

**National and international forums to
discuss the approach and the results of
PROMISING**

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Discussion in the framework of the European research project
PROMISING, Workpackage 7

Report documentation

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approach and the results of PROMISING**

Public

P R O M I S I N G

**Promotion of Measures for Vulnerable Road Users
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Project Co-ordinator: SWOV Institute for Road Safety Research, the Netherlands

Co-ordinator Workpackage 7:

SWOV - Institute for Road Safety Research, the Netherlands

Partners Workpackage 7:

CERTU - Centre d' Etudes sur les Réseaux, les Transports l'Urbanisme et les Constructions
Publiques, France

NTUA - National Technical University of Athens, Greece

VTT - Technical Research Centre of Finland, Finland

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Notice to the reader

This volume is one of the six deliverables of the European research project PROMISING, on the promotion of mobility and safety of vulnerable road users. The research was carried out by a consortium of European partners, which was co-ordinated by the SWOV Institute for Road Safety Research.

The main report of the PROMISING project is written and edited by SWOV, based on the contributions of the various authors of the six deliverables. These deliverables were not re-edited, but are published in the form in which they were furnished by the authors. SWOV is not responsible for the contents of deliverables that were produced by authors outside SWOV.

Copies of the PROMISING publications can be obtained by contacting the respective author, or by downloading them from the SWOV website www.swov.nl. The full publication consists of the following volumes:

Final report; SWOV publication D-2001-3

Promotion of mobility and safety of vulnerable road users. Final report of the European research project PROMISING.

SWOV Institute for Road Safety Research, Leidschendam, the Netherlands.

Deliverable 1

Measures for pedestrian safety and mobility problems. Final report of workpackage 1.

NTUA National Technical University of Athens, Greece.

Deliverable 2

Measures to promote cyclist safety and mobility. Final report of workpackage 2.

VTT Technical Research Centre of Finland, Espoo, Finland.

Deliverable 3; SWOV publication D-2001-5

Integration of needs of moped and motorcycle riders into safety measures; Review and statistical analysis in the framework of the European research project PROMISING, Workpackage 3.

SWOV Institute for Road Safety Research, Leidschendam, the Netherlands.

Deliverable 4

Safety of young car drivers in relation to their mobility. Final report of workpackage 4.

BASt Bundesanstalt für Straßenwesen, Bergisch-Gladbach, Germany.

Deliverable 5

Cost-benefit analysis of measures for vulnerable road users. Final report of workpackage 5.

TRL Transport Research Laboratory, Crowthorne, United Kingdom.

Deliverable 6; SWOV publication D-2001-6

National and international forums to discuss the approach and the results of PROMISING. Discussion in the framework of the European research project PROMISING, Workpackage 7

SWOV Institute for Road Safety Research, Leidschendam, the Netherlands.

Leaflet

Integrated planning for mobility and safety is promising. Leaflet on the European research project PROMISING.

SWOV Institute for Road Safety Research, Leidschendam, the Netherlands.

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1. Introduction

The European research project PROMISING aimed at developing measures to reduce the risk of injury to vulnerable road users as much as possible in a non-restrictive way. Both safety and mobility were to be improved. The potential of these improvements was specified for four target groups of vulnerable road users: pedestrians, cyclists, motorised two-wheelers and young car drivers. Consideration was given to differences between European countries in the share of different transport modes.

The workpackages concerning pedestrians (WP1) and cyclists (WP2) started by taking walking and cycling as a mode of transport and combined transport criteria with safety criteria. The workpackages concerning motorised two-wheelers (WP3) and young drivers (WP4) selected the most important safety measures and considered mobility aspects of these measures. Workpackage 5 described the technique and application of cost-benefit analysis and calculated the costs and benefits of 20 measures selected by the workpackages 1 to 4.

During the research work, an exchange was organised about the approach and results of the PROMISING project in an international forum and four national forums: in France, Finland, Greece, and the Netherlands. The reports of these exchanges are combined in this sixth deliverable of Workpackage 7 of the PROMISING project.

