Consultation Process to Develop the Road Safety Strategy Towards Zero for Western Australia 2008 - 2020

Presentation to OECD
Achieving Ambitious Targets

Iain Cameron

Executive Director, Office of Road Safety,
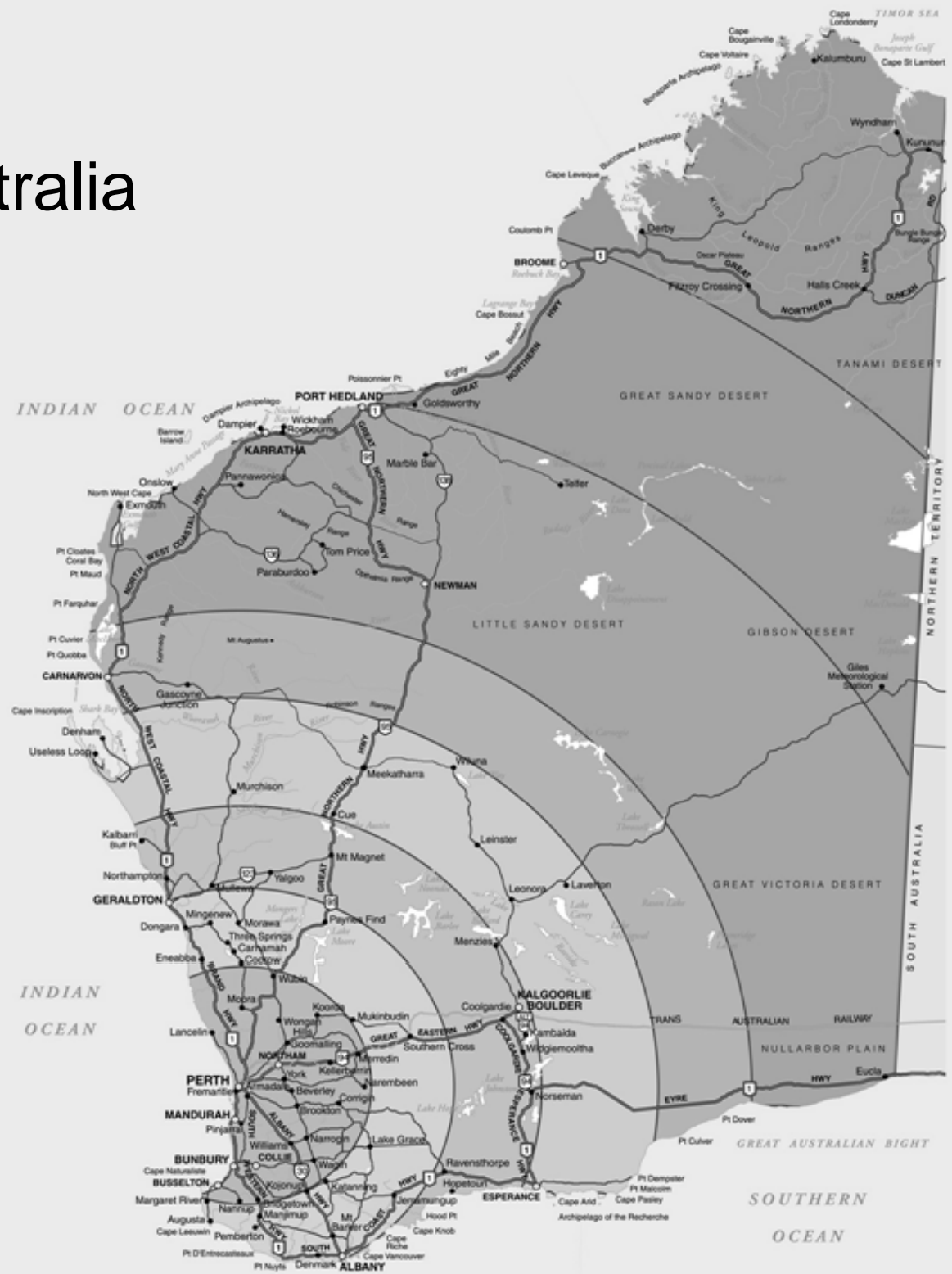
Western Australia
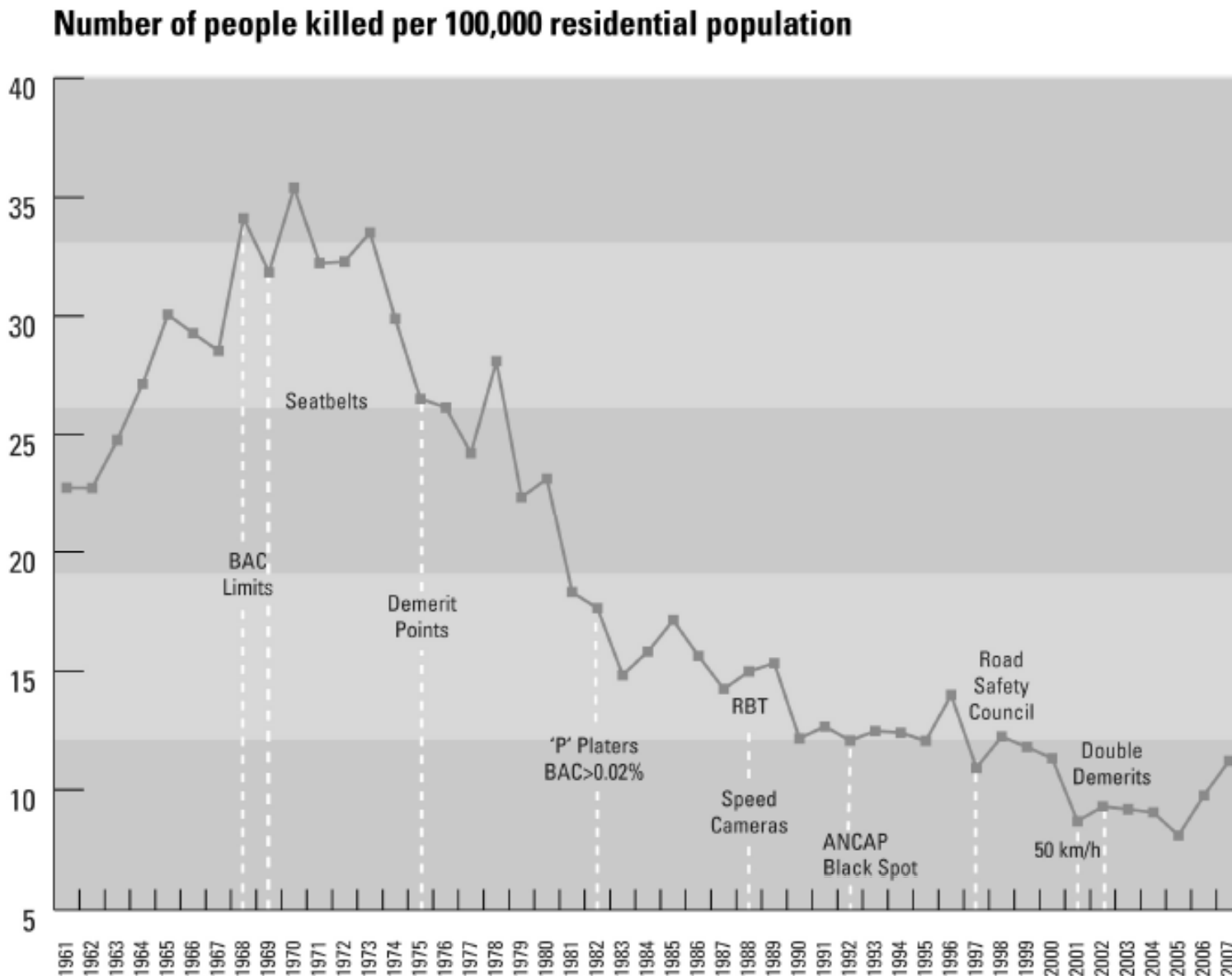
26th September 2008
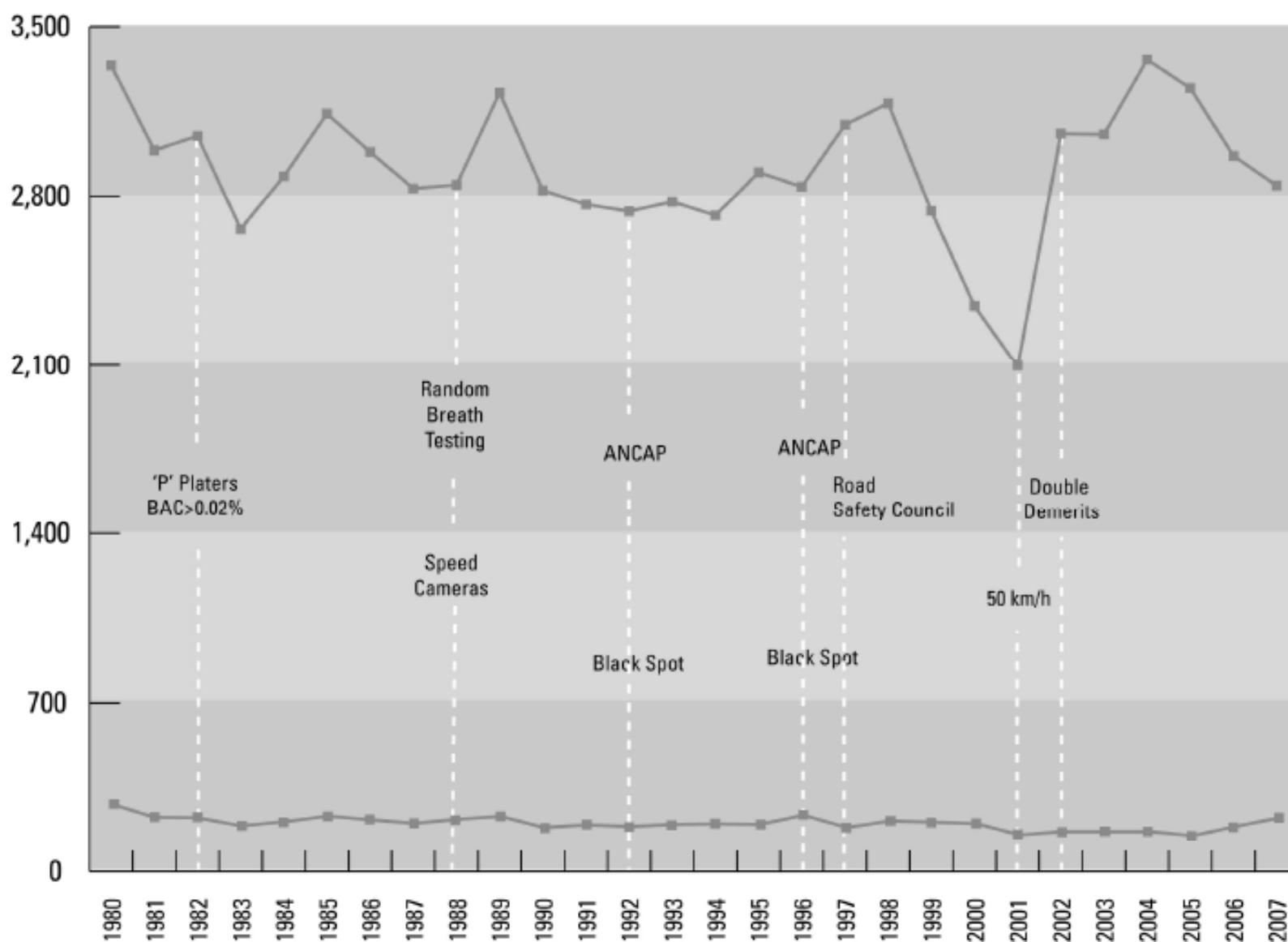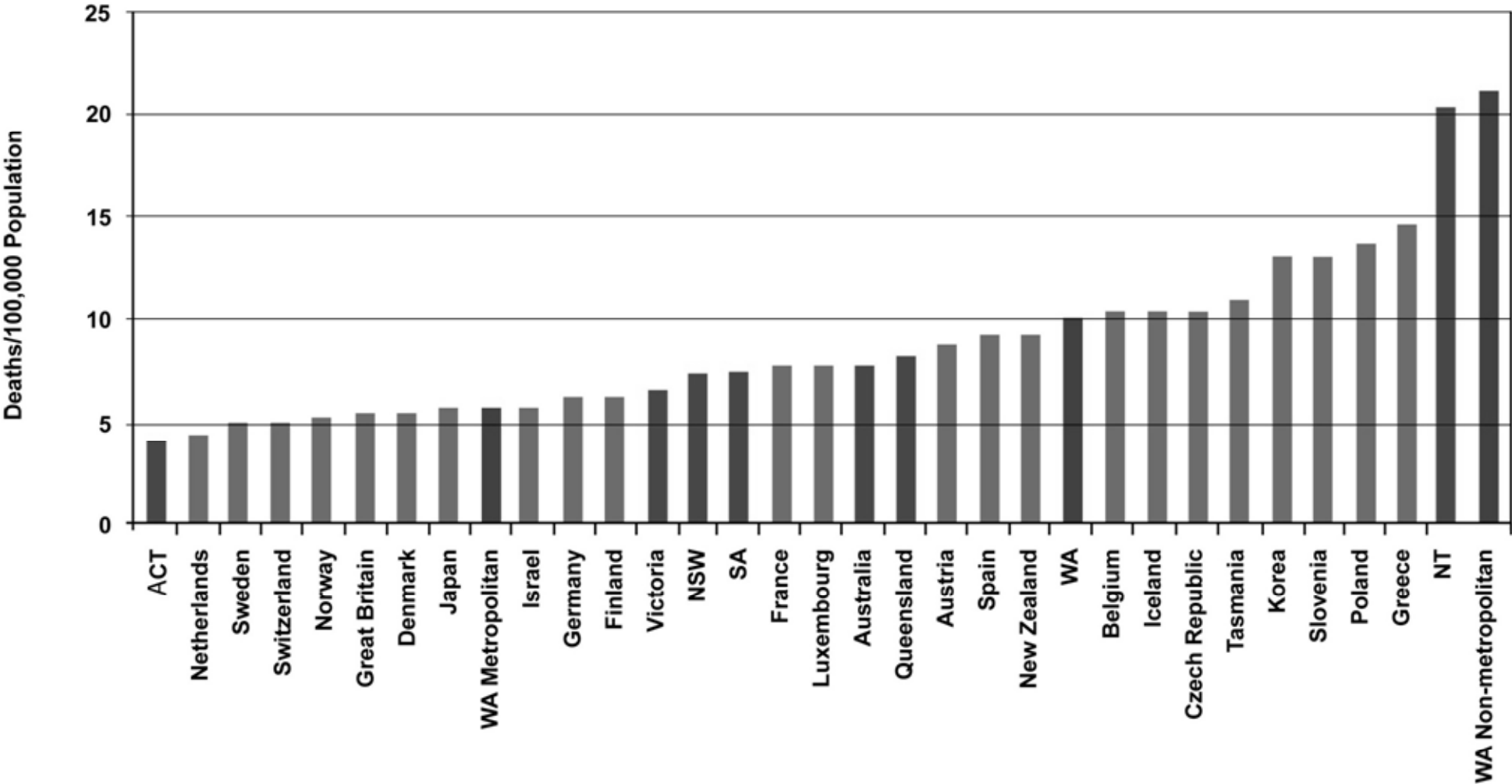
Our Location

