

TSC TPF meeting

July 14th 2016, Gerald Furian , KfV
Western Transportation Institute
Center for Health and Safety Culture, Bozeman, MT

Agenda

About KFV (Austrian Road Safety Board)

- Organisation and Activities
- My Role at KFV

Road Safety in Austria and in the EU

- Organisation and Strategies
- Current developments

TraSaCu

- My role in TraSaCu
- Current Status
- Outlook & Future

The KFV: Safety & Security – since 1959



KFV Activities

- Research on National and International Level
- Road Safety Programs (Consultancy)
- Black Spot Management & Road Safety Inspections
- International Cooperation
- Lobbying, Communication
- Campaigns



Memberships and Co-operation



**Forum of European Road
Safety Research Institutes**

European
Transport
Safety
Council

CARE: Accident database of the European Commission



**WORLD ROAD ASSOCIATION
ASSOCIATION MONDIALE DE LA ROUTE**
"Exchange knowledge and techniques on roads and road transportation."



**Organisation for Economic
Co-operation and
Development**



**Confederation of Fire Protection
Associations Europe & International**



Interdisciplinary work at KFV

- Traffic Engineering
- Urban planning
- Vehicle engineering
- Psychology
- Sociology
- Education
- Law
- Statistics
- Database technology
- Public relations



Members of KFV



Alliance of Austrian Insurance Companies
Verband der Versicherungsunternehmen Österreichs



Workers Compensation Board
Allgemeine Unfallversicherungsanstalt



Motorist Club
Österreichischer Automobil-, Motorrad- und Touring Club



Motorist and Cyclist Club
Auto-, Motor-, und Radfahrerbund Österreichs

My role at KFV

- Communication, political science, economy, business administration
- Since 1996 at KFV, since 2007 in the field of traffic safety
- International relations & projects for the department of „Research & Knowledge Management“ at KFV
- Focus on surveys, survey design, public opinion research

Road safety in Austria



Road Safety Programs

> Core of the road safety work in Austria

- National Road Safety Programmes
 - 2002-2010
 - 2011-2020
- KFV: Consultancy for regional and local authorities in setting up their road safety programmes
- Austrian Railways: Integrated Safety Programme
- ASFINAG: Austrian Motorways Operator



Road Safety Advisory Council

- > Established 2006 by the Ministry of Transport
- Forum for decision makers in road safety
- Preparation, ongoing evaluation and development of road safety programs for all modes of transport
- Members: Political parties, safety experts, local and regional authorities, automobile clubs, chambers of commerce and industry, trade and labor associations, interest groups and research institutions
- Annual report on the implementation status of the RSP

European Road Safety: Guiding Principle

The **road user is the first link** in the road safety chain. Whatever the technical measures in place, the effectiveness of a road safety policy depends ultimately on the **users' behavior**. For this reason, **education, training and enforcement** are essential. However, the road safety system also has to take into account human error and inappropriate behavior and correct it as much as possible — zero risk does not exist. All components, in particular **vehicles and infrastructure**, should therefore be 'forgiving', so as to prevent and limit the consequences of these failures for the users, in particular **the most vulnerable users**.

