



Regional Road Safety Action Plan

1 July 2017 to 30 June 2018

Working together for Road Safety



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Part 1: Introduction

The Regional Road Safety Action Plan (RSAP) is designed to help achieve the road safety objective in the Bay of Plenty Regional Land Transport Plan (RLTP) and contribute to the national Safer Journeys Strategy. It is the Regional Council's commitment to road safety in the Bay, and indicates where it proposes to invest resources over the next year. This document is reviewed annually.

1.1 Why we are doing this?

Road crash deaths and serious injuries in the Bay are a significant issue with a high cost. In 2016 there were 180 deaths and serious injuries on our roads with a total social cost of \$269.66 million, refer Appendix 1.

During the last 10 years there has been some improvement in road casualty figures with a long term downward trend. However, for the last three years, the national road toll has risen and to some extent, the Bay of Plenty has followed this trend. In 2016, the number of people seriously injured on the Bay's roads increased for the first time in several years. If this continues, it is possible the RLTP target to reduce deaths and serious injuries below the 2014 five year rolling average of 182.2 will not be achieved.

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

- there is high amount of travel on KiwiRap two star rated routes, (effectively the lowest safety rating for a road),
- several sections of the state highway network are ranked nationally for high collective risk,

- young drivers and motorcyclists are at high risk of death and serious injury, and
- behaviours around alcohol, drugs, distraction and fatigue are contributing factors to many crashes.

This RSAP is one method for addressing the region's road safety issues and supporting national and regional road safety objectives. Together with our road safety partners, the Regional 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, NTZA, Accident Compensation Corporation (ACC) and other agencies). This collaborative approach recognises that everyone involved in the Bay's transport system can contribute to reducing deaths and serious injuries. This includes transport system designers and engineers, individual users, Government agencies, local authorities, road controlling authorities, private and community organisations and local iwi.

Part 2: Policy Framework

2.1 National Policy Framework

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”

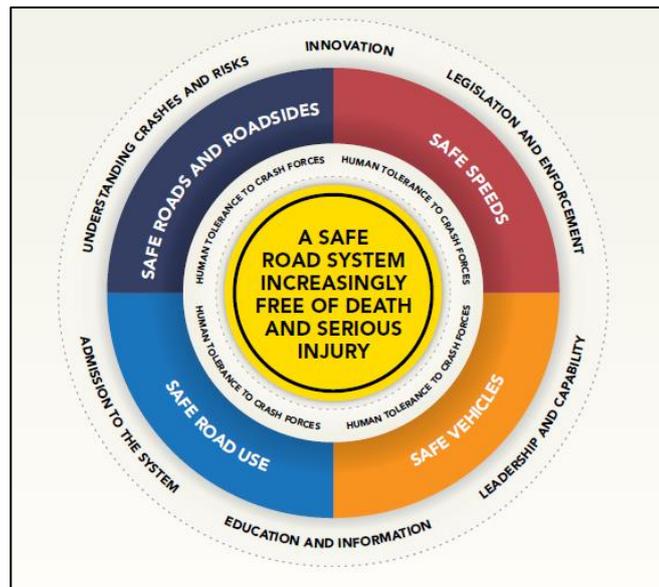


Figure 1 Safer Journeys' Vision

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.

2.2 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.

