

Editorial

In this edition of the Speed Monitor you will find news about recent speed policy developments and speed management initiatives in EU Member States, and a country focus on Poland.

Poland maintains one of the worst road safety records in the EU and road crashes and associated injuries and fatalities continue to take a huge toll on Polish society, with little significant improvement. The dangerous behaviour of drivers combined with poor infrastructure proves itself a lethal cocktail. Excessive speed plays a major role, and deserves particular attention.

This is why a legislation proposal concerning a new automatic speed detection system was recently submitted to the Polish Parliament and should receive final approval in the course of 2009. Together with the installation of a large automated network of safety cameras, a legislation change from driver liability (as at current) to vehicle owner liability for speeding offences should considerably help the police in the following-up of offences.

Poland certainly hasn't solved its road safety problems and has only rather recently begun to deploy systematic road safety measures following the government approval in April 2005 of the road safety programme, GAMBIT 2005. However, the fact that the need to invest in road safety and speed management in particular is acknowledged by decision-makers might be interpreted as an encouraging sign.

Antonio Avenoso ETSC Executive Director



Contents			
Editorial Country News	1 2-6	Country Focus: Poland ETSC Interview	6-7 7-8



Country News

Czech Republic

Czech Ministry of Transport launched new road safety campaign

At a press conference on 29th September 2008 the Minister of Transport Mr Ales Rebicek introduced a new nationwide road safety campaign for the next two years. The campaign's catchphrase is "If you do not think, you will pay!" and it is aimed at increasing compliance with the three core traffic rules that include respecting the speed limits but also respecting alcohol BAC limits and wearing seat belts. Aggressive driving, especially among young drivers is also addressed. The campaign was inspired by the British "Think!" campaigns and tries through video clips, radio adverts and billboards to show the harsh reality of road accidents and their consequences. The Ministry of Transport expects that together with renewed enforcement efforts, the campaign will bring about a decrease of persons killed on Czech roads by 7% yearly, which means 40 lives saved.

Germany

New nationwide speed campaign

In Germany the Federal Government's Transport Ministry and the German Road Safety Council (DVR) have launched a campaign on reducing speed on its roads entitled: "Runter vom Gas" or "Feet off the accelerator". Inappropriate speed is one of the main causes for road deaths in Germany. In 2007 around 29% of all collisions were caused by inappropriate speed. The campaign aims to profile the dramatic consequences of speeding. The victims of road collisions are in the focus for the campaign and the message is simple: high speeds and risk taking in road traffic can be deadly! Pictures of real people who have died are shown alongside their obituaries. With ads, posters, TV, cinema and radio spots and other press work the message is being communicated intensively.

Ireland

New mobile speed detectors deployed in Ireland from September, as Ireland is making substantial progress

The Irish Police, Gardaí, began using new mobile speed detectors on roads across the country. Eight vans containing hi-tech equipment will now be deployed at accident blackspots in an effort to cut speeding and road deaths. Gardaí have identified around 700 blackspots across the country which will be published on the Garda website. The vans were unveiled in Templemore on 22nd of September by the Minister for Justice and the Garda Commissioner.

The December road safety figures for Ireland indicate that the Irish road deaths are lowest in 47 years. This year's provisional figure of 275 deaths is 57 fewer than the previous low of 332 in 1961. Ireland has achieved significant progress, notably in fighting drink driving with the introduction of random breath testing in 2006, and speed management is another priority area were progress should be achieved in the near future thanks to the planned deployment of fixed safety cameras throughout the country.

Italy

Turin is experimenting with 30km/h residential areas

A significantly large area of the Santa Rita neighbourhood, one of the most inhabited in the city of Turin, will have a 30km/h speed limit from February 2009. This has been communicated to the public as a measure that will provide the community (about 10.000 people) with a "hospitable" environment; taking into account the quality of life of all road users, including pedestrians and cyclists, but also motorists: it is foreseen that traffic will become more fluid throughout the entire area. It is interesting to note that such a measure will be taken in the home town of the largest Italian automobile industry (FIAT).



For more information, visit: http://www.comune.torino.it/circ2/zona30/zona30_strade_di_casa.2.htm

Spain

Barcelona ring roads reduced to 80km/h causes major road crash reductions

The Catalonian public body responsible for transports "Servei Català del Trànsit" (SCT) designed and implemented a speed limit reduction on several main roads in the outskirts of Barcelona (not exactly a single ring but many stretches of roads serving that purpose) where the speed is now limited to 80 km/h. From January 2008 the new speed limit has had a tremendously positive impact on road safety. The provisional data that is currently available (the 11 months from January to November 2008) show impressive road crash reductions compared to the same period in 2007:

Number of crashes with victims: -22.58%

Number of deaths: -45.45%

Number of serious injuries: -25.58%

Number of serious victims (deaths + injuries):

-29.63%

This data confirm that when road safety measures succeed in achieving speed reductions it is the worst injury outcome crashes that decrease the most.