2. The international forum

In Brussels, an international forum took place in October 1998.

The participants of the international forum were representatives of:
FEPA, the Federation of European Pedestrian Associations;
ECF, the European Cyclist Federation;
ETSC, European Transport Safety Council;
ACEM, Association des Constructeurs Européens de Motorcycles;
ACEA, Association des Constructeurs Européens d'Automobiles;
DUMAS, another European Union project, about urban safety development.

A debate took place concerning the approach of the project, to integrate as much as possible safety and mobility aims. The four target groups were discussed separately but also in relation to each other. This showed some of the contradictions in interests, e.g. between non motorised and motorised transport. But on the other hand, car manufacturers seem to be sensitive to the for protection of pedestrians and cyclists. It turned out also that motorised two-wheelers are a group easily neglected in transport policies, while safety measures are in fact restrictive.

The representative of ETSC expressed the need for an exchange with the results of an ongoing research project of their own council, also concerning pedestrians and cyclists. Further there was a clear connection between the DUMAS and PROMISING projects.

Further discussion took place about:

- the integration of technical measures with non-technical measures;
- the methods to calculate costs and benefits of measures;
- the need to take national differences into account when the conclusions and recommendations of the report will be presented.

The participants expressed a clear interest in the results of the project.

3. The French national forum

The Centre d' études sur les réseaux, les transports l'urbanisme et les constructions publiques (CERTU) organised, in France, a national meeting to present the work of the working groups WP1 and WP2, relating to respectively the pedestrians and the cyclists.

As a central engineering department of the French Ministry of Public Works, CERTU can indeed easily circulate information within the whole technical network of the ministry. Privileged partner of the towns and cities, it can also spread information among them. Lastly, its contacts and partnerships with user associations also enables CERTU to approach this public. The meeting took place on the 29th of June 1999.

After introductions by CERTU and INRETS, discussion took place about a French and possible European follow-up. This was related to documents being worked out with CERTU and the results of other European projects on the subject (ADONIS, WALCYING, DUMAS), as well as some European examples of road safety policies ('Sustainable safety' in the Netherlands, 'Vision zero' in Sweden).

The invitation was sent to central government representatives (Ministère de l'Équipement, Ministère de l'Environnement), to the network of the regional technical study centres, to the representatives of the local government engineers (Ingénieurs des Villes de France), to some user associations (pedestrians and cyclists), and to the people responsible for the follow-up of the bicycle policy in France (national committee, local experts, regional 'Correspondants vélo', etc.).

The number of participants was about thirty.

Principal comments and future prospects

- An unquestionable interest was expressed by the participants, especially as a majority of them are generally far removed from the European research activity and have no easy access to the results. The interest was related to learning techniques and practices of the other European countries as well as to the methodological conclusions.
- The emphasis was given to the need for circulating information more widely, in particular among local authorities (elected members and professional technicians). CERTU thus decided to organise a seminar in the second half of 1999, more largely opened to the technical network of the ministry, to associations, but also to the elected members and technicians of the municipalities. This seminar will more generally focus, on the one hand on the European policies aiming at taking road safety into account, and on the other hand on the presentation of the principal lesson to be drawn from European work on the vulnerable users: OCDE report, COST actions, projects such as ADONIS, DUMAS, PROMISING, WALCYING, etc.
- Still in the context of result circulation, it is proposed to put the final PROMISING summarising report on the Internet site of CERTU, in order

to make it widely accessible. Moreover, CERTU will of course be able to carry out the circulation in France of the popular booklet (16 pages) which is envisaged for PROMISING.

- Follow-up in France: Consideration was given to the way in which one could benefit from the results of PROMISING in working out the guides and recommendation documents to be published by CERTU. Moreover, the participants considered the actions it would be appropriate to initiate.

