

Ireland's Road Safety Performance: Critical Success Factors

Ms. Moyagh Murdock, CEO

**Road Safety Authority
ETSC 13th PIN Conference, 19 June 2019**

Presentation Outline



- 1. 2018 Road Safety Review**
- 2. Ireland's road safety history**
- 3. Mid-Term Evaluation**
- 4. Recent legislative and policy interventions**
- 5. Current and future challenges**

Performance 2018 (Fatalities)

A TOTAL OF **146** PEOPLE LOST THEIR LIVES IN 2018

VEHICLE OCCUPANT FATALITIES

80



8%

DECREASE IN DRIVER DEATHS DOWN FROM 65 TO 60

23%

DECREASE IN PASSENGER DEATHS DOWN FROM 26 TO 20



114

IN 2018 THERE WERE **114 MALES** AND **32 FEMALES** KILLED ON THE ROAD



32

COMPARED TO 156 IN 2017
A 6% DECREASE

2018

* ROAD SAFETY REVIEW



ALMOST **1 IN 3** ROAD USERS KILLED WERE PEDESTRIANS

VULNERABLE ROAD USER FATALITIES

42



35% INCREASE ON 2017

15



25% DECREASE FROM 2017

9



36% DECREASE ON 2017

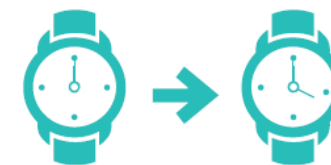


34%

OF ALL DRIVERS AND PASSENGERS KILLED WERE NOT WEARING A SEATBELT



SUNDAY WAS THE MOST DANGEROUS DAY OF THE WEEK (32 FATALITIES)



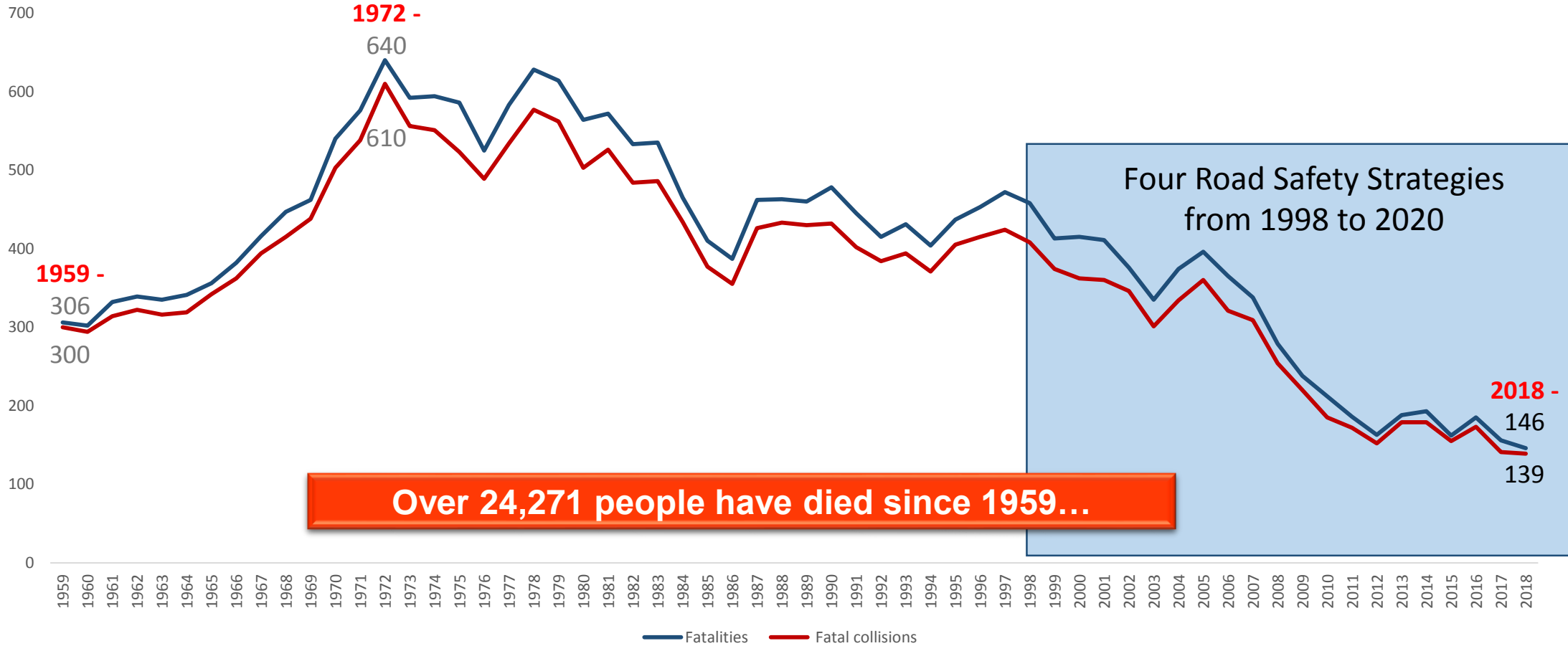
2 IN 5 FATALITIES OCCURRED BETWEEN 12PM AND 8PM

