

# MEETING — AGENDA —

Ngā Take

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# JOINT ROAD SAFETY COMMITTEE

*Komiti Manaaki Huarahi*

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Late Item

JRS11

Tuesday, 20 August 2019

# Open Items

## Joint Road Safety Committee No. JRS11

### Late Item

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Miriam Taris  
**Chief Executive Officer**  
**Western Bay of Plenty District Council**

## 1. Bay of Plenty Regional Council - Regional Road Safety Action Plan update and delivery as at 31 July

Bay of Plenty Regional Council road safety resources will be focussed on identified regional risk areas. The planned outcome for all interventions is to assist in the reduction of deaths and serious injuries and lower the social costs. Where feasible, planned interventions are co-ordinated and aligned to road safety partners' community and policing programmes and campaigns.

Priority area	Planned road safety outcomes for the Bay of Plenty	Measures of success	Planned intervention	
Alcohol and drugs	Alcohol and drug related road harm is reduced.	<ul style="list-style-type: none"> <li>• Increase in zero alcohol when driving and sober driving.</li> <li>• Reduction in alcohol and drug recidivist offending.</li> <li>• Increase practice of planning a safe journey before consuming alcohol or drugs.</li> <li>• Encourage whanau/community responsibility for a safer journey.</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed media promotions and campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Small billboards</li> <li>• Region wide radio and billboard campaign planned over Dec 2019 and Jan 2020 using current NZTA and local campaigns, ( under 20 zero, zilch, nada and the example we set)</li> </ul>
Distractions	Drivers and passengers pro-actively manage and minimise the risks of distractions.	<ul style="list-style-type: none"> <li>• Increased awareness of the risk of external distractions responsive to each community.</li> <li>• Increased awareness of in car distractions.</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed media promotions and campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Small billboards</li> <li>• Joint region-wide social media campaign launched May 2019 during road safety week. Target is cell phone use and the underlying behaviour. FOMO the character challenges drivers to say No to FOMO and the Fear of Missing Out. Two month pilot trial using each Road Safety Clusters' Facebook page. Feedback and evaluation being collated. Agreement to continue campaign.</li> </ul>
Fatigue	Drivers proactively manage and minimise fatigue when driving.	<ul style="list-style-type: none"> <li>• More drivers know how to identify the signs of fatigue.</li> <li>• More drivers take breaks when driving.</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed media promotions and campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Small billboards</li> <li>• Radio campaign targeting travel over the long weekends planned for Jan 2020.</li> </ul>

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Priority area	Planned road safety outcomes for the Bay of Plenty	Measures of success	Planned intervention	
Motorcyclists	Motorcyclists manage and minimise road risks while riding.	<ul style="list-style-type: none"> <li>• More Motorcyclists ride to the conditions.</li> <li>• Improve awareness, knowledge, skills of safe riding practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed media promotions and campaign.</li> <li>• Promote the ACC 'Ride Forever' riding training.</li> </ul>	<ul style="list-style-type: none"> <li>• Support for Motorcycle Month in September 2020 will include subsidising Ride Forever Course admin fee</li> <li>• Continued support for Ride Forever courses through facebook messaging</li> <li>• Small billboards "Watch for Motorcyclists"</li> <li>• Shiny side up full day event planned for 23 February 2020</li> </ul>
School bus user pedestrian programme	Children access the new PT Network safely	<ul style="list-style-type: none"> <li>• An increase in the number of children in the Western Bay using the public transport network, (including the schoolhopper network)</li> <li>• Zero road harm to children using the public transport bus network in the Western Bay</li> </ul>	<ul style="list-style-type: none"> <li>• Three year pedestrian road safety programme for children who use the PT Network to travel to and from school, working closing with the community and whole of school approach.</li> </ul>	<ul style="list-style-type: none"> <li>• A memorandum of understanding was signed with the Tauranga City Council Travel Safe Team to deliver this programme.</li> <li>• Programme continues to be developed.</li> <li>• School travel plans updated working alongside schools and engineers with positive feedback from students and school.</li> <li>• Work continues around the Mount Cluster including the Links Ave Pedestrian area.</li> <li>• Highlights of the programme include a workshop run with intermediate children facilitated by top Educationalist Specialist Pam Hook who has been heavily involved in the NZTA Education Portal for NZ schools and work done around the Mount school cluster.</li> </ul>