This measure is fitted within a very positive context: Catalonia has a road safety strategy that has achieved significant success in the past 6 years, and is well on its way to try and meet the target of reducing road deaths by 50% in Catalonia by 2010 (Catalonia has endorsed the EU target in its strategy). The city of Barcelona itself is also a signatory of the European Road Safety Charter.

For more information, visit: http://www.gencat.cat/transit/limitacio.htm

Switzerland

Evaluation of speed limits in urban areas

Bfu, the Swiss Council for Accident Prevention, carried an evaluation of the 50 and 30 km/h speed limits model for urban areas. Called "Tempo 50/30", the bfu model for urban areas relies on a speed limit of 50 km/h on traffic-oriented roads and 30 km/h roads for residential-oriented roads. While the model is on the whole perceived positively by the relevant authorities, bfu notes that there is a lack of knowledge regarding the contents of the model. Indeed, redesigned 50 km/h traffic oriented roads remain rare (98% of all 50 km/ h urban cantonal roads are not redesigned to provide traffic calming); and there is a lack of new 30km/h residential areas, while most existing ones cover only very small areas. The potential for introducing more 30km/h zones is great since only about 1/4 of built up areas in Switzerland have this speed regime.

Source: Scaramuzza, G (2008). Prozess-Evaluation des bfu-Modells Tempo 50/30 innerorts: Umsetzung, Einstellungen und Kenntnis (bfu-report 60, with summary in English). Berne: bfu- Swiss Council for Accient Prevention.

United Kingdom

Results of latest U.K. Intelligent Speed Adaptation Trials published

The results of the Department for Transport funded "ISA UK" project, coordinated by the University of Leeds, where published on the Department for Transport website on the 15th of September 2008.

Intelligent Speed Adaptation (ISA) is a system that provides, within the vehicle, information on the speed limit for the road currently being travelled on. That information can be used to display the current speed limit inside the vehicle and warn the driver when he or she is speeding (i.e. Advisory ISA); it can be linked to the vehicle engine and perhaps brake to curtail speed to



the speed limit for the road while allowing the driver to override the system (i.e. Voluntary ISA); or it can be linked to engine and brakes without the possibility of an override (i.e. Mandatory or Non-Overridable ISA).

Accidents involving injuries could be cut by 12% if the system was adopted universally - with a manual over-rideable system - and by more if the system was mandatory and always on.

This research project has steered discussions on ISA, notably through the commission of a report interpreting its findings by the Commission for Integrated Transport (CfIT) and the Motorists Forum. The Commission for Integrated Transport (CfIT) is an independent body advising the Government on integrated transport policy, and the Motorists Forum is a group of leaders in their fields from a wide cross-section of the motoring world - drivers, manufacturers, motoring organisations and managers of the road network. The report recommends voluntary fitting and use of the device, suggests government vehicle fleets should be equipped first of all to encourage other drivers to join the scheme, and proposes that it should be provided for newly qualified drivers and those convicted of dangerous driving.

The innovation was given a cautious welcome by the Department for Transport. On the 30th of December, the DfT said: "It has the potential to reduce the number of deaths and injuries on our roads ... our view [is] that it could be a useful road safety feature for drivers who wish to use it." Using the system on urban roads with a 30mph limit could increase fuel consumption and emissions, because cars operate more efficiently above that speed, the study acknowledges. But there should be significant reductions on roads where the limit is 70mph.

To read the reports, visit:

http://www.dft.gov.uk/pgr/roads/vehicles/intelligent-speedadaptation/

http://www.cfit.gov.uk/mf/reports/isa/index.htm

Government consultation on road safety compliance

The Department for Transport has issued a public consultation on 20th of November that seeks views on proposals for measures aimed at improving compliance levels with key road safety laws. Speeding is a prominent issue together with drink driving, seatbelt wearing, drug driving and careless driving. Regarding Speeding, the consultation states that "by contrast [with Drink Driving], on speeding, we are still in the early stages of changing public attitudes and behaviour; we have made considerable progress over the last decade, but we still have a long way to go". More in depth, this is what can be read in the chapter on speed:

"Despite concerted enforcement, engineering and publicity efforts, around 50 per cent of vehicles still exceed the 30 mph speed limit, and there were 727 deaths where speed was recorded as a contributory factor in 2007. We continue to utilise an approach based on thoroughly-researched publicity combined with well-targeted enforcement. We are working to improve the effectiveness of both of these measures, while supporting emerging technology.

