



Transport
for NSW

NSW Speed Camera Strategy

Increasing transparency and community engagement in speed enforcement in NSW

Evan Walker
Principal Manager, Safer Systems
Centre for Road Safety, TfNSW

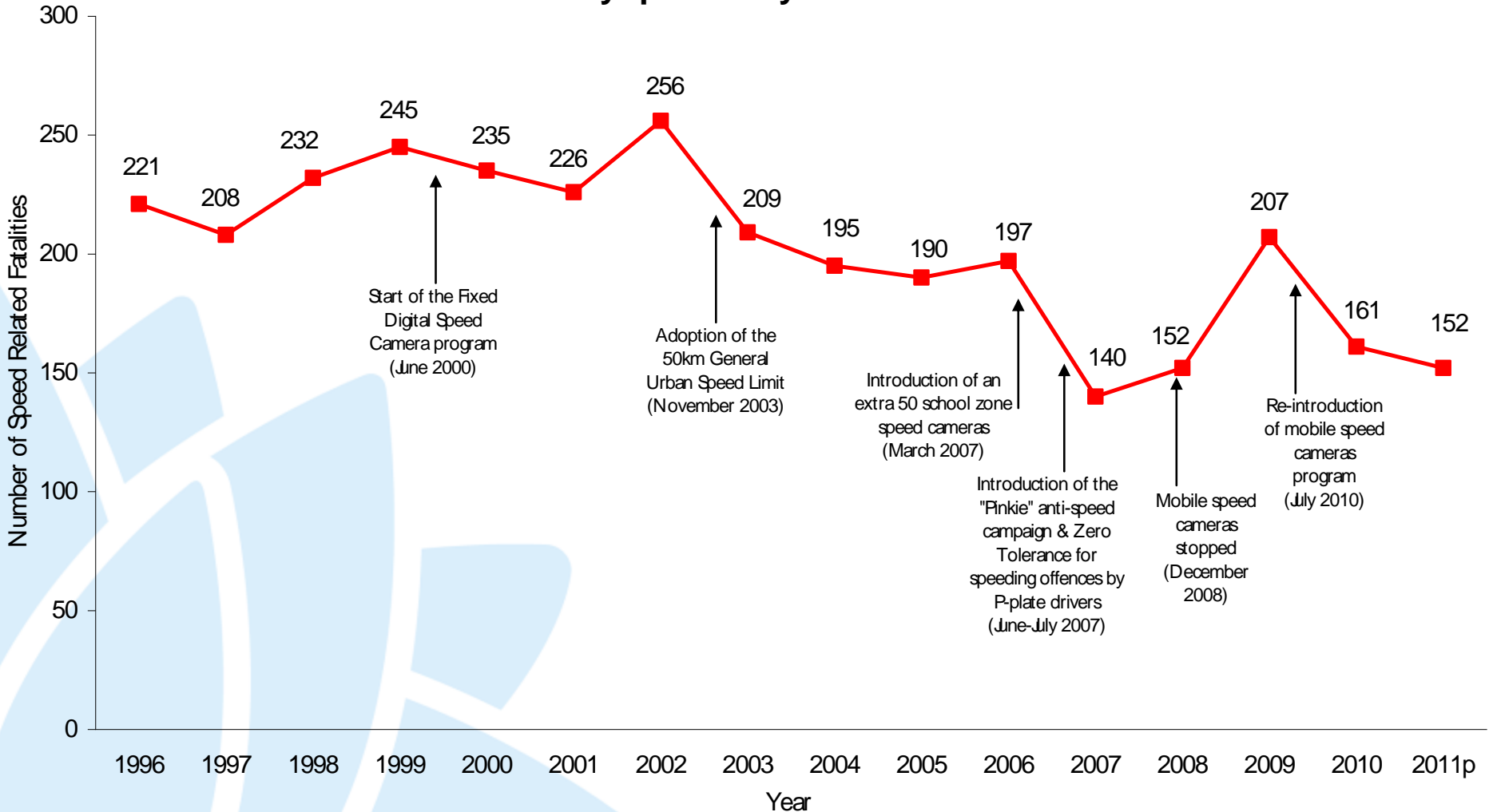


Speeding: Attitudinal research 2009

- A quarter (24%) of drivers speed frequently.
- A further third (34%) speed some of the time.
- Remaining third rarely (37%) or never (6%) speed.
- Existing enforcement had strong levels of acceptance.
- Speeding is common and is not yet seen as socially unacceptable.