Western Australia

WA Road Death Trends 1961-2007

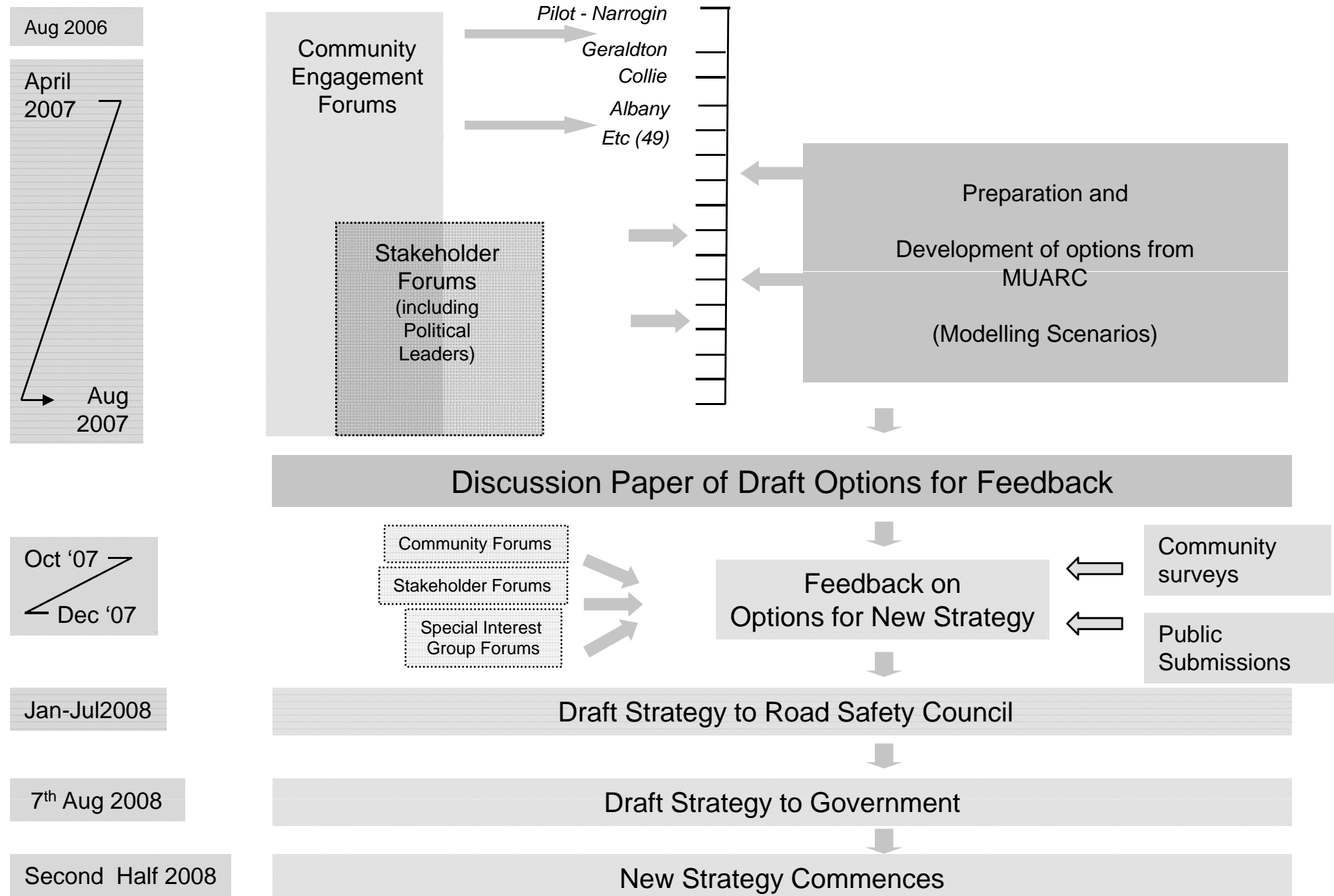# People Killed and Seriously Injured on WA Roads 1980-2007

WA Road Deaths Compared to other Jurisdictions

Strategy Consultation and Development

Aug 2006

April 2007

Aug 2007

Oct '07

Dec '07

Jan-Jul 2008

7th Aug 2008

Second Half 2008

Community Engagement Forums

Pilot - Narrogin
Geraldton
Collie
Albany
Etc (49)

Preparation and

Development of options from MUARC

(Modelling Scenarios)

Stakeholder Forums (including Political Leaders)