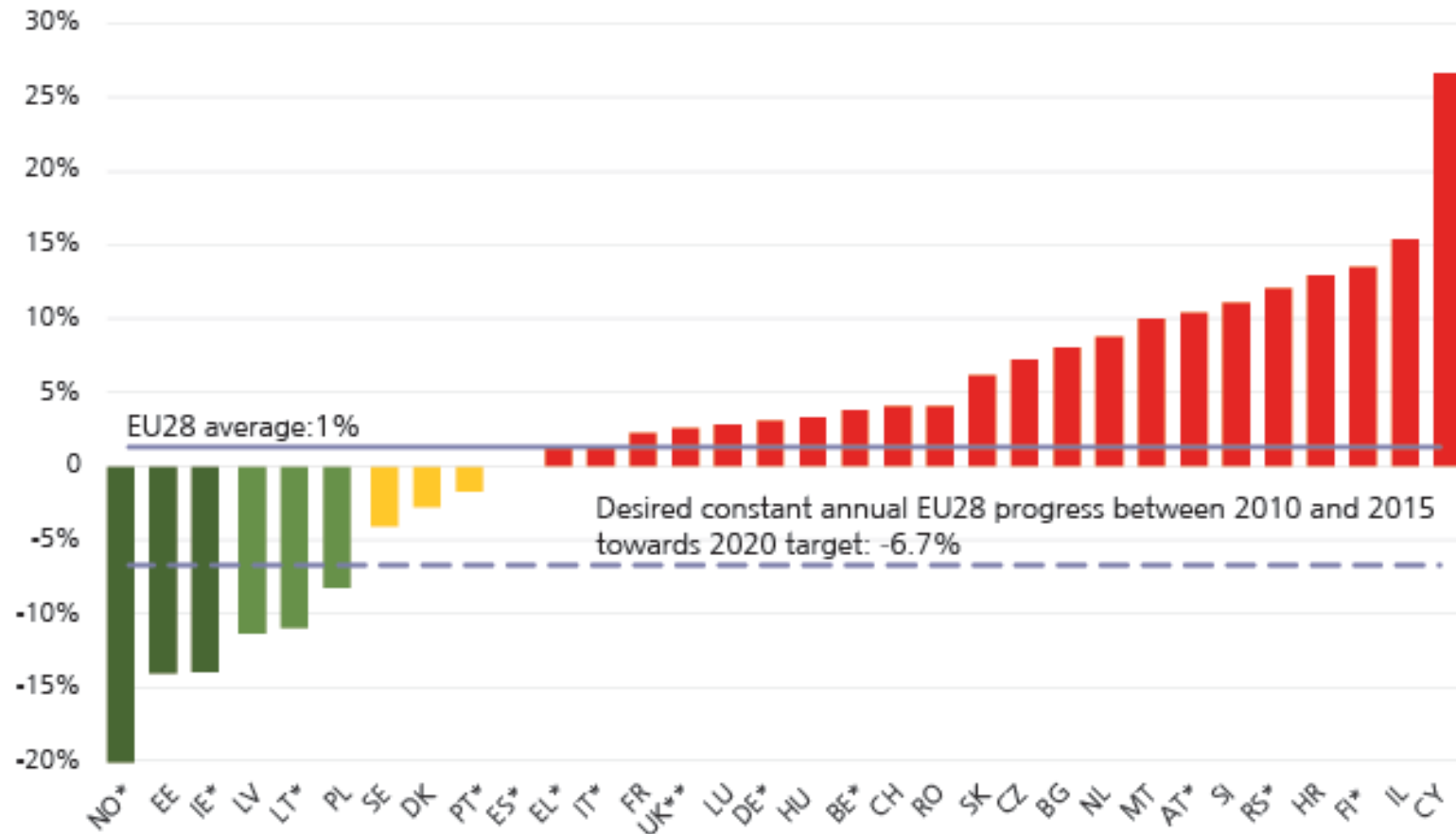
Strategic objectives in European Road Safety

