



WORLD BANK GROUP
Transport



Managing Traffic Speeds and Reaping Safety, Climate and Other Benefits

April 26th, 2021

Mobility and Development Webinar

> AGENDA

9:00 am	Welcome
9:05 am	Opening remarks by Pablo Fajnzylber and Etienne Krug
9:15 am	<p>Presentations:</p> <ul style="list-style-type: none">• Link between speed and the Safe System, leading to safety, climate and broader outcomes (Blair Turner, WB GRSF)• Communications and enforcement to address speed (Judy Fleiter, GRSP)• Infrastructure solutions to address speed, including covid-19 build back better (Alina Burlacu, WB GRSF)
9:45 am	<p>Discussants</p> <ul style="list-style-type: none">• Juan Miguel Velasquez• Eva Eichinger-Vill• Sergio Avelleda• Cecilia Briceño-Garmendia
10:15 am	Facilitated discussion for Q&A (posted in chat or verbally)
10:30 am	End webinar

> OPENING REMARKS



PABLO FAJNZYLBER

Acting Vice President and Director of
Strategy and Operations, Infrastructure,
World Bank

> OPENING REMARKS



ETIENNE KRUG

Director, Department of the Social
Determinants of Health, WHO

1. MANAGING SPEED AND THE SAFE SYSTEM, LEADING TO SAFETY, CLIMATE AND BROADER OUTCOMES



BLAIR TURNER

Senior Transport Specialist,
World Bank GRSF

> GLOBAL IMPACT OF SPEED ON FSIS

650,000 PEOPLE ARE ESTIMATED TO DIE ANNUALLY DUE TO 'SPEEDING'

Speed a critical element of the **Safe System** approach to addressing road safety and global targets

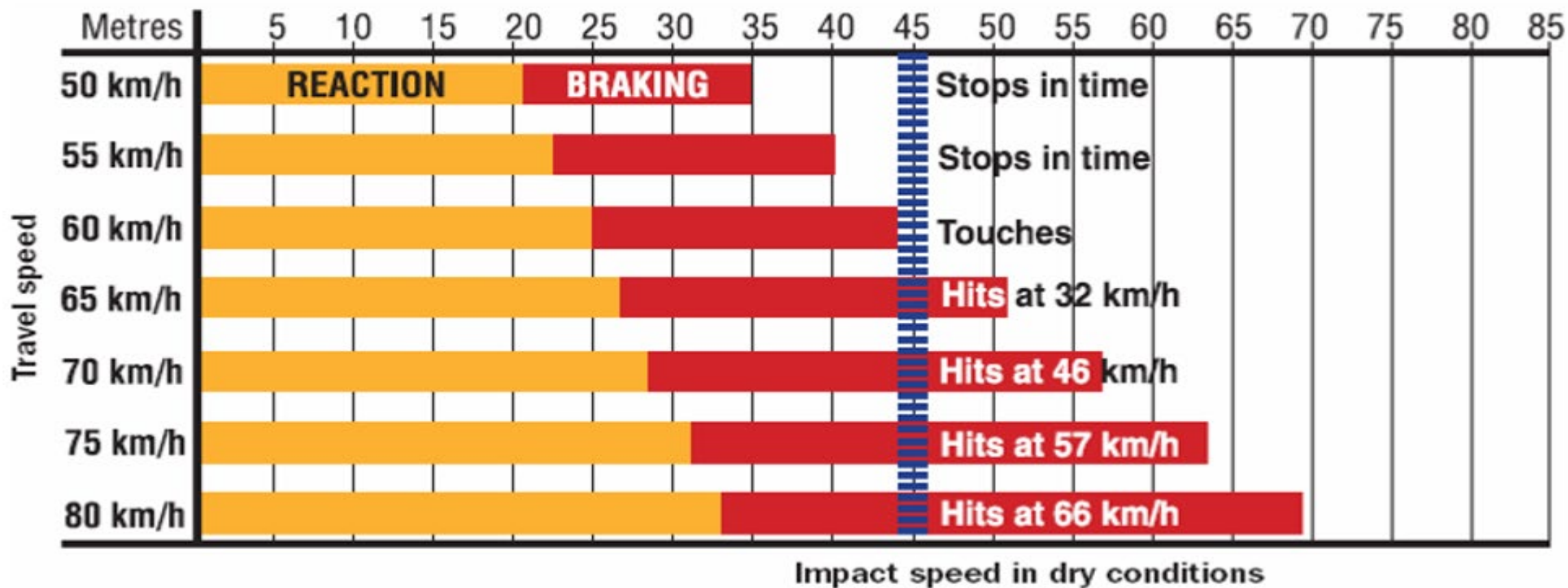
We have the tools in the toolbox

Reductions in speed can result in substantial improvement in fatal and serious injury (**60%+**)

