

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

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EU Safety in a digitalized and
fast-changing world.
How smart will injury
prevention get?

SAFETY 2022
VIENNA - AUSTRIA

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.

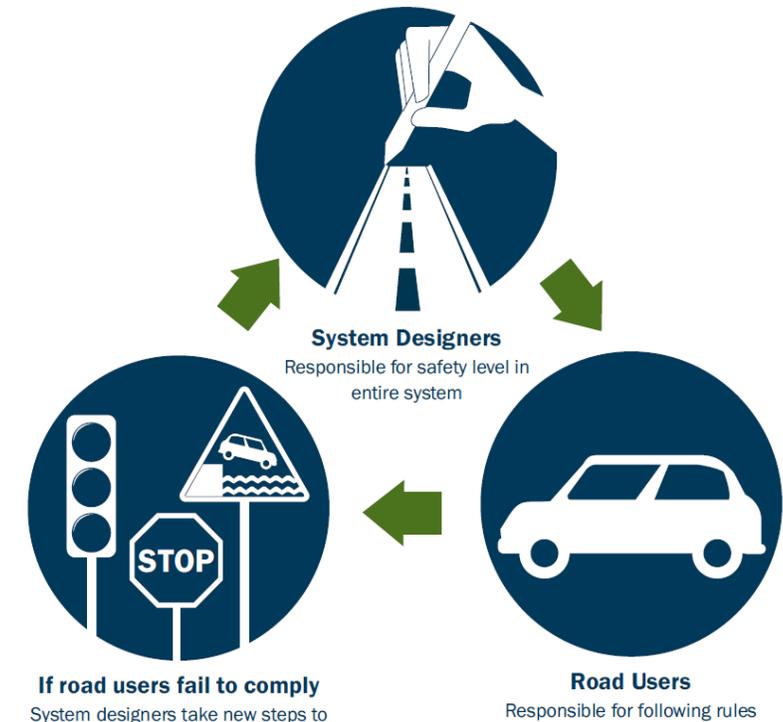


Concept of a strong safety approach

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).

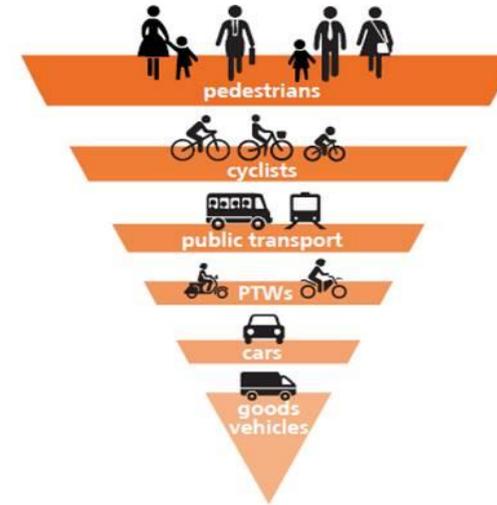
Vision Zero Ethical Platform



Concept of a strong safety approach

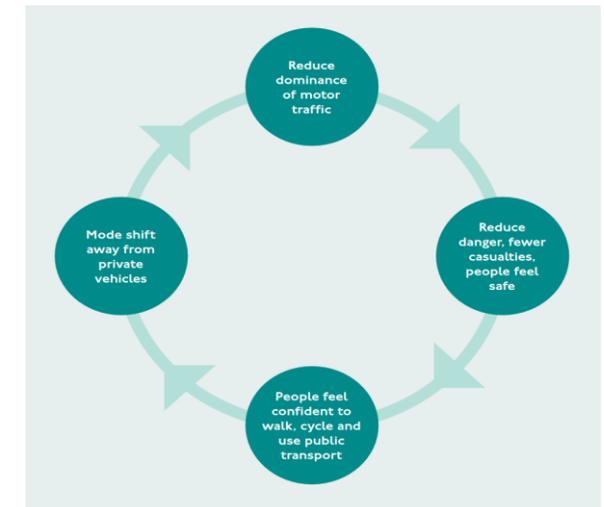
Safe System approach

- **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

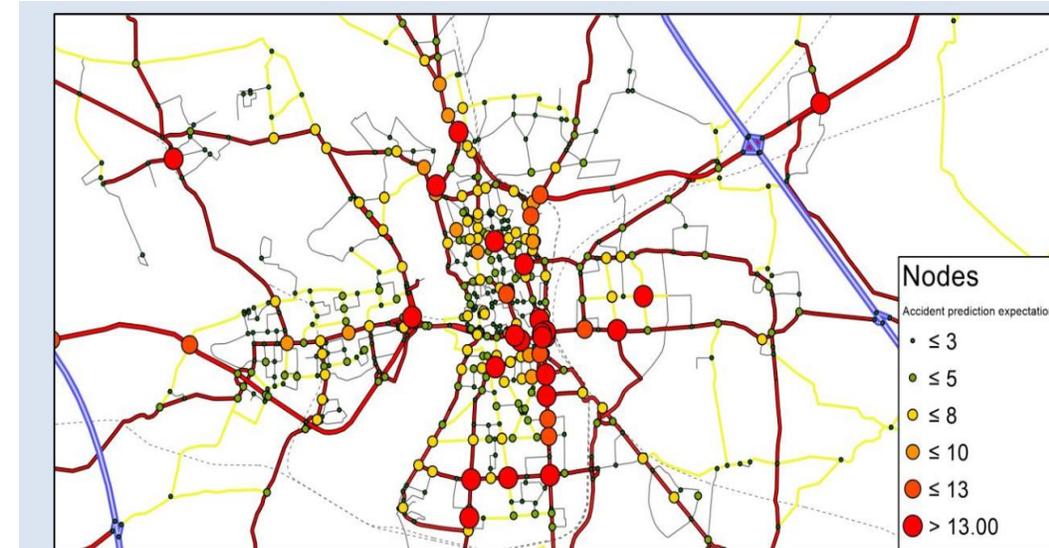
The safety focus



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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**

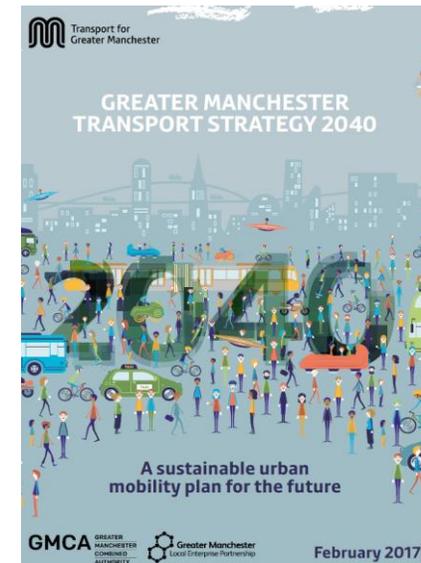


Source: Newcastle University.

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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 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

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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



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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

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