



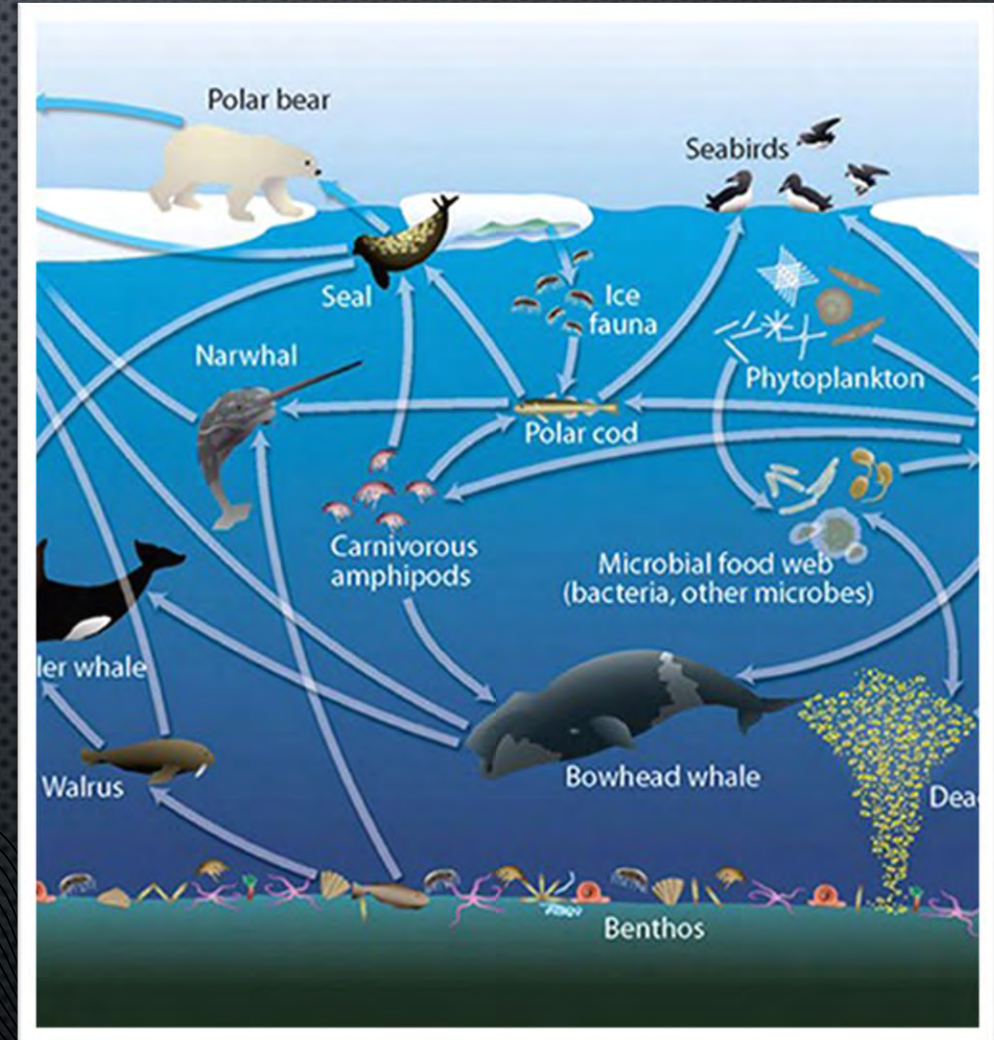
HOW TO DELIVER VISION ZERO FASTER AND MORE EFFECTIVELY

Ping Sim

All views expressed are those of an individual and not any organisation

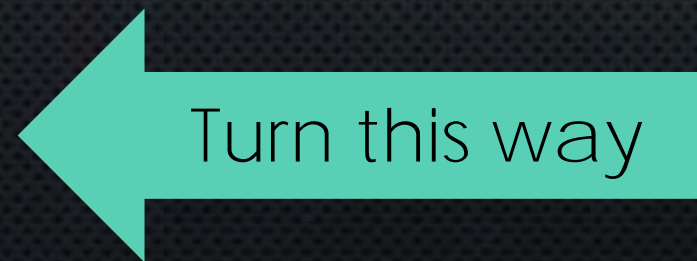
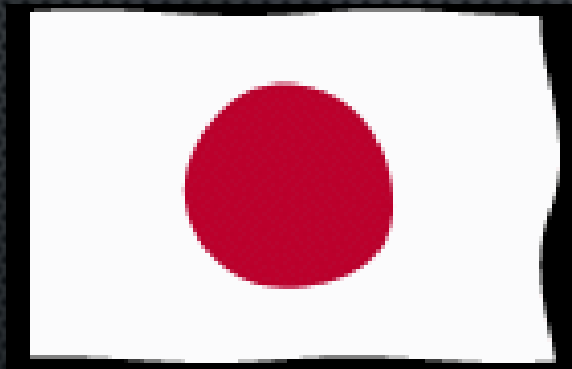
01 INTERACTIONS AND RELATIONSHIPS MAKE A SYSTEM SAFE

