

Road safety: working together as one

The number of road deaths in the Netherlands has been steadily decreasing since the 1970s. This number rose for the first time in years in 2011. That year 661 people were killed in road accidents. The number of people seriously injured in road accidents has been increasing since 2006. No fewer than 19,200 individuals were seriously injured in traffic in 2010. Cyclists, elderly people and novice drivers are particularly at risk.

In the opinion of the Ministry of Infrastructure and the Environment and administrative and social partners, these figures mean that greater efforts are required in addition to the measures already in place. Together, they have agreed to take 23 additional measures, each of these being a concrete action item aimed at reducing the number of serious injuries and deaths that occur in traffic, since every casualty is one too many.

The measures were set out in mid-2012 in a document titled Incentive Policy for further Road Safety. All partners are working together as one to achieve the aims referred to. This brochure provides further information about the measures suggested in the Incentive Policy and the ideas behind them.

Additional measures required for specific target groups

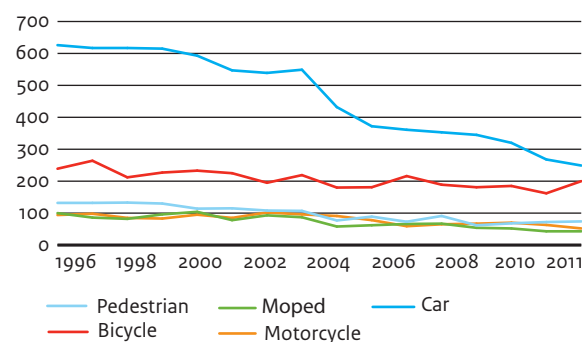
Together with provincial, municipal and water authorities, as well as those of city regions, the central government adopted the Road Safety Strategic Plan 2008 2020 in 2008. This plan includes measures to achieve two key aims:

- reduce the number of road deaths to a maximum of 500 a year by 2020;
- reduce the number of individuals seriously injured in traffic to a maximum of 10,600 a year by 2020.

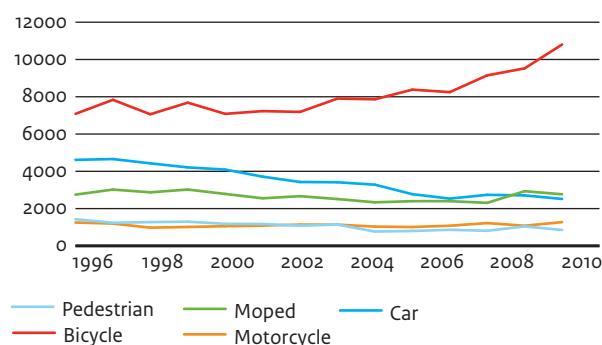
This national plan is based on a joint approach. All government authorities are working together to:

- implement successful general measures like sustainable and safe road design, safety awareness campaigns supported by enforcement and more stringent vehicle requirements;
- take a tougher approach to serious offenders to reduce, for example, the number of alcohol or speeding-related accidents;
- better protect vulnerable road users like children, pedestrians, elderly people and novice drivers.

Road deaths



Serious injuries



The SWOV Institute for Road Safety Research recently performed calculations to determine whether the trend in the number of road casualties is more or less in keeping with the aims referred to. These calculations indicate that, even with implementation of the Road Safety Strategic Plan, there will be 500 to 570 road deaths and between 16,700 and 18,300 individuals will be seriously injured in traffic in 2020 if investment in infrastructure and enforcement remains at the same level as in recent years. The aims will therefore not be achieved without additional efforts.

For many road traffic target groups, the number of casualties is decreasing, especially among motorists. Nevertheless, the number of seriously injured among cyclists and elderly people has been increasing in recent years. The ministry and parties involved therefore agreed to undertake additional efforts within the framework set out in the Incentive Policy for further Road Safety. The aim is to reduce the number of road casualties among members of the specific target groups in respect of which this number remains too high. The parties will make every effort to further reduce the number of road casualties.

The appendix to this brochure provides a complete overview of all 23 additional activities and specifies when and by whom they will be performed.

The participants

The central government, provincial, municipal and water authorities, authorities of city regions, SWOV Institute for Road Safety Research and a range of social organisations that focus on young people, the elderly and cyclists in traffic.

Focus on three high-risk groups

The Incentive Policy for further Road Safety focuses mainly on three high-risk groups: cyclists, senior citizens and novice drivers. This is because members of these groups are most frequently involved in accidents that result in serious injury or even death.

Cyclists

The Netherlands is a country of cyclists. Bicycles are popular, among senior citizens too. The number of bicycle kilometres travelled by individuals aged over 50 has increased by no less than 60 percent since 1993. The number of old people has increased and more individuals in this group have taken to cycling than the number expected by the partners when they set their aims. This is of course a favourable development, since cycling keeps senior citizens physically active and healthy. Unfortunately, there is also a downside. The elderly are vulnerable and require hospital admission following a cycling accident quite often. The number of old people who suffer serious injury has even increased by 50 percent since 2000.

Given these facts it is understandable that a considerable number of the 23 additional measures are aimed at reducing the number of cycling accidents. In this respect, municipal authorities will identify cycling problem areas like dangerous crossings, poles and so on and formulate a plan of action to resolve these issues by 2014. To make the work of municipal authorities easier, the Ministry of Infrastructure and the Environment, working together with the Association of Netherlands Municipalities (VNG) and Fietsberaad (a centre of expertise on bicycle policy), will identify and list the municipalities that already have a good improvement policy in place with respect to bicycle safety (best practices). Based on this process, the ministry will develop a model approach that the Association of Netherlands Municipalities will make available to municipal authorities at the beginning of 2013. In addition, municipal authorities can approach parties like the Dutch Cyclists'





Union, Dutch Traffic Safety Association and Remain Safely Mobile for assistance in identifying the problem areas and deciding on the measures to be taken for this target group.

Further measures were announced besides those described above. These measures include funding from the Ministry of Infrastructure and the Environment for the bicycle light awareness campaign of the Dutch Cyclists' Union aimed at young people. In addition, the Dutch Association of the Bicycle and Automotive Industries (RAI) is rolling out a quality system for bicycle lights sold at bicycle shops. Finally, the development of knowledge in the field of bicycle safety is being further encouraged by, for example, the National Bicycle Safety Research Agenda. This agenda focuses on, among other things, elderly cyclists, electric bicycles and safe bicycle designs. Greater efforts are necessary in this regard since knowledge about bicycle safety is not yet at the same level as that about car safety.

Senior citizens

Naturally, senior citizens would like to remain Remain Safely Mobile for as long as possible. Such mobility keeps them fit, independent and socially active. At the same time, however, senior citizens become increasingly vulnerable. Vision and hearing may deteriorate and physical discomforts tend to increase. Road accidents therefore tend to have more serious outcomes for the elderly.

Within the *BlijfVeilig Mobiel* (Remain Safely Mobile) campaign, nine parties are working together to increase the safety of senior citizens in traffic. In recent years, *BlijfVeilig*

Mobiel has developed a range of successful activities, including a mobility scooter course, cycling activities and mobility days. The organisation will now introduce these products to a wider public and also approach healthcare authorities for recognition of their impact on healthcare. The organisation will also assume responsibility for the implementation of a range of additional measures. Among other things, in 2013 *BlijfVeilig Mobiel* will make a zebra crossing checklist available to municipal authorities. This checklist will enable municipal authorities to determine whether a zebra crossing is safe for elderly individuals. The organisation will also publish a Mobility Scooter Purchase Guide to aid the selection of the most appropriate mobility scooter. In addition, *BlijfVeilig Mobiel* is developing new products like an online vision and hearing test.

Novice drivers

Road accidents are the main cause of death among young people. Reckless behaviour and a lack of experience mean that young people, principally in the period shortly after receiving their driving licences, are more frequently involved in road accidents. The risk is particularly pronounced among young men.

It is important for young people to:

- Get to know what's possible behind the wheel of a car and what not, in other words what the limits are. The novice driving licence was introduced for this reason. This licence is based on a penalty points system for novice drivers.
- Acquire driving experience. The 2toDrive experiment was launched for this reason. In the context of this experiment, young people can start taking driving lessons at the age of 16.5, take the driving test at 17 and then, until the age of 18, drive under the supervision of a coach only. The practical test for mopeds and step-by-step access to a motorcycle driving licence are also aimed at ensuring that young drivers participate more safely in traffic.
- Be properly educated about road traffic. TeamAlert, a youth organisation, provides education in this context and carries out awareness campaigns about driving under the influence of alcohol and drugs.

Reinforcing strengths

The parties involved in implementing the measures set out in the Incentive Policy for further Road Safety are also making time and financial resources available to reinforce the measures that are already achieving success. From 2013, for example, road authorities will be encouraging the uniformity and safety of roads through the use of CROW's (the national information and technology centre for transport and infrastructure) new Basic Characteristics of Road Design work. These basic characteristics will also be applied to intersections and traffic circles. This will increase uniformity and safety for road users. Royal Dutch Touring Club ANWB is advising provincial road authorities on how they can design their roads to be safer, while the Ministry of Infrastructure and the Environment is investing in making trunk roads and motorways safer. In the period up to and including 2018, verges, interchanges, acceleration lanes and other elements of road infrastructure will be improved.

Modernisation

The parties expect to achieve even more results by being more responsive to the wishes and initiatives of citizens themselves and will therefore carry out work in this area as well. An appealing example from the list of 23 measures is the Meldpunt Veilig Verkeer (Road Safety Reporting Centre). This Dutch Traffic Safety Association website makes it possible for local residents to report dangerous traffic situations like streets on which motorists drive too fast and

dangerous crossroads and crossings. The Dutch Traffic Safety Association then helps local residents to make the situation safer by, for example, putting them in touch with the police, municipal authorities or other local residents.

Private companies, including car manufacturers, insurers and leasing companies, are also working to improve road safety. The central government is closely monitoring these developments and supports them where possible. For example, it is funding a study by the insurance sector into how insurers can provide financial incentives to encourage good driving behaviour as effectively as possible. Such incentives should also improve road safety.

Achieving results

Naturally, all of the parties involved hope that the 23 additional measures set out in the Incentive Policy for further Road Safety will reduce the number of accidents. It has therefore been agreed that the ministry will discuss the implementation of these measures with the partners every six months. Each year, SWOV Institute for Road Safety Research will report on how road safety is developing, particularly in terms of the high-risk groups in traffic. Together, the partners hope to acquire new insights and rapidly convert these into more concrete measures, since improving road safety is and remains a continuous process.



Road Safety Policy Document Measures

	Activity	Implementers	Completion
Cyclists			
1 a	Local approach to bicycle safety	All municipalities	2013
1 b	Model approach to bicycle safety	Ministry of Infrastructure and the Environment and the Association of Netherlands Municipalities	2013
1 c	Identifying and listing local best practices	Ministry of Infrastructure and the Environment	2013
1 d	Road safety pilot projects	Fietsberaad centre of expertise on the instructions of the Ministry of Infrastructure and the Environment	2013
1 e	Exchange of knowledge on bicycle safety	Transport Knowledge Resource Centre, provinces, city regions	Continuous from 2012
1 f	Local advice from social organisations	Dutch Traffic Safety Association, Dutch Cyclists' Union and Remain Safely Mobile	Continuous from 2012
1 g	Social organisations communicating with members of the target group	Dutch Traffic Safety Association, Dutch Cyclists' Union, Remain Safely Mobile, Royal Dutch Touring Club ANWB, TeamAlert	Continuous from 2012
2	Study into international bicycle lighting requirements	Ministry of Infrastructure and the Environment	2013
3	Bicycle lighting quality mark	Dutch Association of the Bicycle and Automotive Industries	2013
4	Bicycle lighting campaign	Dutch Cyclists' Union	2012
5	National Bicycle Research Agenda	SWOV Institute for Road Safety Research, Delft University of Technology, Netherlands Organisation for Applied Scientific Research (TNO), the manufacturing sector, Ministry of Infrastructure and the Environment	2013
Senior citizens			
6	Advice on mobility in healthcare	Remain Safely Mobile	2013
7	Mobility scooter choice guide	Remain Safely Mobile	2013
8	Mobility ambassadors	Remain Safely Mobile	2013
9	New Remain Safely Mobile products	Remain Safely Mobile	2013
10	Zebra crossing checklist for elderly pedestrians	Remain Safely Mobile	2013
Infrastructure			
11	Use of Basic Characteristics of Road Design	Local or regional road authorities	Continuous from 2013
12	Developing basic characteristics for crossroads and roundabouts	CROW (information and technology centre for transport and infrastructure) on the instructions of the Ministry of Infrastructure and the Environment	2014
13	EuroRAP study of provincial roads	Royal Dutch Touring Club ANWB	2013
14	Safer trunk roads and motorways	Ministry of Infrastructure and the Environment	Until and including 2018
Behaviour			
15	Identifying and listing practical examples of ways in which behaviour can be influenced	Ministry of Infrastructure and the Environment	2012
16	Information on traffic regulations	Royal Dutch Touring Club ANWB	2013
Integral			
17	Pilot project that takes a combined approach to safety at work and road safety	Ministry of Infrastructure and the Environment and Ministry of Social Affairs and Employment	2013/2014
18	Neighbourhood reporting centre/safe traffic neighbourhood label	Dutch Traffic Safety Association	Continuous from 2012
19	Identifying and listing applications/social media and their effects on road safety	Ministry of Infrastructure and the Environment	2013
20	Improving policy-related information on road safety	Ministry of Infrastructure and the Environment	2013
21	Road safety monitor	SWOV Institute for Road Safety Research	Each year from 2013
22	Ascertaining whether the strategy is helping to achieve the objectives set	SWOV Institute for Road Safety Research	2015
23	Monitoring progress with respect to achieving the measures of the Road Safety Policy Document	Ministry of Infrastructure and the Environment, SWOV Institute for Road Safety Research, Royal Dutch Touring Club ANWB, Dutch Traffic Safety Association, Dutch Cyclists' Union, TeamAlert, General Dutch Association for the Elderly (ANBO), local and provincial government authorities	Twice a year from 2012

Explanation

Municipalities will identify road safety problem areas for cyclists and formulate an improvement process that includes behaviour and/or infrastructure-related measures.

The Ministry of Infrastructure and the Environment and the Association of Netherlands Municipalities will develop a model approach to bicycle safety for municipalities that will include a basic approach and options for additions based on local aims.

The Ministry of Infrastructure and the Environment will identify and list current approaches to bicycle safety in large, medium-sized and small municipalities in terms of best practices.

Based on pilot projects in municipalities, Fietsberaad will provide advice regarding the contributions of local approaches or reporting centres to road safety.

Regional coordination aimed at encouraging the active exchange of knowledge and experiences and drawing the attention of municipal authorities to the Fietsberaad publication.

Social organisations are advising municipal authorities in order to support policy, general measures and those for the target group and the embedding of road safety in policy areas like health, quality of life and education.

Social organisations are communicating with their members about the importance of road safety and helping their members to improve road safety themselves.

The Ministry of Infrastructure and the Environment is carrying out a comparative study into legislation and regulations governing bicycle lighting in other countries.

The Dutch Association of the Bicycle and Automotive Industries is developing a bicycle lighting quality system and will roll this system out in bicycle shops.

A Dutch Cyclists' Union campaign aimed mainly at young people about the necessity of good bicycle lighting and that also provides practical tips.

Cooperation and a research agenda aimed at the development of knowledge in the area of bicycle safety with a focus on an ageing population, electric bicycles and safer bicycle designs.

Remain Safely Mobile is promoting the Individual Mobility Advice Flow Chart and assisting preventive, primary and secondary care providers in using it as part of their normal work and contacts with senior citizens.

Remain Safely Mobile is disseminating information among senior citizens and municipal authorities about choosing the most appropriate mobility scooter for a given user or future user.

Remain Safely Mobile is recruiting and training 100 mobility ambassadors to encourage the use of Remain Safely Mobile products.

Remain Safely Mobile is developing new products like an online vision/hearing test and strengthening E-bike days.

Remain Safely Mobile will make a zebra crossing checklist available to municipal authorities and social organisations that can be used to determine whether a zebra crossing is safe for senior citizens.

Local or regional road authorities should preferably use the guidelines set out in Basic Characteristics of Road Design to increase the uniformity and safety of the road network.

CROW will add characteristics for crossroads and roundabouts to the set of Basic Characteristics of Road Design (at the request of municipal authorities).

Based on the international EuroRAP method, Royal Dutch Touring Club ANWB will determine the safety of provincial roads and discuss the results of its work with road authorities.

The Ministry of Infrastructure and the Environment is making trunk roads and motorways safer through the investment programmes 'Safer 2' (until and including 2014) and 'Safer 3' (2015-2018).

The Ministry of Infrastructure and the Environment is identifying and listing practical examples of the ways in which behaviour in relation to road safety can be influenced in order to provide practical points of reference to government authorities and social organisations.

A Royal Dutch Touring Club ANWB website that provides information and clear explanations regarding traffic regulations.

Although safety at work and road safety are separate subjects among government authorities and in the business sector, they are handled in a similar way. The pilot project will focus on improving road safety through synergy and a lower degree of regulation.

A Dutch Traffic Safety Association reporting centre that citizens can use to report dangerous situations in their respective neighbourhoods; the Dutch Traffic Safety Association assists citizens and government authorities in dealing with these situations; a good structural approach can be rewarded with a safe traffic neighbourhood label.

Although applications and social media can support driving, they can also be a distraction; RWS Centre for Transport and Navigation is identifying and listing applications and social media and their effects on road safety.

The Ministry of Infrastructure and the Environment is concluding agreements with data providers in order to improve information on accidents; these providers include Incident Management, reporting centres and, where possible, insurers and ambulance services.

SWOV Institute for Road Safety Research monitors trends in road safety and the effects of the measures set out in the Road Safety Policy Document and will provide brief reports on trends and more comprehensive analyses in alternating years.

SWOV Institute for Road Safety Research will check progress with respect to national objectives, analyse problem areas and provide policy advice.

A meeting between the Ministry of Infrastructure and the Environment and parties involved in the measures of the Road Safety Policy Document held every six months to discuss the progress of implementation and new insights.

