Traffic and Pedestrian Safety in Urban Areas
Outline

1. Why Traffic and Pedestrian Safety is important?
2. Why road crashes happen?
3. What could be done to improve Traffic and Pedestrian Safety?
4. How to implement an efficient road safety policy?
5. Conclusions
1. Why traffic and pedestrian safety is important?

- **Rapid urbanization:**
  - Population growth
  - New challenges to the transport system
1. Why traffic and pedestrian safety is important?

- To meet this growth, the usual answer:
  - Increase the capacity of the road system

In urban areas the principal victims of traffic crashes are pedestrians.
1. Why traffic and pedestrian safety is important?

- Every year, about 1 million people are killed around the world in road crashes
- Equivalent to 1,900 Jumbo Jet crashes
1. Why traffic and pedestrian safety is important?

- Pedestrians are most vulnerable in the traffic system

- In Azerbaijan 1,052 people were killed in road crashes in 2008
  - 42% of road crashes occurred involving transport vehicles and pedestrians

- Huge social, economic and health burden
Swedish Road Administration
Swedish Road Administration
2. Why Road Crashes Happen?

1. **Infrastructure** *(unforgiving roads)*
   - Poor road design
   - Poor road maintenance
   - Adverse weather conditions

2. **Vehicle**
   - Mechanical problem

3. **Human factor**
   - Behavior
   - Drinking / Drugs
   - Distraction
     - Speeding
     - Aggressive driving
     - Crossing incorrectly
     - Cell Phone
     - Changing Radio / CD
     - Reading Map / Newspaper
Examples: Difficult Crossing
Examples: Difficult Crossing
Examples: Poor Behavior
Examples: Poor Behavior
Example of Poor Infrastructure
Poor behavior: walking in the middle of the road
Example of poor behavior: parking on sidewalks/walking on the street.
3. What could be done to improve traffic and pedestrian safety?

Key Issues:

1. Improve **Infrastructure**
2. Improve **Vehicles**
3. Address **Human Factors**
3. What could be done to improve traffic and pedestrian safety?

1. Improve **Infrastructure**

   create a safer road environment:

   - Improving traffic signs
   - Improving road marking and delineation
   - Implementing small construction measures
   - Providing for adequate pedestrian facilities
3. What could be done to improve traffic and pedestrian safety?

Examples of infrastructure in need of improvement:

- Sidewalk issue
3. What could be done to improve traffic and pedestrian safety?

2. Improve Vehicles

- promote use of safer vehicles:
  - Local authorities need to ensure that all vehicles are maintained and equipped with safety standards (brakes, tires, lamps, seat-belts, airbags, infant car seat, etc.)
  - Mandatory Periodic Vehicle Inspections
  - Inspection authorities need to be accountable and transparent
3. What could be done to improve traffic and pedestrian safety?

Good maintenance is essential to ensure safety.
3. What could be done to improve traffic and pedestrian safety?

3. Improve **Human Factors**

- Training of new drivers
- Public awareness and road safety education
- Enforcement
- Assistance to road crash victims
- Fight corruption in enforcement and issuance of driver licenses
3. What could be done to improve traffic and pedestrian safety?

Road safety education is needed
Example: Speed limitation to 30km/h
4. How to implement an efficient traffic and pedestrian safety policy?

- To improve **infrastructure, vehicles and human behavior**, several stakeholders intervene:
  - Public authorities
  - Traffic police
  - Emergency services
  - Schools
  - Private sector
  - Citizens, etc.
4. How to implement an efficient traffic and pedestrian safety policy?

- Organizations involved need to get organized to address traffic safety:
  - Multi-agency steering committees
    - Traffic engineers, police, ambulance and rescue services, educators...
  - City transport department or city traffic management
4. How to implement an efficient traffic and pedestrian safety policy?

- **Synergies** between City and Central Government are necessary to implement policies/strategies on road safety.

  Most effective if a lead agency with the necessary power and resources takes over road safety (at national and local level)
Example of basic structure of City Transport and Traffic Department

- Transport & Traffic Dept.
  - Public Transport
    - License And Control
    - Planning And financial
    - Hot line And Public
  - Front office
    - Strategic Planning
    - Transp. Infra.
    - Finance & Economic
  - General unit
    - Inter. And PR
  - Bus company
  - Private operators
  - Taxi

- Road safety
- Traffic Planning & control
- Parking
- Master Plan Team
- Control Center
- Parking operator
- Road safety Research center

Example of basic structure of City Transport and Traffic Department
4. How to implement an efficient traffic and pedestrian safety policy?

- Several actions need to be taken:

  a) Organize and coordinate the different stakeholders with a clear lead agency
  b) Set targets and monitor progress towards them
  c) Provide specific funding and human resources to address safety issues in urban areas
4. How to implement an efficient traffic and pedestrian safety policy?

a) Organize and coordinate the different stakeholders with a clear lead agency to establish accountability and a management structure to take responsibility for setting targets, monitoring progress towards their achievement and being accountable for its actions, successes and failures.
4. How to implement an efficient traffic and pedestrian safety policy?

b) Set targets and monitor progress towards them

Use of intermediate indicators to measure immediate effect in addition to longer term trends in crash data (not always of excellent quality) to emerge

- seat belt wearing rates
- roadside speed observations
- breath test results
4. How to implement an efficient traffic and pedestrian safety policy?

c) Provide specific funding and human resources to address safety issues in urban areas

- Staff dedicated to these activities

- Necessary funds can be raised in a wide number of ways: for example a modest levy on fuel, tires, vehicle insurance or from annual vehicle licence fees
5. Conclusions

- Importance of Pedestrian safety
  - In Eastern Europe over half of the motor vehicle crashes related deaths are pedestrians

- Need to establish management structures to:
  - clearly define responsibilities
  - set targets
  - hold the senior managers accountable for their performance with respect to the targets
5. Conclusions

- Management structures which ensure efficient implementation of safety policies need:
  - A lead agency with dedicated funds and staff
  - Staff dedicated to the task – not sharing their responsibilities with other duties
  - Adequate levels of investment
Questions?