Discussion Paper of Draft Options for Feedback

Community Forums

Stakeholder Forums

Special Interest Group Forums

Feedback on Options for New Strategy

Community surveys

Public Submissions

Draft Strategy to Road Safety Council

Draft Strategy to Government

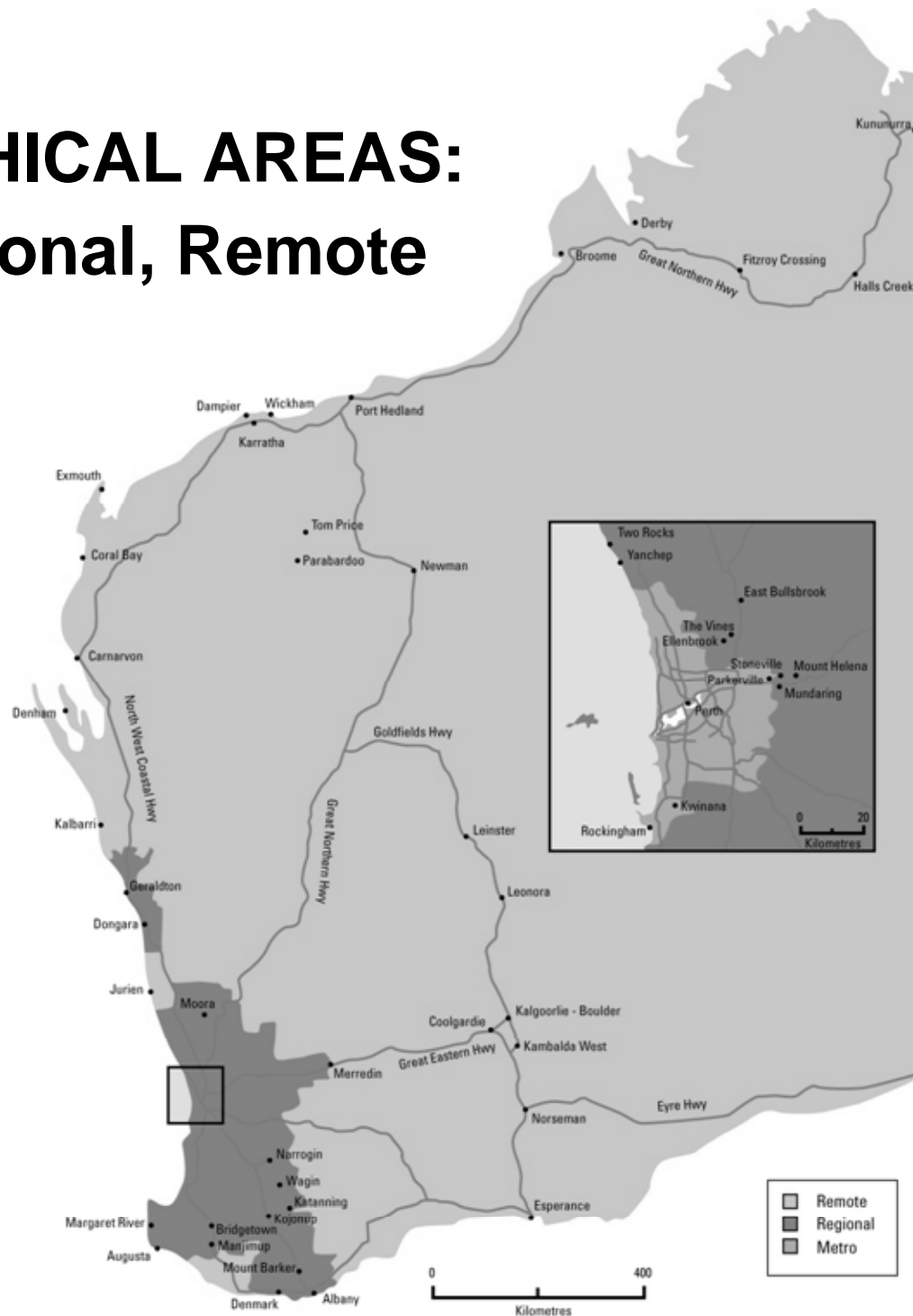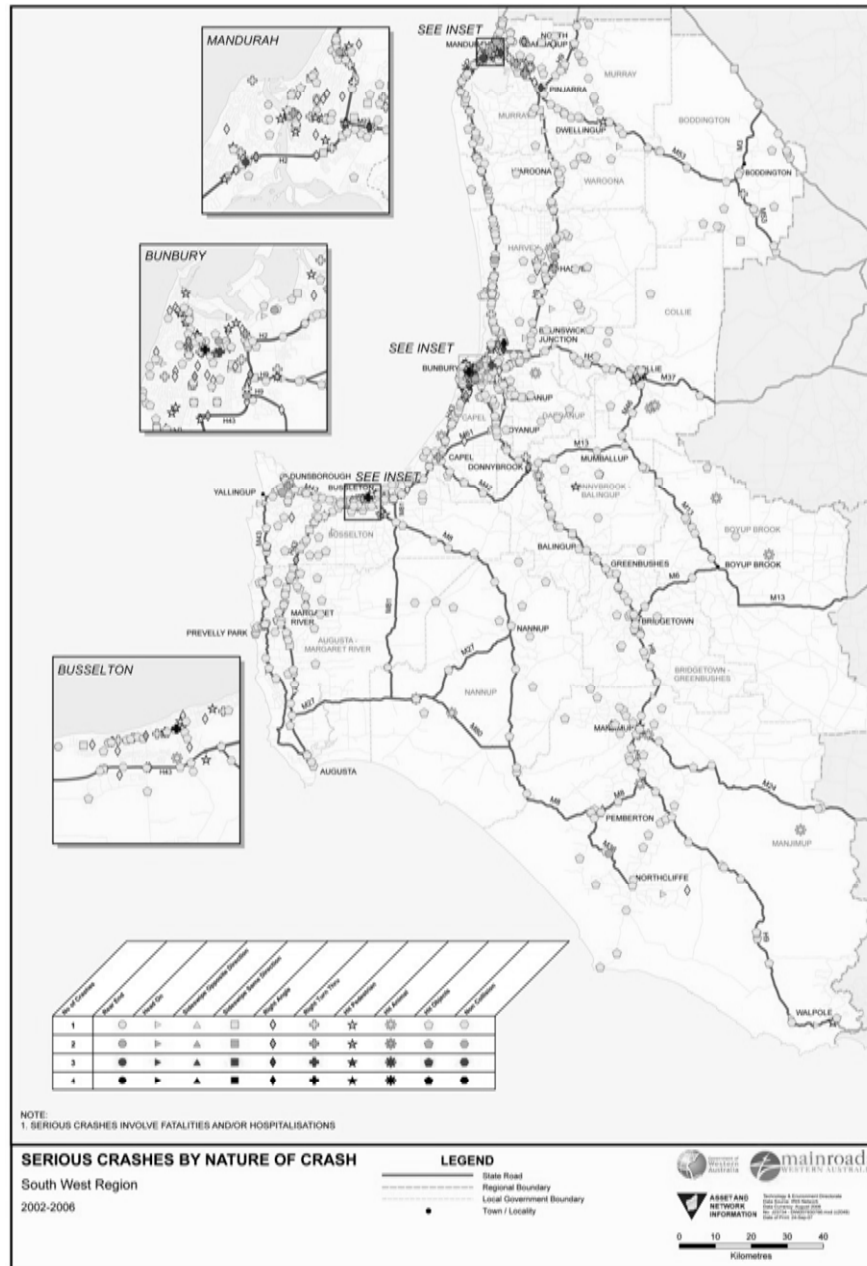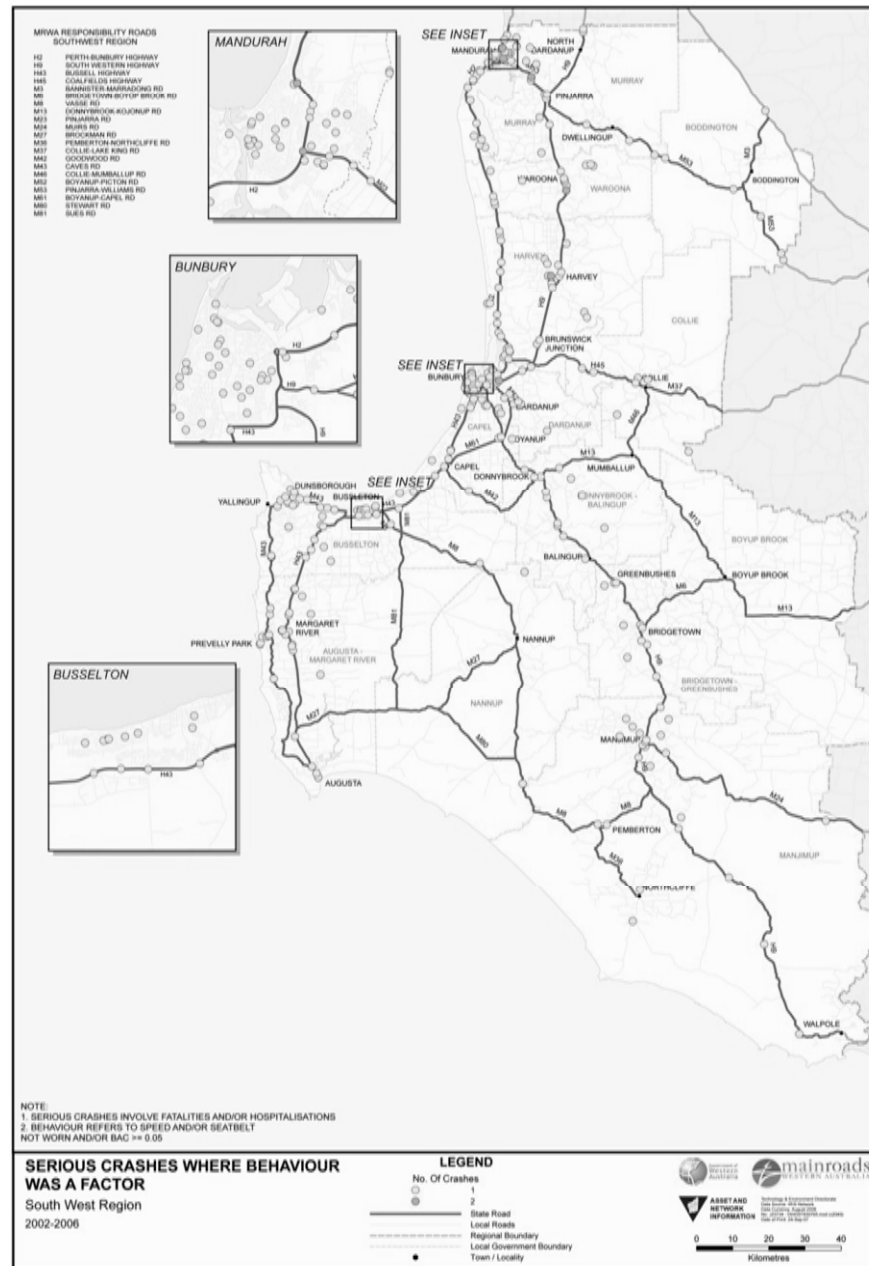New Strategy Commences

