



Dublin City Council Strategy for Crash Reduction

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Background Dublin City Council

- **Over 6,500 staff**
- **505,793 population (2006) (1.5m Dublin)**
- **Area 11,500 hectares**
- **1,200km of roadway**
- **2,400km of pathways**
- **635 sets of traffic lights**
- **Issue over 704,000 vehicle licences**
- **Over 550,000 registered vehicles***



DCC Roads & Traffic Dept.

- **Local Authorities play a strategic role in crash reduction –DCC Strategies include**
- **Providing a modal shift from car to public transport inc walking and cycling**
- **Developing and optimising the city's road network**
- **Managing on-street parking**
- **Improving the city's environment**
- **Developing a casualty reduction programme**



Historical Casualty Rates

During Period 1968 – 1971
in Ireland

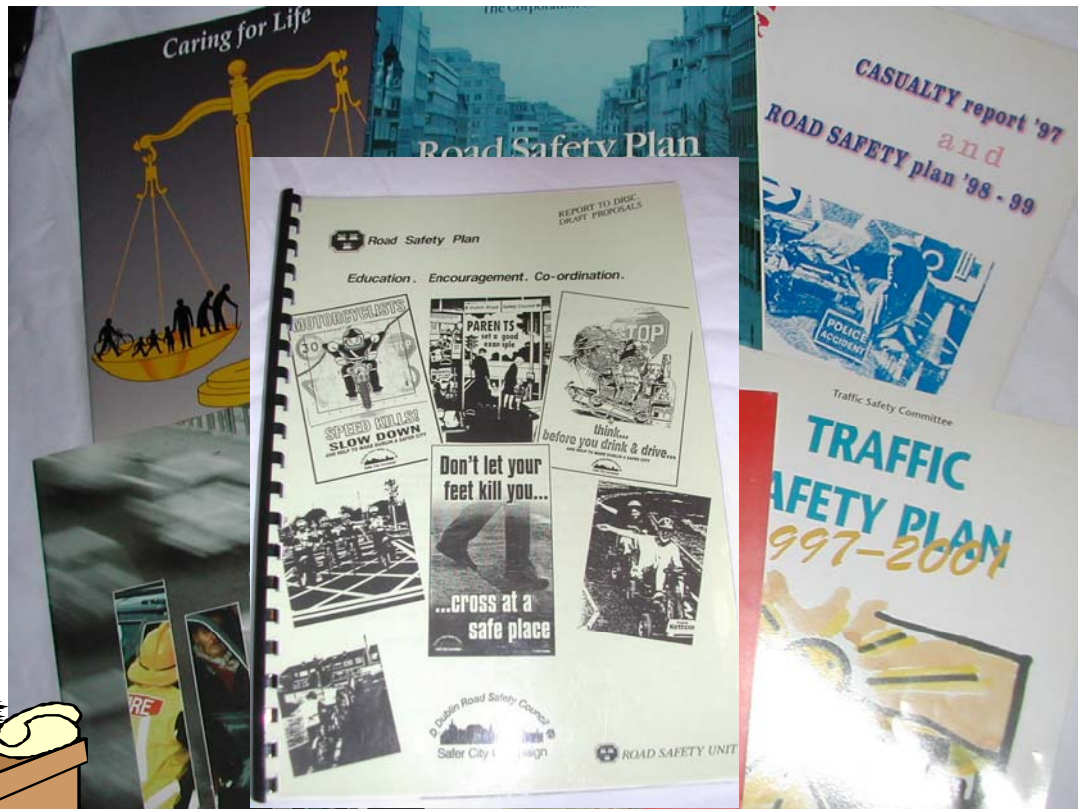
2,025 Killed

38,180 Injured

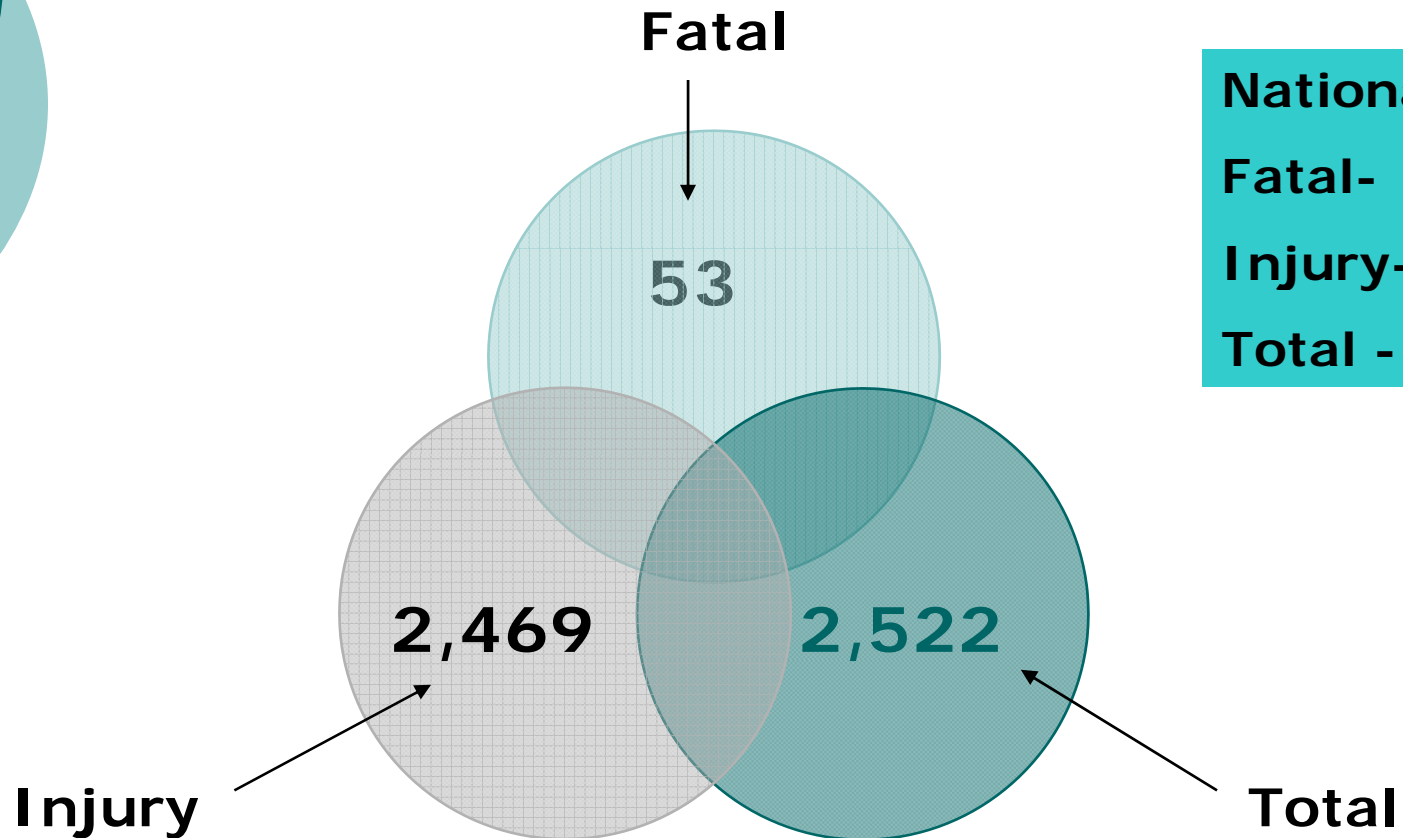
477 Young Persons Under 19 Killed on our Roads.