2.2.1 Safe System approach

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

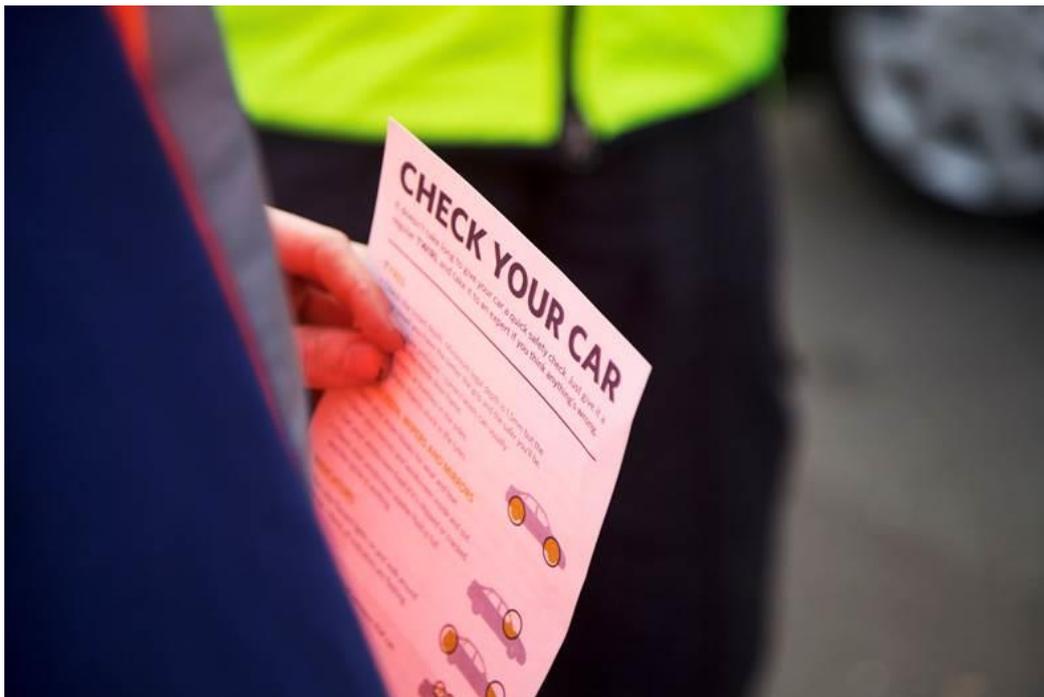
- Safe roads and roadsides.
- Safe speeds.
- Safe vehicles.
- Safe road use.

2.2.2 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.

2.2.3 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.



2.2.4 National areas of continued and emerging focus

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

2.2.5 Safer Journeys Action Plans

Three successive national road safety action plans have been developed to support the Safer Journeys strategy.

The 2016-2020 Action Plan focuses on:

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



2.3 Regional policy framework

In the Bay of Plenty, the RLTP provides the policy framework and strategic response for road safety issues on the region's land transport system. It is consistent with the national Safer Journeys Strategy. The RLTP vision, regional road safety issue and objective and related key performance indicators establish the context for the policy framework and strategic response.

The current RLTP was adopted in 2015 and is under review.

2.3.1 Vision

The RLTP vision is:

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

2.3.2 Issue and Objective

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

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

Successfully addressing this issue and achieving the objective will support the delivery of a safer transport network. It will also improve the resilience, effectiveness and efficiency of the network.

The RLTP identifies that road crashes in the Bay are caused by deficiencies in the all four pillars of the safe system: safe roads and roadsides, safe speeds, safe vehicles and safe road use. Methods used to identify areas of road safety risk and concern, included comparing the Bay of Plenty's ranking to other regions in the 2013 Communities at Risk Register¹.

Community at Risk Register Bay of Plenty rank/level of concern ²	
Categories	2013 Regional Ranking (1 to 14)
Alcohol and drugs	11=
Speed	12
Distraction	12
Young drivers	12
Older road users	12
Rural intersections	11
Rural roads	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%).

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

- State Highway 2 from Mount Maunganui (SH 29) to Paengaroa (SH 33) (fourth), (reclassified as a local road in 2015 and renamed Te Puke Highway),
- State Highway 29 from Kaimai Ranges to Tauranga (seventh), and
- State Highway 2 from Katikati to Tauranga (fourteenth).

