

4th International Congress on Transportation Research in Greece
Athens, 28 May 2008

SETTING AND ACHIEVING ROAD SAFETY TARGETS IN EUROPE - A CRITICAL REVIEW

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Presentation Outline

- Setting Road Safety targets
 - Safe system approach
 - Road safety targets

- Achieving Road Safety Targets
 - Political will
 - Sound management framework
 - Coordination of Agencies and Stakeholders
 - Public support
 - Monitoring and evaluation of measures
 - Funding

Background

- “Achieving Ambitious Road Safety Targets”
Research project of the Joint Transport Research Centre (JTRC) of the OECD / ITF (2005 – 2008)
Greek Delegate: Prof. George Kanellaidis
- 1st and 2nd Road Safety Strategic Plans for Greece (2001, 2005)
- National and European research projects

Focus on the assistance of high level decision making on road safety funding, priorities and progress.

Setting Road Safety Targets

Countries with good performance on road safety have adopted the “**Safe System Approach**”.

- **Sweden:** target of zero deaths and serious injuries on road accidents (Vision Zero)
- **The Netherlands:** target of dealing with all road accident factors (Sustainable Safety)

Safe System Approach

A road system where deaths and injuries occur is not acceptable any more. Prevention efforts are necessary.

Everyone involved in the design and the operation of the road system is responsible for the level of safety in within the entire system.

Road users are responsible for complying with the rules and constraints of the system.

Effort is on developing a transport system, better able to accommodate human error (forgiving road environment).

Safe System Approach

The Safe System Approach seeks to consolidate the recent, significant improvements in road safety and to generate further reductions in deaths and serious injuries.

Focus is on results.

The nature of interventions is reconsidered.

The approach relies on a systematic re-focussing of institutional arrangements to implement the interventions.

Road safety targets

Quantitative targets are strong motives for the improvement of road safety.

Most OECD and ITF members have adopted the ITF target for halving the number of fatalities by 2012 comparing to 2000.

Usually national targets concern reductions in fatalities or in rates of fatalities per distance travelled or per population.

Ideally, countries should set ultimate targets in terms of casualties and intermediate targets for specific road safety issues.

Road safety targets

Ambitious quantitative road safety targets stimulate commitment and accountability among involved parties but they must be based on:

- good understanding of road safety situation in each country
- use of road crash data
- exposure data
- information used to identify high risk areas in each road system

Overall targets are set after effective measures are identified and likely reductions in fatality and injury levels caused by their implementation, are estimated.

Achieving Road Safety Targets

Main requirements

- Political will
- Sound management framework
- Coordination of Agencies and Stakeholders
- Public support
- Monitoring and evaluation of measures
- Funding

Main requirements for achieving Road Safety Targets

➤ **Political will to set casualty reduction as a national priority.**

Achieving support at the highest political level ensures:

- appropriate and sustainable funding
- active engagement of stakeholders
- implementation of supporting policies and legislative changes
- maintenance of effective but unpopular measures
- establishment of capable bureaucracy

A leading agency that has political support, accountability and resources to develop, coordinate and implement a road safety strategy is also needed

Main requirements for achieving Road Safety Targets

➤ Sound management framework

Overarching road safety institutional management function:

“results focus” meaning that all actual and potential interventions should be linked to results and a performance framework should be set out to achieve target road safety level.

Main requirements for achieving Road Safety Targets

➤ Coordination of agencies and stakeholders

Management structures need to ensure:

- shared responsibility for developing strategy goals and for delivering interventions.
- cooperation among key road safety agencies
- specification of individual agency accountabilities
- development of performance indicators for agencies

Main requirements for achieving Road Safety Targets

➤ Public support

is critical in the Safe System Approach, a long term approach which relies on changing common attitudes through information and discussion to make proposed measures acceptable to the public.

Barriers to public support are:

- lack of knowledge of risk factors
- complacency
- lack of road safety initiatives to restrain particular behaviours
- lack of public trust to authorities and enforcement agencies

Main requirements for achieving Road Safety Targets

➤ Monitoring and evaluation of measures

Need of accurate road safety data systems including final outcomes, exposure measures, intermediate outcomes, socio-economic costs and institutional delivery outputs.

Estimation of the effectiveness of implemented measures, refinement and improvement of future measures is achieved.

Main requirements for achieving Road Safety Targets

➤ Funding

Identification of socio-economic cost of road trauma.

