



SaferRoads 2017 5th International Conference

23 May 2017



Safe Roads

THE PROBLEM

Too many of us are dying or being seriously injured on New Zealand roads

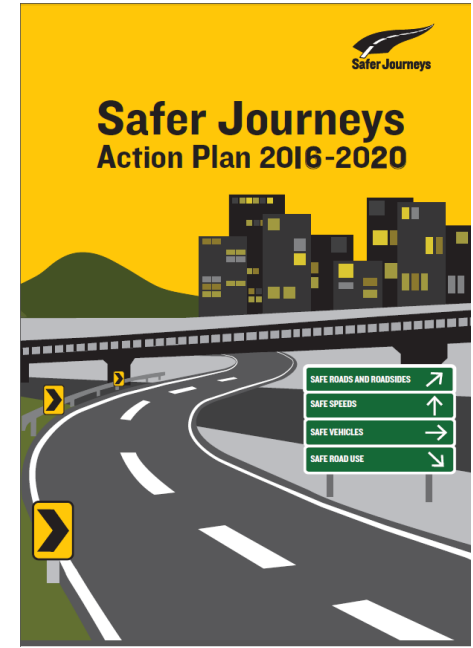
Over **320** deaths per year
Average **27** per month



THE SOLUTION

The Safe System approach.

THE FUNDAMENTAL SHIFT



THE INVESTMENT

The Government is investing \$600 million to make **roads and roadsides** safer across the highways network, over a six-year period.

An alliance of public and private sector expertise has been created to deliver this – called Safe Roads.

WHO IS INVOLVED IN SAFE ROADS?

An alliance made up of the following:



WHY WERE WE FORMED?

- To accelerate the work of improving safety on high risk rural roads.
- The alliance means resources can be more effectively deployed and processes fast tracked.



WHERE DO WE FIT IN?

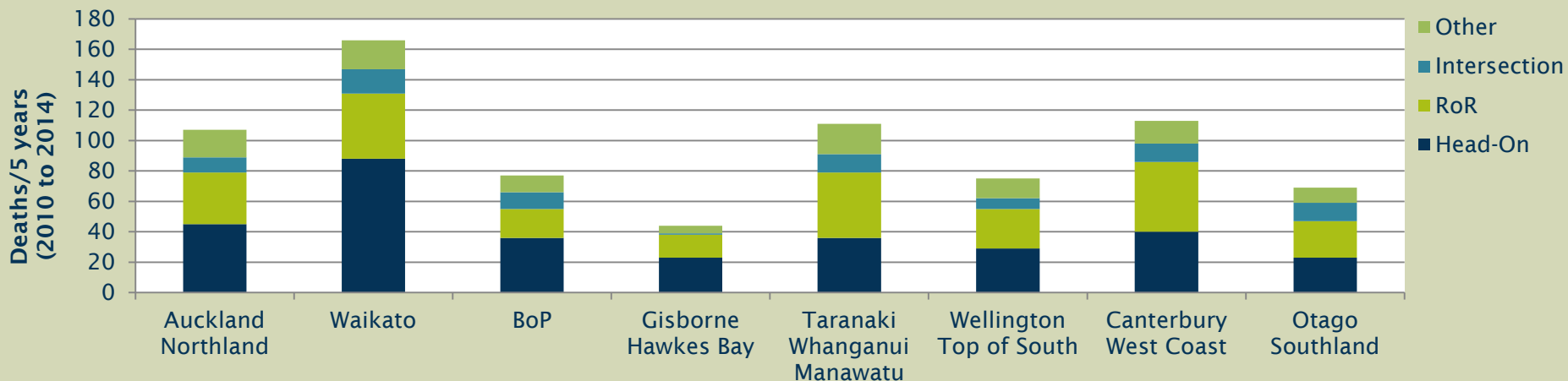
We are a specialised delivery arm of the Transport Agency. Our projects sit alongside other major delivery programmes, including roads of national significance and the Accelerated Regional Roding Programme.

OUR GOAL

- The aim is to make high risk rural roads and roadsides safer to prevent 900 deaths and serious injuries.
- To improve the safety rating (Kiwirap) of State Highways.

HOW DO WE MAKE ROADS SAFE?

Head-on and run-off-road crashes account for **75%** of crashes where people are killed or seriously injured.



