

# Strategic targets board as a management tool for Spanish Road Safety

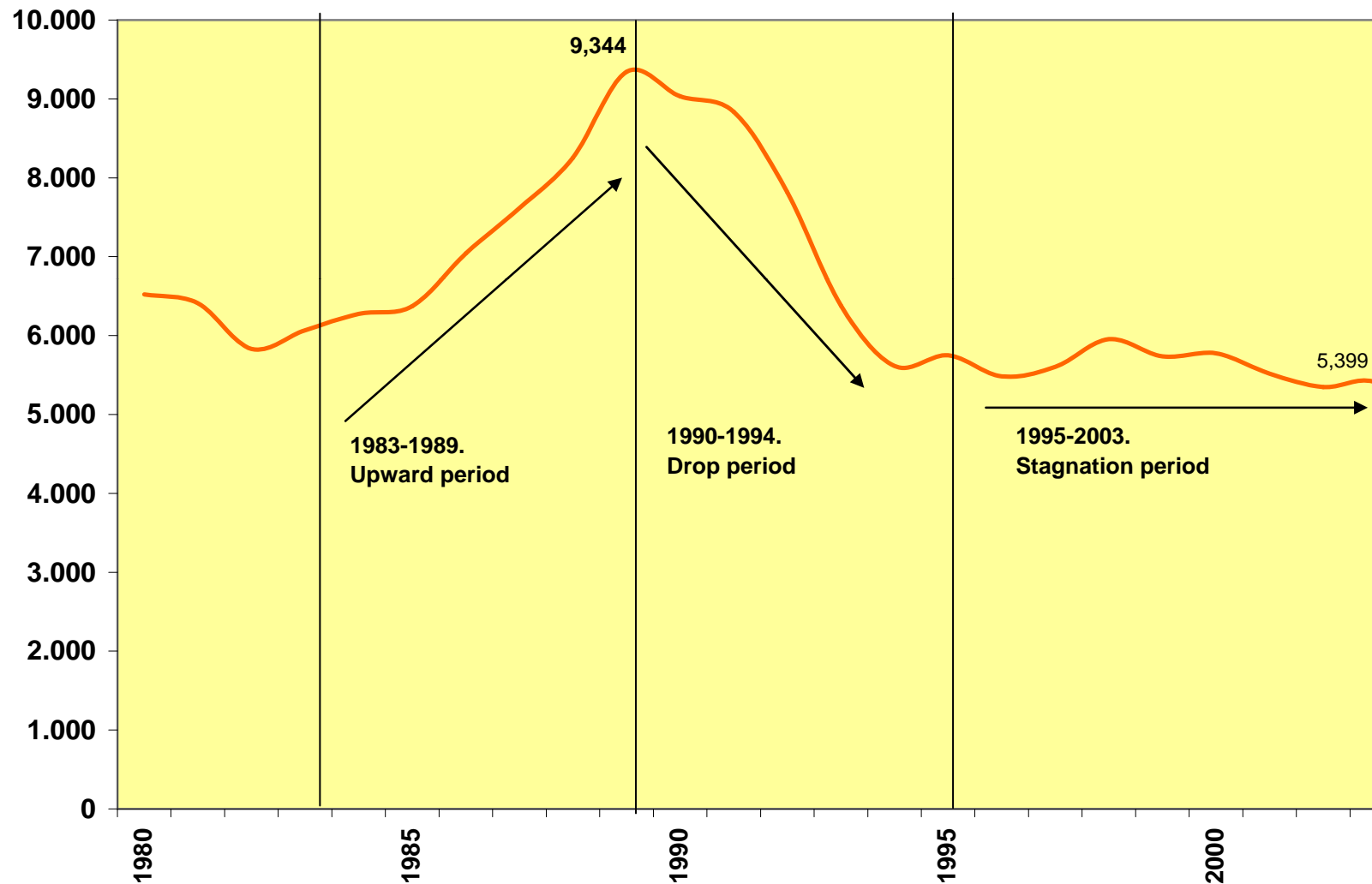
*4th IRTAD Conference  
Seoul, September 2009*



1. **Road Safety Strategic Plan 2004-2008 Reference framework to combat accidents in Spain**
  - ✚ Situation before the implementation of the 2004-2008 Road Safety Strategic Plan
  - ✚ International context
  - ✚ Road Safety Strategic Plan
2. **Plan's Balance Scorecard as a management tool for Spanish Road Safety**
  - ✚ Indicators´ board methodology process
  - ✚ Monitoring Methodology
  - ✚ Main indicators´ development
  - ✚ Key projects to underline
3. **Summary Comments**

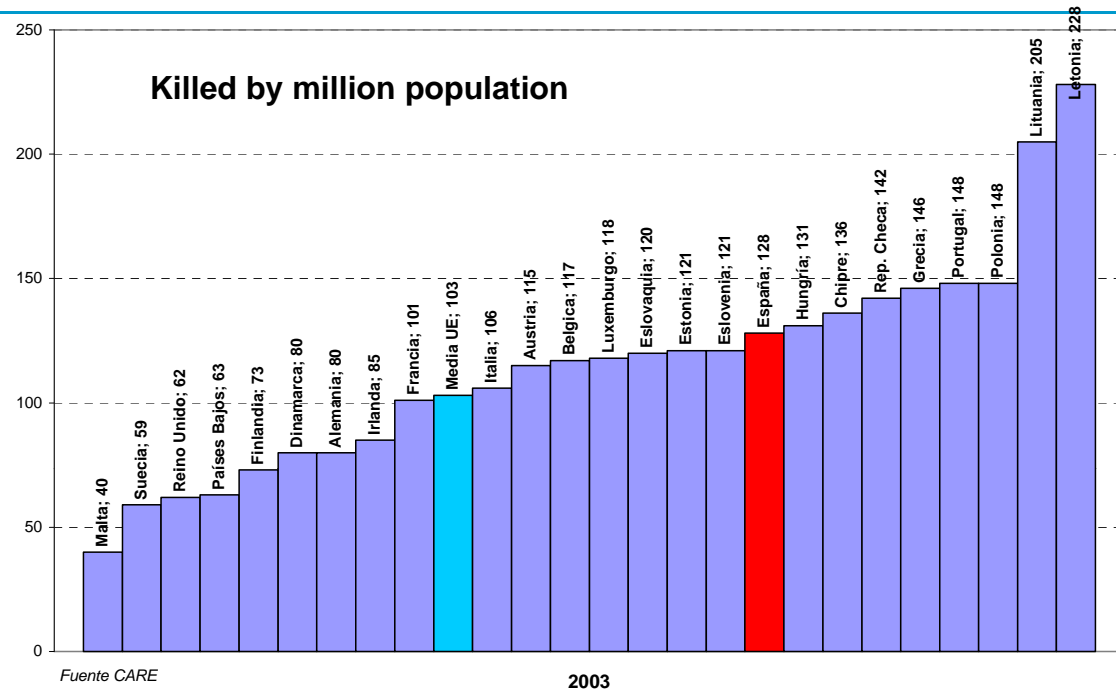
Situation before the implementation of the 2004-2008 Road Safety Strategic Plan

