



SETTING AND ACHIEVING AMBITIOUS ROAD SAFETY TARGETS

OECD REPORT:

“TOWARDS ZERO”

Kate McMahon Minsk UNECE Targets seminar May 12-14 2009



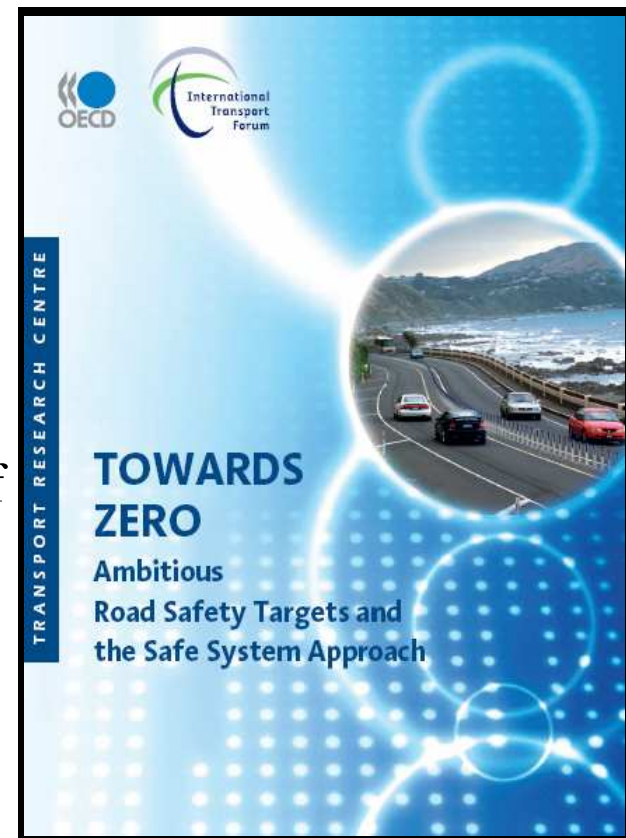
OVERVIEW OF PRESENTATION

- Towards Zero: the Safe System Approach
- Target and Strategy Development
- Strategy development and choice of targets: GB Case Study

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.





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



A new approach – a Safe System

- Means to achieve ambitious vision of elimination of deaths and serious injuries
- Takes a different view of risk on the network - work towards a system which is safe
- Energises necessary development over time
- Institutional means of achieving long term vision and interim results - to be found
- Shapes interventions to meet this goal – rather than relying on “*traditional*” interventions to set the limits of long term targets



