

Measures to Improve Urban Road Safety and Protect Vulnerable Road Users

EU Road Safety Exchange Launch Event

9 October 2019

Dovile Adminaite
ETSC Project Manager



European Transport Safety Council

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%

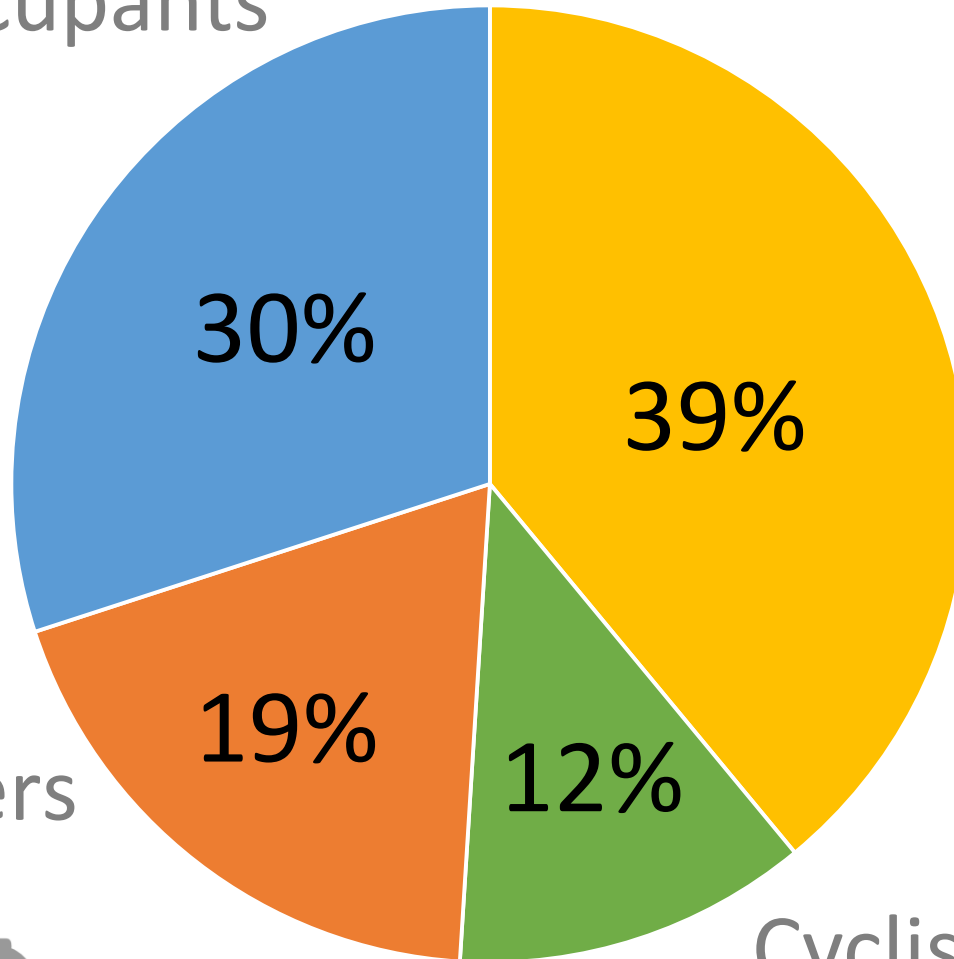
PTW riders