As regards pedestrians, it is proposed:

- to develop the concept of 'pedestrian plans' (global city-wide approach which takes an overall vision of pedestrian problems and then makes it possible to propose and co-ordinate an implementation plan addressing the needs of pedestrians for accessibility, safety, and comfort).
- to benefit from the favourable context of the French Clean Air Law (issued December 1996) and to develop a methodological tool to help the needs of pedestrians being best taken into account in the Urban Transport Plans (PDUs).

As regards cyclists, it is proposed:

- to resume research on non-motor modes within the framework of experimental programmes financed by the French government, in particular on the following topics: how can they best work complementarily with public transport; how do the regulations of the European countries compare and evolve; how to fight against bicycle theft; analysis of potential patronage of the non-motor modes; impact of these modes on the economy; place of the bicycle in the city.
- to improve bicycle visibility, while working with the manufacturers to obtain more efficient lighting fittings.
- to experiment with daylight traffic having the headlights on (test area: Les Landes).
- to work with the other European countries on bumpers for cars and lorries, which would be less dangerous for cyclists.
- to circulate a guideline document for cycle facilities, similar to guides from other countries (e.g. Sign Up) and in line with the recommendations contained in PROMISING (using in particular the 29 measures list).
- to have a follow-up in Europe: some participants expressed the wish to be associated with the European research. It was thus decided to examine possible partnerships within the 5th RDFF.

4. The Finnish national forum

The Finnish national forum was held in April 1999, with municipal traffic planners, consultants, politicians, and ordinary cyclists. 3000 Leaflets inviting to the seminar were distributed throughout Finland to all municipalities, road authorities, governments and organisations. 150 Persons participated in the programme. The programme mainly highlighted Finnish research on safety, promotion, and health aspects of walking and cycling, but also the results of the EU projects ADONIS and WALCYING. The following two papers about PROMISING were presented:

- Roelof Wittink: *SWOV Planning principles for vulnerable road users.*
- Lars Leden & Per Wramborg: *SNRA: A safe none-restrictive cycle network.*

Proceedings (in Finnish) from the seminar were distributed in summer 1999.

In the evening, a special workshop was organised discussing the topic: *Towards a safe non-restrictive pedestrian and cycle network.* Chairperson was Lars Leden (VTT). There were three opening presentations:

- Swedish experience by Per Wramborg (SNRA);
- Dutch experience by Roelof Wittink (SWOV);
- Finnish experience by Seppo Karppinen (Esisuunnittelijat Oy).

About 20 persons participated in the workshop. The discussion was lively and the PROMISING approach found acceptance.

Bicycling has recently been put very high on the agenda in Sweden. The Swedish National Road Administration SNRA has recently launched a new strategy to promote safe cycling. All the local road authorities are developing their own plans. Some municipalities, such as Gävle and Trollhättan, have already developed their own comprehensive strategy to promote safe cycling.

As one important base for this, municipalities are investigating their road structure according to the new Swedish Guidelines based on the 'Vision zero' approach as explained in the chapter *A safe non-restrictive pedestrian and cycle network.* Quite a few demo projects are already installed around Sweden according to the new principles.

The Finnish Ministry of Transport decided in 1993 that cycling should double its share of all personal trips by the year 2000, in comparison with the 1986 level, and at the same time fatal bicycle accidents should be halved. The latter aim still applies, but the first goal has been postponed to 2005. Anyway, Finland has been quite successful in reducing traffic fatalities in the last 20 years, as can be seen in *Figure 1.*

