

Let's change the way we look at **SPEED**

A conversation with Queenslanders about staying safe on the road







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MESSAGE FROM THE MINISTERS

We are all responsible for achieving safe speeds on Queensland roads.



*The Honourable Mark Bailey
Minister for Main Roads,
Road Safety and Ports;
Minister for Energy, Biofuels
and Water Supply*



*The Honourable Mark Ryan
Minister for Police,
Fire and Emergency
Services; Minister for
Corrective Services*

On the road, we rely on and trust everyone around us to make good decisions about the way they drive and the speeds at which they travel.

Too many lives are being lost and too many people being injured on Queensland roads every year as a result of speed. In 2016 there were 251 people killed as a result of crashes on Queensland roads.⁽¹⁹⁾

Speed is a major factor in the likelihood and outcome of any road crash. Small decreases in speed can reduce the number and severity of all road crashes.

Despite this, many drivers believe they can speed while remaining in control of their vehicle. However, the real risks associated with speeding for drivers and other road users are often misunderstood. The fact is, speeding at any level is dangerous. There are still many misconceptions about the impact speed has on crashes. We need an open exchange of information about issues and solutions.

We must empower communities to contribute to and take ownership of staying safe on the roads. We are committed to using local knowledge to realise local solutions.

We want to maintain the momentum of the road safety conversations which started from the successful Safer Roads, Safer Queensland forums and build on the guiding principles of *Safer Roads, Safer Queensland: Queensland's Road Safety Strategy 2015–21* (the strategy) and *Safer Roads, Safer Queensland: Queensland's Road Safety Action Plan 2015–17* (the action plan).

The strategy and the action plan demonstrate for the first time a commitment by the Queensland Government to a vision of zero road deaths and serious injuries. This vision encompasses all road users, from motorists to pedestrians and bicycle riders.

This document sets out a plan to achieve Safe Speeds by focussing on key action areas. It is also a call to action for the community to get involved in conversations with each other and the government to change the way we look at speed and make changes to the way we travel on the roads.

WHAT IS QUEENSLAND'S APPROACH TO ROAD SAFETY?

Queensland embraces the Safe System approach to achieving a vision of zero road deaths and serious injuries.

The Safe System approach sets the standard that the physical road environment, speeds, road users and vehicles should all protect against road trauma by reflecting that there is a limit to the physical forces the human body can withstand before debilitating injury or death occurs.

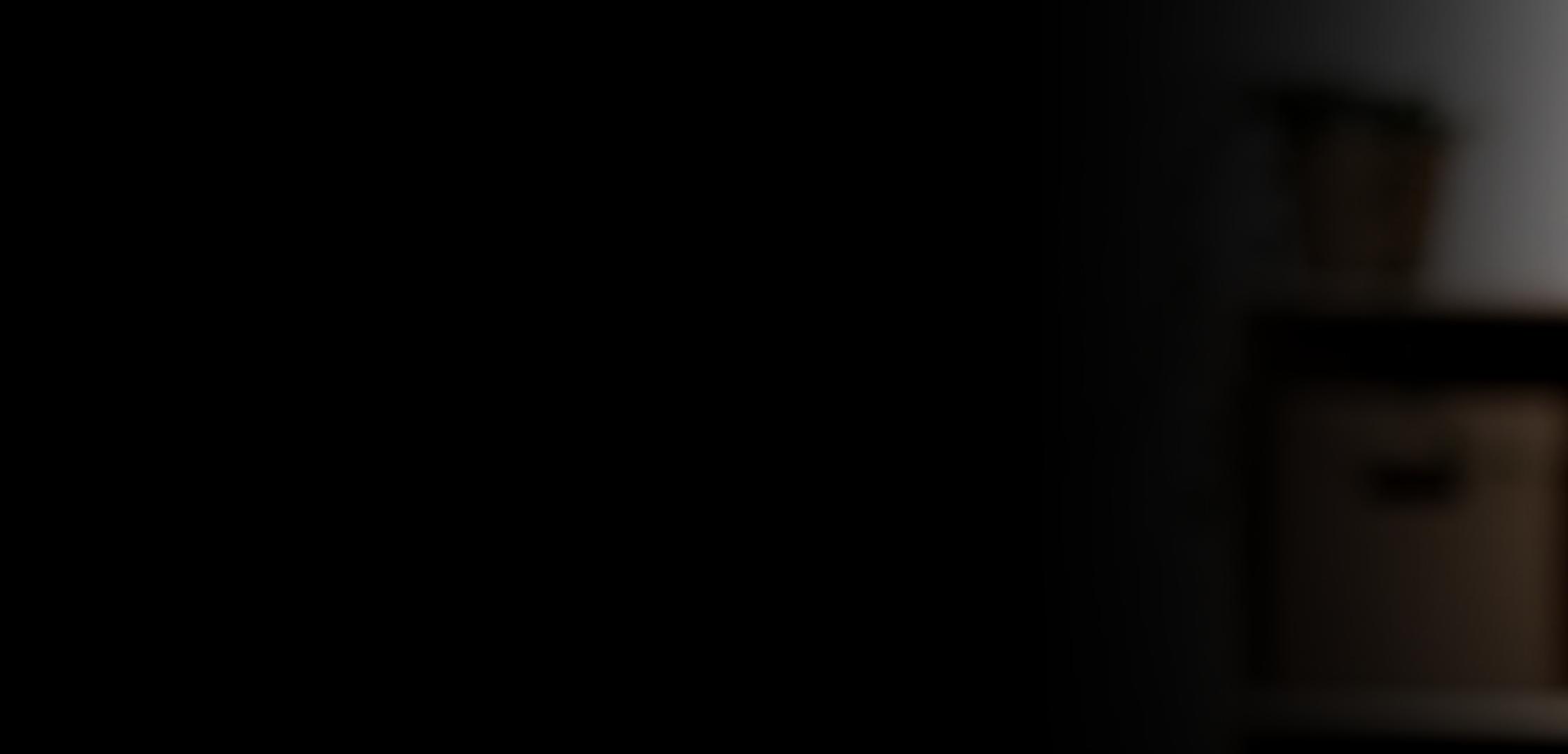
The Queensland Government works to improve road safety and reduce road trauma across all aspects of the Safe System framework. Achieving safe speeds is not only about safe speed limit setting, infrastructure, awareness raising and policing activities.