Global Road Safety Performance Targets



> SPEED AND CRASH RISK-1



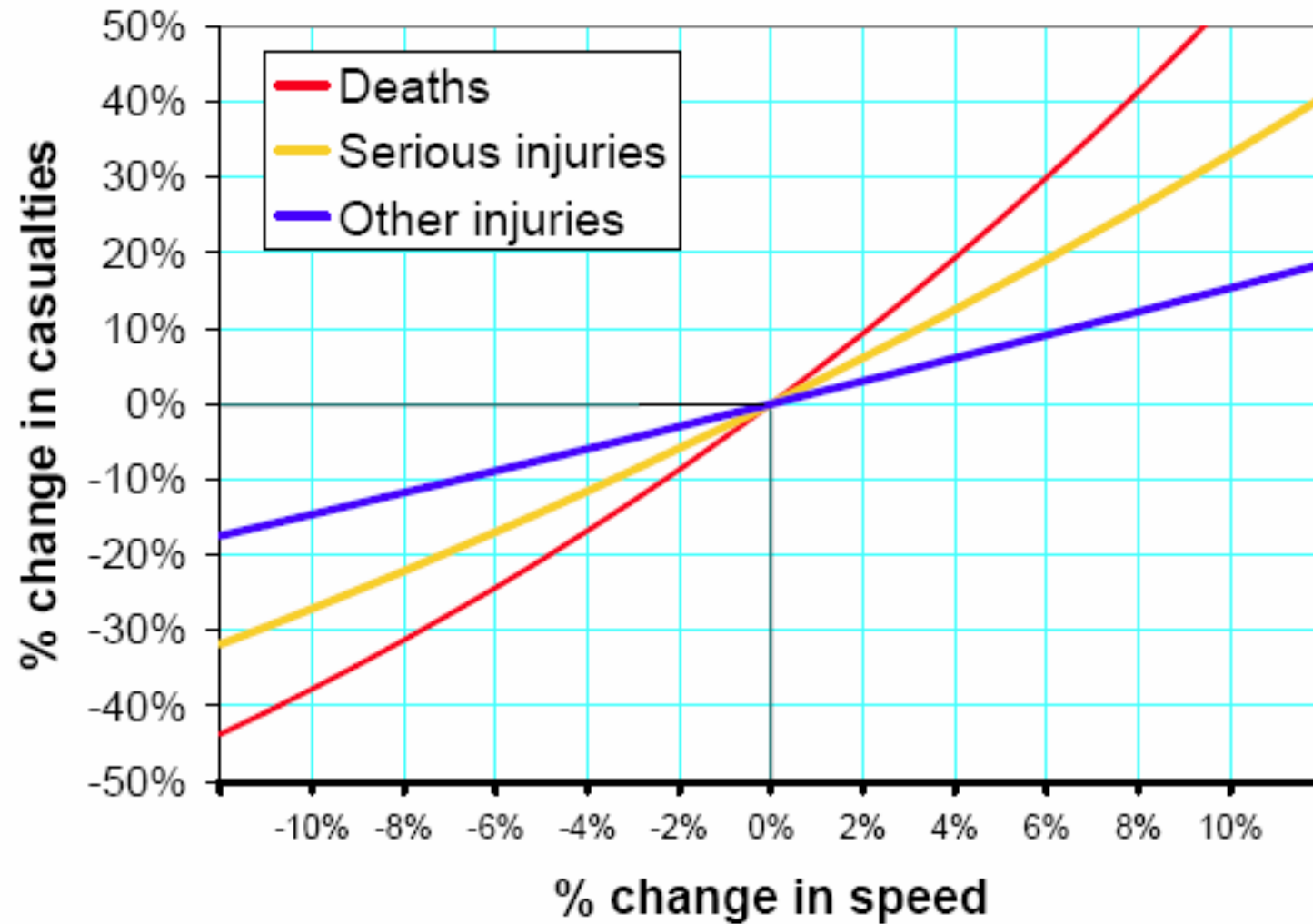
> SPEED AND CRASH RISK-2

Tunnel vision:



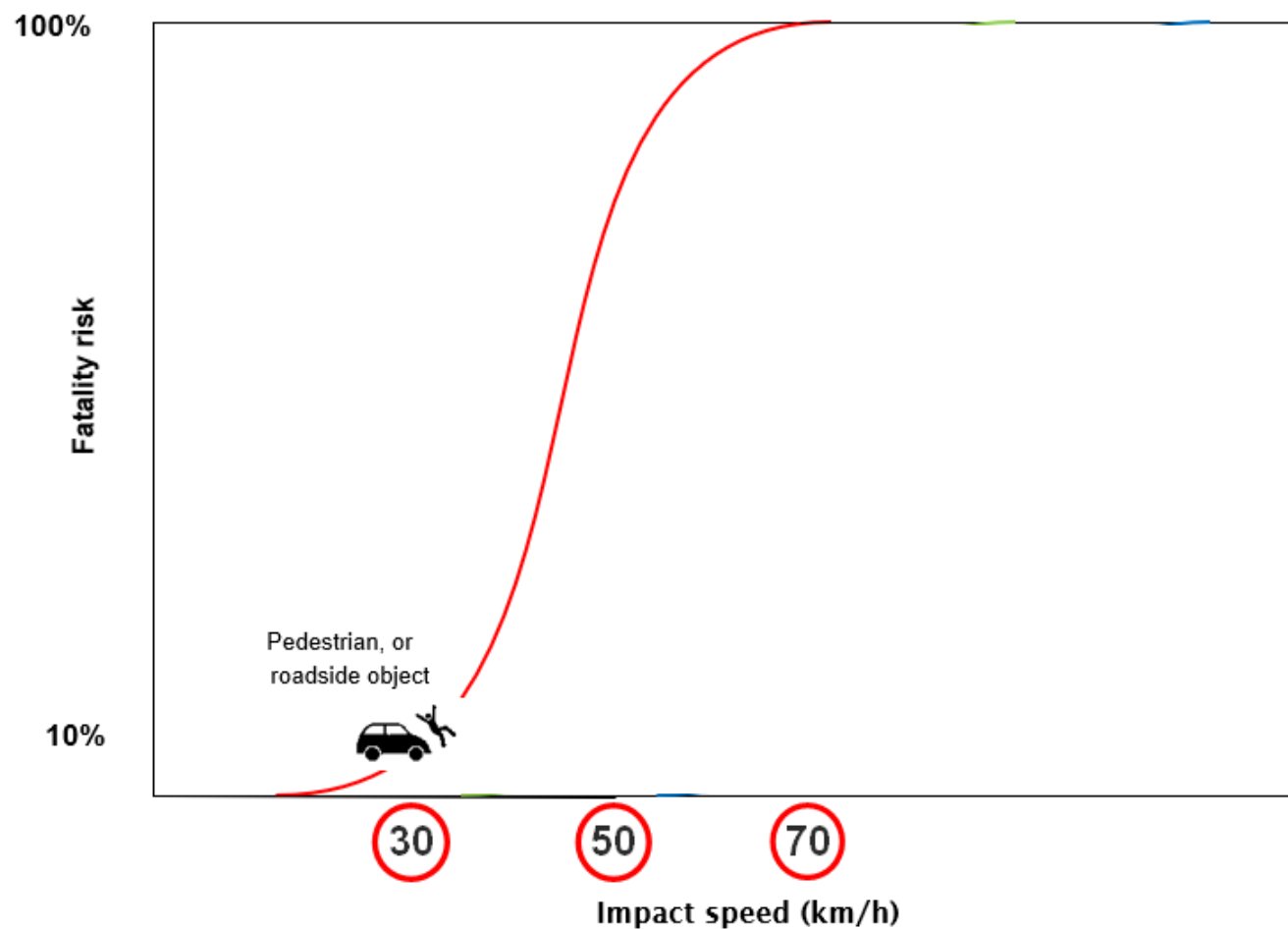
- As speed increases, peripheral vision decreases
- Less likely to notice and react to risks (e.g. side road traffic)

