

Road Safety Audit training course

Road safety programs

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Agenda

1. Why road safety programs?
2. What should be included?
3. Road safety planning: EU Non-paper
4. Example: Danish Road Safety Commission National Action Plan, 2013-2020



Road safety planning

Good practice examples from national road safety strategies in the EU

Non-paper as food for thought and discussions

- > The European Commission initiated an analysis of national road safety strategies in the EU, in follow-up to the Policy orientations on road safety 2011-2020.
- > Plenty of good planning practices and interesting road safety actions have been found.
- > The paper lists some of the good practice examples that might serve as food for thought for further discussion.

Road safety planning - The EU Non-paper

- > The paper has two parts: the planning practices and the content of the action plans.
- > Well-known and internationally recommended aspects of road safety planning.
- > The good action examples listed give a few highlights out of the plethora of road safety measures included in the available national road safety action plans.
- > The list is not exhaustive nor to be seen as a prescribed checklist.
- > It should be considered as an illustration of the wide selection of actions used by Member States today.



National road safety planning documents

- > Austria, Austrian Road Safety Programme 2011-2020
- > Bulgaria, National strategy for improving road safety in Bulgaria for the period 2011–2020
- > Croatia, National Road Safety Programme Of The Republic Of Croatia 2011-2020
- > Cyprus, 2012-2020 Strategic Road Safety Plan for Cyprus – Final Report
- > Czech Republic, National road safety strategy 2011-2020 and National plan for the implementation of regulations
- > Denmark, Every accident is one too many – a shared responsibility. Danish Road Safety Commission National Action Plan 2013-2020.
- > Estonia, Estonian National Road Safety Programme 2003–2015
- > Finland, From Objectives to Outcomes, Road Safety Plan until 2014
- > Germany, Road Safety Programme 2011
- > Greece, Strategic Plan for the improvement of road safety in Greece, 2011-2020
- > Hungary, Road safety action programme 2011–2013

National road safety planning documents

- > Ireland, Road safety strategy 2013-2020
- > Italy, National Road Safety Plan Horizon 2020 (version not yet formally adopted, November 2013)
- > Latvia, Road Traffic Safety Programme for 2007–2013
- > Lithuania, National road safety development programme for 2011-2017
- > Netherlands, Road Safety Strategic Plan 2008-2020
- > Poland, National road safety programme 2013-2020
- > Portugal, National road safety strategy 2008-2015
- > Slovakia, Road safety enhancement strategy in the Slovak Republic in the years 2011 to 2020
- > Spain, Road Safety Strategy 2011-2020
- > Sweden, Analysis of Road Safety Trends 2011: Management by Objectives for Road Safety Work, Towards the 2020 Interim targets
- > UK, Strategic framework for road safety 2008-2020

Good planning practices from Member States' national strategies

1. Strategy period: long-term planning provides the basis for long-term efforts
2. Applying the Safe System approach
3. Using lessons learned to sharpen the action plan from one strategy period to the next
4. The link between problem analysis and action priorities to do the right things
5. Scientific choice of measures gives legitimacy
6. Using prognoses and risk assessments to prepare for "worst case scenarios"
7. Strategic objectives motivate stakeholders
8. Operational objectives help to focus the work
9. Output targets add transparency
10. Responsibility assignments and clear deadlines facilitate implementation
11. Assessment of costs and defined sources of funding make actions realistic
12. Monitoring and evaluation mechanisms are tools for accountability
13. Inclusive approach to mobilise stakeholders
14. Transparency for accountability and citizen participation

Good action examples from Member States' national strategies

1. Alternative channels to reach broader target groups: E-learning, website handbooks and social media campaigns.
2. "Safety halls" for driver training
3. Regular campaigns for awareness raising
4. Stakeholder mobilisation for road safety education partnerships
5. Focus on distracted driving and distracted road users
6. Cross-border enforcement and education of drivers going abroad
7. Section control for efficient speed enforcement
8. Immediate feed-back to offenders
9. Mapping of speeding "black spots"
10. Infrastructure safety management on national roads
11. Junctions turned into roundabouts
12. Motorway crash-barriers that protect motorcyclists
13. Promotion of safe vehicles by public procurement



Good action examples from Member States' national strategies

14. Roadworthiness tests of mopeds
15. ITS for speed management
16. Automatised data gathering and processing
17. The use of alcohol ignition interlocks
18. Application of further in-vehicle safety systems
19. Targets for reduction of the number of serious injuries
20. Linking hospital and police data
21. 30-zones in residential and sensitive built-up areas
22. "Code de la rue" – a focus on the vulnerable road users
23. High risk site analysis: the Child accident atlas
24. Urban road safety plans
25. Campaigns for increased use of reflective devices

Find the failure



Recommendations

"A Sustainable Safe road system aims to prevent crashes and if they still occur, to minimise their consequences. It is based on the idea that people make mistakes and are physically vulnerable."