GEOGRAPHICAL AREAS:
Metro, Regional, Remote

South West Region – Serious crashes by nature of crash

# South West Region – Serious crashes where illegal behavior was not a factor

Major Crash Types and Contributing Factors

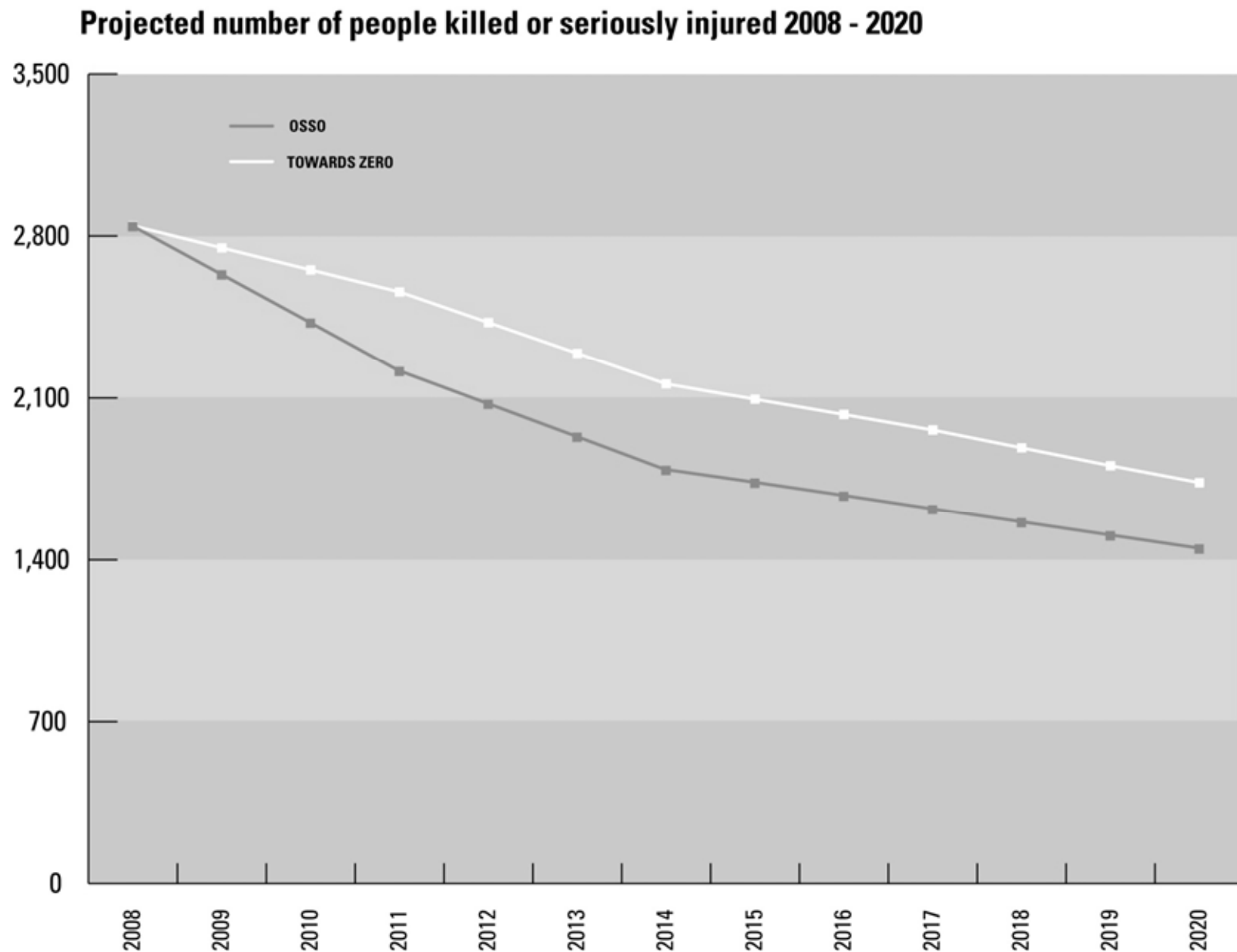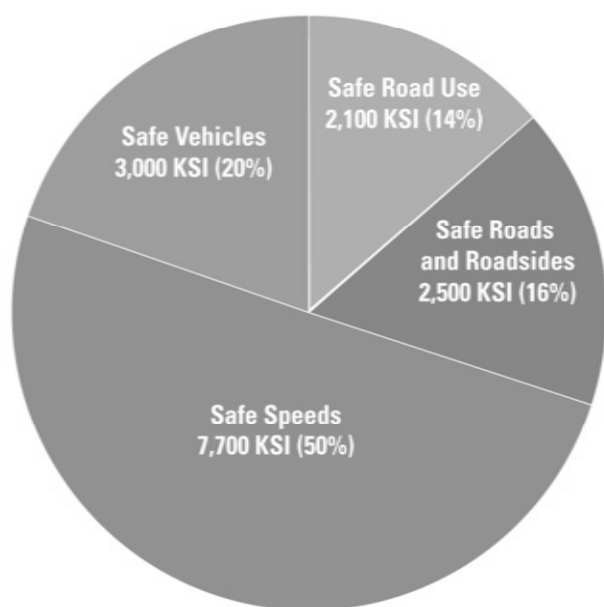| High Priority Category	Metropolitan		Rural		Remote		WA	
	n	%#	n	%#	n	%#	n	%#
Intersections	1,855	44%	1,006	29%	102	7%	2,963	33%
Run-off-road	774	18%	1,349	39%	860	62%	2,983	33%
Head-on	141	3%	289	8%	67	5%	497	5%
Other crash types	1,444	34%	810	23%	357	26%	2,611	29%
Speed	582	34%	556	32%	316	40%	1,454	34%
Fatigue	na	na	na	na	na	na	2,263	25%
Distraction	na	na	na	na	na	na	2,263-3,621	25-40%
Drug driving	na	na	na	na	na	na	42	26%
Drink driving	418	10%	350	10%	228	16%	996	11%
Non-restraint use	122	5%	202	8%	280	26%	604	10%
Young drivers	768	29%	680	29%	203	27%	1,651	29%
Indigenous drivers	na	na	na	na	na	na	814	9%
Motorcyclists	516	12%	440	13%	107	8%	1,063	12%
Pedestrians	403	10%	151	4%	63	5%	617	7%
Bicyclists	198	5%	84	2%	11	1%	293	3%
Older road users	518	12%	387	11%	92	7%	997	11%
Heavy vehicle occupants	19	0.5%	56	2%	71	5%	146	2%
Casualties involved in heavy vehicle crashes	170	4%	262	8%	130	9%	562	6%