> SPEED AND CRASH RISK-3

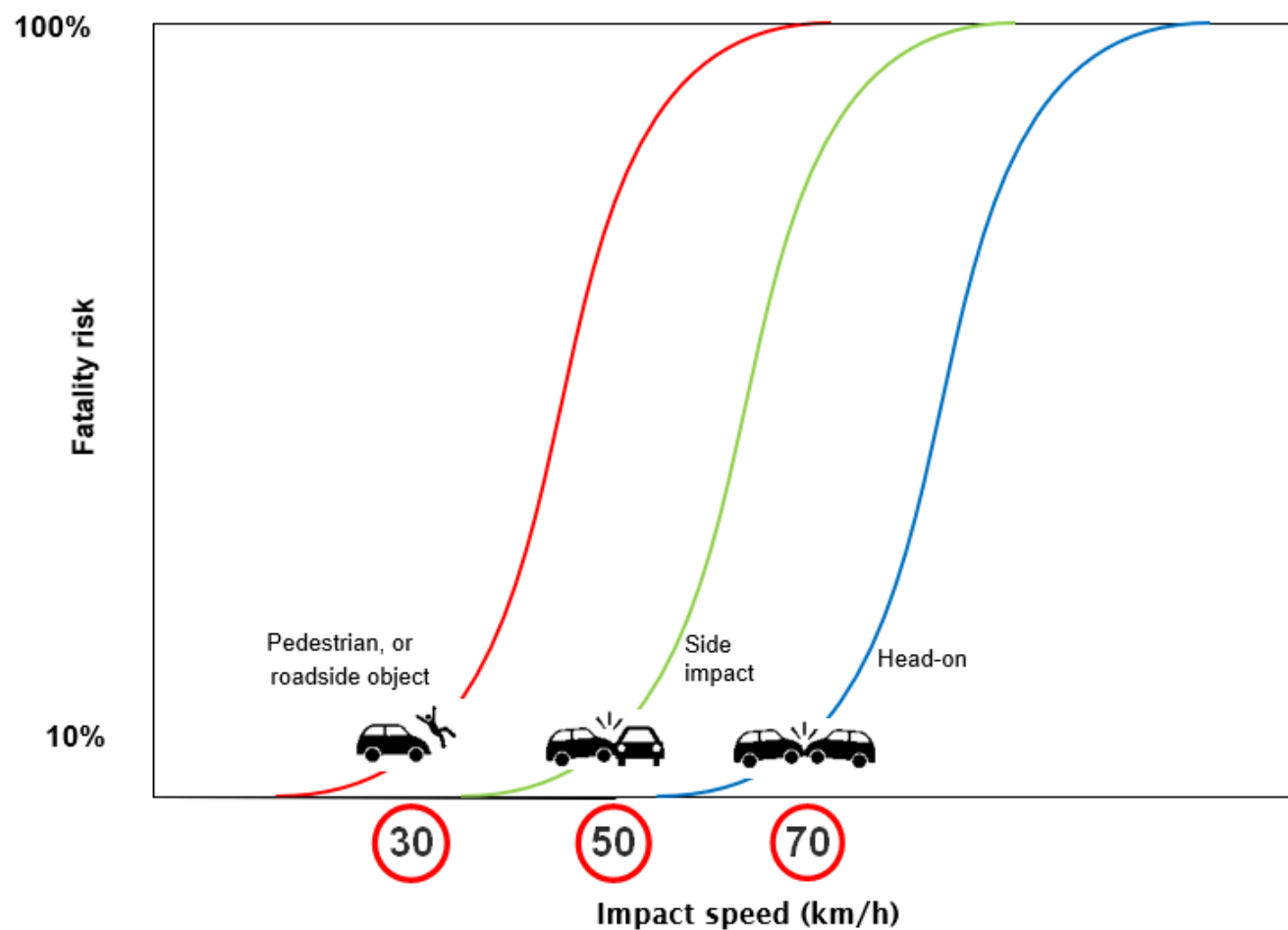


(Source: Nilsson, 2004 & Many other studies)

