

Report 15.410
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Committee Regional Transport Committee
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Update on regional road safety campaigns

1. Purpose

To inform the Committee about the results of the 2014-15 regional road safety campaigns funded through NZTA's HNO Wellington office.

2. Background

On 2 October 2014 this Committee received notification that NZTA had agreed to fund a series of road safety campaigns in the Wellington region (Report 14.514). Funding for this was allocated to the NZTA Wellington region Highways and Network Operations team to assist with road safety promotion and education for high concern issues on the State Highway network.

This funding of approximately \$400,000 was additional to the RLTP programme of road safety work each council received funding for in the 2012-15 period.

A programme of work was agreed to by all the councils in the region (through the road safety coordinators) in conjunction with Greater Wellington Regional Council and NZTA. The Regional Council hosted a contractor in the Sustainable Transport department to undertake this work.

Funding has been secured for the 2015-16 year to continue these campaigns. Again, this funding is in addition to the funding councils received for road safety work from NZTA for the 2015-18 period.

3. Comment

For the 2014-15 year, four areas of high concern in the region were identified as the focus of the campaigns. These were intersections, young drivers, motorcyclists and cyclists.

3.1 Intersections

Crashes at intersections are an area of concern for the Wellington region, with poor observation being the leading cause. A new advertising campaign was developed to address this issue. The campaign was called *Eyes On* and encouraged viewers to have their ‘eyes on’ or be focused and pay attention at upcoming intersections. The campaign was targeted at all road users in the Wellington region.

Media placement for the campaign included bus backs, billboards (in Wellington City, Lower Hutt City, Porirua City and Masterton District), radio ads, Metservice website ads and Facebook ads (the latter two geo-targeted to the Wellington region).

A Nielsen’s post-campaign analysis showed that compared to previous road safety campaigns held in the region, the ‘Eyes on’ campaign has been successful in achieving behaviour change. Close to half of respondents (45%) said they are likely to change their behaviour at intersections as a result of this campaign, while only 29% of respondents reported a likely change of behaviour as a result of previous campaigns. Over 40% of respondents also reported already being more cautious at intersections as a result of this campaign.



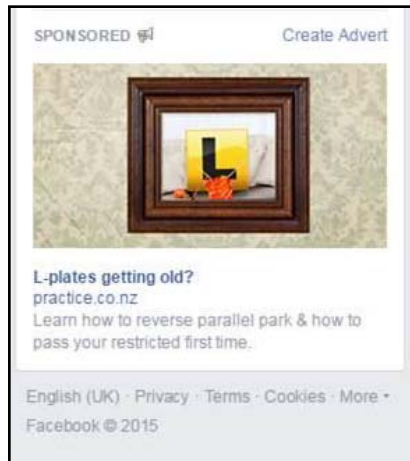
3.2 Young drivers

Nationally, and within the region, young drivers remain statistically more likely to be involved in a crash. Restricted drivers are seven times more likely to be involved in a fatal or serious injury crash than other drivers. Data also shows that young restricted drivers are more at risk of having a serious crash in the first six to 12 months of driving solo on their restricted licence than at any other time in their lives. This increased risk is partly due to driving inexperience.

Two national campaigns were used locally to address this issue - one targeting parents and the other targeting young drivers themselves. A third project, involving high school teachers was also undertaken, providing professional development to teachers using NZTA’s road safety curriculum resources.

3.2.1 Young Drivers

NZTA’s national young driver campaign targets parents of young drivers in the restricted licence phase, encouraging them to continue to support and check-in on their teens driving. Cinema and radio ads were used regionally. No evaluation was completed as this is an NZTA campaign promoted nationally.



3.2.2 Practice website

The 'Practice' website (<https://www.practice.co.nz/>) co-funded by ACC and NZTA aims to help learner drivers pass their restricted test with the help of coaches, videos and how-to guides. Facebook ads targeting 16-24 year olds were promoted regionally in May and June 2015, generating 508 new sessions on the site.

3.2.3 Workshop for Teachers

A workshop for teachers was organised in March 2015 entitled "Citizenship through inquiry and action: road safety curriculum resources unpacked". Secondary teachers across the region were invited to the free professional development workshop that demonstrated how NZTA's education resources could be used to plan for good learning outcomes. It also aimed to help teachers to use road safety as a context relevant to notions of citizenship education to hook students into key concepts across learning areas such as English, drama, mathematics and statistics, science, health and PE, and media studies. Thirty people participated. Themes from a post-workshop survey of participants included:

- gained an understanding of the range of resources which are online (NZ Transport Agency)
- found a purpose for Road Safety Education that was not tethered in skills
- interest in looking further at the NZ Transport Agency resources on line
- staff can use citizenship as a theme to anchor Road Safety Education (many comments about Lifelong Learning)
- awareness of why we need road safety/ how our students want road safety to look like