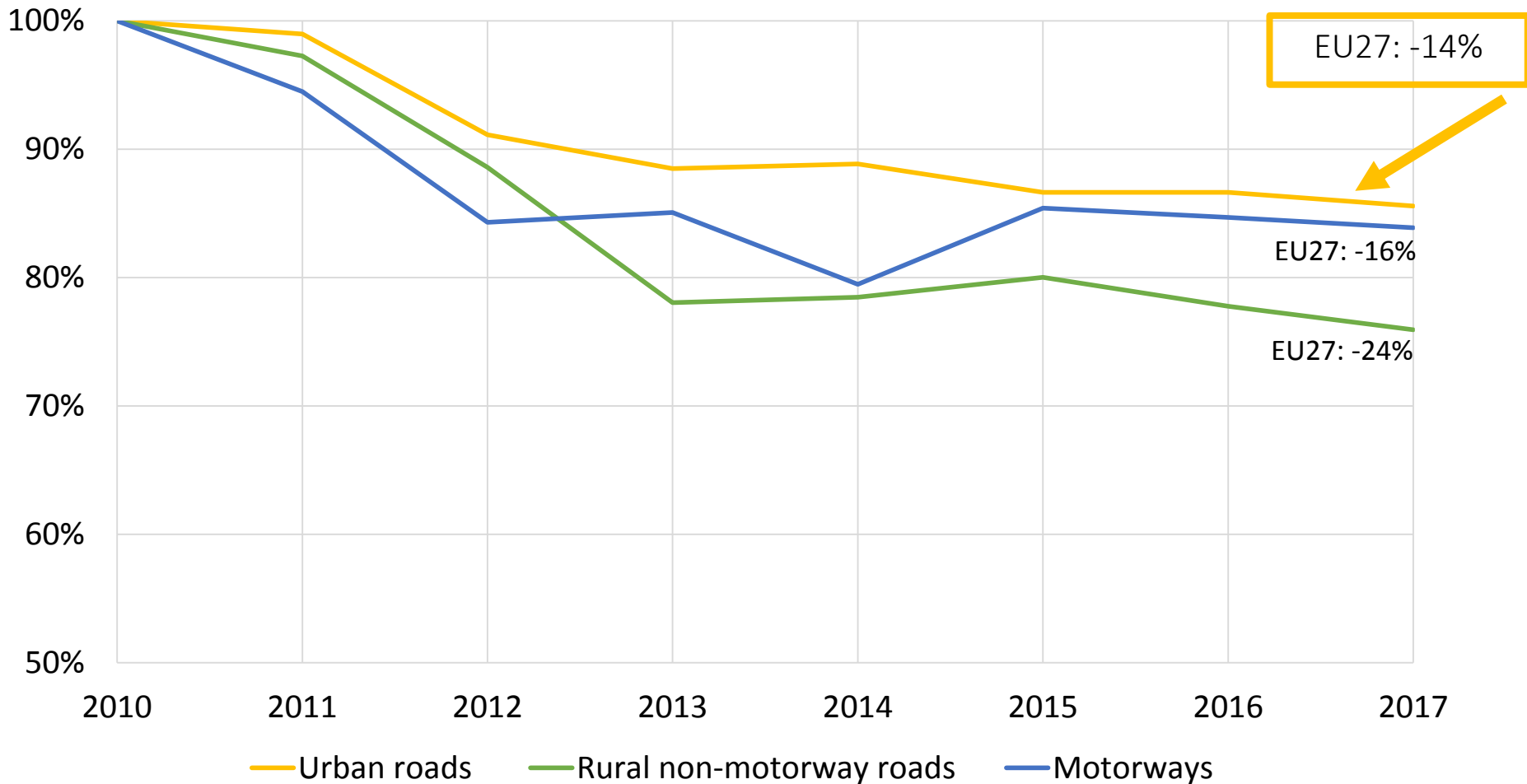
19%

12%

Cyclists



ROAD DEATH REDUCTION IN THE EU SINCE 2010 BY ROAD TYPE



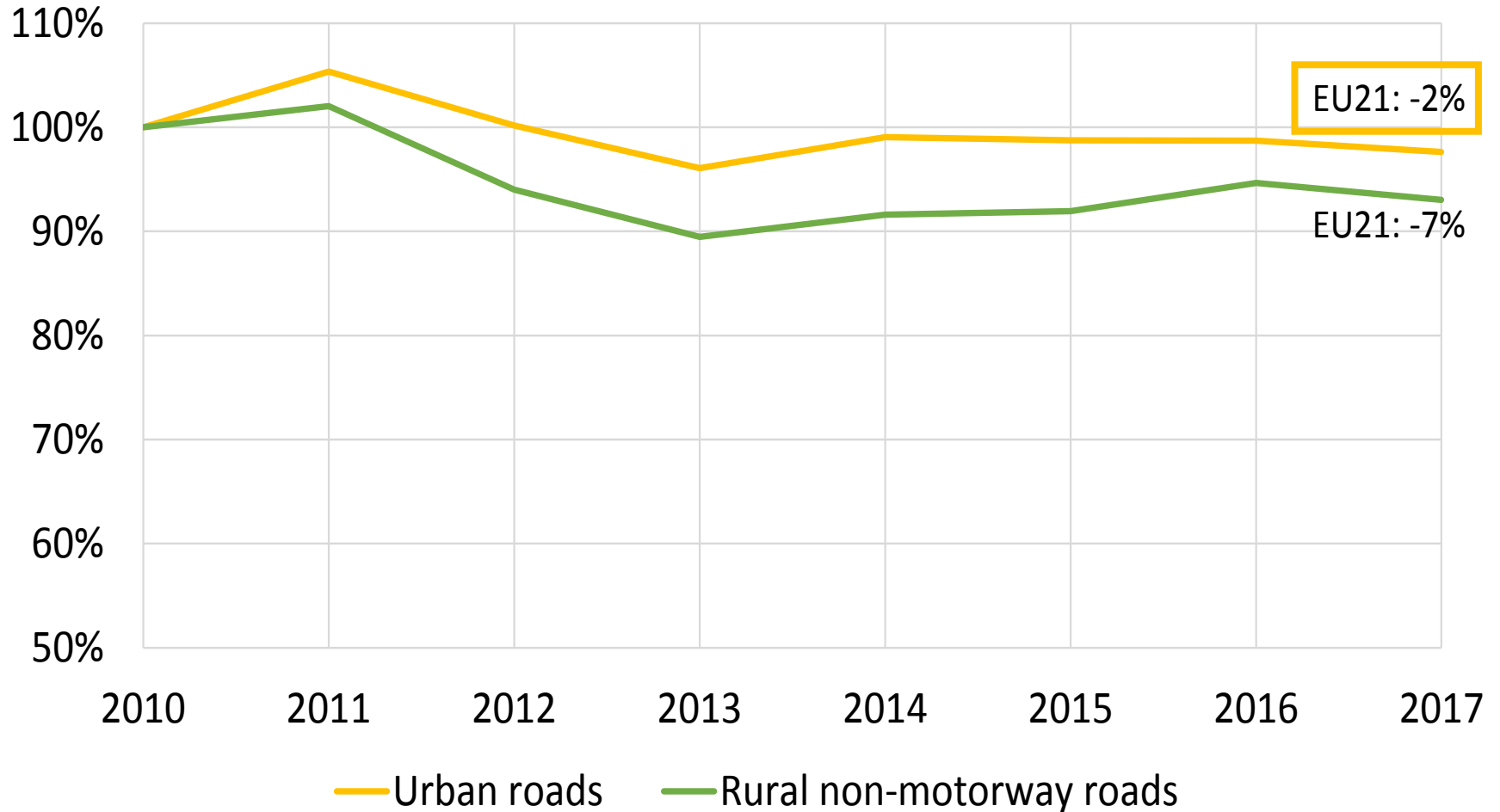
100,000



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

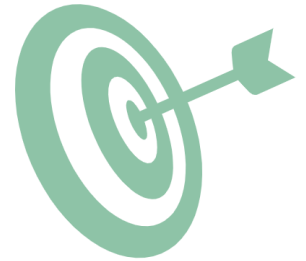


SUSTAINABLE URBAN MOBILITY PLANS

- 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, targets and budget
- Road safety integrated in Sustainable Urban Mobility Plans
- 30 km/h zones supported by appropriate infrastructure
- Safe and convenient infrastructure for walking and cycling
- Traffic reduction and access regulation
- Public procurement of safe vehicles