DCC 1st Local Road Safety Strategy for Crash Reduction 1997

First Document proposed in 1996 by Dublin Road Safety Council outlined a strategy for Education Encouragement Enforcement measures



Dublin City Casualty Rates 1997



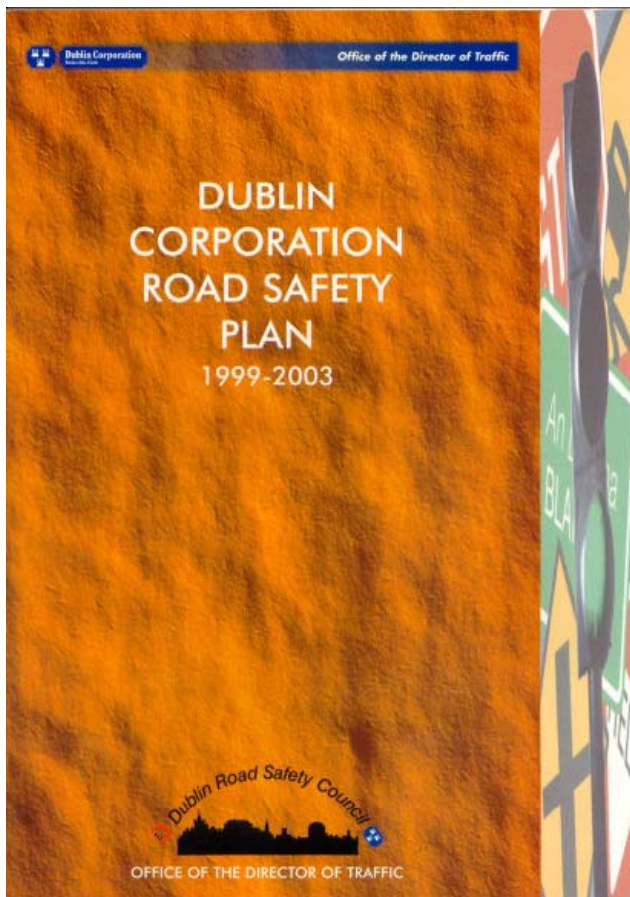
National Figures

Fatal- 424

Injury- 8,072

Total - 8,496

DCC 2nd Road Safety Plan 99-03



Dublin City Council

**First Published
Road Safety Plan
by any**

**Local Authority
in Ireland**

1998

**5 Year Strategy for
Accident Reduction**

1999-2003

Dublin City Casualty Rates 99-03

**During the five year period
1999-2003**

- On average 20 fatal accidents.
- 1,480 injuries each year.
- Community costs approx. €320m.
- Current figures for 2006– approx. €100m.



Engineering Measures

Measures contained in the 1999-2003 RSP

- Construction of 11 new Quality Bus Corridors (QBN)
- Implementation of a Strategic Cycle Network
- Management of on-street parking
- Introduction of Environmental Traffic Cells
- Develop Cross City Safe Pedestrian Routes
- Implementation of road safety audits
- Increased Traffic Calming
- Treatment of the 10 worst accident sites
- Introduction of new pedestrian facilities
- Direct input to planning for traffic management
- Additional School Wardens to control children crossing

DCC Road Safety Plan 05-07

Dublin City Council's 3rd Road Safety Plan 2005-2007

Based on 5 Es Principle

- Engineering
- Education
- Encouragement
- Enforcement
- **Effectiveness +**

Target 25% Casualty
Reduction over
3 years





Aims & Objectives of the RSP

- To provide a focus on RS & transportation policy measures.
- To highlight the scale of deaths and injuries on the road network.
- To develop policy and actions for improvement.
- To develop new initiatives in targeting specific vulnerable road users.
- To meet national targets as set out in RS Strategy 2004-2006.



Engineering Measures

Sub-Targets 1-4

- Carry out remedial measures at collision prone locations
- Implement Area-wide and local traffic calming including ETC
- Carry out Road Safety Audits on all major road & traffic schemes
- Implement mass action programmes



Engineering Measures

Target 1: Carry out remedial measures at collision prone locations

Actions:

- Develop a ranking of collision locations using DCC data.
- Carry out investigations at sites & implement remedial measures.
- Develop investigation & prevention procedures inc staff training.
- Review collision prevention programmes.



