



WORLD BANK GROUP
Transport



Managing Traffic Speeds and Reaping Safety, Climate and Other Benefits

April 26th, 2021

Mobility and Development Webinar

2. COMMUNICATIONS AND ENFORCEMENT TO ADDRESS SPEED



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> Assessing Risk



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- ❖ Humans are not good at assessing risk
- ❖ Enforcement & Communications can promote greater understanding of the risks
- ❖ Evidence shows us the two things MUST work together

<https://www.roadsafety-dss.eu/#/references?topic=COUNTERMEASURE&taxonomy=5556>

> Enforcement



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- ❖ The presence of a law is not sufficient to change behaviour
- ❖ Historically, enforcement used as primary behavioural change strategy
- ❖ Enforcement aims to:
 - deter
 - detect
 - educate

> What are you communicating?



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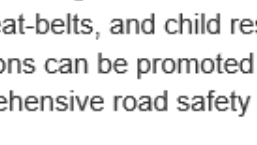
- ❖ Speed is risky & dangerous (*Speed Kills*)
- ❖ Speed limit & changes (e.g. pedestrian zone, roadworks)
- ❖ Police are enforcing
 - You will be detected and receive a penalty
 - ‘Perceived risk of apprehension’
 - Police work protects you (e.g. Safety cameras)

> What are you communicating?

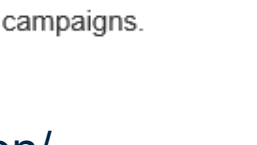


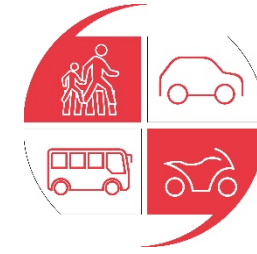
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- ❖ Myths about speeding
- ❖ Other benefits of managing speeds
 - Environmental (noise, emissions)
 - Public perceptions of police
 - Population health

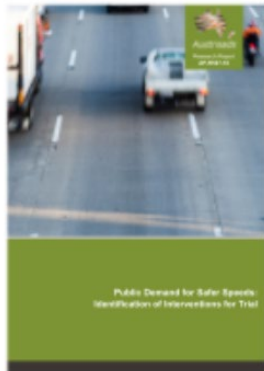


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Road safety



Public Demand for Safer Speeds: Identification of Interventions for Trial

Publication no: AP-R507-16

Published: 10 February 2016

ISBN: 978-1-925294-97-2

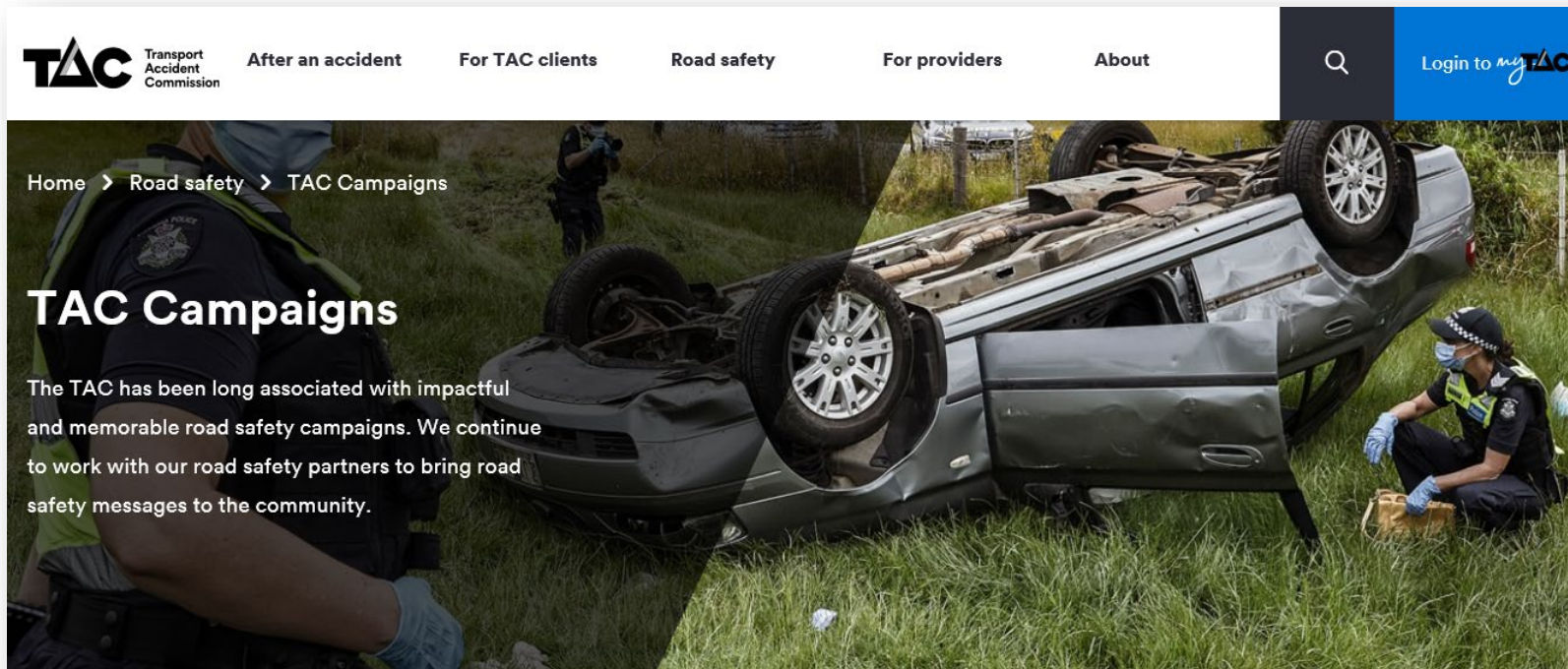
PDF (free)

[Download](#)

Public Demand for Safer Speeds: Identification of Interventions for Trial

<https://austroads.com.au/publications/road-safety/ap-r507-16>

Transport Accident Commission



<https://www.tac.vic.gov.au/road-safety/tac-campaigns>

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[http://](http://roadsafetyfacility.org)

roadsafetyfacility.org



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