

Safer Journeys: An Enforcement Perspective



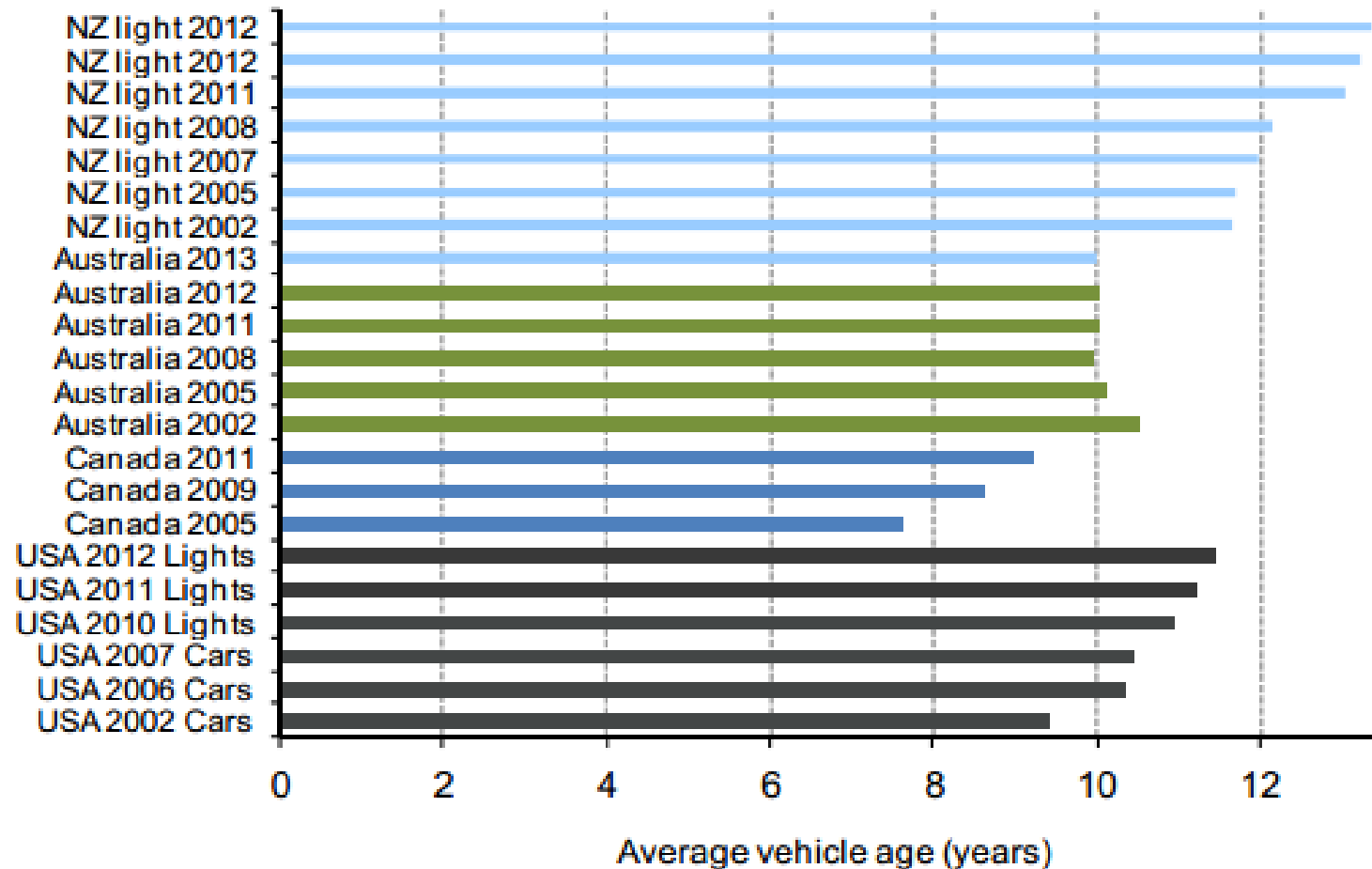
Superintendent Carey Griffiths
National Manager: Road Policing
New Zealand Police

