



STRATEGIC ACTIONS

The Strategic Actions are the key action plans relating to the goals and cover the following activity areas, speed, alcohol, inattention and fatigue, restraints, vulnerable road users and young driver education.

1 SPEED

Agreed Actions in Each Area

Loss of Control – Too fast for the Conditions

- (a) Each Road Controlling Authority to identify the five priority areas from the Road Safety Audit and Crash Reduction Study. Each “high risk area” to be subject to a detailed study through a road safety taskforce and develop Road Safety Action plans co-ordinating engineering, education and enforcement interventions, with the goal of “fixing” each area as a road safety hotspot. It is anticipated that each taskforce will be based around territorial local authority boundaries.
- (b) Continued and ongoing high visibility enforcement around the known loss of control and speeding hotspots.
- (c) Appropriate signage including fixed and mobile digital speed indication devices to indicate the speeds being attained by drivers against the advised or legal speed.



Unsafe or Illegal Speeding

- (a) Road speed data to be analysed to identify the speeding risk areas.
- (b) Deploying enforcement patrols to these targeted risk areas, seeking continuous improvement in outcomes.
- (c) Develop a speed signage approach which assures that drivers are reasonably aware of changing speed zones.
- (d) Where appropriate, District Councils respond to resident identified unsafe speed environments with traffic management practices.
- (e) Continue to develop the range of speed danger sign placements.



1 SPEED *(continued)*

Schools

- (a) Road Controlling Authorities to identify high at risk schools where excess speed identifiably puts lives at risk. Develop a 40 km per hour speed zone policy to be implemented around identified schools. (NZTA Traffic Note 37).
- (b) Such implemented zones to have a school travel management plan developed and implemented. This includes auditing the traffic and roading environment around the school.
- (c) Trial around selected schools and school bus providers the development of identified active warning signs on those buses which identifies when children are entering and exiting the buses. Assess the trial for possible wider implementation.
- (d) All school zones to be appropriately identified. (NZTA Traffic Note 56).
- (e) Police to enforce with “Speed Kills Kids” campaigns within the identified school zones.

Beaches

- (a) Each Roading Controlling Authority to institute a beach speed control and education approach in association with Northland Regional Council



“TOO FAST SLOW DOWN”

2 ALCOHOL

It is recognised that excess and inappropriate alcohol behaviour is an issue of society at large. It is also acknowledged that dealing with the issue within a road safety environment necessitates a strategic involvement within the wider strategies of addressing alcohol abuse.

Northland has already an established range of bylaws, policies and programmes to deal with specific problems at a local level. This strategy sets out to identify, to continue to implement and potentially extend those programmes which are being successfully implemented. Some are specific to the larger metropolitan area of Whangarei and would be deemed inappropriate for smaller centres.



Industry

- (a) Continue to work with industry initiatives designed to manage the public availability and consumption of alcohol from licensed premises across Northland.
- (b) Continue to develop cooperative programmes designed to move patrons by affordable public transport away from high risk consumption and crowd attracting areas within urban areas at peak night hours.
- (c) Continue to promote and encourage accreditation for door and bar staff for all licensed premises such that Host responsibility becomes part of the licensed premises culture.
- (d) Investigate the appropriateness of District Plan provisions for parking associated with licensed premises.

Sporting Organisations and Vulnerable Young Drinkers

- (a) Continue to develop the Alcohol Management Operation (AMO) and ClubMark programmes through sporting clubs with bar facilities seeking to extend its operation throughout Northland and ensuring that accreditation under the programme is regarded as meaningful and effective.
- (b) Develop a staged programme for extending the AMO philosophy throughout established multisport complexes and other appropriate sporting codes by seeking the involvement of an appropriate programme sponsor.
- (c) Seek Liquor Licensing Agency and Police assistance in monitoring and enforcing licence and AMO programme requirements.

2 ALCOHOL *(continued)*

Drink Drivers

- (a) Support the continuation by Police to enforce the random breath testing approach and checkpoints at selected localities throughout Northland
- (b) Work with the Justice system to identify recidivist drink drivers and to continue to develop and evaluate the pilot Recidivist Drink Driver course currently undertaken by Northland Health. Roll out Northland wide seeking sponsorship as necessary.
- (c) Enforce recidivist drink drivers seeking as harsh penalty as possible through the judiciary.
- (d) Continue to support the Students Against Drink Drivers (SADD) programme including advocating for more sustainable funding.
- (e) Continue the current education Fatal Vision programme through Brain Injury Association, promoting how impaired drivers become through alcohol consumption
- (f) Advocate and support the development and introduction of reliable multi substance testing devices to test for the presence of drugs in the system of drivers.



“ALCOHOL + SPEED = DEAD AHEAD”

3 INATTENTION & FATIGUE

Motorists

- (a) Continue to develop the Fatigue Stop programme which encourages drivers to break their journey at strategic high traffic times throughout the year. Target 20 fatigue stop days throughout the year.
- (b) Through ACC, develop a shift worker education programme which encourages shift workers and their employers to manage worker fatigue level as they drive home.
- (c) Continue to develop the general signage and education approach which warns of fatigue danger.
- (d) Continue the development of well signed rest stop areas on the State Highway system.
- (e) Advocate for banning of cell phone use by motor vehicle drivers.
- (f) In recognizing the wide range of cultures and languages of people using Northland roads, work with appropriate organisations (such as tourism bodies, rental vehicle operators and new immigrant service providers), to ensure that these road users understand the public expectations of driving on Northland roads.

