



SATELLITE

European Conference on Sustainable Urban Mobility Plans (SUMP)

SUMP Guidance on Road safety for vulnerable road users

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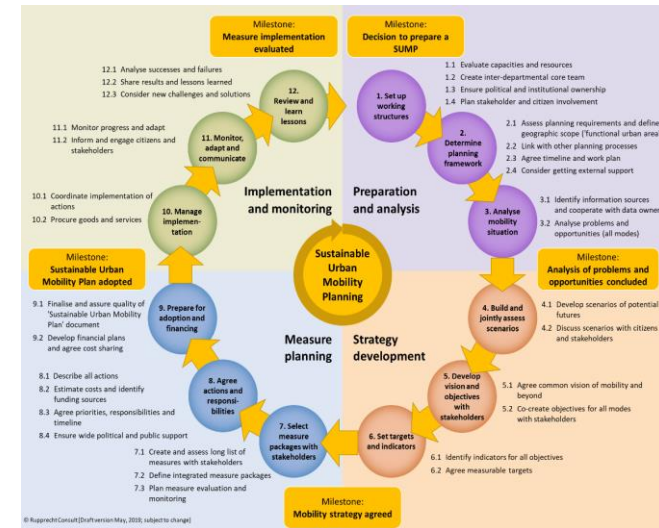
Topic Guide Urban Road Safety for Vulnerable Road Users (VRU): sustainable = safe

Objectives and key questions

- Vulnerable Road Users: main focus on Active Modes
- Make planners and policy makers on city level fully aware of the importance of Road Safety for Active Modes and give advices how to develop a strategy.

sustainable = safe

- Annex to the new 2.0 SUMP Guidelines:
 - How do we make Safety for Active Modes the key strategy in our SUMP and the resulting mobility policy ?
 - What are the important Safety aspects we have to pay attention to in each of the SUMP steps.
 - What can we do as a local authority ?



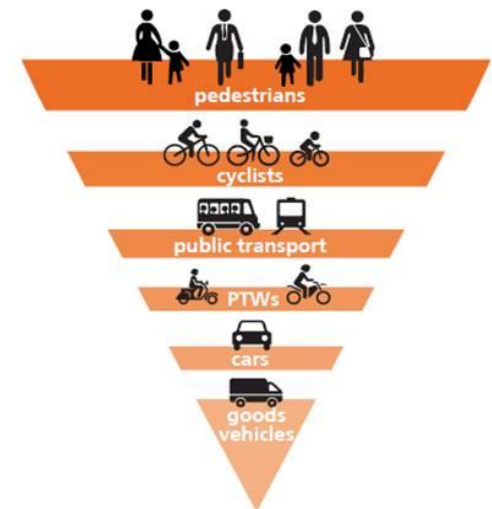
Concept of a strong safety approach

Safe System approach

- fatalities and serious injury are unacceptable within a road network > **Vision zero**
- the human end-user should be placed in a central position and role.
- accepts that people make **mistakes** and aims to ensure that such mistakes do not give rise to fatalities or serious injuries: **errors** do occur, but that these should **not necessarily lead to a crash or injury** (if a crash is unavoidable).
- **hierarchy of road users** is crucial
- **reducing speed** is one of the main important measures to obtain a reduced (accident or injury) risk.

Traffic as a complete system in Sweden

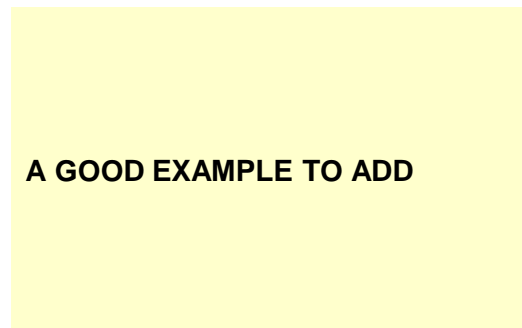
The idea is that **safety aspects should be built into the traffic system and included when planning, designing and building infrastructure projects.**



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Step 1 Set up working structures

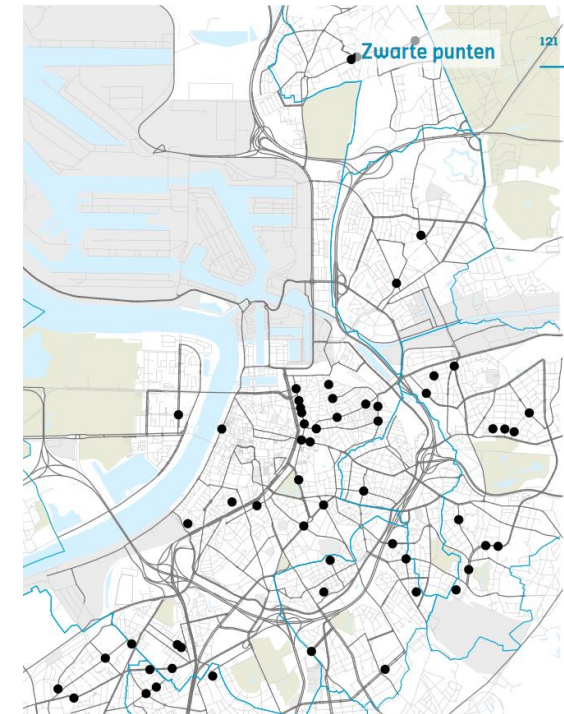
- Core-group with the all relevant working sectors of a city and crucial stakeholders:
 - Police services
 - Education department
 - Health department
- Involve citizens and stakeholders: understanding the problems, understanding and changing the users, acceptance of measures, ...
 - Representing the active modes
 - Specific user groups: schools, disables persons, ...
- Involving specific traffic safety experts
- Political ownership
 - ‘the key political responsibility: make it safe !’
 - budgets, difficult design choices of services and infrastructure



