

The French success story in setting up the speed camera network

PIN Talk Slovenia

19 May 2011

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My background

- Deputy Director of the Safety camera project at the Road Safety and Traffic Division (DSCR), French Transport Ministry from 2000 to 2006
- Involved in the different experimentation projects since the beginning in 2000
- Responsible for the coordination of the whole “Safety Camera project”
- Head of the Safety Department at the French toll motorway federation

Structure of the presentation

- How it all started
- The main principles
- The success elements
- The lesson learnt

How it all started

- 14 July 2002: **Statement by President Chirac on the Bastille Day:**
 - Road safety will be one of the top 3 priorities of his 2nd mandate
- December 2002: Decision by the Road Safety Interministerial Committee to start the implementation
- February 2003: Setting up of a dedicated « Interministerial mission »
- June 2003: Adoption of the « Law against road violence »
 - Change from driver to owner liability
- **1000 camera by the end of 2005**
 - End of 2003: installation of the 1st 100 safety cameras (70 fixed and 30 mobile)
 - 1st camera installed on the 31 October 2003
 - End of 2005: installation of 1000 safety cameras (including the 100 already installed)

Mobile camera embedded in a car



Speed camera
3rd generation



The main principles

1. Transparency
2. Equity
3. Efficiency
4. Communication
5. Public acceptance

1. Transparency

- The ‘right location’:
 - Location of the fixed cameras decided between the partners (Ministry, local authorities, road operators, police, prosecutors, NGOs...)
- Information about the location of the fixed camera available on the Ministry website
- a little technical margin to compensate for technical uncertainties (5%)
- Systematic signposting of the fixed camera

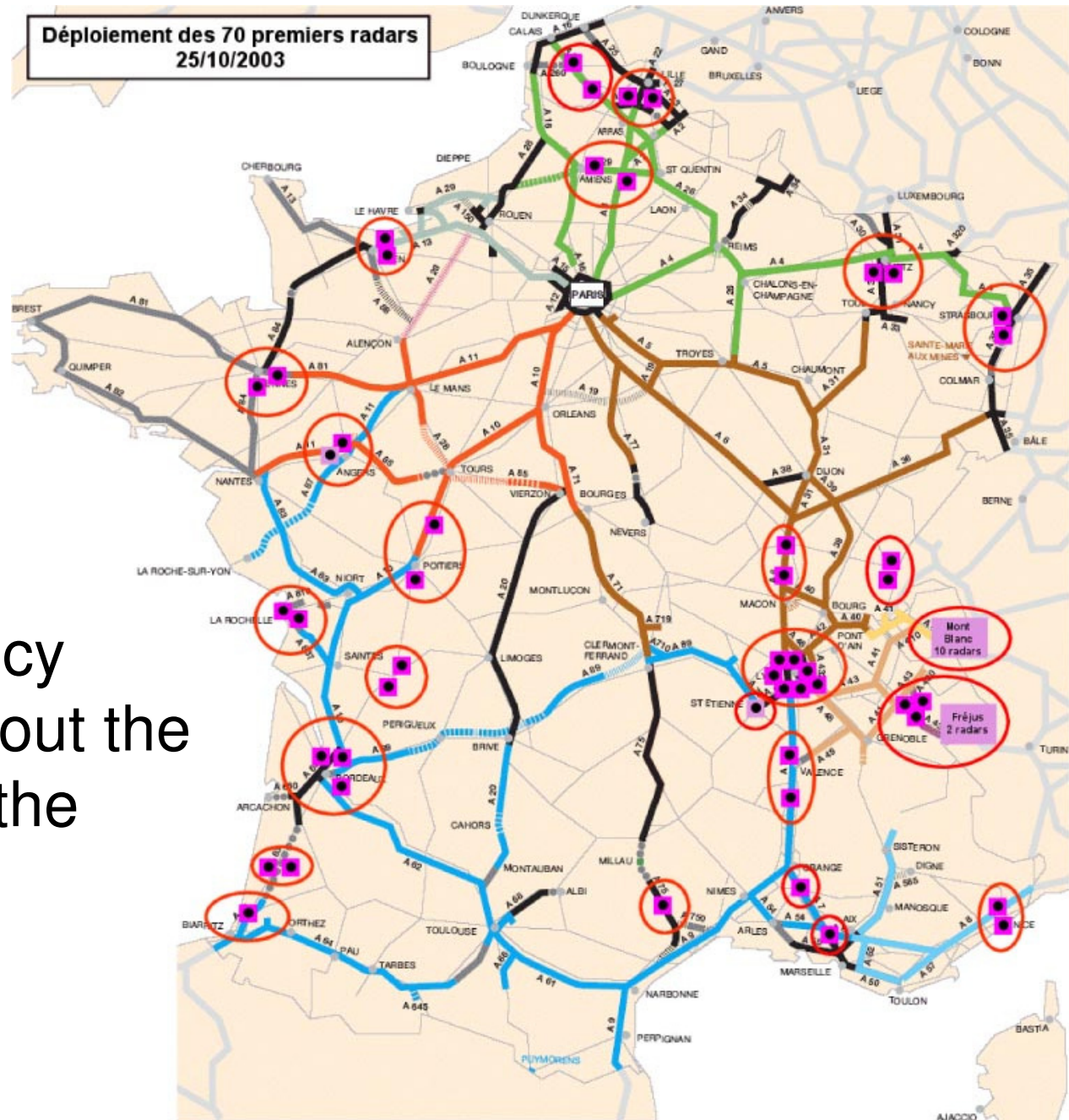
Before the camera, drivers will see signs ‘speed control area – watch your speed’

