

# Road Safety and Vulnerable Road Users in the Sustainable Mobility planning towards 'Vision Zero'.

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**EU** SAFETY 2022  
VIENNA - AUSTRIA  
Safety in a digitalized and  
fast-changing world.  
How smart will injury  
prevention get?

Dirk Engels- Transport & Mobility Leuven

# Urban Road Safety and Active Travel

## Active Travel

- A specific focus in the Vulnerable Road Users (VRU)
- Cyclists and pedestrians

## What can/ should a city/agglomeration do ?

- In the current context with the industry (vehicles), the regional, national and EU rules and guidance
- What can we do as a local authority ?

## Crucial focus in the local mobility policy

- **Sustainable = safe**
- Make planners and policy makers on city level fully aware of the importance of Road Safety for Active Modes and give advices how to develop a strong safety strategy.

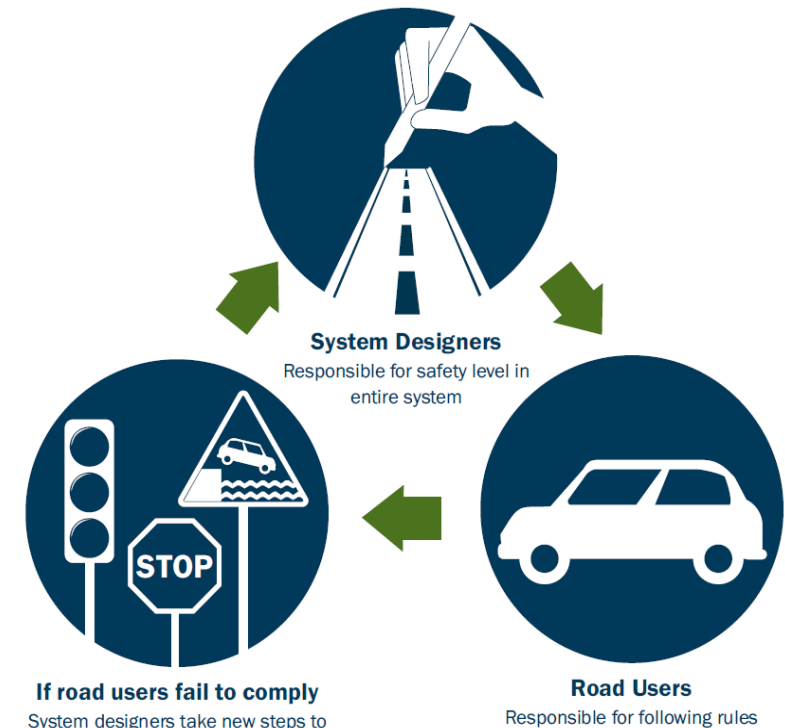


# Concept of a strong safety approach

## Vision Zero and Safe System approach

- deaths and serious injuries are unacceptable within a road network > **Vision zero : no deaths and serious injuries as the final goal with clear intermediate targets**
- the **human end-user** should be placed in a central position and role.
- Shared responsibility of **those who design, build, manage and use roads and vehicles** to prevent collisions resulting in serious injury or death and to provide post-collision care.
- accepts that people make **mistakes** and aims to ensure that such mistakes do not **lead to a collision or injury** (if a collision is unavoidable).

