Zero Road Deaths and Serious Injuries:
Leading a Paradigm Shift to a Safe System.
Acknowledgements

• 29 Members of ITF/OECD Working Group

• Members of the Editorial Committee:
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• Peer Reviewers:
  – Eric Howard (Australia), Fred Wegman (Netherlands)
The four principles of a Safe System

1. People make mistakes that can lead to road crashes

2. The human body has a limited physical ability to tolerate crash forces before harm occurs
Four Principles of a Safe System (cont’d)

3. A shared responsibility exists amongst those who design, build, manage and use roads and vehicles and provide post-crash care to prevent crashes resulting in serious injury or death.

4. All parts of the system must be strengthened to multiply their effects; and if one part fails, road users are still protected.
<table>
<thead>
<tr>
<th>What is the problem?</th>
<th>Traditional road safety policy</th>
<th>Safe System</th>
</tr>
</thead>
<tbody>
<tr>
<td>All crashes</td>
<td>fatal and serious injury crashes</td>
<td></td>
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<table>
<thead>
<tr>
<th>What is the appropriate goal?</th>
<th>Traditional road safety policy</th>
<th>Safe System</th>
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</thead>
<tbody>
<tr>
<td>Reduce the number of fatalities and serious injuries</td>
<td>Zero fatalities and serious injuries</td>
<td></td>
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<table>
<thead>
<tr>
<th>What are the major planning approaches?</th>
<th>Traditional road safety policy</th>
<th>Safe System</th>
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</thead>
<tbody>
<tr>
<td>Reactive to incidents Incremental approach to reduce the problem</td>
<td>Proactively target and treat risk Systematic approach to build a safe road system</td>
<td></td>
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<tr>
<th>What causes the problem?</th>
<th>Traditional road safety policy</th>
<th>Safe System</th>
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<tbody>
<tr>
<td>Non-compliant road users</td>
<td>People make mistakes and are physically fragile. Inconsistent guidance to users from varying quality of infrastructure and operating speeds.</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>Who is ultimately responsible?</th>
<th>Traditional road safety policy</th>
<th>Safe System</th>
</tr>
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<tbody>
<tr>
<td>Individual road users</td>
<td>Shared responsibility by individuals with system designers</td>
<td></td>
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</table>

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<th>How does the system work?</th>
<th>Traditional road safety policy</th>
<th>Safe System</th>
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<td>Isolated interventions</td>
<td>Combination of elements to produce a summary effect greater than the sum of the individual treatments</td>
<td></td>
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</table>
Recommendations

1. Think safe roads, not safer roads
2. Provide strong, sustained leadership for the paradigm shift
3. Foster urgency to drive change
4. Underpin aspirational goals with concrete, operational targets
5. Establish shared responsibility
Recommendations Cont’d

6. Apply a results focussed approach
7. Leverage all parts of a Safe System for greater overall effect
8. Use a safe system to make city traffic safe for pedestrians, cyclists and motorcyclists.
9. Build safe system capacity in rapidly motorising low/middle income countries
10. Grow data collection, analysis and research on traffic in a safe system.
Safer City Streets
the global traffic safety network for liveable cities

• A solution to better collect and analyse road safety data
• A key to design and evaluate policies
• Main features:
  – A network of experts
  – A global database
  – The support of IRTAD, a long-established database and network of experts at national level

Launch event during Habitat III
Miguel Mancera, Mayor of Mexico
Jean Todt, UN Special Envoy for Road Safety
Safer City Streets
the global traffic safety network for liveable cities

• 17 cities already involved

Population ranging 500,000 to 12m

9 cities have provided data

New York
Bogotá
São Paulo
Buenos Aires
Amsterdam
Brussels
Dublin
London
Paris
Stockholm
Copenhagen
Berlin
Warsaw
Rome
Auckland
Melbourne
Co-operation with Africa

• 2 IRTAD / WB SSATP workshops on Road Safety Data
• From data collection on the scene of crash to data analysis for policy making
  – Nairobi, 13-14 December 2016; in conjunction with UNECE/ECA meeting
  – Morocco, February 2017
  – Strong co-operation with SAFER AFRICA Project
Merci, Thank you

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