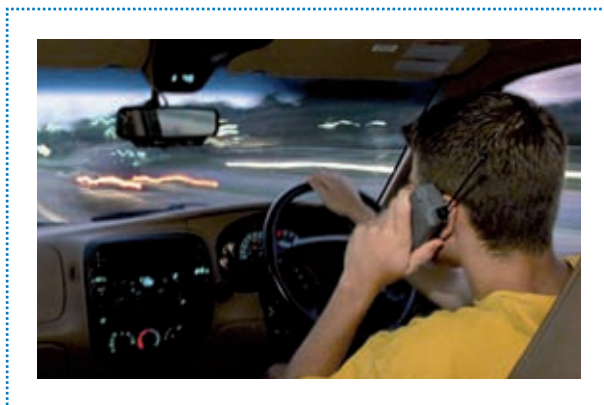


Heavy Vehicles

- (a) Through the Road Freight Cluster Group develop a fatigue awareness education programme such that each driver has a self managed and supervised approach to their fatigue situation.
- (b) Police to enforce the appropriate logbook hour and documentation for all heavy vehicle drivers.
- (c) Road Controlling Authorities in consultation with the heavy vehicle industry to identify the need and as appropriate, develop a series of truck pull off areas such that heavy vehicle drivers are encouraged to take a break.

The Roding Environment

- (a) As a consequence of roads having independent road safety audits, all roading controlling authorities to develop a prioritised programme of safety retrofitting and as appropriate, audio tactile strips around identified loss of control or fatigue high risk areas.



“TXTING WHILE DRIVING IS DANGEROUS”

4 VULNERABLE ROAD USERS

Schools

See the Schools section
(*Speed : Agreed Actions – pg 12*)

Cyclists

- (a) In association with cycling groups, District Councils to identify popular cycling routes and establish within these “Share the Road” signage and education campaigns for all road users, including a code of conduct for cyclists
- (b) Through established cycling groups and retail outlets, develop a series of cyclist skills and safety workshops such that cyclists adopt safe road behaviour including personal visibility.
- (c) Road Controlling Authorities, within their Walking and Cycling Strategies, to progressively incorporate the road needs of cyclists within their roading programmes and established roading/cycling corridors.
- (d) Explore the possibility of using established and new transport corridors for cycling and walking routes.

Motorcyclists

In association with ACC, develop a promotional campaign designed to lift the awareness of the needs and issues, including training and retraining, of motorcyclists within the roading environment.

Pedestrians and Mobility Scooters

- (a) Through workshops, public forums and organizations like Age Concern, develop a programme designed to lift the awareness and safety issues for pedestrians and mobility scooters within their identified component of the roading environment.
- (b) Road Controlling Authorities to audit for safety, their pedestrian corridors and develop a prioritised schedule of renovation.

Active Community

- (a) In association with Sport Northland develop an activity based programme designed to encourage an active community aimed at reducing the kilometres travelled by single occupancy vehicles in urban areas by 10% in 2012.
- (b) To make the use of public transport more effective and encourage RoadSafe Northland members to develop their own goals as an example.

Horses

- (a) Support the horse riding community to develop a plan which acknowledges horse riders as a vulnerable road user and which works toward a signage and bridle path development program.

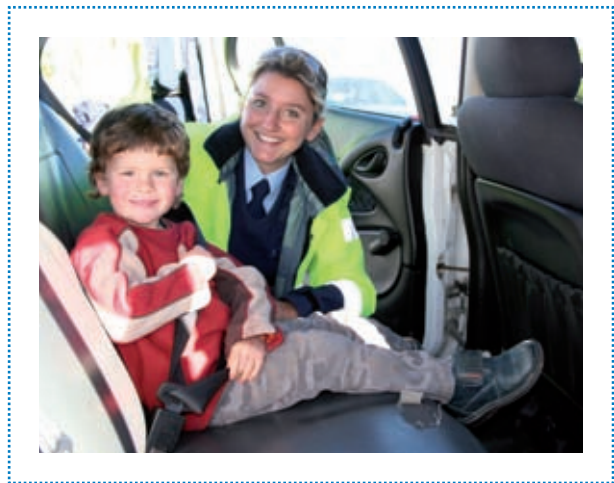


5 YOUNG DRIVER EDUCATION

- (a) In association with established driving schools, address the issue of a driver instructor shortage.
- (b) Develop a programme which advocates that young drivers move through their graduated license by providing enhanced skills and attitude training such that a 50% more young drivers than currently gain their full drivers licences within the prescribed minimum period.
- (c) In association with Rotary , make the Rotary Youth Driver Awareness programme available to all secondary schools throughout Northland.
- (d) Continue to develop and promote driver license assistance courses.

6 RESTRAINTS

- (a) Continue to develop the programme of regular roadside checks of the safety of child restraints and their wearing rates.
- (b) Police to enforce with regular campaigns the wearing of front and rear seat restraints, taking the opportunity to incorporate education components.
- (c) Continue to develop an education package warning of the consequences of unsafe restraint behaviour.
- (d) RoadSafe Northland member organizations to purchase vehicles with defined restraint and safety features.
- (e) Support 'Safekids' in reviewing the age for mandatory child restraints.



7 UNSAFE & ILLEGAL VEHICLES

- (a) Support police and road controlling authorities in eliminating unregistered and/or unwarranted vehicles from Northland roads.