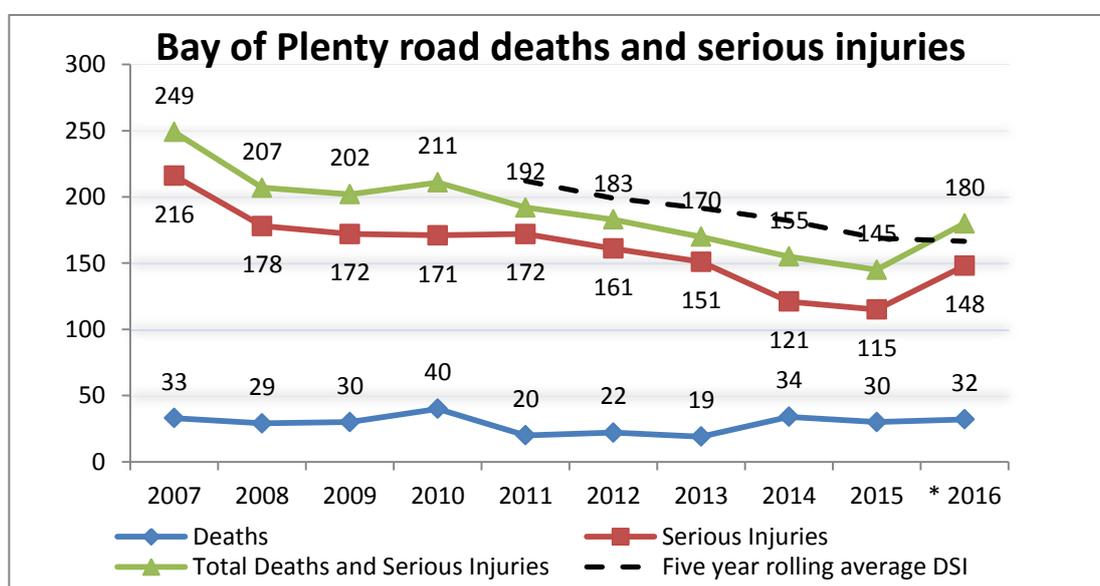
¹ It should be noted that NZTA changed reporting methods and ranking by regions is no longer possible.

² Regional ranking as per 2013 Community at Risk Register where 1 is the best result and 14 is the worst.

2.3.3 Key performance indicators

Key performance indicators (KPIs) measure if the objective is being achieved. The targets reflect the approach to achieving results outlined in the Government Policy Statement on Land Transport. The RLTP KPIs 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)³.



*2016 results are preliminary. 2014 five-year rolling average was 182.2 (RLTP target is for deaths and serious injuries to be below this figure).

³ 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.

2.4 Local policy framework

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 the Bay of Plenty Regional Council. Membership of the sub-regional Road Safety Committees is made up of territorial local authority, police, NZTA, ACC and Regional Council representatives. The three sub-regional committees are:

- Eastern Bay Road Safety Committee, (Ōpōtiki, Whakatāne and Kawerau districts).
- Joint Road Safety Committee, (Tauranga city and Western Bay of Plenty district).
- Rotorua Lakes Road Safety Committee, (Rotorua Lakes district).

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



Part 3: Regional Road Safety Action Plan outline

3.1 Goal

The goal of the Action Plan is to contribute to the Government's Safer Journeys initiatives and the road safety objective in the RLTP.

3.2 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 New Zealand Police and NZTA 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.

3.3 Management

The Regional RSAP focuses exclusively on road safety promotion and education activities as its key intervention tools. The plan has been developed to align with the sub-regional Road Safety Committees', NZTA and New Zealand Police Road Safety Action and Delivery Plans, to make sure road safety messaging and interventions in the region are consistent (refer to Appendix 2).

The collaborative approach between Regional Council and the sub-regional committees provides focus, commitment and urgency, to address and mitigate the region's road safety risks. It encourages regional consistency and alignment with national strategy, and identifies opportunities for improvement. When possible, the plan will make use of NZTA national road safety campaigns to ensure the efficient use of resources.

