



# SETTING AND ACHIEVING AMBITIOUS ROAD SAFETY TARGETS

**OECD REPORT:**

**“TOWARDS ZERO”**

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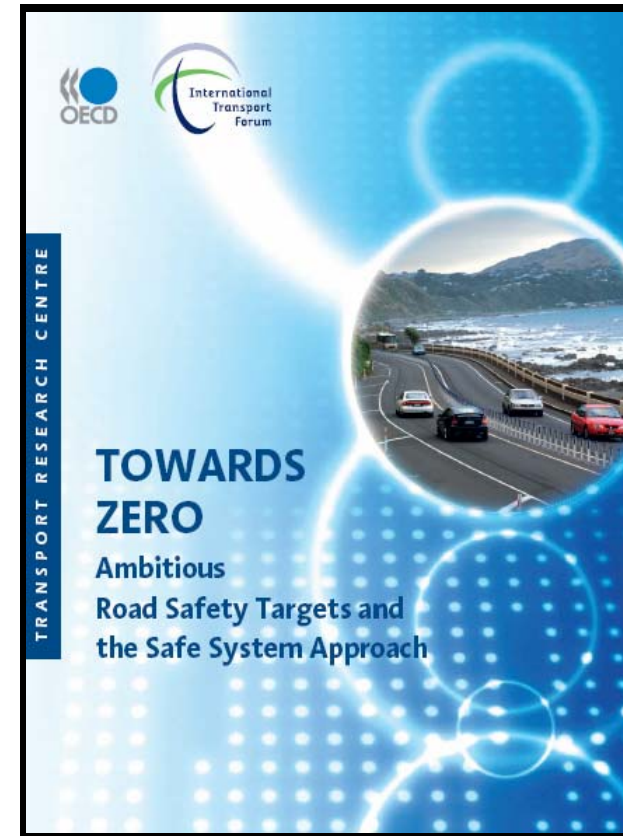
# OVERVIEW OF PRESENTATION

- Towards Zero: the Safe System Approach
- Target and Strategy Development

# OECD Towards Zero

Report published September 2008

- Working Group 2005 – 2008
- 21 governments, World Bank, WHO, FIA Foundation
- Reviewed state of the art in improving road safety performance.
- Examined role of targets in raising the level of ambition and achieving effective implementation of road safety policies.
- <http://www.internationaltransportforum.org/Pub/new.html>





## Recommendations of OECD “Towards Zero” report

1. Adopt an ambitious vision
2. Set interim targets
3. Develop a safe system approach
4. Exploit proven interventions
5. Analyse data to understand crash risks and safety performance
6. Improve safety management with a results focus
7. Accelerate knowledge transfer
8. Invest in road safety
9. Foster commitment at top political levels



# Ambitious Vision

Adopt a level of ambition to eliminate road fatalities and serious injuries in the longer term - with steady progress through interim (good practice) strategies and targets in the short to medium term



# The Safe System Approach

- considers safety as an **ethical imperative**
- accommodates **human error**
- seeks to **align safety decisions** with broader community values – economic, human & environmental health, consumer goals
- Long term goal of a **safe system** will take time to achieve
- Shapes interventions to meet this goal – rather than relying on “**traditional**” interventions to set the limits of long term targets.



# The Safe System Approach

- **The road transport system is to be designed:**
  - recognising that accidents will happen – human error
  - to respect biomechanical limits of the human body by better managing crash forces
- **Individuals responsible for abiding by rules**
  - **Continued efforts to improve user compliance**
- **System designers responsible for building in safety**
  - licensing policy, fleet operating policies, roads and roadsides, vehicles, speed limits, new road rules, land use planning
  - redesigning system to accommodate human failings

## Safe System - Human Tolerances to Physical Forces

- <30 km/h pedestrians, cyclists (motorcyclists)
- <50km/h vehicle occupants in side impact crashes
- <70-80 km/h vehicle occupants in head on crashes
- Prevent collisions with roadside objects on high speed roads