Number of killed in road traffic accidents



## International context

In **2003**, Spain was placed in the seventeenth position within European Union with a 128 mortality rate per million of inhabitants, much higher than the 103 European rate



VISION

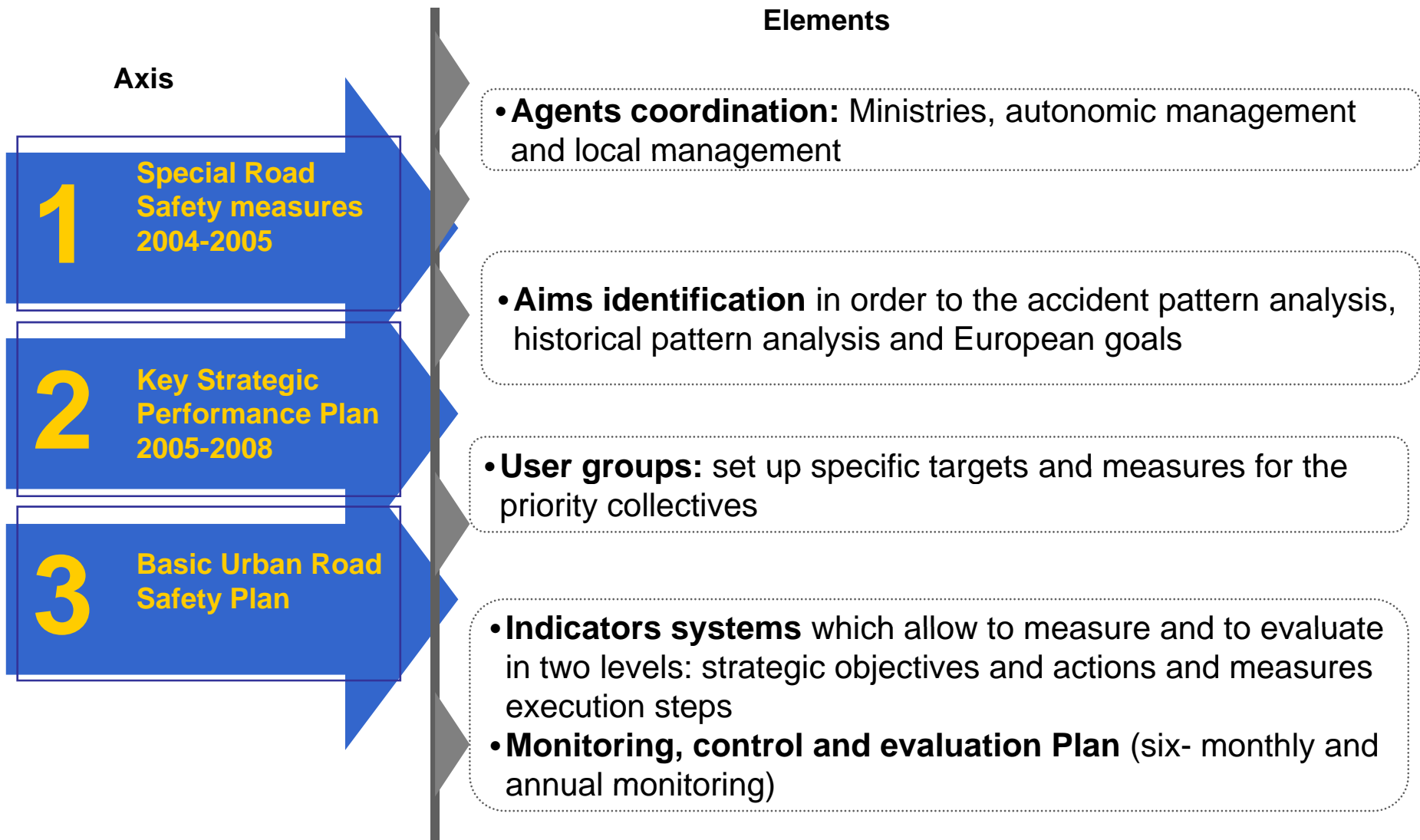


- Reduce by 40% the number of deaths in accidents
- Reduce the seriousness of accidents

... and aligned with Europe's and ECMT's target

Deceases Reduction		
ECMT	2000-2012	50% reduction
EU	2001-2010	50% reduction

Road Safety Strategic Plan :