Systems thinking looks at relationships between parts of the wider system rather than separate parts



I WOULD RATHER GO ON HOLIDAY TO...

Japan



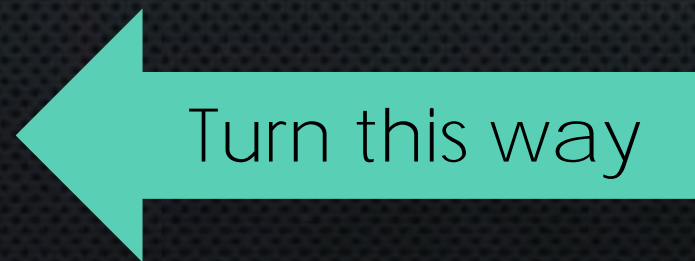
Hawaii



I WOULD RATHER ATTEND A WEBINAR ON...

Improvements
in raised table
design

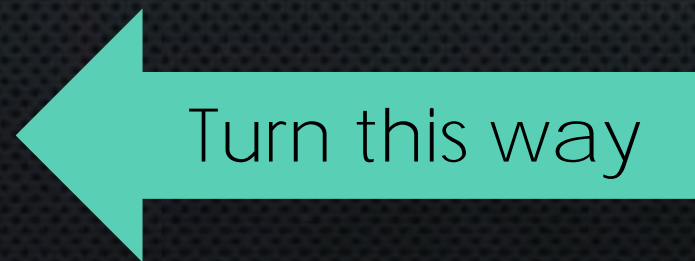
Co-designing
speed solutions
with communities



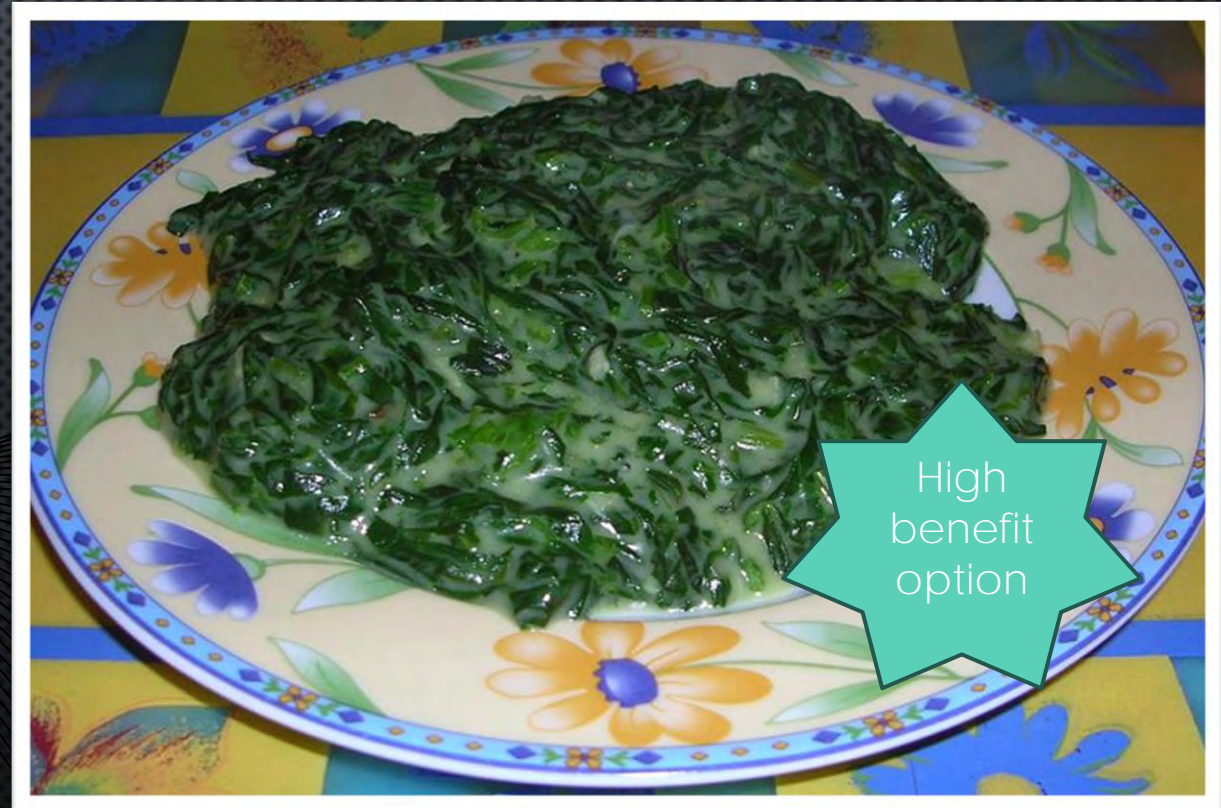
I WOULD RATHER LEAD A WORKSHOP ON...