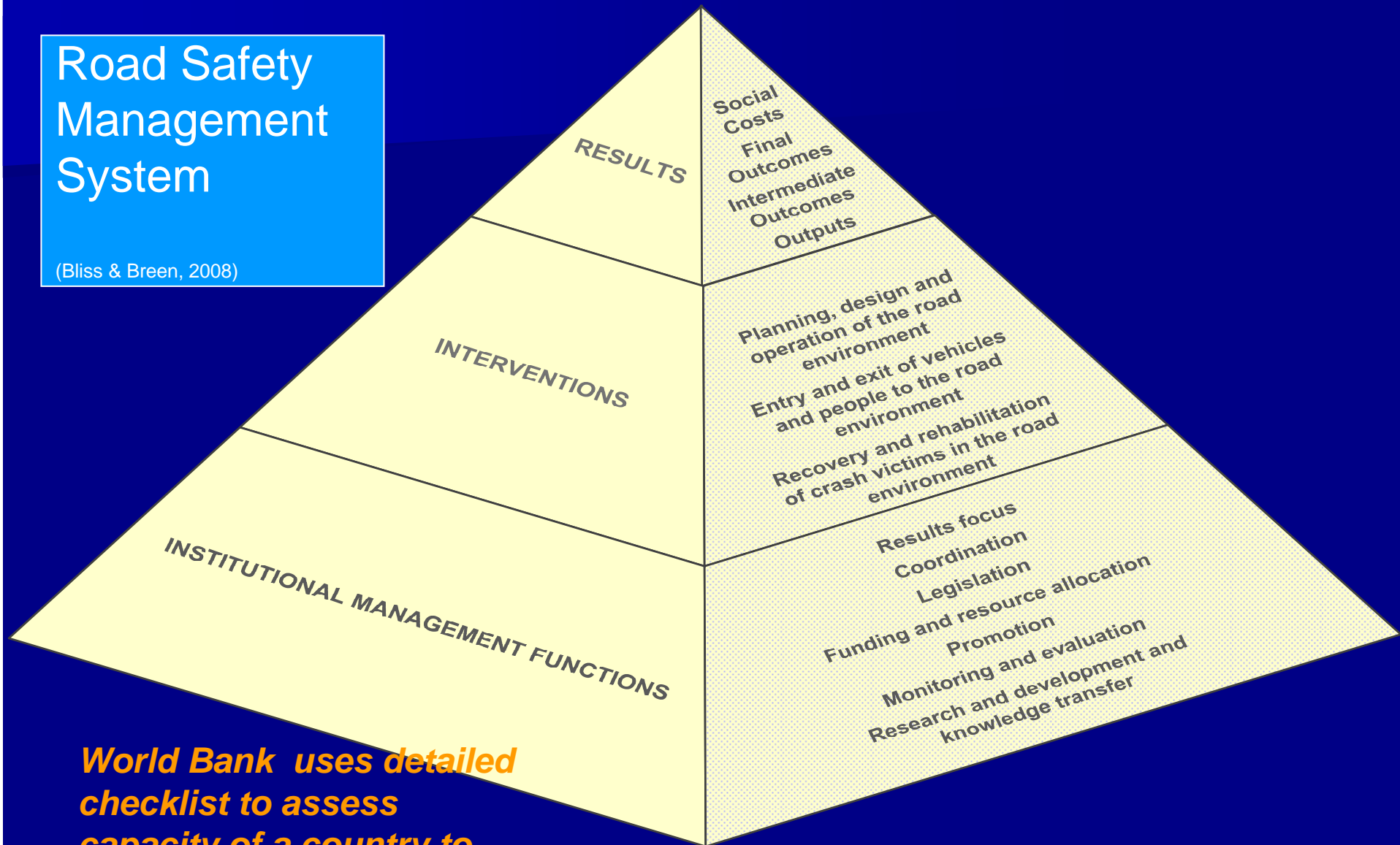
How can road safety performance be improved?