On enforcement and penalties, we will combine our continued support for safety cameras, including average speed cameras backed by robust evaluation with a better-targeted system of penalties. Extreme speeders are more likely to be involved in an accident and the consequences will be more severe when they are. And the evidence shows that the same drivers speed excessively across all speed limits. We therefore propose to introduce a graduated fixed penalty of 6 penalty points for drivers who exceed the speed limit by a very large margin of 20 mph in most speed limits.

We are helping compliant drivers to understand the effects of speed, and to make compliance easier through technology. We will refresh our THINK! speed campaign in 2009 with a continuing focus on 30 mph roads, where small changes in speed can make the difference between life and death for pedestrians and other vulnerable road users. We have published re-



search showing the results of Intelligent Speed Adaptation (ISA) trials, which we think shows promise as a means for drivers to more easily comply with the law voluntarily. We will work with partners within and outside government to build on this research."

The closing date to propose measures aimed at raising compliance levels with road safety laws is the 29th of February 2009.

New Report on Behavioural change and road safety published on 1st of December

The Parliamentary Advisory Council for Transport Safety (PACTS) published a new report looking at the issue of behavioural change and road safety. Robert Gifford, Executive Director of PACTS, said "Politicians regularly and rightly call for behavioural change in road safety. Yet all too often we do not know how best to achieve this. "Behaviours have changed on our roads [...]. However, there are some areas where we do not know enough. It is unclear how effective advertising is, especially when it focuses on the arousal of fear or emotion. The success of banning smoking in public places is also a marked contrast to stopping drivers speeding. Here a strong, largely uncontested evidence base helped those campaigning for a Smokefree England. Speed management does not, on the other hand, have such a shared base." Regarding Speed Management, the report comprises the following recommendations:

-PACTS recommends that a comprehensive peer review of the evidence base on speed and road safety is undertaken. Providing a clear summary of knowledge concerning speed will highlight areas where further investigation is required and provide an obvious reference point for those involved with road safety to draw upon when debate arises. We should then use this to present our justifications and evidence more effectively.

-If we are to credibly challenge misconceptions and win the debate on speed we need strong road safety advocates in all spheres of influence supported by convincing justification for intervention. Trust in authority must exist for the perceived legitimacy of excess and inappropriate speed to be challenged.

-Disentangling the speed camera arguments from the broader sphere of speed management would enable pro-

gression. An important part of doing this is to foster greater legitimacy in the tools through which we enforce. Greater use of average speed cameras at appropriate sites may aid this and PACTS supports extending the type approval for their use to speeds below 30mph.

-Further work needs to be done to consider the long term ability of Vehicle Activated Signs (VAS) and Speed Indication Devices (SIDs) to alter attitudes and intentions towards speeding. There may also be potential to use them as a means of conveying positive messages to drivers, such as detailing the percentage of vehicles complying with the speed limit.

-PACTS recommends that the DfT considers undertaking another Speed Management Review to present the road safety community with a clearer understanding of the situation and where efforts should be most concentrated.

Quick Follow Up to Speeding Offences in London

A new centralised Traffic Criminal Justice Unit which deals with following up speeding offences and other traffic offences in London has saved approximately £8 million a year and increased the number of cases dealt with to over 70,000 a year (approx. twice as many as before). The centralisation of traffic prosecution work has been ground breaking and in close partnership with the Crown Prosecution Service and the Courts Service it has created new model procedures for delivering quick and efficient justice in London. The new way of working has ended the enforcement "post office lottery" that existed when London's 32 boroughs dealt with traffic prosecution work. The Metropolitan Police Service operates speed and red-light safety cameras as part of the London Safety Camera Partnership and many of its cameras achieve reductions of over 50% in the number of people killed and seriously injured.



Country Focus: Poland

The Unit is also concerned about the number of foreign registered vehicles who are currently falling through the net. It is currently coming up with procedures to try and enforce offences committed by foreign drivers. The Metropolitan Police has initiated Operation Tripper, to develop ways of carrying out Enforcement of Traffic Offences committed by foreign drivers.

This scheme, which involves close partnerships with the court service, CPS and other agencies, has so far developed a methodology for prosecuting foreign drivers who live abroad and who have been involved in careless driving and similar offences. To date four Nationals from other member states have been prosecuted successfully through British Courts- in some cases, using new protocols, in their absence. There are more cases in the pipeline and this represents a promising start.

