The NZAA RF:

- conducts membership surveys to represent members' views:

The NZAA RF aims to:

NZAA:

- The public
- Well-respected

# Research: some issues of concern

## International research:

- implications for New Zealand not always clear or well-understood
- results not always considered in policy setting

## New Zealand research:

# Research programmes

# Research programmes

- Stage 3:

  !

Current research programmes:

- Eco-driving
- Driver risk-awareness
- Driver inattention, distraction, and fatigue

[redacted]

- Explores the potential of eco-driving as a way to improve light vehicle fuel efficiency and safety in New Zealand
- Examines costs and benefits of eco-driving
- Reviews schemes and their effectiveness
- Considers how eco-driving could be encouraged in New Zealand

[redacted]

# Government organisation

[redacted]

# The NZAA Research Foundation

Research Project 2

# Drivers' risk-awareness

# Drivers' risk-awareness

- Drivers are influenced by the design features of roads without being consciously aware of it

- The visual features of roads can be specially designed to encourage drivers to slow down

  ! e.g., low-cost features such as herringbone patterns and transverse lines painted on the road