Hearing
stakeholders'
concerns on a
proposal

Prioritising
long-list
interventions



02 START WHERE PEOPLE CAN UNDERSTAND



03

GROW YOUR CONFIDENCE WITH EFFECTIVE SAFETY NARRATIVES

Start with a shared vision



OUR ROAD SAFETY CHALLENGE

If NZ's road safety conditions matched those of Victoria in Australia, 124 fewer New Zealanders would have died on our roads in each of the last three years*



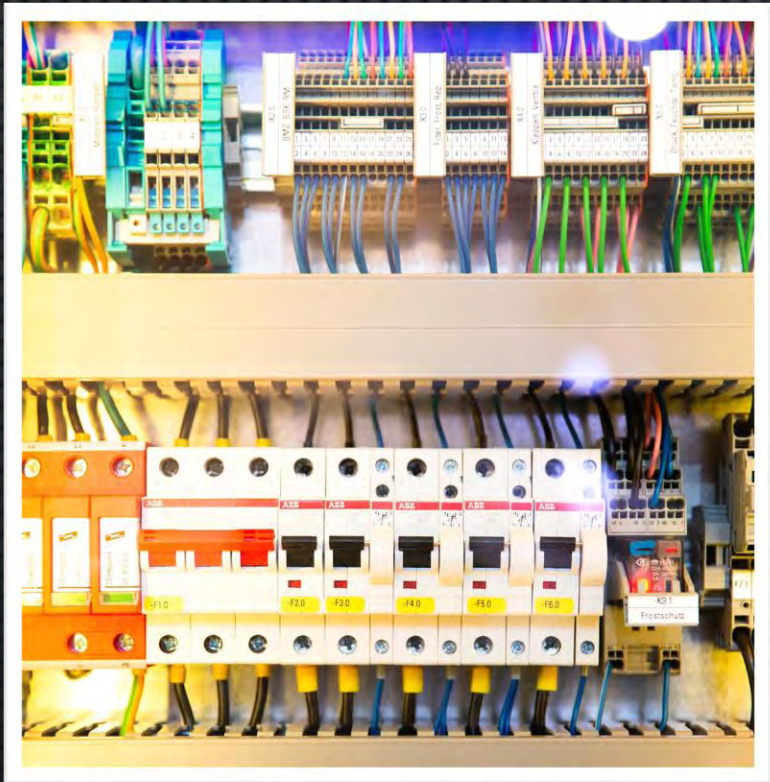
*Howard, Eric. Auckland Road Safety Business Improvement Review 2021. Based on mean DSI comparative performance over 2017-2020 and based in 2020 populations.

New Zealand's rank in international road safety performance

Road fatalities per 100,000 population



SAFETY DOESN'T HAPPEN BY ACCIDENT



Insulated live wires and fuses



Smoke detector



Pool fences

THE FACTS: A TYPICAL AUCKLAND ROAD DEATH OR SERIOUS INJURY (DSI)

WHEN?

A weekday afternoon

3-6pm on a weekday is the most common time for a DSI to occur

WHO?

Male outside a vehicle

Two males for every female



58%

of DSI is on arterial roads.

50

km/h

62%

of crashes are within 11km of home.

11



61%

of DSI crashes occur somewhere with no crash history for past five years.



