability control to fleet buyers/operators and the public. • Promote systems to improve vehicle safety. 	
Safe Road Use	<ul style="list-style-type: none"> • Advertising campaigns • “Drive to Conditions” campaigns • Share the road programmes 	<ul style="list-style-type: none"> • Driver education – promote campaigns to assist drivers to understand the benefits of travelling at safer speeds. • Awareness campaigns about self-explaining roads. • Target user groups highlighted in speeding behaviours. 	<ul style="list-style-type: none"> • Continue to promote the benefits of travelling at safe speeds and to the conditions. • Investigate opportunities for establishing awareness campaigns about self explaining roads.

Issue – Driving Under Influence of Alcohol/Drugs:(N), (R).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides		<ul style="list-style-type: none"> Remove or treat roadside crash hazards. 	
Safe Speeds			
Safe Vehicles		<ul style="list-style-type: none"> Promote use of alcohol interlocks. 	
Safe Road Use	<ul style="list-style-type: none"> Publicity campaign using rugby clubs as role models Tactical Alcohol Group (TAG) SADD and DARE Promote alternative transport options for getting patrons home at licensed premises 	<ul style="list-style-type: none"> Support central government initiatives on alcohol thresholds. Central City Safety Group. Better education programmes for licensed premises (joint approach). 	<ul style="list-style-type: none"> Promote new central government initiatives on alcohol thresholds through education programmes. Investigate mandate and location for Safety Groups, particularly for Invercargill City. Introduce new education material into licensed premises to support Central Government initiatives on alcohol thresholds.

Issue – Fatigue and Distraction: (N), (R), (E).

Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	<ul style="list-style-type: none"> • Rest Areas • Rumble strips • Land use planning 	<ul style="list-style-type: none"> • Sign posts translating distance to time. • KiwiRap approach extended to include high volume local roads. • Improved integration of land use and transport solutions. 	<ul style="list-style-type: none"> • Review opportunities for increasing signage that translates distance to time. • Technical reviews of signage to improve sign prioritisation – reduce the number of signs thereby reducing the mental workload required for drivers. • KiwiRap approach extended to include high volume local roads. • Improved integration of land use and transport solutions.
Safe Speeds		<ul style="list-style-type: none"> • Intelligent speed limits – speeds posted to reflect driving to conditions. • Variable speed messaging on scenic roads. 	
Safe Vehicles		<ul style="list-style-type: none"> • Electronic devices installed in rental vehicles suggesting regular breaks from driving (e.g. GPS). 	<ul style="list-style-type: none"> • Promote inclusion of suggestions for breaks from driving on electronic devices installed in rental vehicles (e.g. GPS).
Safe Road Use	<ul style="list-style-type: none"> • Billboards • Leaflets and pamphlets 	<ul style="list-style-type: none"> • More Driver Reviver stops at more regular intervals. • Additional billboards and or billboard sites(?) • Travel Smart websites and advertising. 	<ul style="list-style-type: none"> • Assess new opportunities to promote additional Driver Reviver stops.

Issue – Heavy Motor Vehicles: (N), (R), (E).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	<ul style="list-style-type: none"> • Stock effluent disposal • Fatigue stop areas 	<ul style="list-style-type: none"> • Roading improvement to cater for High Productivity Motor Vehicles • Stock effluent disposal • Fatigue stop areas 	<ul style="list-style-type: none"> • Potential initiatives for funding improvement projects (100% FAR 09-12). • Roads assessed for HPMV network
Safe Speeds			
Safe Vehicles	<ul style="list-style-type: none"> • Safety Standards for heavy vehicles • Education programmes on vehicle safety • Monitoring to Identify poor performing companies and companies that are a perceived risk 	<ul style="list-style-type: none"> • Operator rating system 	<ul style="list-style-type: none"> • Target poor performers to promote potential benefits of road safety operator rating system
Safe Road Use	<ul style="list-style-type: none"> • Voluntary Compliance for Heavy Motor Vehicle • Occasional/issue specific driver education initiatives 	<ul style="list-style-type: none"> • High Productivity Motor Vehicles • Operator rating system 	<ul style="list-style-type: none"> • Identify routine and/or regular targeted driver education initiatives