### Vision Zero Ethical Platform

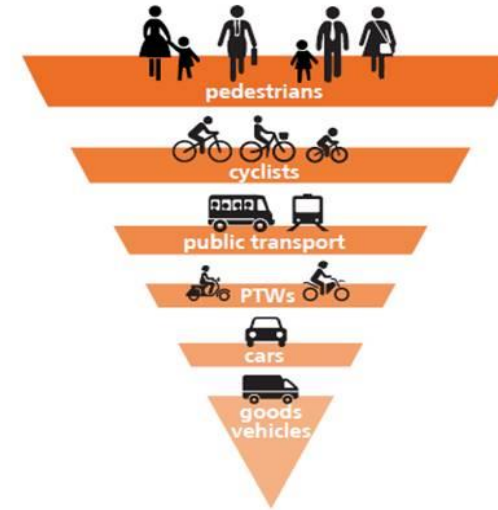




# Concept of a strong safety approach

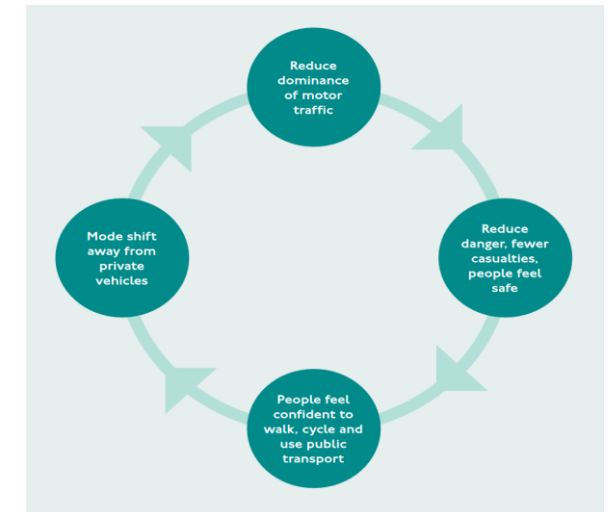
## Safe System approach

- **hierarchy of road users** is crucial
- **reducing speed** is one of the main important measures to obtain a reduced (collision or injury) risk.



## The positive cycling circle

- **Shift to active travel modes if the mobility context is objectively safer**, resulting in a greater subjective feeling of road safety.
- **More cycling safety, more cycling, less cars, more cycling, more safety, ...**



# Focus on Urban Road Safety and Active Travel in each step of the SUMP

- Involve also **stakeholders** as health organisations, Active Travel organisations etc.
- Collect and **understand safety data** e.g.
  - where we have which type of collisions,
  - who are the target groups for any action and
  - what type of specific measures should be put in place.
- Include “**Vision Zero**” and the **Safe System Approach** in the key SUMP vision.
- Set **clear intermediate targets** to reduce road deaths and seriously injured.
- Identify **effective and complementary measures** in the domains of **Engineering & infrastructure**, **Education & awareness**, **Enforcement & legislation**
- Create and maintain a **wide public support and a political ownership**
- **Monitor the evolution** in deaths and seriously injuries and **review strategies**.



# Urban Road Safety and Active Travel in the SUMP

## Set up working structures

- **Core-group** with the all relevant working sectors of the city and crucial stakeholders:
  - Police services
  - Education department
  - Health department
- **Involve citizens and stakeholders:** understanding the problems, understanding and changing the users, acceptance of measures, ...
  - Representing the active modes
  - Specific user groups: schools, disables persons, hospitals ...
- Involving specific **traffic safety experts**
- **Political ownership**
  - ‘**the key political responsibility: make it safe !**’
  - budgets, difficult design choices of services and infrastructure