Priority area	Planned road safety outcomes for the Bay of Plenty	Measures of success	Planned intervention	
Young drivers	Young people practice safe driving behaviour.	<ul style="list-style-type: none"> <li>• An increase in young drivers progressing through the Graduated Licensing System.</li> <li>• More young people adhere to the conditions of their licence.</li> <li>• Provide opportunities to adopt and encourage good driving practices.</li> <li>• More under 20's adhere to zero alcohol and drug conditions when driving.</li> </ul>	<ul style="list-style-type: none"> <li>• Mixed media promotions and campaign.</li> <li>• Support Young Driver Mentoring programmes.</li> <li>• Engage with young drivers through joint regional engagement campaign.</li> </ul>	<p>Blue Light Youth Driver Navigator (BLYDN Programme)</p> <ul style="list-style-type: none"> <li>• BOPRC and TCC provide funding for a Western BOP coordinator to allow the existing Co-ordinator to manage and oversee the three year Bay of Plenty Pilot BLYDN Programme.</li> <li>• At the end of April 2019 the bi-annual report showed: Total registrations - 399 Total active Navigators - 125 Milestones/passes by young drivers during 01 Mar - 30 Apr 2019 Learners - 58 Restricted - 28 Defensive Driving Course - 10 Full license – 6</li> <li>• Referrals to the programme are through various channels including the Bay of Plenty Police AWHI initiative, an App which enables early intervention.</li> </ul> <p>Other activities</p> <ul style="list-style-type: none"> <li>• Support to the Rotorua Road Safety youth expo including transport of Eastern Bay Students to the event.</li> <li>• Driver Survivor multi-media campaign planned for the holiday season, (Dec 2019 and Jan 2020) targeting young people travelling through the Bay of Plenty to events such as the Rhythm and Vines Festival in Gisborne.</li> </ul>

Priority area	Planned road safety outcomes for the Bay of Plenty	Measures of success	Planned intervention	
Speed	Road users drive to the conditions at safe speeds.	<ul style="list-style-type: none"> <li>Increased understanding and practice of driving to the conditions.</li> <li>Increased understanding of speed and how it affects others.</li> </ul>	<ul style="list-style-type: none"> <li>Mixed media promotions and engagement campaign on driving to the conditions and checking your vehicle (joint regional collaboration).</li> <li>Promote and encourage use of the NZTA road risk tool kit and speed management guide.</li> </ul>	<ul style="list-style-type: none"> <li>Small billboards</li> <li>Winter drive to the conditions finished at end of August.</li> <li>Speed radio advertising campaign planned for Dec 2019 and Jan 2020 theme drive to conditions, challenging roads.</li> <li>Winter Pits stops promoting safe cars and drive to the conditions</li> </ul>
Restraints	Seatbelt and restraint compliance is improved.	<ul style="list-style-type: none"> <li>Increased compliance, knowledge and skills.</li> <li>Correct and safe restraint use is the norm.</li> </ul>	<ul style="list-style-type: none"> <li>Mixed media promotions and campaign.</li> <li>Support police checkpoints and local awareness events.</li> <li>Support training of car seat technicians.</li> </ul>	<ul style="list-style-type: none"> <li>Small billboards</li> <li>Support to child restraint checks</li> <li>Issue to each sub region of 15 car seats for promotional and roadside checkpoints</li> </ul>
Roads and roadsides	Increased awareness of high risk intersections and rural roads.	<ul style="list-style-type: none"> <li>Increased understanding and practise of driving to the conditions.</li> <li>Increased understanding of speed and how it affects others.</li> </ul>	<ul style="list-style-type: none"> <li>Small billboards managed regionally in collaboration with NZTA.</li> </ul>	<ul style="list-style-type: none"> <li>Small billboards, note these are now printed double sided with different style/theme on each side. Contractors flip them. Streamlines process and reduces costs. Waikato has expressed interest in using same theme and co-ordinating across the two regions.</li> </ul>

