

**5<sup>th</sup> European Conference on  
Sustainable Urban Mobility Plans**  
14-15 MAY 2018 | NICOSIA, CYPRUS



**Active modes: SUMPS, safety and  
sustainability**

**Safe Cities across Europe:  
Integrating Road Safety in the SUMP Planning Cycle**

**Frank Mütze | European Transport Safety Council**



# European Transport Safety Council

- A science based approach to road safety
- Secretariat in Brussels
- 60 member organisations from across Europe
- More than 200 experts contributing to ETSC's work
- The European Commission, Member Organisations, Member States and corporate sponsors are funding our work



# EU Road Safety Statistics 2017

25.300

people died in  
road traffic in  
the EU in 2017

135.000

seriously injured in  
road traffic in the EU  
in 2017 according to  
MAIS3+ definition



# EU Road Safety Statistics 2017

ROAD FATALITIES IN THE EU BY TYPE OF ROADS (2017)

**8 %**



Motorway

**37 %**



Urban areas

**55 %**

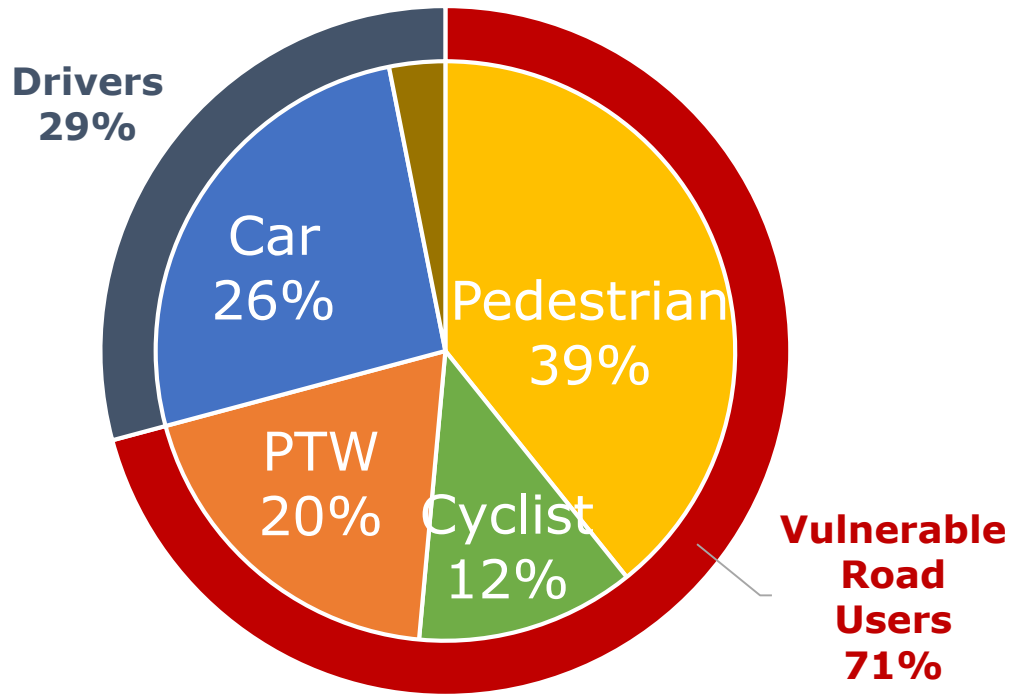


Rural roads





# Urban Road Safety Statistics

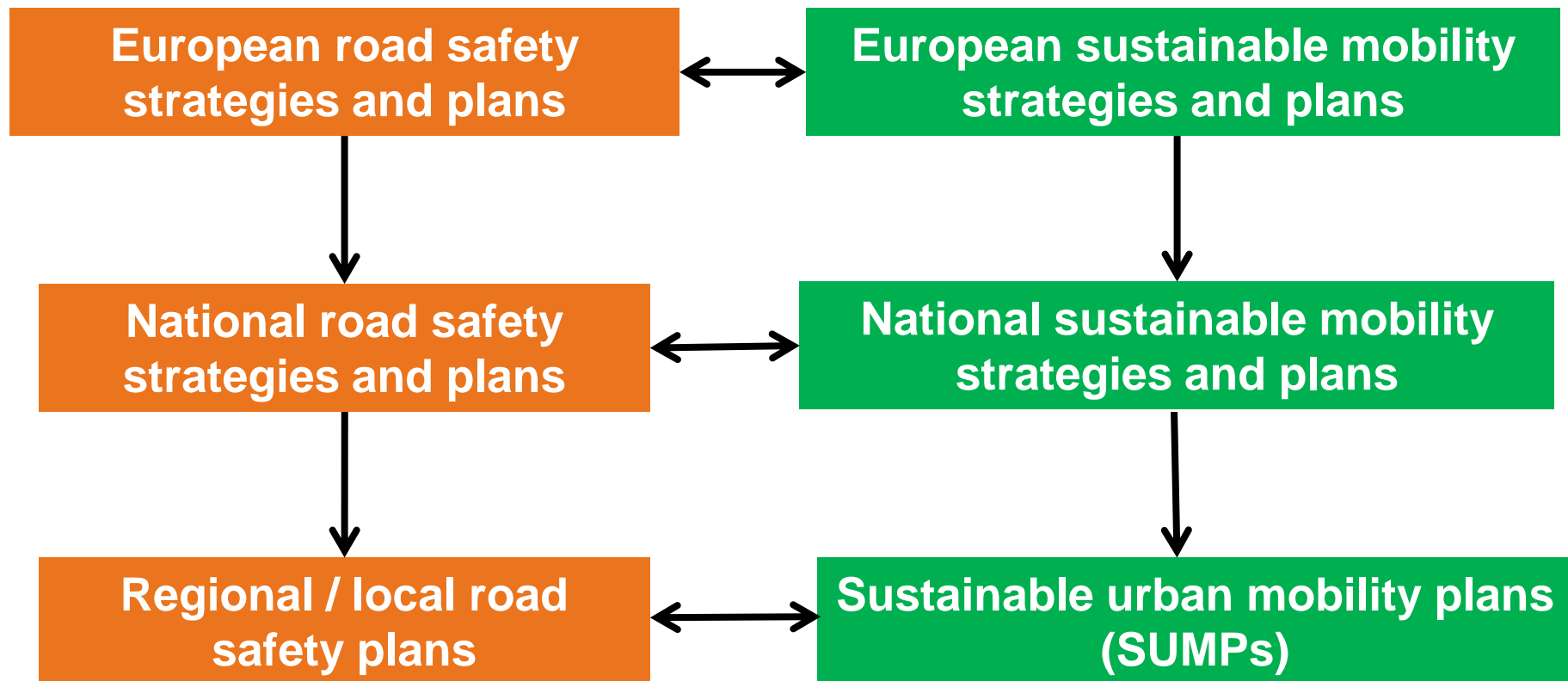


2015 Road Deaths in Urban Areas

**73%**  
of polled citizens considers road safety to be a serious problem in cities  
(Eurobarometer 2013)



# Need for an integrated approach





# Integrate road safety in the planning cycle of SUMP

**Milestone: Have a SUMP with road safety measures included. Have clear responsibilities of who has accountability for taking up measures.**

**Milestone: Elaborate on the creation of a common vision and specific targets for road safety. List prioritized measures to get there in a SMART way.**

**Milestone: Measure the impact in relation with the road safety target. Revise targets and make targets more ambitious if needed.**

**Milestone: Identify the main road safety problems and the key stakeholders to tackle them. These form the opportunities for improvement.**



# Urban Mobility: Conflicting Demands

- Road safety