HOW DO WE MAKE ROADS SAFE?

- Side and median barriers
- Rumble strips
- Widened centrelines
- Flexible barriers
- Signs and road markings
- Shoulder widening
- Safer speeds



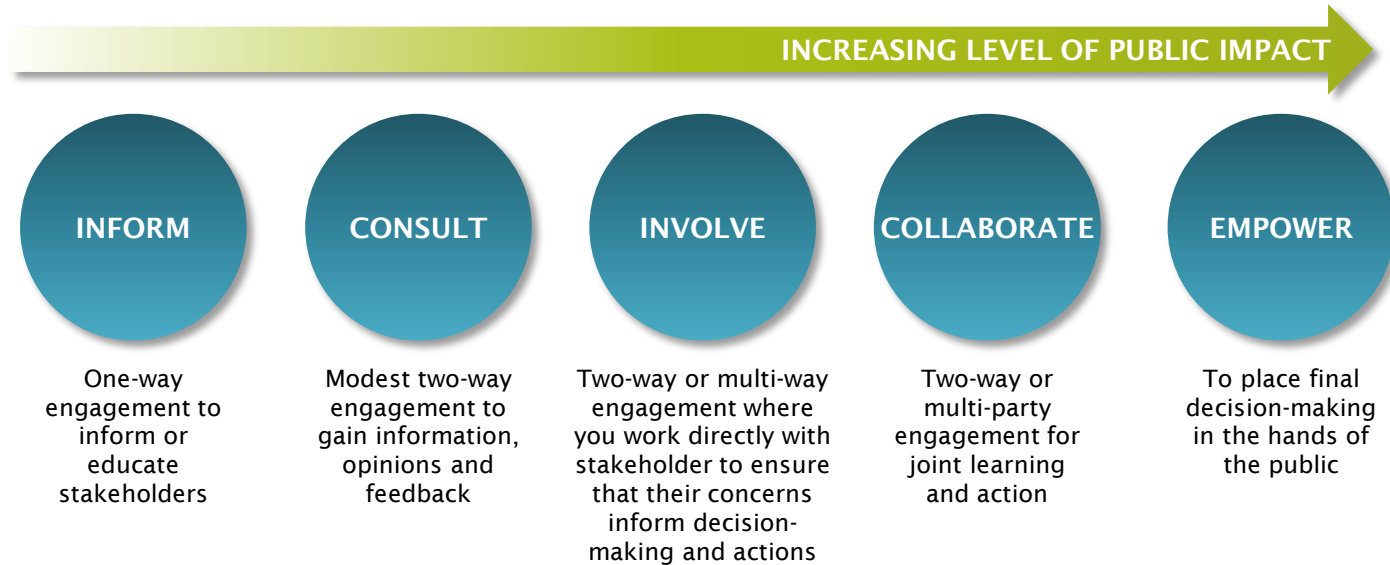
OUR MANTRA

To deliver the safety benefits, we need to bring the public along with us. Effective community engagement is needed.



BEST PRACTICE APPROACH

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



10 GOLDEN RULES OF ENGAGEMENT

1. **Start early** and influence the business planning process.
2. **Do your homework** on the history and the background of that community.
3. **Focus on the problem first** – ensure the community buys into the problem before jumping to the preferred solution.
4. Be transparent about the impact of the safety improvements – **both positively and negatively**.
5. **Decision-making** – Be clear and honest about where the decision sits and people's ability to influence.

10 GOLDEN RULES OF ENGAGEMENT

6. **Get to know the locals** – Involve ourselves in each community to get to know the key influencers
7. Be real – Create **meaningful** opportunities for local input.
8. **Use plain English** – Have real-world conversations free of engineering jargon and Wellington-speak
9. **Ensure information flows** – ensure everyone involved is kept in the loop.
10. **Reflect the local perspective** in the final design. Find the right balance of what is important to locals and delivers on the optimum safety benefits.

WHAT SUCCESS LOOKS LIKE

- People understand the issues, the need for action and are receptive to planned safety improvements
- Safety initiatives are implemented more effectively, and are successful in reducing death and serious injury

REALITY CHECK

Be satisfied with getting the majority over the line.

Vocal minority noise can be reduced if their perspective is heard.