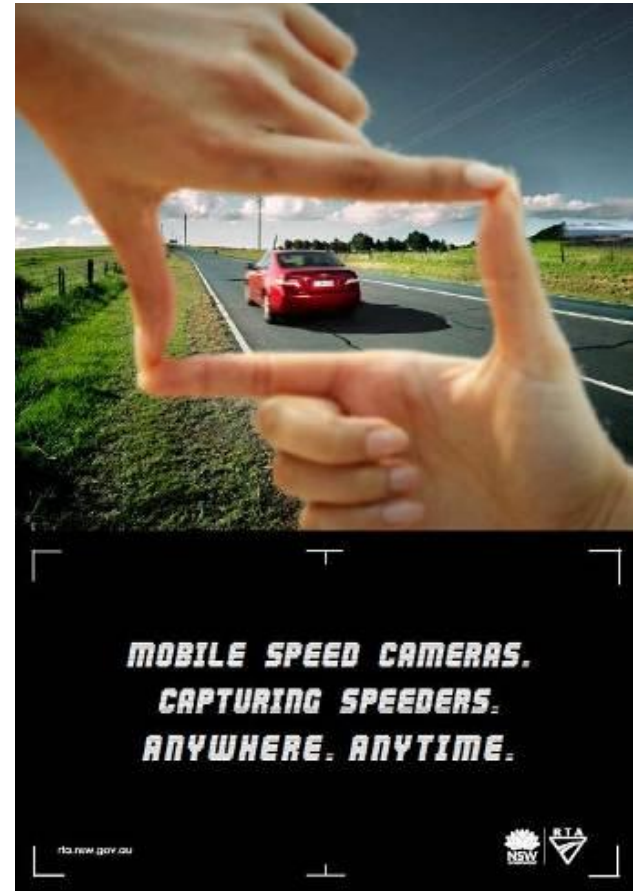
Speeding & The Road Toll

Number of Speed Related Fatalities, NSW, Since 1996, with Key Speed Policy Initiatives noted



Speeding camera initiatives

- **Mobile speed cameras**
 - Program managed by NSW Police Force ceased Dec 2008.
 - Interim program reintroduced July 2010.
 - Larger program planned.
 - Public education campaign.
- **Red-light speed cameras**
 - Red light upgrade program.
 - By March 2011, rollout at 91 locations completed.
- **Other programs**
 - Fixed, school zone fixed, point-to-point rollout.



Public response to speed initiatives

- Road safety impact of mobile speed cameras and supporting public education campaign immediate.
- Clear reductions in the road toll.
- Significant negative community and media feedback.
- Introduction of warning signage.
- Planned program expansion stalled.

Speed Camera Audit

- March 2011 - Election commitment to review speed cameras.
- Overall the fixed speed camera program had saved lives.
- Some fixed speed cameras were not reducing crashes and/or casualties.
- The selection of speed camera locations was based on established selection criteria.
- Greater transparency required to improve public confidence.

Speed Camera Audit

Government Response

- Switched off fixed cameras in 38 locations.
- Ordered safety reviews at decommissioned sites.

Key Recommendations

- Develop an overarching speed camera strategy.
- Annually review speed cameras, using 5 years of data.
- Annually publish trends in crashes, revenue, and infringement data for each speed camera and monitor effectiveness.