Seven main objectives 2011-2020

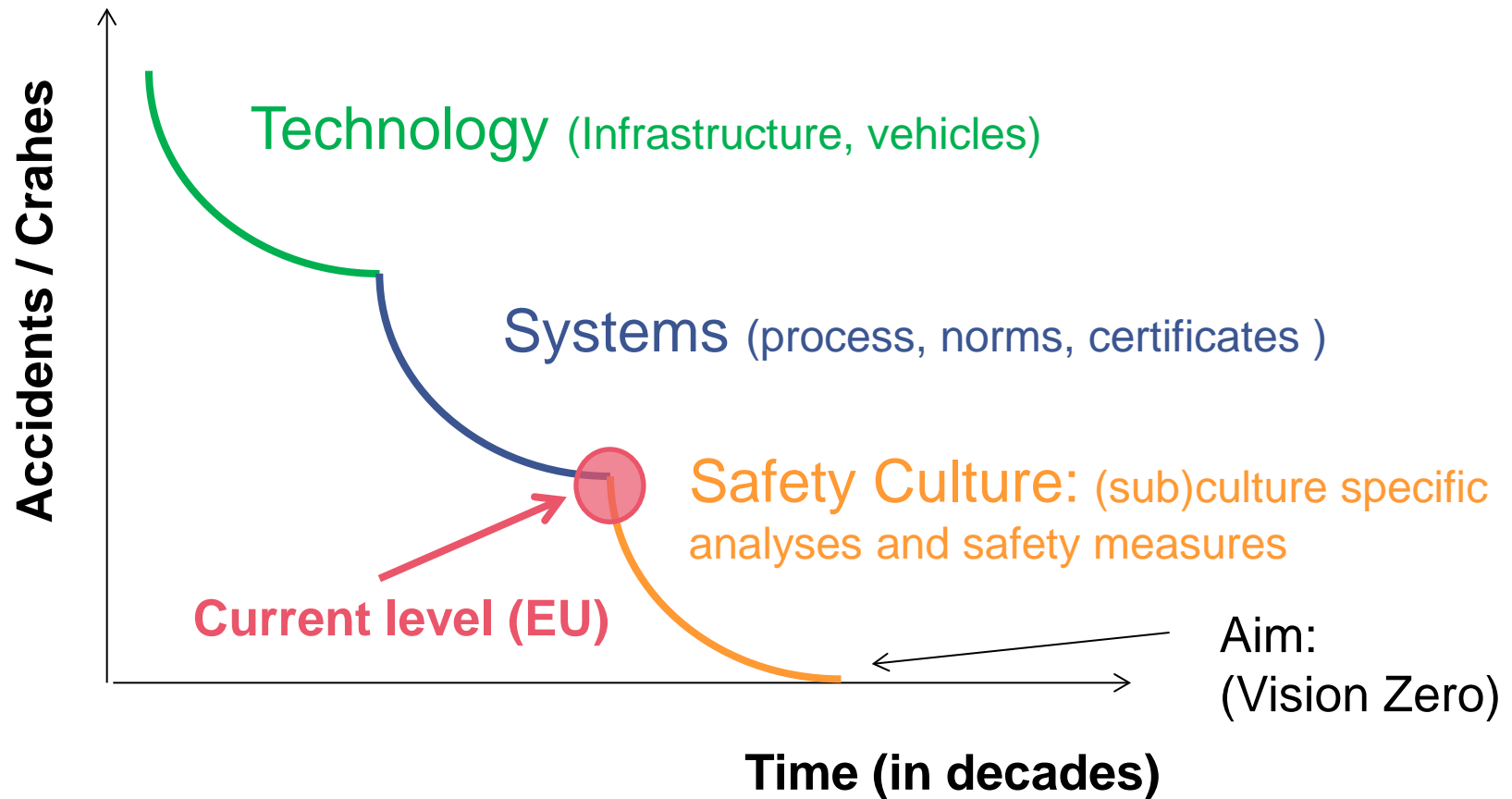
1. Improve **education** and training of road users
2. Increase **enforcement** of road rules
3. Safer road **infrastructure**
4. Safer **vehicles**
5. Promote the use of **modern technology** to increase road safety
6. Improve **emergency and post-injuries services**
7. Protect **vulnerable road users**