A few points about NZ



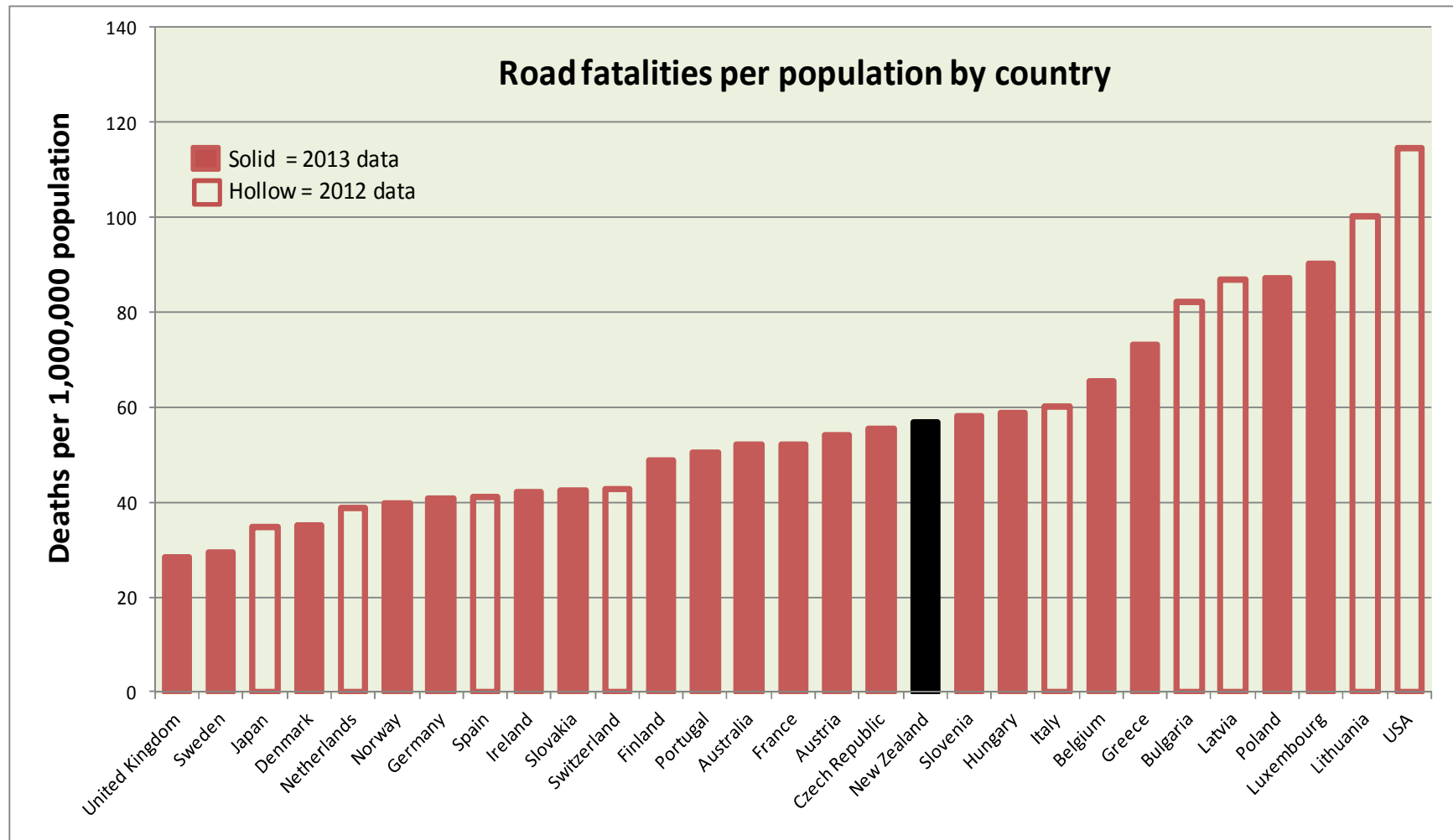
- Total population of 4.5 million
- 3.26m licensed drivers
- 3.24m vehicles
- Challenging terrain: 94,000km roads (11,000 km state highways, and 83,000 km of local roads of which 60% are sealed)
- High rate of motorisation at 734 vehicles per 1,000 population (France 600, GB 565, Australia 719, USA 814)
- The occasional Hobbit or Orc!

