



Regional Road Safety Action Plan

1 July 2016 to 30 June 2017

Working together for Road Safety



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Part 1: Introduction

The Regional Road Safety Action Plan will help achieve the road safety objective in the Regional Land Transport Plan (RLTP) for the Bay of Plenty and contribute to the Government's Road Safety Strategy 2010-2020 Safer Journeys initiatives. It is the Council's commitment to road safety in the Bay, and an initial indication of where Regional Council staff propose investing resources over the next year. Due to the changeable nature of road safety, this document will be reviewed as required.

1.1 Why we are doing this?

Road crash deaths and serious injuries in the Bay of Plenty are a significant issue with a high social cost. During the last 10 years there has been some improvement in road casualty figures. This has been reflected in the continued reduction of people seriously injured on Bay of Plenty roads. However, for the last two years the national road toll has risen and the Bay of Plenty has followed this trend. During 2015 there were 30 deaths and 114 serious injuries in the Bay, equating to a total social cost of \$221 million, refer Appendix 4.

The following factors stand out when analysing road crash causes in the Bay:

- There is high amount of travel on two star routes, (effectively the lowest safety rating for a road),
- several sections of the state highway network are ranked nationally for high collective risk, and
- a limited safety culture exists within the wider community.

This Regional Road Safety Action Plan (RSAP) is one method the Council will use to address the above road safety issue and support national and regional road safety objectives. The Council is committed to reducing the social and financial cost of road crashes in the Bay.

The RSAP will also help ensure road safety planning in the Bay is undertaken in an integrated fashion. This will be achieved by continuing to work closely with our regional road safety partners (local authorities, police, sub regional road safety committees, New Zealand Transport Agency (NTZA), Accident Compensation Corporation (ACC) and other agencies). This collaborative approach recognises that everyone involved in the Bay's road transport network system can contribute to reducing deaths and serious injuries. This includes transport system network designers and engineers, individual users, government agencies, local authorities, road controlling authorities, private and community organisations and local iwi.

Part 2: Safer Journeys

Safer Journeys is central government's strategy to guide improvements in road safety over the period 2010-2020. The long-term goal for road safety in New Zealand is set out in the Safer Journeys' Vision:

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

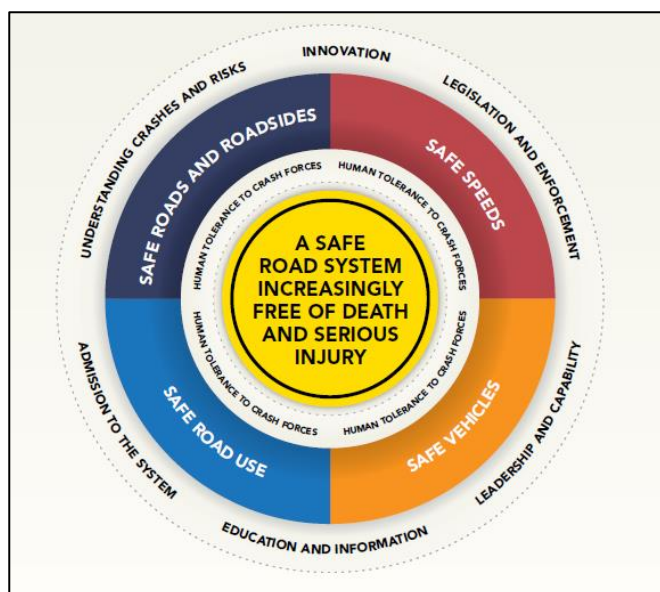


Figure 1: Safer Journeys' Vision.

To achieve this vision, we need to take a “Safe System” approach to road safety in the Bay of Plenty. The Safe System approach acknowledges that even responsible people make mistakes.

2.1 Safe System objectives

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.
- Minimise the level of unsafe road user behaviour.

2.2 Safe System approach

The Safe System approach focuses on creating four pillars to achieve the above objectives. Those pillars are:

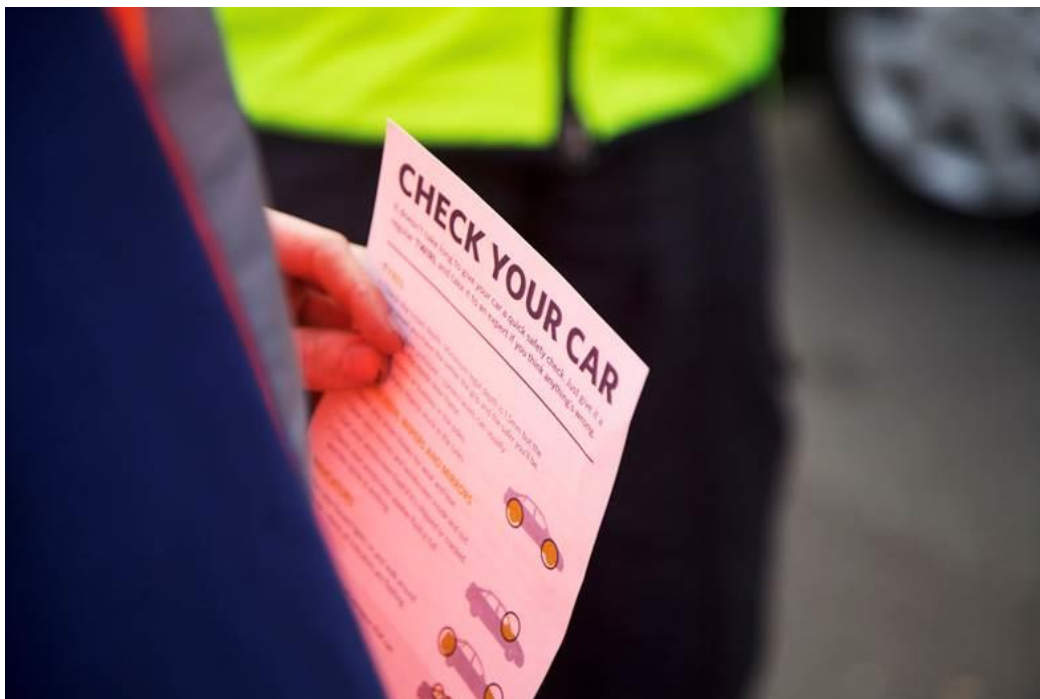
- Safe roads and roadsides.
- Safe speeds.
- Safe vehicles.
- Safe road use.

2.3 National areas of high concern identified in Safer Journeys

- Reducing alcohol/drug impaired driving.
- Increasing the safety of young drivers.
- Safe roads and roadsides.
- Safe speeds.
- Increasing the safety of motorcyclists.

2.4 National areas of medium concern identified in Safer Journeys

- Improving the safety of light fleet vehicles.
- Safe walking and cycling.
- Improving the safety of heavy vehicles.
- Reducing the impact of fatigue.
- Addressing distraction.
- Reducing the impact of high risk drivers.



2.5 National areas of continued and emerging focus

- Increasing the level of restraint use.
- Increasing the safety of older New Zealanders.

Regional areas of concern are not identified in the Safer Journeys Strategy 2010-2020. We recognise that other information sources must be used to identify regional road safety risk areas and priorities.

2.6 Safer Journeys Action Plans

There were three national road safety action plans to support the government's 2010-2020 Safer Journeys road safety strategy. The third action plan has just been released.

The 2016-2020 Action Plan will focus on:

- enabling smart and safe choices on the road,
- making motorcycling safer,
- ensuring roads and roadsides support safer travel, and
- encouraging safe vehicles.



The 2013-2015 action plan focussed on making long-term gains from actions to:

- advance the Safe System approach,
- address speed as a cause of road death and serious injury,
- improve roads and roadsides,
- improve the safety of the New Zealand vehicle fleet, and
- reduce crashes caused by impaired road users.

The 2011-2012 Action Plan focussed on:

- safer roads and roadsides, and
- safe speeds.

Part 3: Regional Land Transport Plan

The Bay of Plenty Regional Council adopted a new RLTP for the Bay of Plenty in 2015. The RLTP aligns with the safe system approach adopted in Safer Journeys. The RLTP vision, regional road safety issue and objective and related key performance indicators are below. They establish the context for the RLTP strategic response and policy for safety on the region's land transport system.

3.1 Vision

The RLTP vision is:

- Best transport systems for a growing economy and a safe and vibrant Bay lifestyle.

3.2 Issues

- An unforgiving transport environment and poor user behaviour is resulting in avoidable death and serious injury.

Addressing this strategic land transport system safety issue will support the delivery of a transport network that is increasingly safe. This will improve the resilience, effectiveness and efficiency of the transport network.

The RLTP identifies that road crashes in the Bay are caused by deficiencies in the following areas of a safe system: safe roads and roadsides, safe speeds, safe vehicles and safe road use. Areas of road safety risk and concern were identified, one method being to compare the Bay of Plenty's ranking to other regions in 2013 Communities at Risk Register.

Community at Risk Register Bay of Plenty rank/level of concern ¹		
Categories	2013 Regional Ranking (1 to 14)	2014 Regional Ranking (1 to 14)
Alcohol and drugs	11=	11=
Speed	12	9
Distraction	12	14
Young drivers	12	13
Older road users	12	14
Rural intersections	11	14
Rural roads	12	12

The RLTP also noted the proportion of travel on two star routes (effectively the lowest safety rating) is significantly higher in the Bay of Plenty region (51%) than at the national level (33%) and the neighbouring Waikato region (38%).

¹Regional ranking where 1 is the best result and 14 is the worst.

Several sections of State Highway in the region are also ranked nationally for high collective risk, including:

- SH 2 from Mount Maunganui (SH 29) to Paengaroa (SH 33) (4th), (reclassified as a local road in 2015 and renamed Te Puke Highway),
- SH 29 from Kaimai Ranges to Tauranga (7th), and
- SH 2 from Katikati to Tauranga (14th).