SUPREME project, 2007



Assess the problem, policies and institutional settings relating to road traffic injury and the capacity for road traffic injury prevention in each country."

The World Bank Global Road Safety Facility, 2009

Recommendations

"Targets should be based on forecasts of exposure, levels of risk, and the acceptability and effectiveness of policies and measures or risk reduction."
ETSC, 200614

Strategic target	Example: "50% fewer fatalities by 2020" (EU target)
Operational (outcome) target	Example: "25% less drivers between the ages of 18 and 24 killed or seriously injured at the weekend" (Spain) In 2020, traffic accidents should cause no more than 500 fatalities and 12,250 injuries." (Netherlands)
Output target	Example: "Number of police officers trained to recognize drivers affected by narcotic or other psychotropic substances: 250 by 2014; 1000 by 2017" (Lithuania)

Recommendations

Allocate financial and human resources to address the problem."

The World Bank Global Road Safety Facility, 200923



Road safety audits (safety assessments in planning phases) for all relevant construction or reconstruction projects, including those outside the major road network. Regular road safety inspections, including roads outside the major road network."

Austria, Austrian Road Safety Programme 2011 – 2020

Recommendations

Governments should promote the use of motorcycle-friendly infrastructure guidelines when they exist, and develop such literature where it is missing."

ROSA Project, 2011



Recommendations

Stimulating and supporting local and municipal authorities to increase the number and range of lower speed limits in areas with greater pedestrian and cycle traffic.

Bulgaria, National strategy for improving road safety in Bulgaria for the period 2011–2020



Incorporate road safety into sustainable urban mobility plans.

Spain, Road Safety Strategy 2011-2020, Appendix I

Main issues

Speed, drunk driving, seatbelts, vulnerable road users, design of roads etc.