Part 4: Risks 2017/2018

4.1 Community at Risk Register

The Communities at Risk Register has been developed by NZTA to identify communities over-represented in terms of personal road safety risk. Using territorial and regional authority boundaries, it assigns a ranking of high, medium, above or below the mean to a community under the Safer Journeys areas of concern.

4.1.1 2015/2018 New Zealand Transport Agency Funding Cycle

New Zealand Transport Agency Funding Cycle road safety funding for the 2015/2018 cycle was applied for, based on a risk matrix analysis of the 2014 Communities at Risk Register to identify regional risk areas of concern. These were:

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

The funding that is received can be reallocated to new or emerging areas of concern in consultation with NZTA.

4.1.2 2017 Community at Risk Register

The assessment of regional risk areas for 2017/2018 is based on the 2017 Communities at Risk Register (refer Appendix 3). The Register uses fatal and serious injury crash data from the crash analysis system database over the five year period 2012-2016. Safer Journey areas of concern in the Bay of Plenty with a high or medium ranking were identified.

Territorial Authority rankings were also analysed. If three or more Territorial Authorities had a ranking above the mean, with at least one medium or high ranking, this was also considered a regional issue. A further three regional risk areas were identified. Refer Appendix 3. Environmental factors and other analysis and sources were then assessed to confirm if inclusion as a regional issue was appropriate.

2017 Community at Risk Register analysis	
Regional risk areas of concern with a high or medium ranking	Analysis of Territorial Authorities to confirm regional risk areas of concern
Alcohol and drugs	Alcohol and drugs
Distraction	Distraction
Fatigue	Fatigue
Motorcyclists	Motorcyclists
Young drivers	Young drivers
	Pedestrians
	Restraints
	Roads and roadsides

4.3 Environmental scan

In addition to the Community at Risk Register, the Council reviews other sources of information from NZTA and other agencies, and consults when identifying regional risk areas and preparing this plan. Changes in the general road safety environment are also taken into account.

4.3.1 Speed

The analysis of the 2017 Community at Risk Register did not identify speed as a regional risk. The Register is based on personal risk and should not be the sole factor in risk assessment. The NZTA Crash Analysis System confirms speed as one of the top five factors in the Bay road crashes. For the last ten years it has featured in 23% of death and serious injury crashes. This finding is confirmed by roading police, who report failing to drive to the conditions as an issue.

Speed will continue to be a risk area where Regional Council will target interventions.

4.3.2 Pedestrians

In regards to pedestrian issues, the sub-region road safety programmes are best placed to target interventions at local level and will not be targeted for a regional intervention.

4.3.3 Restraints

Lack of restraint use continues to be a factor in road crash deaths with national research indicating 30% of fatalities were not wearing a seatbelt. In the last five years, over 300 people died in New Zealand because they did not wear a seatbelt. The New Zealand Transport Agency has identified restraint use as an emerging strategic priority.

The Bay of Plenty ranks six out of fourteen regions for vehicle occupant deaths where seatbelts were not used. However, Eastern Bay of Plenty police report poor compliance rates in particular, with the number of drivers apprehended for this type of offending increasing each year.

Successful interventions targeting restraint use, have the potential to reduce deaths and the severity of injuries in road crashes in the Bay of Plenty.

4.3.4 Roads and roadsides

The Safe Roads Programme has been established to deliver a programme of road and roadside safety improvements to the state highway network over six years.