Individuals and communities are also responsible for helping to improve Queensland road safety. It is essential for road authorities to engage with and educate all road users about the reality of speed on Queensland roads, challenging everyone to commit to travelling within the speed limit and at safe speeds for all road conditions, environments and users.



Speed is a cornerstone of achieving safer roads. When a road crash involves speeding, the faster the speed, the more severe the consequences – regardless of the primary cause of the crash.

Source: Department of Transport and Main Roads. (2015b). *Safer Roads, Safer Queensland: Queensland's Road Safety Strategy 2015–21*. <http://www.tmr.qld.gov.au/Safety/Road-safety/Strategy-and-action-plans.aspx>





PART 1

The conversation

SPOTLIGHT ON VULNERABLE ROAD USERS

On Queensland roads, bicycle riders, pedestrians and motorcyclists are the most vulnerable to the impacts of a road crash. Speed is one of the most important factors in determining the chance and outcome of a crash, particularly when involving a vulnerable road user.

The road toll is much broader than only those who are killed on Queensland roads. Thousands of people are seriously injured in road crashes each year.

A proportion of these casualties, especially vulnerable road users, never report their crashes even when they have been admitted to hospital.

In 2015, 1702 people were killed or seriously injured as vulnerable road users.⁽¹⁹⁾ This is more than four 747 passenger planes.

This equates to more than six vulnerable road user fatalities each month, with many more hospitalised or receiving medical treatment.

VULNERABLE ROAD USER FATALITIES IN QUEENSLAND



Pedestrians

In 2015, **368** pedestrians were **killed or seriously injured** on Queensland roads⁽¹⁹⁾



Bicycle riders

In 2015, **309** bicycle riders were **killed or seriously injured** on Queensland roads⁽¹⁹⁾

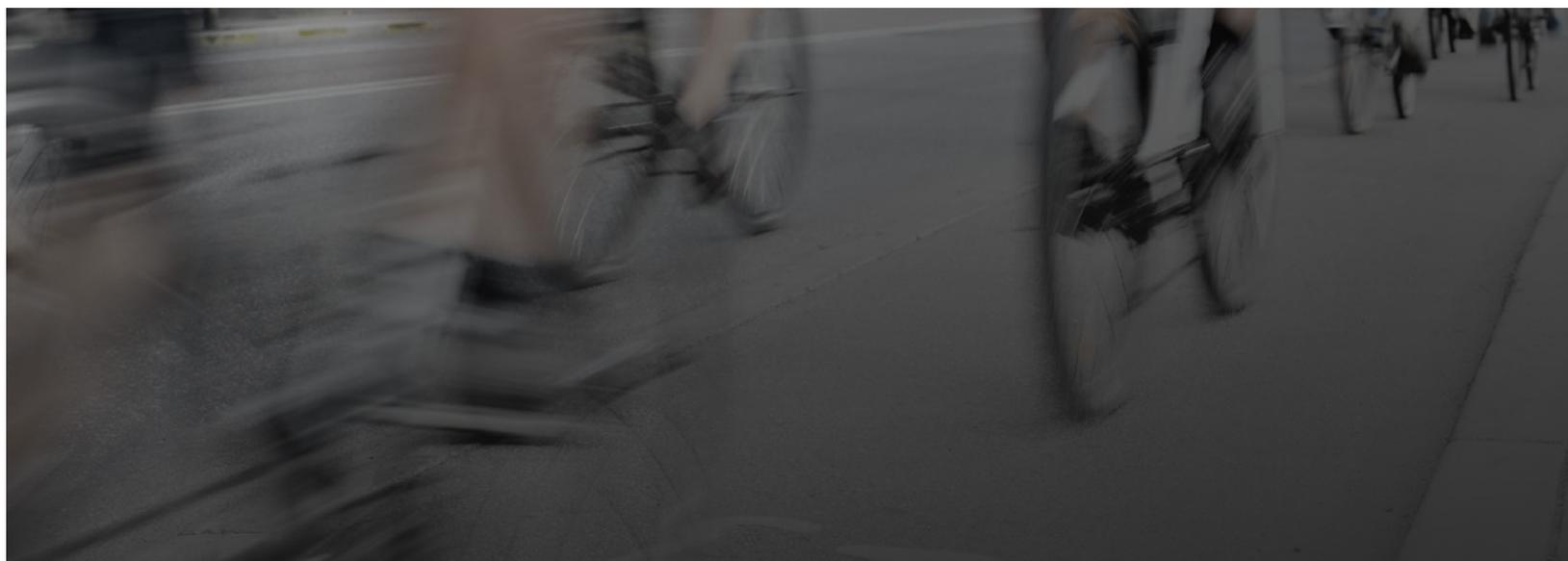


Motorcyclists

In 2015, **1025** motorcyclists were **killed or seriously injured** on Queensland roads⁽¹⁹⁾