Response to Audit

- **Understanding community attitudes**
- Follow up attitudinal research completed in August 2011.
- Continued strong approval of programs, including marked mobile (72%) and red-light speed (79%).
- **Road safety reviews of NSW Programs**
- Interim mobile speed camera program contributed to 19% reduction in fatalities, 6% reduction in speeding.
- Safety camera program demonstrated reductions in crashes and casualties.
- **Stakeholder consultation**

NSW Speed Camera Strategy

- Announced June 2012 in response to the audit.
- Road safety need to continue camera programs.
- Improve community understanding.
- Ensure cameras are fair, credible and effective.
- Based on research and consultation.
- Part of overall NSW Road Safety Strategy.

The right camera in the right place can save lives.

Heirarchy of speed camera programs in NSW



Mobile speed

- Network deterrence

Red-light speed

- High risk intersections

Fixed speed

- High risk roads/ blackspots

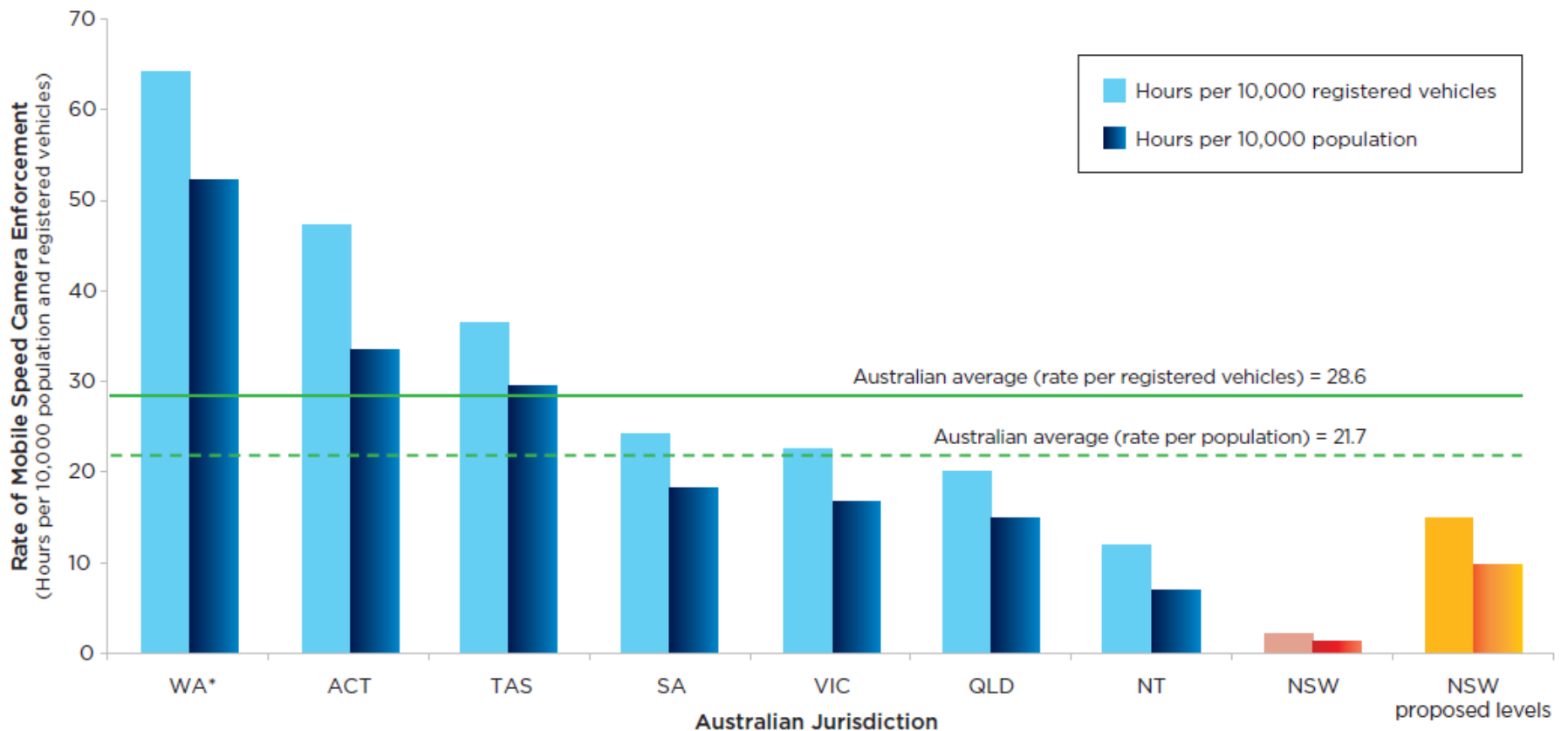
Point to point

- Heavy vehicle speeding