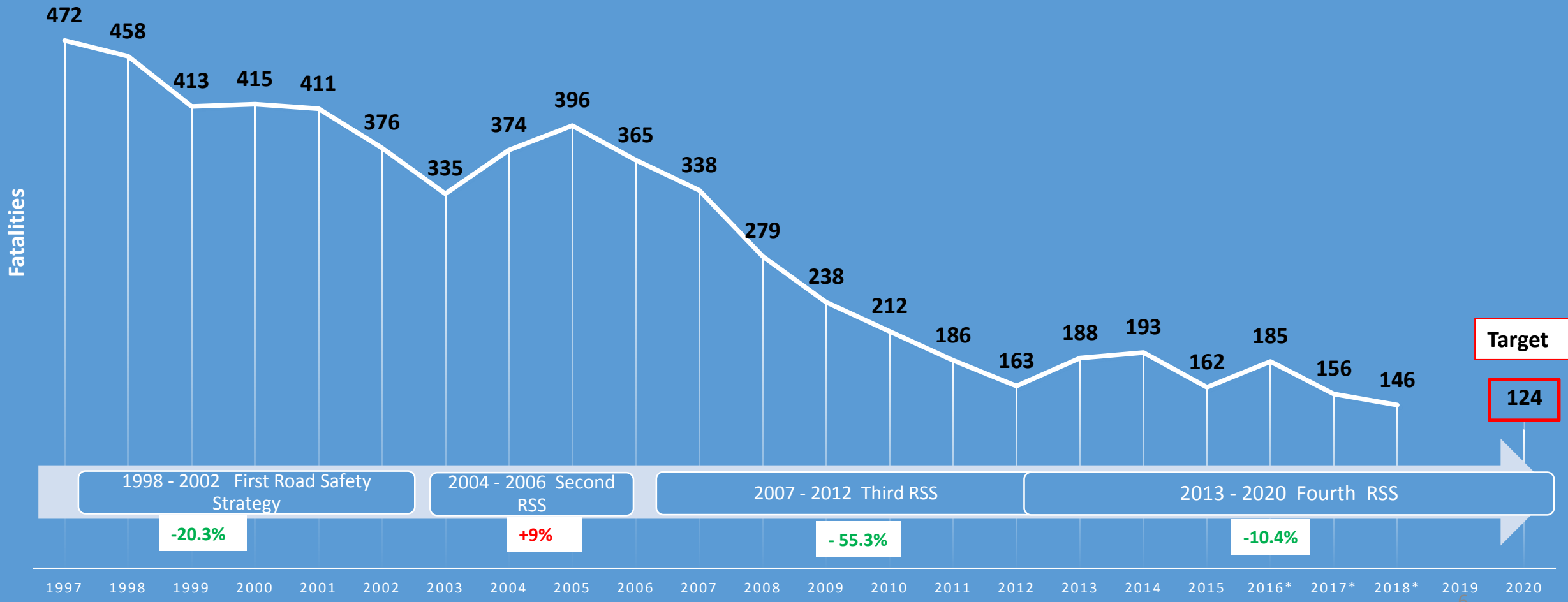
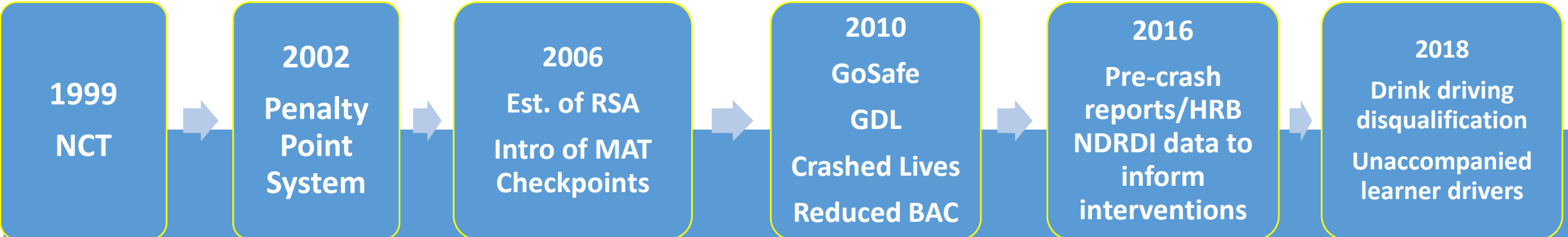
*2018 figures are provisional and subject to change. Valid as of 16 April 2019.