Current developments in European road safety

2015: Only nine countries registered drop in road deaths



Traffic Safety Culture: A new paradigm to overcome stagnation in road safety

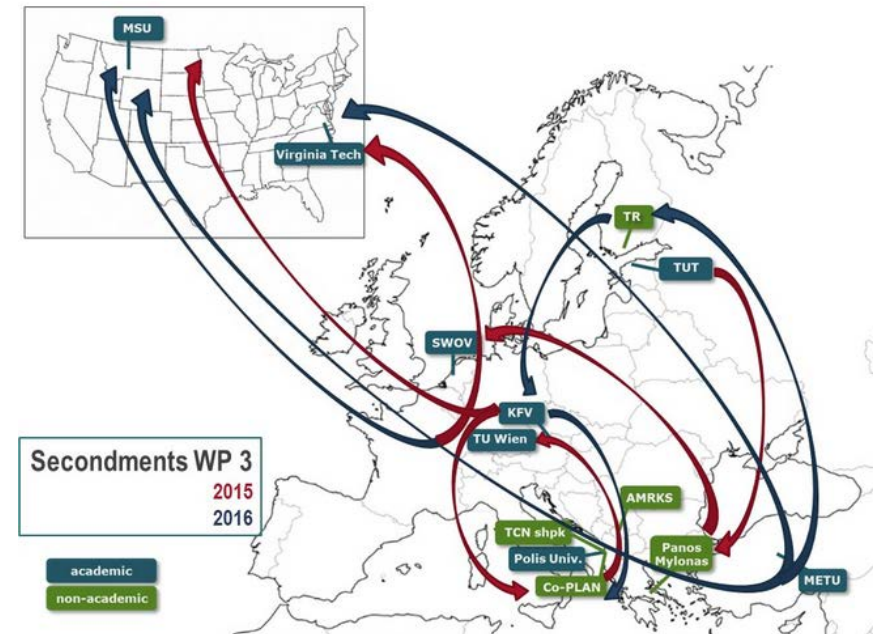


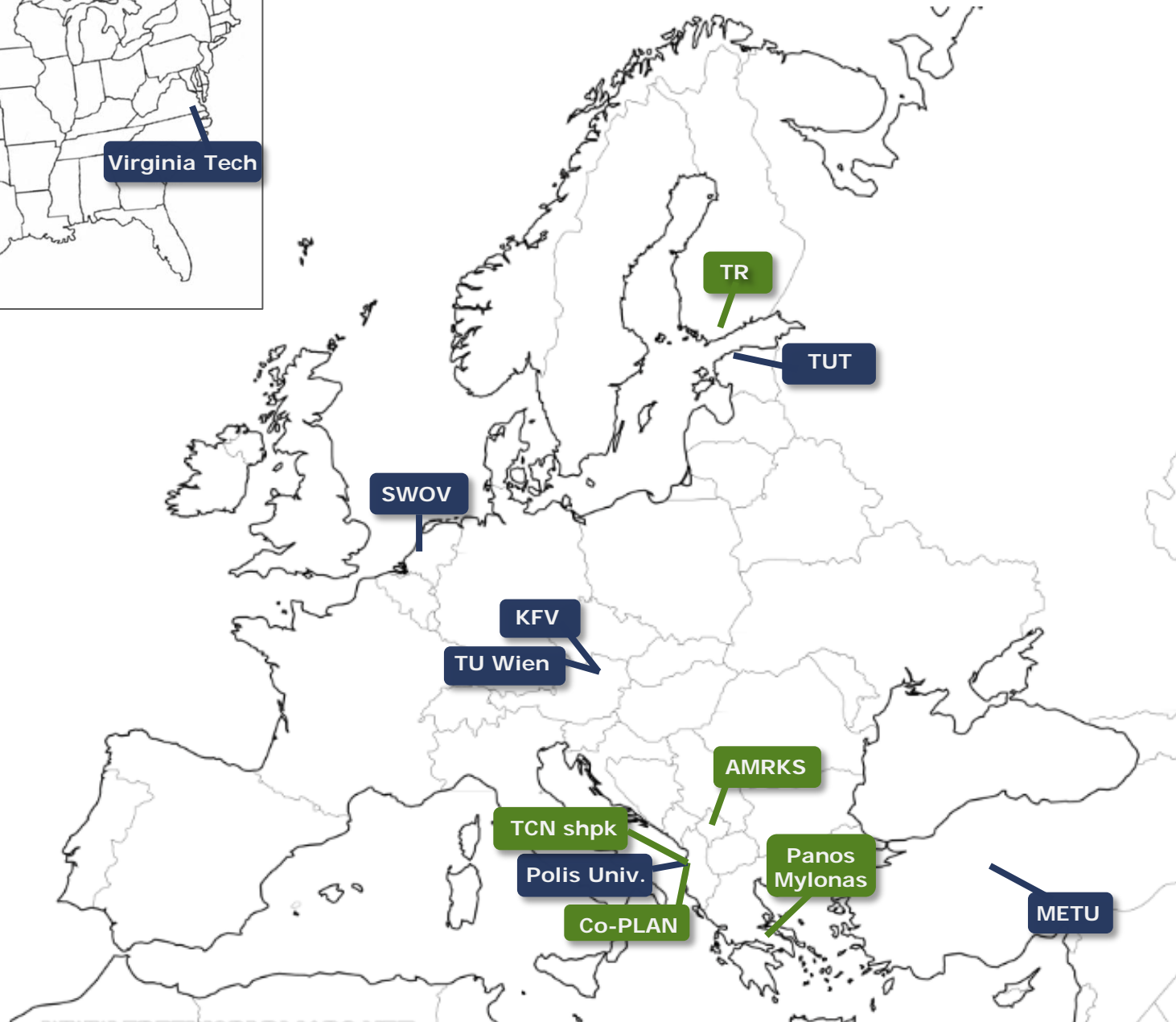
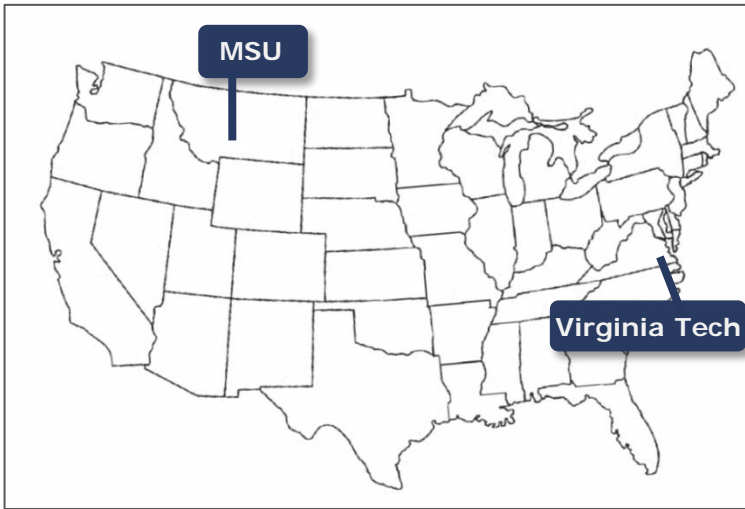
TraSaCu –a H2020 funded project

| | |
|-------------------|--|
| EU-Programme | Horizon 2020, Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE) |
| Grant | 499.500 € (KFV: 108.300 €) |
| Project Duration | 36 month (03/01/2015 – 02/28/2018) |
| Coordinator | KFV (Austrian Road Safety Board) |
| Partners | 13 academic and non-academic organisations from 9 countries |
| Project Character | Early stage and experienced researchers will be seconded to partner organisations abroad for 111 month in total. |

TraSaCu Mission

- Developing a comprehensive framework of traffic safety culture
- Useful for practical road safety work in Europe
- By bringing together different fields of expertise and knowledge exchange