An older fleet also brings its challenges

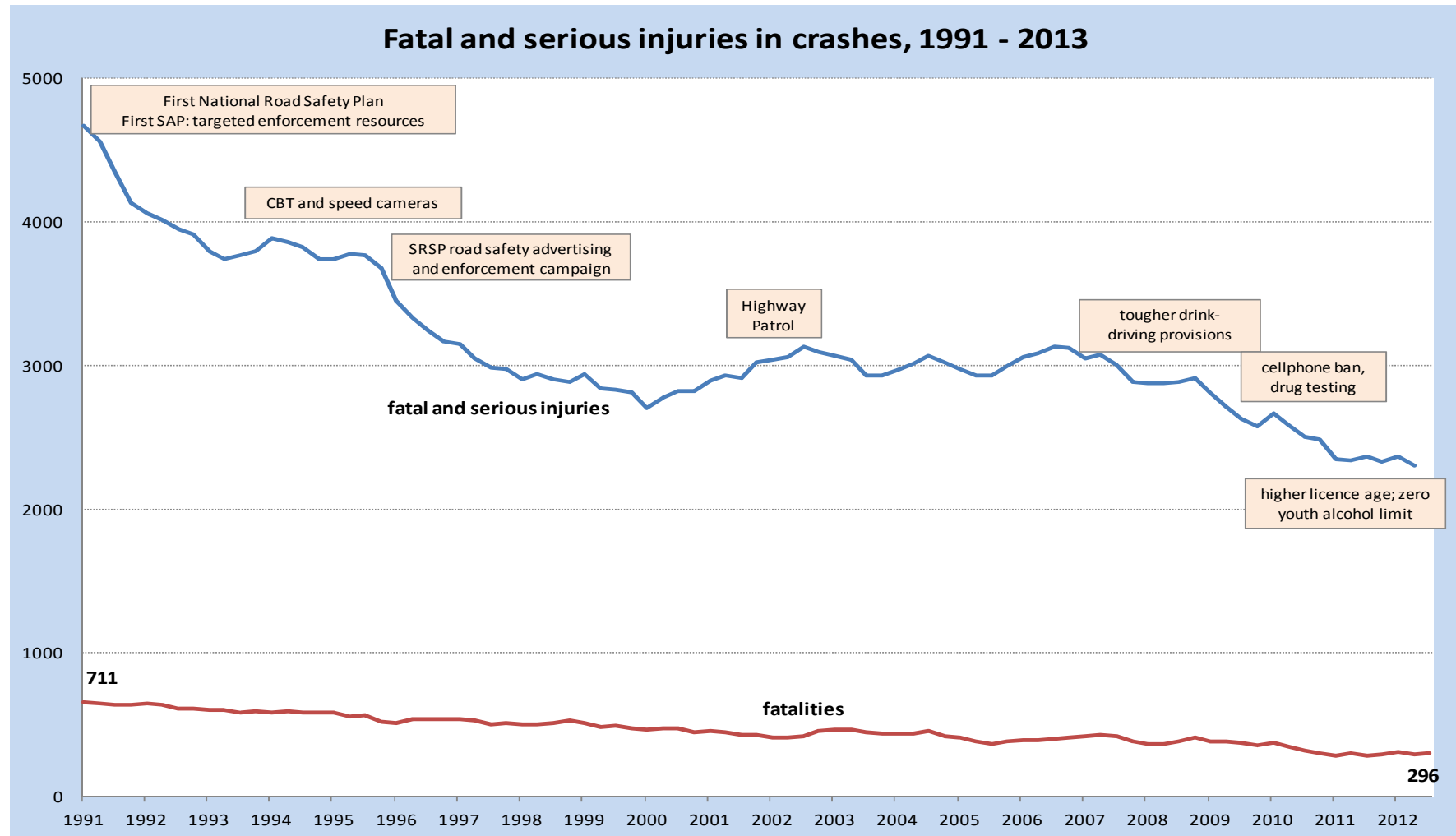


Source : USA Polk, Canada Derosiers and Automotive Industries Association, Australia Bureau of Statistics