Transparency

- Systematic signposting of the fixed cameras



**Déploiement des 70 premiers radars
25/10/2003**



● Dispositif fixe 2003

● Dispositif fixe existant, raccordé au Centre National de Traitement en 2003

Transparency
- Information about the
location on the
website

2. Equity

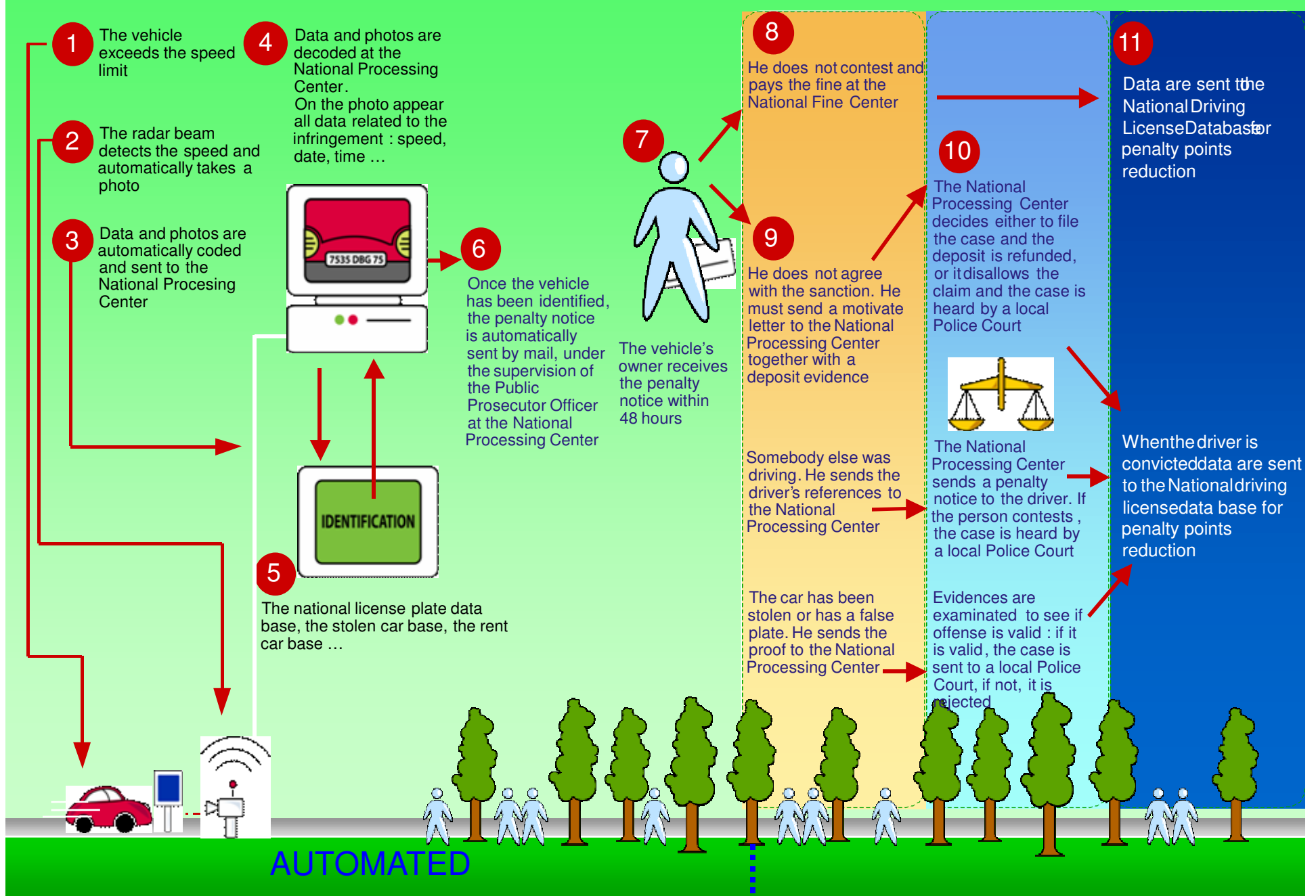
Control automatic and systematic

- ❑ Automatic: Full automatisisation means that everybody could be fined from the normal citizen to the Prime Minister, even the police!
- ❑ No possibility to cheat the system, no amnesty!
- ❑ Systematic: All offences are sanctioned, even the 'minor' ones, no risk of the system not able to treat all the offences.

3. Efficiency

- The vehicle owner who received the ticket is obliged to:
 - either designate the driver if it was not him and give his driving licence's number