3.3 Objective

The objective is:

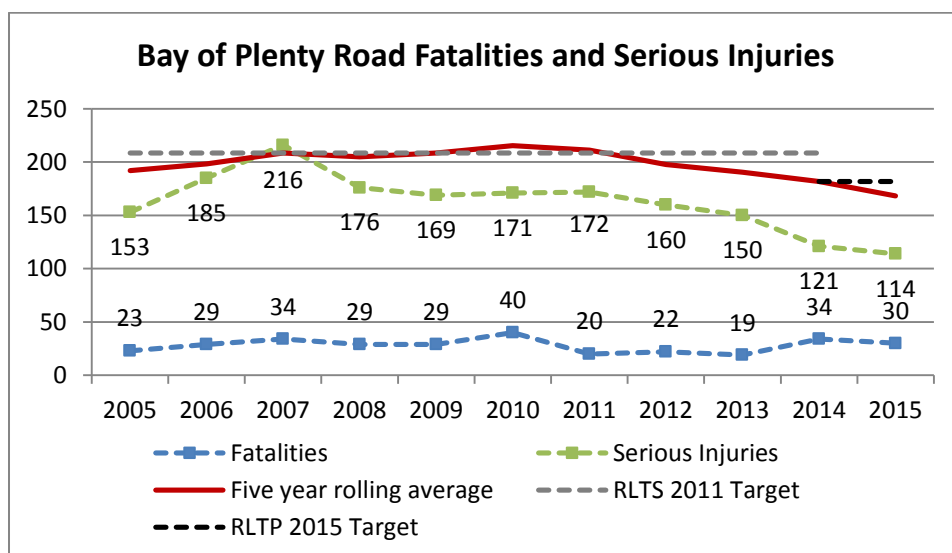
- Deaths and serious injuries on the region's roads are reduced.

Achieving this objective will mean the transport system is more accommodating of human error and the level of unsafe user behaviour is minimised.

3.4 Key performance indicators

Key performance indicators measure if the Objective is being achieved. The targets reflect the approach to achieving results outlined in the Government Policy Statement on Land Transport Funding. The RLTP key performance indicators are:

- Reduce deaths and serious injuries on the region's road network below 2014 levels (five-year rolling average).
- Reduce deaths and serious injuries with alcohol as a contributing factor below 2014 levels (five-year rolling average).
- Reduce deaths and serious injuries with speed as a contributing factor below 2014 levels (five-year rolling average).
- Reduce deaths and serious injuries on the region's rail network below 2014 (five-year rolling average)².



Currently all targets are being achieved.

² This is an area of concern for KiwiRail but is not specifically addressed in the Regional RSAP. Local authorities in the region are working with KiwiRail to improve safety at priority level crossings.



Part 4: Regional Road Safety Action Plan outline

4.1 Goal

The Goal of the Action Plan is to contribute to the government's Safer Journeys initiatives and the road safety objective in the Regional Land Transport Plan.

4.2 Aims

The Regional Council will:

- Seek to fully understand crash risks in the region.
- Identify regional road safety priority areas using appropriate data sources from NZ Police and NZTA including the NZTA crash analysis system to allocate resources.
- Collaboratively develop and deliver regional road safety campaigns that target regional road safety priority areas.

This Plan reflects the following four Safe System principles of the government's Safer Journeys national road safety strategy:

- Human-beings make mistakes and crashes are inevitable.
- The human body has a limited ability to withstand crash forces.
- System designers and system users must all share responsibility for managing crash forces to a level that does not result in death or serious injury.
- It will take a whole-of-system approach to implement the Safe System in New Zealand.

These principles guide us and focus on creating a forgiving road system where mistakes don't cost lives or cause serious injury.

4.3 Management

Road safety promotion and education in the Bay of Plenty is primarily managed through the Road Safety Action Plans developed by three sub-regional Road Safety Committees and Bay of Plenty Regional Council. Membership is made up of local authority, police, NZTA, ACC and Bay of Plenty Regional Council representatives.

- Eastern Bay Road Safety Committee, (Ōpōtiki, Whakatāne and Kawerau District Councils).
- Western Bay Road Safety Committee, (Tauranga City Council and Western Bay District Council).
- Rotorua Lakes Road Safety Committee, (Rotorua Lakes Council).

The Road Safety Committees have adopted the safe system approach and will target priority local issues using this approach.

This Regional RSAP is designed to complement the three sub-regional Road Safety Committees' Road Safety Action Plans. It has been developed to align with the sub-regional Road Safety Committees', NZTA and New Zealand Police Road Safety Action and Delivery Plans. The Regional RSAP involves a collaborative approach between Bay of Plenty Regional Council and Bay of Plenty sub-regional Road Safety Committees to provide focus commitment and urgency to address and mitigate the region's road safety risks. It will identify opportunities for improvement, and encourage regional consistency aligned to the national strategy for road safety action planning.

Part 5: Changing environment

Road safety is not a static area. Developments in data collection and information have improved evidence-based knowledge which translates into better policies and strategies at a local, regional and national level. Environmental changes influence and impact road safety generally and need to be taken into account when planning.

