

Speed Monitor

ETSC's Newsletter on Speed Policy Developments in the EU

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Editorial

This edition of the Speed Monitor brings you speed management news from national governments across Europe, including a welcomed announcement by President Sarkozy on the future role of Intelligent Speed Assistance (ISA) in France. ETSC regards ISA as a mature technology, with potential substantial safety benefits and have been campaigning for its wider application for many years now. ETSC welcomes President Sarkozy's announcement and will keenly await future developments on this.

An update on recent research and events, highlighting initiatives to tackle speeding, is also provided. ETSC has launched the 2012 STARS ('STudents Acting to Reduce Speed') project through a series of lectures in Universities across Europe. The lectures aim to strengthen knowledge on road safety in universities and to recruit and motivate students to participate in this year's STARS European competition on speed management. The winner of STARS 2011 are to be announced at a ceremony in Brussels at the end of this month and underline the role the students can play in tackling speed in their local areas.

Meanwhile, ETSC also published its report 'Driving for Work; Managing Speed' as part of its PRAISE¹ project. PRAISE, 'Preventing Road Accidents and Injuries for the Safety of Employees', aims to increase road safety in the work context. The report offers employers an insight into tackling speeding amongst employees driving for work covering general work practices, risk assessment and training and speed management technologies. Other discussion documents, from the International Transport Forum, highlight the potential role of insurance companies discussing pay-as-you-drive (PAYD) vehicle insurance as a promising instrument for promoting driving at safe speeds.

Contents

European Union News	2	Events and Research	4
EU Member States News	2		

European Union News

European Parliament own-initiative report on the White Paper for transport

The December plenary session of the European Parliament, held in Strasbourg, approved the resolution by MEP Mathieu Grosch (EPP, BE) on the Roadmap to a Single European Transport Area in a non-legislative response to the European Commission White Paper on Transport. The resolution was approved by 523 votes in favour, 64 against, 37 abstentions. Overall the resolution welcomed the White Paper and approved the ten goals for a competitive and resource efficient transport system as well as the targets set in the White Paper for 2050.

Individual paragraphs set out priorities for the different modes of transport (road, shipping, air and rail) as well as major issues such as road safety, the internal market, efficient co-modality, trans-European networks, transport security, urban mobility, passenger rights, innovation and simplification. In some areas more short-term proposals were called for. Specifically relating to speed, the resolution 'Stresses the need for the improvement and standardisation of control devices, such as speed cameras, on-board units and communication systems and media, and calls for the submission, by 2013, of a proposal for the mutual recognition and interoperability of such devices; stresses the need to enhance coordination and cooperation between the national authorities in cross-border prosecution and to ensure better convergence in the application of traffic safety standards'.

EU Member State News

France

President Sarkozy confirmed new measures on road safety in general, with a particular focus on speed and alcohol, during his speech hosted at the Elysee Palace on 30th of November. The speech was given at an annual ceremony, organised by Association Prevention Routiere², honouring road safety actions across France. During the speech the President specifically referred to the potential of Intelligent Speed Assistance (ISA) systems and their ability to achieve improved road safety results. He called for the production of a roadmap, within three months, for the deployment of ISA (known as LAVIA³) in France and for the country to become a forerunner in this field.

President Sarkozy's speech can be read here:

<http://www.elysee.fr/president/mediatheque/videos/videotheque.10.html>

<http://www.elysee.fr/president/les-actualites/discours/discours.18.html>

Germany

Road Safety Programme 2011

On November 10th the Federal Ministry of Transport, Building and Urban Development published its new Road Safety Programme 2011⁴. The objective of the "2011 Road Safety Programme" is to reduce the number of deaths in Germany by 40 percent by 2020. The number of seriously and critically injured casualties is also to be significantly reduced. The Programme sets out actions under three key areas, namely 'the human factor', the 'infrastructure' and the 'automotive engineering.' The focus of the "human factor" action area is the protection of vulnerable road users, especially children, cyclists, novice drivers and elderly people.