 - or pay a deposit if he wants to contest.
- People are encouraged to pay quickly: 90€ instead of 135€ if they pay within 15 days.
 - More than 80% of the tickets are paid within 15 days.
- Combination with the penalty point system
 - Drivers afraid of losing their driving licence

THE PROCESS OVERVIEW



4. Communication

- **“One voice”: one source of communication**

Only the cabinets of the Ministers of Interior and Transport were allowed to communicate to the press

- **Call center:** one phone number centralising all the requests for information from the citizen

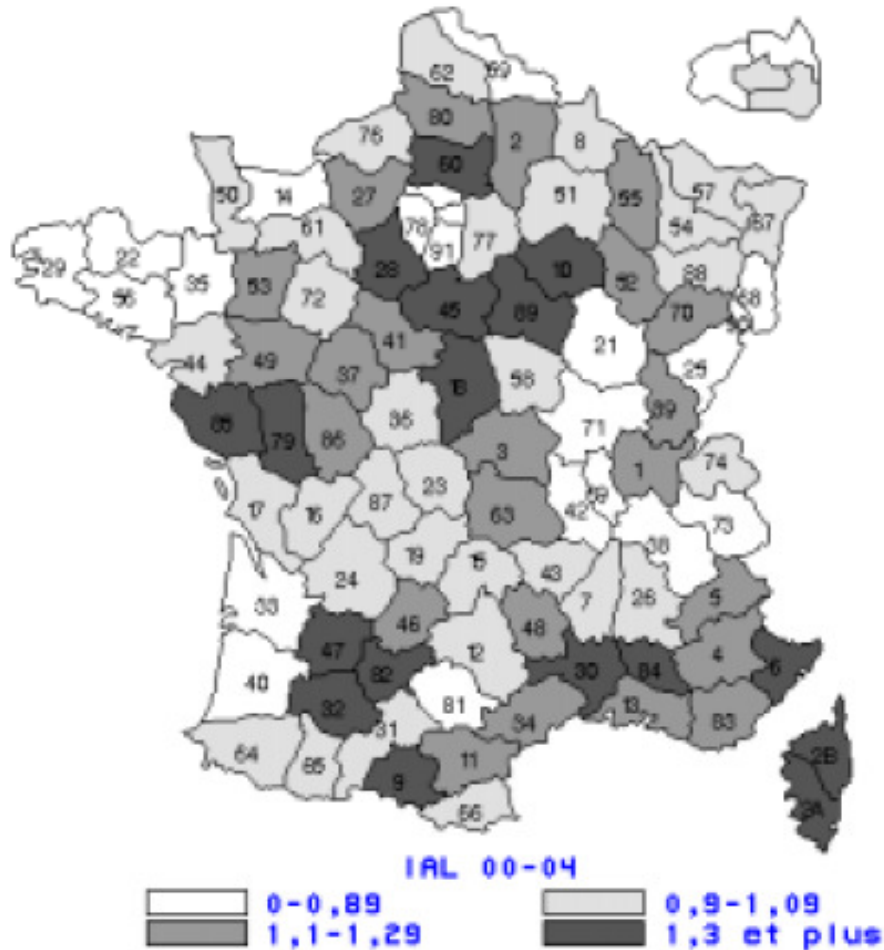
- **Evidence-based communication**

- Detailed results by départements

- 2006: publication of the evaluation study showed that 75% of the massive drop in deaths can be attributed to improve speed management between 2002-2005.