Changing environmental factors

Young drivers

- NZTA release new guidelines on good practice road safety for young drivers identifying strategies that work and those that do not. Strategies that do not work include fear tactics and one off events or forums with no follow-ups.
- The Graduated Driving Licensing qualification is added to NZQA and can be credited towards NCEA.
- Nationally, NZTA encourage road safety being integrated into the school curriculum under good citizenship.
- NZTA release new website and mobile App DRIVE for young people learning to drive. There may be access issues for isolated rural communities in the Bay of Plenty.

Alcohol and drugs

- Western Bay police report an increase in the number of alcohol related driving offences in 2015 reversing a downward trend. The number of drivers under 20 apprehended for alcohol driving related offences continues to decrease in relation to other age groups. The over 50 age group has increased as a proportion of total numbers with other age groups being largely static.
- Eastern Bay police continue to identify alcohol as an area of concern.
- The Rotorua Alcohol Impairment Education programme success rate is good with only 2% of participants reoffending. The Department of Corrections have adopted the Programme's model in Wellington.

Speed

- The Waikato region was selected to test the new national Draft Speed Management Guide. Many councils put a hold on any bylaw changes for speed pending the outcomes of the Waikato trial. The new guide will be released 1 July 2016. The guide will support the Changing the Conversation on Speed initiative. The three main premises are:
 - Speed affects the impact of every crash.
 - Not all roads are created equal, and not all limits are right.
 - Speed is one risk that good drivers can minimise.
- NZTA implementation of electronic signage lowering speed limits on the Kaimai Range during wet conditions wins award.
- Regional Pilot Winter Drive to the Conditions and check your car pitstop campaign run in collaboration with local road safety committees and NZTA. Planned expansion in 2016 to include local tertiary institutions in Tauranga and Rotorua and the campaign will be run for the first time in the Eastern Bay.

Roads and roadsides (including distractions and fatigue)

- Western Bay police initiate interventions targeting SH 2 north of Tauranga due to the high collective risk and number of fatal and serious crashes. Minister of Transport announces \$562 million package of works for State Highway north of Tauranga including \$85 million of safety works on existing roads.
- Regional Road Safety billboards managed by the Regional Council in collaboration with NZTA.

Restraints

- Plunket announces withdrawal from its national car seat rental scheme. By the end of 2016 no Plunket car rental schemes will operate in the region.
- NZTA contract the Salvation Army to provide training for registered child restraint technicians.
- At this point in time it is difficult to determine whether there will be a regional shortage of trained child restraint technicians for awareness campaigns and police checkpoints.
- Data collected by Plunket in 2015 at Police Kiddiclic Checkpoints in Tauranga and the Western Bay indicate only 41.5% of child restraints had no fault and 3.1% of children were not restrained.
- The Bay of Plenty region had the third highest level of infringements issued for non-restraint use.
- Nationally, 31% of fatalities over the last five years were not using restraints. In the overall population, restraint use has continued to improve to 97%. Police issued 60,000 offence notices each year for failing to use restraints including around 7,000 per year for unrestrained children.

Crash analysis and reporting

- NZTA advise the Communities at Risk Register will no longer be produced. The last register was published in October 2015 and based on the rolling average for the five year period 2010-2014.
- NZTA indicate changes in statistical reporting and reports previously used are no longer available including raw data.

Road policing budget debate

- Nationally, police state there will be a shortfall that will result in less road policing. Rotorua Road Safety Committee has expressed concerns and intend to write to the Minister.

Part 6: Risks

6.1 Regional Risk Areas identified and receiving NZTA funding for 2016/2017

The Communities at Risk Register had been developed by NZTA to identify communities over-represented in road safety risk. The Register ranks communities by local authority area based on the Safer Journeys NZ Road Safety Strategy 2010-2020 National Areas of Concern. NZTA funding for 2015/2018 road safety was applied for in 2015 after analysis of the 2014 Communities at Risk Register using a risk matrix to determine regional risk areas of concern. Funding received can be reallocated to new or emerging areas of concern in consultation with NZTA.

The assessment of regional risk areas for 2016/2017 is based on the 2015 Communities at Risk Register. This Register uses fatal and serious injury crash data from the crash analysis system database over the five year period 2010-2014.

Regional risk areas are where more than three local authorities in the region are ranked as high, medium or above the mean in one of the Safer Journeys National Areas of Concern. This is where regional road safety interventions should be targeted.

2015 Community at Risk Register analysis by Bay of Plenty Regional Council		
Regional Risk Areas funded by NZTA for period 2015/2018	Identified Risk Areas for 2015/2016	Identified Risk Areas for 2016/2017
<ul style="list-style-type: none"> • Young drivers • Alcohol/drug impaired drivers • Speed • Roads and roadsides* 	<ul style="list-style-type: none"> • Young drivers • Alcohol/drug impaired drivers • Speed • Roads and roadsides* 	<ul style="list-style-type: none"> • Young drivers • Alcohol/drug impaired drivers • Speed • Roads and roadsides* • Fatigue • Motorcyclists • Cycling • Pedestrians

**Includes subsets rural and urban intersections, rural roads. Distractions, fatigue and use of restraints are also factors.*

The Council reviews other sources of information from NZTA and other agencies and consults with them when identifying regional risk areas and preparing this plan. Changes in the general road safety environment are also taken into account.