## 2. STRATEGIC INDICATORS BOARD AS A MANAGEMENT TOOL FOR SPANISH ROAD SAFETY

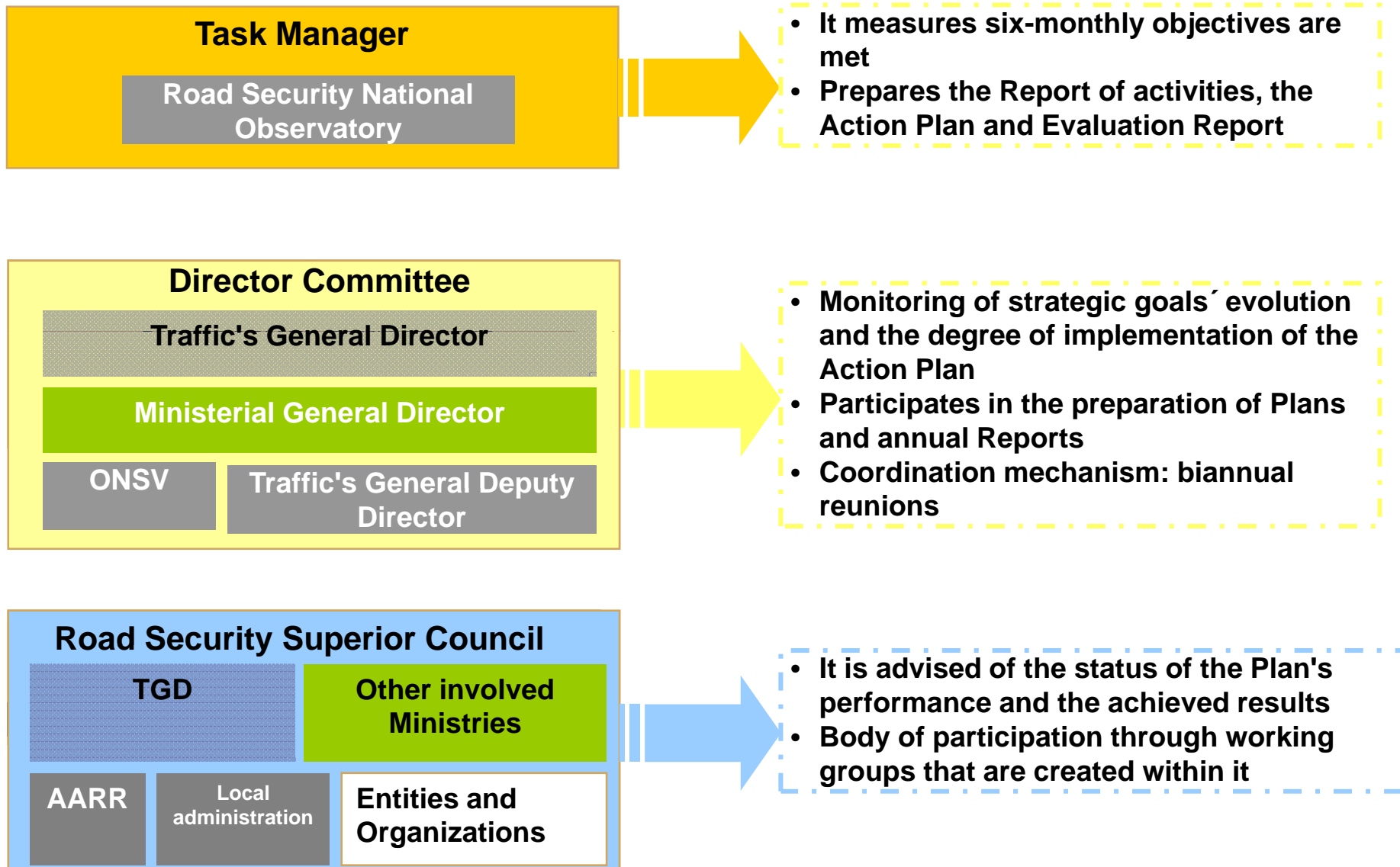


### Score board basic indicators

INDICATOR		2003	2004	2005	2006	2007	Objective 2008
1	Reduction of the total number of killed per a million of habitants	127	110	102	93	86	76
2	Reduction of the total number of killed	5 399	4 741	4 442	4 104	3 823	3 250
	Reduction of the total number of seriously injured	26 305	21 805	21 859	21 382	19 295	21 000
11	Reduction of the total number of <b>killed</b> at weekend	2 401	1 980	1 879	1 813	1 703	1 550
	Reduction of the total number of <b>seriously injured</b> at weekend	11 716	9 278	9 275	9 063	8 062	8 800
13	Reduction of the average age in fleets of vehicles	59%	60%	62%	N D	N D	65%
18	Increase of the total number of alcohol controls (in millions) to 20% of the census of drivers	2,476	3	4	4	4.7	4,6
	Alcohol control percentage of drivers census	11.1%	N D	14%	15.8%	17.9%	20%
19	Reduction of the deceases percentage with alcohol at blood >0,3 gr/l	37.30%	36,1	N D	30.4%	31.0%	20%
20	Increase of the use of front bet in urban roads	61.0%	N D	69.0%	81.6%	87.0%	90%
	Increase of the use of back bet in urban roads	34.0%	N D	46.0%	58.3%	69.0%	70%
	Increase of the use of back bet at highway	45.0%	N D	51.0%	74.6%	69.8%	75%
21	Increase of the use of helmet by motorcycle drivers in urban roads	66.0%	N D	94.5%	93.8%	95.2%	95%
	Increase of the use of helmet by motorcycle passengers in urban roads	51.0%	N D	86.0%	78.5%	84.5%	75%

## 2. STRATEGIC INDICATORS BOARD AS A MANAGEMENT TOOL FOR SPANISH ROAD SAFETY

### Monitoring Methodology: continued evaluation



## 2. STRATEGIC INDICATORS BOARD AS A MANAGEMENT TOOL FOR SPANISH ROAD SAFETY

### 2003-2008 main indicators' evolution

#### Achieved goals :



- Deaths and seriously injured
- Killed in mopeds
- Child victims in passenger cars
- Victims between 18 and 34 years old of car drivers
- Victims in summer time (July + August)