In the Bay of Plenty, the Safe Roads Programme will see safety improvements made to high-risk rural state highways. Treated roads will be more forgiving of human error, including errors attributed to fatigue and distractions, and will contribute to reducing the number and severity of crashes. The Safe Roads Programme applies to the following state highway sections:

- [State Highway 30 Te Teko to Awakeri](#)
- [State Highway 34/State Highway 30 to Kawerau](#)
- [State Highway 5 Wairakei to Mihi to State Highway 38](#)

- [State Highway 2 Wainui Road to Ōpōtiki](#)
- [State Highway 33 Te Ngae Junction to Paengaroa](#)
- [State Highway 2 Waihi to Omokoroa](#)
- [State Highway 30 Owhata to Te Ngae Junction](#)
- [State Highway 5 Tarukenga to Ngongotaha](#)

Upon completion of the current Safe Roads Programme, there will still be roads in the Bay of Plenty with a KiwiRAP two star rating, making them unforgiving of mistakes caused by fatigue, distraction or other factor. Risk areas where interventions will be targeted

4.3.5 Young drivers

The higher road crash risk for young drivers due to inexperience and age is well understood. Graduated driving licensing systems and adhering to the conditions of learners and restricted licenses reduces the risk. For some young people there are socio-economic barriers to obtaining their license. Mentoring programmes for young drivers have success in reducing crash rates for young people. There are also other benefits to the young person from these programmes.

One of the biggest barriers to employment for young people is the lack of a driver's licence, which was particularly acute in rural and provincial communities and those with high deprivation. The Mayoral Taskforce for Jobs (MTFJ) progressed the Steering Aotearoa initiative launched in Central Hawkes' Bay. LGNZ is advocating for the implementation of a universal, free and all accessible drivers licensing programme in New Zealand schools.

The Regional RSAP will proactively address the following risk areas based on analysis of the Community at Risk Register and the environmental scan:

Risk Areas for 2017/2018	
Alcohol/drug impaired drivers	Speed
Distractions and Fatigue	Restraints
Motorcyclists	Roads and roadsides*
Young drivers	

**Includes subsets rural and urban intersections, rural roads*

Part 5: Delivery areas and campaign budgets

5.1 Planning interventions and campaigns

Road safety is not a static area. Changes in the road safety environment need be taken into account when planning. The Regional Council will continue to work with road safety partners to assess trends and interventions occurring in the region when planning campaigns. The Regional RSAP will:

- Target alcohol campaigns to different age groups during higher risk periods.
- Continue distraction, fatigue and speed campaigns raising awareness of road risk on the Bay's rural roads (both local and state highway).
- Promote and encourage participation in the ACC Ride Forever Programme for motorcyclists, and encourage motorcyclists to report roading hazards they come across on Bay of Plenty roads.
- Encourage best practice for engaging and mentoring young drivers, targeting not just young people within the education system but also those who have finished their studies.
- Continue the 'Winter Drive to the Conditions' and 'Check your Car' campaigns as a way of engaging drivers of all ages and encouraging safe speeds and vehicles.
- Support the NZTA "Better Conversations on Road Risk" Campaign and toolkit use within the region. The campaign targets road risk and driving to the roading conditions including appropriate speeds.
- Encourage restraint use as a factor in reducing deaths and serious injuries.

5.2 Delivery areas and campaign budgets 2017/2018

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	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Alcohol and drugs	Increase public awareness of alcohol/drugged driving related risks. Promote sober driving.	\$33,820	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.
Distractions	Increase awareness of distractions as a factor in crossing the centre line road crashes and other open road crashes. Increase awareness of different types of distraction including inattention.	\$6,867	Design and/or deliver messages that encourage drivers to focus on driving and ignore distractions via a mixed media campaign.
Fatigue	Increase awareness of fatigue as a factor in crossing centre line road crashes and other open road crashes. Raise awareness of the signs of fatigue and encourage drivers to stop and refresh or swap drivers.	\$9,867	Design and/or deliver message that encourages/informs drivers about the signs of fatigue and actions they can take via a mixed media campaign.
Motorcyclists	Raise awareness amongst Motorcyclists of the ACC 'Ride Forever' riding training. Encourage motorcyclists to report roading hazards that affect them.	\$10,000	Through billboards and promotion to retailers and motorcycle clubs. Promote Rooding Controlling Authorities' and NZTA state highways' contact details to motorcyclists.