WHY?

Momentary lapse or unintentional error

Most people have microsleeps, even when not tired. Most common cause of driver intention is inward thoughts. Two out of three NZ drivers take medication likely to cause impairment. One third of DSI involves reckless behaviour, two thirds does not.

WHERE?

50km/h arterial road

Close to home, with no crash history.

References (clockwise from top): WHEN: The most common time for Auckland deaths or serious injuries from 2016-2020 was during weekday mornings (6am-9am) and afternoons (3pm-6pm), with the afternoon peaks being higher. WHO: Ministry of Health overnight hospitalisation data in Koorey, G. 2021. Safety of people traveling outside vehicles deep dive 2021. *Population based on Stats NZ subnational population estimates, 2021.* Road deaths and serious injuries based on the Waka Kotahi Crash Analysis System, 2017-2021. WHY: New Zealand Brain Institute conducted a study with healthy, all normally rested participants. Jones R. Microsleeps: Characteristics, dangers, underlying mechanisms, and countermeasures. 2021. WHERE: 58% of Auckland DSI from 2016-2020 was a 50km/hr arterial roads. Burdett, B, Starkey, N and Charlton, S. 2017. The close to home effect in road crashes. This University of Waikato research shows New Zealanders are more likely to be injured close to home, with roads within 11 km of home accounting for half of all travel and 62% of all crashes. *Safety Science* vol 98. Road to Zero Action Plan 2020-2022.



KEY ROAD SAFETY FACTORS

- Speed – 70%
- Microsleeps – may be up to 20%
- Alcohol or drugs – 19%
- Distraction or fatigue – 10%
- Seatbelt not worn – 8%
- Red-light running – 3%
- Potholes - 0.1%

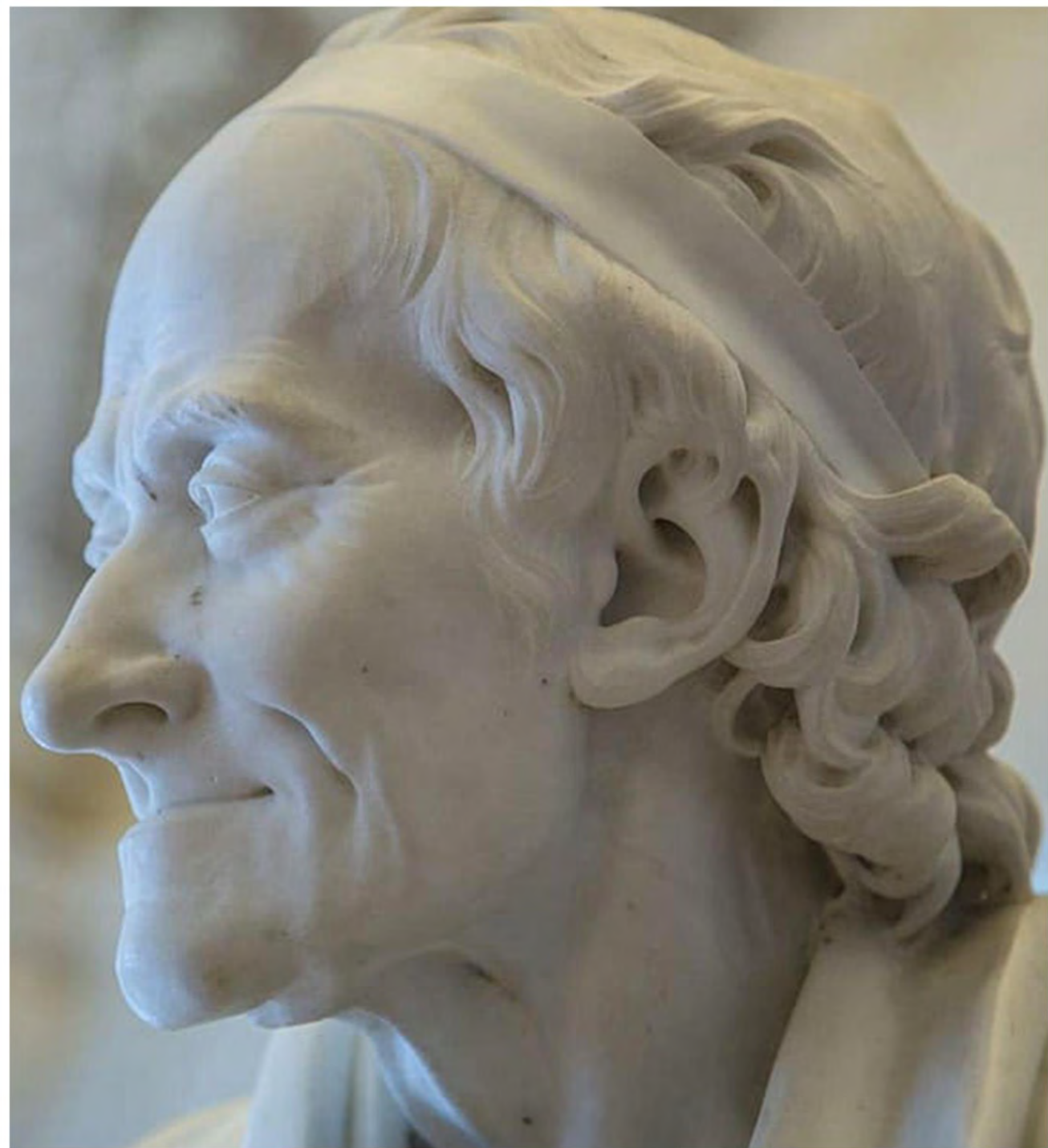
Reference notes: Soames Job and Colin Brodie: Understanding the role of Speeding and Speed in Serious Crash Trauma: A Case Study of New Zealand, Journal of Road Safety, Vol 33, Issue 1, Feb 2022, 71% of injury crashes in New Zealand involve speeds above our Safe and Appropriate Speeds. Microsleeps: Characteristics, dangers, underlying mechanisms, and countermeasures. Richard Jones, University of Canterbury. Alcohol or drugs, red-light running, seatbelt not worn and distraction or fatigue factors taken from Crash Analysis system for Auckland deaths and serious injuries from 2017-2021. Potholes factors based on 2012 to 2021 Crash Analysis system data for Auckland and New Zealand.