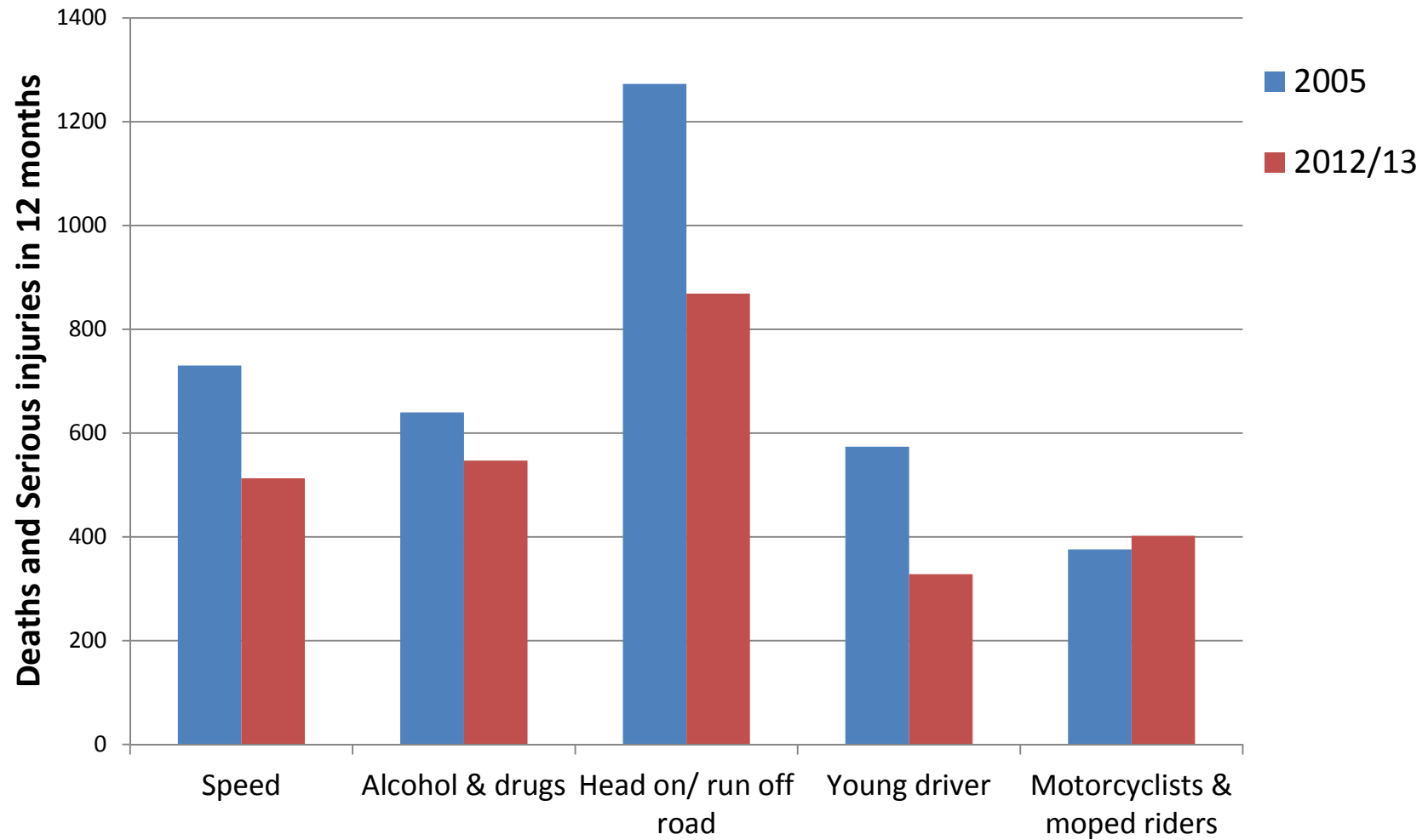
Comparatively speaking



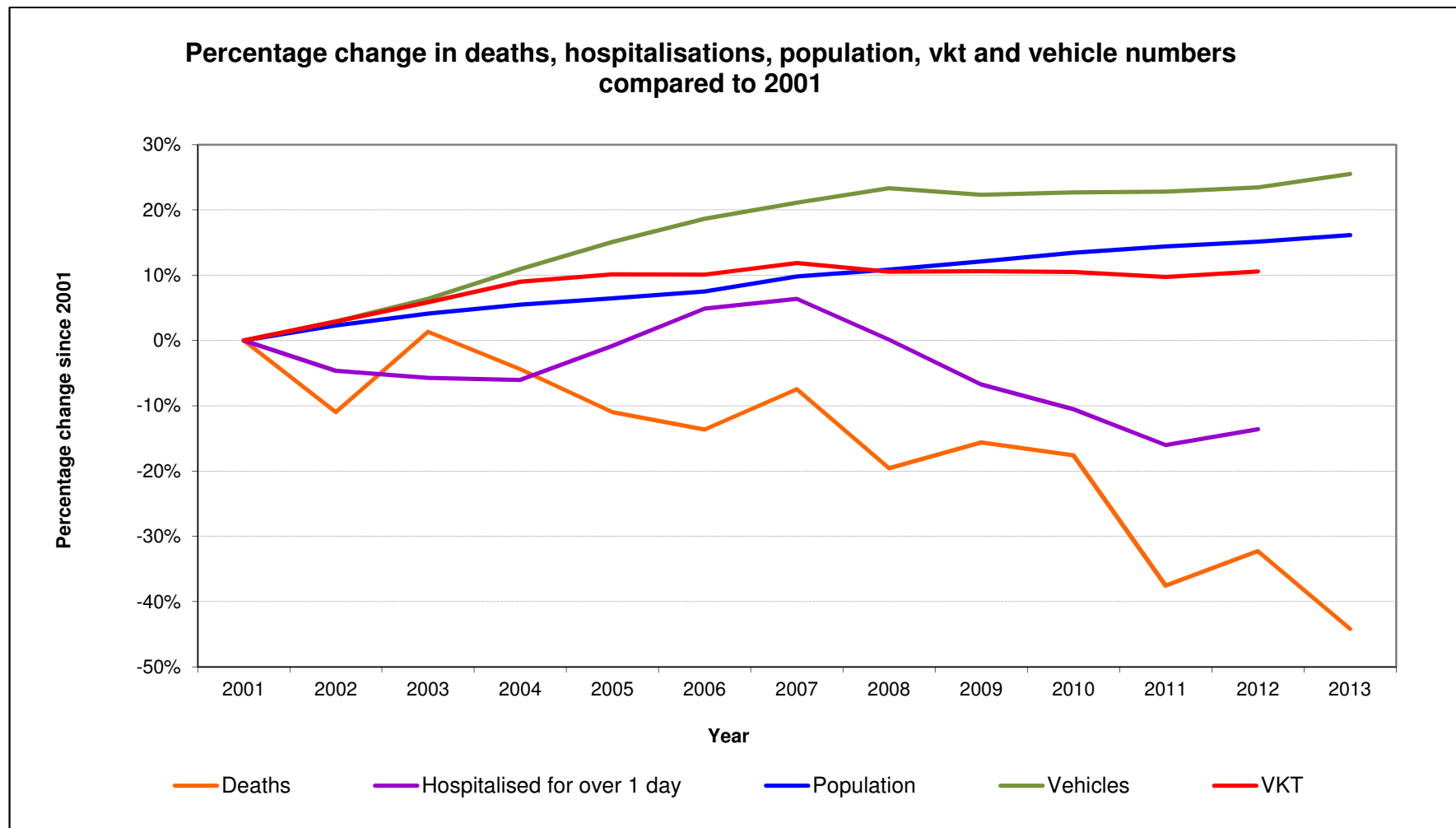
Good trends over time



Reducing serious crash risk



Despite upward pressures



National level Multi-Agency Governance via the National Road Safety Committee

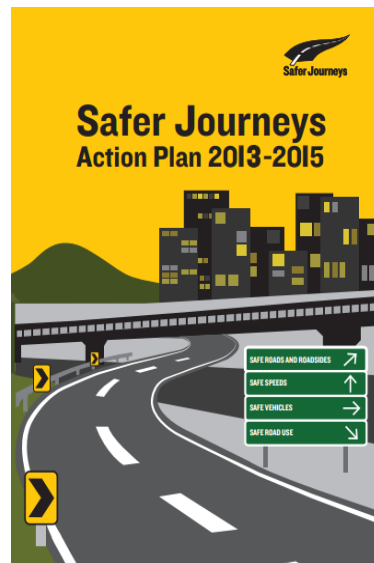
Cross Agency Collaboration (*Ministry of Transport, NZ Transport Agency, Accident Comensation Corporation, Police, Local Government NZ*)



- Responsible for Safer Journeys implementation
- Informs road users about road safety
- Provides strong leadership, accountability and coordination
- Develops whole of government approach
- Researches new and innovative solutions and capacity to deliver
- Monitors and Reports