The safety focus

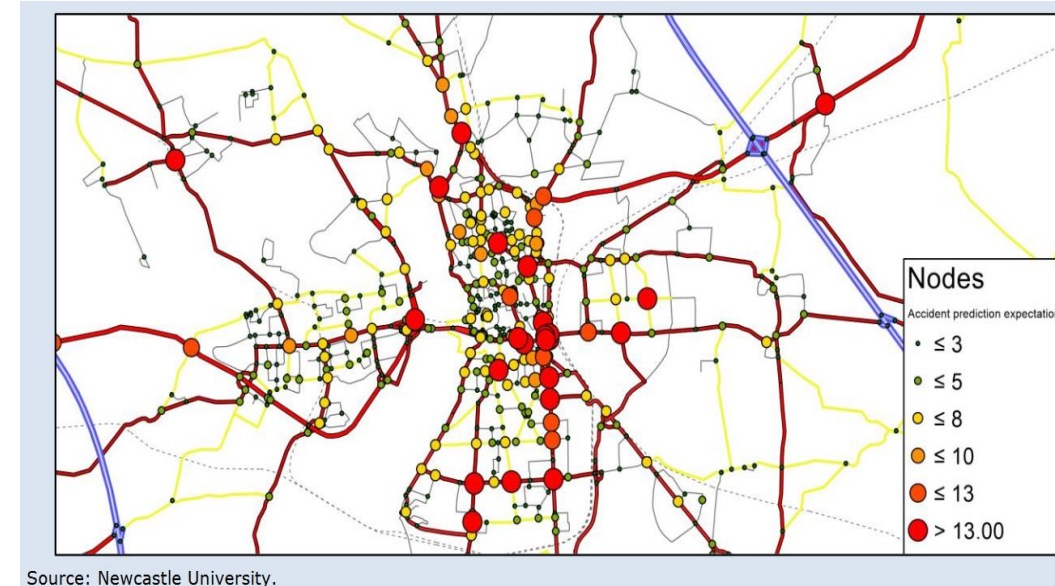




# Urban Road Safety and Active Travel

## Analyse Mobility situation

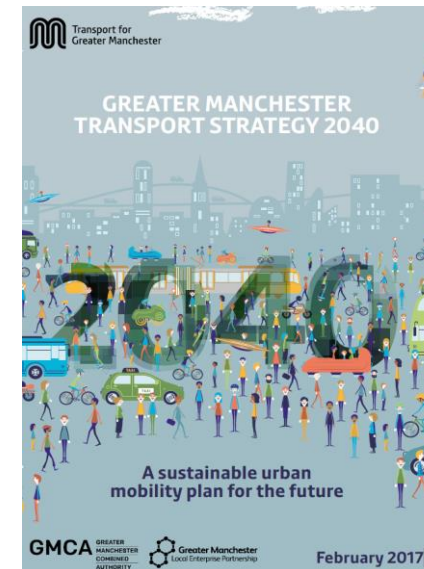
- Why good data ? On local level
    - Identifying the main type of accidents to define the right **target groups** and **measures** to be developed
    - Identification of dangerous spots in the multi-modal network
  - minimum set of data needed on local level to develop a good safety plan as part of a SUMP or as a consequent action to the SUMP:
    - Total number of serious injuries and deaths per year in the city over at least 3 years
    - Total number of collisions without injuries differentiated over the different modes over at least 3 years
    - Location and type of accidents on the (multi-modal) network of the city
- + Efforts to reduce the underreporting of Active Modes**



# Urban Road Safety and Active Travel

## Step 4 Build future scenarios and develop common vision

- **Safe System approach - Vision Zero crucial in any scenario/vision**
- **Co-create: shared approach** includes all different types of stakeholders (policy makers, planners, engineers, fleet managers, police services, road safety educators, health agencies and the local media) and **holds these responsible for the overall system safety**.
  - opening up the city communication and consultation structures
  - everybody aware of the importance of Road Safety measures and actions
  - accept the rules, follow the rules
- **Linking with other policy domains: ageing population, health, economical and societal costs**
- **set clear targets and indicators** especially for Active Modes: safer' : NOT ONLY : 'less road deaths', 'safer junctions' BUT ALSO (mid- term) quantifiable targets as they are much stronger to drive the safety strategy



**Policy 13: Working through the Casualty Reduction Partnership, we will deliver measures to improve on the highway network, with a particular focus on the most vulnerable road users**



# Urban Road Safety and Active Travel

## Step 7 Identify measure packages

- **Integrated set of measures:**
  - Engineering & infrastructure
    - **Safe choices in the building of the multi-modal network:** consistency - continuity
    - **Improving unsafe situations: points and network segments**
  - Education & awareness: the way the users are using it
  - Enforcement & legislation
- Change stakeholders and private enterprises active in the city. > **procurement procedures**
- Good design guidelines - Learning from other cities
- **All others measures in the SUMP** should be planned, designed and **implemented in a safe way** with a specific focus on the position of the Active Modes



# Urban Road Safety and Active Travel

## Step 11 Monitor, adapt and communicate - Step 12 Review and learn lessons

- reporting these data will influence the general perception
- Keeping a clear acceptance and willingness to invest

**Regarding road safety, there only is one challenge, named zero deaths and zero serious injuries, this challenge need no changes. This final target remains the same.**

*Of course set ambitious intermediate targets .....*

[dirk.engels@tmleuven.be](mailto:dirk.engels@tmleuven.be)

Transport & Mobility Leuven <http://www.tmleuven.be>

