NSW Speed Camera Strategy

Safety, transparency and community engagement

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April 2015

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New South Wales

Key facts
• Population - 7.5m
• Licence holders/vehicles – Approx 5m
• Road network – over 184,000kms
• Diverse environment
  – Heavily trafficked urban roads
  – Remote and regional high speed roads
• Annual cost of crashes to community - Over $5 billion

NSW Road Safety Strategy

Safe Systems Approach
• Towards 'Vision Zero'
• Target: 30% reduction in deaths and serious injuries by 2021
• Engineering, education and enforcement
• Reflects national strategy
• Supported by targeted NSW sub-strategies and action plans
NSW road toll

Number of Fatalities in NSW, Since 1923

NSW fatality rate and key initiatives

Road Traffic Crash Fatalities per 100,000 Population, NSW, 1908-2014p
NSW road toll - Behavioural factors

Percentage of Fatalities, Behaviour Factors, Urbanisation, 2014

Speed: 41% (All NSW), 33% (Metropolitan), 44% (Country)
Fatigue: 17% (All NSW), 9% (Metropolitan), 22% (Country)
Alcohol: 15% (All NSW), 9% (Metropolitan), 16% (Country)
Restraint Non Usage: 12% (All NSW), 15% (Metropolitan), 12% (Country)

Speed policy milestones - Pre 2009

- Pre - 2000
  - Mobile speed and red-light cameras operated by Police

- 2000
  - Fixed speed cameras introduced in NSW

- 2003
  - 50km/h urban speed limit

- 2007
  - Zero tolerance - speeding by novice drivers
  - ‘Pinkie’ public education
  - Growth of fixed cameras

- 2008
  - Mobile speed program ceases

- 2009
  - Demerits for speeding reduced
  - New speed zoning guidelines
  - Spike in NSW road toll
Speed related fatalities - 2000-2010

NSW Speed Related Fatalities and Policy Initiatives, 2000 - 2010

- Start of fixed digital speed camera program - June 2000
- Adoption of 50km general urban speed limit
- Mobile speed cameras ceased - December 2008
- New speed zoning guidelines introduced - 2009
- Mobile speed cameras reintroduced

Number of Fatalities

Year

Attitudes to speeding in NSW

Attitudinal research 2009

- A quarter (24%) of drivers speed frequently
- A further third (34%) speed some of the time
- Remaining drivers rarely (37%) or never (6%) speed
- Only 2 in 5 drivers (41%) felt it was unacceptable to travel 110km/h in a 100km/h zone
- Existing enforcement had strong levels of acceptance
- Speeding is common and is not yet seen as socially unacceptable
Speed policy initiatives 2009 - 2011

Re-introduction of mobile speed cameras
• Interim program reintroduced July 2010
• Larger program planned
• ‘Anywhere, anytime’ public education
• Outsourced delivery model

‘Upgrade’ of red-light camera sites
• New digital red-light speed technology

Point-to-point (average speed) cameras
• Targeting heavy vehicle speeding on key freight routes

Public response to speed initiatives

Safety Impact
• Immediate safety impact of mobile speed cameras and public education
• Clear reductions in the road toll

Community Response
• Significant negative community and media feedback
• Introduction of warning signage
• Planned program expansion stalled
Speed camera audit - Findings

NSW Auditor-General 2011

- Site selection was based on established selection criteria
- Overall, fixed cameras saved lives
- Some fixed cameras were not reducing crashes/casualties
- New programs could not be evaluated - but early results were encouraging
- Greater transparency would improve public confidence

Speed camera audit - Outcomes

Immediate Government Response

- Switched off fixed cameras in 38 locations
- Detailed safety reviews to identify alternative works

Key Recommendations

- Develop an overarching speed camera strategy
- Annually review speed cameras, using 5 years of data
- Publish speed camera crash and infringement data
Response to Audit

Follow up attitudinal research 2011
• Increased community support of cameras, including marked mobile (72%) and red-light speed (79%)
• Most agreed that cameras were mainly about revenue raising

Road safety reviews of new NSW Programs
• Interim mobile program contributed to 19% reduction in fatalities, 6% reduction in number of vehicles speeding
• Reductions in crashes and casualties at red-light speed locations

Broad stakeholder consultation

Fixed speed camera - 1km 'halo'

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

Distance from camera in metres - Eastbound direction
NSW Speed Camera Strategy

Published June 2012
• Road safety need to continue/expand new camera programs
• Based on research and extensive consultation
• Part of overall NSW Road Safety Strategy
• Improve community engagement
• Publish information to improve public understanding
• Ensure cameras are fair, credible and effective

The right camera in the right place can save lives

Community Road Safety Fund

• Established by legislation
• All fines from speed and red-light cameras are directed into this fund
• Fund road safety engineering, education & enforcement
• Addresses concerns of revenue raising
• Responds to motorist association petition & community feedback
• Coupled with commitment to ongoing level of road safety funding
Speed Cameras Support
Police Enforcement

Partnership approach:
• Enhanced Enforcement Program – enhancing the level of high visibility police enforcement activities
• Targeted operations to address dangerous behaviours
• Motorcycle Response Teams
• Deployment of new technologies

Hierarchy of speed cameras in NSW

• **Mobile speed**
  – Network-wide deterrence
  – 'Anywhere, anytime'

• **Red-light speed**
  – High risk intersections
  – State-wide crash analysis

• **Fixed speed**
  – High risk 'blackspots'
  – Crash history -1km length

• **Point to point (average)**
  – Heavy vehicle speeding
### NSW speed camera program size