#### Decreasing trend not achieved goals:



- Total number of deaths during weekend
- Total number of deaths in a conventional road

#### Increasing trend away from the target:



- Total number of motorcycles involved in accidents with victims
- Motorcycles' drivers > 34 years dead and seriously injured
- Number of pedestrians > 45 years dead and seriously injured in urban area



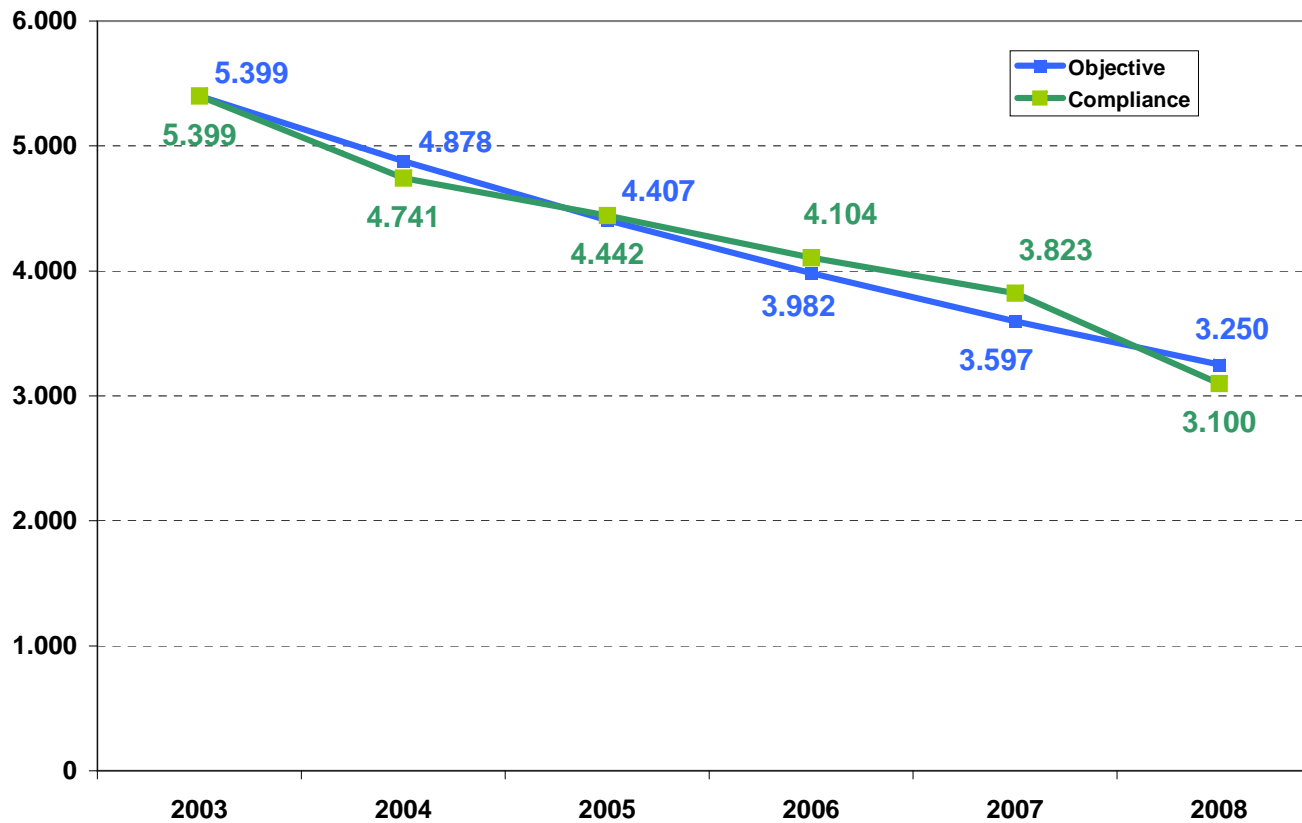
## 2. STRATEGIC INDICATORS BOARD AS A MANAGEMENT TOOL FOR SPANISH ROAD SAFETY