Ireland's Road Safety History

Fatalities peaked in 1972

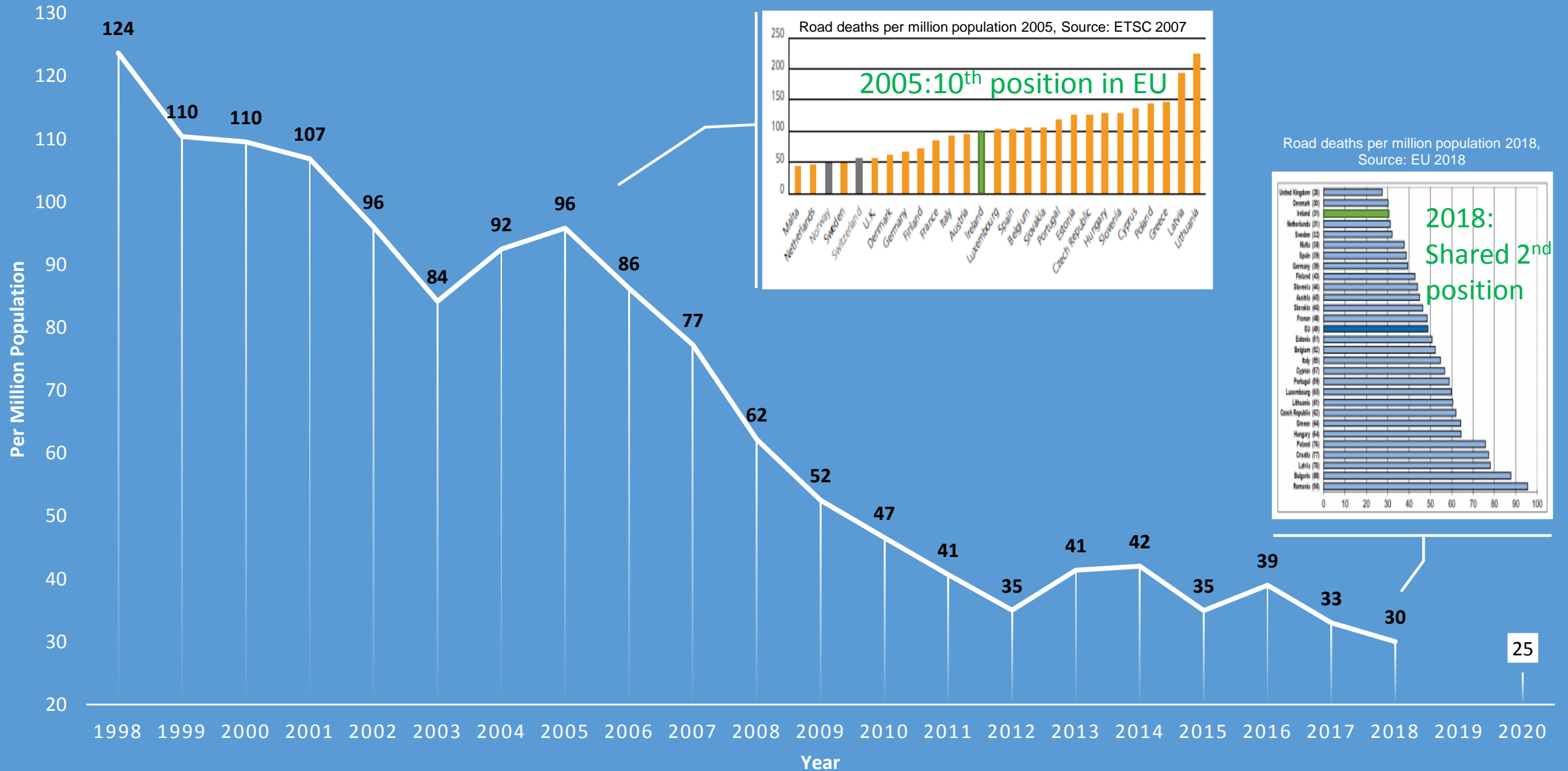
First Road Safety Strategy introduced in 1998





