



# Road Safety Strategy

---

**Matamata-Piako District Council's primary road safety goal is to reduce the incidence and severity of crashes in the Matamata-Piako area.**

Dated April 2004

---

# Introduction

---



**Matamata-Piako District Council’s primary road safety goal is to reduce the incidence and severity of crashes in the Matamata-Piako area.**

Matamata-Piako District Council wants to reduce road casualties and trauma within the district by increasing safety for all road users. To achieve this, Council in association with other key stakeholders will undertake actions in engineering, education and enforcement to address the issues that arise in an integrated, affordable and sustainable way.

This Road Safety Strategy gives the direction Council and other stakeholders will take in addressing the road safety issues within the District so that it achieves one of the community outcomes of having “Safe and Healthy Communities” as outlined in the Long Term Council Community Plan.

Road Safety depends on the commitment and efforts of central and local government, communities, organizations, families and individuals throughout New Zealand. Everyone has a part to play in advancing this strategy and I commend it to you.

Hugh Vercoe  
Mayor

# Background

---

Matamata-Piako District Council's primary road safety goal is to reduce the incidence and severity of crashes in the Matamata-Piako area.



## Road Trauma

Matamata-Piako District Council operates as part of a local and national road safety structure aimed at reducing the level of road deaths and injuries.

Although the road toll has fallen steadily since 1990, in 2003 460 people died in crashes on New Zealand Roads. 6,350 people were hospitalised.

Road crashes are the result of a combination of human, environmental and vehicle factors.

## Issues

Recurring road safety issues for the Matamata-Piako area include:

- ▶ Speed
- ▶ Poor Observation
- ▶ Failure to Give Way
- ▶ Restraints
- ▶ Helmets

## Community Acceptance

Speed and alcohol are widely acknowledged as major road safety problems. The once commonly held attitude that speeding and drink driving are not risky, as long as the driver is careful, has gradually lost currency over recent years.

Public support for alcohol, speed and seatbelt enforcement continues to be high. In a recent LTSA survey, eighty-two percent of New Zealanders agreed that compulsory breath testing helped to lower the road toll; 79% agreed that enforcing the speed limit helped to lower the road toll; and 86% said that seatbelt enforcement helped to lower the road toll.

# Goals

---



**Matamata-Piako District Council's primary road safety goal is to reduce the incidence and severity of crashes in the Matamata-Piako area.**

## National Goals

### Road Safety to 2010

The national *Road Safety to 2010* strategy, aims to reduce the number of road deaths per year to no more than 300 and hospitalisations to no more than 4,500 by 2010. This goal will be achieved through a balanced approach using initiatives that are built around the three E's - **engineering, education and enforcement.**

This strategy sets out the performance sought in terms of the immediate outcomes in the priority areas of speed management, drink driving and the use of restraints and sets out user group outcomes for pedestrians, and cyclists. It also sets out regional outcomes to provide a focus for regional land transport strategies, and to gauge the effectiveness of regional and local road safety work.

## Environment Waikato's Road Safety Goal

Environment Waikato fulfils a coordinating role in road safety for the Waikato Region. An annual Road Safety Report assist's Waikato's Regional Council's Road Safety Plan. The regional Road Safety goal is:

- ▶ To reduce the incidence and severity of crashes in the Waikato Region.

## Matamata-Piako's District Council's Road Safety Goals

Matamata-Piako District Council's goals are

- ▶ To reduce the incidence and severity of crashes in the Matamata-Piako area;
- ▶ To achieve the targets set for road crash reduction and road user behaviour;
- ▶ To foster good road safety attitudes, skills, and behaviour among all road users – drivers, passengers, motorcyclists, cyclists, and pedestrians;
- ▶ To promote and develop a safer roading environment.
- ▶ To work with key road safety partners (Environment Waikato, LTSA, Police, ACC, Transfund and Neighbouring Road Controlling Authorities)

# Speed

---



**Objective**      **To decrease the number of speed related crashes by changing attitudes and reducing speeds.**

## Background

Speed includes not only exceeding the speed limit but also driving too fast to the condition of the road. No matter how good drivers think they are, speeding significantly increases the chances of crashing and serious injury or death.

In the Matamata-Piako District, speed was a factor in 19% of injury crashes in 2002. This was a decrease from 2001, and decreasing in line with the national trend.

Speed was predominantly an urban issue in the Matamata-Piako District in 2002 and was a factor in 30% of the injury crashes occurring on roads with a speed limit lower than 70km/hr.

Speed has increased as a crash factor on urban roads over the last three years, with the number of injury crashes rising from two in 2001 to seven in 2002.

Drivers travelling at excessive speed accounted for around 20% of open road crashes. Most roads in Waikato region were built for 80km/hr speeds and cannot be driven at the open road maximum of 100km/hr.

## Method

Engineering –

- Ensure that the road network environment is consistent to ensure that appropriate decisions can be made by drivers to enable them to drive to the condition of the road;
- Improve the quality of the road network, so that drivers can travel at the environmental speed safely;
- Crash reduction studies, setting speed limits, and remedial works aimed at areas with speed related crash problems in accordance with the Safety Management Systems.

Education

- Continue education programmes and media strategies.

Enforcement

- Support targeted enforcement by Police in areas with speed related crash problems.

# Failure to Give Way

---



**Objective** To reduce the number of failure to give way crashes by changing attitudes and ensuring consistently well-designed intersections.

