



Media release
Thursday 13 February 2014

Stop means stop at intersections

Selwyn District Council and the New Zealand Police are launching a campaign to remind motorists to stop at intersections.

Over the past five years, 558 or 42% of all crashes in Selwyn district happened at intersections. Over 75% of these happened in higher speed areas on the open road. The crashes resulted in seven fatalities and 81 serious injuries.

Last year the Council carried out a survey of driver behaviour at 20 local intersections controlled by stop signs. The results showed on average, one third of drivers did not come to a complete stop when they were required to do so.

The survey results were used to help develop the message for the new intersection campaign - 'Stop means stop, not slow and go.'

"Many of the drivers recorded as not stopping in the survey were slowing down, nearly stopping, but then carrying on through the intersection after a quick look. Rolling stops are very common in Selwyn District, and all over New Zealand but they are not a safe way to approach a busy intersection with a stop sign," says Ngaire Tinning, Road Safety Coordinator at Selwyn District Council.

Mrs Tinning says that with a rolling stop, motorists often assume they will be able to drive through an intersection and do not allow enough time to stop for other traffic. "The other problem with a rolling stop is that people often don't look properly in both directions before continuing on which can result in crashes."

She says that approaching intersections with a rolling stop is a habit for many drivers and some may not actually realise they had not come to a complete stop.

As well as reminding drivers to stop at intersections, the road safety campaign will also encourage drivers to take another look at intersections to check that they see other vehicles and they have enough time to safely turn or travel through the crossing if other cars are moving quickly. "People often misjudge the speed of other vehicles when turning or travelling through an intersection and this is a major cause of crashes," says Mrs Tinning.

The campaign begins this week and will be supported by advertising and billboards. Free 'Stop means stop, not slow and go' notepads are also available at Selwyn District Council Libraries and Service Centres.

The New Zealand Police will continue to monitor local intersections as this is where the majority of serious crashes in Selwyn are occurring. "A joint effort from all drivers is required to reduce the number and severity of crashes on our roads," says Senior Sergeant Phil Newton.

ENDS

For more information, contact:

Ngaire Tinning
Selwyn District Council
03 347 2901
Ngaire.tinning@selwyn.govt.nz