*Provisional figures

In 1998, Ireland had 124 deaths per million, reducing to 30 in 2018

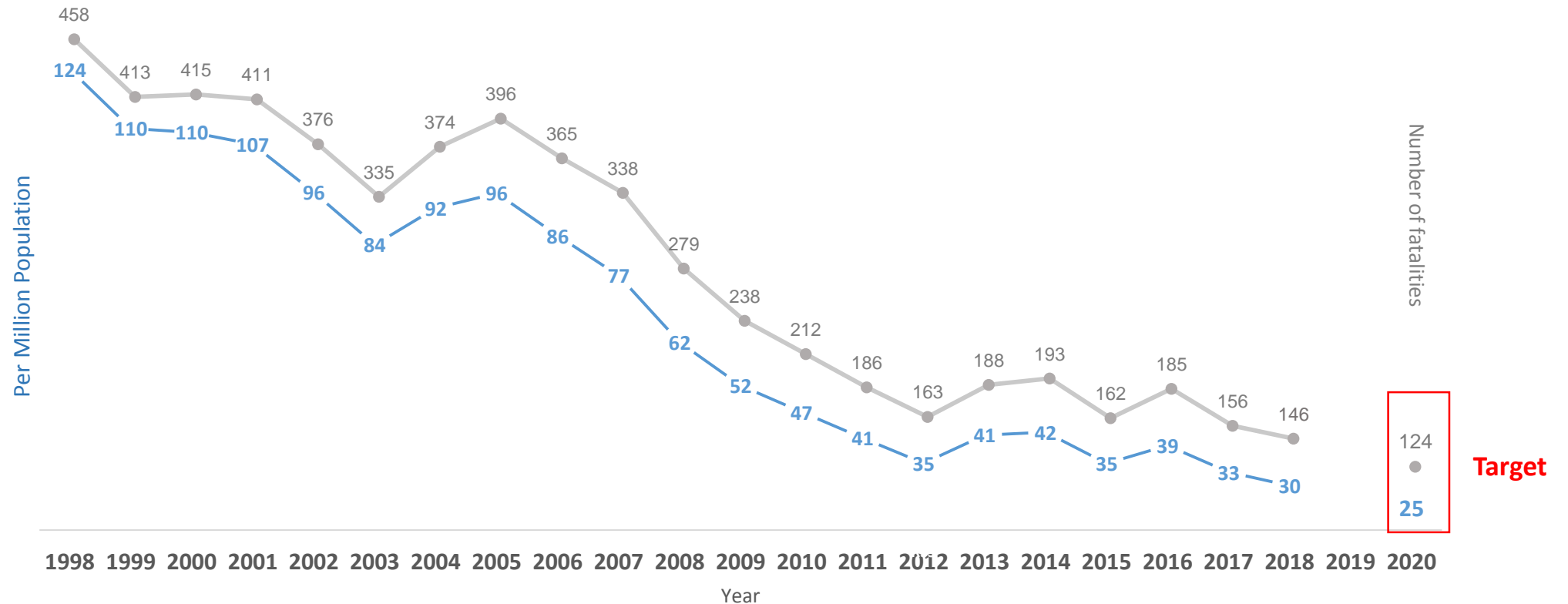


*Provisional figures

Performance versus RSS fatality targets

