Sustainable Safety

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Organisation (1)

- First introduced in road safety policy in 1991
- SWOV, together with other research institutes, worked out the vision
- Steering committee Sustainable Safety
  - Representatives of all tiers of government
  - Implementation strategy: 2 stages
    - Start up programme
    - System wide implementation
  - Demonstration projects
Organisation (2)

- Start-up programme
  - 1998 – 2002
  - 24 actions, agreed upon by all tiers of government
  - Financial support: 50% subsidized by national government (110 million Euro), 50% paid by local authority.
Organisation (3)

• After the start-up programme
  – Decentralisation of policy making:
  – Ideas of Sustainable Safety are still incorporated in national and regional road safety policy, although less prominent then during start-up programme.
Implementation - Infrastructure

• Categorization of roads
  – 70% urban roads: 30km/h
  – 60% rural roads: 60km/h

• Safe intersections
  – 2300 roundabouts

• Safe design of roads
Implementation - enforcement and education

• Enforcement
  – Regional traffic enforcement teams
  – Enforcement increased
  – Efficiency of enforcement increased

• Education and public campaigns
  – Public campaigns
  – Permanent traffic education
Implementation - Vehicle safety

- European regulations and initiatives of industry (EuroNCAP)
- Primary vehicle safety: ESC, ACC
- Secondary vehicle safety: (audible) seat belt reminders, airbags
- Measures to decrease number of blind spot crashes with trucks
Evaluation

• Individual measures prevented casualties
• Decrease in risk was stronger than period before
• All measures together prevented 300-400 casualties in 2007
• The implementation of Sustainable Safety is a success!
Fabrics of success of road safety in the Netherlands so far

- High political interest (Dutch Parliament)
- Road Safety Vision: ‘Sustainable Safety’
- Road safety targets + targeted programmes
- Sometimes a real champion
- Key stakeholders act and ‘deliver’: Transport and Justice Ministries, provinces, municipalities, police forces, interest groups, communities, etc.
- ‘Trusted’ road safety knowledge (esp. SWOV)
- Advocacy work by many, such as ngo’s
- Create media support
Lessons learned

• You need *bold ideas to meet big challenges*

• *Sustainable Safety* is ambitious and bold, meets a big challenge

• Our approach: from vision/theories/knowledge, to design manuals, to implementation, to evaluation and, if appropriate, to adaptation

• We framed the vision for professionals, not for road users

• Acceptance by decision makers, road authorities and professional road safety community is needed

• Good cooperation between research community, ‘manuals organisation’, and practitioners/designers

• Step-by-step approach; acceptance by road users!
Current challenges

• Serious road injuries
• Single bicycle crashes

• Decentralized power and budgets
• Reducing budgets