Issue – Overseas Drivers: (N), (E).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	<ul style="list-style-type: none"> • Use international standard road signs • Use arrows directing to keep left 	<ul style="list-style-type: none"> • Endorse changes to the Give Way rules to align with international convention. • Improve provision of rest areas and areas where vehicles can pull over to allow other vehicles to pass. 	<ul style="list-style-type: none"> • Investigate the significance of this issue when compared with other issues and consider reprioritising if appropriate and necessary.
Safe Speeds	<ul style="list-style-type: none"> • Use international standard road signs 		<ul style="list-style-type: none"> • Review road signs to ensure appropriate international standards are being consistently used across Southland region.
Safe Vehicles			
Safe Road Use		<ul style="list-style-type: none"> • Encourage the use of pull over areas. • Provide better maps to overseas drivers showing locations of areas to pull over. 	<ul style="list-style-type: none"> • Identify pressure points for extra pull over areas. • Clearly inform times for distances as well as the distance itself.

Issue – Motorcycles: (N), (E).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides		<ul style="list-style-type: none"> • Design and construct roads for purpose (self explaining roads) • Improved integration of land use and safety. • Shared spaces. 	<ul style="list-style-type: none"> • Design and construct roads for purpose (self explaining roads) and where applicable, to include shared spaces. • Improve integration of land use and transport safety through better collaboration, both within AOs and with external stakeholders and developers.
Safe Speeds	<ul style="list-style-type: none"> • Speed restrictions for provisional motorcyclists 		<ul style="list-style-type: none"> • Support a power to weight ratio limitation and legislation regarding motorcycle safety.
Safe Vehicles	<ul style="list-style-type: none"> • Motorcycle courses 	<ul style="list-style-type: none"> • Promote new technology to improve safety. • Motorcycle engine clinics. 	<ul style="list-style-type: none"> • Target poor performers to promote potential benefits of road safety operator rating system.
Safe Road Use	<ul style="list-style-type: none"> • Advertising campaigns • Motorcycle courses 	<ul style="list-style-type: none"> • Encourage/support improved rider and moped rider training and licensing. • Improved safety of returning riders. • Develop programmes targeted at returning riders in conjunction with training suppliers and motorcycle clubs. • Recognise and provide for growth in motorcycle use. • Prepare for more motorcycle tourism. 	<ul style="list-style-type: none"> • Investigate opportunities to make gains in improving rider training for both new and returning riders with training suppliers and motorcycle clubs. • Investigate opportunities to provide facilities and/or infrastructure for motorcycle tourism.

Issue – Vulnerable Road Users: (N), (E).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides	<ul style="list-style-type: none"> Regular (or continuous) operational reviews for intersections Advocate for and/or require technical standards associated with safety through land use planning processes Utilising funding from each AOs Land Transport Programme to address safety issues 	<ul style="list-style-type: none"> “Whole of Network” approach to signage (installation and upgrade), delineation etc Preference for funding approval to interventions that are likely to have good evidence based outcomes Implement targeted monitoring of packages/projects to ensure continuous learning and sharing Design and construct roads fit for purpose Promote NZ 4404 (2010) when designing and constructing “self explaining” roads Implement ALCAM outcomes Improved transport and land use integration 	<ul style="list-style-type: none"> Identify high risk sites and maintain continuous review of priorities Apply NZ 4404 (2010) to planning and roading decisions Education and training asset managers on safer systems approach
Safe Speeds	<ul style="list-style-type: none"> Speed limit reviews Various initiatives in and around schools 	<ul style="list-style-type: none"> New technology – intelligent speed assistance – variable speed limits Lower speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with engineering solutions (where appropriate and/or necessary) Traffic calming 	<ul style="list-style-type: none"> Investigate reduced speed limits in shared space urban areas (e.g. residential neighbourhoods) in combination with potential engineering treatments (where appropriate and/or necessary)

Issue – Vulnerable Road Users: (N), (E).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Vehicles			
Safe Road Use	<ul style="list-style-type: none"> • Apply appropriate/relevant safety classification to roads. • Maintaining Street Smart activity. • Share the Road Cycle Tour of Southland partnership. 	<ul style="list-style-type: none"> • Review classification for roads to account for existing use, future potential use, function, affordability and target investment accordingly • Identify emerging issues such as construction of new schools and implement safe systems strategies to integrate with transport system as appropriate, • Securing Street Smart Programme facilitator position. 	<ul style="list-style-type: none"> • Reclassify roads to account for existing use, future potential use, function, affordability and target investment accordingly to protect the roading hierarchy from inappropriate development.

