Road Safety Programme
2011 – 2020

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Austrian Road Safety Board

Dynamik mit Verantwortung
The Process

- **Phase I:**
  Status-Quo-Analysis and Development of Strategy
  *Summer 2009 - January 2010*

- **Phase II:**
  Catalogue of measures and framework for implementation
  *until Summer 2010*

- **Phase III:**
  Communication Concept
  *ongoing, until Xmas 2010*

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Austrian **Safe System** Approach:

**Austria becomes one of the safest countries in Europe**

- **Safe infrastructure**
- **Safe vehicles**
- **Safe road users**
- **Shared responsibility**
- **Lean administration**

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Objectives

50% Reduction of fatalities until 2020
(Basis: average of years 2008-2010)

40% Reduction of severe injuries until 2020
(Basis: average of years 2008-2010)

20% Reduction of injury accidents until 2020
(Basis: average of years 2008-2010)

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The **strategic level** features 8 issues:

- Road safety and **urban planning**
- Safety **management in cities and municipalities**
- Road **hierarchy**
- **Self explaining** roads and **forgiving** roadsides
- Mobility and **intermodality**
- Traffic **education** and mobility
- **Accessibility** – safe and attractive walking
- **Work place** safety

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Areas of action

There are **17 main areas of action:**

1. Infrastructure
2. Vehicle safety
3. Education and Campaigns
4. Driver Education
5. Enforcement
6. Rehabilitation and Diagnostics
7. Post Accident Care
8. Databases and accident data collection

9. Children
10. Young road users
11. Elderly road users
12. Pedestrians
13. Cyclists
14. Motorcycles
15. Mopeds
16. Lorries
17. Level crossings

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10 Main priorities:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seatbelt</strong></td>
<td>Raising the average <strong>use rates to 95%</strong> (all seats): enforcement + warning + awareness</td>
</tr>
</tbody>
</table>
| **Alcohol & drugs**                           | - Pilot test **alcohol interlock**, quality assurance / rehabilitation for repeat offenders  
- Substantiate **under-reporting** rates  
- **Enforcement**: Raising detection propability  
- Regular assessment of alcohol rates on all roads (**SPI**) |
| **Speed management on rural roads**           | Model **80/100** on rural roads (except motorways)                                                                                           |

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### Priorities 2/3

<table>
<thead>
<tr>
<th>Priorität</th>
<th>Ziele</th>
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<tbody>
<tr>
<td>Special <strong>Groups</strong> of road users</td>
<td>Decrease nr. of fatalities by -50% for</td>
</tr>
<tr>
<td></td>
<td>- Children</td>
</tr>
<tr>
<td></td>
<td>- Young road users</td>
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<td></td>
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<td></td>
<td>- Cyclists</td>
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<tr>
<td></td>
<td>- Moped riders</td>
</tr>
<tr>
<td></td>
<td>- Motorcycle riders</td>
</tr>
<tr>
<td><strong>High risk site management</strong> and <strong>integrated safety management</strong> of road networks</td>
<td>Common procedure in all regions according to EU directive „Infrastructure safety“</td>
</tr>
<tr>
<td>Accidents at <strong>railway crossings</strong></td>
<td>Package of measures: statistical <strong>risk model</strong>, <strong>awareness</strong>, (automatic) <strong>enforcement</strong>, <strong>high risk site</strong> treatment</td>
</tr>
</tbody>
</table>

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<tr>
<td>Fatigue</td>
<td>Package of measures especially for motorways: lorry control facilities, park&amp;rest areas</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Combination with awareness raising measures and raising of subjective detection probability</td>
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<td></td>
<td>Adjusting fines and tolerances</td>
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<td></td>
<td>Use of modern technology</td>
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<td>Driver education</td>
<td>Further development and quality assurance in the course of implementation of 3rd driving licence directive</td>
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<tr>
<td>Integrated Database for safety research</td>
<td>Integration of road, traffic and accident databases</td>
</tr>
</tbody>
</table>

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Catalogue of measures 1/2

Categories

- Measures to **prevent accidents**
- Measures to **reduce severity of accidents**
- **Basis** for further measures
- **Lobbying** at EU level

Time schedule

- ●○○○○ Startpaket (2011)
- ○●○○○ Kurzfristig (2012-2014)
- ○○○●● Langfristig (2018-2020)

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Responsibility
For each measure a responsible institution was assigned.

Benefit-to-cost ratio
Where data were available, for each measure to B/C ratio was given.
(Sources: ELVIK, R. 2009; reports EU-Projekte SUPREME and ROSEBUD etc.)

Safety potential
Order of magnitude of the problem
(on the basis of international research results)

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Road Safety Programme
2011 – 2020

Rough Outline
(not adopted at political level)

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