### 2003-2008 main indicators' evolution GENERAL TARGET



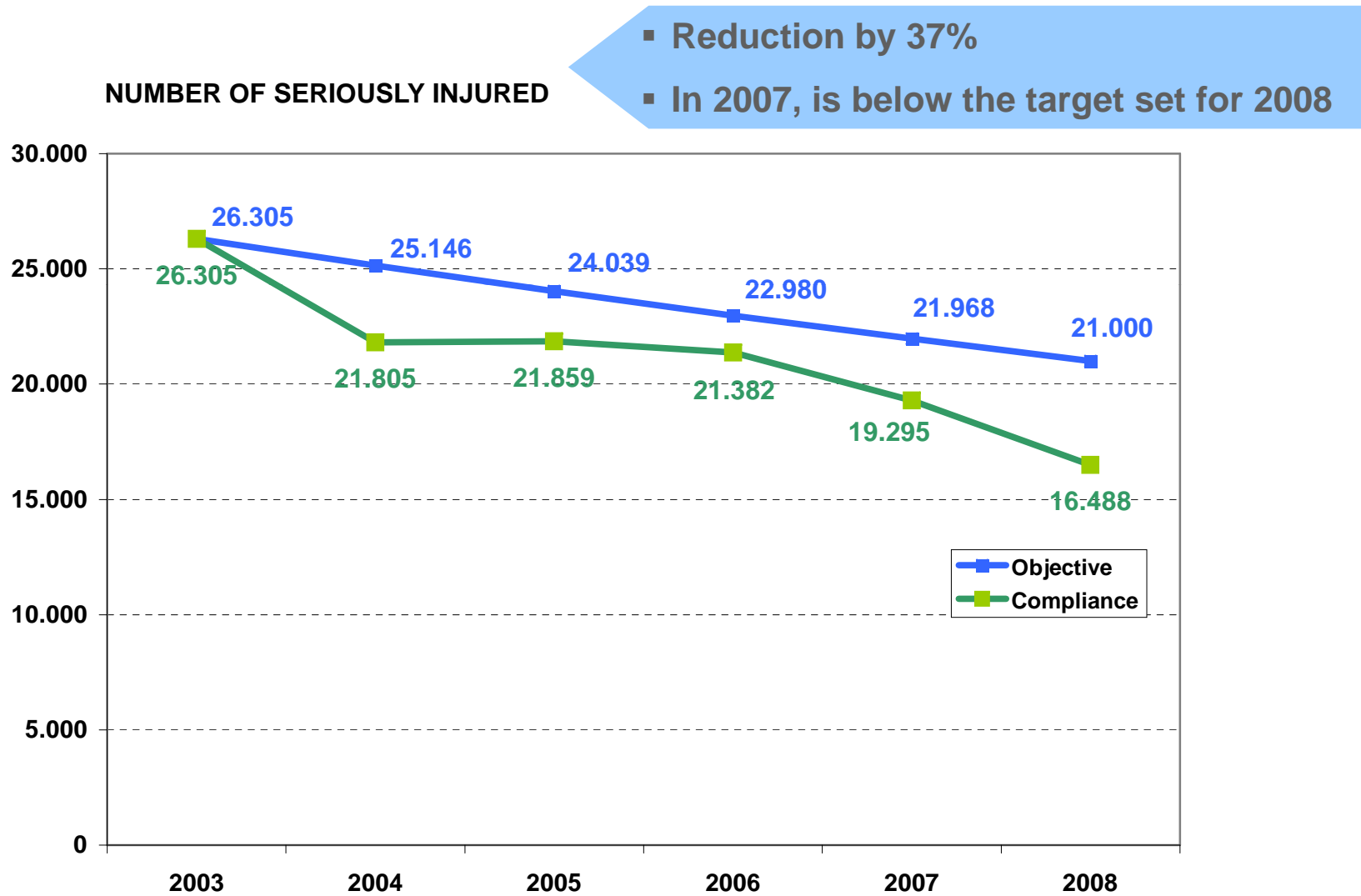
#### DEATHS IN TRAFFIC ACCIDENTS

**Reduction by 43% Results aligned with the established goals**



## 2. STRATEGIC INDICATORS BOARD AS A MANAGEMENT TOOL FOR SPANISH ROAD SAFETY

### 2003-2008 main indicators' evolution

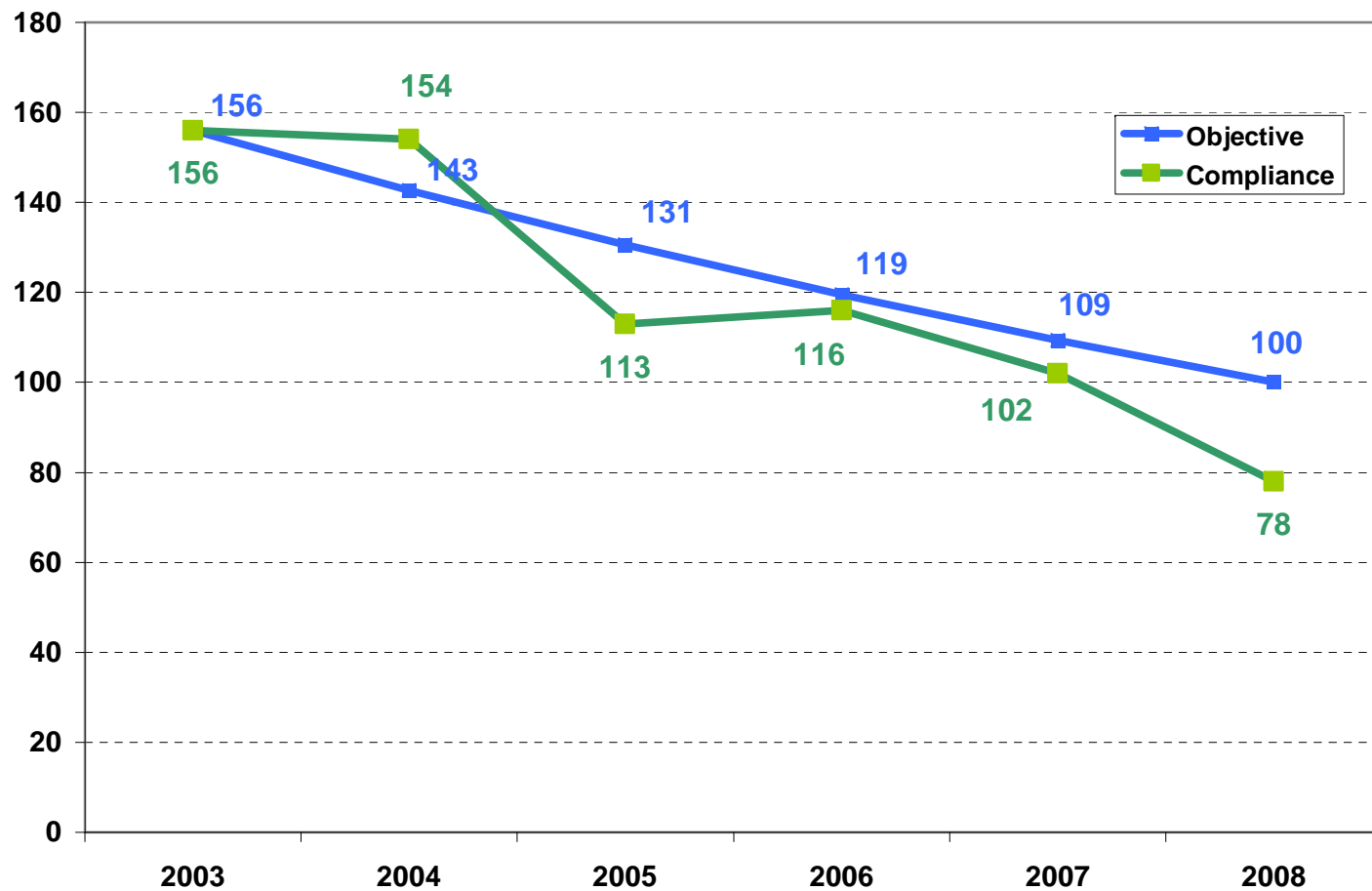


### 2003-2008 main indicators' evolution



#### MOPEDS DECREASES BETWEEN 15 AND 20 YEAR OLD

- Decline trend :
- 50% reduction in the period.

