



STARS

Students Acting to Reduce Speed

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EU ambition: road safety/CO2 Targets

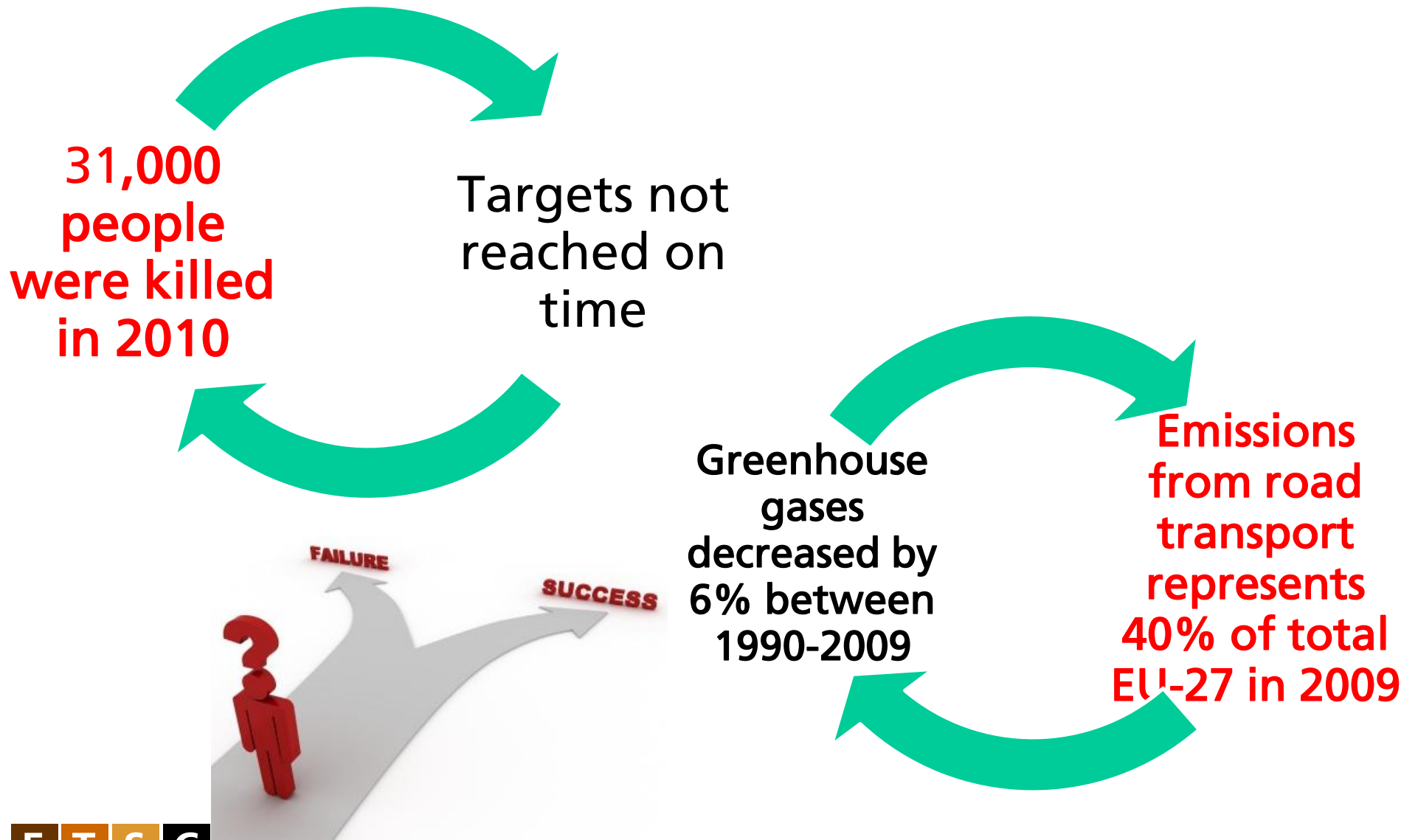
EU targets

Cut by 50%
yearly road
deaths between
2001-2010

Reduce by 20%
green house