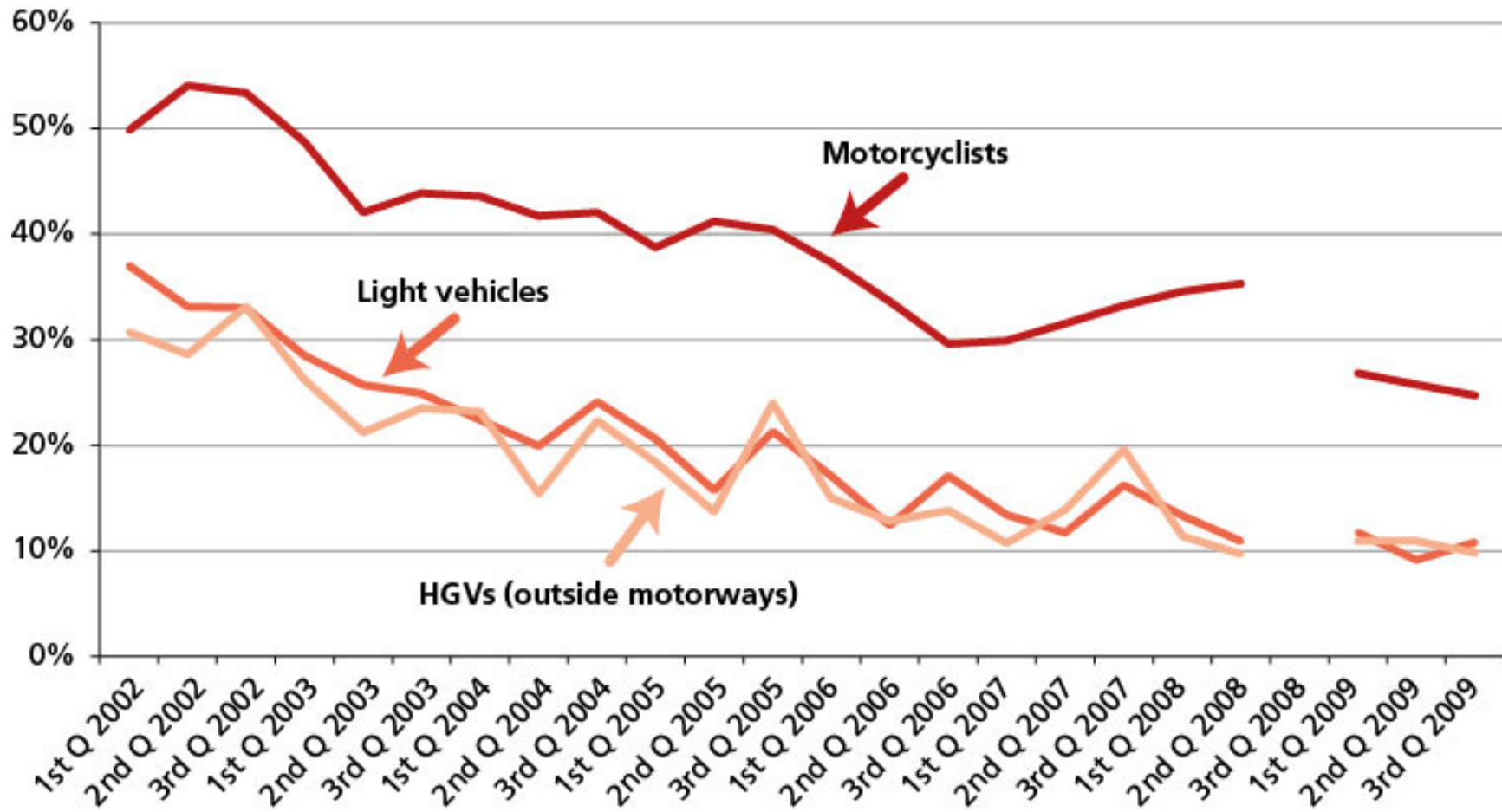
- 2011: “camera save lives, the proof”

The involvement of the local level



“Préfets” (gouvernement local authorities)