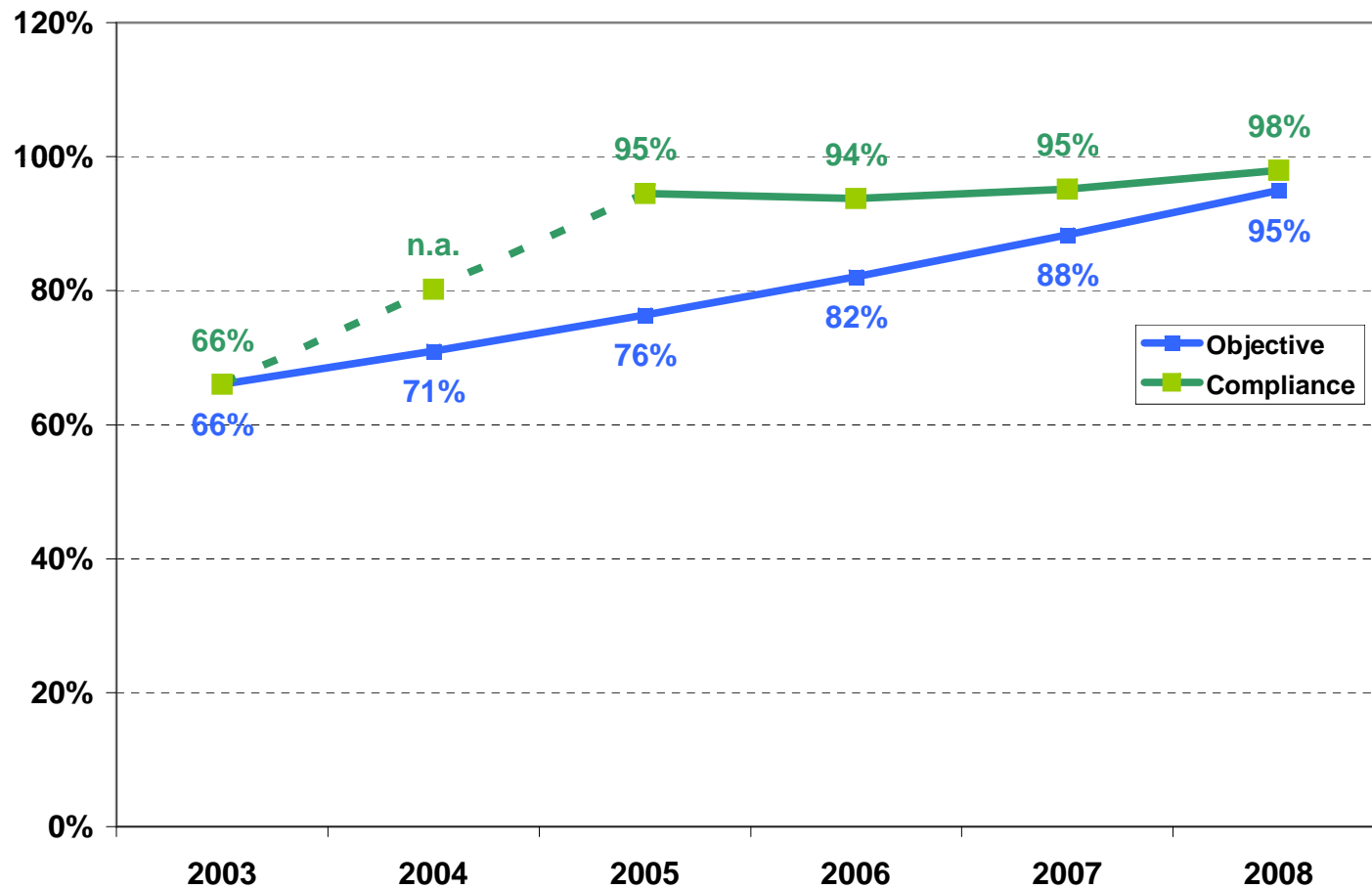


### 2003-2008 main indicators' evolution



#### USE OF HELMET IN MOPED IN THE URBAN ZONE

- Increasing trend. Despite the good result at the national level there are differences between regions