Legal
matters

Enforcement

Road design

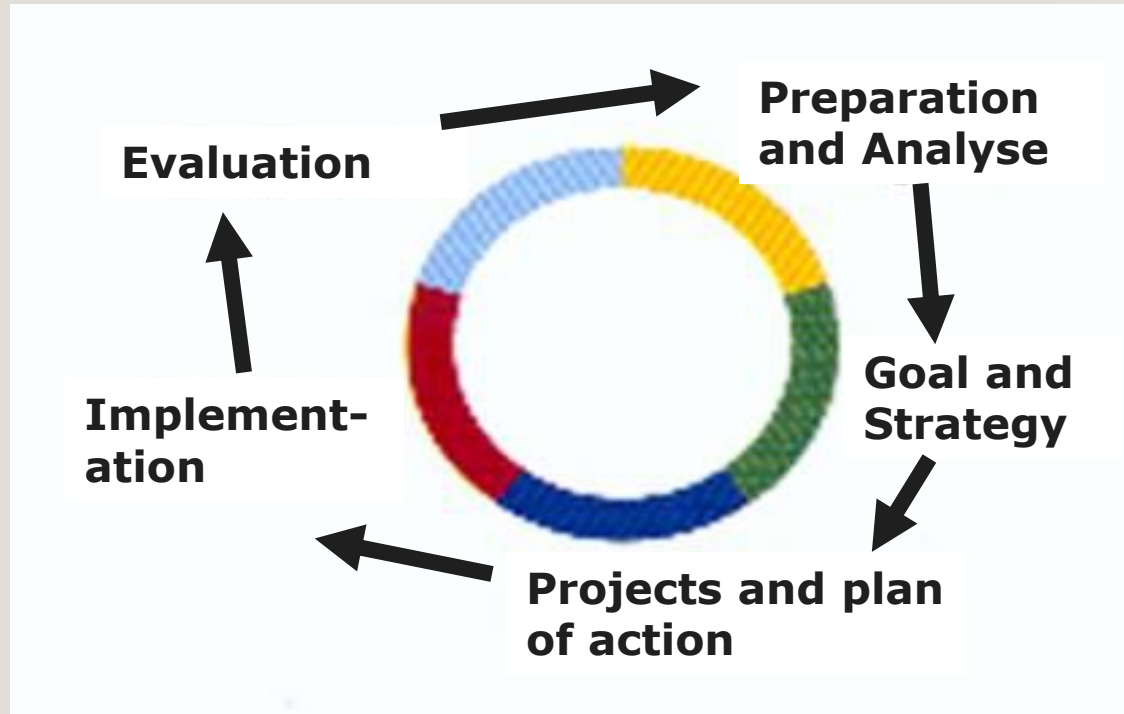
Campaigns
and
information

Vehicles

Research
and
innovation

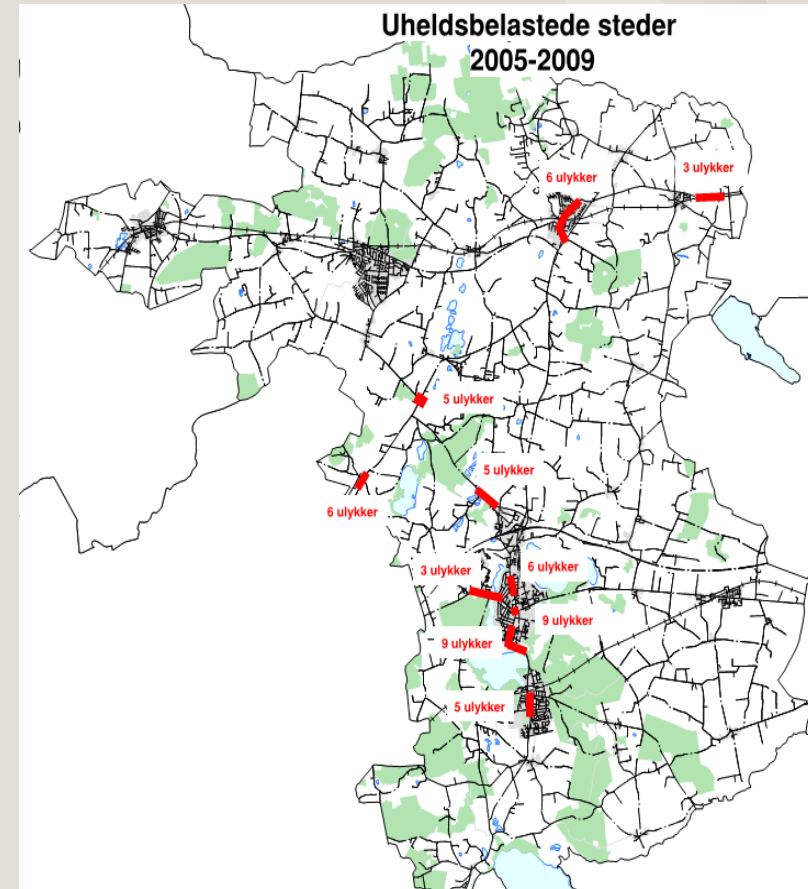
Process for development of road safety programs

- > Preparation
- > Data collection and analyses
- > Goal and strategy
- > Projects
- > Effects and prioritisation
- > Plan of action
- > Implementation
- > Evaluation



Data collection

- > Road map
- > Traffic counts
- > Speed measurements
- > Bus routes
- > Accidents
- > Complaints from the public
- > School roads and routes



Analyses

- > Measured traffic and speeds
- > Development in number of accidents and crashes on all roads
- > Black spot analyses
- > Locations with many complains



Strategy

- › Who to be involved?
- › Who to be responsible?
- › Goals
- › Who to meet the goals?
- › Public relations
- › Financing
- › Political will



Actions: Measures for reducing accidents and casualties



21 | Road design

Campaigns and information

Implementation

- > Priority of actions/projects
- > Financing
- > Collecting data prior to changes
- > Design/planning
- > Road Safety Audit of design/plans
- > Starting the project
- > Finalising the project