gas emissions
by 2020

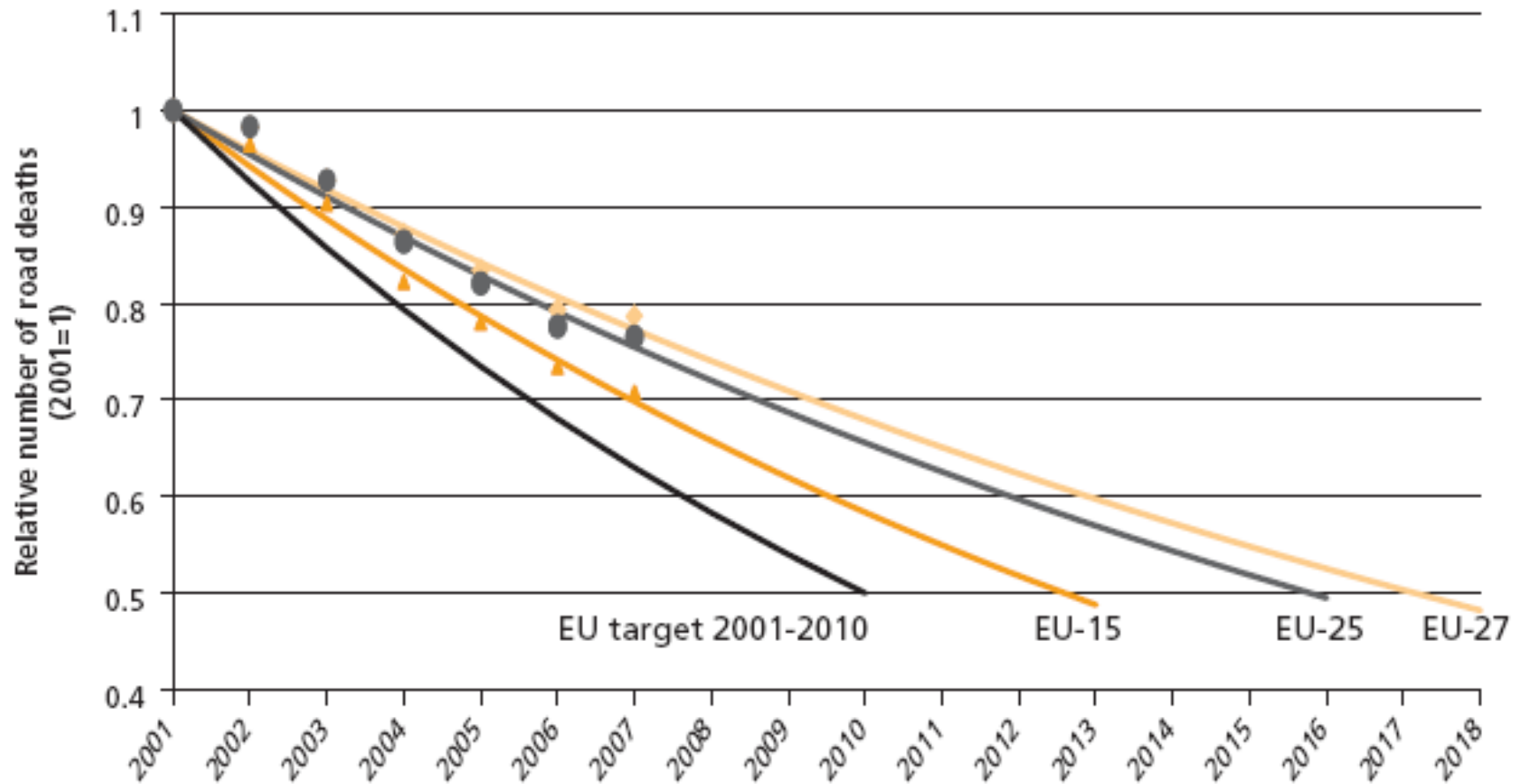


The EU is off Target



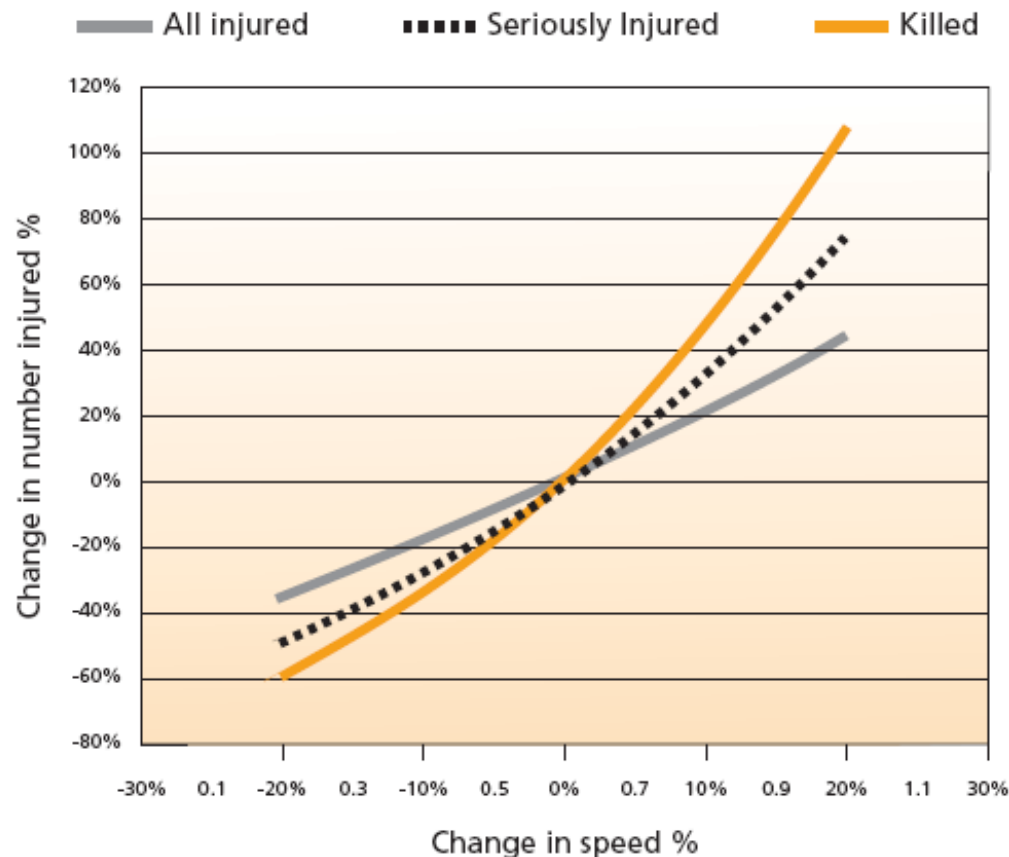
The EU Not Reaching its Road Safety target!

Figure 1. Estimated Trends in road deaths in EU 27, based on developments 2001-2007 (ETSC 2008a)