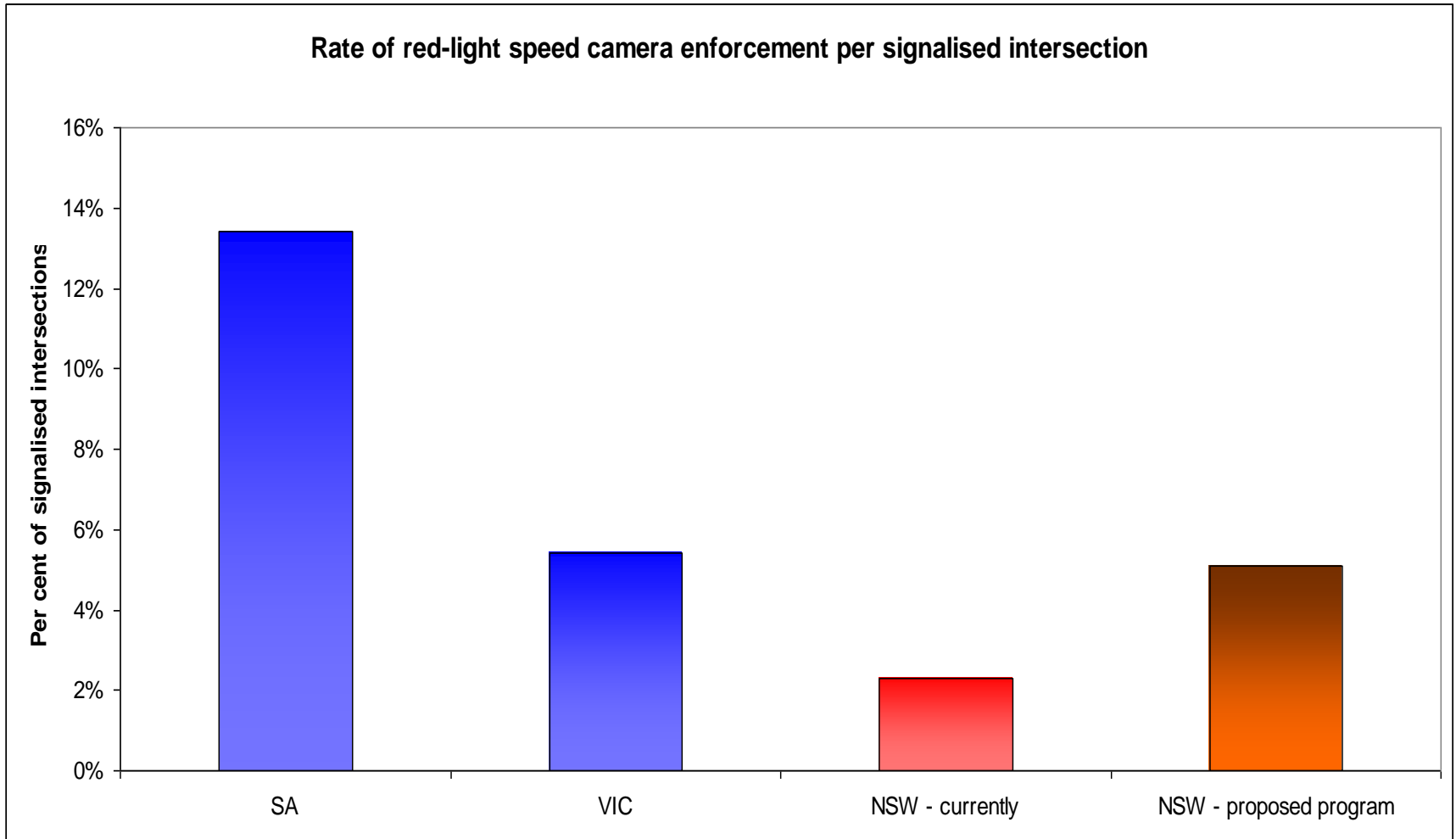
Mobile speed camera program

Rate of Mobile Speed Camera Enforcement, NSW versus Other Australian Jurisdictions



*Once increase in program has been implemented.

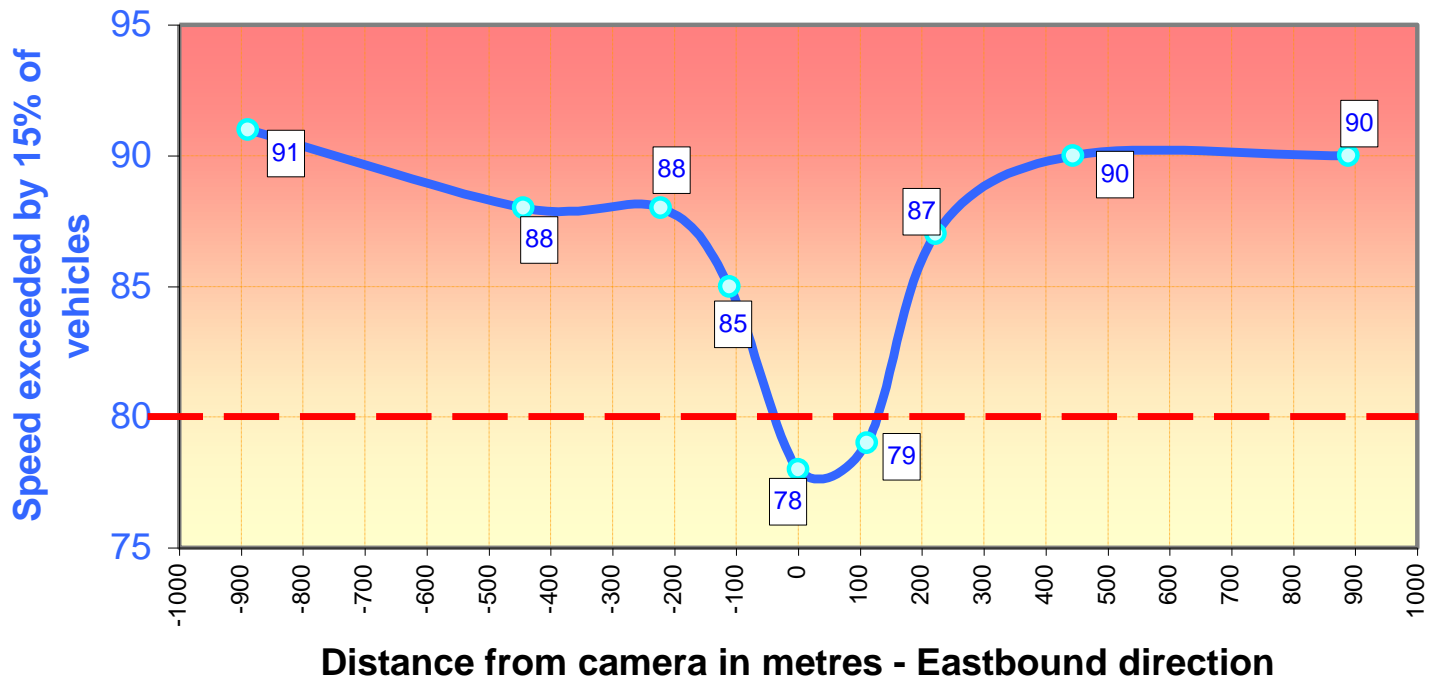
Red-light speed camera program





Fixed speed camera program (Halo effect)

EXAMPLE OF SPEED PROFILE AROUND A FIXED SPEED CAMERA IN
AN 80 KM/H ZONE





Point-to-point enforcement



- State-wide heavy vehicle transit routes.
- New locations - non-upgraded Pacific Highway.