Issue – Restraints: (N).			
Safer Journeys 2020	What are we currently doing	What we will do – future initiatives – future opportunities	First Steps
Safe Roads and Roadsides			
Safe Speeds			
Safe Vehicles			
Safe Road Use	<ul style="list-style-type: none"> • Measuring low rates for wearing restraints. • Sponsorship Southern Steel to emphasise restraint wearing 	<ul style="list-style-type: none"> • Achieve higher for rear seat wearing restraints rates. 	<ul style="list-style-type: none"> • Support continued promotion of greater use of restraints – especially rear seat.

Appendix 2 - Priority Issues for Road Safety in Southland

There are three main documents that highlight the priority road safety issues for the Southland region.

The best reference in terms of the crash and casualty records over a five year period is the **Southland Region Road Safety Report** published annually in July/August.

A summarised edition containing highlights of the Road Safety Report is the **Briefing Notes – Road Safety Issues – Southland Region**, again based on a five year period and published in July each year.

In March 2010, the NZTA introduced the **“Communities At Risk”** analysis of the 73 city and district councils, ranking them in terms of percentage of crashes under four driver age categories, five driver behaviour categories, three categories dealing with vulnerable road users, one with trucks, and three listing restraint non-compliance rates. The total number of councils is 73.

Topic	Source	Issue	Comment
Road Factors	<i>Road Safety Report 2005-09</i>	<p>Double all NZ and Group Y at 16% – 156 casualties for the 2005-09 period on Urban roads 14% ahead of all NZ at 319 rural casualties – 31%</p> <p>On average, 21.5% of crashes on rural roads occur on unsealed sections.</p>	On average, 21.5% of crashes on rural roads occur on unsealed sections.
Road Factors	<i>Road Safety Report 2005-09</i>	<p>Unsealed Road crashes have risen from 8% of rural crashes in 2000 (8 crashes) to 12% (21).</p> <p>Southland has one of the highest percentages of its roading network unsealed – 3,690 km out of 72,45 km including state highways.</p>	Southland has one of the highest percentages of its roading network unsealed – 3,690 km out of 72,45 km including state highways.
Intersections	<i>Road Safety Report 2005-09</i>	<p>45% of Southland’s urban crashes are ‘Crossing/ Turning’ – approx 12% more than all NZ – 479 in 2005-09</p> <p>Declining from a high of 138 in 2006 to 80 in 2009.</p>	Declining from a high of 138 in 2006 to 80 in 2009.

Topic	Source	Issue	Comment
Fail to Give Way/Stop	<i>Communities at Risk</i>	ICC has the highest percentage – 44% of crashes (96). GDC – 13 crashes (14th). SDC – 30 crashes (43rd) or 11% of crashes. Declining from a high of 138 in 2006 to 84 in 2009.	Declining from a high of 138 in 2006 to 84 in 2009.
Loss of Control on Bends	<i>Road Safety Report 2005-09</i>	Southland recorded 503 crashes – almost 50% of rural crashes. Declining from highs of 102 in 2003,105 in 2005 and 113 in 2006 to 91 in 2009.	Declining from highs of 102 in 2003,105 in 2005 and 113 in 2006 to 91 in 2009.
Loss of Control on Straights	<i>Road Safety Report 2005-09</i>	Group Y and all NZ on 18% - Southland is almost 105 crashes over these two categories. Declining from a high of 78 in 2001 to 40 in 2009.	Declining from a high of 78 in 2001 to 40 in 2009
Speed	<i>Road Safety Report 2005-09</i> <i>Communities at Risk</i>	SDC had 65 crashes (24%) – 32nd out of 73 TLAs. ICC had 41 crashes. GDC had 10 crashes. Declining on urban roads from a high of 16% in 2005 to 10% in 2009 (34 in 2006 to 19 in 2009).	Declining on urban roads from a high of 16% in 2005 to 10% in 2009 (34 in 2006 to 19 in 2009).
Young Drivers	<i>Road Safety Report 2005-09</i> <i>Communities at Risk</i> <i>Briefing Notes for Southland – Road Safety Issues 2005-09</i>	ICC has the highest percentage of crashes in NZ – 30% of crashes (65). SDC is 5th – 24% of crashes (64). GDC had 13 crashes. Five young drivers died on Southland roads in 2005. 11 died in 2009. Injuries declined by 33% - 356 in 2005 to 253 in 2009.	Five young drivers died on Southland roads in 2005. 11 died in 2009. Injuries declined by 33% - 356 in 2005 to 253 in 2009.
Learner Drivers	<i>Communities at Risk</i> <i>Briefing Notes for Southland – Road Safety Issues 2005-09</i>	ICC – 12% of crashes (27) – 9th in NZ. SDC 18 crashes. GDC 3 crashes. 79 male and 53 female 'at fault' drivers had learner licenses.	79 male and 53 female 'at fault' drivers had learner licenses.