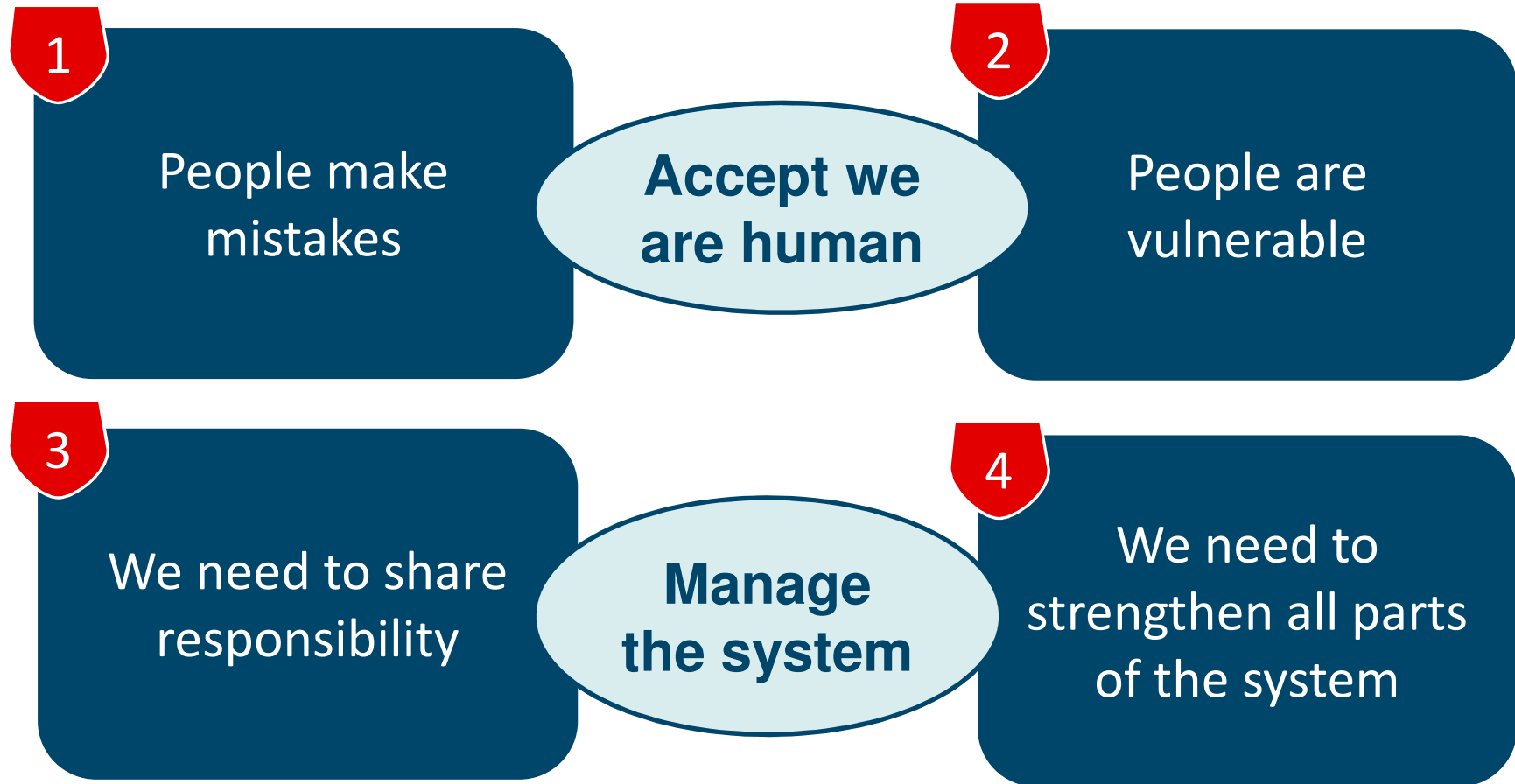
Joined by the Safer Journeys Strategy



Transformational safe system approach

Create a **forgiving road system**
where a mistake doesn't cost
a life or a limb

Transformational safe system principles



Safer Journeys four years on

- ✓ Strengthened young driver licence test, raised driving age, zero BAC for youth
- ✓ Targeted advertising (mates, passengers, family – not just the driver)
- ✓ High risk rural roads made safer with safety barriers, rumble strips, speed management
- ✓ Right Car website developed to help people buy the safest car they can afford
- ✓ Give Way Rule changed
- ✓ Centre for Road Safety Intelligence established
- ✓ Changing the
- ✓ Speed camera
- ✓ Variable speed
- ✓ High risk inter
- ✓ Roads of Nat
- ✓ KiwiRAP and UrbanRAP developed to help target to risk
- ✓ Lowered speed tolerance on holiday weekends
- ✓ Alcohol interlocks introduced
- ✓ Child restraint requirements strengthened
- ✓ Fleet safety programme
- ✓ Motorcycle safety measures
- ✓ Safe System in Practice training course delivered to over 1000 attendees
- ✓ Lowered BAC to .05 (pending)

**Delivering the lowest road
toll in 60 years**

signs

Challenges for NRSC

Changing the public conversation on speeding:

- build public understanding that “not all roads are equal”
- improve effectiveness of speed enforcement
- provide guidance to road controlling authorities on better speed management