18 per cent of Queenslanders cycle each week, and another 11 per cent report feeling unsafe as a barrier to cycling⁽⁷⁾

Nearly 1/2 of fatalities on Queensland roads in 2016 was a vulnerable road user⁽¹⁹⁾

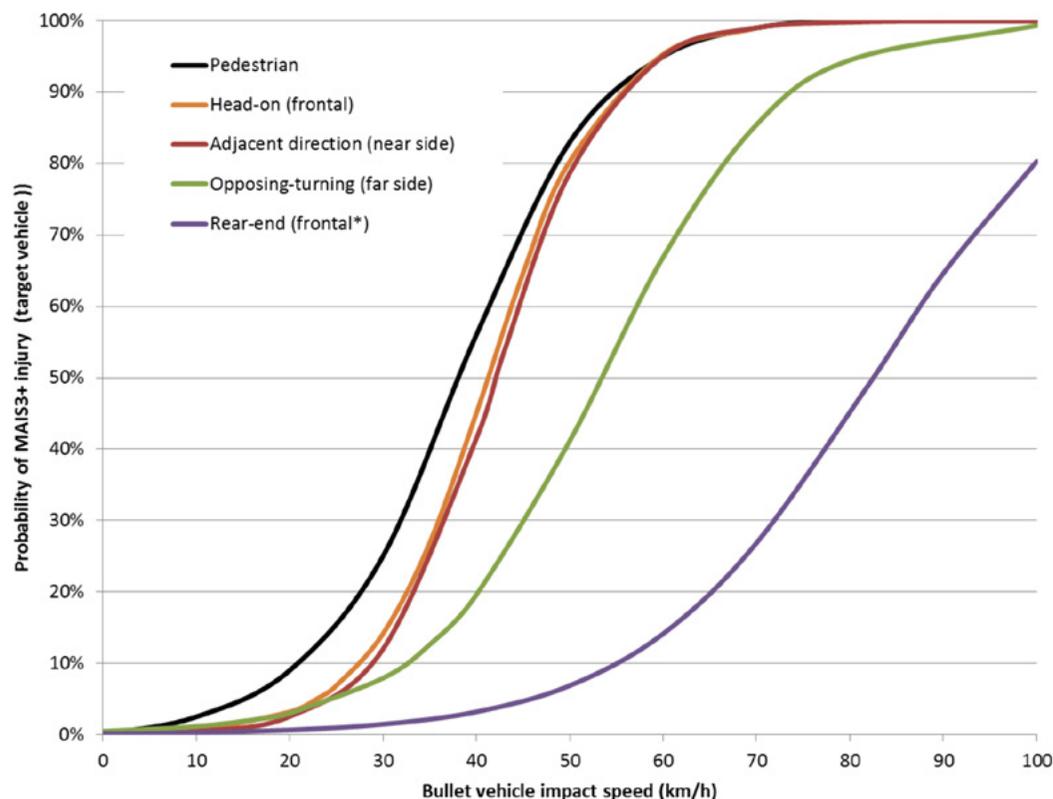


Research has repeatedly found a relationship between small increases in travelling speed and increases in the risk of fatal or serious injury outcomes in a crash – particularly with vulnerable road users.^{(25) (27) (30) (32)}

This chance increases significantly as the impact speed increases, with a 70 per cent chance of an unprotected road user sustaining a fatal or serious injury in a collision at 40km/h.⁽²⁵⁾

Findings show road users who are unprotected during a collision with a motor vehicle at 30km/h have a nearly 30 per cent chance of sustaining a fatal or serious injury.⁽²⁵⁾

Probability of pedestrian risk



Source: Jurewicz, C., et al. (2015). *Proposed vehicle impact speed - severe injury probability relationships for selected crash types*. <https://papers.acrs.org.au/index.cfm?action=main.paper&id=668>

CASE STUDY: BRISBANE CENTRAL BUSINESS DISTRICT

In April 2009, the Brisbane City Council reduced the speed limit in the Brisbane Central Business District (CBD) from 50km/h to 40km/h.

The reduction was in response to a number of serious traffic crashes in the CBD prior to 2009. There had been an average of 177 casualty crashes each year in the area. The CBD is a high risk area for crashes involving vulnerable road users due to the numbers of such users in the CBD and risk of conflict with motorists, such as mid-block crossing.

Following the speed limit reduction, the average number of casualty crashes dropped to 131 per year between 2010 and 2013. This equates to a drop of 26 per cent in crashes resulting in a casualty following the speed limit reduction.⁽²⁰⁾



WHY DO WE NEED TO HAVE A CONVERSATION?

The Queensland Government has adopted an ambitious long-term vision of zero deaths and serious injuries on Queensland roads.⁽¹⁰⁾

By 2020, we aim to achieve an interim target of 200 or fewer fatalities and 4669 or fewer hospitalised casualties on Queensland roads.⁽⁹⁾

GET THE FACTS

Between 2011 and 2015 there was an average of 257 fatalities and 6513 serious injuries on Queensland roads each year.⁽¹⁹⁾

Approximately **22 per cent** of these fatalities were as a result of a crash involving drivers or riders **speeding or travelling too fast for the conditions.**⁽¹⁹⁾

Additionally, there have been many more road crashes where travelling **speed was a contributing factor** to the severity of the crash.

STATE OF PLAY

Road trauma is an **avoidable occurrence** that affects thousands of families each year. They are all tragedies, however road crashes do not receive the same level of community response as less frequent tragedies, such as shark attacks or plane crashes do.