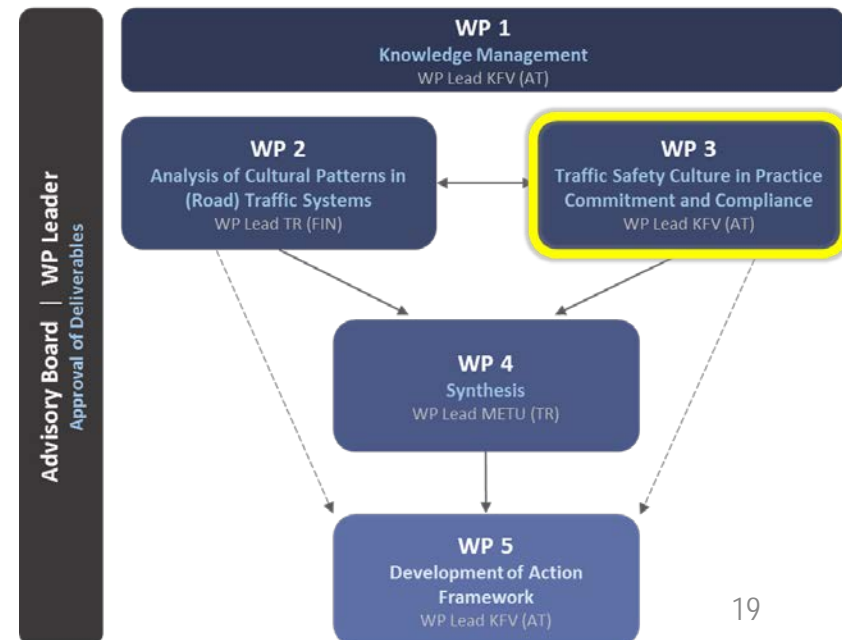


academic

non-academic

Tasks during secondment to CHSC

- Insight in the work of WTI/CHSC
- Strengthening the network, future collaboration
- WP 3 – Compliance with traffic rules, surveys attitudes and self-reported behavior
- Comparability of US and European data in this respect
- Expert Interviews



TraSaCu – Current status

- Project is in halfway of its running time
- Intermediate report sent by KFV 05/2016 and accepted by EC

Comment from Scientific Expert EC:

- "Project has achieved all milestones and objectives and has made good progress"
- "The main scientific and theoretical milestones were achieved well"
- "Recognize new approaches of enhancing road safety, high scientific quality"
- "Minor deviations in secondments, but no impact on the overall project"
- "All teams are clearly contributing to the project"

TraSaCu – Next Steps

WP2 and WP3: country reports in progress and finalized by end of 2016

2017: WP4 & WP5

- WP4 is about synthesis between WP 2 and WP 3
 - Comprehensive model of safety culture and formulating mechanisms of cultural change
- WP5: Development of Action Framework to Increase Road Safety Based on Traffic Safety Culture Approach
 - Change management strategy – transformation management strategy
 - Dissemination to stakeholders
 - To make sure that relevant road safety actors across Europe & the partner networks will have TraSaCu results on their desks
 - Timely for the next wave of Road Safety Strategies 2020-2030

WP 1: Knowledge Management and Integrative Framework



WP 2: Analysis of Cultural Patterns



WP 3: Traffic Safety Culture in practice - Commitment and Compliance



WP 4: Synthesis



WP 5: Development of Action Framework to increase road safety based on traffic safety culture approach

TraSaCu – Outlook & Future

- Establishing Safety culture as strategic topic for KFV (which means there will be continuing projects on the topic over the next 2-3 years;
- Implementation of a better Traffic Safety Culture in Austria
- Priority setting and lobbying to bring up Traffic Safety Culture into the follow-up program to H2020 with the help of several European research institutions
- Future collaborations with TraSaCu partners

ESRA

European Survey of Road users' safety attitudes (1st wave 2015)

AAAFTS survey (USA)
Traffic Safety Culture Index



SARTRE4 (EU)
Social Attitudes to Road Traffic Risk in Europe
Last edition: 2010
19 European countries
F2F interviews



ESRA

European Survey of Road users' safety Attitudes
17 countries
Online panel survey



- 1) **national info** on opinions, behaviour & attitudes with respect to road traffic risks
- 2) **comparable data** across countries

National Attitude
Surveys (BE)





<http://www.trasacu.eu/>



Thank you!

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Main factors for accidents (like in most of countries...)

- Speed
- Alcohol + Drugs
- Seatbelt use
- Young (predominantly male) drivers
- Infrastructure: non-forgiving roadsides, roads not self-explaining