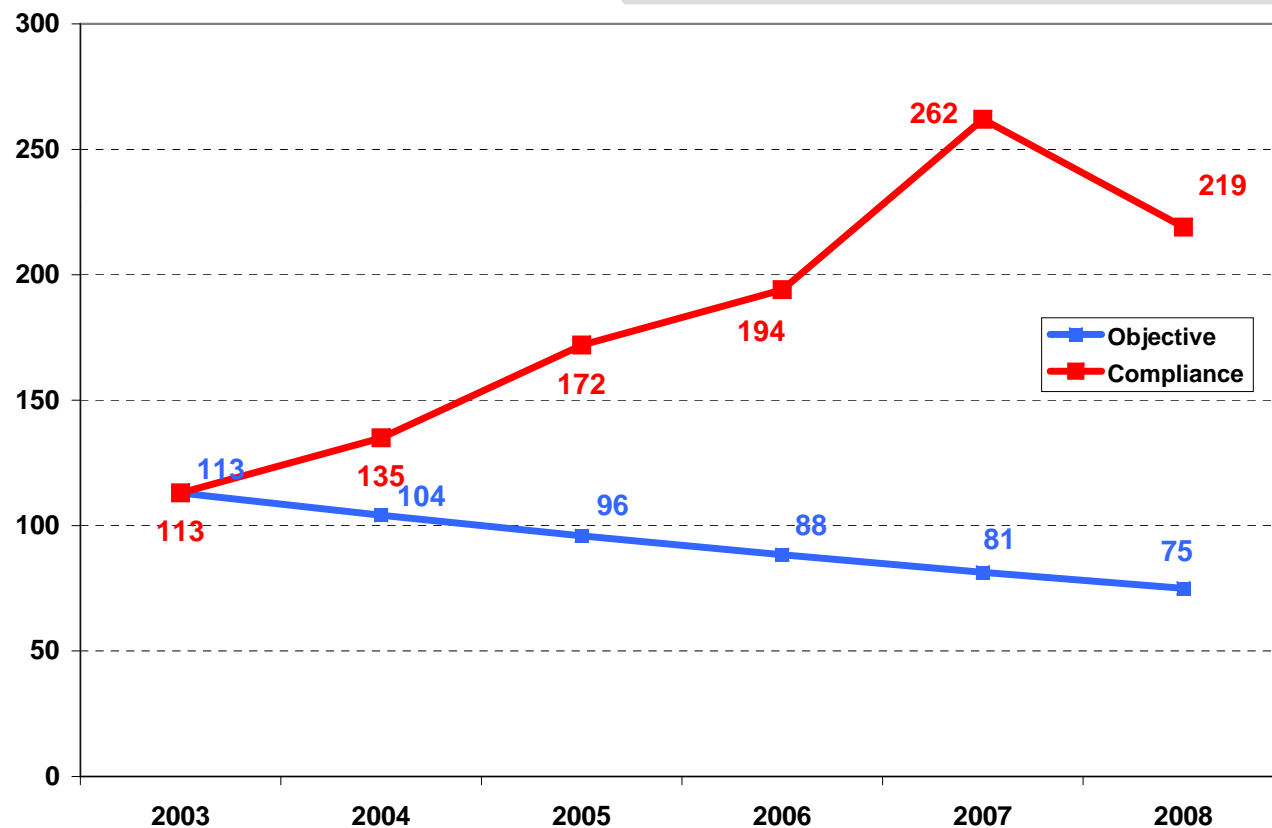


### 2003-2008 main indicators' evolution



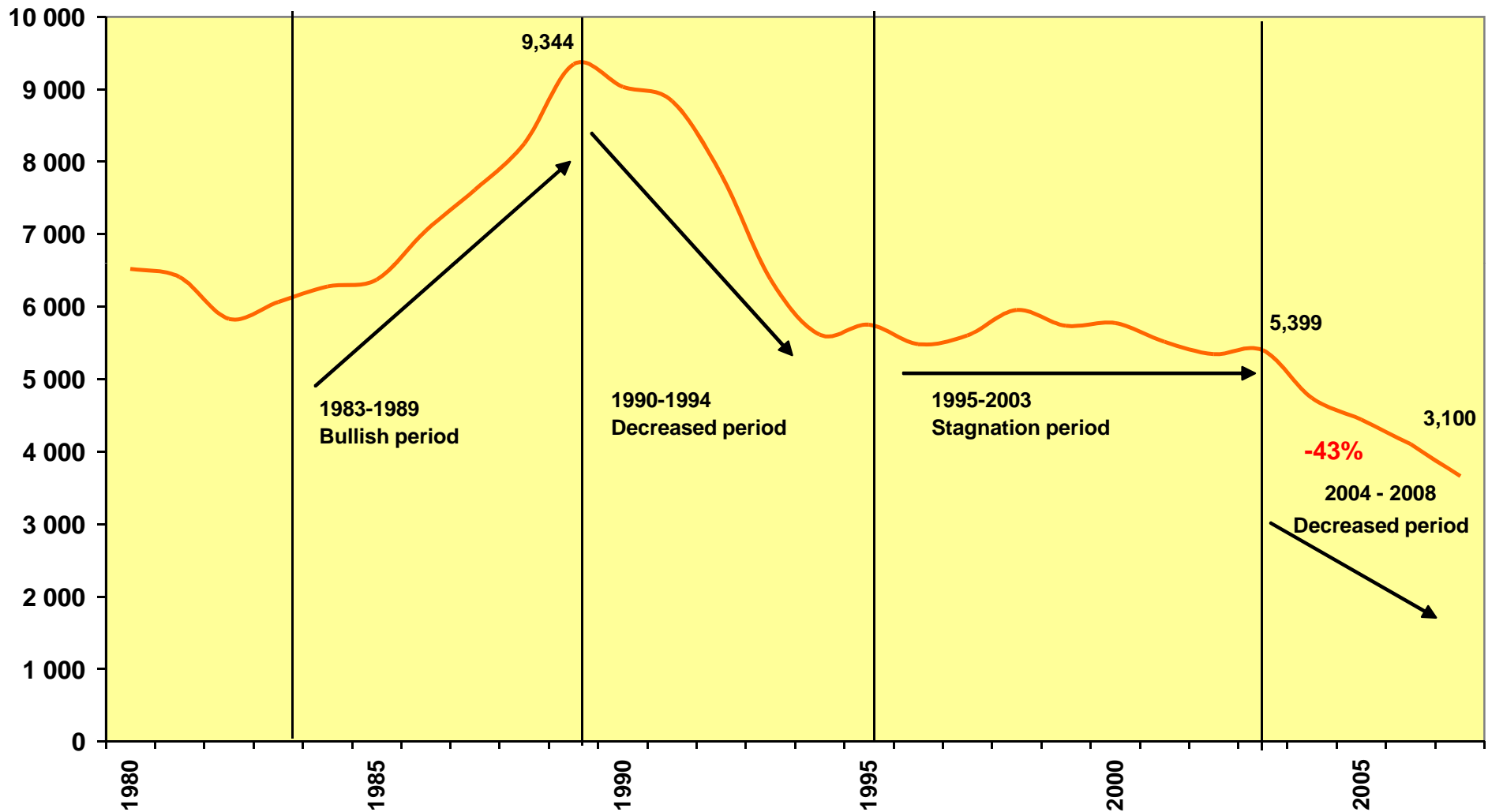
#### Motorcycles' drivers decreases older than 34 years old