It is commonplace to **blame the driver** and their lack of skill as the main contributor to road crashes. Hence, there seems to be an **acceptance that road trauma is a normal consequence** of travel on our roads.

NEED FOR CHANGE

People make mistakes, however, there are choices we can make as drivers to **reduce the impacts** when something goes wrong. Drivers can make the **choice for safer speeds.**

This means that **changing the reality** of the road toll is in the hands of **each and every road user**, including motorists, pedestrians and bicycle riders.

We need to **change the way we look at speed**, the role it plays in road safety, and the responsibility we all have to make good decisions about our travelling speeds to **reduce road trauma** in Queensland.

Start the conversation about



SPEED

with your friends and family

JOIN THE DRIVE TO SAVE LIVES

SPEEDING KILLS OR INJURES
19 people
every week



50% of crashes are at **10km/h or less** above the speed limit



Risk of pedestrian death is **HALVED** by slowing down from **50km/h to 40km/h**

How long does it take your car to **STOP?**



1/3 of speed fatalities are **MOTORCYCLISTS**

CHANGING THE WAY WE LOOK AT SPEED

The current attitudes and behaviours about speed mean that people make unsafe decisions, our communities are less attractive living spaces and expensive engineering and enforcement are the primary methods of speed management.



Imagine a future where we adopt safer speeds, people use the roads with safety of all users front-of-mind, we are less reliant on police enforcing speed limits and the burden on our health system is reduced as there are fewer crashes.



WHAT WILL WE ACHIEVE?

The conversation needs to...

Provide information that dispels the myths around travelling speeds, speed limits, crash risk, crash outcome severity, enforcement, responsibility, 'revenue raising', travel time and government priorities.

Change the thinking that travelling speeds are only dangerous when exceeding the speed limit.

Help motorists consider vulnerable road users in choosing appropriate travel speeds

Generate understanding in the community of respect and responsibility for travelling speeds to help reduce road trauma.

Broaden thinking to consider impacts of travel speeds on road trauma outcomes.

Develop understanding within the community that enforcement protects public safety and that the preference is for motorists to make good decisions to travel within the speed limit.

Build awareness of low level speeding and change the acceptance of this behaviour which accounts for approximately 50 per cent of speeding related crashes.

Ignite community participation in the conversation about safer speeds

Challenge the acceptance of road trauma as being a 'part of life' but 'something that happens to other people'.

Change attitudes and opinions about speed and its role in road safety in order to effect meaningful change.

MYTH BUSTING — ROADS

CURRENT MISCONCEPTION	MYTH-BUSTING
<i>Small increases in speed are fine.</i>	<p>The risk of a fatal or serious injury outcome has a direct relationship with speed at impact. For most crash types the risk of a fatal or serious injury outcome increases significantly over just a few kilometres per hour travelling speed. For example, the risk of a pedestrian being seriously injured or killed is 50 per cent lower if hit by a car at 40km/h compared to 50km/h.⁽²⁵⁾</p> <p>Speed limits are set based on detailed engineering assessment, including the crash risk along each section of road.⁽¹²⁾ Travelling only a few kilometres per hour over the speed limit increases crash risk significantly.</p> <p>Surveys show that nearly half of motorists believe that travelling 5 km/h over the speed limit increases the risk of having a crash, and 80 per cent think that travelling 10km/h over the speed limit increases the risk of having a crash.⁽²⁷⁾</p> <p>Travelling 10km/h over the speed limit increases the risk of a casualty crash four times.⁽²⁶⁾ This is the same risk of a casualty crash as drink driving with a blood alcohol concentration of 0.10 – twice the legal limit.^{(6) (5)}</p>
<i>Speed limits should be increased as vehicles are getting safer and safer.</i>	<p>The safety of the vehicle is not the only part of the road crash equation. The vehicle, driver, infrastructure and speed all influence whether a crash occurs and what the outcome of that crash will be. However, all of these components are dependent on the driving decision of motorists on the road.</p> <p>Speed is a major factor in determining what will happen in a potential crash situation as travelling speed is directly related to stopping distances and force upon impact.^{(13) (14) (24)} The simple law of physics is the faster you go and the heavier the vehicle, the more energy that needs to be distributed when the vehicle is brought to a stop in a crash. Part of this energy is distributed to the people involved in the crash no matter the safety standard of the vehicle. The more energy, the more trauma to their bodies.</p> <p>Driving to accommodate the unexpected includes travelling at safe speeds so that there is enough time to respond and avoid or reduce the impacts of a crash, no matter how well a motorist thinks they know the road.</p>
<i>Roads are designed for speeds higher than the posted speed limit.</i>	<p>Roads are designed to accommodate comfortable vehicle handling but not to cater for when something goes wrong. There is always a point at which the road environment will not protect against trauma, such as excessive speeds.</p>
<i>The autobahn has higher travelling speeds than Australia and a comparable rate of trauma to other European highways.</i>	<p>Analysis of crash rates on autobahns and open speed limit highways in the Northern Territory show significant reductions in casualty crashes at speeds above 100km/h when speed limits are introduced. Introduction of speed limits on previously unlimited sections of the Autobahn resulted in a 57 per cent reduction in casualties on the speed reduced road sections.⁽²³⁾⁽³¹⁾</p> <p>In 2006, 67 per cent of German road deaths occurred on sections of road without speed limits, compared to 42 per cent of road deaths in Queensland occurring in speed zones of 100km/h or higher.^{(8) (23)}</p>