> SPEED AND CRASH RISK #4



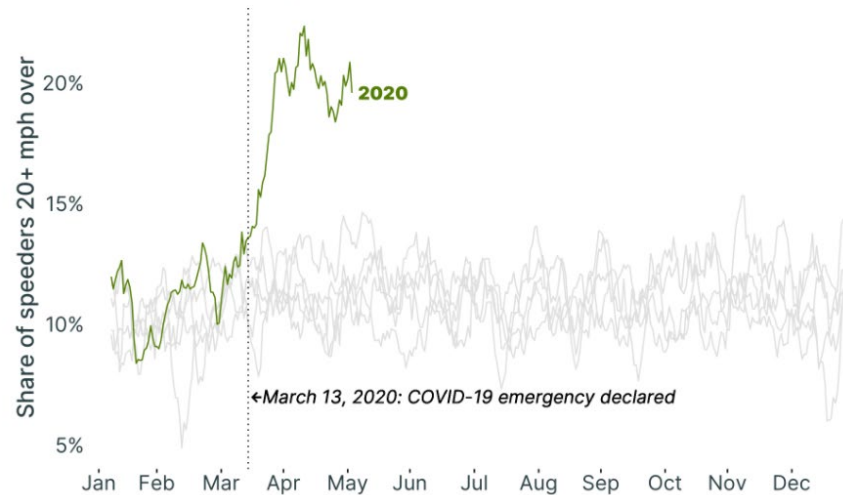
> SPEED AND CRASH RISK #4



> COVID-19 AND SAFETY OUTCOMES

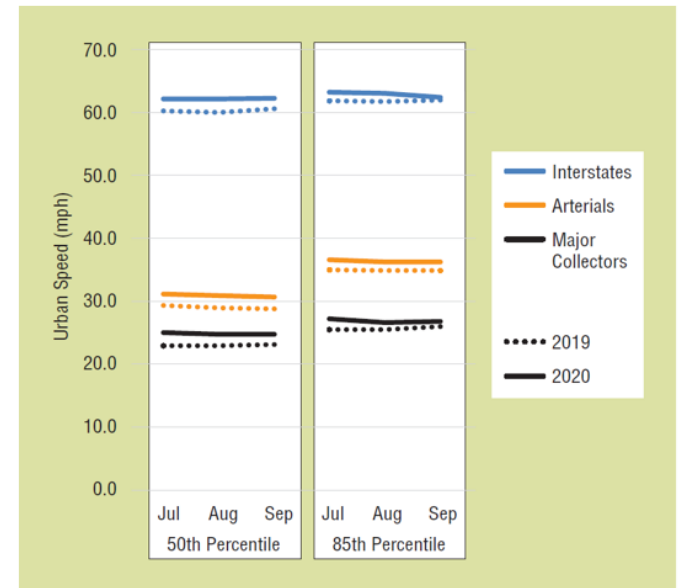
- **Greatly reduced traffic, but much smaller decreases in deaths in most countries; some countries even had increases**
 - Australia – 20% - 30% reduction in traffic; much smaller decrease in deaths and an increase in cyclist deaths (+30%) – fatality rate increase
 - US – increase in fatalities in 2020; fatality rates – up by around 20%; increase in speed of 20% - especially in urban areas
 - 15% in serious speeding offences – UK and France
- **Movement to active modes**

Average of prior 7 days of Minnesota State Patrol speeding tickets. Each line is a different year of data, 2015-2020.



