OC190596
1 August 2019

Dear

I refer to your request dated 25 June 2019, pursuant to the Official Information Act 1982 (OIA) seeking:

"all advice, policy proposals, briefings, reports or documents (draft or final) provided to the office of Minister Julie Anne Genter from officials between October 2017 and June 25 2019 about how the Government could implement a "Vision Zero" road-safety approach".

Refinements

After discussion with you, the request was clarified (and confirmed with you) to be:

"all advice, policy proposals, briefings, reports or documents (draft or final) provided to the office of Minister Genter by the Ministry of Transport between 1 October, 2017 and 25 June 2019 specifically about how the philosophy of a Vision Zero approach could be implemented in New Zealand, including any discussion of benefits and challenges, and how it has been implemented overseas and whether overseas approaches could work here".

Due to the number of documents with potentially in-scope content, on 19 July 2019 we subsequently refined the request to the key policy documents that we believe are most in line with your request. You agreed to this refinement on 22 July 2019.

We have defined key documents as documents that meet these criteria:

- final versions of material provided to the office of Minister Genter by the Ministry of Transport between 1 October 2017 and 25 June 2019;
- specifically about how the philosophy of a Vision Zero approach could be implemented in New Zealand; specifically and substantively including any discussion of benefits and challenges, and how it has been implemented overseas and whether overseas approaches could work here; and
• excluding draft documents and earlier iterations of final documents since publically released (or imminent for release through the proactive release process noted below).

Proactive release process

At the time of refinement on 19 July 2019, we also advised you that we had obtained approval in principle from Minister Center to proactively release other material related to the development of the road safety strategy. We explained that this material would include policy briefings and supporting documents and is very likely to include material that falls within the scope of your OIA request. We also noted that we expect this material to be published in mid-August 2019 and that we would advise you of this release when it goes live.

Material being provided to you

Attached to this response is a copy of the following document: A new Road Safety Strategy for New Zealand (a slide pack prepared for the Local Government roadshow).

I have refused part of your request in reliance on section 18(d) of the Official Information Act as the information requested is, or soon will be, publicly available. Specifically, the following documents within the scope of your request are being evaluated for publication on the Ministry of Transport website at www.transport.govt.nz/zero shortly:

• Briefing note: Improving road safety in New Zealand (OC05354)
• Slide pack: June 2018 – Materials for the Ministerial Action Group (MAG) meeting (June 2018) main presentation
• Slide pack: June 2018 – Materials for MAG meeting (June 2018) Info pack on speed
• Slide pack: June 2018 – Materials for MAG meeting (June 2018) Overview of road safety strategies
• Slide pack: Appendix 2: Developing a new road safety strategy for New Zealand – Emerging strategic direction (OC181196)
• Briefing note: Further information on revised Road Safety Strategy approach (attaching Appendix 1 – one pagers on action plan initiatives) (OC190159)
Briefing note: Appendix 3: Speed briefing (OC190159)

Communication plan: Road Safety Strategy communications and engagement plan (OC190212)

Slide pack: April 2019 – Proposed road safety strategy actions

Briefing note: Road Safety Strategy – Updated advice on 2030 target (OC190407)

Slide pack: Road Safety Strategy – Updated advice on 2030 target (OC190407)

Talking points: Appendix 6: Talking points to support your discussion at the Cabinet Economic Development Committee (DEV) (OC190745)

I anticipate that these documents will be proactively released in mid-August 2019. If any of the circumstances relating to the release change, or if any of the above materials are not made available on our website, the Ministry of Transport will ensure these documents are considered for release to you separately from that time. In line with our email of 19 July 2019, we will also contact you directly to advise you of the release.

In the meantime, I would be very happy to discuss the road safety strategy and the development of the Road Safety Strategy consultation document with you. If you would like to discuss this, please contact [redacted] on [redacted] to arrange a time that would be convenient for you.

You have the right under section 28(3) of the OIA to make a complaint about the refusal of information to the Ombudsman. You can contact the Office of the Ombudsman at info@ombudsman.parliament.nz or:

The Ombudsman
Office of the Ombudsman
PO Box 10-152
Wellington

Yours sincerely

[Signature]

Brent Johnston
Manager, Mobility and Safety
for CHIEF EXECUTIVE
A new Road Safety Strategy for New Zealand 2020-2030

Local Government workshop
Today

1. Update on the strategy development
2. Vision Zero – what does it mean for you?
3. Testing our approach and discussing your priorities

Please note: the strategy framework we’re discussing today is still in draft form subject to a range of discussions, including our workshop today. Please treat our discussion in confidence for now.
A new road safety strategy for NZ
Imagine...

- Living in a country where people arrive at their destinations alive – every time
- Where people freely choose their mode of travel and feel safe in their choices
- Where our road infrastructure and operating speeds make it easy for drivers to make good choices for the road
- Where our road safety decisions enhance people’s health and well-being, and the liveability of the spaces and places we love.
Right now, we’re here

New Zealand’s annual total road deaths

On average, 1 person is killed every day on New Zealand roads. Another 7 are seriously injured.

It’s not good enough, we can do better.
Development of the new strategy

- Q4 2018 (Oct – Dec): Reference groups
- Q1 2019 (Jan – Mar): Develop strategy and action plan
- Q3 2019 (Jul – Sep): Finalise strategy & action plan
Key issues for the new strategy

- Investigate **Vision Zero**
- Focus on **protecting all road users**
- Links with all **transport outcomes**, including accessibility, sustainability, and health impacts
- Increased focus on **safe system** (infrastructure, speed and vehicle standards)
- Consider **role of everyone** who influences safety
A shift in thinking

**TRADITIONAL APPROACH**

- Road deaths are **caused by poor behaviour** on roads, and individual road users are responsible.
- We fix the problem by improving user behaviour and preventing crashes.
- Safety is only one consideration in transport decisions and is often traded off for other priorities.
- The scale and pace of change is **incremental**.