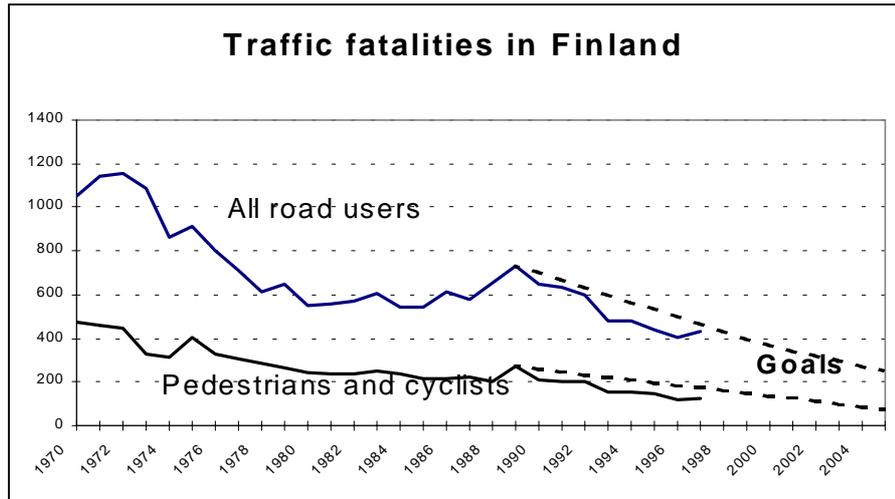


Figure 1. *Traffic fatalities in Finland 1979 - 2004.*

Most of the improvement is the result of the infrastructure investments made especially in the 80's, see *Figure 2*. Road Administration, cities and municipalities build hundreds of kilometres of bicycle and pedestrian paths, and numerous under- and overpasses, every year. The economic regression in the beginning of the 90's retarded this, but did not totally stop the progress. The latest studies show that simple measures, like pedestrian and/or bicycle refuges on busy crossings, may be the most cost-effective investments in many cases.

Road Administration renewed their planning norms in the 80's, and special attention was given to the design of roads in built-up areas. Quite recently they introduced new planning guidelines for bicycle and pedestrian transport. All the time research aiming to find low-cost / high-return measures has been going on, as well as distribution of the results. Also local traffic safety plans, often financed partly by Road Administration and partly by the municipalities, have focused local resources on the most effective measures and also evoked interest in traffic safety at schools, local administration and public.

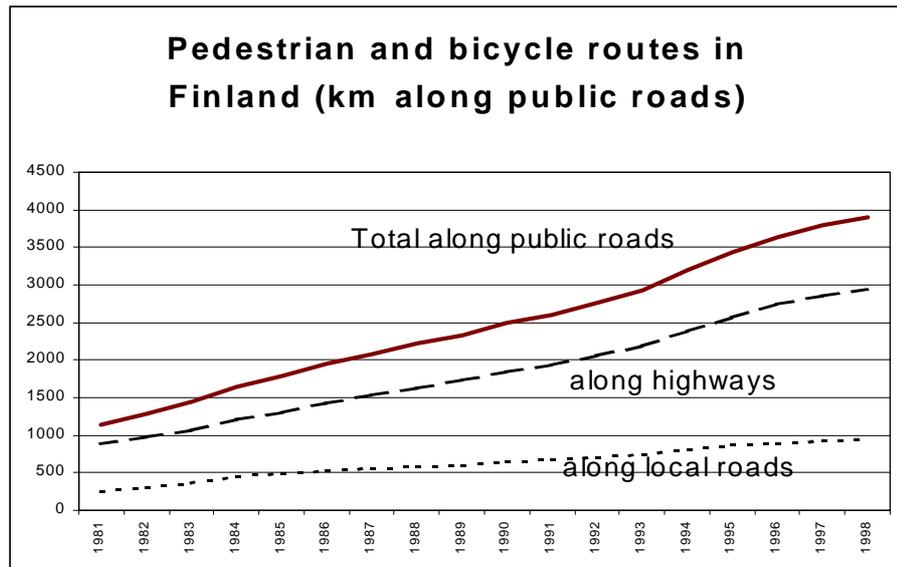


Figure 2. Length of bicycle tracks in Finland, 1981 - 1998.