CURRENT MISCONCEPTION	MYTH-BUSTING
<p><i>Reduced speed limits don't make a difference at higher speeds.</i></p>	<p>Research shows that when average travelling speeds are reduced, fatal crashes reduce at a rate up to four times the reduction in average travelling speed.^{(4) (16)}</p> <p>The Black Links project, trialled in Queensland between 2008 and 2009, involved speed limit reductions from 100km/h to 90km/h on road sections where a high rate of speed related crashes had been recorded over a number of years.^{(2) (22)}</p> <p>These speed limit reductions were found to have a significant impact on speed related serious crashes:</p> <ul style="list-style-type: none"> • The average crash reduction was approximately 30 per cent for fatal and serious injury crashes per year; • The average total crash reduction was approximately 40 per cent; • The 85th percentile speeds along most road sections was reduced by up to 12km/h; • One road where the speed limit reduction was reversed found a significant increase in crashes following the reinstatement.^{(2) (22)}
<p><i>Speed doesn't make much of a difference – if a crash is going to happen, there's nothing I can do about it.</i></p>	<p>The simple laws of physics are the faster you go, the harder the impact and the less opportunity you have to avoid a crash all together. Slowing down, even by a few kilometres per hour can have major benefits for crash avoidance and severity for all crash types, not only speed related crashes.^{(2) (26) (5)}</p> <p>The speed problem is not only about crash avoidance, but also reducing the trauma from impact when a crash occurs. Travelling speed, directly related to impact speed, is a determinant in the trauma outcomes of a crash.^{(28) (25) (1)}</p> <p>In fact, research shows that reductions of 5km/h in vehicle travelling speeds in urban areas could result in significant reductions in road trauma - up to 25 per cent reductions in pedestrian fatalities.^{(1) (26)}</p>
<p><i>Everyone drives a little over the limit so it can't be that dangerous.</i></p>	<p>Speeding at low levels is a serious issue. Crash reconstruction research has shown that around half of all speed related crashes happen at 10km/h or less over the speed limit.⁽²¹⁾</p> <p>Speeding is less common than you might think. Survey results show that 75 per cent of people never, or only occasionally, drive over the speed limit.⁽²⁷⁾ Additionally, surveys show that the average travel speed across the network is reducing.⁽⁴⁵⁾ One or a few drivers travelling faster than the traffic flow creates a speed differential which increases the risk of a casualty crash for all road users.⁽²⁴⁾</p>
<p><i>Speed limits are outdated and don't match the conditions of the road.</i></p>	<p>Speed limits in Queensland are set or reviewed through a detailed engineering assessment which takes into account multiple factors, including road design, roadside activity and infrastructure, intersections and property accesses, and amount of traffic and travelling speed.</p> <p>However, changes over time, such as road wear, increased traffic and urban development, can mean that the speed limits in force may not always be the safest for that section of road. Additionally, changes in engineering and best practice which emerge over time can help to improve practices for determination of speed limits in Queensland.</p> <p>Transport and Main Roads is currently undertaking works to improve speed limit setting and review processes. With such a vast road network in Queensland, implementing these changes will take time. While speed limits are the maximum allowable travelling speed, motorists are always implored to consider that travelling speeds lower than the posted limit might be safer in some conditions.</p>

CONVERSATION CARD

- What issues are you experiencing in your local community that relate to speed?
- Thinking about pedestrians, cyclists and motorcyclists, are there locations where they are particularly at risk? What do you think the risks are? What do you think could be done to resolve these issues?
- We have 40km/h speed limits in school zones, do you think other areas with a high number of vulnerable road users would benefit from also having a 40km/h speed limit? Why?
- At least 78 per cent of people support reduced speed limits when pedestrians and bicycle riders are present. Would you also be supportive of such reduced speed limits? Why / why not?
- Many fatal motorcycle crashes have the motorcyclist recorded as 'at fault', however in 2016 motorcyclist fatalities where the other vehicle was found to be disobeying the road rules increased. What do you think could be done to encourage motorcyclists to slow down, and for other road users to better protect them?

Did you know?...

The risk of a pedestrian fatality is halved when hit by a vehicle travelling at 40km/h as opposed to 50km/h

MYTH BUSTING — SAFEGUARD

CURRENT MISCONCEPTION	MYTH-BUSTING
<p><i>Enforcement is located where police know people speed, rather than where there have been crashes. Speed cameras are ‘sneakily’ located so that motorists don’t know they are there.</i></p>	<p>There is an extensive site assessment and approval process for deciding the locations of fixed, mobile and point to point cameras to ensure enforcement occurs at areas where road safety benefits are maximised.</p> <p>Speed cameras are located at sites with the highest risk of crashes caused by speeding including consideration of speed related crash history.</p>
<p><i>Enforcement is for revenue raising.</i></p>	<p>The only purpose of speed cameras is to improve road safety in Queensland. Speed cameras are proven to be effective for reducing road trauma – both frequency and severity of crashes. The Queensland camera program reflects international best practice for targeting speed related crash outcomes.</p> <p>An evaluation of the Queensland Camera Detected Offence Program, including fixed, mobile, overt and covert operations, estimated that the program was associated with an overall saving of approximately 3400 crashes of all severities in 2015.</p> <p>This translates to annual savings to the community of around \$1.4 billion (Willingness to Pay). About 90 per cent of these savings stemmed from fatal and serious injury crashes.⁽²⁹⁾</p> <p>Reductions in average travelling speeds of even 2km/h can have significant impacts on the number and severity of road crashes.^{(4) (29)}</p>

CONVERSATION CARD

- Do you tolerate drivers who speed in your local streets? Why?
- Would you tolerate drivers who speed in other areas?
- What is the comparable cost to you of receiving an infringement notice for speeding?
 - A concert ticket
 - A week of rent
 - Sporting events
 - Cab rides
 - A night's accommodation
 - “Can you afford to speed?”
- What do you think would help drivers to realise the impact that speeding has on the community?