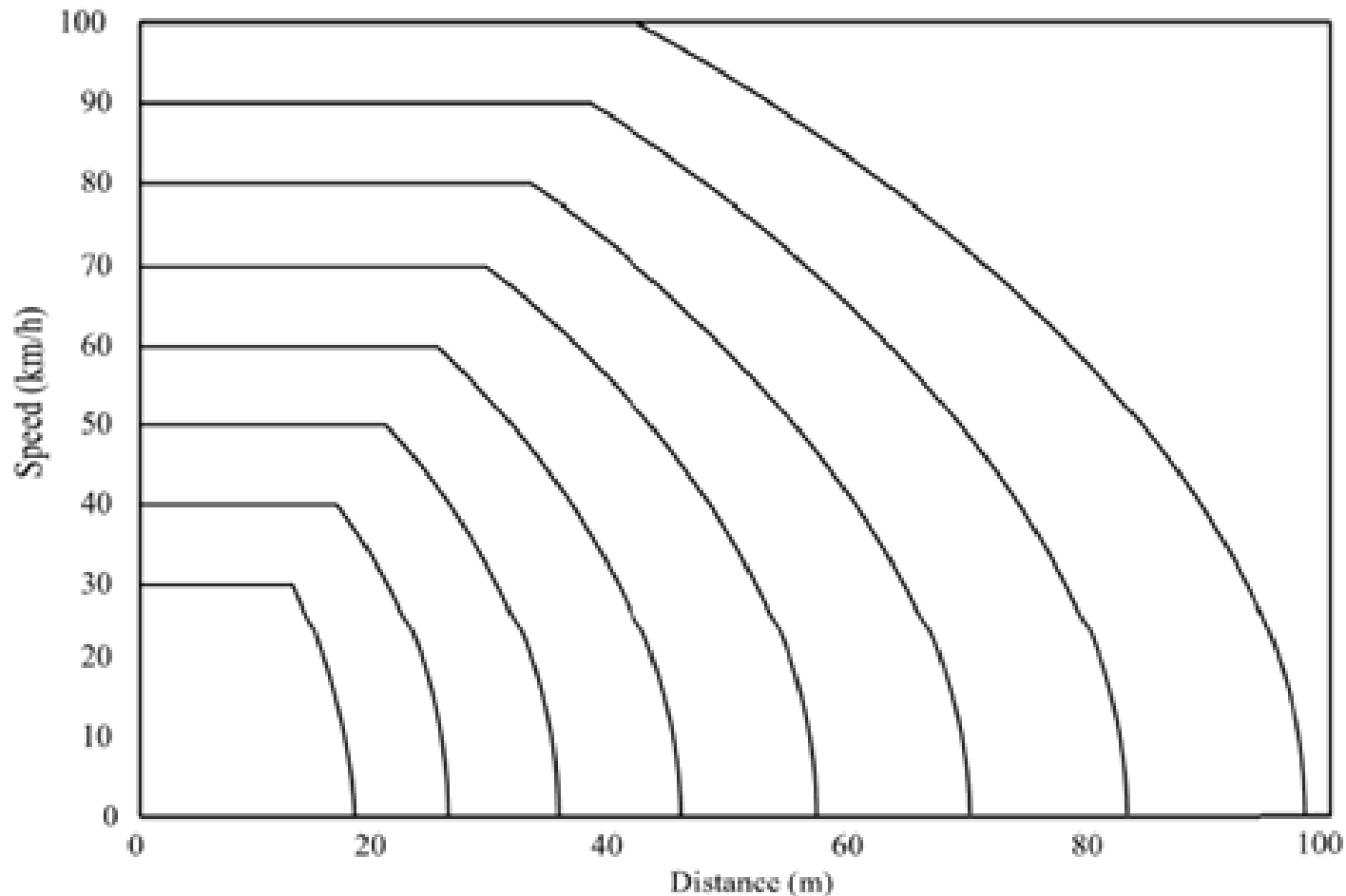


Speed = danger: no doubt about it!

Road Safety: The relation between speed and crash rates is not linear but exponential...as speed increases the crash rate and injury outcome increases much faster than the increase in speed.