This year four new risk areas have emerged from the analysis of the Communities at Risk Register. Fatigue, cycling, pedestrians and motorcycling have not appeared before and will be reassessed in 2017 to determine if they are part of a continuing trend. Fatigue is already captured under Roads and Roadsides.

Assessment of environmental factors identifies the following actions are required:

- Investigate ways of implementing best practice for engaging young drivers that targets not just young people within the education system but also those who have finished their studies.
- Target alcohol campaigns for different age groups.
- Ensure speed campaigns support the new Conversation on Speed initiative being promoted by NZTA.
- Continue the Winter Drive to the Conditions and TWIRL check your car campaign as a way of engaging drivers of all ages and encouraging safe vehicles.
- Continue current framework for managing billboards.
- Encouraging restraint use as a factor in reducing deaths and serious injuries.
- Address the potential gap in child restraint advocacy and awareness campaigns.
- Advocate to NZTA to provide alternative evidence based reporting replacing the Communities at Risk Register to ensure interventions are correctly targeted.
- Continue to support and advocate for road policing regionally.

In 2016/2017, Council will continue to target the four areas of risk identified in 2015 but reallocate funding to restraints and embedding road safety best practice for young drivers into the school curriculum and other road safety programmes. \$10,000 has been allocated to investigate emerging issues and trends.

Identified Risk Areas for Bay of Plenty Regional Council Focus 2016/2017

- Young drivers
- Alcohol/drug impaired drivers
- Speed
- Roads and roadsides*
- Restraints

Council will proactively address these risk areas by working with road safety partners including police and the sub regions' road safety committees. We are focusing on consistent road safety messaging across the region. Some of the road safety interventions specifically target identified seasonal risk factors. When possible, the plan will use NZTA national road safety campaigns to reinforce road safety messaging and interventions.

Part 7: Delivery Area and Campaign Budgets

Delivery areas and campaign budgets 2016/2017

Bay of Plenty Regional Council works with its road safety partners, particularly sub-regional road safety committees, to focus road safety resources. This means we all work together towards reducing deaths and serious injuries due to road crashes.

This collaborative approach helps ensure road safety campaign messaging is consistent and aligns across the region. Achieving regional consistency is an ongoing process.

Priority area	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Alcohol and drugs	<p>Increase public awareness of alcohol/drugged driving related risks.</p> <p>Increase public awareness of alcohol limits. Promote know your limits.</p> <p>Promote sober driving.</p> <p>Assist in reducing fatal and serious injuries where alcohol and drugs are a factor and lower social costs.</p>	\$35,590	Design and/or deliver alcohol and drugs road safety messages across the region at high risk times of the year (common to all the sub-regions), via a mixed media campaign. Liaise and co-ordinate with the sub regions and align to road safety partners' community and policing programmes and campaigns where feasible.
Young drivers	<p>Increase public awareness of the risks associated with young drivers.</p> <p>Increase awareness of sub-region youth programmes via a mixed media campaign.</p> <p>Deliver road safety messages that encourage safe driver behaviour and raise awareness amongst youth about safety belts, distractions, speed, alcohol/drugs, roads and roadsides.</p> <p>Assist in reducing fatal and serious injuries for young drivers and lower social costs.</p> <p>Facilitate embedding of best practices for young driver road safety into school curriculum and/or community programmes.</p>	<p>\$20,000</p> <p>\$15,000</p>	<p>Provide support to sub-regional young driver road safety programmes to provide opportunities for young people to take part in young driver programmes. Design and deliver road safety messages to young people in the region via mixed media campaigns.</p> <p>Provide access to road codes for young people in the region.</p> <p>Facilitate embedding of road safety into school curriculum and community programmes and encourage change to best practice.</p>

Priority area	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Speed	<p>Raise public awareness:</p> <ul style="list-style-type: none"> • of speed as a factor in road crash survival rates, • of consequences of speeding and importance of driving to the conditions, • on what is a safe speed, • that their speed affects others. <p>Deliver road safety messages that encourage safe driver behaviour around speed.</p> <p>Assist with lowering the social cost of speed-related accidents, and reduce speed-related fatal and serious injuries.</p>	\$15,000	Design and deliver safer speeds messages regionally via mixed media campaigns. Promote driving to the conditions and checking your vehicle. Liaise and co-ordinate with the sub-regions and align to road safety partners' community and policing programmes and campaigns where feasible.
Roads and roadsides	<p>Raise public awareness:</p> <ul style="list-style-type: none"> • on driving appropriately on rural roads with a lower KiwiRap star rating, • of potential risks of rural and urban intersections, • of fatigue and distractions as factors in crossing centre line road crashes. <p>Assist with lowering the social cost of rural roads and intersection-related accidents, and reduce fatal and serious injuries.</p>	\$20,000	Design and deliver mixed media campaigns around roads and roadsides, including distractions and fatigue. Promote driving to the conditions and checking your vehicle. Liaise and co-ordinate with the sub-regions and align to road safety partners' community and policing programmes and campaigns where feasible. Small billboards managed regionally changed out each spring and autumn.
Restraints	<p>The use of correctly fitted child restraints is the norm throughout the region.</p> <p>Restraint use is the norm throughout the region and the level of infringements issued reduces.</p> <p>Raise public awareness that safety belts and child restraint use increases survival rates in road crashes.</p>	\$25,000	Police checkpoints and awareness events. Continued advocacy for the use of correctly fitted child restraints. Mixed media and community engagement campaign targeting restraints use promoting restraint use as critical in avoiding serious injury and death in road crashes.
NLTP revised forecast Regional sub-total annual spend (excluding staff costs)		\$130,590	