## Essential Steps

- implement proven interventions
- **a new approach – a safe system**
- adequacy of road safety management system in place
- robust interim target & strategy
- funding adequacy and opportunities
- supporting R & D & knowledge transfer

# Road Safety Management System

(Bliss & Breen, 2008)



**World Bank uses detailed checklist to assess capacity of a country to deliver road safety**



# Key institutional management functions

## Developing a “Results focus”

- Political and institutional management framework
- Lead agency
- Define roles and responsibilities – agencies
- Develop management capacity :
  - ❖ understanding road safety issues
  - ❖ increased knowledge – safe system thinking
  - ❖ evidence - based policy recommendations
  - ❖ comprehensive strategy with associated target
  - ❖ build confidence with competent advice



# Road safety management

Review and strengthen your road safety management capacity

Develop support for road safety at the highest political level

Improve public awareness of risks on the road network – build ownership of issues



# Key Interventions to address road safety risk factors

- Safer speeds
- Reduce drinking and driving
- Promote restraint and helmet use
- Improve road infrastructure
- Provide for vulnerable road users
- Improve driver training and licensing

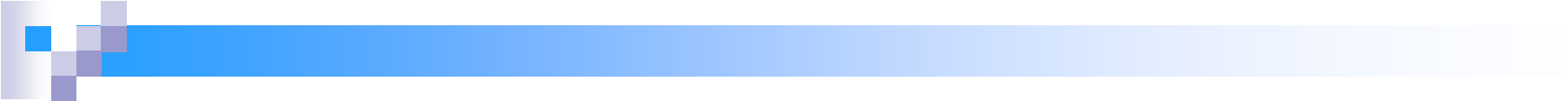


# Target and Strategy Development



# Why does setting targets help to save lives?

- Focus on casualty reduction as policy priority
- Indicates commitment of Government to casualty reduction and motivates stakeholders
- Raises public awareness and strengthens political resolve
- Generates activity to deliver road safety improvements
- Generates demand for data collection for forecasting and monitoring
- Leads to better performance



What types of targets are commonly set?

- Regional, national, local
- Bottom up: empirically derived
- Top down: aspirational or vision based





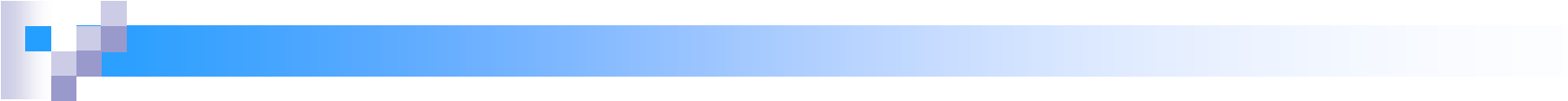
# Targets as motivators

## ■ Regional targets

- Encourage cooperation between countries
- Provide stimulus to activity through competition
- Help to encourage political will to prioritise road safety in poorer performing countries

## ■ National and Sub-national targets

- Raise political profile and priority of casualty reduction
- Widen sense of ownership and accountability at all levels
- Encourage partnerships and generate more action



# Adopting and meeting targets: towards Zero as ultimate ambition

**Agree robust and ambitious interim strategies and actions across government and adopt consequent calculated targets within specified timeframe.**

- Empirically derived targets based on sound evidence of effectiveness of interventions
- Link between numerical target and strategy to achieve it
- Measuring performance - outputs, intermediate outcomes, final outcomes, social cost savings; regular review
- Aspirational targets best linked to a long term vision



# Adopting robust interim targets

- **Strategy drives targets.** Estimate proposed interim target from known effectiveness of strategies and actions – from other countries.
- **Good intentions are not enough!** The “how to implement” issues need to have been fully considered
- An interim calculated target is ‘ambitious’ - if comparable to interim targets of successful countries



# The importance of good data and analysis

- Collection/ analysis/ decision making
- More than crash data
- Crash analyses by user, road type and trends
- Comparisons with other countries – understand differences in crash patterns
- Measure intermediate outcomes
- Set milestones, monitor performance, and respond quickly to emerging problems and trends



# Summary: Key Steps in Developing Strategies and Targets

- Identify strategy options and suggested time period
- Model estimated outcome targets achievable for varied strategy input options
- Hold dialogue with public and stakeholders about options
- Negotiate funding based on economic merits of the programme



# Summary: Strategy for Implementation

- Decide package of measures to implement the adopted strategy and to deliver the associated target
- Take decisions on agency management roles and responsibilities for implementation and monitoring
- Publicise strategy and targets and seek community and stakeholder support
- Establish data protocols for intermediate outcome data and for monitoring of performance



# Conclusions

- Countries that set numerical targets tend to be better performers
- Targets motivate at all levels
- Targets must be linked to strategy for delivery
- Data collection and empirical evidence essential