NSW camera programs size

Program	Prior to Strategy	Post strategy
Mobile	930 hrs per month	7000 hrs per month
Red-light speed	91 intersections	200 intersections
Fixed	141 locations	108 locations (inc. 7 warning mode)
Point-to-point	22 lengths	25 lengths

Improving Transparency

Community Road Safety Fund

- Act passed in September 2012.
- Addressing concerns of revenue raising.
- Response to NRMA petition & feedback.
- Fine revenue will directly fund road safety engineering, education & enforcement.
- Enabled government commitment to ongoing road safety funding of \$231 M/annum plus CPI.

Improving Transparency

- Annual review of speed camera programs
- Published July 2012 and August 2013.
- Fixed speed cameras:
 - 42% reduction in crashes
 - 90% reduction in fatalities
 - 41% reduction in injuries
- Red-light speed:
 - 23% reduction in crashes
 - 30% reduction in casualties
- Identified six fixed camera locations for review in 2012, five in 2013.



Enabling community input

- 700 nominations - first year of operation

The screenshot displays the 'Safer Roads NSW' website interface. At the top, there are navigation links: 'BACK TO THE MAIN SITE', 'CHANGE TEXT SIZE', 'PRINT THIS PAGE', and 'SKIP TO CONTENT'. The main header features the 'Safer Roads NSW' title and the NSW Government Transport for NSW logo. Below the header is a navigation menu with options: 'HOME', 'SPEED CAMERAS', 'SPEED LIMITS', 'EMAIL UPDATES', 'FACT SHEETS', 'FAQS', and another 'BACK TO THE MAIN SITE' link.