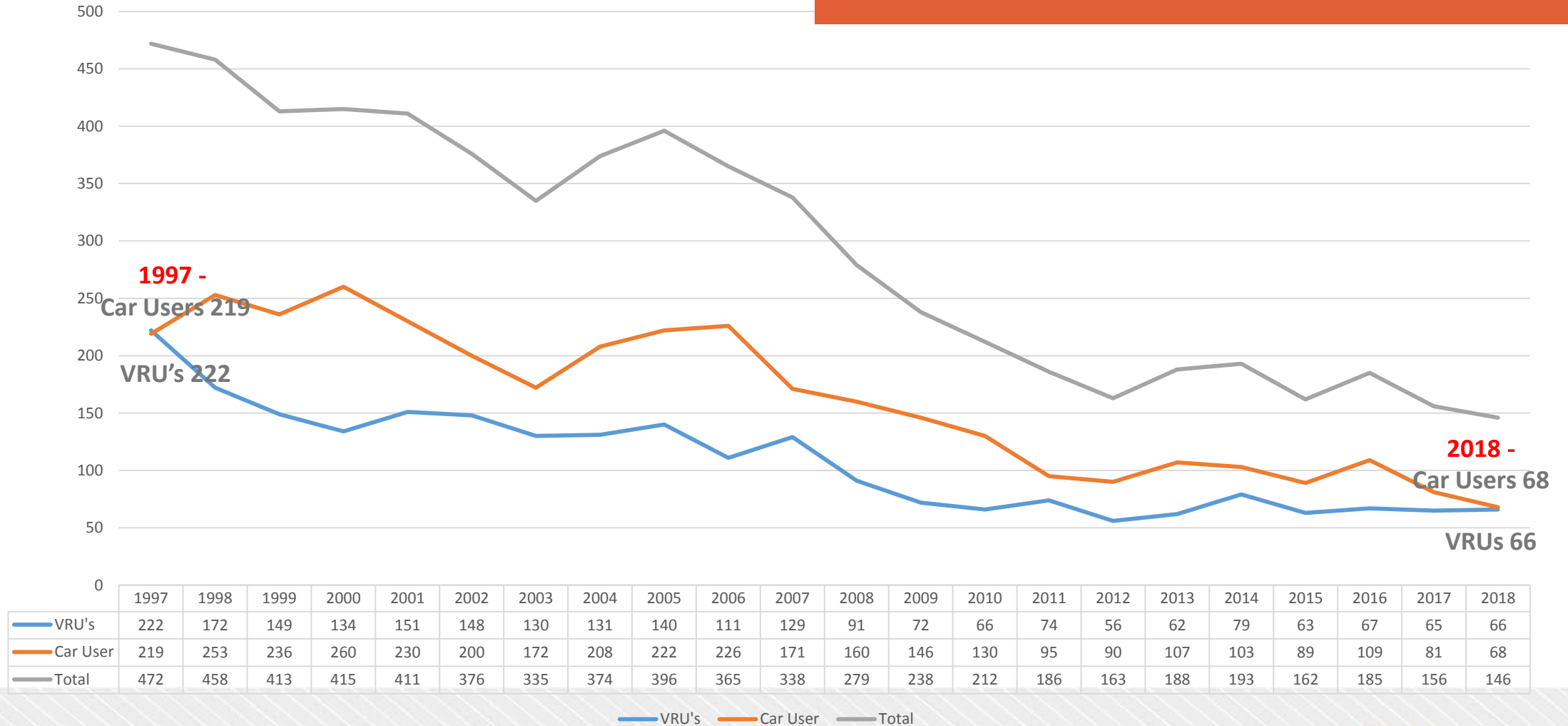
There were 146 fatalities in 2018, Ireland's safest year on record. This represents 30 deaths per million population.

