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

Presentation to OECD Achieving Ambitious Targets

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Our Location

FRANCE

PERTH
Western Australia
WA Road Death Trends 1961-2007

Number of people killed per 100,000 residential population

- Seatbelts
- BAC Limits
- Demerit Points
- 'P' Platers BAC>0.02%
- Speed Cameras
- ANCAP Black Spot
- Road Safety Council
- Double Demerits
- 50 km/h
People Killed and Seriously Injured on WA Roads 1980-2007
Strategy Consultation and Development

Community Engagement Forums
- Pilot - Narrogin
  - Geraldton
  - Collie
  - Albany
  - Etc (49)

Stakeholder Forums
- (including Political Leaders)

Preparation and Development of options from MUARC
- (Modelling Scenarios)

Discussion Paper of Draft Options for Feedback

- Community Forums
- Stakeholder Forums
- Special Interest Group Forums

Feedback on Options for New Strategy

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

<table>
<thead>
<tr>
<th>High Priority Category</th>
<th>Metropolitan</th>
<th>Rural</th>
<th>Remote</th>
<th>WA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intersections</td>
<td>1,855 44%</td>
<td>1,006 29%</td>
<td>102 7%</td>
<td>2,963 33%</td>
</tr>
<tr>
<td>Run-off-road</td>
<td>774 18%</td>
<td>1,349 39%</td>
<td>860 62%</td>
<td>2,983 33%</td>
</tr>
<tr>
<td>Head-on</td>
<td>141 3%</td>
<td>289 8%</td>
<td>67 5%</td>
<td>497 5%</td>
</tr>
<tr>
<td>Other crash types</td>
<td>1,444 34%</td>
<td>810 23%</td>
<td>357 26%</td>
<td>2,611 29%</td>
</tr>
<tr>
<td>Speed</td>
<td>582 34%</td>
<td>556 32%</td>
<td>316 40%</td>
<td>1,454 34%</td>
</tr>
<tr>
<td>Fatigue</td>
<td>na na</td>
<td>na na</td>
<td>na na</td>
<td>2,263 75%</td>
</tr>
<tr>
<td>Distraction</td>
<td>na na</td>
<td>na na</td>
<td>na na</td>
<td>2,263-3,621 25-40%</td>
</tr>
<tr>
<td>Drug driving</td>
<td>na na</td>
<td>na na</td>
<td>na na</td>
<td>42 26%</td>
</tr>
<tr>
<td>Drink driving</td>
<td>418 10%</td>
<td>350 10%</td>
<td>228 16%</td>
<td>996 11%</td>
</tr>
<tr>
<td>Non-restraint use</td>
<td>122 5%</td>
<td>202 8%</td>
<td>280 26%</td>
<td>604 10%</td>
</tr>
<tr>
<td>Young drivers</td>
<td>768 29%</td>
<td>680 29%</td>
<td>203 27%</td>
<td>1,651 29%</td>
</tr>
<tr>
<td>Indigenous drivers</td>
<td>na na</td>
<td>na na</td>
<td>na na</td>
<td>814 9%</td>
</tr>
<tr>
<td>Motorcyclists</td>
<td>516 12%</td>
<td>440 13%</td>
<td>107 8%</td>
<td>1,063 12%</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>403 10%</td>
<td>151 4%</td>
<td>63 5%</td>
<td>617 7%</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>198 5%</td>
<td>84 2%</td>
<td>11 1%</td>
<td>293 3%</td>
</tr>
<tr>
<td>Older road users</td>
<td>518 12%</td>
<td>387 11%</td>
<td>92 7%</td>
<td>997 11%</td>
</tr>
<tr>
<td>Heavy vehicle occupants</td>
<td>19 0.5%</td>
<td>56 2%</td>
<td>71 5%</td>
<td>146 2%</td>
</tr>
<tr>
<td>Casualties involved in heavy vehicle crashes</td>
<td>170 4%</td>
<td>262 8%</td>
<td>130 9%</td>
<td>562 6%</td>
</tr>
</tbody>
</table>
Hidden Risks in Transport

OK, QUIET. HERE HE COMES. NOW YOU KNOW WHAT TO DO.
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

- OSSO
- TOWARDS ZERO
The Cornerstones of the Safe System

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

Recommended strategy
Projected cumulative savings in numbers killed and seriously injured 2008-2020 Towards Zero recommended strategy.
Community perception versus Expert modelled effectiveness of safer systems cornerstones

Sources:
1 Safer Vehicles Campaign Evaluation, August 2007, Synovate
Community perception versus Expert modelled effectiveness of safer systems cornerstones

Sources:
1 Safer Vehicles Campaign Evaluation, August 2007, Synovate
Summary Implications from Community Feedback

- 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
- Reluctant 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
Thank You
and
Questions