PROTECTING OUR MOST VULNERABLE ROAD USERS: TAKING PRACTICAL ACTION

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1. WORK TOWARDS THE ‘SAFE SYSTEM’. DELIVER THE SPEED VACCINE ON URBAN ROADS AND STREETS.
INVERT HIERARCHIES

PEDESTRIANS
BICYCLES
PUBLIC TRANSIT
COMMERCIAL VEHICLES
TAXIS
HIGH OCCUPANCY VEHICLES
SINGLE OCCUPANCY VEHICLES
PARADIGM SHIFT TO SAFE SYSTEM DESIGN

• How do road users use infrastructure?

• Can we design our roads to achieve survivable impact speeds?

• Make speed management the priority
VACCINE = SPEED + DESIGN

WHEN SPEEDS GO DOWN, SAFETY STAR RATINGS GO UP
Cost effective solutions exist to implement speed management and an urban Safe System, including:

- Enforcing speed limits through the use of automatic speed cameras or high profile, consistent and sustained police enforcement.
- Implementing a maximum speed limit on roads with high concentrations of pedestrians.
- Building roads to include features that limit speed such as roundabouts and speed humps.
- Time-based lower speed limits when students travel to school and back.
- Accelerating introduction of ‘active safety’ speed technologies for cars, such as Autonomous Emergency Braking (AEB) and Intelligent Speed Adaptation (ISA).
- Requiring ‘pedestrian friendly’ car bonnet design and new safer lorry standards.
Sao Paulo ‘Area 40s’
2. DON’T BUILD KILLER ROADS. MINIMUM 3 STAR SAFETY PROTECTION FOR ALL ROAD USERS.
SNAPSHOT: MEASURING RISK

IRAP inspections involve surveys to collect digital, panoramic images or videos of roads and GPS location information. These data are then used to record (or ‘code’) 50 types of road attributes that are known to influence the likelihood of a crash and its severity. The road attributes, which are recorded for each 100 metre segment of road, include those that are known to affect risk for vehicle occupants, motorcyclists, pedestrians and bicyclists. The inspections create a permanent image, location and road attribute database that can easily be reviewed by local engineers and planners.

**Pavement**
Poor road surfaces, such as those with heaves, standing water and debris, mean that vehicles will swerve out of their lane. Furthermore, in an emergency, vehicles can stop faster on skid-resistant pavements.

**Footpaths**
Closed-circuit footpaths (as is the case here) mean it is more likely that pedestrians will walk on the road, especially when it is raining or when visibility is poor.

**Shoulders**
When a driver accidentally travels onto the road shoulder (not present here) the risk of crashing will be less if the vehicle can either stop on the shoulder or safely travel back into the traffic lane. Shoulders can also provide space for slow-moving non-motorised vehicles.

**Delineation**
Centre and edge delineation treatments (not present here) help drivers judge their position on the road, and provide advice about conditions ahead.

**Geometry**
The number of lanes, width of lanes, curves, dips, crests and slopes all affect crash risk.

**Crossings**
Most pedestrian deaths occur while the pedestrian is attempting to cross the road. Pedestrian crossings (present here, but poorly designed), including signalised crossings, refuge islands, bridges, and traffic calming treatments, have the potential to reduce risk.

**Traffic mix**
Mixing fast moving cars, trucks and buses and slow moving auto-rickshaws and tractors increases the risk of crashes, especially head-on and rear-end crashes.

**Median**
Medians physically separate opposing traffic streams and help stop vehicles travelling into opposing traffic lanes. They can also help pedestrians cross the road or restrict their access at unsafe places.

**Lights**
Lighting Visibility is an important factor in creating a safe environment, particularly at intersections and where vulnerable road users are present.

**Intersections**
Intersection crashes are one of the most common types of crash problem, particularly in urban areas, in rural areas, or where vehicle speeds are high; the consequence of collisions at intersections can be particularly severe.

**Roadsides**
Roadside hazards (like this pole) increase the risk of death and serious injury when a vehicle runs off the road.

**Bicyclists**
Bicyclists (and people using non-motorised vehicles) are amongst the most vulnerable of all road users. Bicyclists are safest when they have paths or lanes and do not need to mix with fast moving traffic.
More than half the world's road deaths occur in the Asia Pacific region

84% of roads with bicycles have no bicycle lanes

44% of 80km/h+ curves have hazardous roadsides

81% of 80km/h+ roads have no median separation

93% of roads with pedestrians have no footpaths

91% of roads with high m/cycle flows have no m/cycle lanes

86% of junctions on 60km/h+ roads have no roundabout or turn lanes

Based on assessments of 58,000km of roads in 13 countries
3. PRIORITISE A SAFE AND HEALTHY JOURNEY TO SCHOOL FOR EVERY CHILD.
Every 3 minutes a child still dies on the world’s roads

500 children every day
Equivalent to six double-decker buses full of children.

3,500 children every week
Equivalent to ten jumbo jets full of children.

15,500 children every month
Equivalent to eight large passenger ferries full of children.

186,000* children killed on the world’s roads every year
Equivalent to two large stadiums full of children.

In 2007 we launched the Make Roads Safe global petition, calling for a first ever UN Conference on road safety, by highlighting the toll of child road traffic deaths. Ten years on, despite much progress, this appalling death toll has not yet been reduced.

SCHOOLS AS THE HUB OF A SAFE SYSTEM...

...AND A CATALYST FOR ACTION
DECLARATION OF EVERY CHILD'S RIGHT TO SAFE & HEALTHY STREETS

1. Every child has the right to use roads and streets without threat to life or health.

2. Every child has the right to breathe clean air.

3. Every child has the right to travel to and from their education, without risk of injury.

4. Every child has the right to explore their world in safety.

5. Every child has the right to protection from violence.

6. Every child has the right to be heard.
DEMOCRATISING STREET DESIGN WITH A FOCUS ON CHILDREN
4. ADVOCATE FOR POLITICAL ACTION
WE HAVE A GLOBAL MANDATE & URGENT MISSION

![Graph showing data comparison and trends over time.](image-url)
NEW URBAN AGENDA

“...we will promote the safe system approach...actively protect and promote pedestrian safety and cycling mobility...and motorcycle safety...We will promote the safe and healthy journey to school for every child as a priority.”
OUR CAMPAIGN: FOR REAL ACTION TO MEET SDGS & RESOURCE THE NEW UN ROAD SAFETY FUND
HEAD FIRST
A CASE STUDY OF VIETNAM’S MOTORCYCLE HELMET CAMPAIGN

AIP FOUNDATION
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