Hidden Risks in Transport
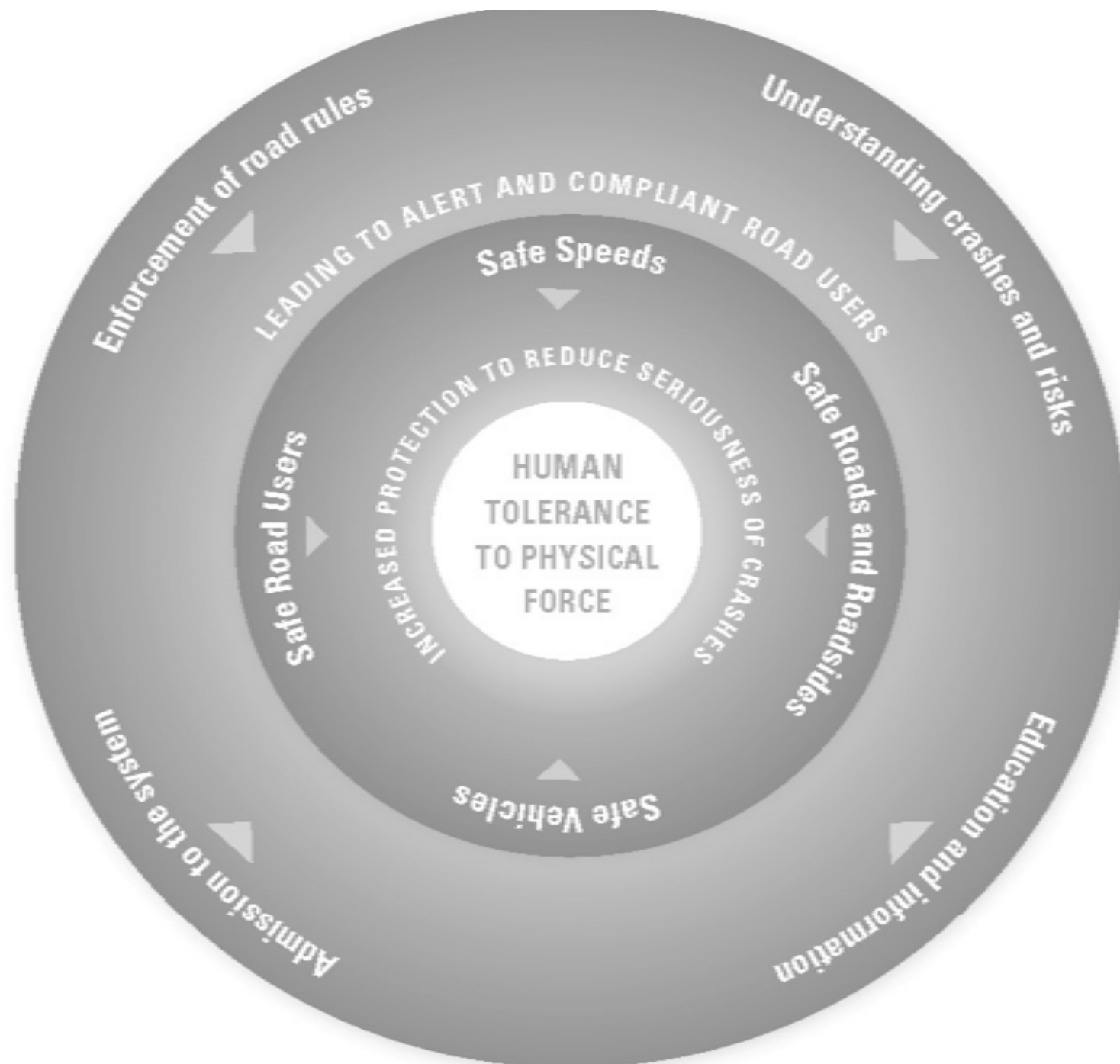
Figure 9: The Safe System (adapted from Australian Transport Council, 2007)
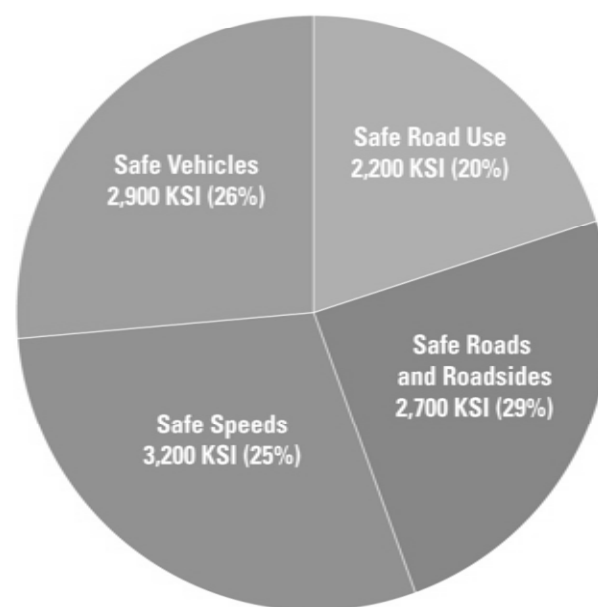
Projected Reductions in Trauma

Projected number of people killed or seriously injured 2008 - 2020

The Cornerstones of the Safe System

Optimum strategy

Safe Road Use 2,100 KSI (14%)
Safe Vehicles 3,000 KSI (20%)
Safe Roads and Roadsides 2,500 KSI (16%)
Safe Speeds 7,700 KSI (50%)

Projected cumulative savings in numbers killed and seriously injured 2008-2020 MURAC best possible strategy (OSSO).