Increase in Speed = More Accidents



Quite simply because: as speed increases so do emergency stopping time/distance

http://www.liikenneturva.fi/www/en/liitetiedostot/Tormaysnopeus_EN_paivitetty2008.swf

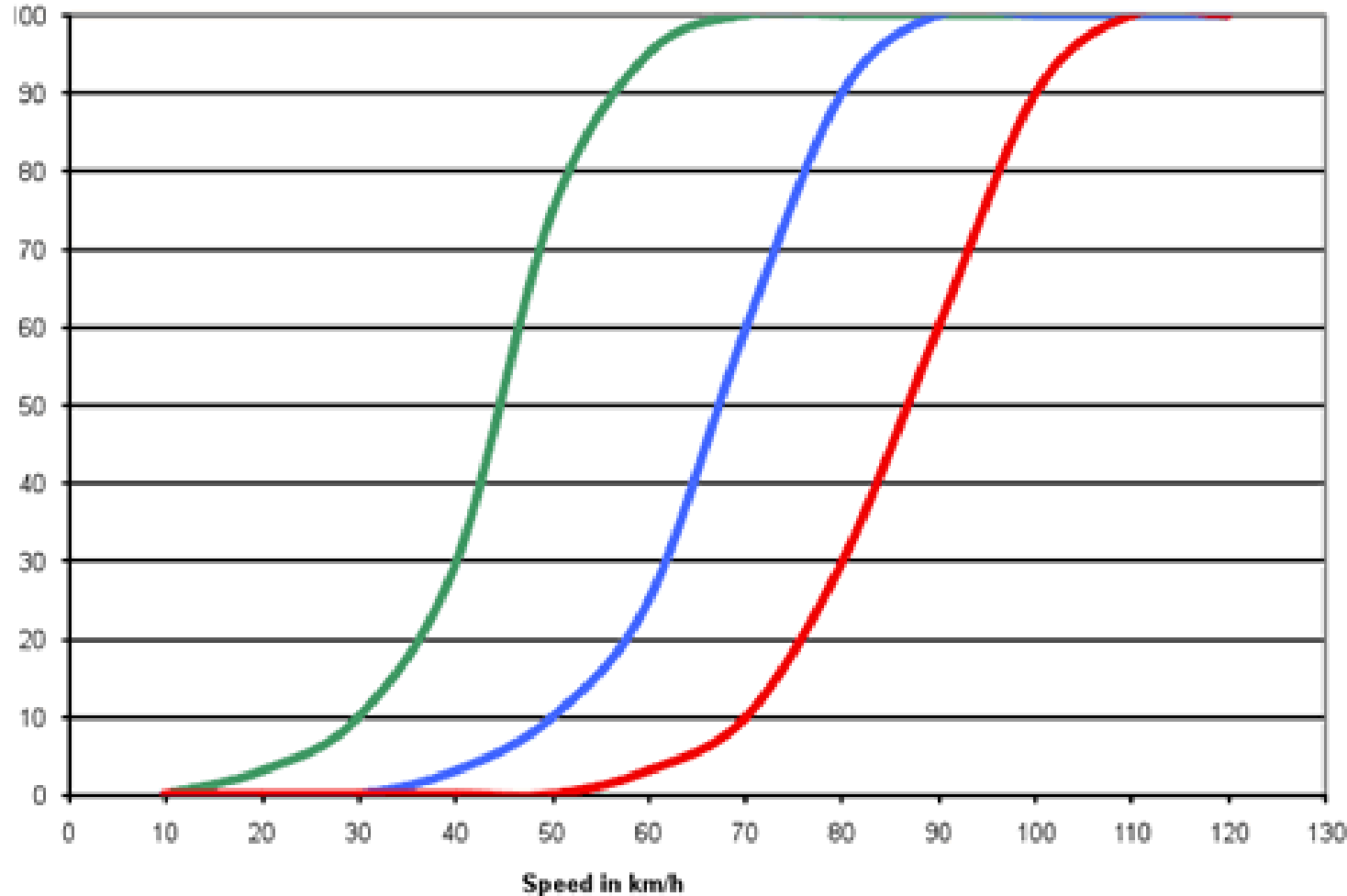
<http://www.youtube.com/watch?v=9kV24bhdzLI>