MYTH BUSTING — INTERACT

CURRENT MISCONCEPTION	MYTH-BUSTING
<i>I don't speed, therefore it doesn't concern me.</i>	<p>Anyone can be the victim of a road crash. Most road crashes could have been avoided or mitigated by lower travelling speeds.</p> <p>The level of increased road crash risk created by a speeding motorist is not restricted only to that motorist. The risk applies to all other road users that motorist encounters, even if the other road users are travelling at safe speeds.</p> <p>We need everyone to demand lower, compliant travelling speeds of all motorists to make a change and improve road safety.</p>
<i>I'm a better driver than other motorists on the roads, everyone else is the problem.</i>	<p>Despite the skills of a driver, the road can be unpredictable with many hazards present on any trip. Even the best drivers make mistakes sometimes. Additionally, using the roads means interacting with many other road users, all with different experiences, attentiveness and attitudes toward road safety. The actions of another road user could still affect even the best driver.</p> <p>Driving to the speed limit and conditions of the roads means that you have more time to respond to the actions of these other road users.</p>
<i>The government isn't doing enough to promote positive changes in communities – it's all about enforcement and ticketing.</i>	<p>The Queensland Government supports various approaches to investing in communities about change attitudes and behaviour to speed. For example:</p> <ul style="list-style-type: none"> • Community Road Safety Grants are available each year to provide funding to local community groups, schools and councils to address road safety problems in their local area; • Funding is provided for research to assist road safety program delivery to ensure the best solutions in the right places; • Infrastructure solutions are developed for road sections across the state with speed related crash history; • Funding is provided to target young drivers through road safety education programs.
<i>I can save time by speeding.</i>	<p>Time savings from speeding are minimal and any perceived benefits are obsolete when considering the increased crash risk and associated monetary and social costs to the vehicle and driver. For example, travelling 5km/h over the speed limit a 60km/h zone on a 10km journey will only save 45 seconds of travel time, without consideration of other delaying factors such as congestion and traffic signals.</p> <p>When motorists obey the speed limit, traffic and congestion can be minimised by improved traffic flow, reduced risk of collision, and reductions in speed differentials.^{(3) (5)}</p>

CONVERSATION CARD

- What tools would assist you to have conversations with your friends, children, and peers about speeding, infringements and other dangerous driving behaviours?
- Would you consider taking a challenge to spend one day not speeding?
- Did you know that the cost to society of road crashes, aside from the tragedy of trauma, is an estimated \$27 billion per year (nationally). This is 18 per cent of health expenditure.⁽³⁾ How do you feel about how much road crashes cost?



STATS AND FACTS

In 2016:

- 251 people were killed as a result of crashes on Queensland roads.
 - 64 of these people were killed as a result of speed related crashes – that's 25.5 per cent of the road toll.
 - 66.5 per cent of these people were drivers or riders and 15.5 per cent were passengers.
- There were 107 vulnerable road user (motorcyclist, pedestrian and bicyclist) fatalities – that's 42.6 per cent of the road toll.
- Most speed related fatal crashes (37.5 per cent) occurred in 100–110km/h speed zones, followed by 60km/h speed zones (31.3 per cent).

In 2015 there were:

- More than 6,000 people hospitalised as a result of crashes on Queensland roads.
 - 300 of these people were hospitalised as a result of speed related crashes.
 - 69.4 per cent of these people were drivers or riders and 30.6 per cent were other road users.

On average between 2011 and 2015:



The majority (83.2 per cent) of people killed or seriously injured from speed related crashes were male.

◀ 25 yrs

A large proportion (43.1 per cent) of people killed or seriously injured from speed related crashes were aged 16 to 24.



Many speed related crashes involved drivers/riders affected by alcohol or drugs or who disobeyed road rules at the time of the crash.





SLOWDOWN

PART 2

What the Queensland Government is planning to do

ROADS

Guiding principle:

Speeds are managed by creating speed environments on the road that recognise the frailty of the human body at different speeds and help road users make good decisions about their speed

- *Road and roadside design is a complex problem without a simple solution.*
- *Speed limits are determined following comprehensive engineering assessment, including consideration of the physical environment. However, there will always be some residual risk of injury when something goes wrong.*
- *Infrastructure works are targeted at treating highest risk locations.*

We will improve the road environment for speed and road safety in the following areas:

Speed limits

School zones

Physical environment

ROADS — WHAT WILL WE DO?

Speed limits

Action 1: Review the Manual of Uniform Traffic Control Devices (MUTCD) Part 4 to deliver greater emphasis on safety and opportunities for more appropriate speed limit setting.

This will help to refocus the direction of setting and managing speeds on Queensland's roads to provide a greater emphasis on safety and a proactive approach to setting speed limits.

Review of the MUTCD Part 4 will investigate removal of barriers to speed limit setting on local roads. Changes for greater flexibility in speed limit setting will be undertaken in partnership with local governments and empower them to make speed decisions tailored for their local communities.

Action 2: Investigate opportunities for digitising speed limit information

Digital processing of road information to and from vehicles, including speed limits, is essential to realise the network and safety benefits of a connected and autonomous future.

To support the introduction and integration of connected and autonomous vehicles in Queensland, road infrastructure needs to evolve compatibly and in parallel.

As implementation of any widespread digital solution to speed limit information will be mid to long-term, we need to be prepared early for how and when this information will be delivered and used.