Vehicle Fleet:

- accelerate the exit of less safe vehicles (social equity and environmental issues)
- provide a ***vehicle standards map*** to guide the industry and provide certainty



NZ Police

- A single national service
- We operate from more than 400 largely community-based police stations.
- We have around 11,800 staff.
- Low use of enforcement cameras and ANPR c.f. Great Britain
- World-leading technology platform (Mobility)



Mobility solution

- 10,000 iPhones and iPads to Police staff
- Savings of an estimated 500,000 person-hours annually (around 30 minutes per shift)
- Significant benefits in terms of:
 - eQuip – this enables staff to run queries on Persons, Vehicles, Locations, Organisations and complete bail checks and intel notings on their device.
 - Mobile Responder - allows officers to view CARD events in their area, self assign and result events, view maps and communicate with Communications Centres and their colleagues
 - Mail, calendar, contacts, phone functions
 - Electronic ticketing and crash reporting migrating across shortly



Case Study: Safer Summer 2013/2014

- Police reduced speed enforcement threshold from 10 km/hr to 4 km/hr as part of a 2 month summer campaign
- Extensive advertising and social media in partnership with Safer Journeys partners and Ministerial launch
- Results when compared with the same period over previous 4 years:
 - reduction in the 85th percentile speed by between 1-2km/h
 - shift in the speed distribution above the speed limit:
 - decrease ranging from 43% to 60% in the proportion of drivers exceeding 110km/h
 - decrease ranging from 48% to 60% in speed notices in excess of 110km/h issued per hour of camera operation
 - decrease ranging from 26% to 42% in the number of deaths and a similar reduction in serious injuries. (Lowest summer deaths on record since 1950)
 - Public and media support high



Thanks NZ for our safest ever summer




Safer Journeys
New Zealand Government



Kiwis love to travel over summer but far too many never make it home. Summer is a risky season and it's even more dangerous when people drive too fast.

Police developed an innovative communications programme to support its front-line officers in their speed enforcement efforts from December 2013 to January 2014.

Aim

To reduce the percentage of vehicles speeding

To reduce the number of fatal and serious injuries on our roads.

"We wanted fewer than 57 road deaths and 359 serious injuries observed in the previous year from December 2012 to January 2013."

Objectives

To ensure all drivers are aware that there will be:

'No tolerance for speeding.'

To achieve a public relations effort which sustains public interest and motivates people to slow down.

Approach	Advertising	Public relations	Social Media   
Strategy	Frequently remind drivers to slow down at key moments in their journeys.	Co-ordinate a series of proactive road safety stories to keep the campaign topical in the media.	Stimulate conversations and trigger people's social conscience.
Tactics	<p>All advertising featured local cops and was co-branded with ACC:</p> <ul style="list-style-type: none"> > Road side billboards > Radio ads > Mobile phone advertising > Z station advertising > <i>Reach the Beach</i> road safety board games handed out to travelling families on the roadside 	  <p>New coloured police cars created a buzz at the launch of the campaign.</p> <p>Proactive media stories fronted by local police and road safety partners throughout the summer.</p>	  <p><i>Never before seen</i> CCTV crash videos were released; each with a valuable road safety lesson.</p> <p>Video interviews with cops talking about crashes which had affected them personally.</p> <p>Celebrity video blogger "Jamie's World" created a safer summer video targeted at teenagers.</p>

Results? Drivers got the message that **"Summer speeding will be stopped"**



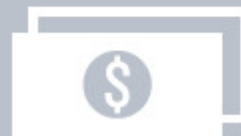
The proportion of drivers observed speeding at more than 100km/h was **36-51% lower** than during the previous 4 summers.

15 fewer deaths than the previous summer.



1,127,000 video views in social media.

Social cost saving of over \$58,000,000, based on Ministry of Transport calculations that the social cost per road fatality is worth **\$3,879,200** across a statistical life.



Most drivers supported the initiative.

57% of AA members surveyed and 66% of people surveyed by the NZ Herald supported the campaign.