Country Focus: Poland

Poland maintains one of the worst road safety records in the EU and road crashes and associated injuries and fatalities continue to take a huge toll on Polish society and on the economy. Over the 15 years period from 1990 to 2004 there were more than 820,000 road crashes in which almost 100,000 persons were killed and more than 1 million injured.

Despite progress in 2006, year in which there were 5,243 road deaths (3,7% fewer than in 2005), and 59,123 injured victims (3,4% fewer than in 2005); 2007 has been a lost year, as indeed was the case for many European countries, with a stark increase in the number of road deaths (5,583: a 6% increase).

Poland has both a very high road death exposure rate (146 killed per million population compared to 87 for the EU 27 average) and a high road crash severity rate, with 11 persons killed per every 100 crashes. Annual costs of road crashes are estimated at PLN 30 billion. The contributory factors include: the dangerous behaviour of road users, mainly drivers (often young) including excessive speed, alcohol, non-use of protective devices; insufficient protection of vulnerable road users; poor condition of road infrastructure including linear villages and unforgiving road surrounding; mixed traffic.

Speed however plays a predominant role, and deserves particular attention. The Police Headquarters builds the statistics based on traffic police officers' reports from the scene of road crashes. The cause of a crash is therefore determined by police officers, and as in many countries this leaves room for uncertainty in pining down the cause of crashes and interpreting the statistics. However the available data indicates that Poland has yet failed to implement effective measures to reduce the risks caused by speeding. Of particular concern is the 2007 increase in the numbers killed (see table below).

It is also interesting to note a peculiarity regarding speed limits: according to the Polish law there are two different speed limits for urban areas: 50 km/h (between 5 am – 11 pm) and 60 km/h (between 11pm – 5 am), but local authorities are entitled to raise or lower speed limit on particular roads. This is why there are also for example in Warsaw streets with a 70 km/h limit and even in a few cases a 80 km/h speed limit.

	2003		2004		2005		2006		2007	
	Numbe	er%	Numbe	r %	Numbe	r %	Numbe	r %	Numbe	· %
Acciden ⁻	t 11265	27,3	12082	29,1	11419	28,8	10987	29,4	11978	31,2
Killed	1650	37,8	1645	38,4	1687	40,0	1574	42,2	1749	46,6
Injured	16407	30,0	17889	32,1	16728	31,4	16164	32,5	17933	34,3

Consequences of failure to drive at a speed appropriate for the conditions in Poland between 2003 – 2007 (Source: Police Headquarters; 2004-2008).



In April 2005 the Polish government approved a governmental road safety programme (called GAM-BIT 2005). GAMBIT 2005 prescribes a broad range of preventive activities in all areas of the road safety system. According to the programme, the greatest opportunities for saving lives lie in a more stringent enforcement combined with awareness activities and improving the safety standards of road infrastructure. In the area of speed, the programme assumes that within the next 10 years (from 2003 do 2013) the relation between vehicles exceeding speed limits and the overall number of vehicles using traffic will drop from 46 % to 30%. The programme proposes:

- •Revised speed legislation,
- •improved education and increased public awareness of safe speeds, improved speed enforcement (increased use of modern speed cameras, improved and intensified random speed checks, selecting spots for intensified speed checks, introducing an automatic speed check system and a fast and efficient enforcement system),
- •Carrying out a general review of speed limits (to regain driver trust in the speed limits and determine appropriate standard speed limits for different traffic conditions and roadside conditions),
- Carrying out systematic speed surveys.

Following up on the GAMBIT 2005 programme, the Police Headquarters develops its own annual programmes of action, which include some activities in the area of "speed". In recent years the police have organised a national operation once every quarter called "Action Speed". The operation involves intensified speed checks across the country. It was assumed that an operation will be considered successful if the percentage of road offences will drop by 25 % in a year, but it is unclear whether the results have been monitored. Apart from that regional police headquarters also organise speed checks on their own but access to the results may be time consuming.

ETSC Interview: Mr. Andrzej Grzegorczyk Director of the National Road Sfaty Council

The National Road Safety Council (NRSC) is made up of representatives from relevant governmental entities, including: transportation, home affairs, justice, public administration, finance, economy, spatial planning, education, environment, health, police, fire services, national roads and others. The executive secretariat of the NRSC is housed within the Ministry of Transport and Construction. The primary responsibility of the NRSC is to lead and coordinate road safety activities at the national level. Regional road safety councils operate in each of the 16 regions, performing similar duties to the NRSC on a regional level.

Available data shows that Poland has not yet achieved progress in reducing the number of people killed and injured because of speed related crashes (despite some progress in 2006, the number stagnated in the past few years and actually increased in 2007). To your opinion what measures should be prioritised in Poland to tackle this serious problem?

