New conversations about speed

Paul Graham, New Zealand Transport Agency, RSRPE conference, Brisbane 2013
Acknowledgements

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Speed

- high priority in *Safer Journeys* strategy
- responsible for 20-25% of all fatal and serious injury crashes
Messages

“The faster you go, the bigger the mess”

“Slow Down”

“Prepared to speed, prepare to kill”
# The conversations

<table>
<thead>
<tr>
<th>We say</th>
<th>They think</th>
</tr>
</thead>
<tbody>
<tr>
<td>the speed limit is the maximum safe speed</td>
<td>speeding isn’t that wrong</td>
</tr>
<tr>
<td>the road should suggest the right speed limit</td>
<td>the speed limit’s 110 km/h</td>
</tr>
<tr>
<td>more people should be travelling at the right speeds</td>
<td>posted speed limits are about right</td>
</tr>
<tr>
<td>there should be fewer high speed crashes</td>
<td>we can drive the same in any conditions</td>
</tr>
<tr>
<td>it will take a big shift in attitudes to lose 5 km/h</td>
<td>we like driving fast</td>
</tr>
<tr>
<td>people need to understand their vulnerability in a crash</td>
<td>we’re better than average</td>
</tr>
<tr>
<td>speeding is dangerous</td>
<td>it’s not about the journey time</td>
</tr>
</tbody>
</table>
Safe System

1. People make mistakes
2. People are vulnerable
3. Shared responsibility
4. Strengthen all parts of the system
Speed and human tolerance

- Pedestrian / Cyclist
- Side impact
- Head-on

Fatality risk

Collision speed (km/h)

100%

Zero

10 30 50 70 90 110
Advertising measures (1)
Main message takeout

- Injury even if protected
- Speed causes major injury

Dates: Mar-12 to Mar-13

NZ Transport Agency
Waka Kotahi
New Zealand Government
Safe System

1. People make mistakes
2. People are vulnerable
3. Shared responsibility
4. Strengthen all parts of the system
Sharing responsibility

How we drive now

○ as individuals
○ in a bubble
○ but there are others out there

○ could speeders 'opt into' rather than 'opt out from' our message to slow down

○ what if we could think of other drivers ... ... but not as the enemy
Next: people make mistakes

- ordinary people
- ordinary cars
- mistakes disastrous at excessive speeds
- an undeniable truth
- the right language
- support the cops