

# NORTHLAND REGIONAL ROAD SAFETY PLAN

2009 – 2012

## OUR VISION

All road users are safe on Northland's roads.

## OUR MISSION

The Northland Roving 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.

## ROAD SAFETY STRATEGIC ACTIONS AND PRIORITIES

### 1 SPEED

Reduce the number and seriousness of crashes on Northland Roads attributable to speed.

- Loss of Control on bends – coordinated engineering, education and enforcement interventions within each TLA
- Unsafe or Illegal Speed on the road- Identify unsafe speed environments and engage appropriate 3E's
- Speeding around the School environment: Identify high risk schools and implement traffic/travel management programmes
- Beaches - advocate and implement beach speed control programmes in conjunction with each TLA.



### 2 ALCOHOL

Continue to develop partnerships which reduce the impact of alcohol related harm.

- Industry Continue to develop cooperative programmes to encourage host responsibility.
- Sporting organisations and vulnerable young drinkers – continue to develop the alcohol management programmes and partnerships within multi sport complexes.
- Drink drivers – develop and advocate a multi faceted approach to deter, educate and hold accountable drink drivers in Northland.
- Enforce recidivist drink drivers seeking as harsh penalty as possible through the judiciary.



### 3 RESTRAINTS

Develop a collaborative approach to reducing the risks associated with poor restraint wearing practices.

- Partnerships: Continue to develop a multi agency approach to encourage restraint wearing practices for all road users.
- Education: Create awareness and recognition of the consequences associated with poor restraint wearing practices.
- Enforcement: Continue to prioritise enforcement into the identified high risk area of restraints.



### 4 INATTENTION & FATIGUE

Create awareness of the role fatigue and inattention are playing in crashes on Northland roads.

- Motorists: Continue to develop fatigue programmes which create awareness and encourage drivers to plan their journey.
- Heavy Vehicles: Develop fatigue awareness programmes that develop self management in a supervised approach to fatigue.
- Road environment: All road controlling authorities develop a prioritised programme addressing the risks associated with driver fatigue and inattention including developing forgiving roads and vehicle pull off areas.



### 5 VULNERABLE ROAD USERS

Develop and support programmes to ensure all road users are safe on Northland's roads.

- Pedestrians and Cyclists – Implement TLA walking and cycling strategies to ensure the needs of pedestrians and cyclists are met.
- Motorcyclists – Develop a multi-agency approach to raise the awareness of the risks and needs of motorcyclists within the roading environment.
- Active Community – Encourage individual and community responsibility for all road users on Northland's roads.



### 6 YOUNG DRIVERS EDUCATION

Develop a collaborative approach to address the over-representation of young drivers in road crashes on Northland's roads.

- Licences – Develop a programme which advocates and encourages young drivers to complete their graduated licence programme within the prescribed time.
- Driver Behaviour – Support and develop programmes which address and improve driver behaviour on our roads.