Traffic calming has been gaining popularity in the last 5 years. Lack of resources has forced many cities just to tighten the speed limits in urban areas by signaling, but Road Administration has financed several traffic calming schemes around the country, and some communities have also been able to introduce well designed and implemented centres by themselves. 40 km/h and 30 km/h speed limits are quite usual nowadays, both in town centres and in residential areas. Sometimes they are combined with traffic calming schemes. However, the strategy for this is still being developed. The PROMISING approach may of course affect it.

In 1997 there was a change in the right-of-way rules for bicycles, giving more priority to motor vehicles. This change has caused a lot of discussion and confusion. The PROMISING approach giving more priority to pedestrian and bicyclists might have been better.

Fortunately the attitudes of road users and decision-makers are changing towards a more safe direction and away from the car-oriented era. Helmet use of the bicyclists is a good example of this – the average use rate is about 20 %, in the Helsinki area almost every 3rd cyclist uses a helmet.

5. The Greek national forum

The one-day national forum for the presentation of the results of the PROMISING project took place on the 25th of June 1999, at the headquarters of the National Technical University of Athens (NTUA). This national forum was organised by the Department of Transportation Planning and Engineering of the NTUA, which was also the co-ordinator of the working group WP1 (pedestrian safety) of the PROMISING project.

About 100 persons attended this national forum. The audience was composed by professionals working at the Ministry of Public Works (central and periphery services), the various municipal authorities of the Greater Athens area, the Greek Universities (Athens and Thessaloniki) and the Greek transportation planning and engineering cabinets.

The presentations made by the NTUA staff and the other speakers focussed on safety problems of vulnerable road users and the respective counter-measures. The findings of the PROMISING project about successful safety measures, mainly at the urban road network, were presented, and the possibilities for implementing such measures in the Greek cities were discussed. Each presentation was followed by discussion, in which several people expressed their experiences and concerns.

Special emphasis was given to the implementation strategy and practices of safety measures for vulnerable road users. Additionally, both the presentations and the discussion focussed on the issue of adapting European experiences to the Greek reality. It was concluded that special programs and studies should be carried out in the Greek cities in order to identify the most appropriate way to benefit from existing experience gained at the European level.

6. The Dutch national forum

In June 1999 in the Netherlands, a national forum took place. This was attended by 25 people, representing local, regional and national governments, user organisations, and research organisations.

When the participants presented themselves, they expressed interest about:

1. target group orientation.
The need was underlined to involve road user and interest groups in the planning of the traffic and transport system.
2. the relation between urban planning and traffic and transport policy.
Discussion took place about the combination of measures needed to influence the choice of transport mode, in relation to location planning and vehicle ownership. Also it is important to organise a process of change at the micro level, from street to street, to involve citizens and to make a mix of micro policies and policies at the city or village level.
3. the connection between mobility and road safety.
Discussion took place about the indicators for risk to indicate the consequences of a change in modal split.
4. opportunities for behavioral change.
Discussion took place about the relation between man, mobility, and infrastructure. Further the need was expressed to broaden road safety education and training, with education about transport alternatives and the need to save the environment from pollution. The question was raised as to what we may expect from telematics.
5. independent mobility of children.
Discussion took place about the way a safe residential area can be created by traffic calming and urban planning.
6. cost-benefit analyses.
Discussion took place about the possibilities to support policy and planning decisions.
7. attention to motorised two-wheelers.
In the Netherlands new guidelines will be presented to take better into account the special needs of motorised two-wheelers.

One of the conclusions was that a vision on traffic policy has to be connected to other policies, like mobility, urban planning, development of residential areas, and environmental policies.

The second conclusion was that the education of professionals in e.g. traffic engineering has to be improved to teach them better the needs of different modes of transport.

Another conclusion was that the organisation and coordination of traffic and transport issues at the local level is very important. Some municipalities

have a bicycle co-ordinator. It would be important to have a pedestrian co-ordinator too. But then the conclusion was that the best would be to have an intermodality co-ordinator.

A final conclusion regarded the need for experiments and pilot projects.