Recommended strategy

Safe Vehicles 2,900 KSI (26%)
Safe Road Use 2,200 KSI (20%)
Safe Roads and Roadsides 2,700 KSI (29%)
Safe Speeds 3,200 KSI (25%)
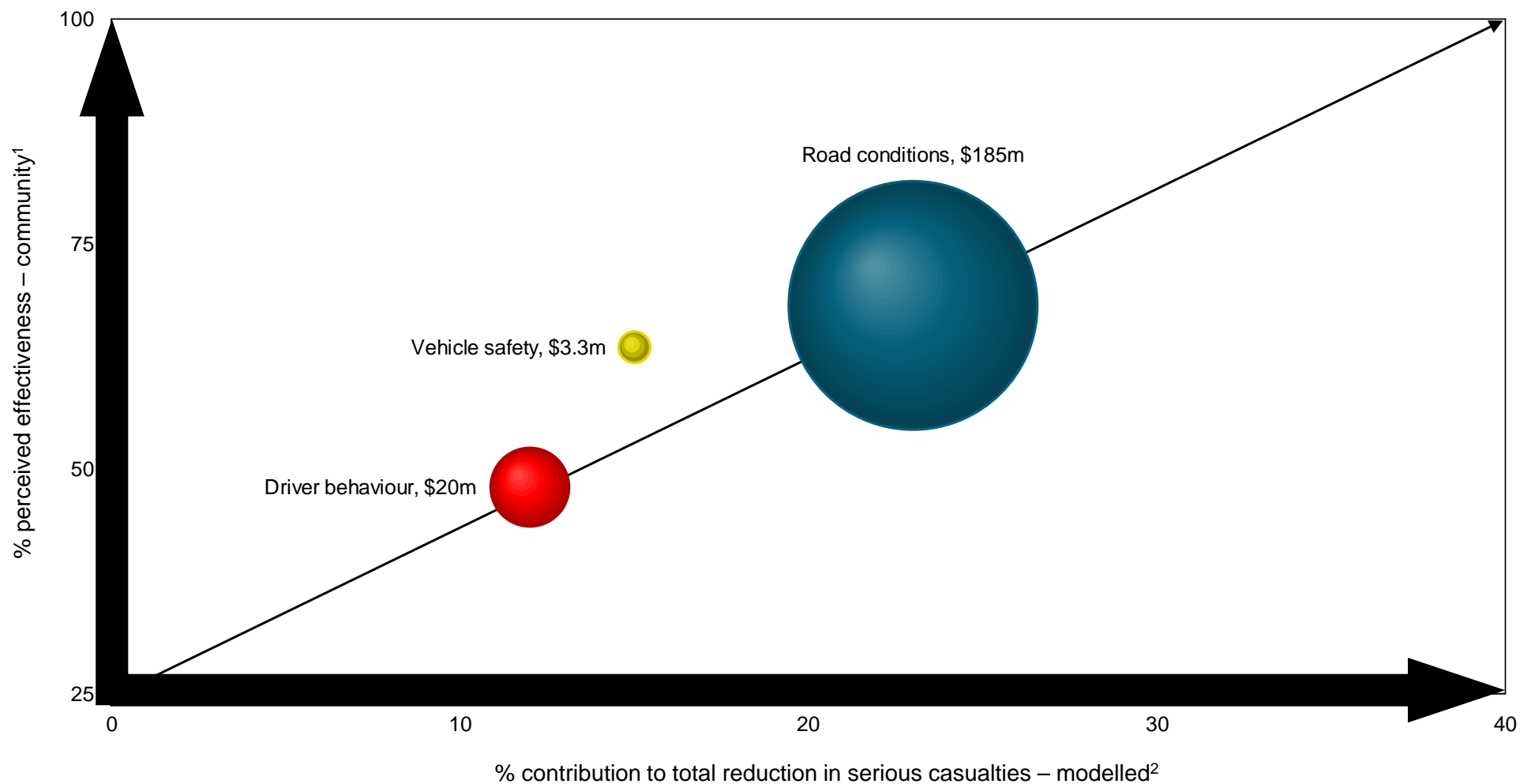
Projected cumulative savings in numbers killed and seriously injured 2008-2020 Towards Zero recommended strategy.

2007

Community perception versus Expert modelled effectiveness of safer systems cornerstones

Road conditions, $185m

Vehicle safety, $3.3m

Driver behaviour, $20m

% perceived effectiveness – community[1]