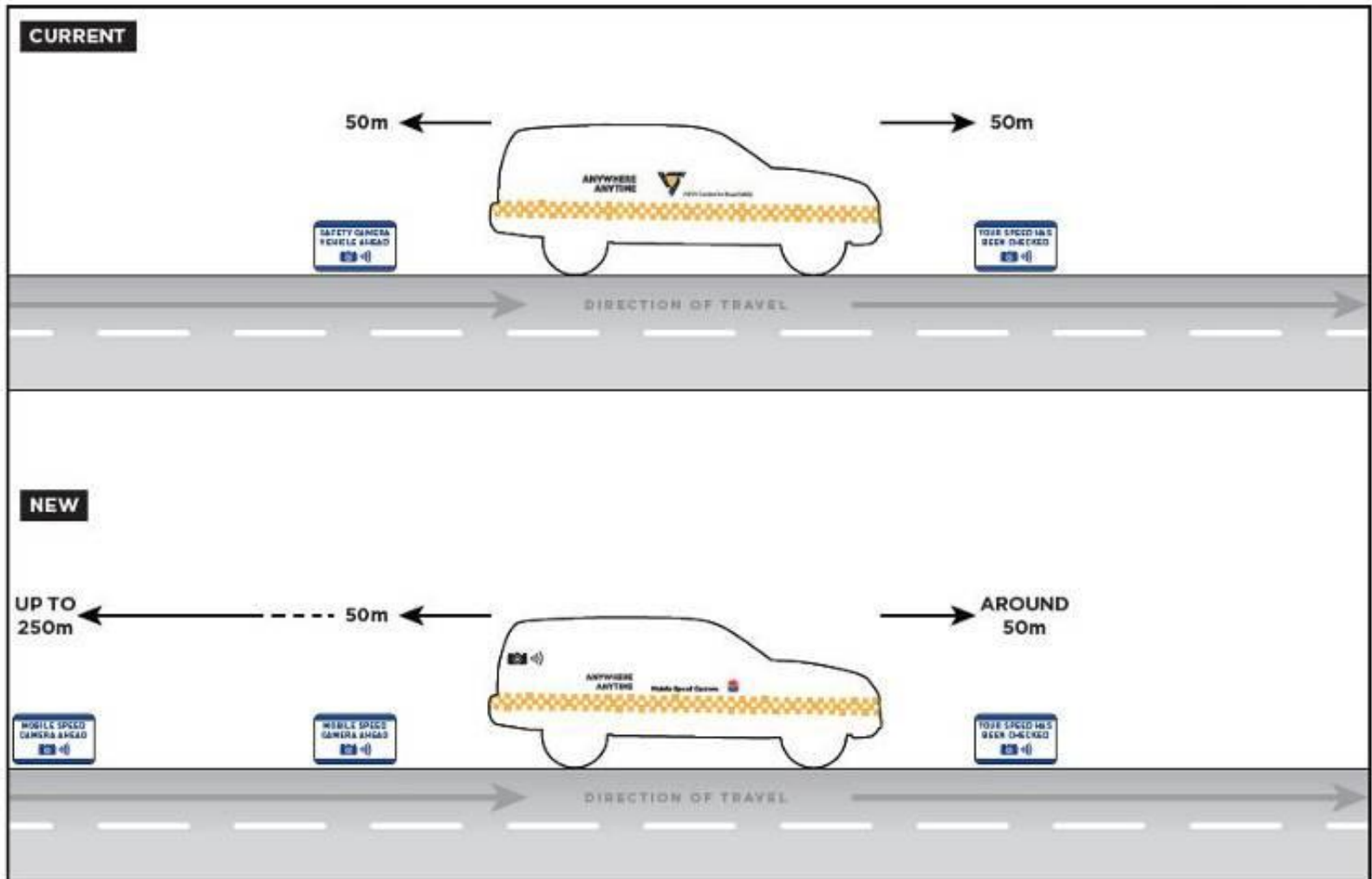
The central content area is split into two columns. The left column shows a map with a large yellow location pin icon containing an exclamation mark. Below the map is a text box that says 'Nominate a location for a speed camera' and a prominent yellow 'NOMINATE NOW' button. The right column has a 'Welcome to Safer Roads NSW' heading, followed by a paragraph: 'A review of speed cameras in NSW found that overall, speed cameras change driver behaviour and have a positive road safety impact.' Below this is another paragraph: 'On this site you can find out why speed cameras work, see where speed cameras are currently located and have your say about where you think speed cameras should be on NSW roads.' A final paragraph states: 'The information you provide, together with crash data and other road safety information will help to prioritise future locations for speed cameras in NSW.'

At the bottom, there are three promotional tiles. The first tile, titled 'Myths and facts about speed cameras', includes a camera icon and the text 'Find out the truth about why speed cameras work. Click here'. The second tile, titled 'View current speed camera locations', features a speed camera sign icon and the text 'Find out where speed cameras are now. Click here'. The third tile, titled 'Sign up', shows an '@' symbol in a diamond shape and the text 'Sign up for email updates about changes to speed cameras and permanent speed limits in NSW. Click here'.

The footer contains the text: 'NSW Government website | Contact Us | Terms of Use | Online Privacy Policy | Copyright' and '© Transport for NSW'.

Enhancements to signage

Mobile speed camera sign placement



Enhancements to signage



Decommissioned fixed speed cameras

- Camera locations reviewed and alternative road safety treatments implemented.
- Cameras are being removed from 33 locations.
- Cameras retained in 'warning mode' in 7 locations where there was strong community support and a road safety need (typically school zones).

Outcomes and results

- **Attitudinal research - May 2013**
- 92% approved of the Community Road Safety Fund.
- 76% approved of the ability to nominate a location for a speed camera.
- The perception that speed cameras are for increasing road safety has increased in 2013.
- The perception that speed cameras are for revenue raising has decreased in 2013.

Next Steps

- New public education campaign
- Ongoing annual review of speed programs
- Rollout of expanded programs
- Further attitudinal research and program evaluation