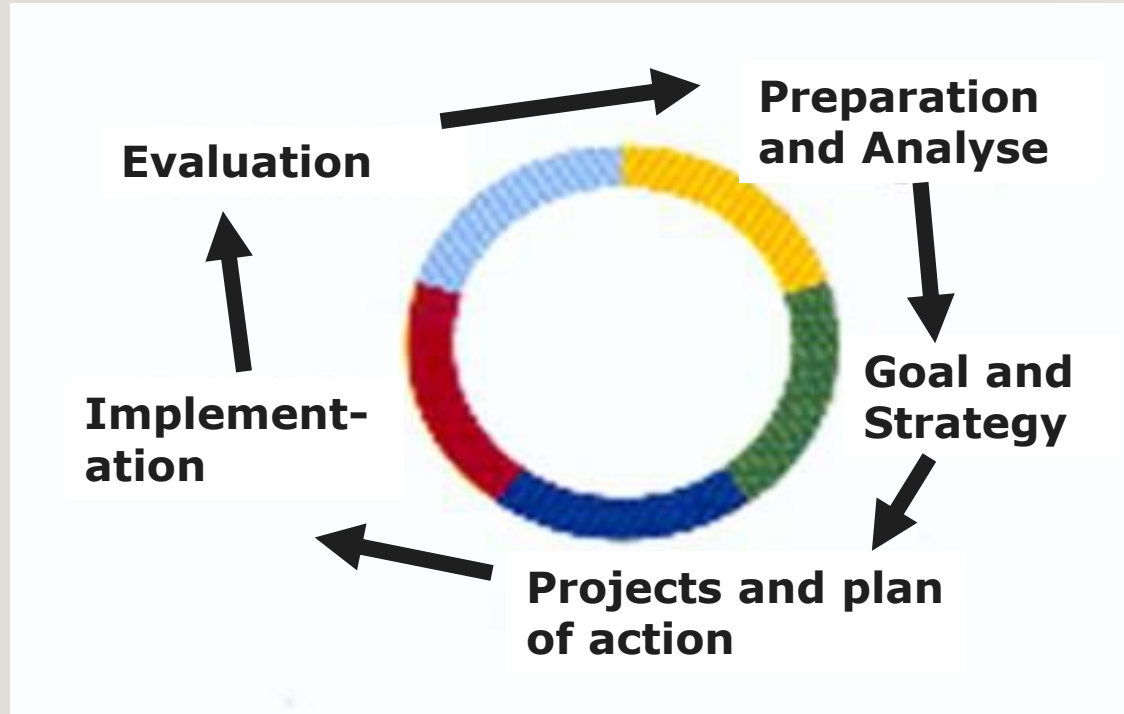
Evaluation

- > Collecting data after changes
- > Comparing data before/after
- > Analyses
- > Conclusion: what went well and what went less good



Starting all over again

- > Preparation
- > Data collection and analyses
- > Goal and strategy
- > Projects
- > Effects and prioritisation
- > Plan of action
- > Implementation
- > Evaluation



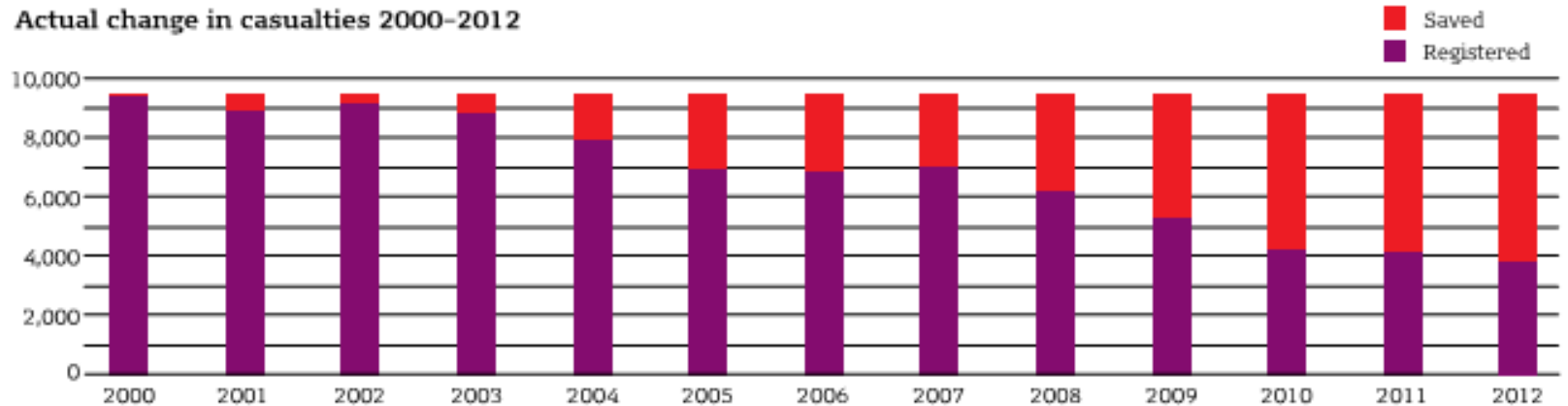
Example: Danish Road Safety Commission National Action Plan, 2013-2020