Priority area	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Young drivers	<p>Increase awareness of:</p> <ul style="list-style-type: none"> road crash risks for young drivers, sub-region youth programmes via a mixed media campaign, safe driver behaviour amongst youth, and safety belts, fatigue, distractions, speed, alcohol/drugs as factors in road crashes. <p>Young people progressing through the graduated licensing system adhere to the conditions of their license.</p>	\$35,700	<p>Design and deliver road safety messages to young people in the region via mixed media campaigns.</p> <p>Support Young Driver Mentoring programmes.</p> <p>Provide access to road codes for young people in the region.</p> <p>Engage with young drivers through the Winter Pit Stop Campaign.</p>
Speed	<p>Raise public awareness of:</p> <ul style="list-style-type: none"> speed as a factor in road crash survival rates, the consequences of speeding and the importance of driving to the conditions, what is a safe speed and driving to the conditions, and how speed affects others. <p>Encourage safe driving speeds.</p>	\$34,450	<p>Design and deliver road safety messages that encourage safe driver behaviour around speed via mixed media campaigns.</p> <p>Promote driving to the road and weather conditions and checking your vehicle.</p> <p>Engage with the public through the winter 'check your car' campaign.</p> <p>Use and promote the NZTA road risk tool kit.</p>
Restraints	<p>Restraint use is the norm throughout the region and the level of infringements issued reduces.</p> <p>The use of correctly fitted child restraints is the norm throughout the region.</p> <p>Raise public awareness that safety belts and child restraint use increases survival rates in road crashes.</p>	\$9,878	<p>Design and deliver mixed media and community engagement campaign targeting restraints use promoting restraint use as critical in avoiding serious injury and death in road crashes.</p> <p>Police checkpoints and awareness events.</p> <p>Continued advocacy for the use of correctly fitted child restraints.</p>

Priority area	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Roads and roadsides	Raise public awareness: <ul style="list-style-type: none"> on driving to the roading conditions at appropriate speeds on rural roads with a lower KiwiRap star rating, of potential risks of rural and urban intersections. 	\$4,543	Small billboards managed regionally changed out each spring and autumn in collaboration with NZTA. Promote driving to the conditions and checking your vehicle.
NLTP revised forecast regional total annual spend (excluding staff costs)		\$145,125	

5.3 Emerging regional issues

Priority area	BOPRC - planned outcomes	Revised NLTP forecast Regional annual spend (excluding staff costs)	BOPRC - planned intervention
Emerging issues - general	Raise awareness of any emerging regional issues.	\$0	Monitor emerging trends.

5.4 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.

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 Regional Road Safety Action Plan and sub-regional road safety activities,
- continue to collaborate with road safety partners and seek opportunities for continual improvements to road safety initiatives, and
- promote the safe use of sustainable modes of transport as alternatives to using the car.



Appendices

Appendix 1 - 2016 Crash statistics for the Bay of Plenty

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

Fatality statistics due to road crashes	Five year rolling average 2011-2015	Provisional 2016
Kawerau District Council	0.2	0
Ōpōtiki District Council	3	1
Rotorua Lakes Council	5.2	8
Tauranga City Council	3	5
Western Bay District Council	9.4	14
Whakatāne District Council	4.2	4
Bay of Plenty region	25	32

Serious injury statistics	Five year rolling average 2011-2015	Provisional 2016
Kawerau District Council	3.2	0
Ōpōtiki District Council	11.2	14
Rotorua Lakes Council	32.6	56
Tauranga City Council	35.0	30
Western Bay District Council	41.4	31
Whakatāne District Council	20.6	17
Bay of Plenty region	144	148