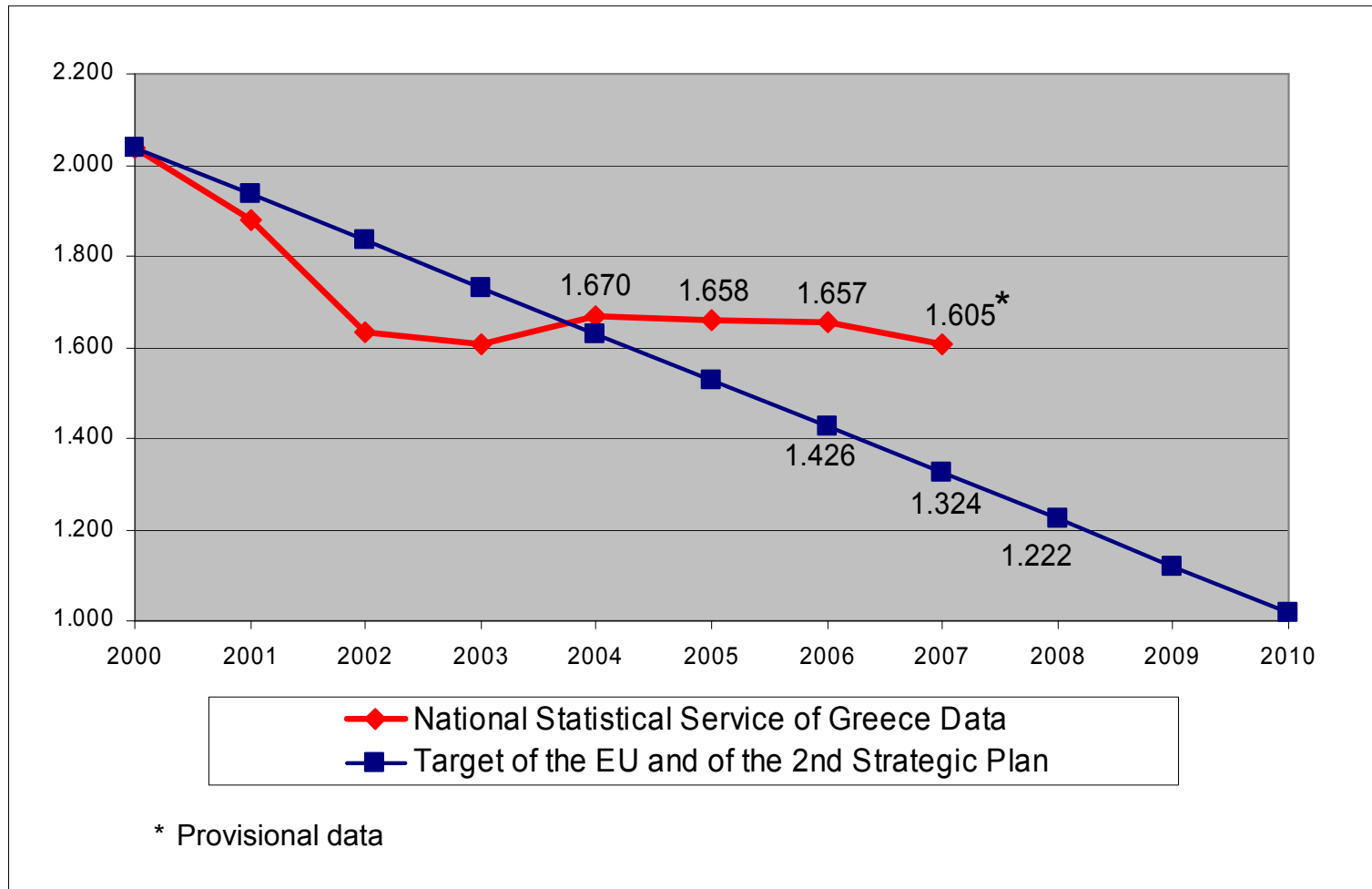
Identification of road safety funding provided for prevention.

Definition of imbalance between direct investment on preventive measures and total cost of treating trauma consequences.

Discussion

- ✓ Setting and achieving ambitious targets are a strong incentive for the improvement of road safety.
- ✓ The most successful countries have adopted the Safe System Approach.
- ✓ Government commitment at the highest level is essential for improving road safety.
- ✓ Successful implementation of the strategy requires co-ordination under a leading agency.
- ✓ Evaluation of results-focused strategies based on reliable data is needed.
- ✓ Cost-benefit analysis is essential for prioritising interventions and demonstrating the social value of investments in road safety.

Road safety target in Greece (Number of fatalities 2000-2007)



Structure of the 2nd Strategic Plan in Greece