Source: Minnesota State Patrol. Graph by David H. Montgomery | MPR News

MPRnews

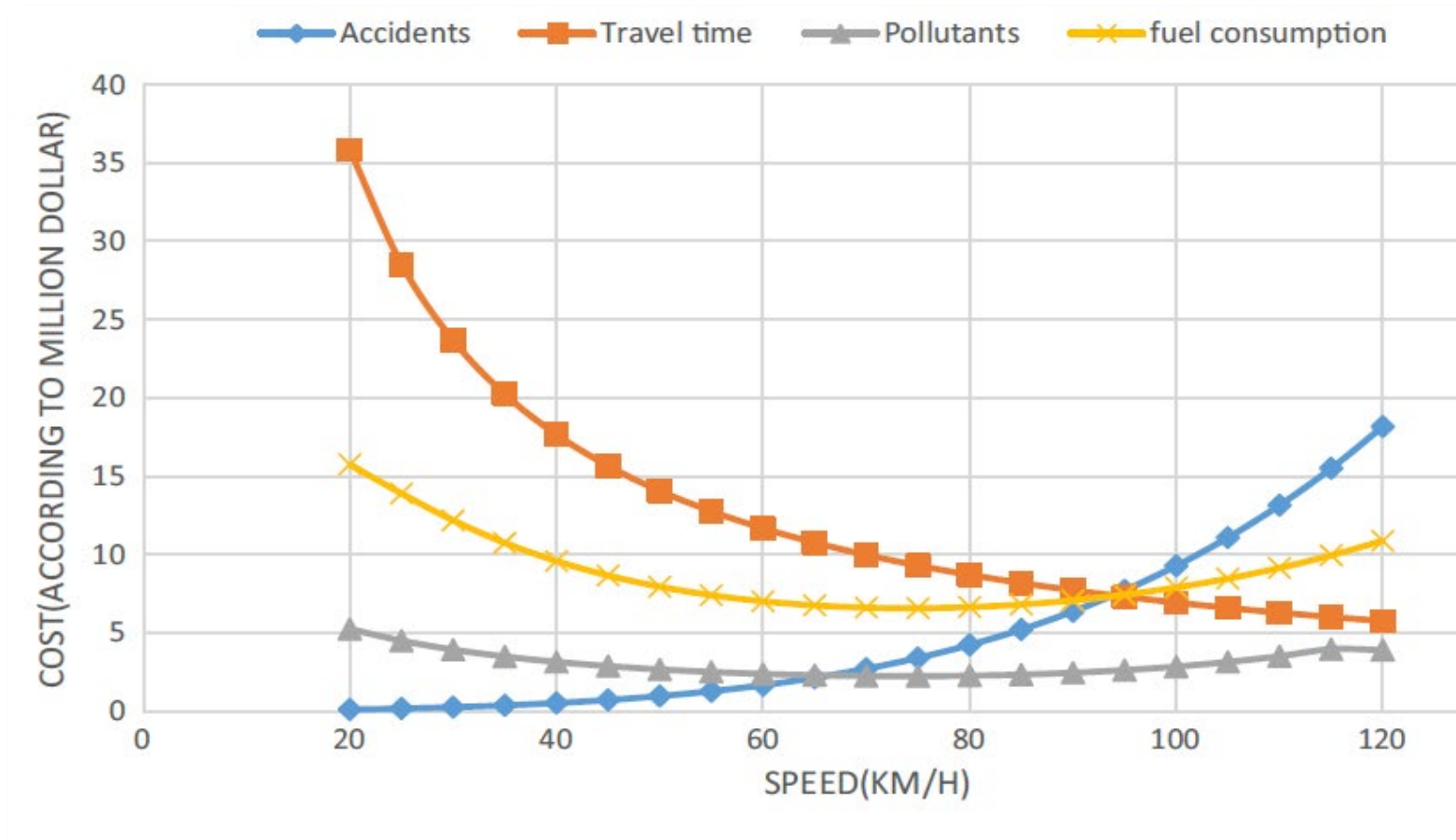


Source: NPMRDS

> CO-BENEFITS FROM REDUCING SPEED

Speed has large impacts on multiple components of travel cost

(Economically ideal speeds are well below typical speed limits; example: in Iran, economically ideal motorway speed = 73km/h)



> GLOBAL ROAD SAFETY WEEK

Join the #Love30 campaign to call for 30 km/h speed limits to be the norm for cities, towns and villages worldwide.

17 – 23RD MAY 2021

Streets for Life
#Love30



2. COMMUNICATIONS AND ENFORCEMENT TO ADDRESS SPEED



JUDY FLEITER

Global Manager, Global Road Safety Partnership

> 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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PARTNERSHIP

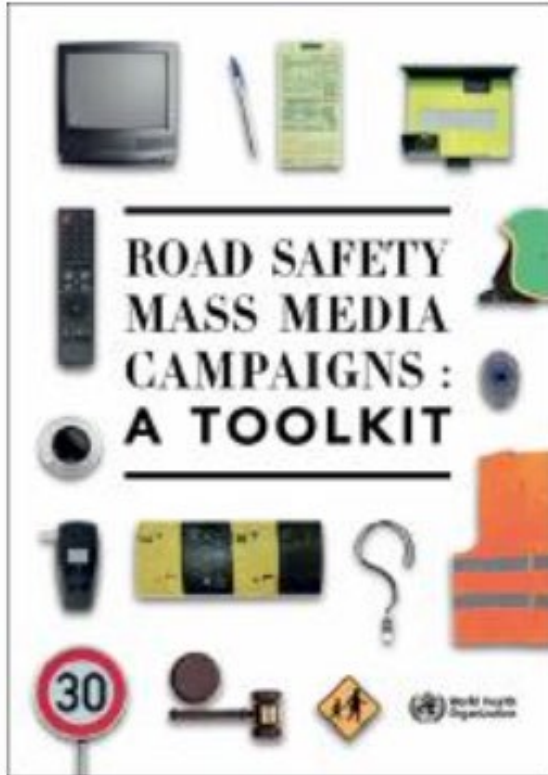
- ❖ Speed is risky & dangerous (*Speed Kills*)
- ❖ Speed limit & changes (e.g. pedestrian zone, roadworks)
- ❖ Police are enforcing
 - You will be detected and receive a penalty
 - ‘Perceived risk of apprehension’
 - Police work protects you (e.g. Safety cameras)

> What are you communicating?



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PARTNERSHIP

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



Online library of road safety mass media campaigns



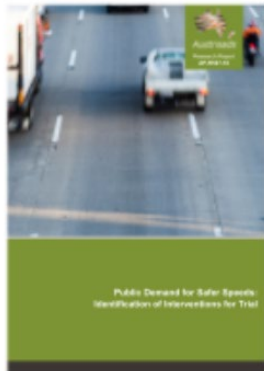
Worldwide more than 1.2 million people die as a result of a road traffic crash each year, and as many as 50 million are injured. Most of these tragedies can be prevented. Avoiding speeding, drinking and driving and distracted driving, and using motorcycle helmets, seat-belts, and child restraints are key to saving lives. Such actions can be promoted through the development of comprehensive road safety legislation and rigorous enforcement.

To increase public awareness of road safety laws and persuade the public to abide by them, governments complement legislation and enforcement with the broadcasting of mass media campaigns. This library offers a selection of road safety mass media campaigns to encourage and inspire those developing such campaigns.

World Health Organization:
https://www.who.int/violence_injury_prevention/videos/en/