Vulnerable road user zones

Action 3: Install flashing school zone signs at 200 risk assessed schools during 2016-18.

There have been no fatalities in school zones since 2008.⁽¹⁸⁾ Continuing this successful program will warn drivers, riders and students about the increased risk in these areas at peak times of student movement.

Action 4: Establish a program for delivering 50km/h speed zones on the state controlled road network through rural towns.

Changes to the physical environment on approach to rural towns creates a gateway. Consistent gateway design for all towns highlights to drivers the upcoming change in roadside environment and activities and the need to change their driving behaviour in response.

Action 5: Reduce speed limits in areas of high pedestrian and cycling activity.

Lowering travelling speeds in areas that are frequented by pedestrians and bicycle riders will increase safety for these vulnerable road users.

Physical environment

Action 6: Support the trial of alternative engineering treatments to address high risk roads and intersections.

This will provide opportunities to trial new and different infrastructure approaches to managing speeds to improve safety at dangerous locations.

Action 7: Deliver Black Links solutions to high risk road sections across Queensland.

The 'Blacklinks' program has been proven to be effective at reducing the number and severity of road crashes at high risk locations by implementing reduced speed limits.^{(22) (2)}

Speed limit reductions can be a viable permanent solution or interim measure for reducing road trauma.

Action 8: Review design practices to include safe system objectives and risk assessment tools (Australian National Risk Assessment Model)

Improving the methods of identifying road sections based on serious injury and fatal crash risk factors means that these risks areas can be prioritised and mitigated proactively.

HOW DOES THIS STACK UP FOR VULNERABLE ROAD USERS?

- Focussing on the right speed limit for a location and road user mix allows consideration of appropriate speeds in areas frequented by vulnerable road users.

This improves liveability and enjoyment of these areas. It encourages more people to walk and cycle to their destinations and creates an environment where people feel safe.

- Where speed limits are set to accommodate bicycle riders and pedestrians, a crash involving these users is less likely to result in serious injury or death.
- Safer road environments which encourage more active transport attract greater numbers of vulnerable road users – increasing motorists' exposure to, and expectation of, vulnerable road users in various scenarios.
- Innovative thinking for road infrastructure solutions can provide mutual benefit to multiple users, such as bicycle riders.
- As roads and roadsides are being designed with consideration of human error, including speed selection, crashes at or near the speed limit may be less severe.

SAFEGUARD

Guiding principle:

Speeds are managed by detecting and prosecuting offenders. Queensland is committed to safeguarding road users from those who put themselves and others at risk on the roads.

- *Following the speed limit allows the best chance of survival in a crash. Enforcement is there to remind all drivers to observe the speed limit for individual and collective safety.*
- *Enforcement is an integral part of speed management and has been proven to be effective in protecting all road users from damage caused by speed.*
- *Community conversations about the impact of speeding may mean that, eventually, enforcement will not be as necessary to support safer speeds.*

We will continue safeguarding the roads in the following areas:

Where we enforce

How we enforce

Planning for the future and technology

SAFEGUARD — WHAT WILL WE DO?

Where we enforce

Action 9: Choose enforcement sites based on crash history, high risk roads and impact of speed cameras.

Action 10: Review mobile speed camera sites to reassess current sites and include new sites with a history of speed crashes.

Targeting enforcement at relevant and up to date areas of crash risk and crash history ensures speed reduction outcomes are effected in locations with the best road trauma savings potential.

Action 11: Ensure appropriate speed enforcement on major roads and managed motorways.

Managed Motorways and main arterial roads accommodate high volumes of traffic, often with variable speed limits in response to traffic or incidents on the road.

Improving enforcement on these roads will enhance the effectiveness of variable speed limits for safe speeds on approach to congestion and road crash incidents, as well as supporting travel efficiency.

Action 12: All new motorway upgrades should incorporate a point to point camera system.

Point to point cameras have been demonstrated to improve road safety, and are currently best operated on roads with high volumes of traffic and longer distances with few intersecting roads.

Installing point to point cameras during upgrade works on these roads reduces crashes while improving efficiency of traffic being carried on these roads.

How we enforce

Action 13: Investigate the feasibility to allow point to point cameras to operate on road sections with multiple speed zones.

Point to point cameras help to enforce the speed limit by operating over a section of road rather than a single point. Many motorists believe point to point cameras to be a fairer approach to speed enforcement.

Action 14: Investigate options for aligning penalties for speeding 10km/h or more over the speed limit with best practice research.

Exceeding the speed limit by 10km/h or more significantly increases the risk of a fatal or serious injury crash.^{(25) (5)} Aligning speeding infringements with this increased crash risk and severity will reflect the more serious nature of such speeds and increase deterrence for travelling at these speeds.

Planning for the future and technology

Action 15: Develop and implement a four year plan for enforcement using best practice.

The use of cameras for speed enforcement along with non-camera speed enforcement is international best practice. Queensland's speed camera program continues to be successful in reducing speed related road crash frequency and severity.⁽²⁹⁾

Achieving the best road safety outcomes through enforcement relies on deterring motorists from unsafe driving behaviour. This means using the best technology, in the highest risk locations, at the right time, supported by non-camera deterrence, such as visible policing.

Establishing and following an enforcement plan for the future means implementing the best enforcement methods and equipment to save lives and serious injuries.

HOW DOES THIS STACK UP FOR VULNERABLE ROAD USERS?