## Background

Failure to give way can occur at a number of locations including:

- ▶ At controlled and uncontrolled intersections;
- ▶ At zebra and operating kea crossings;
- ▶ When entering the roadway from a driveway

In the Matamata-Piako District, intersection crashes have fluctuated over the recent years, and make up 38% of all crashes in the District in 2002.

48% of urban crashes occurred at intersections in 2002 (up from 20% in 2001). These were typically turning and crossing type conflicts.

The main factors associated with urban intersection crashes in the Matamata-Piako District were failure to give way or stop and not looking for or seeing another road user until too late.

Rural intersections accounted for a smaller proportion of crashes in the Matamata-Piako District than urban intersections, with 25% of rural crashes occurring at intersections in 2002.

## Method

Engineering –

- ▶ Ensure that adequate sight distances are present with consistent use of intersection controls;
- ▶ Crash reduction studies, setting speed limits, and remedial works aimed at intersections, and pedestrian crossings with a history of crashes in accordance with the Safety Management Systems.

Education

- ▶ Continue education programmes and media strategies.

Enforcement

- ▶ Support targeted enforcement by Police at intersections with a known crash problem.

# Poor Observation

---



**Objective**      **To reduce the number of poor observation crashes by changing attitudes and ensuring consistently well-designed roads.**

## Background

Poor Observation includes:

- ▶ Inattention or failing to notice, eg failing to notice traffic lights while driving home on “autopilot” and thinking about what to cook for tea;
- ▶ Attention being diverted, eg being distracted by children in the back seat;
- ▶ Not seeing or looking for another road user until too late, eg not checking behind when changing lanes, or experiencing near misses at intersections.

In the Matamata-Piako District, poor observation was a factor in 35% of injury crashes in 2002, a decrease from 2001, and decreasing against the national trend.

Poor Observation was predominantly a rural issue in the Matamata-Piako District in 2002 and was a factor in 39% of the injury crashes occurring on roads with a speed limit greater than 70km/hr. Poor observation has increased as a crash factor on rural roads over recent years, with the number of injury crashes rising from 11 in 1999 to 22 in 2002.

38% of poor observation crashes occurred at intersections.

## Method

Engineering –

- ▶ Ensure that adequate sight distances are present where possible and provide consistent use of intersection controls;
- ▶ Work towards a roading network that contains no surprises for the inattentive driver;
- ▶ Crash reduction studies, setting speed limits, and remedial works aimed at locations with a history of crashes in accordance with the Safety Management Systems.

Education

- ▶ Continue education programmes and media strategies aimed at encouraging drivers to stop being complacent and looking without seeing.
- ▶ Raise awareness of rural driving conditions

Enforcement

- ▶ Support Police in addressing this issue.

# Restraints

---



**Objective**      **To increase the number of vehicle occupant wearing seatbelts**

## Background

Seatbelts are highly effective in saving lives and preventing injury. People who do not buckle up have a significantly higher chance of dying in a crash.

In a 2003 survey, it was found that within the Waikato Region 94% of front seat occupants buckled up, compared to 92% nationally. Only 76% of back seat adult passengers buckled up compared to 81% nationally. In Matamata-Piako, 89% of children under five were restrained. This compared to 86% nationally.

## Method

### Education

- ▶ Continue education programmes and media strategies aimed at encouraging drivers and passengers to use their seat belt.

### Enforcement

- ▶ Support targeted enforcement by Police.

# Helmets

---



**Objective**      **To increase the number of cyclists wearing helmets.**

## Background

Helmets are highly effective in saving lives and preventing injury. People who do wear helmets have a significantly higher chance of dying in a crash.

In a 2003 survey, it was found that within the Waikato Region 93% of cyclist wore helmets, in comparison to 89% nationally.

## Method

### Education

- ▶ Continue education programmes and media strategies aimed at encouraging cyclists to wear helmets.

### Enforcement

- ▶ Support targeted enforcement by Police.

# Vulnerable Road Users

---



**Objective**      **To reduce vulnerable road users involvement in crashes by increasing awareness and ensuring that the road environment is safe for vulnerable road user use.**

## Background

This group includes pedestrians, cyclists, mobility scooters, prams, sight and hearing impaired, elderly, and children. Matamata-Piako District has an ageing population resulting in an increased use of mobility scooters.

Vulnerable road users account for around 14% of all road deaths and more than a third of deaths on urban roads.

Matamata-Piako District aims to strategically look after all road users.

## Method

### Engineering

- Ensure that our road environments, particularly in urban areas, provide for vulnerable road users as well as for motor vehicle users;
- Reduce vehicle speeds in built up areas.

### Education

- Continue education programmes and media strategies aimed at educating all road users about the needs of pedestrians and cyclists.

### Enforcement

- Support Police presence on the road network in addressing this issue.

# The Way Forward

---

**Matamata-Piako District Council's primary road safety goal is to reduce the incidence and severity of crashes in the Matamata-Piako area.**



The core road safety priorities will continue to revolve around how safely the road is engineered, how effectively we educate road users, and how well we enforce safe driving behaviour.

Over time each significant improvement in road safety will be more difficult to achieve. Road safety agencies will need to continue to look across the spectrum for new ways to reduce deaths and hospitalisations as a result of road crashes on our roads.

To ensure the most accurate information is available to road safety advocates, Matamata-Piako District Council want the public to help by reporting of all crashes to the Police or alternatively to Council. This will result in a more comprehensive picture of crash information that can be used by Council and other Road Controlling Authorities who work within the district to identify the causes and plan any necessary road improvements.

# Road Safety Action Plan

---