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

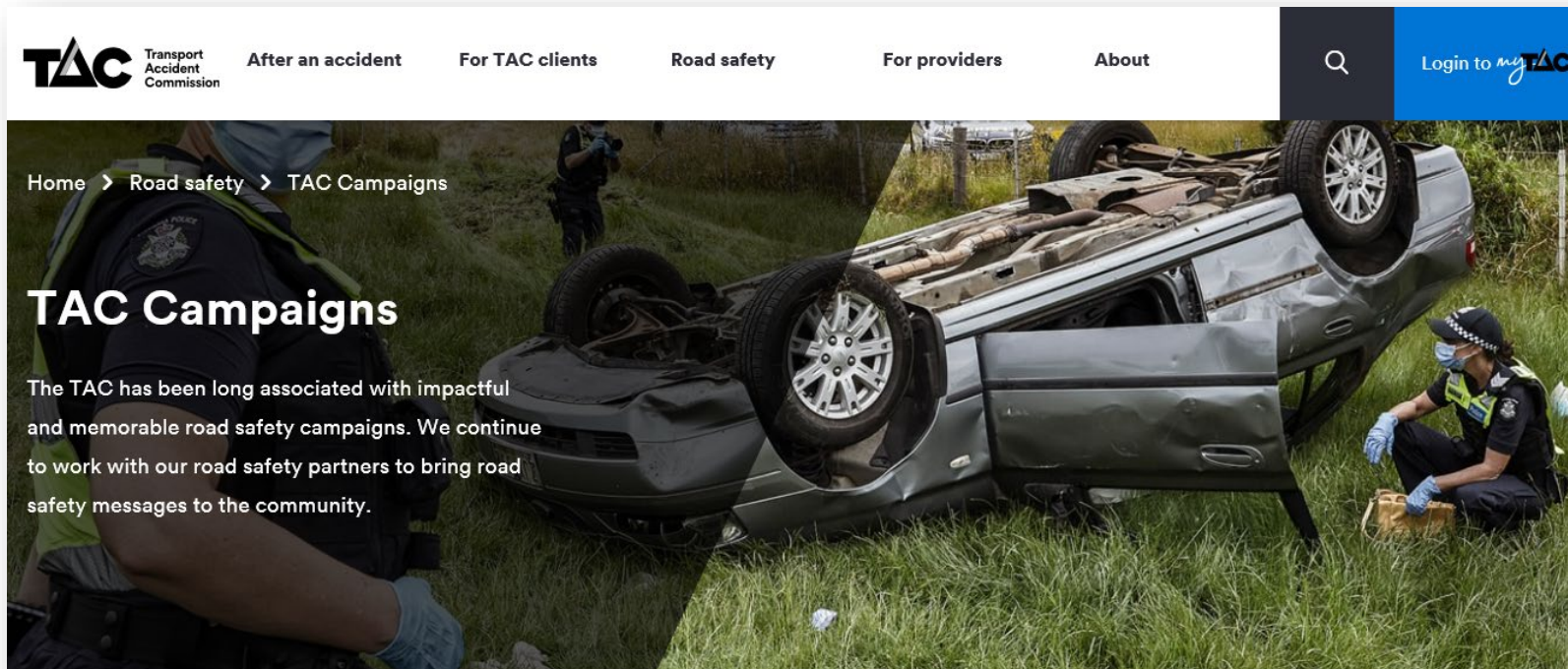
PDF (free)

[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>

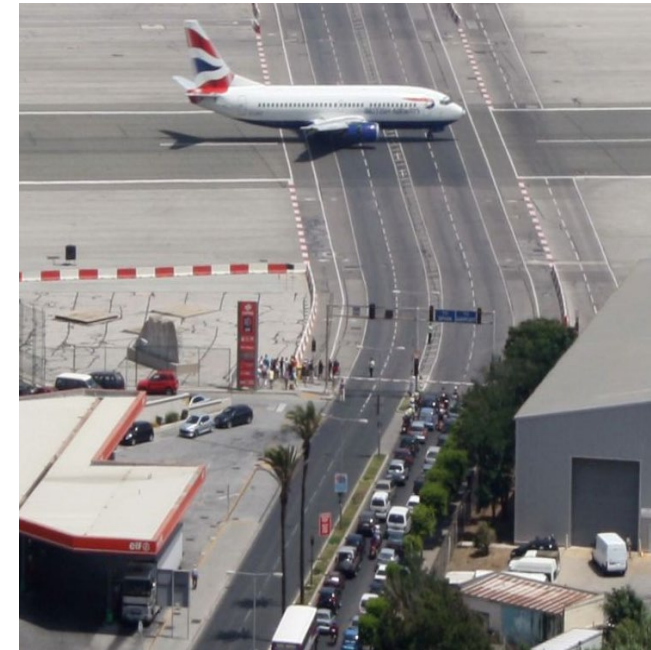
3. INFRASTRUCTURE SOLUTIONS TO ADDRESS SPEED, INCLUDING COVID-19 BUILD BACK BETTER



ALINA BURLACU

Senior Transport Specialist
and Program Manager,
World Bank GRSF

> WHO ARE THE ROAD USERS?



> POSTED SPEED LIMITS

A road without Speed limit



> POSTED SPEED LIMITS

The same road with Speed limit



Provides information to drivers

Sets expectations

Should match driver's perception

And other issues such as the type of road, land use etc.

> SPEED MANAGEMENT THROUGH INFRASTRUCTURE

Traffic calming is the use of infrastructure designed and installed to slow down traffic and to reduce unnecessary through traffic.

- Vertical displacement
- Horizontal displacement (e.g. lane narrowing)
- Signs and markings
- Gateway treatments
- Surface changes
- All of these.....

GOOD TRAFFIC CALMING SHOULD MAKE DRIVERS FEEL LIKE THEY ARE SHARING ROAD SPACE, INCLUDING WITH VULNERABLE ROAD USERS.

> RISK FACTORS ON ROADS OUTSIDE BUILT-UP AREAS



Source: theconstructor.org/transportation/geometric-design-of-highways-factors/20897/

