MAKING WALKING AND CYCLING SAFER in EUROPE’s URBAN AREAS

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Vision Zero is possible in cities
26,300

Recorded killed as a consequence of road collisions in 2015 in the EU28
+/-135,000*

seriously injured in road traffic in the EU in 2014

*As MAIS3+. Estimation from the European Commission based on data sent by Member States
Cost of inaction

- 2% of GDP
- Predicted increase of 40% by 2050
Safety in urban areas

- 73% of polled citizens considers road safety to be a serious problem in cities (Eurobarometer 2013)
- +/- 40% of people killed are killed on road inside urban areas (10,000/26,000).
- 65 - 70% of people killed in cities are vulnerable road users (20% motorcycles, 10% cyclists and 35-40% pedestrians).
Urban mobility: conflicting demands

- Road safety
- Health
- Accessibility
- Economic viability
- Social equity
- Quality of life
- Air and noise pollution
- Energy consumption
- Urban landscape.
People died in road traffic while cycling or walking in the EU in 2013

7,600
Approx

73,300 ⚽

25,000 🚴

killed since 2004
PERCENTAGE SHARE OF OVERALL EU ROAD DEATHS

- Pedestrians: 21%
- Bicycles: 8%
- Motorcycles: 18%
- Cars: 53%
- Vans: 53%
People who walk or cycle are not getting a fair share of improvements in road safety

-53%

Reductions in road deaths 2002-2012

-41%  -37%
What can Cities do?

- Keep records of the numbers of deaths and serious injuries
- Record cycling exposure data
- Develop and use collision maps with cyclists and pedestrians
Safety = road users + infrastructure + vehicle design
Infrastructure Safety
Perception of Safety
Intersection Safety – A Priority
Sustainable Urban Mobility Plans and Road Safety
WHAT CAN Cities DO?

✓ Apply the Infrastructure Safety Directive to all roads
✓ Promote (STOP) modal hierarchy based on safety, vulnerability and sustainability
✓ Introduce 30 km/h zones
✓ Prioritise Intersection Safety
Speed kills

Impact speed (km/h)

Death risk

0% 10% 20% 30% 40% 50% 60%

0 10 20 30 40 50 60

30 km/h
Recommendations to Cities

- Increase traffic law enforcement of speeding.
- Lower speed limits for intersections.
- Provide shorter and safer routes for pedestrians and cyclists.
- Invest and maintain attractive and safe footways and cycle paths.
Revision of EU Vehicle Safety Legislation

- Fit new passenger cars/LTVs with AEB systems to detect cyclists
  Turning HGVs?

- Fit all new vehicles with overridable assisting ISA
  
- Direct & enhanced vision for HGVs

- Indicator lights along side of the trucks/trailers
Recommendations to Cities

✓ Push for EU vehicle safety legislation to be improved for integrating needs of cyclists and pedestrians

✓ Include safety criteria into public procurement contracts of Local Government
For more information

Making walking and cycling on Europe’s roads safer and more recommendation available on www.etsc.eu/PIN

The European Union’s Rome in Promoting the Safety of Cycling on www.etsc.eu

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