- > "Every Accident is one too many - a shared responsibility"
- > The number of road users killed or injured on Danish roads has halved since 2001.
- > In fact, the number of deaths on the roads is the lowest since 1930, when accident statistics were first compiled.
- > These excellent results have achieved by public and private bodies and citizens – both individually and collectively – making an effort and taking responsibility for realising the objectives in the Action Plan.
- > The Commission has set clear and ambitious targets of having the number of deaths and injuries: no more than 120 deaths, 1,000 serious injuries and 1,000 minor injuries on our roads in 2020.
- > The recommendations have been drawn up as an “ideas catalogue” with suggestions for possible actions to inspire the relevant players in the fight to reduce the number of deaths and injuries on Danish Roads

Every Accident is one too many - a shared responsibility

- > From 2000 to 2012, the number of casualties fell by 61%, saving a total of 35,245 casualties.
- > Converted to 2010 prices, this represents a socioeconomic saving of approximately Euro 9 billion if we consider only the directly measurable costs of road accidents – such as hospital and healthcare costs, the costs of the police and emergency services, working days lost and the cost of damage to property.

Actual change in casualties 2000–2012

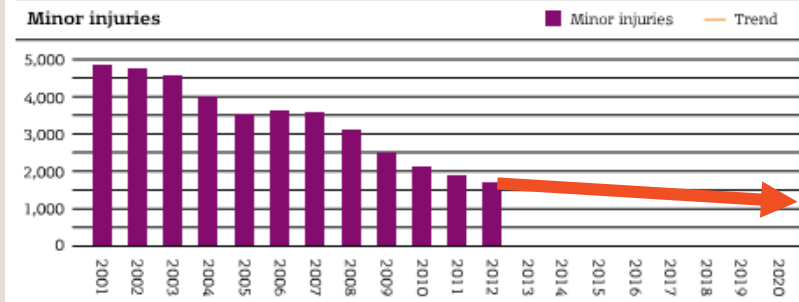
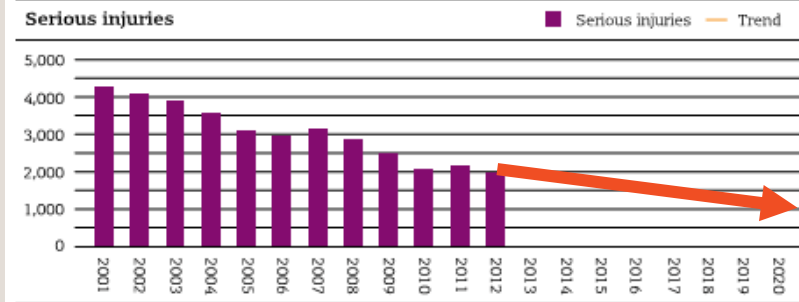
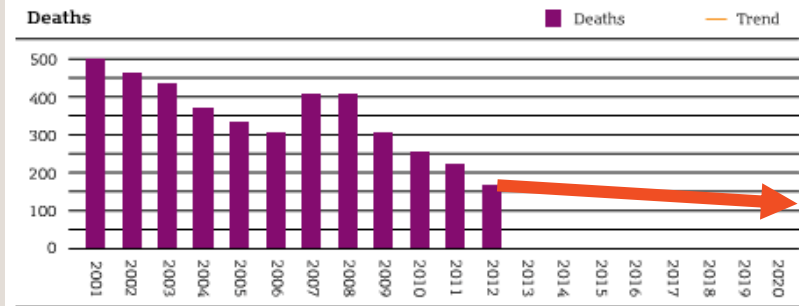