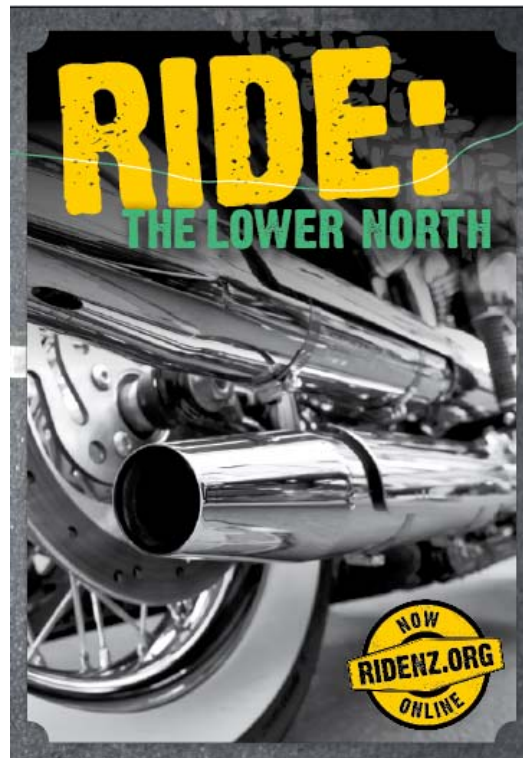
3.3 Motorcyclists

Crashes involving motorcyclists remain an area of concern for the Wellington region, especially the Wairarapa. Awareness of high risk and favoured routes is noted as a focus area in the Safer Journeys Action Plan 2011-2012 (National Road Safety Committee, March 2010, p16). A new motorcycle safety brand was developed to raise awareness of high risk routes in the region (e.g. the Rimutaka Hill Road) along with favoured routes as recommended by the local

motorcycling community. Secondary issues (also identified in the Safer Journeys Action plan 2011-2012) are also targeted including knowledge of route conditions, inexperienced riders, speed, rider position and rider conspicuity. The target audience was motorcycle riders in the region over 40 years old, 80% of whom are male.

The 'brand' is called RIDE and includes:

- a brochure called RIDE: The Lower North;
- billboards (on the state highway network in the Wellington region);
- a new website www.ridenz.org; and
- two promotional videos designed to promote the website.



Ten thousand copies of the brochure were distributed in December 2014 to motorcycle retailers, clubs and mechanics in the region, along with restaurants on popular motorcyclist routes. They were also displayed on brochure stands on the Interislander and Bluebridge ferries and terminals, and at i-Sites in the Greater Wellington and Marlborough/Tasman/Nelson regions. A Facebook campaign to promote the site achieved over 86,000 impressions and over 15,000 views and resulted in 358 views of the website.

An independent consultant was engaged to evaluate the new website. The website was launched in June 2015. In an April 2015 pre-launch survey, 100% of respondents said they would share the site with a rider passing through the region, with 69% saying they definitely would.

3.4 Cyclists

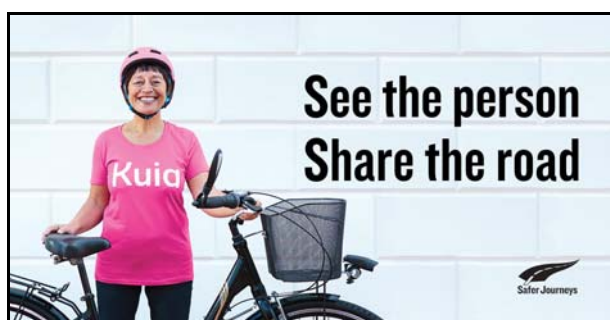
Cyclist safety is an area of high concern for the Wellington region. Nationally, in up to 75% of all cyclist/vehicle crashes where a cyclist was hospitalised, car drivers were found to have primary responsibility for the crash. Additionally, some motorists feel negatively towards people who cycle on the roads - they perceive them to be a nuisance on the road or an unnecessary intrusion on their space. This is particularly dangerous because it can be used to justify behaviour, good and bad.

In response to these issues, NZTA's national advertising team created the See the Person, Share the Road campaign. The campaign encourages road users to be courteous to each other and acknowledge that they're not the only one on the road. To achieve this, the campaign was designed to personalise and humanise people cycling so that motorists see them as real people who have a right to share the road safely.

The campaign was adopted and broadened to increase its relevance to those living in the Wellington region by introducing characters with greater age, gender and ethnic diversity. New characters with 'trusted professions' were also introduced, e.g. nurse and firefighter, along with new family names e.g. kuia, uncle and daughter. Media placement of the new campaign images included bus backs, bill boards (Upper Hutt City, Lower Hutt City, Wellington City and Masterton), petrol station digital screens and promotion through Facebook. The target audience was all motorists in the Wellington region.

The campaign was further extended through a Facebook cover photo project where cyclists were photographed at 'Go by Bike Day' events in Wellington City, Hutt City and Masterton. Each person chose a word to be photoshopped onto their chest, and their photo was cropped in the campaign format. These images were loaded to a Facebook album and people were asked to 'tag' themselves, thus further personalising the campaign message. A collage of these images was published in a full page Dominion Post advertisement. High-visibility vests were later produced with words such as 'mum' and 'son', for use at cycle checkpoints undertaken by Police and council staff.

No evaluation was undertaken as this was an extension of a national campaign. However, campaign-related Facebook posts regularly showed a reach of 15,000 - 25,000 people.



In addition, an infographic was designed to promote the benefits of cycling to people who cycle. The aim was to present cycling as an attractive, social, safe and logical transport mode. If people see it as those things, rather than an

unattractive, dangerous transport mode, then people (when driving) are more likely to treat people cycling with respect, and respect leads to safe road sharing. The poster was placed full page in the Dominion Post and on the Greater Wellington Facebook page where 23,112 people were reached, and resulted in 697 actions (likes, comments, shares or clicks).



4. **Communication**

The report provides details of the campaigns and no additional communication of this activity is necessary.

5. **The decision-making process and significance**

No decision is being sought in this report.

5.1 **Engagement**

Engagement on this matter is unnecessary.

6. Recommendations

That the Committee:

1. *Receives the report.*
2. *Notes the content of the report.*

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