Topic	Source	Issue	Comment
Restricted Drivers	<p><i>Communities at Risk</i></p> <p><i>Briefing Notes for Southland – Road Safety Issues 2005-09</i></p>	<p>ICC – 21% of crashes (46) – 5th in NZ. SDC – 12% of crashed (40) – 29th in NZ.</p> <p>185 male and 142 female ‘at fault’ drivers had restricted licenses.</p>	<p>185 male and 142 female ‘at fault’ drivers had restricted licenses.</p>
Older Road Users	<p><i>Road Safety Report 2005-09</i></p>	<p>ICC – 9% of crashes (19) – 15th in NZ. SDC – 6% of crashes (17) – 48th in NZ. GDC – 7% of crashes (7) – 63rd in NZ.</p> <p>Overall, crash and casualty figures are low, but increase as percentage of older drivers increases.</p>	<p>Overall, crash and casualty figures are low, but increase as percentage of older drivers increases.</p>
Overseas Drivers	<p><i>Road Safety Report 2005-09</i></p>	<p>20% of crashes on rural roads in Southland.</p> <p>Increasing from 10% of crashes on rural roads in 2000.</p>	<p>Increasing from 10% of crashes on rural roads in 2000.</p>
Poor Observation	<p><i>Road Safety Report 2005-09</i></p>	<p>Southland region is nearly 20% ahead of all NZ and Group Y – 479 crashes with 655 casualties on urban roads.</p> <p>Decreasing from a high of 165 in 2006 to 120 in 2009. However, this figure still higher than 57 in 2000.</p>	<p>Decreasing from a high of 165 in 2006 to 120 in 2009. However, this figure still higher than 57 in 2000.</p>
Alcohol	<p><i>Communities at Risk</i></p>	<p>SDC – 19% of crashes (53) – 39th in NZ ICC – 15% of crashes (32) – 50th in NZ</p> <p>Declining as a percentage of crashes, but the number of crashes on urban road remains the same.</p>	<p>Declining as a percentage of crashes, but the number of crashes on urban road remains the same.</p>
Poor Handling	<p><i>Road Safety Report 2005-09</i></p>	<p>Southland is almost 15% of all NZ and Group Y – 466 casualties on rural roads.</p> <p>Declining as a contributing factor from 118 crashes in 2008 to 100 crashes in 2009.</p>	<p>Declining as a contributing factor from 118 crashes in 2008 to 100 crashes in 2009.</p>

