



# Traffic Safety

## In Public Transport

**13 October 2014**

# Arriva Denmark





# Arriva Denmark

- Arriva has been part of public transport in Denmark since 1997
- Arriva Denmark provides passenger transport by bus, train and waterbus
- 3,300 bus drivers and 1,200 buses that run 90 million kilometers per year
- Half a million daily customers
- Arriva Denmark is part of the Arriva Group with operations in 14 countries across Europe



# Performance Targets



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- Reduce the number of accidents – resulting in material damage and/or personal injury – by 50 per cent from 2013 to 2017
  
- Reduce the number of 'incidents' by 15 per cent during 2014 – having already reduced the number of incidents by 65 per cent from 2011 to 2013
  
- Incidents include:
  - accelerating too fast
  - hitting the brakes too hard
  - going through curves too fast



# Processes



## Processes

- Bus drivers are included in the development of new processes as they are the experts on the risks and dangers of road traffic
- All buses are equipped with a telematic system that measures the G force that passengers are subjected to during the bus ride
- Bus drivers are coached in safe and ECO friendly driving
- Bus drivers receive weekly reports on their over all performance
- Bus depots post weekly top lists of the best drivers – and hand out small prizes to the winners



# Initiatives





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- A national championship to crown the best driver in Arriva – along with 20 local champions and 4 regional champions
- A health bus fully staffed with specialists to address health related issues among employees
- Alcolocks on all new buses and random breath alcohol testing
- Partnership with the Danish Road Safety Council to develop a company road safety policy
- Partnership with the Danish Cyclists Federation to avoid accidents involving cyclists and passengers leaving the bus

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# Results





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### 2013-14 compared to 2011-12

- The number of personal injuries has dropped from 64 to 50 (22 percent)
- The number of 'incidences' has dropped from close to 1,2M to under 400,000 (67 per cent)
- The average material cost of damages has dropped from €1,095 to €841 (23 per cent)
- Fuel efficiency has increased from 2.58 to 2.70 kilometers per liter – saving Arriva an annual €2M

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**the best experience  
in public transport**

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**Arriva Denmark**

Skøjtevej 26  
DK-2770 Kastrup  
Denmark

+45 7230 2500  
info@arriva.dk

**www.arriva.dk**