Part 8: Emerging regional issues

Priority area	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Emerging issues - overview	Heighten public awareness of risks associated with emerging regional issues. Reduce regional ranking in the Communities at Risk Register.	\$0	Investigate possibility of including emerging regional issues messaging into current regional road safety advertising – using CAS data to identify possible combination areas. Investigate low or no cost advertising options.
Older drivers	The RLTP has identified the region performs poorly compared to other regions in terms of risk associated with older drivers. BOPRC supports sub-regional interventions in areas where this has been identified as an emerging issue.	\$0	No regional campaign is planned as sub-region road safety partners include this in their community programmes. BOPRC will support the sub-region programmes when appropriate.
2016 2017 new issues – Cycling Motorcyclists pedestrian and fatigue	Understand trends.	\$10,000	Investigate trends and possible interventions.
NLTP revised forecast Regional sub-total annual spend (excluding staff costs)		\$10,000	
NLTP revised forecast Regional total annual spend (excluding staff costs)		\$140,590	

Part 9: Other measures

The Bay of Plenty Regional Council recognises that road safety is a key principle underlying all activities delivered as part of the RLTP strategic response of an Optimised Transport System.

In addition to the actions outlined earlier in the plan, the Council will also:

- investigate and incorporate additional mixed media advertising options for regional road safety messages,
- regularly update the Regional Transport Committee on the Road Safety Action Plan and RLTP,
- continue to collaborate with road safety partners and seek opportunities for continual improvements to road safety initiatives, and
- promote sustainable modes of transport as alternative modes to using the car.



Part 10: 2016/2017 Regional Road Safety Campaign Delivery Calendar

A copy of the full 2016/2017 Regional Road Safety Campaign Delivery Calendar is attached (see Appendix 3). The calendar includes the NZTA, Police and the sub-region Road Safety Committees areas of focus. It is an operational working document and will change from time to time. For a copy of the latest version please contact Bay of Plenty Regional Council.



Appendices

Appendix 1: Bay of Plenty Road Safety Priorities 2016/2017

Based on Appendix 2 Risk Register Matrix derived from Communities at Risk Register published October 2015.

Community at Risk Register Strategic Priorities & Safer Journeys areas of concern	Safer Journeys NZ Road Safety Strategy 2010-2020 National Areas of Concern			Community at Risk Register Strategic Priority Classification	Risk Matrix Summary - Appendix 2	Territorial Authorities Annual Road Safety Action Plans (RSAP) #Eastern Bay information from original submission, (no annual RSAP)			NZTA funding as per activity list	Regional Focus 2015-2016	Regional Focus 2016-2017
	High Concern	Medium Concern	Continued & emerging focus	H = High M = Medium E = Emerging	Regional Risk	Rotorua#	Eastern Bay#	Tauranga & Western Bay	BOPRC		
Young (of light vehicles aged 15-24 yrs)	X			H	H1			x	X	R	R
Alcohol/drug	X			H	H2 (H1)			x	X	R	R
Speed (too fast for conditions)	X			H	H3			x	X	R	R
Intersection – urban*				H	M2			x	X	R	R
Intersection – rural*				H	H3			x	X	R	R
Intersections all roads*				H	H3			x	X	R	R
Roads & roadsides	X			H				x	X	R	R
Rural roads*				H	H2			x	X	R	R
Motorcyclists	X			H	H1 (M0)			x			R
Cycling		X		M	M1 (M3)			x			R
Pedestrian/walking		X		M	M1 (M3)			x			R
Distraction (attention diverted)		X		M	M1 (M2)			x	X ⁺	R	R
Fatigue		X		M	M3			x			R

Community at Risk Register Strategic Priorities & Safer Journeys areas of concern	Safer Journeys NZ Road Safety Strategy 2010-2020 National Areas of Concern			Community at Risk Register Strategic Priority Classification	Risk Matrix Summary - Appendix 2	Territorial Authorities Annual Road Safety Action Plans (RSAP) #Eastern Bay information from original submission, (no annual RSAP)			NZTA funding as per activity list	Regional Focus 2015-2016	Regional Focus 2016-2017
	High Concern	Medium Concern	Continued & emerging focus	H = High M = Medium E = Emerging	Regional Risk	Rotorua#	Eastern Bay#	Tauranga & Western Bay	BOPRC		
Older road users			X	E	E3 (E2)			x	X ⁺	R	R
Restraints (seatbelt not worn)			X	E	E1			x	X ⁺	R	R
Heavy vehicles		X									
Light vehicles		X									
High risk drivers**		X									

* Subset of roads & roadsides.