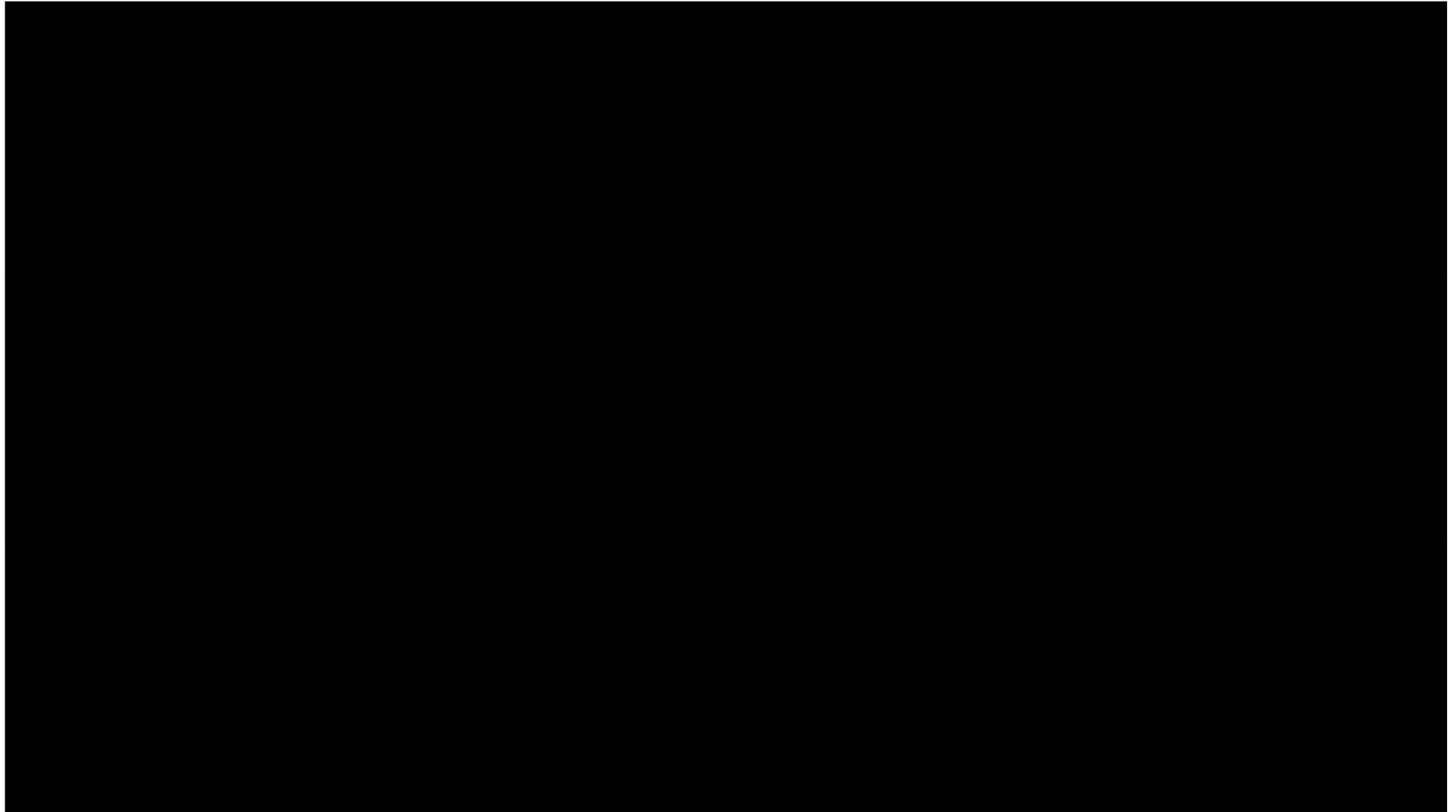


Extensive reach across NZ news media. The campaign generated 521 news articles, the equivalent of \$2,000,000 worth of 'earned media' (This stemmed from a paid advertising investment of only \$350,000). Based on Advertising Equivalent Value calculations of x3.

PRINZ Awards Video



PRINZ Awards Video



Reframing the conversation on speed

- NZ Transport Agency took the conversation to those who consider a few km/hr over the limit was not speeding
- Aimed at the “competent” driver who failed to realise the impact of others’ mistakes
- Incredibly popular ad, hitting 12.5 million YouTube hits within 11 days, and led to international requests for copies

(VIDEO)



Reframing the conversation on speed



In summary

- While NZ faces challenges and costs around roading infrastructure and an older fleet with costs driven through the tyranny of distance from overseas markets, our strengths are:
 - Unity of purpose and collaboration
 - National level governance through the NRSC and multi-agency support
 - Supportive government
 - Strong funding model for police enforcement
 - Flexible adoption of technology and new ideas
 - Supportive media and public
 - Success builds success



Come to New Zealand (and drive safely)





For more information:
www.saferjourneys.govt.nz