Unfortunately this data is correct - Speed is the first cause of crashes with the biggest impact on the number of people killed and injured. I would like to stress the fact that 2007 was difficult also for neighbouring countries and that could be related to the weather - mild winter. Our studies demonstrate that drivers link better road conditions with lower risks of having an accident and that generates more hazardous behaviour. This is only the behavioural aspect, which is being addressed in awareness raising campaigns and such educational measures are proven as an effective tool.

Overall the priority in Poland at the moment is the implementation of an efficient speed management system and an automatic speed detection system. Necessary legal changes must be applied in order to simplify the enforcement and penalisation procedures. Infrastructure is being constructed at the moment – there are provisions for the installation of 1000 recording cameras. We hope for a success simi-



lar to France in 2004 – the reduction in speed which was linked with a 20% fatalities reduction.

The most important task before implementation of the new automatic speed detection system is the verification of existing road signs and speed limits. In the course of many years and different road management systems there was no audit of road signs and speed limits. Therefore people don't trust signs and we have to change that situation.

In April 2005 the Polish government approved a governmental road safety programme (GAMBIT 2005). The programme included speed as a priority area. Can you tell us what measures have been implemented since in Poland to tackle excessive and inappropriate speed?

We cannot forget about infrastructure measures – Poland cooperates with the Netherlands on the implementation of traffic calming measures, especially in the project implemented in the city of Pulawy called "Dutch Town". The National Road Safety Council manages another infrastructure project, the "Black Spot Treatment" project which allowed for, in the last 4 years, the co-financing of over 300 solutions in the most dangerous places.

How efficient do you think these measures have been / will continue to be?

Effectiveness of the Black Spot Treatment and traffic calming projects is strictly monitored. Each place is supervised for a period of 3 years. Evaluation of the first places which were reconstructed in the Programme shows a 92% fatalities reduction, and 70% less crashes.

A legislation proposal concerning a new automatic speed detection system was submitted to the Polish Parliament in 2008. Can you briefly explain this piece of legislation and tell us what is the state of play regarding the approval of this proposal?

As I mentioned earlier a new speed detection system – cameras and traffic safety center – is a priority at the moment but necessary legal changes have to take place. New legal regulations will place the responsibility for an offence on the owner of a car

with a possibility to identify another person as the offender if someone else was driving the car. At the moment the driver who has committed the offence must be identified first and that limits possibilities of fast penalisation and occupies the Police with long verification procedures.

The new law should be introduced in mid 2009.

Are you optimistic that this new system will be efficient and will significantly help to reduce the number of speed related crashes in Poland?

I am convinced that the new automatic speed detection system will allow to reach the target of -50 % fatalities.

Experience from other countries show that such measures are efficient only when they are well communicated, what provisions will be taken to communicate and explain this new enforcement measure to the public?

Public campaigns on speed and control have already started. We recognise the need to raise awareness of the whole process and impact of speed on the severity of crashes as well as chances to survive for car passengers and vulnerable road users. At the moment the new automatic speed control system brings a lot of controversies and is rather perceived as a "hassle" for drivers. Very few people understand the importance of such a system and the link between speed control and the number of accidents. Individual drivers are convinced of their skills, the very little risk of them having an accident and the necessity of driving fast. To change such common myths we already started publicity explaining facts on speed. In the fall of 2008 the National Road Safety Council with the National Traffic Police and the nongovernmental organisation Road Safety Partnership launched the campaign "Speed limits save lives". Before the campaign the event for journalists and celebrities was organised at the speed track in Warsaw – everyone had a possibility to challenge their skills in various cars on wet surface with several speeds. Luckily all participants experienced that even slight speed reduction helps cope with some road situations and Speed limits do matter! Now we have to convince the rest of society! Thank you very much!



Members

Accident Research Unit - Medical University Hannover (D)

Association Prévention Routière (F)

Austrian Road Safety Board (KfV)(A)

Automobile and Travel Club Germany (ARCD)(D)

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European Federation of Road Traffic Victims (Int)

Fédération Internationale de Motocyclisme (FIM)(Int)

Finnish Motor Insurers' Centre, Traffic Safety Committee

of Insurance Companies (VALT)(Fin)

Finnish Vehicle Administration Centre (AKE)(Fin)

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German Insurance Association (GDV)(D)

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Hellenic Institute of Transport (HIT) (GR)

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Motor Transport Institute (ITS)(PL)

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and Logistics (TRAIL)(NL)

Nordic Traffic Safety Council (Int)

Parliamentary Advisory Council for Transport Safety (PACTS)(UK)

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Road Safety Authority (IE)

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Swedish National Road and Transport Research Institute (VTI)(S)

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