** High risk drivers - Dangerous and careless driving (disqualified, unlicensed, repeat DIC etc.).

() Bracketed are previous year's ranking

X⁺ Funding for road and roadsides included a small portion for distraction, older road users in 2015 as they were identified as a regional issue.

Key:

Safer Journeys National Focus
R = Identified Regional Priority Area, based on Community at Risk Register as per Appendix 2.
2014/2015 NZTA agreed funding.

Appendix 2: Risk Matrix Summary derived from NZTA Communities at Risk Register published October 2015

(Sub-regional priority ranking as identified in the Communities at Risk Register published 2015 based on 2010-2014 CAS data).

Local Territorial Authority	NZTA/Safer Journeys - Areas of High Concern								NZTA/Safer Journeys - Areas of Medium Concern				NZTA/Safer Journeys - Continued & Emerging focus		All fatal & serious crashes
	Young	Alcohol	Speed	Urban Intersections*	Rural Intersections*	All Intersections*	Rural roads*	Motorcyclist	Cyclist Involved	Pedestrians	Distractions	Fatigue	Older Drivers	Restraints	
Kawerau	H	H	AM	M	H	H	H	H (-)			H		H	H	H
Ōpōtiki	H	H	H	M (AM)	M	AM	H	H (-)	AM (-)		H	H (AM)	- (AM)	H	H
Whakatāne	H (M)	M	M	AM (M)					H (-)	H (-)	M	AM (-)	- (AM)	H	AM
Rotorua	M			AM	AM	M	- (AM)		H (AM)	H (M)	- (AM)	AM (-)	AM (H)	M (-)	- (AM)
Tauranga					AM (-)			AM	H (AM)	H (M)					
Western Bay	H	M (H)	AM (M)	AM	AM	AM (-)	AM	AM (-)		M	AM	AM	M		M
BOPRC regional issue area	H1	H2 (H1)	H3	M2	H3	H3	H2	H2 (M0)	M1 (M3)	M1 (M3)	M2	M3	E3 (E2)	E1	Yes

* A subset of safer roads and road sides.

() Are previous years risk ranking

High, medium and above mean risk ranking from the NZTA Community at Risk Register published October 2015 are shown in each Area of Concern AND a ranking has been allocated as below to define BOPRC Regional Issue Areas and rank them. *3 + TA's in region with a combination of High and Med/Above Mean risk will be considered a regional issue for the purposes of this assessment.

Key: Ranking in Communities at Risk Register
H = High
M = Medium
AM = Above Mean
Blank = Below Mean

High Concern – Regional Strategic Priority	
3 High = H1	3 Medium/Above Mean = M2
2 High = H2	2 Medium/Above Mean = M3
1 High = H3	1 Medium/Above Mean = M0

Medium Concern -Medium Strategic Priority	
3 High = M1	3 Medium/Above Mean = M2
2 High = M2	2 Medium/Above Mean = M3
1 High = M3	1 Medium/Above Mean = M0

Emerging Strategic Priority	
3 High = E1	3 Medium/Above Mean = E2
2 High = E2	2 Medium/Above Mean = E3
1 High = E3	1 Medium/Above Mean = E0

Appendix 3: Regional Road Safety Campaign Delivery Calendar 2016/2017

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
BOPRC regional risk focus areas				Alcohol	Alcohol	Alcohol	Alcohol	Alcohol	Alcohol	Alcohol		
	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides	Roads & roadsides
					Young drivers	Young drivers	Young drivers	Young drivers	Young drivers	Young drivers		
	Winter drive to conditions - Speed	Winter drive to conditions - Speed	Winter drive to conditions - Speed	Speed	Speed	Speed	Speed	Speed	Speed	Speed	Winter drive to conditions - Speed	Winter drive to conditions - Speed
Sub region Road Safety Action Plan calendars focus areas, (where available)												
Western Bay Road Safety Committee - Travel safe Team	Speed	Speed	Speed, heavy vehicles, roads and roadsides, young drivers	Alcohol, speed and young drivers	Alcohol, speed and motorcycles	Alcohol, speed	Alcohol, speed	Restraints, young drivers, speed	Restraints	Speed, alcohol	Speed, cyclists, alcohol	Alcohol, young drivers, speed, roads and roadsides
Rotorua Lakes Council Road Safety Committee	Young drivers, speed, alcohol, cycling	Roads and roadsides, alcohol, cycling, older drivers	Young drivers, alcohol, roads and roadsides	Young drivers, speed, alcohol, cycling, older drivers, pedestrians	Speed, alcohol, pedestrians	Young drivers speed, alcohol, cycling, roads and roadsides, older drivers	Alcohol, roads and roadsides	Speed, alcohol, cycling, older drivers, pedestrians	Young drivers, alcohol, roads and roadsides,	Young drivers, speed, alcohol, older drivers	Speed, alcohol, cycling	Alcohol, Older Drivers

