

PIN Flash 37: How to improve urban road safety in Europe

Safer roads, safer cities

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73%

of EU citizens think road safety is
a serious problem in cities

*eurobarometer

9,500



PEOPLE LOST THEIR LIVES ON
URBAN ROADS IN THE EU IN 2017

70% OF THOSE KILLED ON URBAN ROADS ARE VULNERABLE ROAD USERS

Vehicle occupants



30%

Pedestrians



39%

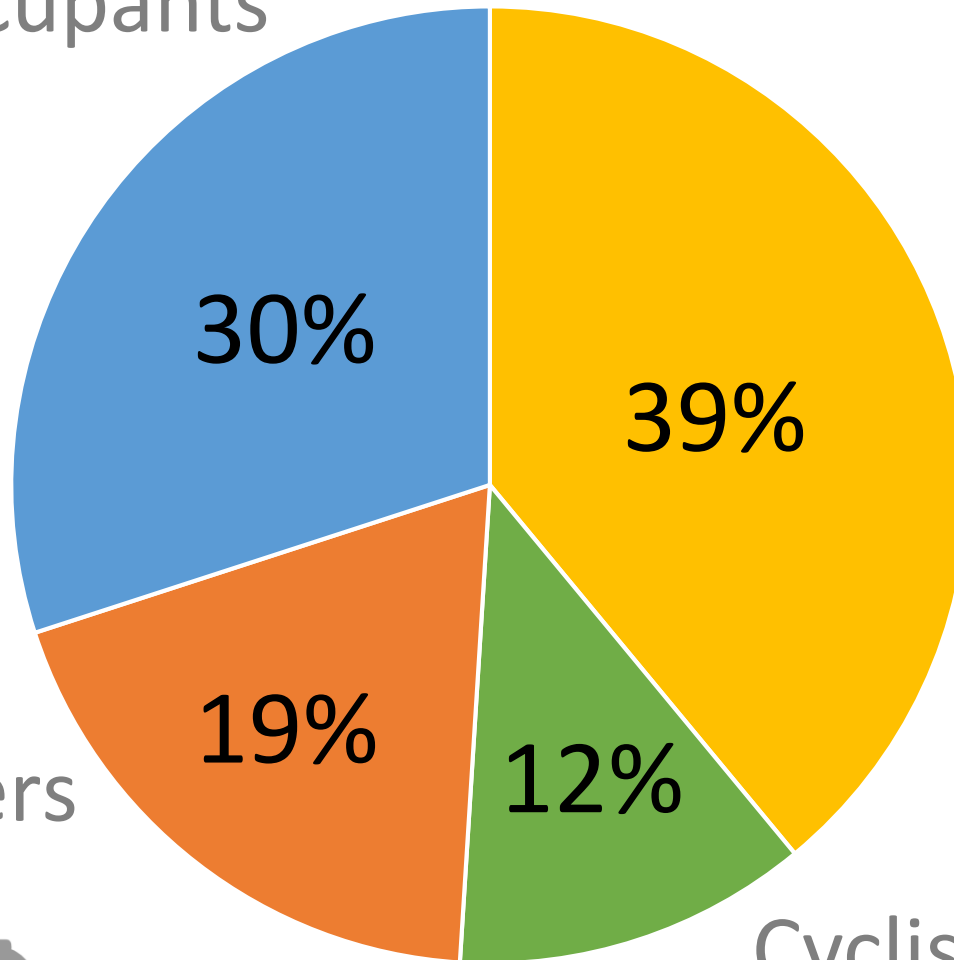
PTW riders



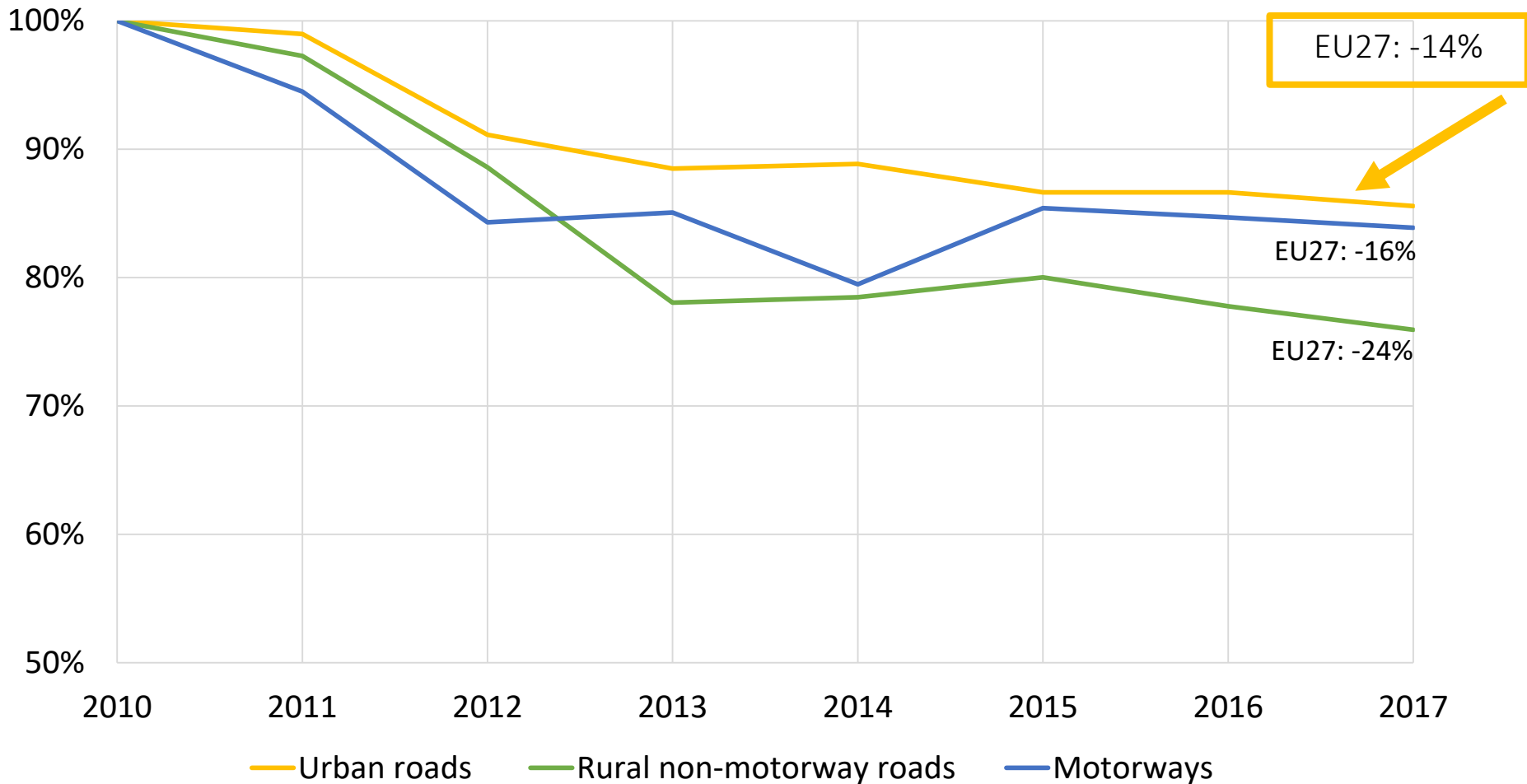
19%

12%

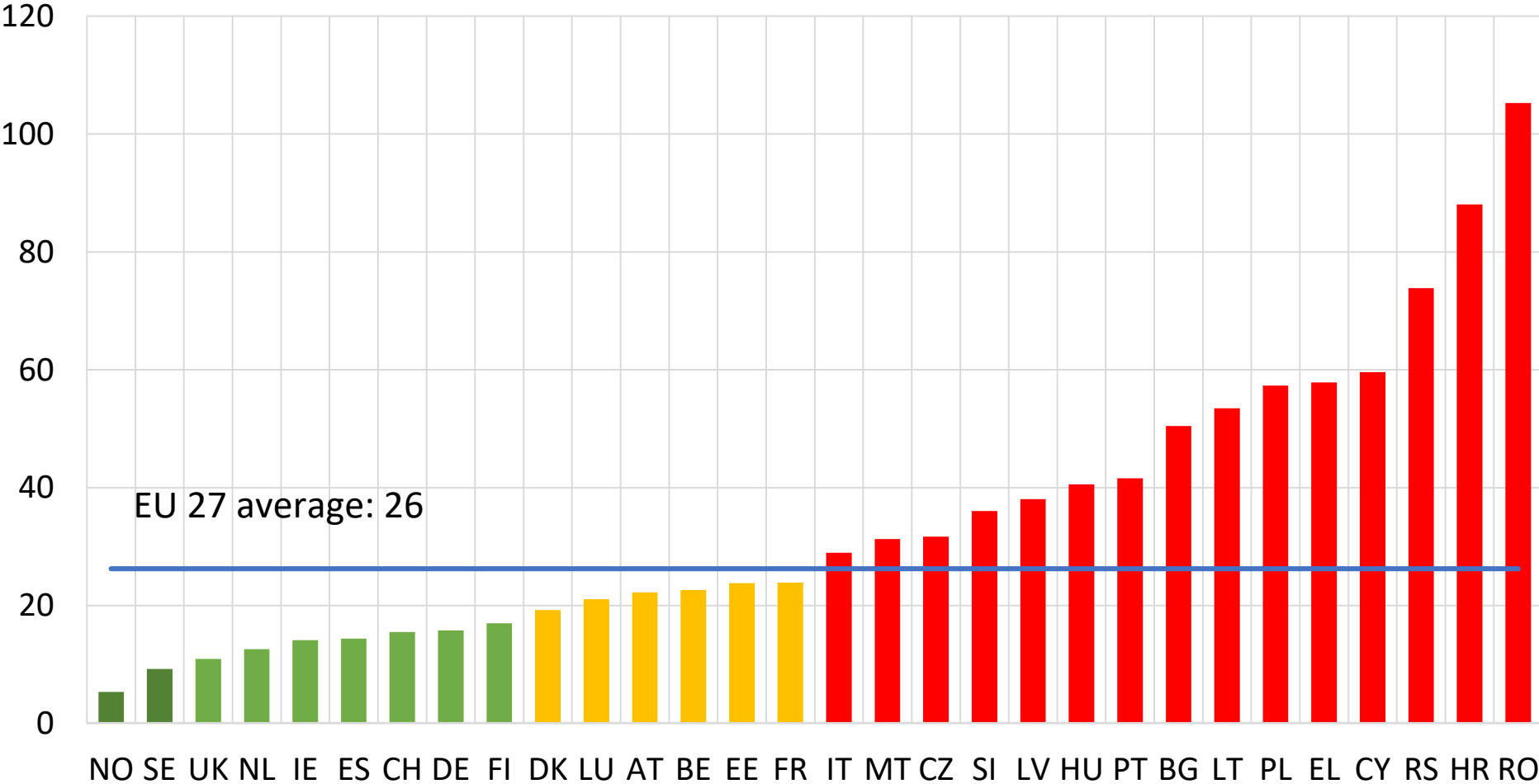
Cyclists



ROAD DEATH REDUCTION IN THE EU SINCE 2010 BY ROAD TYPE