- 132% increase in 2003-2007 period  
Important annual increase
- Higher than the goal of 75 decreases drivers



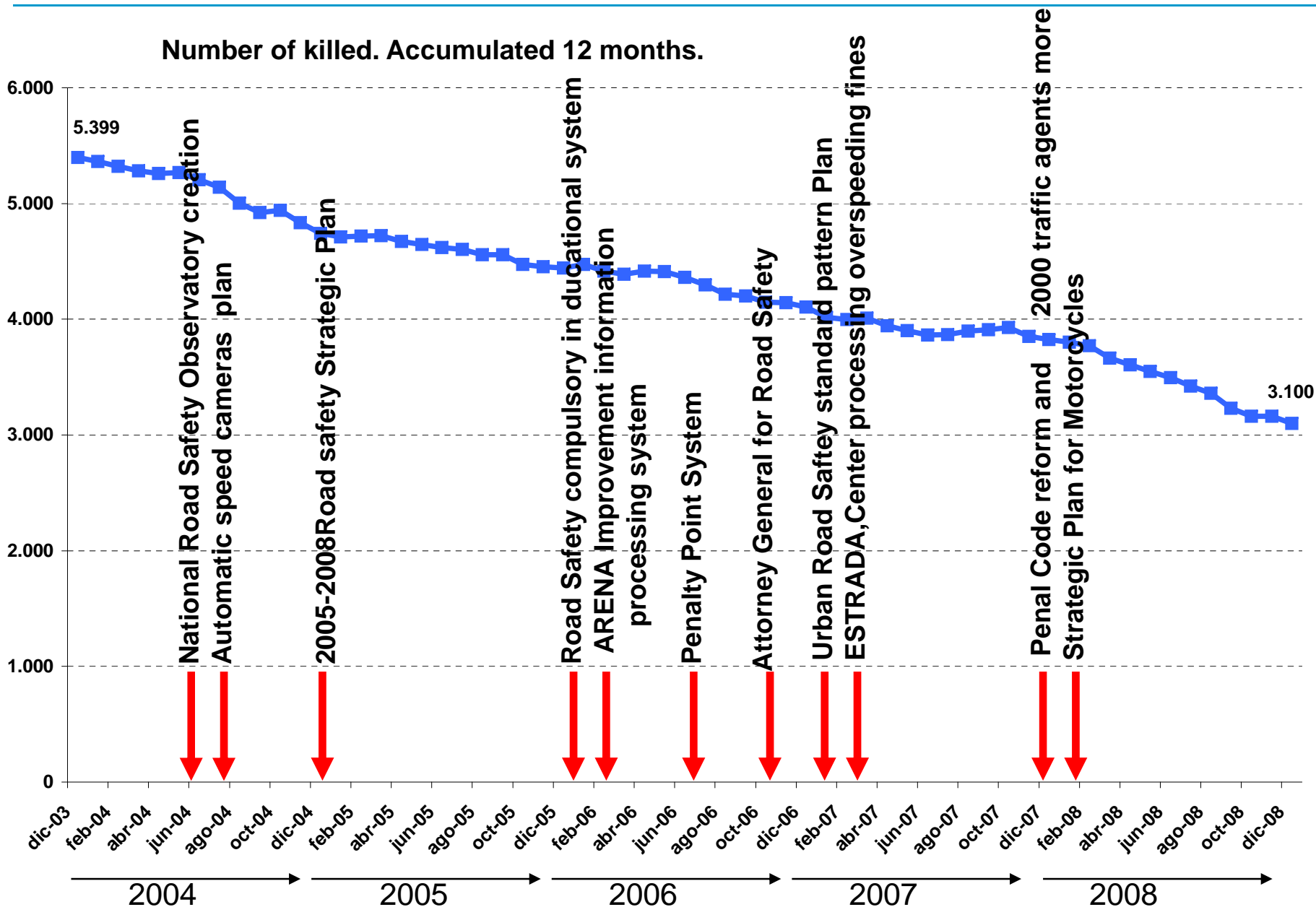
### Situation

#### Evolution of the number of deceases at Road Accidents



## 2. STRATEGIC INDICATORS BOARD AS A MANAGEMENT TOOL FOR SPANISH ROAD SAFETY

### Main measures



- Targets are primarily considered as a performance management tool, used to measure progress over time towards a desired objective and compare that progress. This makes it easier to assess the achievements, to carry out the measures and to promote the participation of the involved organizations.
- But obtaining indicators quickly is not an easy task. In this sense, we have identified the need to automate the process of obtaining results, and promote the collection of information from other agents external to DGT.
- The constant assessment process helps us in identifying particular problems and defining specific measures for its treatment. For example, the evaluation of the indicators related to motorcycles has allowed the design of actions to improve the road safety of this specific group.



- The Strategic Targets panel has offered the opportunity to learn some lessons:
  - ✚ The road safety targets should be rigorous, easy to measure and achievable.
  - ✚ Stakeholders must agree on the targets and see the benefits.
  - ✚ Indicators Panel is useful as motivation to work in casualty reduction activity and helps to carry out efficient measures

***THANKS FOR YOUR ATTENTION***

**Pilar Zori Bertolín**  
**National Road Safety Observatory**  
**Dirección General de Tráfico**  
**SPAIN**  
**[pzori@dgt.es](mailto:pzori@dgt.es)**