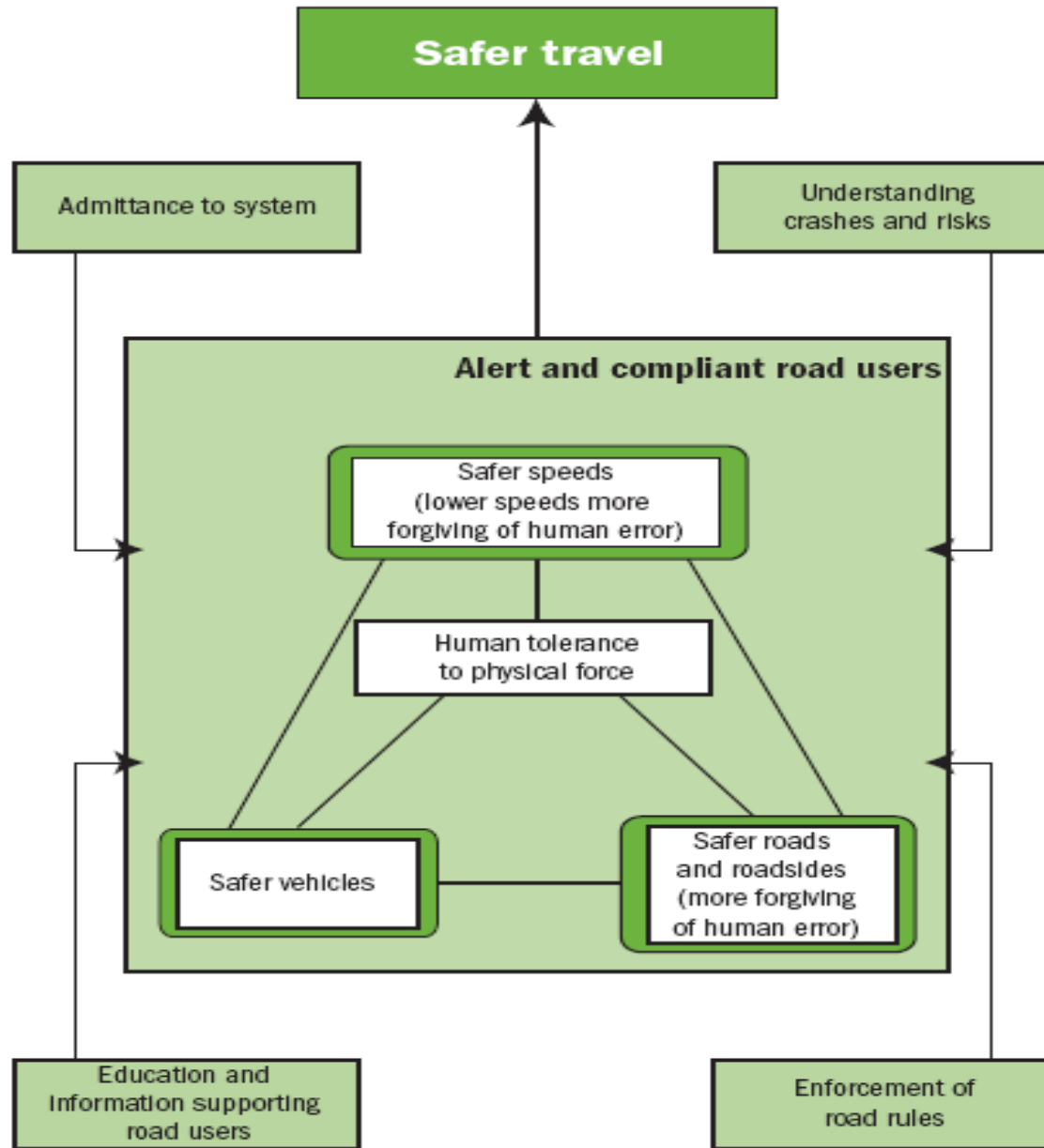
The Safe System Approach

- 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



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



Implement proven interventions

- Review safety management capacity
- Address capacity weaknesses as a priority
- Adapt and implement interventions used in more successful countries