<table>
<thead>
<tr>
<th>Program</th>
<th>Prior to Strategy</th>
<th>Post Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>930 hrs per month</td>
<td>7000 hrs per month</td>
</tr>
<tr>
<td>Red-light speed</td>
<td>91 intersections</td>
<td>200 intersections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(full program size: ongoing selection and installation)</td>
</tr>
<tr>
<td>Fixed</td>
<td>141 locations</td>
<td>107 locations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(including 7 in warning mode)</td>
</tr>
<tr>
<td>Point-to-point</td>
<td>22 lengths</td>
<td>25 lengths</td>
</tr>
</tbody>
</table>

### Speed camera signage policy

**All speed cameras in NSW are signposted**

- Signs have been a feature of enforcement in NSW since the fixed speed camera program began
- Signs provide an opportunity for drivers to check their speed in high risk locations
- Strategy identified that clearer signage may increase perceptions of fairness, in particular
  - Mobile speed camera signs and vehicle markings
  - Red-light speed camera signs and descriptions
Enhancements to signage

Mobile speed cameras
- New warning sign up to 250m before marked vehicle
- Two signs clearly warn 'Mobile speed camera ahead'

'Red-light speed' (formerly 'Safety') cameras
- Larger signage, installed on all intersection approaches
- Speed limit and clear terminology to reflect dual function
Improving transparency

Annual review of speed camera programs
• Reviews each program against criteria in the Strategy
• Includes crash and infringement data as recommended by the Auditor-General
• Three reviews completed to date - 2012, 2013 and 2014
• Published on the Transport for NSW website
• Speed cameras that are not achieving benefits are short-listed for detailed safety review
• Positive coverage and public feedback

Improving transparency

Annual Speed Camera Review 2014 - Key results
• Fixed speed
  – 90% reduction in fatalities, and 40% reduction in injuries
  – Two locations noted for detailed safety review
• Mobile speed
  – Overall road toll reductions, and positive speed survey results
  – More than 99% of vehicles pass a mobile speed cameras without getting fined
• Red-light speed
  – Early results - 24% reduction in crashes and 36% reduction in casualties, including a 49% reduction in pedestrian casualties
• Point-to-point (average) speed
  – Early results - Low heavy vehicle crash numbers and infringements
### Detailed safety review - Process

Undertaken if annual review shows a camera is not delivering the expected road safety benefits. Process includes:

- **Detailed crash analysis over length**
- **Community consultation**
  - Local advertising
  - Review of community submissions
  - Public meetings
- **Onsite field review**
  - Independent road safety auditor
  - Community and/or school representatives
  - NSW Police and local government
  - Motorists’ association representatives
- **Identification of alternative safety works**
- **Decision about future enforcement** - Removal, warning mode or ongoing enforcement

### Detailed safety review - Outcomes

- **Following alternative road safety works:**
  - In total, 35 camera locations decommissioned
  - 7 camera locations in 'Warning Mode'

- **Alternative works included:**
  - Improved line marking and signage
  - Speed zone changes
  - Removal of roadside hazards
  - Installation of safety barriers

- **Monitoring of alternative works and Warning Mode**
Enabling community input

- SaferRoadsNSW.com.au
- Mobile speed cameras can be deployed at community and Police nominated locations
- Enables program to:
  - leverage Police operational knowledge
  - respond to local road safety concerns
  - engage the public
Enabling community input

- Over 1900 community nominations received for locations across the state
- Reasons for nomination include:
  - Speeding in school zones
  - Heavy vehicle speeding
  - Red-light running and speeding at intersections
  - Speeding on local roads
  - Older road user and pedestrian safety
- Email updates sent to subscribers when new camera locations approved

Public Education - 'Don't Rush'

- New execution of successful 'Don't Rush' campaign
- Focus on the human costs of speed related crashes
- Aimed at changing the way people view speed cameras
Public Education - 'Don't Rush'

• Outdoor advertising reflects:
  – key cameras used in different road environment
  – Results of annual speed camera reviews

Changing community attitudes

• Attitudinal research - 2013
  • 92% approved of the NSW Community Road Safety Fund
  • 76% approved of the ability to nominate a location for a speed camera

  • The perception that speed cameras are for:
    – Improving road safety - increased significantly
    – Revenue raising - decreased

  • Speed camera requests now outnumber complaints 4:1
**Speed related fatalities - 2000-2014**

- Start of fixed digital speed camera program
- Adoption of 50km general urban speed limit
- Introduction of 50 school zone fixed speed cameras
- Mobile speed program ceased
- Mobile speed cameras reintroduced
- NSW Speed Advisory Smartphone Application
  - 72% agreed that a device that advised when they sped would help reduce their speeding
  - Speed zone information and speed limit announcements
  - Audio alerts warn drivers of speed limit changes, including when they enter a school zone, or if they are speeding
  - Available for iPhone and Android
  - Over 78,000 downloads since launch
Next steps

- Speed remains the number one behavioural factor in the NSW road toll
  - Ongoing annual review
  - Speed attitudinal research 2015
  - New speeding public education campaign
  - Speed camera program evaluation
  - Analysis of speed related serious injuries
  - Rollout of red-light speed and new mobile locations

Key lessons from NSW experience

- Vital to take the community on the journey as camera enforcement increases
- Publishing information strengthens programs and reduces negative feedback
- A speed camera needs to be, and continue to be, the right solution to the problem
- A lot of people like speed cameras - enable them to have a say!
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