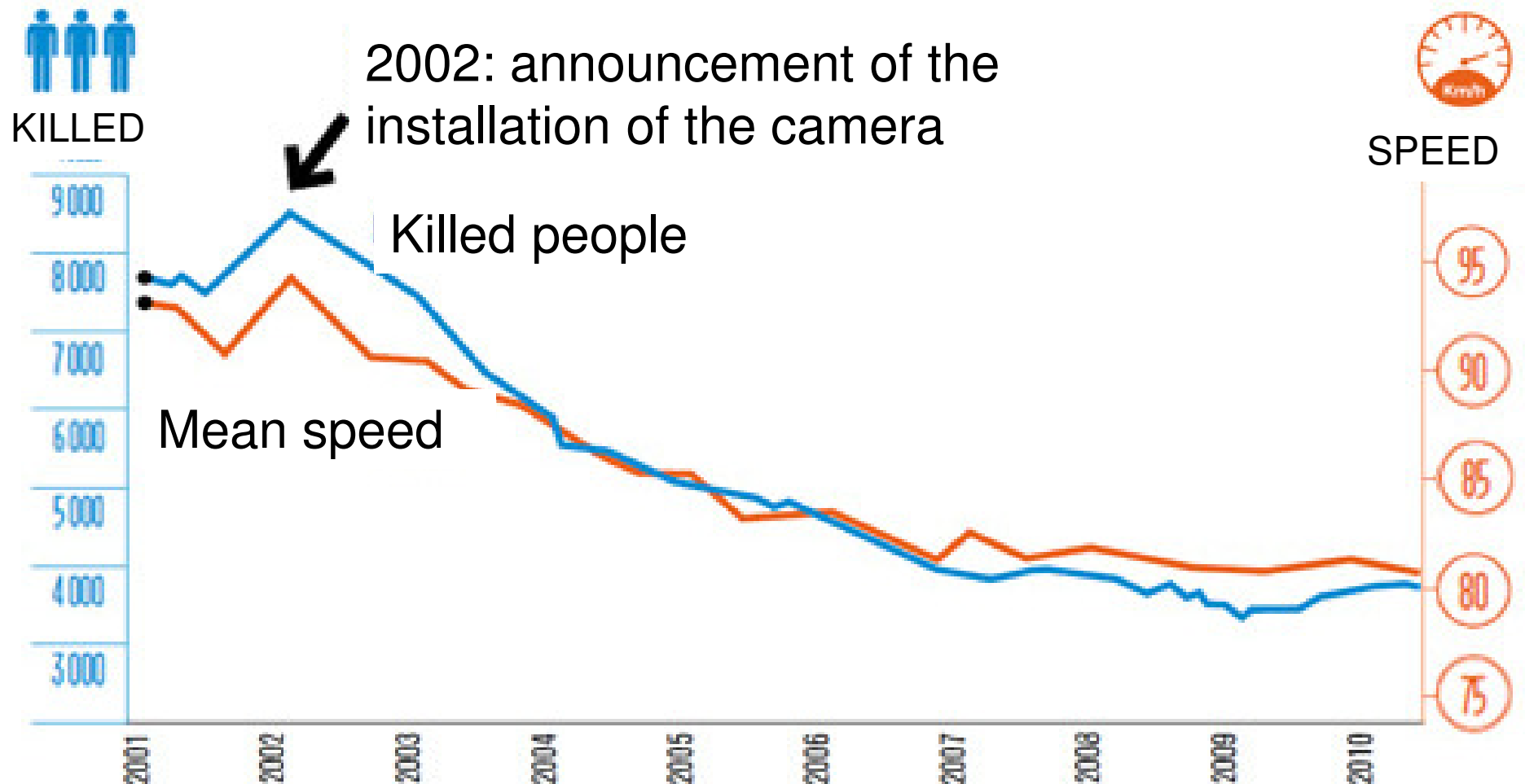
- received detailed results by department
- had to present their results in an annual conference



Vehicles travelling at 10km/h and more above the legal limit decreased from **35% to 10%** between **2002 and 2009**

1% speed reduction = 4% death reduction

LA BAISSÉ DE LA MORTALITÉ SUIV LA BAISSÉ DE LA VITESSE



http://www.securite-routiere.gouv.fr/article.php3?id_article=3860

5. Public acceptance

- Immediate sanction (pedagogic):
 - Fines sent within 48 hours after the sanction
- Everybody received one!
 - no feeling of it as being unfair because rare
- Camera revenues channelled back to road safety
- Cost benefit:
 - The radars cost 200 million EUR a year and generate 590 million EUR
 - Road collisions cost 24 billion EUR a year in France

Key success factors

- Presidential priority
- Political support from all the Ministers concerned (Transport, Interior, Justice, Budget)
- A specific Law against road violence (2003)
- One team: the dream team!
- Evidenced-based communication
- Approval from the body supervising the respect of data protection (CNIL)

Lessons learnt

- No complacency!
 - As soon as the pace of new measures slows down, speeds increase again as well as deaths
 - Political will and support from all political level
- (This is what happened in the first months of 2011)

Next steps

New set of measures announced by the Interministerial Committee on Road Safety on the 11 May 2011

- More fixed and mobile cameras
- Section controls
- Red light crossing camera
- Camera able to take picture from the rear so that speeding motorcyclists can be fined too
- No more signposting of the fixed camera: the pedagogic period is over
- Ban of the camera detector devices

Thank you for your attention

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