



## Road to Zero 2020-2030 road safety strategy

### Survey responses from Brake, the road safety charity

#### Vision

Strongly support.

Brake fully supports a Vision Zero approach to road safety in New Zealand. We should not accept deaths and serious injuries as an inevitable or acceptable toll for our mobility. The only moral and ethical number of deaths and serious injuries is zero.

We welcome the thinking behind the strategy; designing the transport system to minimise harm when people make mistakes. We also support the wider message that mobility and accessibility are not ends in themselves; they help to make our communities more liveable and enable us to get to the places where we work, go to school and play.

#### Target

Brake strongly supports having a target in place for reducing deaths and injuries. Whilst we support this target, we would have liked to see something somewhat more ambitious and in line with UN targets of a 50% reduction in deaths. That said we understand that the 40% target has been based on modelling, and support a target that is achievable by 2030.

#### Principles

##### Principle 1: Plan for people's mistakes

Strongly support.

Brake supports this principle and recognises that people make mistakes on roads. However, continued communication is needed around this, so that crashes continue to be seen as incidents with often preventable causes, not simple accidents that are unavoidable. The system needs to allow for people's mistakes, but individuals still have a personal responsibility for their own safety and the safety of others too. We need effective enforcement as part of the road safety programme, to take high-risk drivers off our roads.

##### Principle 2: Design for human vulnerability

Strongly support.

##### Principle 3: Strengthen all parts of the transport system

Strongly support.

Brake supports this principle and is pleased to see vulnerable road users identified as well. Improving facilities for active and sustainable transport modes will help to increase safety for these modes, and encourage more people to use them, resulting in wider health and environmental benefits.

##### Principle 4: Shared responsibility for improving road safety

Strongly support.

Brake supports shared responsibility, but acknowledges that some people will have more responsibility than others, e.g. vehicle drivers are driving large, heavy vehicles travelling at speed that can do catastrophic damage to more vulnerable road users such as pedestrians and cyclists. Adults have a responsibility to protect children. Children are still developing and their ability to assess risk and speed is

very different to the abilities of an adult. They are also reliant on adults to protect them when travelling in vehicles.

#### Principle 5: Actions are grounded in evidence and evaluated

Strongly support.

Whilst Brake supports this principle, we also want to ensure that measures that are proven to be effective aren't unduly held up by red tape. The road safety programme should also seek to foster the development of more efficient data and evidence-gathering, and enable trials of solutions that can be implemented quickly, evaluated and rolled out where successful.

#### Principle 6: Road safety actions support health, wellbeing and liveable places

Strongly support.

Brake strongly believes that transport investments should support the wider goals of health, wellbeing and liveable communities. This is particularly important around schools and in communities, to encourage children and parents to walk, cycle and scoot to school, and help ensure their safety when travelling.

#### Principle 7: Safety is a critical decision-making priority

Strongly support.

In the past we have seen safety traded-off against other benefits such as efficiency. Brake strongly supports safety being the priority, in line with the Vision Zero ethos that human life and health should never be exchanged for other benefits within society.

### Focus areas

#### Infrastructure and speed

Strongly support.

Research shows that various infrastructure improvements, such as median and roadside barriers, are effective at reducing deaths and serious injuries. Speed is a key factor in determining whether you are killed or seriously injured in a crash, or whether you walk away. We know current speed limits are inappropriate for the conditions of a high proportion of NZ roads, and this needs to change.

Infrastructure – we support a programme of work targeting high risk roads first. The programme should also plan for future high risk/high volume roads such as key freight routes.

Speed – Brake strongly supports improving the way councils plan and implement speed limits to make it easier for them to set and change speed limits to improve safety. We need to implement 30km/h speed limits around schools and in urban centres to protect children and people on foot and bike, in line with international best practice.

Safety cameras – we support a change in the safety camera programme to increase the use of cameras as an effective deterrent to speeding. We also advocate the use of average speed cameras to cover whole routes, and the use of intelligent speed assistance technology.

Brake supports aligning the urban street design guide with international best practice.

Brake supports more work around Accessible Streets and improving safety around footpaths.

#### Vehicle safety

Strongly support.