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Eastern Bay Road Safety Committee themes (based on 2015/16)	DON'T LET WINTER CATCH YOU SLIPPING - speed, vehicle checks, EVERY DRIVING DAY IS DIFFERENT drive to the conditions	STICK WITH YOUR RESTRICTED DRIVER young drivers, speed, alcohol	BUCKLE UP. STAY FOCUSED & STAY ALIVE restraints (including child), distractions, fatigue	BUCKLE UP. STAY FOCUSED & STAY ALIVE Restraints (including child), distractions, fatigue, back to school, Labour weekend, alcohol, speed	DRIVE SOBER, DRIVE FRESH alcohol, drugs, speed, fatigue VISITING DRIVERS		DRIVE SOBER, DRIVE FRESH, alcohol, drugs, speed, fatigue VISITING DRIVERS	DRIVE SOBER, DRIVE FRESH, alcohol, drugs, speed, fatigue VISITING DRIVERS	DRIVE SOBER, DRIVE FRESH, alcohol, drugs, speed, fatigue VISITING DRIVERS	DRIVE SOBER, DRIVE FRESH, alcohol, drugs, speed, fatigue VISITING DRIVERS	STICK WITH YOUR RESTRICTED DRIVER young drivers, speed, alcohol VISITING DRIVERS	BUCKLE UP, STAY FOCUSED & STAY ALIVE restraints, distractions, fatigue
Seasonal Factor	Winter Months	Winter Months	Spring	Labour weekend approaching festive season	Labour weekend approaching festive season	Summer and festive /holiday season	Summer and festive /holiday season	Summer and festive /holiday season, School returns	Summer and festive /holiday season	Autumn and festive /holiday season	Winter Months	Winter Months
2015-2016 Road policing Seasonal risk factors*	Fatigue, pedestrians, restraints, drive to conditions	Cyclists, distractions, restraints, drive to conditions	Distractions, restraints, drive to conditions, speed	Alcohol, drugs, drive to conditions, speed	Visiting Drivers, drugs, speed, motorcycles, alcohol	Visiting drivers, high risk drivers, motorcycles, drugs, alcohol, young drivers, speed, fatigue	Visiting drivers, fatigue, speed, alcohol, high risk drivers, motorcycles	Visiting drivers, high risk drivers, motorcycles, speed, alcohol, young drivers, cyclists	Visiting drivers, speed, motorcycles, alcohol, cyclists	Speed, motorcycles, drugs, young drivers	Pedestrians, distractions, heavy vehicles	Pedestrians, drive to conditions, restraints, cyclists, distractions, heavy vehicles
2015-2016 Fatal/serious crashes worst four months for each issue*	Drugs	Distractions	Distractions	Speed, drugs	Alcohol, speed, young drivers, fatigue	Alcohol, fatigue	Alcohol, fatigue	Speed, young drivers, distractions	Alcohol, speed, young drivers, fatigue, distractions		Young drivers, distractions	Drugs
NZTA Advertising themes 2015-2016*	Alcohol	Young drivers	Speed	Alcohol	Speed	Alcohol	Speed	Drugs	Young drivers	Alcohol	Speed	Drugs
	Fatigue	Distractions	Drugs	Young drivers	Fatigue	Speed	Fatigue	Young drivers	Fatigue	Drugs	Distractions	Alcohol

Appendix 4: 2015 crash statistics for the Bay of Plenty

The statistics below have been gathered from the most recent Crash Analysis System data for the Bay of Plenty³.

Fatality statistics due to road crashes 2014	Final 2014	Provisional 2015
Kawerau District Council	0	1
Ōpōtiki District Council	5	2
Rotorua Lakes Council	6	5
Tauranga City Council	2	4
Western Bay District Council	14	14
Whakatāne District Council	7	4
Bay of Plenty region	34	30

Serious injury statistics 2014	Final 2014	Provisional 2015
Kawerau District Council	0	8
Ōpōtiki District Council	14	8
Rotorua Lakes Council	16	26
Tauranga City Council	38	24
Western Bay District Council	37	32
Whakatāne District Council	16	16
Bay of Plenty region	121	114

Social cost of serious injuries and deaths due to road crashes	Final 2014 (\$Millions)	Provisional 2015 (\$Millions)
Kawerau District Council	0.00	9.21
Ōpōtiki District Council	25.36	16.32
Rotorua Lakes Council	29.92	44.27
Tauranga City Council	44.76	39.3
Western Bay District Council	77.52	80.21
Whakatāne District Council	45.27	31.89
Bay of Plenty region	222.83	221.20

³ Deaths and serious injuries statistics for the Bay of Plenty 2014. NZTA: Crash Analysis System. cas.info@nzta.govt.nz