Increase in Speed = Worst Accident Outcome

approximate risk of being killed for different crash speeds and crash types

Different crash types:

(Green = unprotected;
blue = side impact; red = head on).



Speed Management and climate change

Fuel consumption and CO2 emissions are in great part a function of speed. Many studies recognise compliance with speed limits as a very effective carbon abatement policy.







































































e.g.: French 'Plan Climat'

Measures	Reductions 2010 (Mt CO2.eq.)	Pilot	Horizon
Reduction in emissions relating to action on vehicle engine technology	3.0	Ministry of Transport	2008
Application of the directive on biofuels	7.0	MINEFI	Gradual up to 2010
Clear information on energy consumption (Energy Label)	0.2	Ministry of Transport	2005
Bonus /surcharge for vehicle purchase	1	MINEFI/Ministry of the Interior/MEDD	As soon as possible
Compliance with speed limits	3.0	Ministry of Transport	Gradual since 2002
Awareness of the effect of a less aggressive driving style as a topic in the driving test	0.7	Ministry of Transport	2005
Development of collective urban transport systems	0.2	Local municipalities	2005
Improvement in company logistics	0.5	ADEME	2005
Rail freight		Ministry of Transport	Gains after 2010: 0.7 Mt
Hight speed train network		Ministry of Transport	Gain after 2010: 0.6 Mt
Maritime Highways	0.2	Ministry of Transport	2006
Air transport	0.5	Ministry of Transport	2007
Reminder: Air conditioning			
Total sustainable transport	16.3		

Other positive impacts

Source: WHO

TABLE 4.1. EXAMPLES OF TRANSPORT POLICIES AND THEIR SYNERGISTIC EFFECT IN BRINGING ABOUT VARIOUS TRANSPORT-RELATED HEALTH EFFECTS

Policy	Reducing crashes	Reducing air pollution	Reducing noise	Mitigating climate change	Promoting physical activity	Promoting community cohesion
Speed management						
Traffic calming and speed reduction in residential areas						
Reducing transport demand (such as by telecommunication)						
Road pricing						
Cleaner fuels and more efficient vehicles						
Promotion of safe cycling, walking and public transport						
Safer cars (including fronts protecting pedestrians)						
Implementing noise reduction barriers						
Investment in safe infrastructure for cyclists and pedestrians						
Urban parking management						
Environmentally differentiated fees for motorized transport in urban areas						unclear
Reducing the power of vehicles						unclear