Topic	Source	Issue	Comment
Distraction	<i>Road Safety Report 2005-09</i> <i>Communities at Risk</i>	ICC – 24% of crashes (51) – highest in NZ. SDC – 14% of crashes (37) – 28th in NZ. GDC – 18% of crashes (10). Cell phone legislation should contribute to a reduction of crashes.	Cell phone legislation should contribute to a reduction of crashes.
Restraints	<i>Communities at Risk</i>	ICC/SDC – 23% non-compliance for unrestrained rear seat belts. Ministry of Transport survey data is required. Local surveys will indicate trend.	Ministry of Transport survey data is required. Local surveys will indicate trend.
Heavy Motor Vehicles	<i>Road Safety Report 2005-09</i> <i>Communities at Risk</i>	ICC – 7% of crashes (15) – 42nd in NZ. SDC – 6% of crashes (17) – 48th in NZ. GDC – 7% of crashes (7) – 63rd in NZ. Above the NZ average and showing an upward trend. 14% of HMV casualties are 15 to 25 year olds.	Above the NZ average and showing an upward trend. 14% of HMV casualties are 15 to 25 year olds.
Cyclists	<i>Communities at Risk</i>	ICC – 20% of crashes (51) – 8th in NZ. Urban cyclist crashes are below All NZ and Group Y. 35% of cyclist casualties are children between 5 and 15 years old.	Urban cyclist crashes are below All NZ and Group Y. 35% of cyclist casualties are children between 5 and 15 years old.
Pedestrians	<i>Road Safety Report 2005-09</i> <i>Communities at Risk</i>	ICC – 6% of crashes (14) – 19th in NZ. Urban pedestrian crashes are below all NZ and Group Y.	Urban pedestrian crashes are below all NZ and Group Y.
Motorcycles	<i>Road Safety Report 2005-09</i> <i>Communities at Risk</i>	SDC 21% of crashes (58) – 12th in NZ ICC – 39 crashes – 29th in NZ GDC – 9 crashes – 68th in NZ. 30% of motorcycle casualties are between the ages of 10 and 24 year of age. Increasing from 17 casualties in 2000 to 37 in 2009.	30% of motorcycle casualties are between the ages of 10 and 24 year of age. Increasing from 17 casualties in 2000 to 37 in 2009.

Appendix 3 - Facts about Southland's Road Safety and Roding Networks

- 1. Southland Region has a total of 7245 kms of roads. About half of Southland Region's network is unsealed – 3690 kms.
- 2. State Highways make up 777 kms of our network with 1,589 kms of lanes. 100% of the State Highway network is sealed.
- 3. Southland Region has a total of 5846 kms of rural roads - the FOURTH longest in the country after Canterbury with 11792 kms, Otago with 7684 kms and the Waikato with 6833 kms.
- 4. Crashes per 10,000 people have dropped from 52 in 2006 to 39 in 2009. The 2009 NZ average was 28 crashes per 10,000 people.
- 5. Casualties per 10,000 people have dropped from a high of 82 in 2006 to 58 in 2009. The 2009 NZ average was 36 casualties per 10,000 people.
- 6. At 82 casualties per 10,000 people in 2006, Southland was more than double the NZ average of 40 for the same year.
- 7. The numbers of fatal crashes have doubled since 2005 with 6 in that year up to 13 in 2009.
- 8. The number of Car or Van Driver casualties has doubled from 144 in 2000 up to 289 in 2009 with a peak of 424 in 2006.
- 9. The number of Heavy Vehicle Casualties has increased tenfold 3 in 2000 to 31 in 2009 with a peak of 35 in 2006.
- 10. The most common "Objects Struck" in loss of control crashes are Fences and Buildings.

- 11. Forty-one trees were hit by Southland drivers between 2005 and 2009.
- 12. Fifty percent of the crashes at Yarrow and Mary Streets occurred in the wet.
- 13. For the 2005 – 2009 period June was the worst month for crashes (204), followed by February and May with 201 each.
- 14. Friday accounts for 18% of Southland Region's crashes (374 crashes 2005 - 2009) making it the most dangerous day for driving.
- 15. The day on which the fewest crashes occur in Southland Region is Monday (169 crashes 2005 to 2009.)
- 16. Almost twice as many 15 to 19 yr old male drivers are at fault in Loss of Control crashes on bends, than male drivers in the 25 to 29 age group – 109 compared to 56.
- 17. Twenty percent of Loss of Control on bends crashes on council roads involves alcohol.