Engineering Measures

Target 2: Implement Area-wide and local traffic calming including ETCells

Actions:

- Carry out a review of traffic calming measures and the traffic cell programme, recommend future TC in the city.
- Initiate the implementation of the special 30km speed limit at specific locations inc CBD.

Engineering Measures -Traffic Calming

Speed Management



Engineering Measures - Traffic Cells



**Special
30
km/h
Zones**



Engineering Measures

Target 3: Carry out Road Safety Audits on all major road & traffic schemes

Actions:

- Implementation of DCC RS Audit procedures on all non-national road network.
- Carry out RS Audits on all national arterial routes inc. traffic calming and QBN.
- Provide training & development for new and existing staff in RS Audit procedures.

Engineering Measures

Target 4: Implement mass action programmes during the life of the RSP

Actions:

- **Improve pedestrian facilities city wide inc the provision of disability enhancements.**
- **Develop cross city walking links & routes.**
- **Implementation of DCC HGV Management Strategy. (85% reduction of 5 axle HGVs)**
- **Utilisation of road space for vulnerable road users inc pedestrians and cyclists.**
- **Carry out review of 'Safe Routes to School' schemes and make recommendations for further implementation of the programme.**

Engineering Measures

Pedestrian Safety



1997 30 Fatal 615 Injury - **2006** 7 Fatal 227 Injury

Engineering Measures

Pedestrian Safety



Count Down Timers

- Displays actual available waiting time
- Modify pedestrian behaviour
- Reduce waiting times
- Reduce accidents

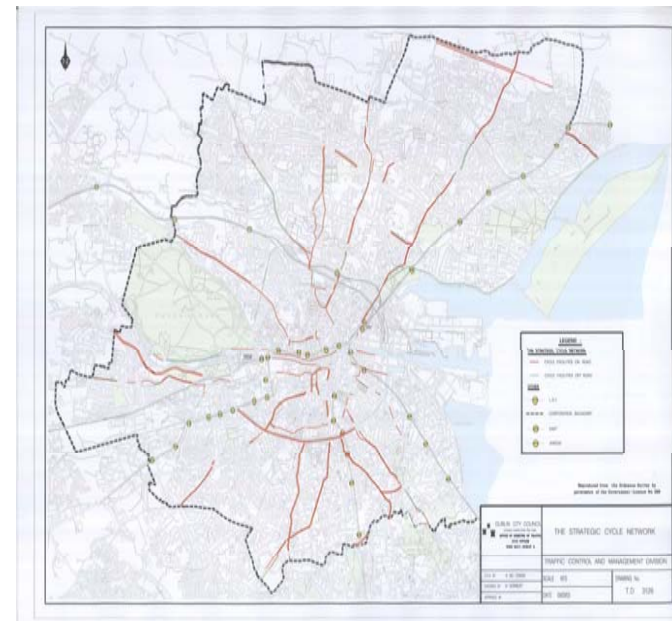
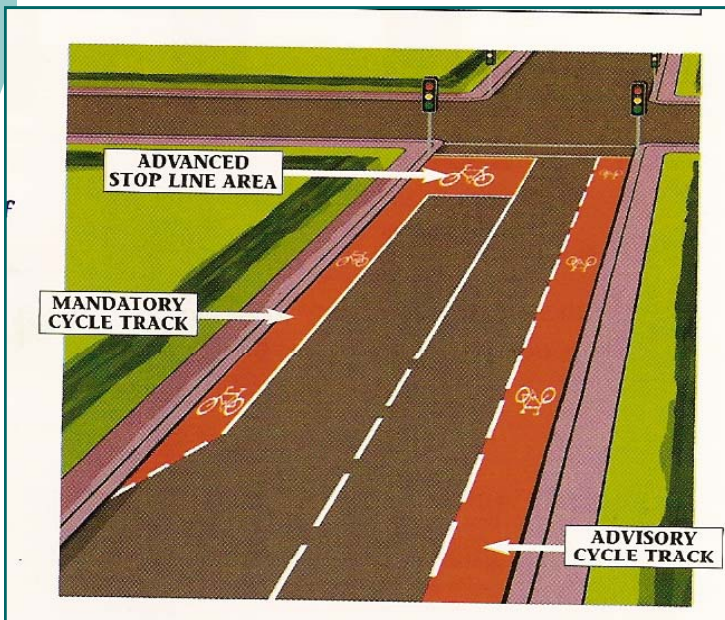
Engineering Measures - QBN