Source: Danish Road Directorate accident statistics

Every Accident is one too many

- > Targets
- > Interim targets

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020
Deaths	167	161	155	149	144	138	132	126	120
Serious injuries	1,952	1,833	1,714	1,595	1,476	1,357	1,238	1,119	1,000
Minor injuries	1,659	1,577	1,494	1,412	1,330	1,247	1,165	1,082	1,000



Every Accident is one too many

- > Effective action must necessarily take as its starting point the real challenges for road safety.
- > It has been crucial to the work of the Road Safety Commission that the suggested actions have been chosen on the basis of an assessment of their effect on the fundamental road safety problems.
- > The main actions therefore fall into 10 focus areas, broken down by known accident problems and the relationship to certain groups of road users, types of accident or frequently occurring causes.
- > A number of specific measures are proposed for each of the focus areas.
- > These measures have been selected according to their expected ability to prevent accidents of the relevant kind or reduce the number of casualties.

The ten focus areas are as follows:



1. Speeding



2. Alcohol and drugs



3. Inattention



4. Failure to wear seat-belts and helmets



5. Pedestrians



6. Cyclists and moped riders



7. Young drivers up to age 24



8. Accidents with oncoming traffic



9. Single-vehicle accidents



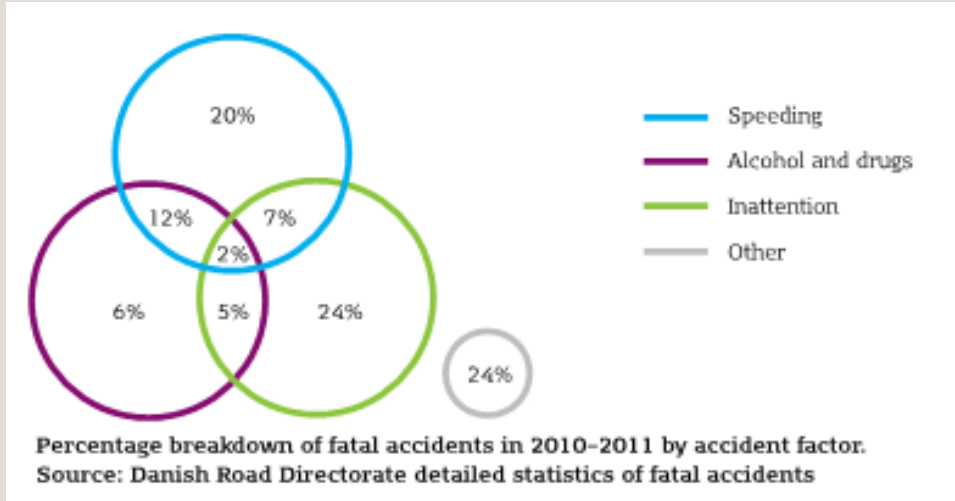
10. Accidents at rural junctions

Every Accident is one too many

1. Speeding: In 41% of fatal accidents, speeding is thought to have contributed to the accident happening.
2. Alcohol and drugs: In 25% of fatal accidents, the effects of alcohol, drugs and/or medication are thought to have contributed to the accident happening.
3. Inattention: In 38% of fatal accidents, inattention is thought to have contributed to the accident happening.
4. Failure to wear seat-belts and helmet: In 28% of fatal accidents, failure to wear a seat belt and/or helmet is thought to have contributed to the extent of the injuries.
5. Pedestrians: 17% of fatal accidents involved pedestrians.
6. Cyclists and moped riders: 20% of fatal accidents involved cyclists and moped riders.
7. Young drivers up to age 24: 19% of fatal accidents involved young drivers.
8. Accidents with oncoming traffic: 23% of fatal accidents were collisions with oncoming traffic.
9. Single-vehicle accidents: 28% of fatal accidents were single-vehicle accidents.
10. Accidents at rural junctions: 16% of fatal accidents occurred at rural junctions.