To reach 124 fatalities by 2020, a 15% decline in fatalities is required from 2018 to 2020.



Fatalities Car Users and VRUs 1997 - 2018

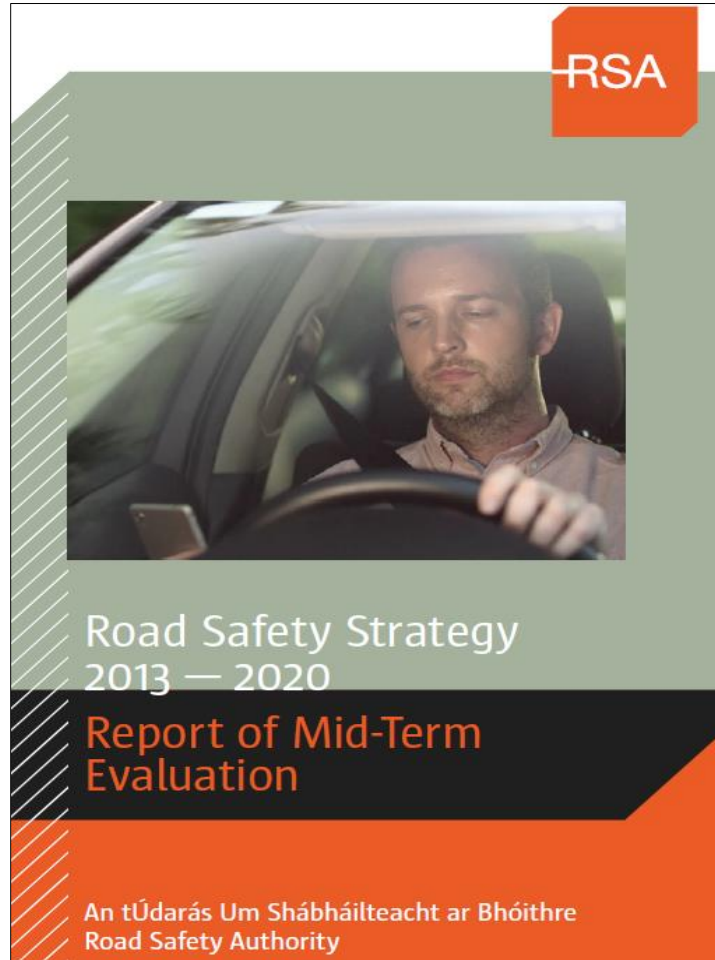
- Recent decline in fatalities driven by decline in car occupant deaths
- Stagnation in VRU deaths over last 3 years; VRUs represent increased share of fatalities



9 2016-2018 is provisional and subject to change

Mid-Term Evaluation

Mid-Term Evaluation



- Critical collaborative intervention to improve performance
- Conducted in 2016, after two years of increasing fatalities (2014, 2015)
- Review of progress: fatalities, injuries, contributory factors, Action Plan
- Strong stakeholder engagement: bilateral meetings and stakeholder workshops

Conclusions of Mid-Term Evaluation

Outcomes:

- Strong commitment from stakeholders evident
- Consensus that deterioration in performance is unacceptable.
- Tackling Killer Behaviours is critical
- **MUST** strive to achieve target on fatalities.

Priorities:

- Implement 22 new Actions
- Ensure 26 Actions behind schedule are completed
- More regular formal meetings to pro-actively monitor progress

RSA and stakeholders are committed to achieving target and implementing priorities

Recent Legislative and Policy Interventions

Amendment to Road Traffic Bill

1. Introduction of automatic 3 month disqualification for drink driving at 51mg- 80mg/100ml

Drink driving amendment:

Evidence base:

- Pre-Crash Report on Alcohol (2016) showed 38% of fatal collisions from 2008-2012 involved alcohol.
- International research on alcohol showcased at RSA International conference fuelled public debate (June 2017).
- ESRA study showed lower level of enforcement in Ireland vs EU average

Political context:

- Inaccurate reporting of police breath test figures (Sept 2017); loss of credibility, impact on RSA.
- Minister Ross committed to reducing alcohol related collisions by addressing inequity in penalty for drink driving at lower levels (abolish penalty point offence, replace with automatic disqualification).
- Controversial pre-legislative scrutiny; unpopular and divisive politically, rural TDs & drinks industry.
- Finally implemented in Oct 2018.
- Still hotly debated in media in 2019 (rural community, morning after testing) **BUT** drink driving remains in public mind-set = good news for road safety.
- Ironically, police now criticised for **too much** enforcement on drink driving, particularly for morning after.