Quality Bus Corridors (QBCs) Provision of road space for public Transport



Engineering Measures

Cyclist Safety



1997 6 Fatal 284 Injury - **2006** 3 Fatal 86 Injury

Engineering Measures

Cyclist Safety

**Implementation
of over
160km of a
Strategic
Cycle
Network**



Engineering Measures – Safe Crossings

Managing Child Safety



**Employment of additional
School Wardens (230)**

Engineering Measures

Driver Safety



1997 9 Fatal 1024 Injury - **2006** 3 Fatal 133 Injury

Engineering Measures

Managing Parking & Improve
Pedestrian Crossings



As part of Safe Routes to School Projects

Engineering Measures



Front of School Treatment- Pilot Safety Zone



Education & Encouragement

Sub-Targets 1-4

- Support schools in delivering road safety education to young road users.
- Development of Traffic Education Programmes in Primary & Secondary Schools.
- Implementation of local safety campaigns for vulnerable road users.
- Encouragement of individual responsibility when using the road network.



Education & Encouragement

Target 1: Support schools in delivering road safety education to young road users.

Actions:

- Further develop the 'Early Start' Programme.
- Promote the concept of 'Road Safety Weeks' in school.
- Support schools by the provision of resource material that has links to SPHE.
- Support and encourage 'Walk to School Week'
- Promote and encourage the new 'Bike Start' Cycling Training Programme to UK National Standards.
- Increase awareness through marketing at exhibitions and competitions.



Education & Encouragement

Target 1.....

- **Develop web based technology to promote RS.**
- **Explore greater co-operation with other agencies Gardai, HSE, Community Groups etc.**
- **Develop a School Warden Facilitator Programme.**
- **Provide facilitation to parents and schools for the 'Walking Bus' and 'Safe Cycling Clubs'.**
- **Develop further the concept of Road Safety Theatre-in-Education for Primary & Secondary Schools.**



Education & Encouragement

Target 2: Implementation of local safety campaigns for vulnerable road users.

Actions:

- **Specific targeting of road users on an area wide basis through increase awareness and publicity.**

Education & Encouragement

Target 4: Encouragement of individual responsibility when using the road network.

Actions:

- Encourage safe use of the cycling network by cyclists.
- Increase the awareness level of Drivers, especially HGV drivers regarding vulnerable road users.
- Encourage driver and PTW to use dipped headlights as a road safety measure.
- Extend the use of the VMS to encourage safe use of the road network.
- Encourage schools and parents to develop and promote school travel plans and strategies.

Education & Encouragement



Road Safety Training Programmes

- Pedestrian Skills
- Cycling Training
- Motorcyclist Awareness
- Walk to School
- Older Driver Training
- School Warden Facilitator
- Mobility Training
- SW Supervisory Training