The Programme states that the causes of accidents most frequently recorded by the police are "inappropriate speed", "failure to keep a safe distance from the vehicle in front" and "errors while overtaking". The Programme retains the Advisory Speed Limits on Motorways of 130 km/h which applies to passenger cars as well as other motor vehicles with a maximum permissible weight of up to 3.5 tonnes. There is a commitment to promote further compliance with this through measures such as the deployment of rumble strips,

extra lanes on stretches with high gradients, increased temporary use of extra lanes, improving road safety at work zones and increasing resting and parking areas. There is also a commitment to consider whether the deployment of fixed speed monitoring systems that are visible to road users is appropriate in locations where excessive speed has resulted in many and serious collisions.

In relation to new technologies the programme underlines the importance of increasingly exploiting the possibilities of modern communications based safety systems, or cooperative systems and use information that they receive directly or indirectly from other vehicles or the infrastructure. Importantly, the programme also contains a commitment to support and transpose the ITS Directive, part of which includes a commitment to ensure that safety-related information is made freely available to all road users for 'General availability of safety-related information'. ETSC recognise that the provision of traffic related data, such as speed limit data and digital mapping, can help to support Intelligent Speed Assistance systems. (ISA)

Road Safety Campaign

The Ministry for Transport and the German Road Safety Council (DVR)⁵ re-launched their national road safety campaign 'Slow Down' ("Runter vom Gas"). The campaign focuses not only on the need to drive at appropriate speeds but also on other issues such as driver distraction, dangerous overtaking and driving under the influence of alcohol. A comprehensive media campaign is planned including poster, information dissemination and radio and cinema spots.

<http://www.runtervomgas.de/>

The Netherlands

The Minister for Transport (Melanie Schultz van Haegen) has taken the decision to increase the speed limit on motorways in the Netherlands from 120 km/h to 130 km/h, from the 1st September 2012. Only where 130 km/h is not appropriate due to the environment and road safety will a lower limit remain. In practice this means that, from September, nearly 40% of Dutch motorways will have a speed limit of 130 km/h. Another 20% of the Dutch motorways will have a speed limit of 130 km/h after realising a set of infrastructural measures. Further investigation is being carried out as to whether the new increased speed limit can be applied to a further 19% of the motorways which are in the vicinity of nature conservation areas. The decision was taken after trials, with increased speed limits, on a number of motorways were seen to be successful. Transport Minister, Melanie Schultz van Haegen, committed an extra €85 million to improve road safety on the highways acknowledging that higher speed without additional measures could lead to more deaths and serious injuries. The maximum speed around cities will also be increased from 80 km/h to 100 km/h in three out of five 80-kilometre zones. In the coming months the Minister will be preparing for the national rollout of the new speed limit.

Belgium

From September 26 to October 23, the Belgian Road Safety Institute organised a campaign on the theme of speed, which aimed to convey to drivers that driving fast is taking a significant risk for nothing. The campaign helped to address the fact that the risks associated with speed are largely underestimated by road users. The campaign slogan, "Better late than never," was explicit: it is better to be a few minutes late for an appointment or get home a little later than to take unnecessary risks and never reach your destination. A radio spot was used and posters erected along roads to educate motorists of the serious consequences that even low level speeding could have. Mailings were sent to the 3,000 largest companies in Belgium. This provided materials and activities to help fleet managers in making personnel aware of the dangers of speed, including a disk containing the stopping distances based on speeds. It is known

that drivers of company cars are more prone to risky behavior and tend to drive faster than other drivers.



Slovak Republic

As of the 1st of November amendments to the Road Traffic Act came into force. In relation to speed, changes include a new obligation to observe a fixed distance between vehicles while driving on motorways, changes to rights of way and an obligation for pedestrians to cede right of way to trams. Furthermore, fines have been lowered in cases where the speed limit is not exceeded by more than 20 km/h (inside built areas) and 30 km/h (outside of built areas). For such an offence, the fine on the spot cannot exceed 150 EUR, within an administrative procedure 300 EUR.

Estonia

As part of a national social campaign against speeding, "The lives of your relatives are not for experiments. Don't exceed your speed!", in 2009 – 2011 the Estonian government ran a campaign challenging the conception that speeding really does save time. The concept that travelling at speeds slightly higher than the legal limit (e.g. + 10 km/h) only actually saves a few minutes of time was widely communicated especially via Internet. On a special website road users could calculate the time needed to reach their destination within the speed limit and time "saved" if speeding. The concluding message stated that the associated risk of speeding was not worth the time saved. Instead, drivers were encouraged to leave for their appointments earlier. The campaign was actively communicated during summer (July – August)

and was accompanied by extensive Police speed enforcement. Among campaign communication materials were radio and TV advertisement, a website⁶ and billboards placed at exit roads of cities and outside urban areas. According to a follow-up survey the communicated message drew the attention of 79% of respondents and 83% considered such campaigns necessary.

Events and Research

The European Greens host Speed Limit Event

The Greens hosted an event on speed limits in the EU on Wednesday 25th January in the European Parliament. The event marked the 25th anniversary of the publication of a communication from the European Commission on 'Speed Limits in the Community' (COM 86(735))

STudents Acting to Reduce Speed (STARS)

STARS aims to mobilise transport research on speed management to demonstrate how excessive and inappropriate speed on roads can be reduced through both existing and innovative measures. ETSC, with the assistance of experts in the field, have identified 4 winners in the 2011 Competition. The winners will be announced at a ceremony in Brussels being held in conjunction with the 2012 STARS camp (30th January to 3rd February 2012). The purpose of the camp is to strengthen knowledge of students on speed and its consequences in order to assist them in successfully implementing their own local speed management projects.

Further information on STARS and all related documents are available on the [STARS webpage](#).

Belgian Road Safety Institute to facilitate discussions on 30kmh speed limits

The lowering of vehicle speed is seen as a strong measure to reduce the number of collisions and road victims in urban areas and in all areas that are intensively frequented by vulnerable road users.

A recent resolution by the European Parliament advocates 30 km/h in all residential areas and urban streets not divided into separate lanes and where cyclists are using the carriageway. More and more cities implement clear policies of speed reduction, either through the establishment of 30 km/h zones of variable dimensions or by the generalisation of this speed regime to the whole built up area.

This policy doesn't work without raising practical questions. Do the streets in these areas need speed limiting infrastructure measures? How can effective speed enforcement be developed? How to convince inhabitants to accept speed reduction? These questions are fundamental for local authorities that want to manage speed. As such, the Belgian Road Safety Institute is organising a congress to learn about the experiences of experts and the relevant authorities in European towns that have already taken the step towards safer and quieter streets. More information on the event, which will be held in early May, will be available on their website soon. www.ibsr.be

Driving for Work: Managing Speed

ETSC launched its report 'Driving for Work: Managing Speed' as part of its PRAISE project. PRAISE, 'Preventing Road Accidents and Injuries for the Safety of Employees', aims to increase road safety in the work context. The report aims to offer employers insight into tackling speeding amongst employees driving for work. Speed is the main cause of road traffic collisions, deaths and serious injury and employers have a clear responsibility to reduce incentives to speed and to raise understanding of the serious consequences it can have. Part one looks at the impact that speeding can have, including levels of compliance with speed limits for different road user types. The second part focuses on management issues covering topics from journey planning to payment schemes with advice on how these broader work practices can help to manage speeding in the work context. The third part of the Thematic Report looks at what employers can do from risk assessing potential speeders and identifying training including also

eco driving synergies to proactively promote safer and more economic driving. It also looks at what can be done to rehabilitate speeding offenders. The final part looks specifically at different speed management technologies which can also be a useful additional tool in managing speed. A policy mix approach of measures is needed to tackle speeding effectively. This report demonstrates what contribution can be made to reduce speed across the board amongst those who are driving for work. The report is supported by a Factsheet focused on the experiences of an Irish based SME, KTL, on road safety generally followed by a more specific section on how the company manages speed. KTL operates in the Telecom and Power Industries providing turnkey technical services, integration, commissioning, project management, logistics and design and build and was winner of the PRAISE Award SME category in 2011.

The thematic report can be downloaded here:

<http://www.etsc.eu/documents/PRAISE%20Thematic%20Report%208%20Driving%20for%20Work%20Managing%20Speed.pdf>

and the Factsheet here:

http://www.etsc.eu/documents/PRAISE_Fact_Sheet_8_KTL.pdf

This Report, and others, will be discussed at the next PRAISE Annual Seminar to be held in Brussels on 25th April 2012.