Appendix 4 - Publications Referred to in the Preparation of this Strategy

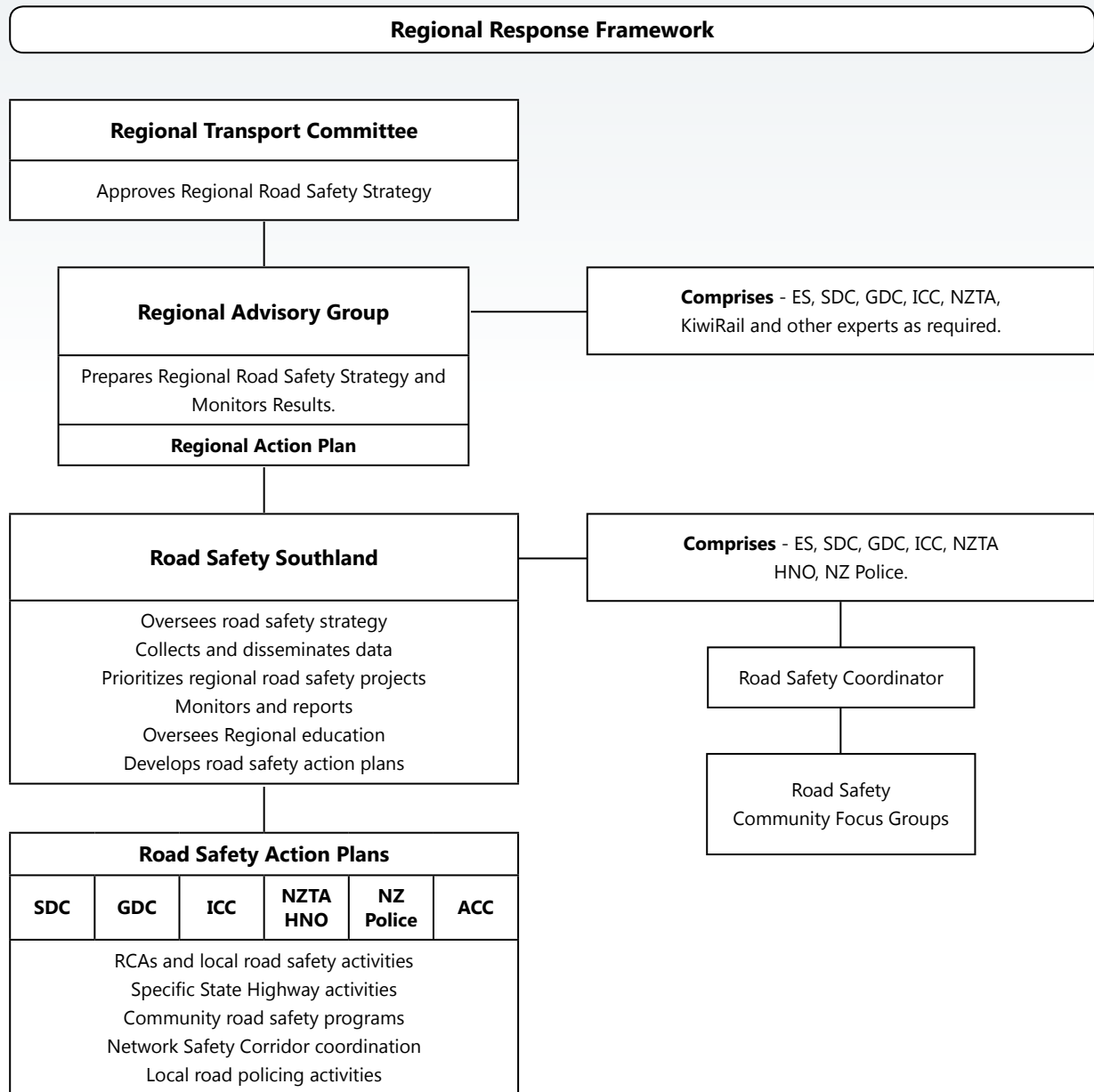
Title	Publisher	Date Published
New Zealand Transport Strategy	Ministry of Transport	2008
Motor Vehicle Crashes in New Zealand	Ministry of Transport	2008
Southland Regional Land Transport Strategy	Environment Southland	2007
Safer Journeys 2020 – New Zealand’s Road Safety Strategy 2010–2020	Ministry of Transport	May 2010
Safer Journeys – Road Safety Strategy 2020	Ministry of Transport	2010
Road Policing Strategy 2010	NZ Police	2007
Road Safety Reports 2005 to 2009 <i>Southland Region 2005–2009 (also 2004 – 2008 edition)</i> <i>Southland Region – State Highways 2005–2009 (also 2004 – 2008 edition)</i> <i>Gore District 2005–2009 (also 2004 – 2008 edition)</i> <i>Invercargill City 2005 – 2009 (also 2004 – 2008 edition)</i> <i>Southland District 2005 – 2009 (also 2004 – 2008 edition)</i>	NZTA/NZ Government	June 2010
Briefing Notes – Road Safety Issues <i>Southland Region 2005–2009 (also 2004 – 2008 edition)</i> <i>Southland District 2005–2009 (also 2004 – 2008 edition)</i> <i>Gore District 2005–2009 (also 2004 – 2008 edition)</i> <i>Invercargill City 2005–2009 (also 2004 – 2008 edition)</i>	NZTA/NZ Government	June 2010
Communities at Risk	NZTA	May 2010