**VISION ZERO**

- No loss of life on the roads is acceptable
- Crashes may be inevitable but **deaths and serious injuries are preventable**.
- Shift from just targeting the individual to **strengthening all parts of the system**.
- Safety is **prioritised in decision-making** and is not traded off for other priorities.
Engagement to date

Reference Groups
- Speed
- Infrastructure, design and planning
- Vehicles, standards and certification
- Road user behaviour
- Vehicles as a workplace
- Discussion of key issues, priorities and potential future approach

Broad stakeholder engagement
- Building a shared understanding of the problem
- Implications of Vision Zero – what would a more ambitious approach look like?
- Developing and building buy-in for an ambitious strategic approach and vision
Feedback so far

High level feedback

- Broad support for Vision Zero needs meaningful change to be credible
- Appetite for substantial change, but differing views on pace
- Safe System needs to be strengthened and embedded
- The need for strong leadership and effective coordination across the road safety system
- Challenges in collecting and understanding useful road safety data and trends (capacity and capability)
- Need to bring community with us
- Need additional support / resourcing for regional efforts, e.g. funding of Road Safety Co-ordinators
What the consultation document will cover

- Making the **case for change**
- Our **vision** and level of ambition
- **Principles** to guide decision-making and investment
- Proposed **focus areas and outcomes** for the next 10 years
- Accompanying **interventions** for first action plan
Our vision

A New Zealand where no one is killed or seriously injured in road crashes.

Our principles

- We accommodate people’s mistakes.
- We design for human vulnerability.
- We strengthen all parts of the road transport system.
- We have a shared responsibility for improving road safety.
- Our actions are grounded in evidence and evaluated.
- Our road safety decisions support people’s wellbeing and liveable places.
- Safety is a critical decision-making priority

2030 Target (TBC)

Our focus areas:

- Infrastructure and speed
- Workplace
- Road user behavior
- Vehicles
- System management
Vision Zero: what does it mean to you?
Vision Zero

Vision Zero is an ambition that nobody should be killed or seriously injured on our roads.

- No loss of life on the roads is acceptable
- This trauma is preventable
- Safety a critical priority in our transport decisions
- Focuses on collective responsibility
Vision Zero is grounded in the Safe System

Under the Safe System, we accept that:

• People make mistakes
• People are fragile
• We need to share responsibility
• We need to strengthen all parts of the system.
What does it look like in practice?
Countries that have Vision Zero-type approaches have made big strides in reducing deaths and injuries on their roads.

<table>
<thead>
<tr>
<th>Country</th>
<th>Road fatalities per 100,000 population 2017 (or latest available figures)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>2</td>
</tr>
<tr>
<td>Sweden</td>
<td>2.5</td>
</tr>
<tr>
<td>UK (2016 data)</td>
<td>2.8</td>
</tr>
<tr>
<td>Denmark</td>
<td>3.2</td>
</tr>
<tr>
<td>Australia</td>
<td>5</td>
</tr>
<tr>
<td>New Zealand</td>
<td>7.9</td>
</tr>
</tbody>
</table>

Vision Zero-type approaches are also effective in other sectors like aviation and Workplace health & safety.

A communications challenge: road safety belongs to all New Zealanders

- New Zealanders care about road safety
  - but road safety interventions often meet community resistance

- Some belief that the crashes are inevitable and personal risk is low
  - can create a lack of buy-in

- A strong focus on driver behaviour
  - less awareness of the system-wide factors that we need to change

- Research shows people need to care about road safety and believe we can prevent harm before they engage in meaningful discussion about the right interventions for their communities
Discussion:
defining what Vision Zero could mean for you

Consider three tricky questions / concerns you might be asked, and draft brief answers
Discussion: defining what Vision Zero could mean for you

Consider three tricky questions / concerns you might be asked, and draft brief answers

Some possible examples...

- The target of zero is impossible to achieve.
- Crashes happen to idiots who don’t know how to drive, I’m a good driver.
- People make mistakes – you’ll never stop these accidents from happening.
- Median barriers make it impossible to pass tractors and other slow vehicles, and I can’t turn right out of my driveway. Why am I being punished for the idiots who can’t stick to their lane?
Discussion: defining what Vision Zero could mean for you

How would you reply to this email?

Dear team,

When I was driving to work today, there was a guy driving too fast, weaving in and out of the traffic. He nearly hit several cars and narrowly missed a woman pushing a pram.

I see this sort of thing every day. What are you doing about the idiots on the roads?

1. Write down what you could say to help shift this to a Vision Zero conversation (2 mins)
2. Share your thoughts with your neighbour (3 mins)
3. Go to www.menti.com on your phone, enter code 99 15 92 and submit your responses

Tips:
- Be empathetic
- Acknowledge current perceptions, reflect evidence
- Talk about the big picture
3. Testing our approach and hearing your priorities
1. What do you need from the new strategy to help with your local issues?

2. Reflections on proposed principles
   • Are they the right ones? What else?

3. Reflections on proposed focus areas
   • Are they the right ones? What else?
   • What interventions should we prioritise over the next 10 years?

Discussion: 15 mins
Feedback: 15 mins
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2030 Target (TBC)

Our focus areas:

- Infrastructure and speed
- Workplace
- Road user behavior
- Vehicles
- System management

NOT GOVERNMENT POLICY
Further questions or comments?
Please contact us

roadssafetystrategy@transport.govt.nz.

Thank you