- Speed enforcement improves speed limit compliance, making roads safer for vulnerable road users who are especially vulnerable to small differences in vehicle travelling speeds. When motorists travel at safer speeds, outcomes of crashes involving vulnerable road users will be less severe or not happen at all.
- Research shows that small speed reductions can have beneficial outcomes for likelihood of crash occurrence and severity, particularly for vulnerable road users whose risk of trauma is closely linked to speed at impact in a collision.^{(25) (32) (30)}
- Identifying improvements for the future of the enforcement program means more effective operations, including targeting areas which are currently difficult or unsafe to access but are frequented by vulnerable road users, such as school zones and road works zones.
- Enforcement targeted at speeding motorcyclist behaviour will help address the risk and severity of road trauma for this vulnerable road user group.

INTERACT

Guiding principle:

Speeds are managed by improving messaging, connection with the community and use of road authority services across various platforms.

- *A conversation can be held at any time, at any location, on any platform. Every interaction communities and individuals have with road authorities is an opportunity to communicate.*
- *We are advancing the way we interact with the public through improving customer services and messaging for speed related matters.*

We will continue to interact with our customers to improve road safety in the following areas:

Community resources

Messaging

Who it belongs to

INTERACT — WHAT WILL WE DO?

Community resources

Action 16: Continue delivering community awareness and education materials about the role of speed in road safety.

Programs such as speed campaigns, Join the Drive and social media myth busting is a successful method of connecting with the community and providing information and tools to become educated about risks and realities of speeding.

Action 17: Continue using funds from speed and red light camera infringements to deliver Community Road Safety Grants.

Community Road Safety Grants have provided millions of dollars in funding for road safety projects, road safety education and road accident injury rehabilitation projects since 2013.

The reinvestment of speed and red light camera infringement dollars into this program empowers the community to take responsibility for providing local solutions to their local road safety issues.

Action 18: Support the delivery of advisory in-vehicle speed information to assist voluntary speed compliance

It is recognised that sometimes speeding can occur unintentionally, such as when a driver is unsure about the speed limit or exceeds the speed limit without realising. However, as

approximately 50 per cent of speed crashes happen at less than 10km/h over the speed limit, even small increases over the speed limit can have detrimental safety outcomes.⁽²¹⁾

Providing information to motorists about speed limits at their location in relation to their travelling speed helps them to make good decisions about travelling within the speed limit, without using enforcement.

Messaging

Action 19: Utilise electronic communication platforms to connect with more people, more frequently, about safer speeds

Innovative online learning and assessment platforms have been developed and are already in use for connecting with road users.

Utilising these established electronic platforms will expand safer speeds messaging, tailored to the customer.

Who it belongs to

Action 20: Deliver an online nominations portal for submission of statutory declarations.

An online portal for registered operators to complete statutory declarations will make nominating the correct driver for camera detected offences quicker and easier.

The portal will improve customer experience, reduce inconvenience and reduce time for registered owners who receive infringements for other drivers' offences.

Action 21: Introduce automated notification to registered operators when an offence is committed in their vehicle(s).

Some behaviours can be deterred when the behaviour conflicts with the demands of a peer or authority figure.

Notifying registered operators of offences committed in the vehicle helps them to have a full picture of other drivers' behaviour. This promotes conversations about the dangers of the driving behaviours being displayed.

HOW DOES THIS STACK UP FOR VULNERABLE ROAD USERS?

- Messaging will include a focus on vulnerable road users, such as information on sharing the road, road rules for bicycle riders, pedestrians and motorcyclists, and why vulnerable road users need extra protection.
- Community Road Safety Grants will continue to be provided for projects which improve safety for vulnerable road users, such as bicycle education for school students and promotion of safe driving on recreational motorcycle roads.⁽¹¹⁾
- Using a variety of platforms for communication, accessible to all road users, means that messages can be delivered more broadly and be better tailored to particular customers.

Tailoring messages to customers provides opportunities to target individuals and groups with content relevant to them.

This also means that messaging can be provided to vulnerable road users about what they can do to improve their own safety on the roads.

ACTIONS SUMMARY

ACTION	DESCRIPTION
1	Review the <i>Manual of Uniform Traffic Control Devices (MUTCD)</i> , Part 4 to deliver greater emphasis on safety and opportunities for more appropriate speed limit setting.
2	Investigate opportunities for digitising speed limit information.
3	Install flashing school zone signs at 200 risk assessed schools during 2016–18.
4	Establish a program for delivering 50km/h speed zones on the state controlled road network through rural towns.
5	Reduce speed limits in areas of high pedestrian and cycling activity.
6	Support the trial of alternative engineering treatments to address high risk roads and intersections.
7	Deliver Black Links solutions to high risk road sections across Queensland.
8	Review design practices to include safe system objectives and risk assessment tools (ANRAM).
9	Choose enforcement sites based on crash history and impact of speed cameras.
10	Review mobile speed camera sites to reassess current sites and include new sites with a history of speed crashes.
11	Ensure appropriate speed enforcement on major roads and managed motorways.
12	Incorporate a point to point camera system for all new motorway upgrades.
13	Investigate the feasibility to allow point to point cameras to operate on road sections with multiple speed zones.
14	Investigate options for aligning penalties for speeding 10km/h or more over the speed limit with best practice research.
15	Develop and implement a four year plan for enforcement using best practice.
16	Continue delivering community awareness and education materials about the role of speed in road safety.
17	Continue using funds from speed and red light camera infringements to deliver Community Road Safety Grants.
18	Support the delivery of advisory in-vehicle speed information to assist voluntary speed compliance.
19	Utilise electronic communication platforms to connect with more people, more frequently about safer speeds.
20	Deliver an online nominations portal for submission of statutory declarations.
21	Introduce automated notification to registered operators when an offence is committed in their vehicle(s).

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