



# THE NEW STRATEGY

# THE ROLE OF ROADSAFE NORTHLAND

*RoadSafe Northland was established in 1991 as a policy and information sharing of Road Safety Activities in Northland.*

RoadSafe Northland undertakes to develop road safety programmes and oversee their implementation by supervising the activities of two Road Safety Co-ordinators who contract through New Zealand Transport Agency to deliver specific community based programmes. These programmes are partnerships between a range of community groups and RoadSafe Northland members.

RoadSafe Northland operates through a Memorandum of Understanding with Northland Regional Council. It convenes a regular forum involving members of Far North District Council, Kaipara District Council, Whangarei District Council, Northland Regional Council, ACC, New Zealand Police, New Zealand Transport Agency, Northland Health, Multiserve, NZ Automobile Association, National Road Carriers (Inc), St John Ambulance Association, New Zealand Fire Service and Ministry of Education. RoadSafe Northland contracts Northland Road Safety Trust to administer its activities.

A technical group of RoadSafe Northland has been the working group responsible for developing this Strategic Plan.

RoadSafe Northland seeks to develop a greater advocacy role within the evolving Strategic Transportation framework.



# OVERARCHING PHILOSOPHY OF THE STRATEGIC PLAN

“TOO CLOSE BACK OFF”

*This plan seeks to systematically coordinate the application of the three E's – Education, Engineering and Enforcement – approach to Road Safety in Northland.*

It seeks to ensure this through a strong commitment to the approach of developing safety management systems and Road Safety Action Plans through the four Road Controlling Authorities in Northland. It will promote a focussed and consistent leadership role through these action plans which assures that Northland roads are regarded as a network and that Road Safety on these roads is regarded as a Regional network responsibility.

This approach is developed from evidence emerging from, established data sources, crash reduction studies, independent audit of the roading environment and personal engagement with people and organizations working within this environment.

This philosophy is to promote a more proactive rather than reactive approach to improving the Northland road safety environment and it endeavours to account for the evolving needs of all road users such that pedestrians, cyclists, motorcyclists and public transport users regard Northland's roads as improving in safety for their activities.

This strategy will also advocate for a level of funding for the continued development of the Northland Road Transport network that is more appropriate to the comparative current state of Northland's roads. This level of funding should take into account the evidence of their relative unsafe nature as a road safety environment, the geology and relative cost of developing roads in Northland, the socio-economic state of the Northland region and the evolving needs of the heavy transport and tourism industries.



# VISION, MISSION, GOALS & ACTIONS

*The key to a strategic plan is that those who interact with it or see it as a touchstone to their activity, can relate to the aspirations identified and see how their actions can help in working towards its achievement.*

## **VISION** : The big picture – What we aspire to

“All road users are safe on Northland’s roads.”

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## **MISSION** : The business we are in and generally what we set out to achieve.

“The Northland Rooding Network continues to improve in order to create a safe environment for all road users in Northland and where safety is embedded in the thinking of all Northland road users”.

### **This is underpinned by the following operating policies**

1. To coordinate and assist with integrated activities across all relevant agencies aimed at improving driver attitudes, driver behaviour and the safety of identified at risk groups.
  2. To improve the safety design aspects of the physical land transport network.
  3. To develop systems which improve the reporting, recording and investigation of road crashes.
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## **GOALS** : Specific, Measurable, Attainable & Time Framed

1. By 2012 there will be fewer than a combined total of 300 deaths and hospitalisations of more than one day duration for the calendar year as a result of crashes on Northland roads (or an equivalent 23% decrease from 2007).
2. That each of the speed related ,alcohol related, restraint related, inattention related, pedestrian, motorcyclist and cyclist death and injury casualty rate have a minimum reduction of 20% from the 2007 figures.
3. That all road controlling authorities in Northland have established a minimum investment of 10% of their road maintenance budget acknowledged to specific road safety engineering improvements by 2012, based on NZTA Funding Guidelines.
4. That all road controlling authorities who have identified by evidence based methods their top five road safety risk sections annually. From these to have developed schedules of high prioritised projects to be implemented in a three E’s way through Rooding Authorities and Task Force/Road Safety Action Plans.
5. To develop and lead collaborative initiatives in Education, Engineering, Enforcement and Community involvement which are focussed on priority road safety issues and delivered through Road Safety & Task Force Action Plans.
6. To work with Northland organizations encouraging them to develop policies relating to drink driving, restraint use and fatigue for their employees.
7. To be recognised as the Northland road safety leadership advocate.