> SPEED REDUCTION OUTSIDE BUILT-UP AREAS

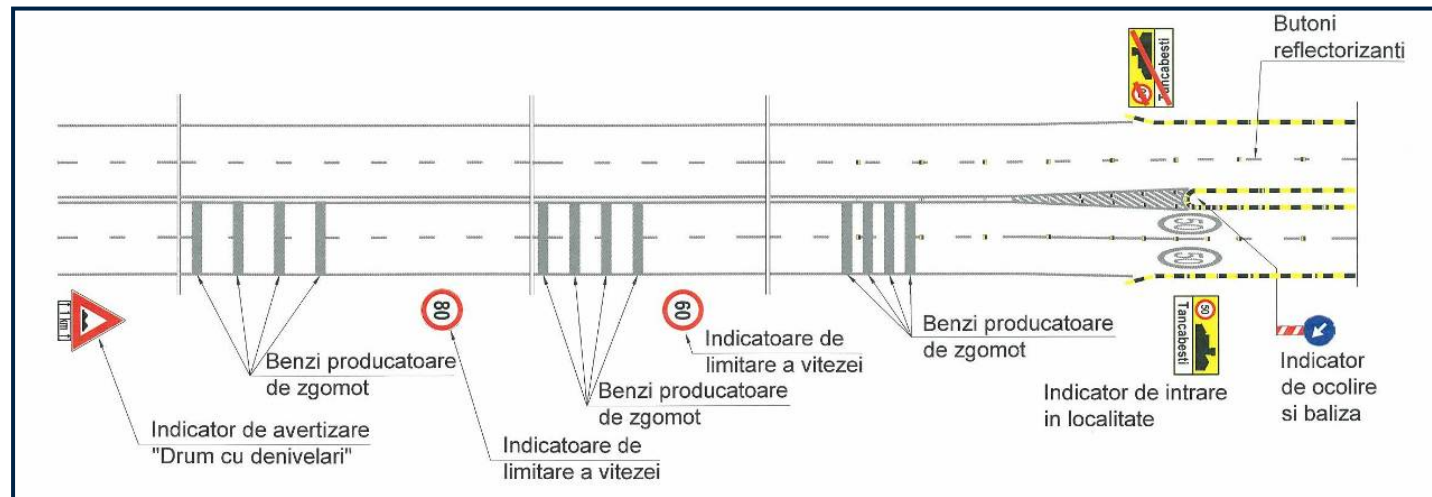


No infrastructure change

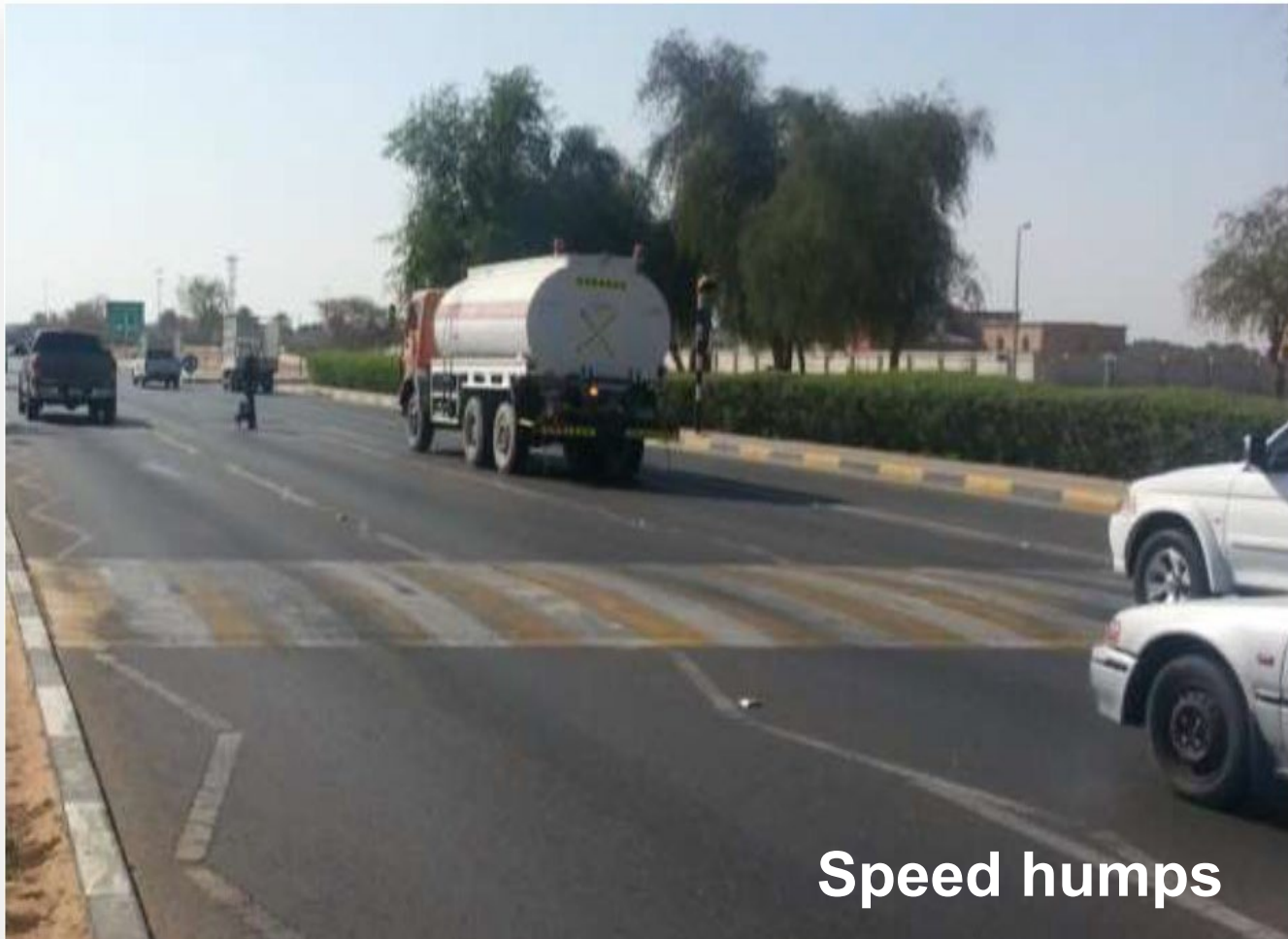


Gateways

Transition Zones



> SPEED REDUCTION OUTSIDE BUILT-UP AREAS



> SPEED REDUCTION IN BUILT UP AREAS

Roundabouts

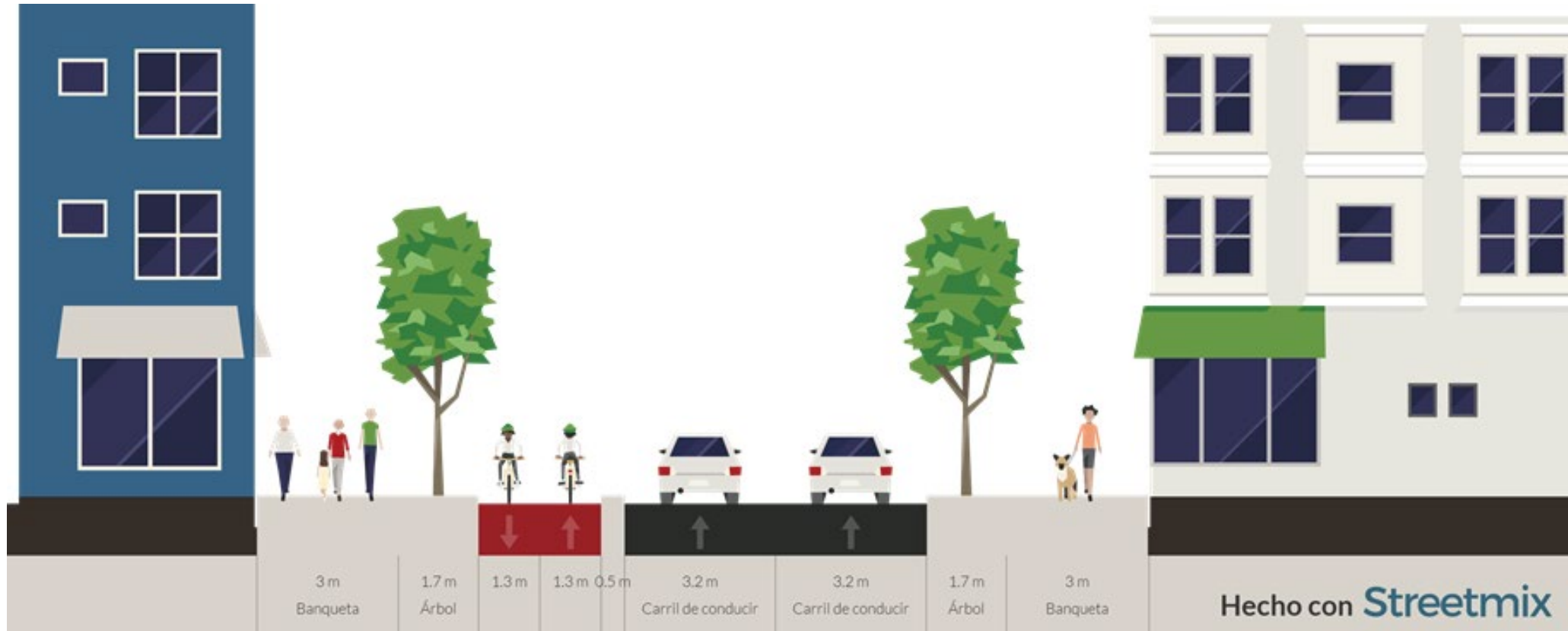


**Carriageway
narrowing at
pedestrian
crossings**



Wide central line marking

> RISK FACTORS ON ROADS IN BUILT UP AREAS



Source: Alcaldía Bucaramanga - Streetmix

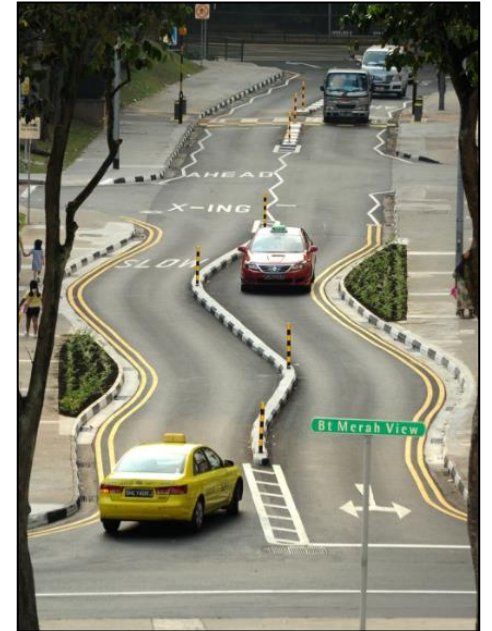
> SPEED REDUCTION IN BUILT UP AREAS



Raised Zebra Crossing



Chevron Marking



Chicane



Gateway Treatment



Raised Junction



Lane narrowing

> SPEED REDUCTION IN BUILT UP AREAS

Roundabouts



Source: NACTO

> COVID-19 BUILD BACK BETTER



Source: thecityfix.com/blog/how-bogota-is-turning-7000-citizen-proposals-into-a-real-plan-to-redesign-a-major-thoroughfare/



TECHNICAL ASSISTANCE FOR ACTIVE TRANSPORT DEVELOPMENT IN
THE PHILIPPINES

BICYCLE INFRASTRUCTURE TRAININGS

APRIL - SEPTEMBER 2021

 **WORLD BANK GROUP**

 **Bloomberg
Philanthropies**
INITIATIVE FOR GLOBAL ROAD SAFETY

 **GRSF**
Global Road Safety Facility

 **Australian Government**

 **NL Netherlands**

 **DUTCH
CYCLING
EMBASSY**

WORLD BANK GROUP / MARCH 2021



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Thank you!



roadsafetyfacility.org/programs/speed-management-hub

> **MANAGING TRAFFIC SPEEDS AND REAPING SAFETY, CLIMATE AND OTHER BENEFITS – FACILITATED DISCUSSION**

Discussants:



Juan Miguel Velasquez,
Transport Specialist World Bank
GRSF



Sergio Avelleda, Senior Adviser
on Urban Mobility, WRI Ross
Center for Sustainable Cities



Eva M. Eichinger-Vill,
International Expert with Vill
Consulting Engineers, Austria



Cecilia Briceño-Garmendia
Lead Transport Specialist, World
Bank

Q&A

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

roadsafetyfacility.org



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