

## Strategic Session: Road Safety: A Decade for Action



# *Road Safety Choices and Evidence Based Decision Making*

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# Road safety choices

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The high complexity of the transportation systems makes road safety choices a very difficult task, **balancing the conflicting social needs and economical restraints**, especially during the economic crisis.

- Traffic Efficiency (Speed) Versus Traffic Safety
- Vehicles Versus Vulnerable Road Users
- Expensive but safe Versus Cheap but unsafe (vehicle, infrastructure, management)
- Priorities in policies, measures, research, etc.



# Road safety actors

## The Decision Makers

(planning, implementation, operation)  
(local, regional, national level)

## The Society

- Interest Groups  
(Vehicle, Road, Insurance Industries)
- Citizens  
(inhabitants, commuters, visitors)  
(class, privileged or not)
- Mass Media

All actors are supported by Scientists.

*The voice of the few (well organised interest groups) is usually louder.*



# *Road safety is ideal for spending money for nothing*

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- Authorities and other stakeholders may fear that ex-post evaluation of measures may prove that important road safety investments had little or limited impact.
- Comparisons of measures effectiveness between different regions and between different countries may reveal high discrepancies not only in the unit cost of the measures but also in the implementation effort.



# *Road safety is ideal for spending money for nothing*

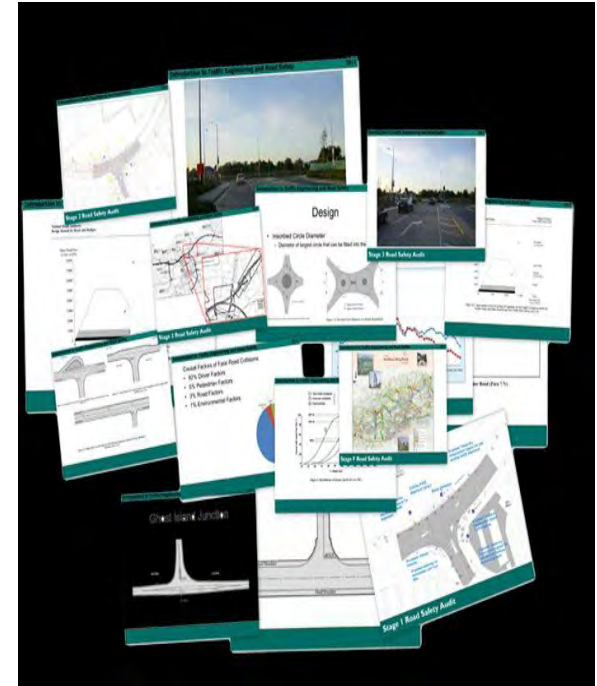
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- The scientists' competition and quest for the "excellent" methodology, together with the inherent difficulties of measures efficiency assessment, puts in question any initiative.
- Sometimes measures assessment invited by the authorities tend to use faster and less rigorous methodologies, favouring prevailing opinions and decisions already taken, creating thus a wide variety of non-converging efficiency results.



# *The need for evidence based decision making*

- Positive and negative aspects of each solution in the short and long term should be demonstrated allowing all road safety actors (society, decision makers) to realize the positive and negative consequences of their choices.
- On that purpose there is a clear need for publicly available high quality and impartial data and knowledge, with focus on the effectiveness assessment of road safety alternative solutions.
- Road safety research is the key to support evidence based decision making.



# Data challenges

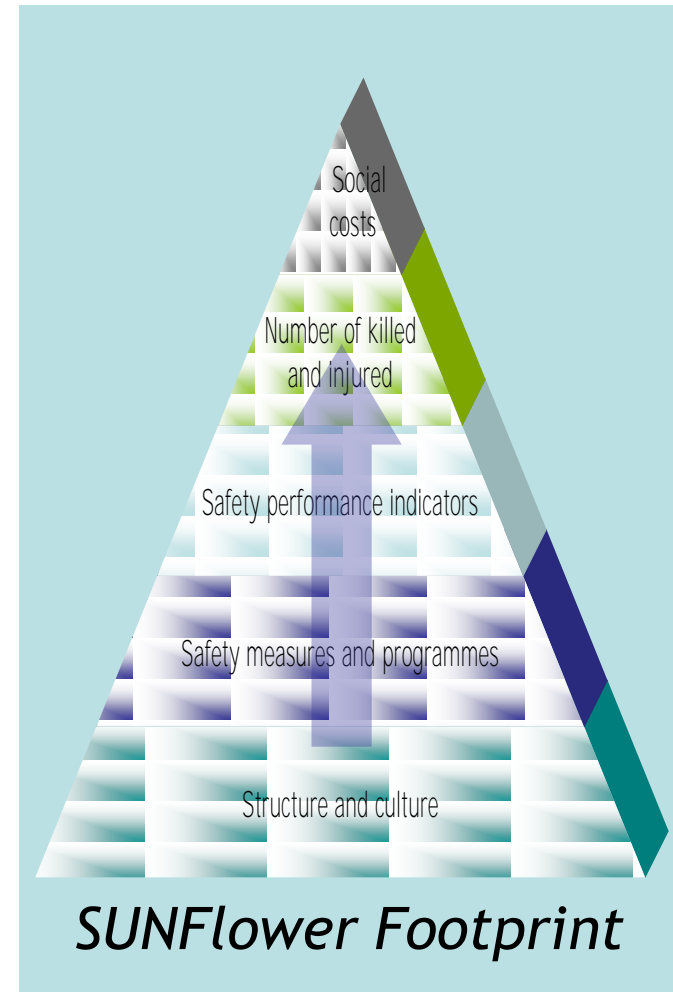
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- Road Accident Data
- **Risk Exposure Data**
- Performance Indicators
- Causation Indicators
- Behaviour/Attitude
- **Measures Cost-Effectiveness**
- Social Cost
- Health Indicators



# Knowledge challenges

- **Level 1: Structural and cultural characteristics** (i.e. policy input)
- **Level 2: Programmes and measures** (i.e. policy output, common practice)
- **Level 3: Safety Performance Indicators** (i.e. intermediate level) - the operational level of road safety in the country (speeding, drinking and driving, road network, vehicle fleet etc.)
- **Level 4: Final outcomes expressed in terms of road casualties (Risk Indicators)**
- **Level 5: Total Social Costs** of road crashes







# The European Road Safety Observatory

## Data

- Annual Statistical Report
- Basic Fact Sheets
- Statistical tables
- Recent Trends
- Geographical distribution

## Knowledge

- Syntheses on road safety key issues
- Policy
- Legislation
- Research results

[www.erso.eu](http://www.erso.eu)



# Road safety challenges at the horizon 2020

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## Brave Road Safety Choices

Vehicle Technology

Driver Behaviour

Smart Infrastructure

Efficient Enforcement

Safety Culture

Power Two Wheelers

Pedestrians

Efficient Measures

Available Data & Knowledge

International Cooperation

Scientific Research

Evidence Based Policy Making



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