- Health
- Accessibility
- Economic viability
- Social equity
- Quality of life
- Air and noise pollution
- Energy consumption
- Urban landscape

Encourage  
Walking and Cycling





# Safety & Walking and Cycling

- Less dangerous than cars
  - 'Safety in numbers'
  - Should be accompanied by measures to reduce the risk of walking and cycling
- Perceived safety: **59%** in London gave road safety as main reason why they don't cycle



# Modal Hierarchy

- Hierarchy based on safety, vulnerability and sustainability

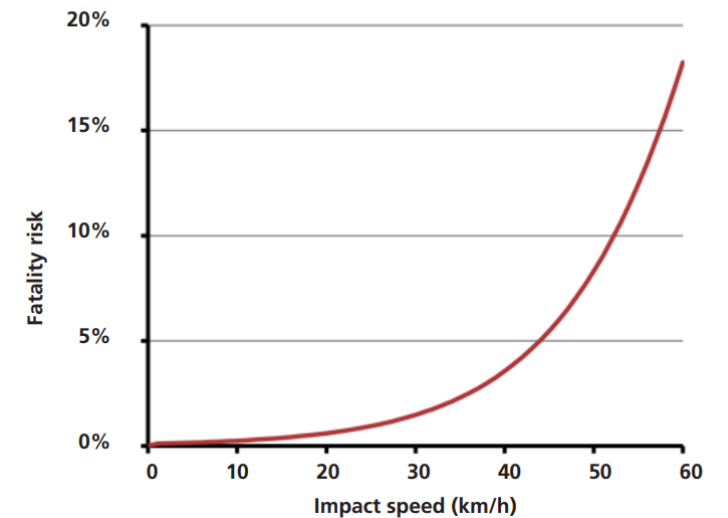




## 30km/h zones

### Benefits:

- Fatality risk 5x lower than at 50km/h
- London: 42% reduction in KSI
- Kids safety: 50% reduction in KSI
- Reduces feelings of danger







## 30km/h zones

- Adopt 30km/h zones in residential areas and other areas used by many pedestrian and cyclists
- Combine with traffic calming measures
- Enforcement







# Infrastructure design

- Provide shorter and safer routes for active modes
- Create conditions for mixed traffic if speed, volume and mass do not pose a significant risk to VRUs
- Arrange for separated traffic otherwise



# Mobility Package III

- Revision of the General and Pedestrian Safety Regulations
  - Advanced Emergency Braking Systems with
  - Intelligent Speed Assistance (ISA)
  - VRU detection for trucks and buses
  - Passive safety improvements
- Revision of the Infrastructure Safety Management Directive





# Key messages

- VRU safety in urban areas needs to be improved!
- Integrate road safety in the SUMP planning cycle
- Prioritise the safety of cyclists and pedestrians when developing SUMPs (Modal Hierarchy)
- Adopt 30km/h zones in residential areas and areas used by many pedestrians and cyclists

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**Thank you!**

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