

Motorcycle-friendly Roads – applying a customer lens to road safety risk for motorcyclists

Robyn Gardener

Accident Compensation Corporation, Wellington

Bridget Southey-Jensen

Abley Transportation Consultants, Christchurch

Paul Durdin

Abley Transportation Consultants, Christchurch

Last year there were 54 motorcyclist deaths on New Zealand roads and more than 1000 injuries. The costs to the Accident Compensation Corporation Scheme are higher for this group of road user than for any other. A joint initiative between Accident Compensation Corporation, Motorcycle Safety Advisory Council and New Zealand Transport Agency aims to make motorcycling safer by developing a programme of motorcycle-friendly roads.

The first stage of the project was to identify the highest risk roads for motorcyclists from a technical engineering perspective. Our model identified that around 48% of the serious and fatal crashes involving motorcyclists occurred on just 3% of the road network.

Understanding the customer perspective is the key to delivering successful road safety interventions on our roads, so the next step was to engage with motorcyclists and apply their lens to the data.

The technical data has been overlaid with the favoured routes that motorcyclists ride to ensure that investment and effort to improve safety are targeted to the right places to have the greatest safety benefits for riders.

This paper follows the journey of identifying the highest risk motorcycle routes and engaging motorcyclists to find their most favoured routes for motorcycle-friendly safety improvements, along with some key insights from the motorcyclist's perspective.