## 2. Regional Co-ordinators meetings

### Meetings held

- 23 November 2018
- 11 April 2018 Combined Waikato and Bay of Plenty meeting
- 01 May 2019
- 11 July 2019

### Emerging issues

- Railway crossings

## Current Regional Campaign - Winter pit stops and drive to the conditions

These two campaigns ran alongside each other May – August 2019. The radio advertising campaign reminded people to drive to the conditions and check their cars.

The winter pit stop campaign is a free regional community car check delivered in a non-threatening environment using local student mechanic and New Zealand Transport Agency technical support to raise awareness of:

- The importance of tyres, windows, indicators, rust and lights (TWIRL) in meeting WoF standards in winter driving conditions. Checking our vehicle regularly could reduce the risk of serious damage to you, your passengers and your car in a crash.
- That a TWIRL check is easy to do at home.
- The importance of driving to roading and weather conditions and knowledge of the basic WoF standards.

This is a multi-agency initiative between NZTA, BOPRC, local Road Safety Co-ordinators from TLAs, supported by Toi Ohomai Institute of Technology and their Automotive Engineering students. It is run in conjunction with the Winter Drive to the Conditions campaign and organised by the BOPRC Road Safety Co-ordinator, with advertising by Mediaworks, (fully funded by NZTA). It has strong support from the TLA road safety co-ordinators:

- Tauranga City Council ran a feature in the Weekend Sun.
- Whakatāne District Council placed adverts in the Eastern Bay Life, Bay of Plenty magazine and other local publications.
- Eastern Bay Road Safety media release were picked up by the Beacon.
- All local road safety and BOPRC Facebook pages promoted the event.
- Toi Ohomai Institute of Technology promoted the on campus events on their Facebook page and on campus TV screens.



The last of the winter pit stops was held 31 July. Highlights from the pits stops included:

- The Ōpōtiki and Kawerau events, with over 100 cars going through at each one.
- The enthusiasm of the Toi Ohomai students from Mokoia and Windermere campuses to attend the training.
- The professionalism of all the students at the public events when carrying out the TWIRL checks.
- The students at the Kawerau event had not received any training and stepped up to do an excellent job with some on the spot training from Andrew Lister our NZTA Technical support. Andrew is able impart information to the students easily, stressing to them the importance they will play in vehicle safety.
- The support from Toi Ohomai Institute of Technology for the on campus events and releasing student mechanics from class to attend the training and the public events.
- The feedback from the public about the events

At the same time The Edge run competitions on their Facebook page for the three pits stops in the Western Bay. Results were:

People reached	Reactions, comments, shares	Engagement rate	Result (over 5% good, over 10% outstanding)
Windermere	4541	356	8%
Pāpāmoa Plaza	4635	284	6%
Fraser Cove	3192	185	6%



Results for the region are below:

No of cars	Car with faults	Failure rate	Comment
389	154	40%	Mainly tyres, then lights. Just under 20 vehicles with no current WoF.

### Other Campaigns

- August 2019 Rail safety week

### Coming up

- Motorcycle Month – September 2019

## 3. News from the Regional Transport Committee (RTC) 24 May 2019 meeting

### Bay of Plenty Regional Road Safety Report to Regional Transport Committee Executive Summary

- In the 12 months to 5 May, official Ministry of Transport statistics show there were 387 fatalities nationally, and 40 fatalities in the Bay of Plenty. Compared to 382 and 28 for the preceding 12 month period. The Bay of Plenty recorded the fourth highest number of road deaths, behind the Waikato, Auckland and Canterbury regions.
- A total of 175 Police-reported death and serious injury (DSI) crashes in the Bay of Plenty region have been recorded in the Crash Analysis System for the 12 months to 5 May. Drivers and passengers accounted for 61% of all casualties in these crashes, followed by motorcyclists at 19%. The most prevalent crash type was 'bend – lost control/head on' in 34% of all DSI crashes, followed by 'straight road lost control/head on' at 19%.
- The three most prevalent contributing factors were recorded as alcohol (46% of all DSI crashes), poor observation (27%) and poor handling (23%).
- The spatial distribution of Police-reported DSI crashes for the previous 12 months shows that the crashes are clustered around the major urban areas and nearby corridors, with fatalities more prevalent on state highway corridors with open road speed limits