GOTHENBURG IN SWEDEN

- Vision Zero
- One speed hump in 1978 - 2500 traffic calming measures today – citizens asking for more!
- Residential areas - 30 km/h speed limit
- 75% of reduction in serious injuries due to traffic calming and separation of VRUs
- €1 invested = €48 in socio-economic benefits
- 650,000 km travelled per day shifted to arterial roads

JAWORZNO IN POLAND

- Improvements in road infrastructure since 2007
- Funds: 26% - EU, 46% - national government, 28% - municipal budget
- 30% of city streets reconstructed in 2018
- Trips with cars decreased by 32%
- 32% of all trips in the town are done on foot or on a bicycle
- Zero deaths in two and half years

JAWORZNO IN POLAND



HOW CAN NATIONAL GOVERNMENTS HELP CITIES?

- Involve cities in work on national road safety strategies
- Walking and cycling safety strategies
- National funds
- Enable cities – expertise and framework legislation
- Encourage local authorities to adopt 30 km/h zones supported by appropriate infrastructure
- Develop, and encourage cities to implement, safe infrastructure design guidelines

HOW CAN THE EU HELP CITIES?

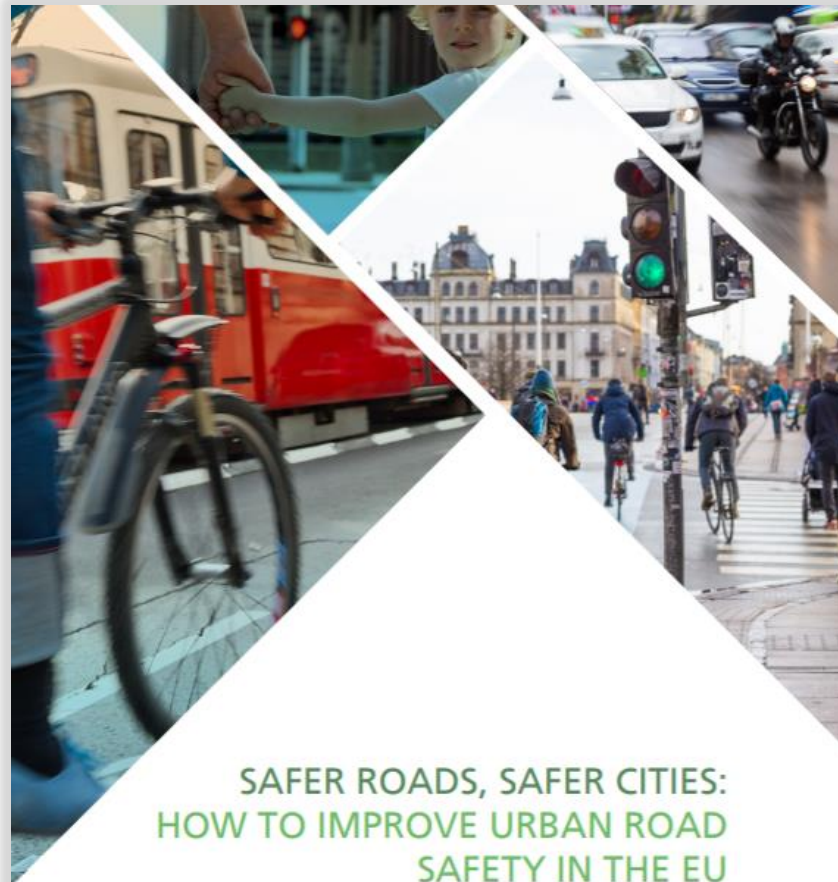
- Specific EU funds to support priority measures such as 30 km/h zones
- Funds for urban mobility should comply with road safety requirements
- Monitor and promote best practice in road safety within SUMPs



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

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





SAFER ROADS, SAFER CITIES: HOW TO IMPROVE URBAN ROAD SAFETY IN THE EU

PIN Flash Report 37

June 2019



<https://etsc.eu/pinflash37>