Evidence clearly demonstrates the difference between vehicles with high safety ratings and those with low safety ratings. We need to focus on raising the overall safety of the fleet, and encouraging people to buy the safest vehicle they can afford.

Brake supports raising the standard of vehicles entering the fleet as soon as possible, alongside longer term plans to expedite the removal of unsafe vehicles from the existing fleet.

Brake supports mandatory ABS for motorcycles as the safety benefits are clear.

Brake supports making safety information more accessible, and improving communication with the public about why vehicle safety is important. Some of the current stats are shocking, particularly around the proportion of one and two star vehicles involved in deaths and injuries, and the stats around young people in vehicles with low safety ratings. More public awareness about statistics such as these and the importance of vehicle safety could help to encourage changes in buying habits.

#### Work-related road safety

Strongly support.

As an organisation that promotes best practice in work-related road safety to fleet professionals, we understand the importance of managing road risk within fleets. Driving is a critical risk for any organisation with staff who drive on work purposes, whether driving is a primary or secondary role, and whether they drive a company-owned or leased vehicle, or their own private vehicle for work.

Brake supports sharing best practice, and currently does this itself through its Global Fleet Champions campaign. Any programme of work needs to be underpinned by better data. Currently there is a lack of data and understanding as to the full extent of work-related road crashes, and some of the key risks that organisations face from their on-road activity. Better cooperation and coordination between agencies, in terms of regulation; collecting, analysing and sharing data; and sharing best practice more widely with the fleet sector would be beneficial.

#### Road user choices

Strongly support.

Most crashes still involve some form of driver error, and all road users still have a responsibility for their own and others' safety. An effective licensing and training system is vital. Raising awareness through education and advertising is important, and effective enforcement is essential to take risky drivers off our roads and to deter others from taking risks.

Brake feels driver licensing and training isn't referenced enough in this section. We know this is an area many people feel is important and needs some improvement. We believe some work in this space may be happening separately to this strategy? If that's the case it would still be beneficial to reference that work here, so people have an understanding that licensing and training is also a key part of the road safety programme.

Brake supports prioritising roads policing, reviewing penalties, enhanced drug testing and improved motorcycle safety.

#### System management

Strongly support.

The road safety programme would benefit from some improvements to leadership and collaboration between agencies.

Brake found it beneficial to be involved in the reference group process, something that we had not had the opportunity to be part of before. We would value that dialogue continuing in support of the strategy and action plan. Many of the stakeholders involved in those groups are able to engage with specific sectors, or the public more generally, and assist with communicating the strategy, actions, and importance of the measures to be implemented. However, for many of us resources are stretched, and we all need to be supported through effective leadership and support at Government level, and access to data/evidence to help us effectively communicate with communities.

Post-crash response is an important piece of the road safety strategy and actions, both in terms of reducing deaths and serious injuries through fast, efficient emergency response, and for improving the recovery and rehabilitation of those who suffer injuries.

#### General comments about focus areas

Brake feels that an aspect that is missing from this strategy is transport choice, which can have safety benefits as well as benefits for health and wellbeing and the environment. This includes access to public transport, footpaths and cycleways. If people feel other forms of transport are accessible and safe, they are more likely to shift modes.

#### Action plan

Introduce a new approach to tackling unsafe speeds  
Invest in safety treatments and infrastructure improvements  
Raise safety standards for vehicles entering the fleet

We've selected our top three actions, but feel those actions and the others listed should all be underpinned by strengthening system leadership and prioritising roads policing. Both of those will be key to helping ensure other measures work.

#### Measuring success

Overall Brake supports this framework. However, whilst a lot of the indicators listed are specific and measureable, some are vague and would benefit from further definition. For example, what is meant by "low vehicle safety rating", does it mean vehicles with a one or two star safety rating? How would "public understanding of vehicle safety" be measured?

Brake would also suggest some possible additional indicators for the vehicles as a workplace strand, such as the number or percentage of companies with at-work drivers that are actively engaging with agencies and the best practice information provided. Another measure could be whether research has identified the most critical risks to fleets e.g. fatigue, distraction, drink/drug driving etc.