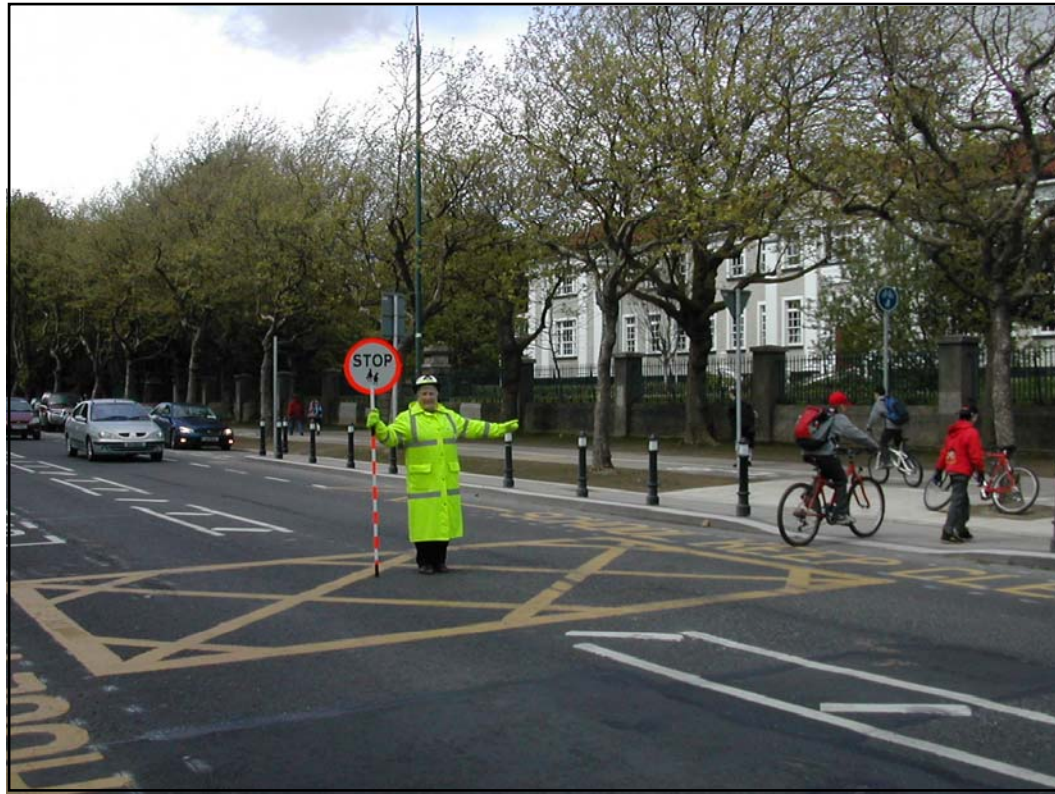
Education & Encouragement



- City Wide Pedestrian
- Cyclists visibility
- Motorcyclist Awareness
- Older Road User
- Speed Drivers
- Watch Out School Warden About



Education & Encouragement



H & S Standard School Warden Crossing



Enforcement Measures

Target 1: Ensure greater liaison with An Garda Siochana on Road Safety issues in the city.

Actions:

- Explore areas of co-operation with the Gardai in the area of RS Engineering and Education through on-going meetings.
- Arrange scheduled meetings between DCC and the city wide Gardai Collision Prevention Unit.
- A co-coordinated approach is to be adopted between the DCC RSU and the community policing in delivering educational programme in schools.