Appendix 5 - Stakeholders, Regional Framework and Principal Groups

Road Safety Stakeholders

The responsibility for road safety direction and delivery predominately falls on the Ministry of Transport, the New Zealand Transport Agency, New Zealand Police, and regional and territorial authorities. A number of other organisations can influence road safety education, injury prevention and crash response. These include the Accident Compensation Corporation, District Health Boards, NZ Fire and Ambulance services and industry groups such as the Road Transport Association, National Carriers and the Automobile Association.

Regional Framework



Principal Groups

(a) Regional Transport Committee (RTC)

The duties of the Regional Transport Committee are set out in the Land Transport Act 2003 and subsequent Land Transport Amendment Act 2008. Its principal functions are to prepare the Regional Land Transport Strategy (including safety) and develop and approve the Regional Land Transport Programme.

(b) Regional Advisory Group (RAG)

The prime role of this group is to provide technical advice and recommendations to the Regional Transport Committee. Members of this group are transport experts from the four local authorities, New Zealand Transport Agency and KiwiRail. Other experts are co-opted from time to time depending on the issues being evaluated e.g. NZ Police.

The Regional Advisory Group will, monitor and report on the completed Road Safety Strategy to the Regional Transport Committee.

(c) Road Safety Southland

Road Safety Southland was formed by the three Southland territorial authorities to oversee their community based road safety initiatives. Road Safety Southland employs a joint Road Safety Co-ordinator to manage the community programmes funded from both the National Land Transport Programme and local funding providers.

Road Safety Southland membership will increase to include the major implementation parties to the Road Safety Strategy. The group's prime role is to ensure implementation of the Regional Road Safety Strategy and respective action plans. The group will also prepare the annual report on the achievement for presentation to the Regional Transport Committee. The group is also responsible for recommending to the RTC amendments required to the RRSS to ensure it achieves its goals.

Appendix 6 – Documents affected by the adoption of this strategy

The major document that will change as a result of this strategy is the Regional Land Transport Strategy which is to be reviewed by December 2011.

Existing and/or Road Safety Action Plans (RSAP) to be developed include:

- Environment Southland Road Safety Action Plan
- NZTA Road Safety Action Plan (Southland State Highway network)*
- Southland District Council Road Safety Action Plan*

- Invercargill City Council Road Safety Action Plan*
- Gore District Council Road Safety Action Plan*
- NZ Police Road Policing Strategy
- Road Safety Southland – Community Focused Action Plan

**The four Road Controlling Authorities may prepare a combined RSAP for the whole of Southland.*



Contact Details for further information

Environment Southland

Transport Policy Analyst

www.es.govt.nz

Invercargill City Council

Roading & Solid Waste Manager

www.icc.govt.nz

Gore District Council

Roading Manager

www.goredc.govt.nz

Southland District Council

Strategic Roothing Manager

www.southlanddc.govt.nz

New Zealand Transport Agency

Transport Planning Manager Dunedin

www.nzta.govt.nz

Road Safety Southland

Road Safety Coordinator

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