04

PROGRESS
DOESN'T MEAN
PERFECTION

**“Perfect is the
enemy of good”**

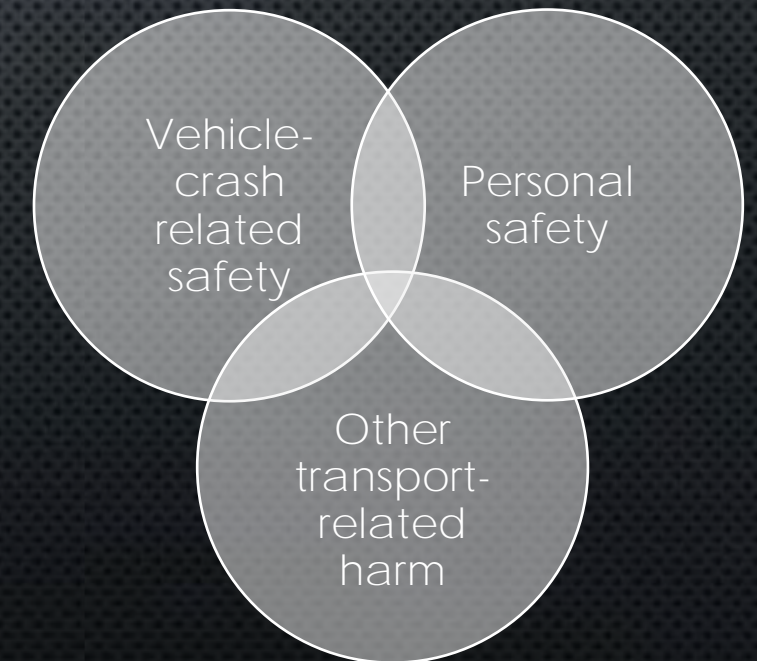
Voltaire





05 CONNECT, PARTNER AND EXPLORE

Vision Zero and
transport safety



06 YOUR WELLBEING IS PRECIOUS

Who's cheering you on?





SIX CONVERSATION STARTERS

1. Interactions and relationships make a system safe
2. Start where people can understand
3. Effective safety narratives
4. Progress doesn't mean perfection
5. Connect, partner and explore
6. Your wellbeing is precious



“

I CAN'T CHANGE THE DIRECTION OF
THE WIND, BUT I CAN ADJUST MY SAILS
TO ALWAYS REACH MY DESTINATION.

JIMMY DEAN

”