Most recent evidence:

- Toxicology data available for 338 of the 393 RTC fatalities captured in Coronial Files data for 2013-2015, provided to the RSA by the HRB.
- Of those RTC fatalities with a toxicology record available (338), 120 had a positive toxicology for alcohol (35.5%).

Amendment to Road Traffic Bill cont'd

2. Unaccompanied learner driver legislation (The Clancy Amendment)
3. Preliminary Drug Testing

The Clancy amendment:

- Amendment to the Road Traffic Act to make it an offence for a vehicle owner to knowingly allow an unaccompanied learner or an unlicensed driver to drive their vehicle.
- Development of new Learner Driver campaign highlighting the potential risks of driving unaccompanied by an experienced driver.

Preliminary Drug Testing (2017)

- An Garda Síochána, our national police force, can now test for Cannabis, Cocaine, Opiates and Benzodiazepines at the roadside



Key Interventions

Education Campaigns



Cycle Safety Training



Alcohol questions on driving test



Virtual Reality - 'Consequences'

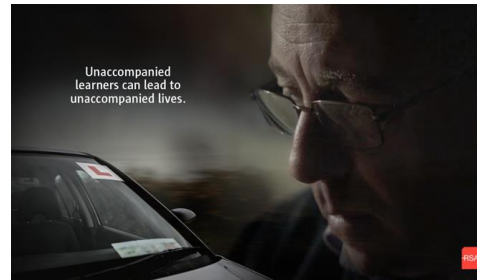


Emergency Services Driving Standard

Communication Campaigns



Bike Safety



Unaccompanied Driving



Drug Driving

Key Interventions

Two TV series on Ireland's National Broadcaster **RTE** **NOW YOU SEE ME** (cycling) and **How's Your Driving?**