100

75

50

25

0   10   20   30   40

% contribution to total reduction in serious casualties – modelled[2]
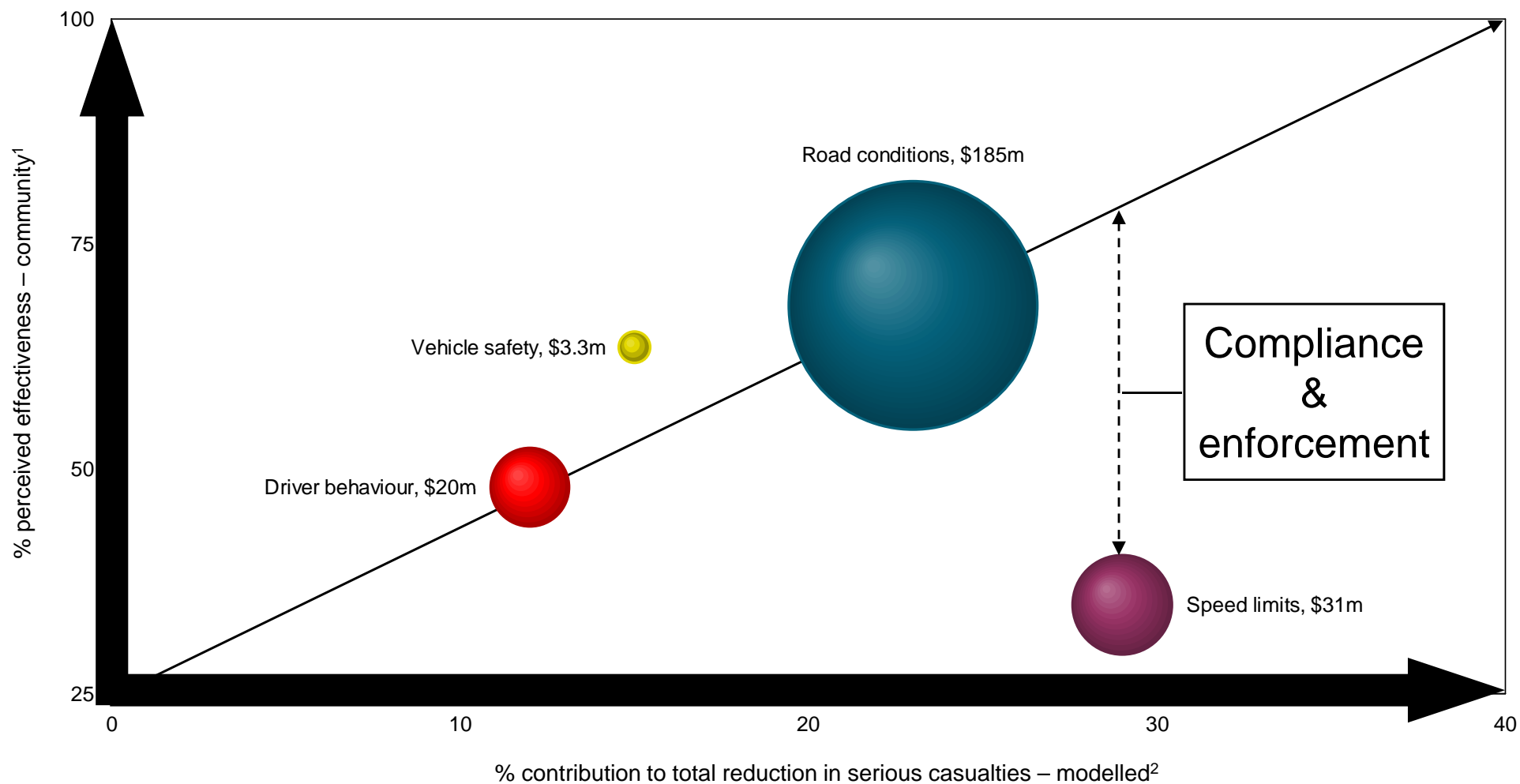
Sources:
[1] Safer Vehicles Campaign Evaluation, August 2007, Synovate
[2] Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC

Community perception versus Expert modelled effectiveness of safer systems cornerstones

% perceived effectiveness – community[1]

100

Road conditions, $185m

75

Vehicle safety, $3.3m

Compliance & enforcement

Driver behaviour, $20m

50

Speed limits, $31m

25

0   10   20   30   40

% contribution to total reduction in serious casualties – modelled[2]

Sources:
[1] Safer Vehicles Campaign Evaluation, August 2007, Synovate
[2] Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC

Summary Implications from Community Feedback
Summary/Implications

- **Majority/strong support for:**
  - **safer road users, vehicles, roads/roadsides**

- **Divergent views on speed limit reductions**

KEY FINDINGS

- Not well supported by **special interest groups/individuals**
- <u>Reluctant</u> support for delay

- **Community** at large less resistant
- Enforcement/compliance issue
- Mobility

IMPLICATIONS IF REDUCTIONS ACCEPTED

- Louder voice, potential to influence
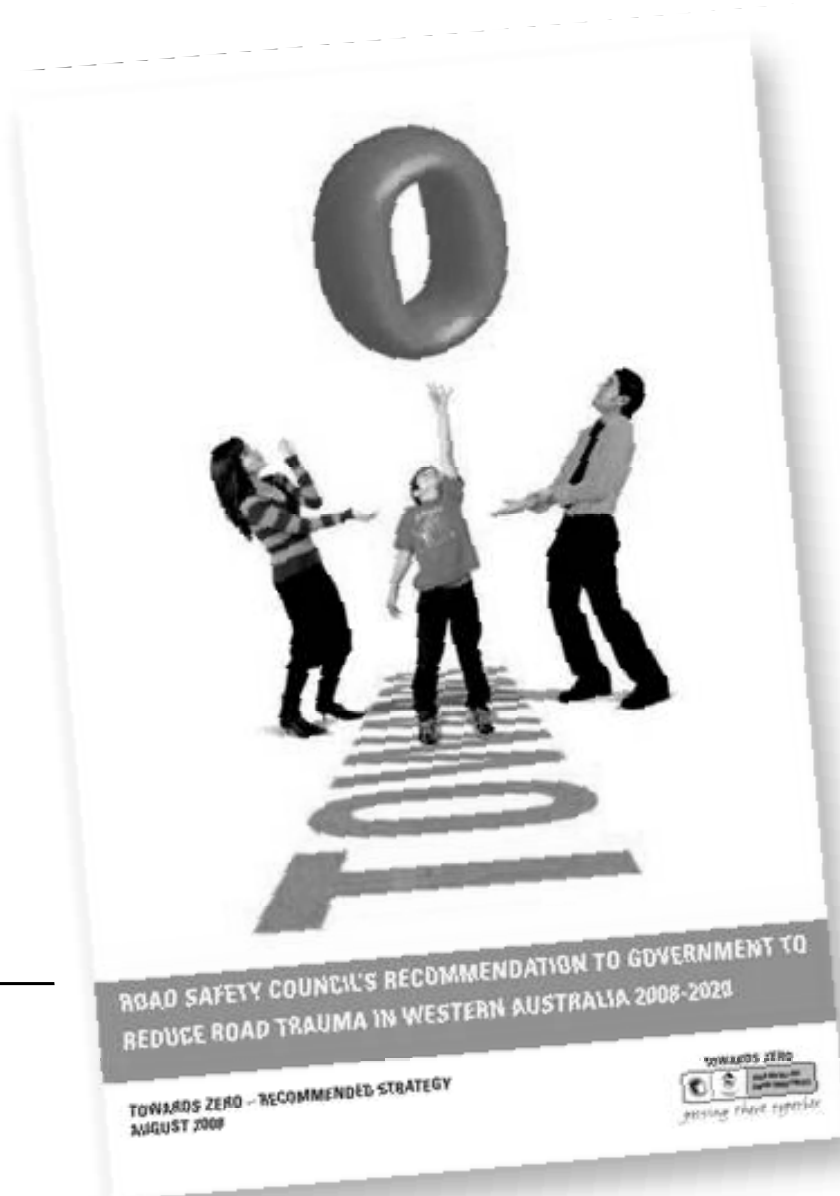- Understand key issues by group – work closely to manage

- Community education is critical
- Supported by enforcement/ perceptions of enforcement

Where to from here?

- The recommendation is with Government to consider

- It is accompanied by the first three-year action plan (developed and owned by the agencies responsible)

- The consultation phases have assisted us in developing communication strategies for :

  - the acceptance and understanding of the Strategy *Towards Zero,* and

  - in the education and communication with the Community, community leaders , and our stakeholders to accept and support the implementation of the strategy.

- Engaging the community and stakeholders transparently

Recommended Road Safety Strategy for WA

2007

Thank You

and

Questions

2007