URBAN ROAD DEATHS PER MILLION URBAN POPULATION 2015-17



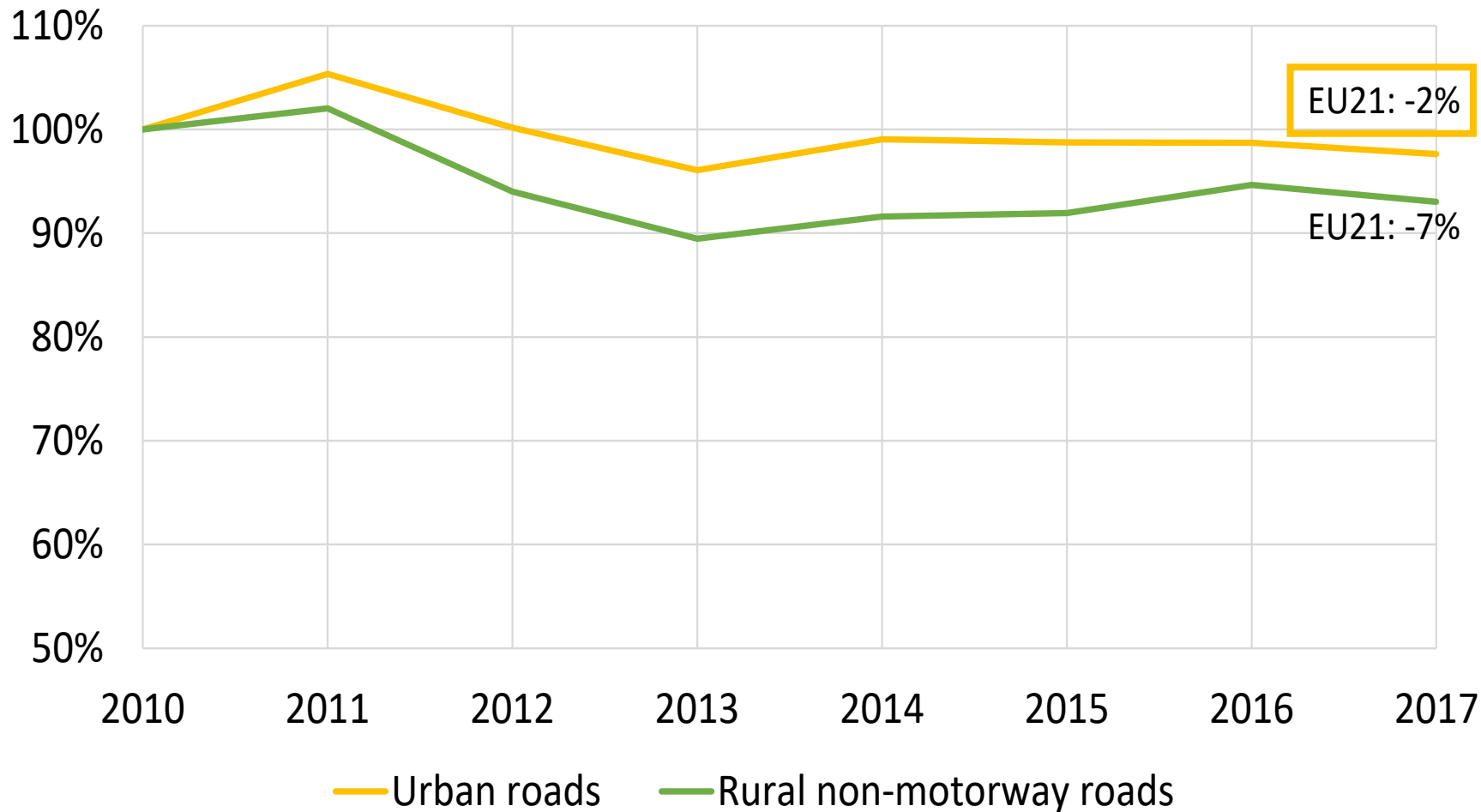
100,000



PEOPLE WERE SERIOUSLY
INJURED* ON URBAN ROADS IN
THE EU21 IN 2017

*based on national definition

SERIOUS INJURY REDUCTION IN THE EU SINCE 2010 BY ROAD TYPE



SPEEDING LEVELS ON URBAN ROADS IN THE EU RANGE BETWEEN

35% and 75%



INFRASTRUCTURE AND SPEED

- Urban road speed limits should match the road function
- Speed limits should be supported by infrastructure measures to be safe and credible
- At 30 km/h → cyclists and pedestrians can mix with motor vehicles in relative safety

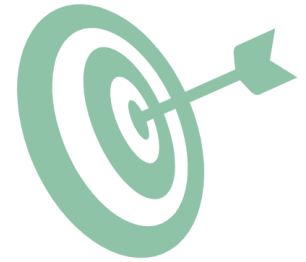


SUSTAINABLE URBAN MOBILITY PLANS

- Road safety should be integrated in Sustainable Urban Mobility Plans!
- Traffic safety – the main barrier to cycling
- Road safety - a critical challenge in shifting road users to sustainable modes of travel

CITIES: ROAD SAFETY CHAMPIONS?

- Going above and beyond national or EU legislation
- Road safety strategies and targets (based on Safe System), budget
- 30 km/h zones supported by appropriate infrastructure
- Safe and convenient infrastructure for walking and cycling
- Public procurement of safe vehicles



HOW CAN NATIONAL GOVERNMENTS HELP CITIES?

- Involve city representatives in national road safety strategies
- Encourage local authorities to adopt 30 km/h zones supported by appropriate infrastructure
- Encourage cities to apply safe infrastructure design guidelines

HOW CAN THE EU HELP CITIES?

- Specific EU funds to support priority measures such as 30 km/h zones
- Funds for urban mobility should comply with road safety standards
- Integrate road safety into the Guidelines for Sustainable Urban Mobility Plans (SUMPs)
- Monitor and promote best practice in road safety within SUMPs



→ Rue de la Loi,
Brussels,
364 days per year

Rue de la Loi, Brussels
1 day per year →
car-free day



CITIES CAN BE ROAD SAFETY LEADERS.

THE WAY FORWARD:

