Improving Road Safety: a continuous challenge

From Plans to Action

Marianne Dwarshuis
Public Affairs

Verkeersveiligheidscoalitie
Road Safety in the Netherlands (1)

- In 2018: 678 traffic fatalities
- Downward trend seems to have stagnated
Road Safety in The Netherlands (2)

- Number of seriously injured is increasing (21,700 in 2018)
- Upward trend since 2006
Costs of road unsafety in NL

• Societal costs app. 15 billion € per year
• 2,2 % of GDP
• Relatively high percentage compared to other European countries
Plateau

- No more front runner: Netherlands from 4th to 11th position in EU ranking in 8 years time
Some influencing factors

• Road safety has not been a top priority in the past years
• Level of investments has decreased
• Effects of existing policies unclear
• Low-hanging fruit picked; paths to solution are increasingly complex => need for innovation
2015: 1st Road Safety Dinner
Goals

• Contribute to the reduction of number of road victims, by:
  • Strengthening a (common) sense of urgency.
  • Stimulating synergy, cooperation and commitment.
  • Involving (new) stakeholders
  • Offering inspiration
  • Working dinner
• Bottom-up, not top-down
  • Interviews with app. 50 stakeholders
Themes

• Can a business case be made of road safety
• Impact on international road safety practices
• Distraction in traffic (e.g. smartphone)
• Safe Infrastructure
• Urban road safety
• Road safety & technology
• Accident registration
• Safe behaviour in traffic
Create continuity

- Working groups
- Involving new stakeholders, e.g. employers, health insurance companies.
- ‘Steering committee’ of participants.
- Creation of website (2017): enable the exchange of information.
- Annual road safety dinner since 2015, app. 70 stakeholders
2017: Road safety coalition
Road Safety Manifesto (2)

From ambition to ‘paths to solution’, five priorities

• Safe infrastructure
• Innovative methods
• Education and behaviour
• Enforcement
• Registration, monitoring and policy

➔ ‘Offer’ to national government
➔ Create own initiatives
➔ Starting point: no cherry picking
2017: Road Safety Manifesto included in government coalition agreement (2017-2021)
Case: action against traffic distraction

• Follow-up of the Road Safety Manifesto
• 44 Organisations signed a covenant against traffic distraction
• Joint action: public/private cooperation led to start of a national campaign “Drive MONO”
Case: ADAS

• Cooperation between government and private partners to increase the uptake of ADAS systems by road users
Current situation

• Number of road victims is rising
• Strategic Road Safety Plan developed by government, including elements from Road Safety Manifesto
• Discussion has started about extra investments; 50 mln €/year for 10 years → cofinancing needed from regional and local governments
• Issue: road safety still not a priority in many provinces and cities
  • Lack of capacity and finances to develop and run projects
Road Safety Coalition: taking stock

**Achievements:**
- Road Safety back on the political agenda
- National Road Safety Strategy was developed as a result
- Cooperation traffic distraction and ADAS

**Challenges:**
- Develop and deploy more innovations
- From ideas to (more) action
Conclusions

• Rising numbers of road victims require urgent action
• Road Safety back at the top of the national political agenda
  • Road Safety Coalition can play an important role in keeping the issue on the agenda
• The challenge: from plans to action
  • Continuous attention and investments needed at all government levels
  • Road Safety coalition can develop and stimulate innovations

ACTION NEEDED
Questions?
Contact

- mdwarshuis@anwb.nl
- Twitter: @MarianneDw