positive effect



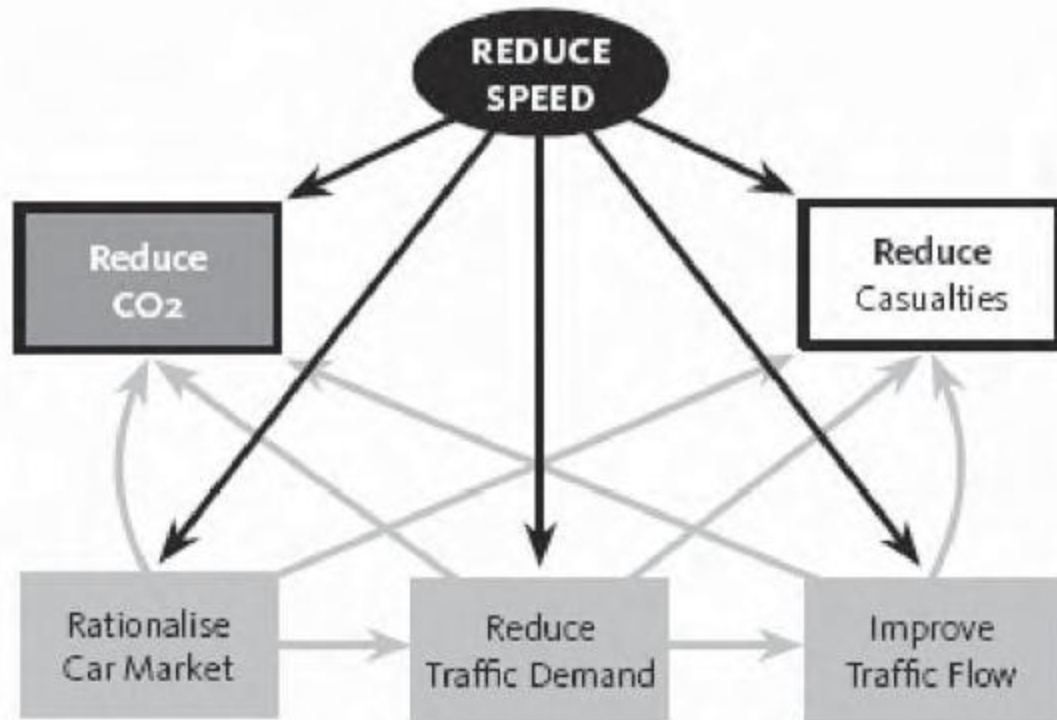
negative effect



not relevant

unclear: unclear effect

A long term solution



relationship between speed enforcement and CO2 reduction (Anable et al., 2006)

Current Situation: Speed

.....Yet speeding is extremely widespread (!):

- At any one moment, on any given European road, 50% of drivers exceed legal speed limits. (OECD 2006 Estimation)
- According to most estimates Speeding contributes to as much as one third of all fatal accidents.
- The role of 'minor' Speeding offences is largely underestimated. Even minor increases have great consequences.

What can be done???

While traditional measures are costly and are taken at the highest decision level (example: installing speed cameras), many **actions have a low cost and can be implemented at the local level or voluntarily by Citizens / private companies etc.** It is this sort of action that students should focus on.

.....some examples:

The internet!



I, pledge to reconsider my

DRIVING HABITS,

beginning this day, this hour; and to re-evaluate my "need" to race from place to place.

I pledge to observe the **SPEED LIMIT** on each and every neighborhood street as if it were my own; as if the people I love the most - my children, my spouse, my friends - live there.

I take this **PLEDGE** because I know that by improving my driving habits, I am making an important contribution to the safety of my community and providing a positive example for other drivers.

☐ While I'm behind the wheel, I will remember my pledge.

Take the Pledge to receive your official pledge certificate, receive vehicle safety updates and find out how to receive a free "Take the Pledge" sticker.

First Name

Email

Bumper Stickers

- YOU TAILGATE, I SLOW DOWN. GOT IT?
- I DRIVE SLOWLY BUT I'M STILL AHEAD OF YOU!
- IF YOU CAN READ THIS: SLOW DOWN!



Community involvement



Education



- Education campaigns (ongoing!)

Traffic calming / infrastructure



Fake police officer! Before/after evaluation demonstrates a 3 km/h average speed reduction on the spot (Czech Republic)



Vehicle technology: the cost of safety devices is going down

- Intervening ISA: 400 euros (source: TRL, U.K.)



- Advisory ISA: can be free!

(Example: tfl system for tom tom navigation devices)

www.tfl.gov.uk/isa