Overlapping

Every Accident is one too many



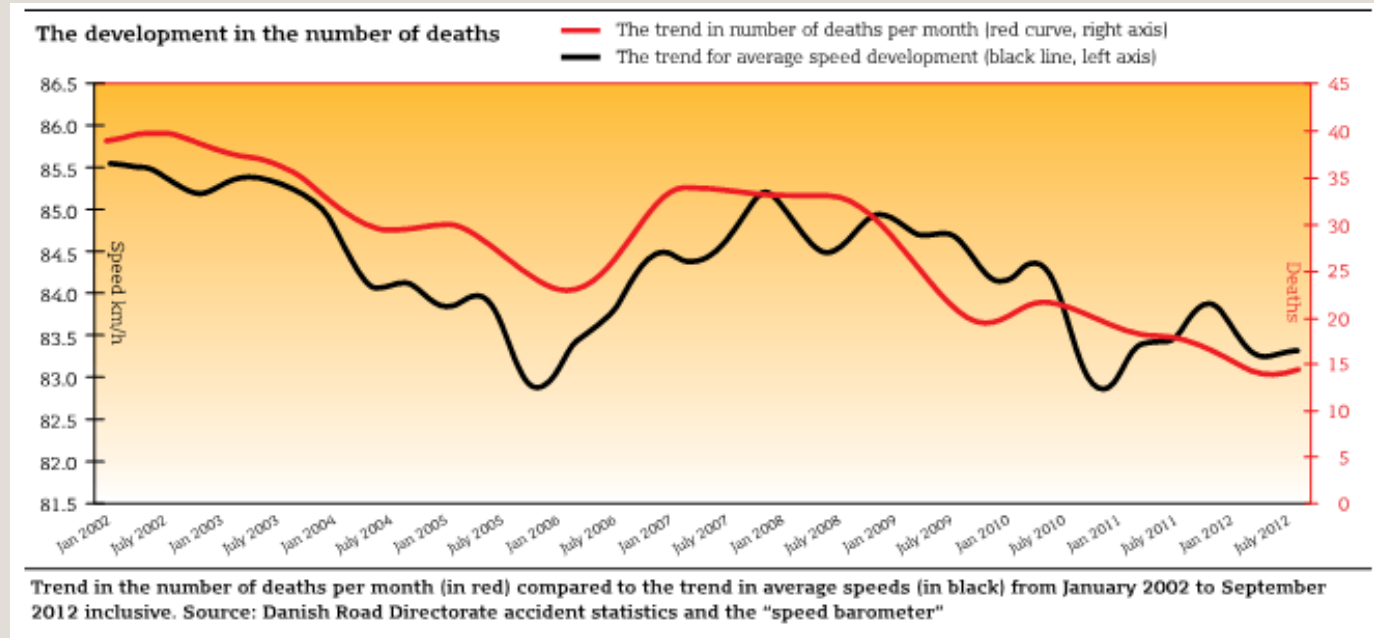
Speeding, alcohol and drugs, inattention counts for 76% of accidents

Every Accident is one too many

- focus area speeding



1. Speeding



Every Accident is one too many – focus area speeding



1. Speeding

Legislation, sanctions and controls

- 1.1. Targeted police control
- 1.2. Access to electronic data from vehicles
- 1.10. Penalty point system when 20% over the speed limit
- 1.11. Owner's liability for traffic offences
- 1.17. Greater use of ATC
- 1.18. Legal requirement for reflective jackets

Education and communication

- 2.1. Road safety policy in companies
- 2.4.1. Speed campaigns
- 2.4.8. Campaigns on "reading the road"

The roads

- 3.1. Road safety audits
- 3.2. Road safety inspections
- 3.3. Systematic accident reduction through road safety engineering measures

- 3.4. Municipal action plans
- 3.5. Local speed plans
- 3.6. Self-explanatory roads
- 3.10. Speed reducing measures
- 3.14. Greater scope for establishing speed limit zones
- 3.20. "2 minus 1" roads in the countryside
- 3.21. Local speed limits at rural junctions
- 3.22. Variable speed limit signs
- 3.23. "Your speed" signs
- 3.25. Construction of roundabouts

Vehicles

- 4.1. Black boxes
- 4.2.4. Emergency braking systems
- 4.10. Speed limiters in cars

Other measures

- 5.2. Digital speed maps



Issues to discuss:

Does your country have a road safety program/action plan and who is responsible for implementation of the actions?

What should a road safety program include?