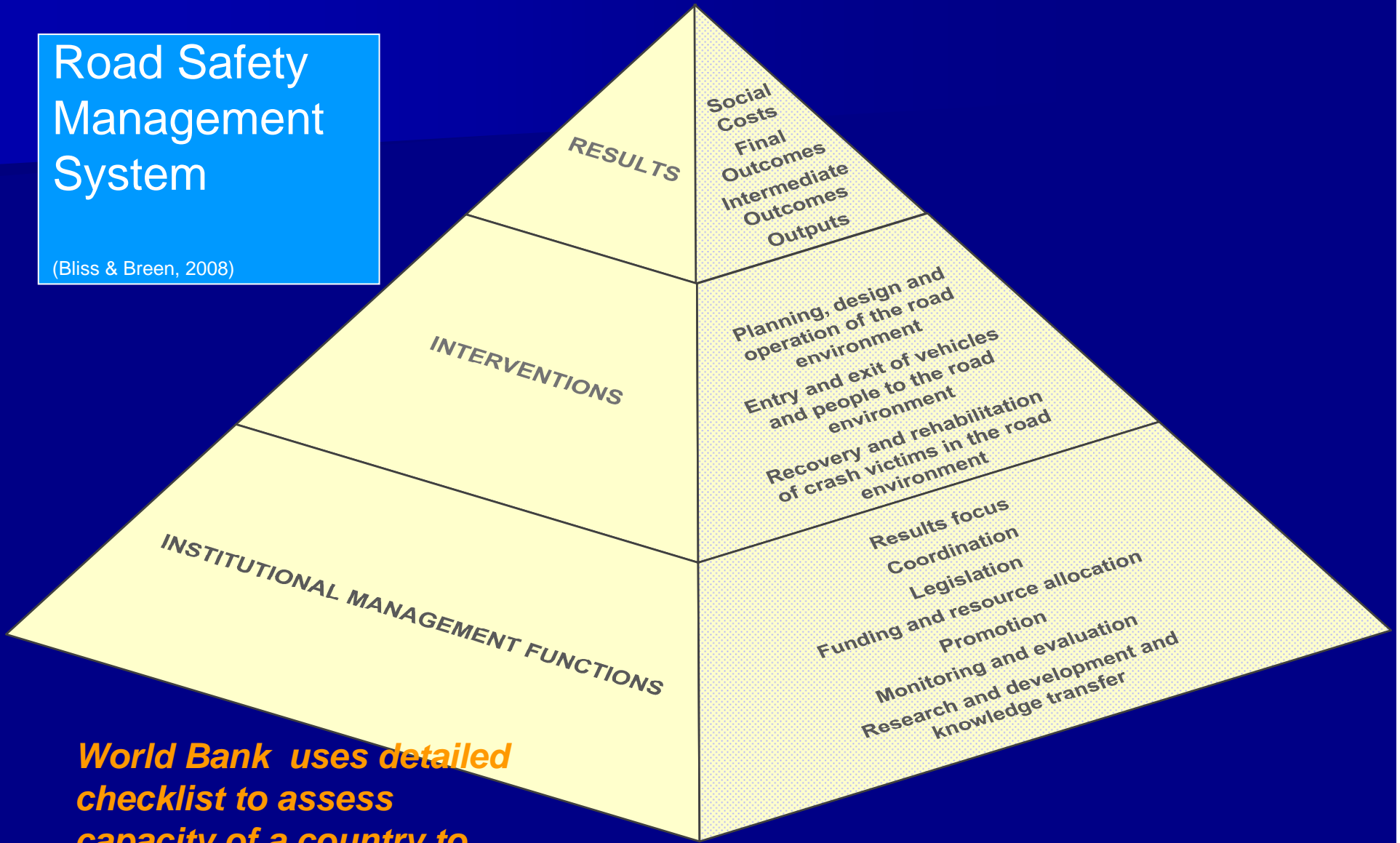


Key Interventions to address road safety risk factors

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

Road Safety Management System

(Bliss & Breen, 2008)



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



Institutional Management Functions

- Results focus
- Coordination
- Legislation
- Funding & resource allocation
- Promotion
- Monitoring & Evaluation
- R & D and knowledge transfer



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**



Key institutional management functions

Coordination

- multi – sectoral decision making hierarchy
- keep groups small – key agencies
- develop key partnerships between stakeholders
- specify individual (and combined) commitments
- consultative mechanisms
- engage professional organizations in road safety
- encourage all party Parliamentary interest in road safety.



Key institutional management functions

Promotion

- critical advocacy role for practitioners within government - within agencies - **build political support.**

Fundamental to getting issues on agenda

- **improve public awareness** of risks on road network – build ownership of issues
- Lead journey from concept to practice for agency operating policies, standards & guidelines



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



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**
- Sub-national targets
 - **Widen sense of ownership and accountability at all levels**
 - **Encourage partnerships and generate more action**



Adopting and meeting targets

- 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



Towards Zero as ultimate ambition: Interim strategies & targets

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



Adopting robust interim targets

- developing strategy options based on data/ research
- preparing targets for related strategy options
- adopting a strategy
- adopting the associated calculated target
- setting sub-targets for outputs, performance indicators, final outcomes, social cost savings
- steps towards the ultimate elimination goal



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