Social cost of serious injuries and deaths due to road crashes	Five year rolling average 2011-2015 (\$millions)	Provisional 2016 (\$millions)
Kawerau District Council	3.79	0
Ōpōtiki District Council	22.54	19.12
Rotorua Lakes Council	51.88	87.65
Tauranga City Council	47.60	43.18
Western Bay District Council	74.39	71.55
Whakatāne District Council	42.52	48.16
Bay of Plenty region	242.72	269.66

Appendix 2 - Regional Road Safety Campaign Delivery Calendar 2017/2018

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
BOPRC regional risk focus areas						Alcohol	Alcohol					
	Roads and roadsides	Roads and roadsides	Roads and roadsides, distractions	Roads and roadsides	Roads and roadsides	Roads and roadsides, fatigue	Roads and roadsides, fatigue	Roads and roadsides	Roads and roadsides	Roads and roadsides, distractions and fatigue	Roads and roadsides	Roads and roadsides
	Restraints							Restraints				
						Young drivers	Young drivers					Young drivers
			Motorcycles	Motorcycles	Motorcycles	Motorcycles	Motorcycles	Motorcycles				
	Speed – winter conditions & safe vehicles	Speed – winter conditions & safe vehicles	Speed – winter conditions & safe vehicles	Speed		Speed	Speed		Speed	Speed – winter conditions & safe vehicles	Speed – winter conditions & safe vehicles	Speed – winter conditions & safe vehicles
Sub region Road Safety Action Plan calendars focus areas, (where available)*												
Western Bay Road Safety Committee - Travel safe Team**	Winter Action Plan, school travel plans	Winter Action Plan, school travel plans	Speed, Alcohol, drugs, young drivers, school travel plans	Speed, Alcohol, drugs, Vulnerable user, school travel plans	Speed, Alcohol, drugs, City Zoom, fatigue, school travel plans	Speed, Alcohol, drugs, school travel plans	Speed, Alcohol, drugs, fatigue, school travel plans	Speed, young drivers, back to school, school travel plans	Seat belts, child restraints, alcohol, school travel plans	Winter Action Plan, seat belts, child restraints, school travel plans	Winter Action Plan, seat belts, young drivers, school travel plans	Winter Action Plan, safe cycling, young drivers, youth expo
Rotorua Lakes Council Road Safety Committee**	Driver directions, Speed, back to school, alcohol	Older drivers, alcohol	Driver directions, alcohol	Distractions, pedestrians, cycling, older drivers, alcohol, speed	Pedestrians, cycling, alcohol, speed	Driver directions, cycling, older drivers, alcohol	alcohol	Cycling, older drivers, alcohol, speed	Youth expo, pedestrians, alcohol	Driver directions, older drivers, alcohol, speed	Cycling, alcohol, speed	Alcohol, older drivers
Eastern Bay Road Safety Committee	Winter Driving TWIRL Rugby Sober Drive	Winter Driving TWIRL Rugby Sober Drive	Young Drivers	Young Drivers	Integrated Summer – a&d, fatigue, speed, holiday, motorcyclists, restraints	Integrated Summer – a&d, fatigue, speed, holiday, motorcyclists, restraints	Integrated Summer – a&d, fatigue, speed, holiday, motorcyclists, restraints	Integrated Summer – a&d, fatigue, speed, holiday, motorcyclists, restraints	Restraints & distractions	Restraints & distractions	Winter Driving TWIRL Rugby Sober Drive	Winter Driving TWIRL Rugby Sober Drive

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
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
Nationally Fatal/ serious crashes worst months for each issue	Distraction, drugs				Alcohol, drugs, fatigue, motorcycling, speed, young drivers	Alcohol, drugs, fatigue, motorcycling, speed	Drugs, speed, young drivers	Alcohol, distractions, motorcycling, young drivers	Alcohol, fatigue, motorcycling, young drivers	Distractions, speed	Distractions	Drugs
NZTA Advertising themes 2017/2018	Alcohol	Speed	Young drivers	Alcohol	Speed	Alcohol	Speed	Drugs	Young drivers	Alcohol	Speed	Drugs
	Drugs	Distractions	Drugs	Young drivers	Fatigue	Speed	Fatigue	Distractions	Fatigue	Young drivers	Distractions	Alcohol

*All three sub regions have comprehensive alcohol impairment education programmes that target higher risk drivers

**Both Western Bay and Rotorua have comprehensive cycling programmes.

Appendix 3 - Risk Matrix

(Region and sub-regional priority ranking as identified in the Communities at Risk Register published May 2017 based on 2012-2016 CAS data).