Economic Aspects of Sustainable Urban Mobility⁷

The Policy Department of the Directorate General for Internal Polices in the European Parliament has produced a provisional report called 'Economic Aspects of Sustainable Urban Mobility' which highlights the economic aspects of sustainable mobility by analysing eco-innovations or policy instruments which positively enhance the environmental dimension of transport/mobility making the latter more sustainable. 'A better education of commercial drivers and of logistics managers can lead to higher demand for speed/fuel consumption control devices. Together with de-speeding measures for passenger cars this measure can contribute towards stabilising traffic flows, reducing accident rates and reducing congestion levels on the roads. It is likely to save resources in terms of time and operation costs.'

More haste less speed: changing behaviour for safety and sustainability

On the 30th of November PACTS⁸ hosted its 22nd Westminster Lecture, presented by Dr Jillian Anable⁹ and entitled 'More haste less speed; changing behaviour for safety and sustainability.' In her lecture, Dr Anable argued that road safety had achieved substantial behaviour change through both encouragement and regulation. However, in the current climate road safety would need to achieve more through encouragement given the unwillingness of legislators to regulate further. She also discussed the concept of "nudging", or getting people to make the right choice subliminally, which is currently supported by the UK Government. The lecture was set in the context of recent proposals in the UK to consider increasing the motorway speed limit from 70mph to 80mph. It was argued that such a policy is aimed at a minority of the population. Once non-car drivers are considered, recent attitudinal data suggest that raising the speed limit to 80mph is popular only with around a fifth of the population at most. Dr Anable also stressed the need to align different policy agendas with a systematic approach when considering speed control, particularly those of safety and environment. Rather than focusing on the options available to individual drivers, the government should aim for better network management which would increase capacity, improve safety and tackle emissions caused by faster driving. Further information including the powerpoint presentation can be download here: <http://www.pacts.org.uk/events.php?id=26>

Road safety and Insurance

The International Transport Forum has released a number of further papers in its Discussion Paper Series which makes economic research commissioned or carried out at the Joint Transport Research Centre available to researchers and practitioners. The aim is to contribute to the understanding of the transport sector and to provide inputs to transport policy design.

- 'Pay-as-you-Drive Vehicle Insurance as a Tool to Reduce Crash Risk: Results so far and further potential.'¹⁰ This paper provides an extensive summary of a field experiment conducted on the behavioural effects of pay-as-you-drive (PAYD) vehicle insurance; a 'new type of

car insurance that ties the level of insurance premium to the risk level associated with driving behavior of the policy holder. PAYD allows the direct administration of penalties for risky behaviours (e.g., speeding, driving during dangerous hours) and rewards for safe behaviours (e.g., keeping the speed limit). As such, it offers insurance companies a promising instrument for promoting driving at safe speeds and discouraging excessive speed violations.' The primary interest of the field test experiment, which focused on young drivers, was testing the effects of PAYD on speeding; here defined as driving above the posted speed limits. The experiment found 'that PAYD resulted in modest, but significant reductions in speeding of young drivers.' The paper also sets out practical guidelines for policy makers and insurance companies aiming to introduce PAYD schemes as a tool to reduce crash risk, improve traffic safety, and reduce the negative environmental impacts of car use.

- 'Accident Cost, Speed and Vehicle Mass Externalities and Insurance.'¹¹ This paper looks at how to incorporate the risk factors of vehicle mass and speed into PAYD insurance. With regard to speed, the paper discusses pay-as-you-speed (PAYS) vehicle insurance designed to affect speed. A vehicle fleet experiment with a PAYS insurance incentive for keeping within speed limits using speed alert devices is presented. The experiment 'found that participating drivers reduced severe speeding during the first month, but in the second, after having received feedback reports with an account of earned payments, only those that were given a penalty changed behavior.' The 'study suggests that economic incentive schemes, in the form of insurance programmes or otherwise, coupled to the use of speed monitoring devices may be an effective way of reducing severe speeding, and thereby to increase overall road-traffic safety. The results imply that even drivers that voluntarily have installed such devices in their cars may be highly sensitive to economic incentives.'

The Discussion Papers can be downloaded here: <http://www.internationaltransportforum.org/jtrc/DiscussionPapers/jtrcpapers.html>

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Speed Monitor

Editor

Julie Galbraith
julie.galbraith@etsc.eu

For more information about ETSC's activities,
and membership, please contact

ETSC

20 Avenue des Celtes

B-1040 Brussels

Tel. + 32 2 230 4106

Fax. +32 2 230 4215

E-mail: information@etsc.eu

Internet: www.etsc.eu