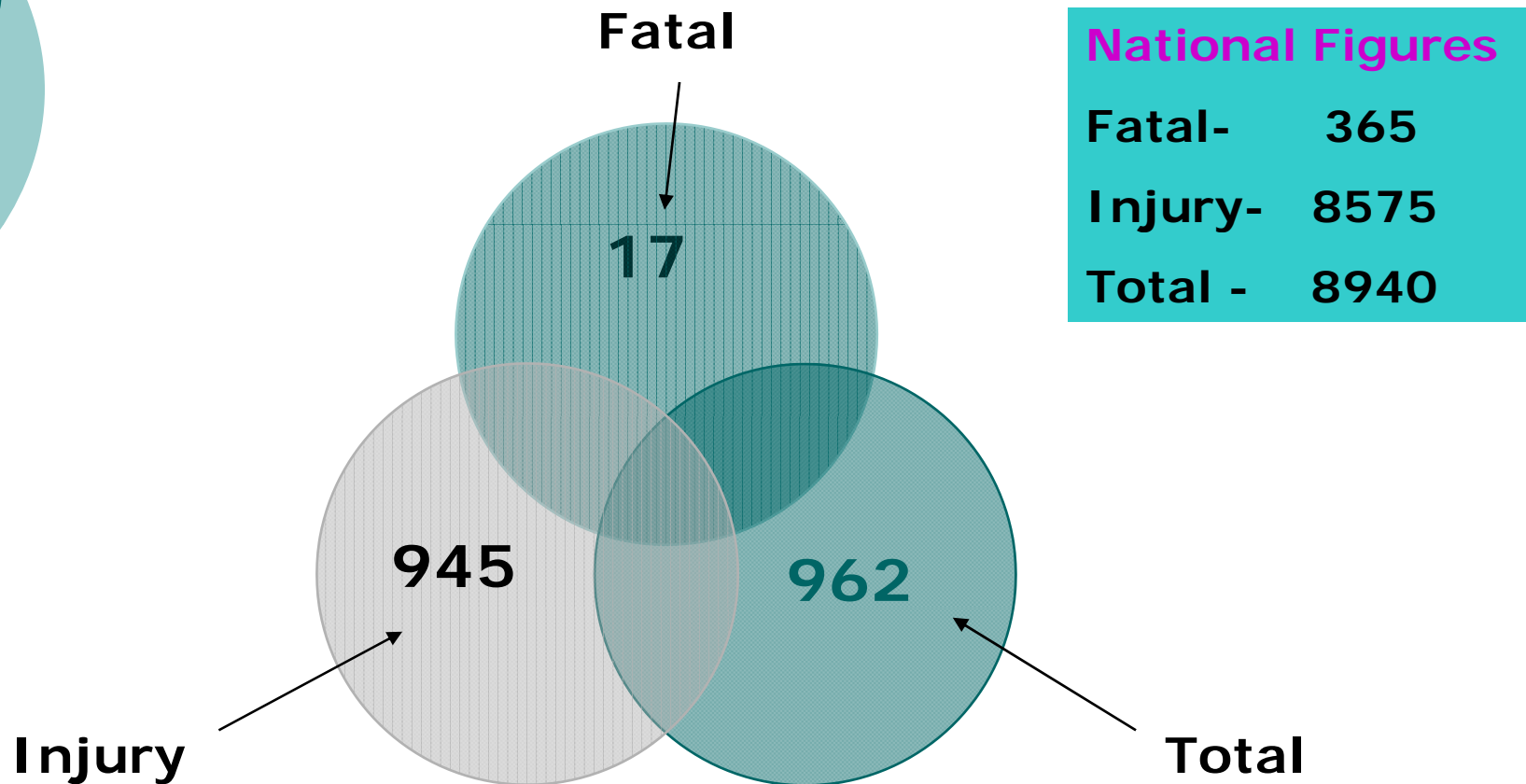
Effectiveness of the RS Plan

Target: To evaluate and monitor RS Measures for their effectiveness.

Actions:

- On-going analysis of targets to establish their effectiveness.
- Review the RS Plan on an annual basis.
- Report to the City Council on the measures and progress undertaken by annual review.
- Establish a baseline of casualty data in line with casualty reduction targets over the period of the plan.

Dublin City Casualty Rates 2006





2008 Works Programme

Expenditure of € 11m proposed

50% Co-funding 50% Parking Meter Fund

Projects include:

- **HGV Management**
- **Disability Act Management**
- **Pedestrian Crossing MID improvements**
- **Signage and Road Markings**
- **Cycle Facilities**
- **Direct Road Safety Measures for Implementation**
- **Traffic Management Infrastructure**
- **Major Junction Improvements**



Progress towards 2010

- More emphasis on vulnerable Road Users
- Shift to Public Transport from car usage
- More emphasis on Specific Area Targeting & Personal Responsibility
- Continue HGV Management Programme
- Annual Strategy Reviews
- Constant research during the lifecycle of each strategy
- Strategies/Programmes acts as a benchmark for future policy & directions
- Forms Part of the Dept. Business Plan – Key Performance Indicator (KPI)

One fatality is one too many



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