Local Territorial Authority Ranking	NZTA/Safer Journeys - Areas of High Concern								NZTA/Safer Journeys - Areas of Medium Concern				NZTA/Safer Journeys - continued and emerging focus		All fatal and serious crashes
	Young drivers	Alcohol	Speed	Urban intersections*	Rural Intersections*	All intersections*	Rural roads*	Motorcyclist	Cyclist involved	Pedestrians	Distractions	Fatigue	Older drivers	Restraints	
Kawerau	H	H		H	H	H	AM	H			H	H			H
Ōpōtiki	H	H	H		-		H	H		H	H	H		H	H
Whakatāne	H								AM	AM	M		AM	H	AM
Rotorua	AM				AM	AM		AM	AM	M	M	AM			
Tauranga									AM	AM					
Western Bay	H	M	AM	AM	H	AM	AM			M	H	H	H	AM	M
Bay of Plenty Regional Ranking	H	M	-	-	-	-		M			H	M			M
Bay of Plenty Regional Issue	RR	RR			RR	RR	RR	RR		RR	RR	RR		RR	RR

* A subset of safer roads and road sides

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

High, medium and above mean risk ranking from the NZTA Community at Risk Register published May 2017 are shown in each Area of Concern. If the Bay of Plenty has a ranking of high or medium, this area will be considered a regional issue. Where three or more Territorial Authorities occur and at least one of the rankings is medium or high, then this area will also be considered a regional issue for the purposes of this assessment. RR = Regional Risk Issue.

Appendix 4 - Bay of Plenty Road Safety Priorities 2017/2018

Community at Risk Register Strategic Priorities and Safer Journeys Areas of Concern	Safer Journeys NZ Road Safety Strategy 2010-2020 National Areas of Concern			2017 Community at Risk Register Bay of Plenty Ranking	Bay of Plenty areas of Regional Risk as identified in Appendix 2	NZTA funding
	High Concern	Medium Concern	Emerging focus	H = High M = Medium NA = not reported in register	Three or more Territorial Authorities with a Community at Risk Register ranking of High/Medium/Above Mean	BOPRC as per activity list 2015-2018
Young (of light vehicles aged 15-24 years)	X			H	Regional Risk	X
Alcohol/drugs	X			M	Regional Risk	X
Speed (too fast for conditions)	X				Regional Risk	X
Intersection – urban (<i>subset roads and roadsides</i>)						X
Intersection – rural (<i>subset roads and roadsides</i>)					Regional Risk	X
Intersections all roads (<i>subset roads and roadsides</i>)					Regional Risk	X
Rural roads (<i>subset roads and roadsides</i>)	X				Regional Risk	X
Roads and roadsides					Regional Risk	X
Motorcyclists	X			M	Regional Risk	
Cycling		X				
Pedestrian/walking		X				
Distraction (attention diverted)		X		H	Regional Risk	X ⁺
Fatigue		X		M	Regional Risk	
Older road users			X			X ⁺
Restraints (seatbelt not worn)			X		Regional Risk	X ⁺
Heavy vehicles		X		NA		
Light vehicles		X		NA		
High risk drivers (Disqualified, unlicensed, repeat DIC etc)		X		NA		

Note 1: Speed has appeared as a regional road risk for the last four years. Other data sources were analysed and supported it being retained as a Regional Risk
 X+ Funding for road and roadsides includes distraction and fatigue.