Please note minutes from each of the road safety cluster governance committees are now included in the report to the Regional Transport Committee.

### Other reports

- The NZTA report to the committee gave updates on various items including speed management, Targeted Enhanced Funding Assistance Rates (TEFAR), Bay of Plenty System improvements, Connect Rotorua, and Safe Roads projects.
- A report on the Urban Form and Transport Initiative, (Western Bay) phase one completion and commencement of phase two.
- A review of Regional Land Transport Plan measures and targets, (Key Performance Indicators)

The above is a snippet only please see [Agendas, Minutes and other supporting documentation](#). Next meeting Friday 6 September 2019 at the Bay of Plenty Regional Council, 87 First Avenue, Tauranga.



## 4. Regional Land Transport Plan and road safety

This update is unchanged from September 2018. In the Regional Land Transport Plan road safety has been given a 30% weighting. The problem statement is largely unchanged “*Poor user behaviour in an unforgiving transport environment is resulting in unacceptable avoidable death and serious injury*”

A significant change is in the Key Performance indicators with a target of zero deaths and serious injuries on the region’s transport system:

- To achieve the target of zero deaths and serious injuries on the region’s road network.
- To achieve the target of zero deaths and serious injuries with alcohol or drugs as contributing factors.
- To achieve the target of zero deaths and serious injuries with speed as a contributing factor.
- To achieve the target of zero social cost of deaths and serious injuries on the region’s road network.
- To achieve the target of zero deaths and serious injuries on the region’s rail network.

The regional strategic response for road safety is based on the Safe System approach of the Governments Safer Journeys 2020 Strategy, (This strategy is currently under review.

Local government in the region also has an ongoing responsibility in the following areas:

- planning, developing and maintaining safe local roads and roadsides;
- informing and educating the public about road safety issues;
- providing effective road safety regulation at the local level;
- adequately funding road safety activities; and
- Integrating safety considerations for all modes into land use planning.

The RLTP Safety polices are under section 5.6:

22. *Adopt a safe system approach to managing priority road safety issues. (Road safety committees, NZTA, city and district councils, BOPRC, Police)*
23. *Implement the Safer Journeys Speed Management Guide. (NZTA, city and district councils)*
24. *Work collaboratively to reduce risk and improve safety across and along rail corridors. (KiwiRail, city and district councils, NZTA, BOPRC, Police)*
25. *Implement school walking and cycling programmes to increase safety and reduce congestion associated with schools at peak times. (City and district councils)*
26. *Implement low speed and shared space environments in urban areas, particularly in town and suburban centres, and residential areas. (City and district councils, NZTA)*
27. *Actively promote the adoption of technologies that improve transport safety and efficiency. (NZTA, city and district councils, BOPRC)*

The implementation of the Safer Journeys Speed Management Guide is new.

## 5. Central government and road safety strategy

**Aug 2019 – Consultation closed.**

**July 2019 – Consultation opened**

[Road to Zero summary](#)

[Road to Zero consultation document July2019](#)

**April 2019** - The Ministry of Transport held a series of pre-consultation meetings.

**September 2018** - The Government has announced the development of a new road safety strategy for New Zealand, replacing the current Safer Journeys strategy, which ends in 2020. As part of the development of the strategy, the Government will investigate adopting the 'Vision Zero' approach to road safety thinking, which would set a long-term objective of eliminating deaths on our roads. The strategy will also include consideration of broader harms to health, such as road-related air and noise pollution and physical inactivity.