Driving for Work Seminars and new Campaign



Key Interventions

Speeding Interventions



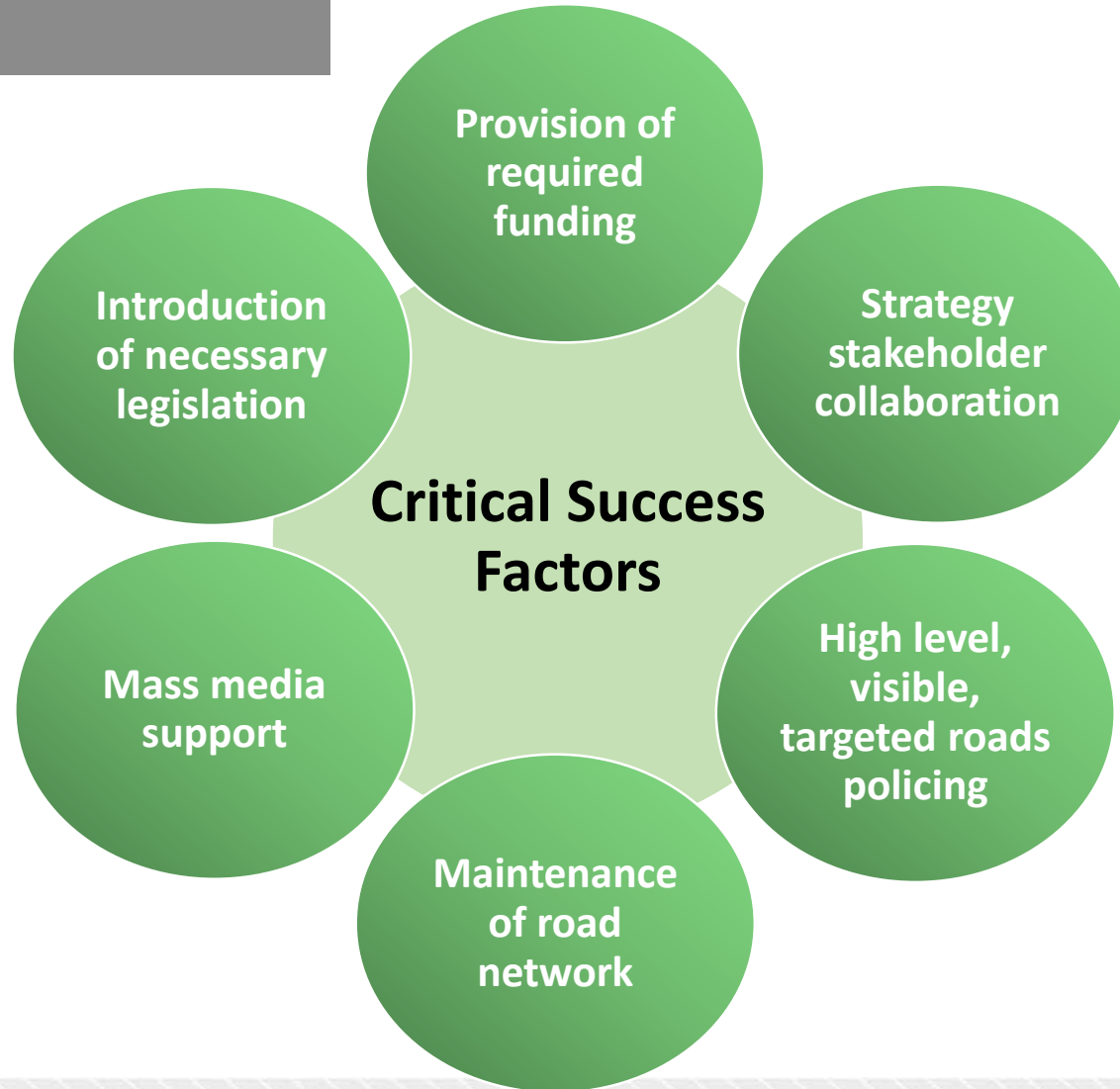
Urban Speed Campaign



Motorcyclist Speed Campaign



Increase of 30km/h speed limits



Current and Future Challenges

Current Challenges

Complacency

Compliance

Education

- Awareness campaigns
- Staying current, engaging, relevant
- Keeping road safety top of mind

Engineering

- VRU infrastructure
- Technological Infrastructure (eg for ISA, CAVs)
- Budget for roads

Forgiving roads

Enforcement

- Garda Numbers
- Garda Mobility Programme
- Public and political support

Evaluation

- Risk Exposure
- Most recent data to inform interventions
- Safety Performance Indicators

Evidence Base

Future Challenges

- **Vulnerable road users:** growing share of casualties, move to culture of mutual respect between different road user groups, but supported by fit-for-purpose infrastructure
- **Killer behaviours:** keep innovating to address these, particularly speeding – public awareness, media clutter, appropriate legislation, visible enforcement, culture of compliance
- **Serious injuries:** tangible progress in measuring these and reducing casualties must be made. How can interventions be tailored to reduce these?
- **Recidivist behaviour:** models to challenge hard-core offenders

Future Challenges cont'd

- **Technology:** Friend or foe? Distraction, e-scooters, autonomous vehicles. Ireland late adopter of life-saving technologies such as alcohol interlocks, ISA. Must catch up
- **New transport models:** marrying sustainable transport models, climate action and active travel safety. Harnessing transport technologies to deliver road safety and climate action objectives
- **Data:** SPIs, drugs as contributory factor, risk exposure data for VRUs, new research to investigate fatigue and emerging issues, data sharing, big data
- **Looking ahead to RSS 2021-2030, A 10 year strategy:** build in key moments of 'pause' to reflect & re-orientate as needed. Flexibility required

Thank you for your attention

Ms. Moyagh Murdock, CEO

**Road Safety Authority
ETSC 13th PIN Conference, 19 June 2019**