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Step 3 Analyse Mobility situation

- Why good data ? On local level
 - Identifying the main type of accidents to define the right **target groups** and **measures** to be developed
 - Identification of dangerous spots in the multi-modal network
 - minimum set of data needed on local level to develop a good safety plan as part of a SUMP or as a consequent action to the SUMP:
 - Total number of casualties and fatalities per year in the city over at least 3 years
 - Total number of accidents without injuries differentiated over the different modes over at least 3 years
 - Location and type of accidents on the (multi-modal) network of the city
- + Efforts to reduce the underreporting of Active Modes**



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Step 4 Build future scenarios - Step 5 Develop common vision

- **Safe System approach - Vision Zero crucial in any scenario/vision**
- **Co-create: shared approach** includes all different types of stakeholders (policy makers, planners, engineers, fleet managers, police services, road safety educators, health agencies and the local media) and **holds these responsible for the overall system safety.**
 - opening up the city communication and consultation structures
 - everybody aware of the of the importance of Road Safety measures and actions
 - Accept the rules, follow the rules,
- **Linking with other policy domains: ageing population, health, economical and societal costs**
- a **long-term vision** with **mid-term targets** for the reduction of the number of fatalities and serious injuries, especially for Safety, more especially for Active Modes



The safety focus

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Step 6 Set targets and indicators

- What can we do on city level ? not only focus on crashes and casualties but also on those factors that influence Road Safety
- Inspiration in EU, national and regional plans
- ‘safer’, ‘less casualties’, ‘safer junctions’ >>> (mid-term) **quantifiable targets** are desirable as they are **much stronger** to drive the safety strategy

Clear targets e.g. 5 years

- **50% less black spots**
- **reducing fatalities, 25% cycling**
- **reducing fatalities 50% children**

GOOD EXAMPLES TO ADD

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Step 7 Identify measure packages

- **Integrated set of measures:**
 - Engineering & infrastructure
 - Education & awareness
 - Enforcement & legislation
 - Emergency services
- influence of stakeholders and private enterprises active in the city.
> **procurement procedures**
- Learning from other cities

- actions to **improve the existing mobility system and the way the users are using it.**
- **all others measures** defined in the **SUMP** should be **planned, designed and implemented in a safe way** with a specific focus on the position of the Active Modes

In the city of ...

EXAMPLES TO ADD

Antwerp: procurements

- **Road works: cyclists first, high quality design work environments for cyclists**

London: procurements

- **blind spot pedestrian/cyclist detection systems**

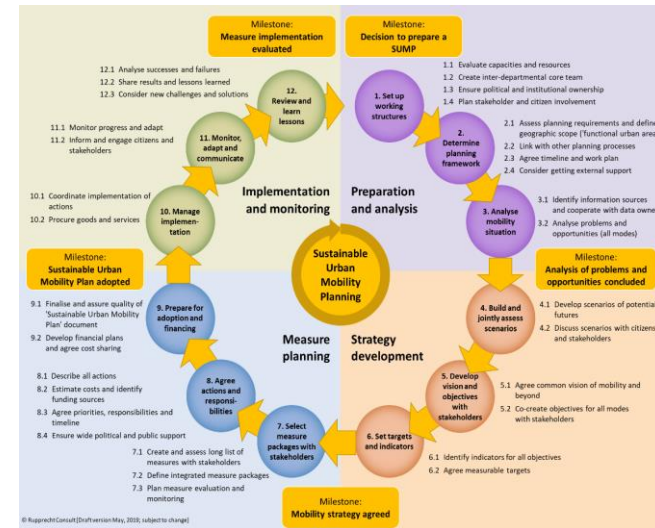


The safety focus

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Step 8 Agree actions and responsibilities

- clear priorities but also parallel complementary actions
- identify responsible partners and budgets
- funding sources
 - Central or regional governments fund in many countries road safety work at the municipal level.
 - Safe Transport Platform – Road Safety Advisory
 - The European Regional Development funds
- wide political and public support: keep Safety on the agenda
 - Create ownership by all citizens
 - Politicians are responsible for protecting their citizens especially the most vulnerable ones
 - Safety advocates
 - SAFETY helps to create ownership for the whole SUMP



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Step 11 Monitor, adapt and communicate - Step 12 Review and learn lessons

- reporting these data will influence the general perception
- Keeping a clear acceptance and willingness to invest

Accident database for the city of Vienna

- Driving and moving direction of the accident participants
- Type of accident
- Date and time of the accident
- Road condition
- The circumstances of accidents
- Degree of injury

City of Gent: SAFETY improvement as an important driver to keep the new organisation

New circulation plan for the centre - significant decrease of the number of cars (-20-40%) - significant decrease of the accidents with cyclists and pedestrians.



Regarding road safety, there only is one challenge, named zero fatalities and zero serious injuries, this challenge need no changes. This final target remains the same.

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- STATUS: draft document
 - Suggestions welcome
 - **How to build up an effective, efficient and feasible SAFETY plan >> crucial part of our SUMP**
 - **Extra good practical examples on city level needed**



Thanks to the participants of the AG Safety and other contributors

- especially ETSC providing a first starting document and their new PIN Flash Report 37 Safer roads

Thank you

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