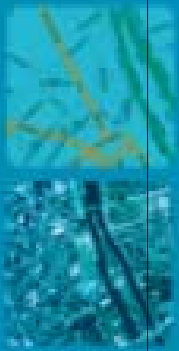




Traffic Safety Policy of a local Authority The example of the City of Ghent

Peter Vansevenant
Director of Mobility Department

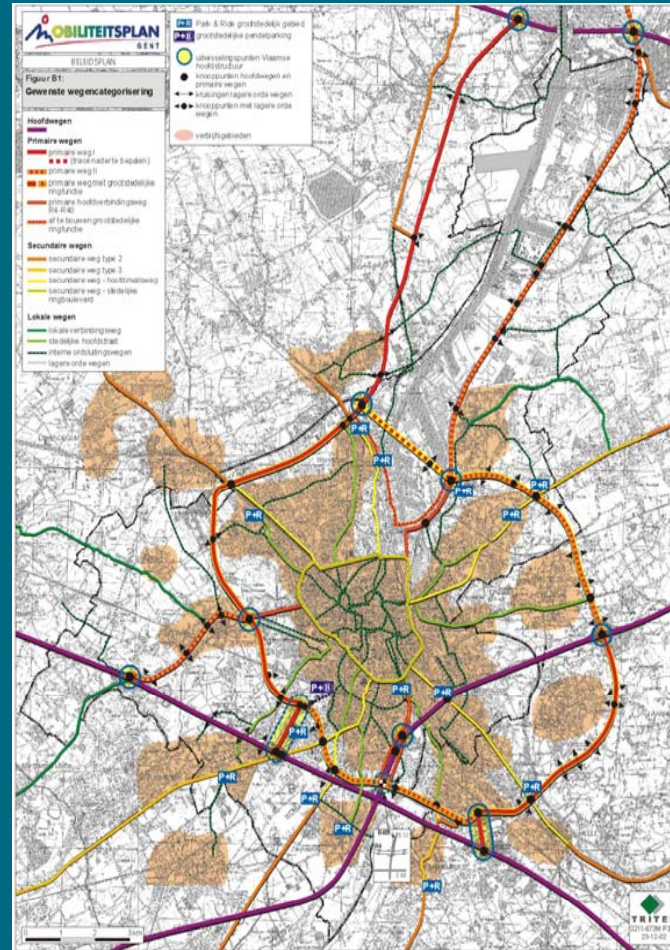
City of Ghent (B)



235.000 inhabitants



15.643 ha surface



300 schools



110.000 cycling trips per day



1000 km roads



Traffic Safety for local authorities

- Engineering

Implementation of some 500 traffic safety measures (shifting road axes, traffic plateaus, broadened and bulging pavements, etc.



areas in 1,400 densely
populated streets and
environs



cushions as speed limiting device, which have currently been installed in approx. ten locations



Cycling infrastructure along main roads



Cycling infrastructure along the waterways



Urgent measures at crossroads (Urgency programme for Traffic Safety)



- Based on objective and subjective data
 - Accident analysis
 - Surveys in schools and university; user groups involvement
- Identification of 50 crossroads and 30 km. of road to be tackled
- Program for implementation
- Emphasis on city ring road

Urgent measures at crossroads (Urgency programme for Traffic Safety)



Traffic Safety for local authorities



- Engineering
- Education

Awareness building/Education



- Large scale campaigns (on 30 km/h. areas, against parking offences, etc.)
- Formation of the “Smart on the Road” Club for Responsible Road Users
- Working with schools (school travel plan, education, etc.)

Campaigns



- Zone-30, only *for racers who have a heart* (2003-2004)
- Smaller actions for cyclists, drivers, ...



Politie



POLITIE



ZONE
P
Reservatie
Verplichting

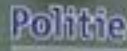


ROTERMARKT



ZONE 30

**Enkel voor
hartrijders!**



Politie

ESHOP LOKALE POLITIE

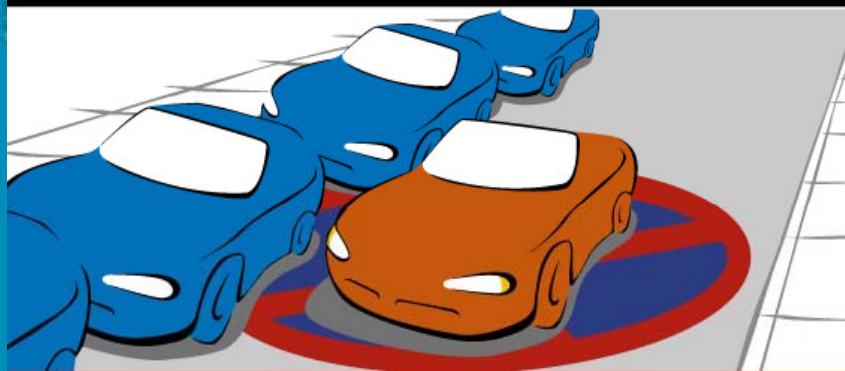




Action against double parking



AUTO IN DE WEG?



AUTO WEG!

- In co-operation with neighbourhoods and shopkeepers' associations
- In co-operation with the city guards and the police department

The “Smart on the Road” club



- Club of “smart road users”
- Approximately 3,000 members
- People who are prepared to give the correct example and who are interested in mobility
- Receive a newsletter²³ every three months

Working with schools



- Making school Travel plans for all primary schools (2001-2006)
- School Travel Plans for Secondary schools from 2007 onwards
- School Travel Plan:
 - tries to promote Green Travel
 - makes soft modes more safe (e.g. bike pool, more infrastructure)
 - introduces infrastructural improvements in the school surroundings
 - introduces other safety or awareness devices

School environments



Traffic Safety for local authorities



- Engineering
- Education
- **Enforcement**

Enforcement



- Control on speeding (20 black spots)
- Cameras against speeding and red light offences (mainly on city ring road)
- Special actions (against illegal parking, speeding in specific areas, including 30 km/h areas)
 - 14 days of warning
 - Effective enforcement, including fines

Traffic Safety for local authorities



- Engineering
- Education
- Enforcement
- **(En) And so many more!**
 - ISA (Intelligent Speed Adaptation)
 - Free night busses
 - Safety devices for young children

ISA-experiment (2001-2003)



- Goal: to test the feasibility of ISA (Intelligent Speed Adaptation): performance and its acceptability
- Initiators: City of Ghent, Belgian Institute for Traffic Safety and public and private partners
- 20 systems in private cars, 14 systems in 'company' cars, 3 systems in buses
 - about 60 drivers, half private, half professional
 - cars of the mayor, aldermen, rector and vice-rector, president of Volvo
- Semi-open system from IMITA (S), counterpressure on accelerator and

Free night busses



- Six busses from the city heart to the outskirts (dep. every 45 min. from 23.30h until 02.30h)
- On Friday and Saturday night
- Mostly used by young people
- Alternative for car driving

Promotion of night busses

- BERICHT AAN NACHTBRAKERS -

Het laatste rondje is voor ons



De Gentse nachtbussen

Onze GRATIS nachtbussen brengen je elke vrijdag en zaterdag vanaf de Korenmarkt naar de Gentse deelgemeenten. Om de drie kwartier van 23u30 tot 02u30. Da's makkelijk zat.

HET LAATSTE RONDJE IS VOOR ONS.



WWW.BELUX.BE/NACHTBUS

DE GENTSE NACHTBUSSEN

Actions for children

- Distribution of free helmets for all three-year-olds
- Distribution of free flags for the five-year-olds
- Distribution of safety shirts for the eight-year-olds



INFORMATION



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