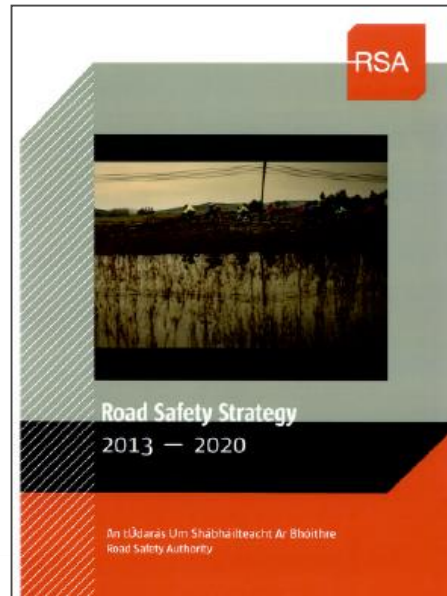


Working To Save Lives



# Strategic Planning for Road Safety in Ireland



# Report Outline



Ireland's road safety  
history

Strategic planning for  
Ireland's new strategy

The Road Safety Strategy  
2013-2020



# Ireland's Road Safety History

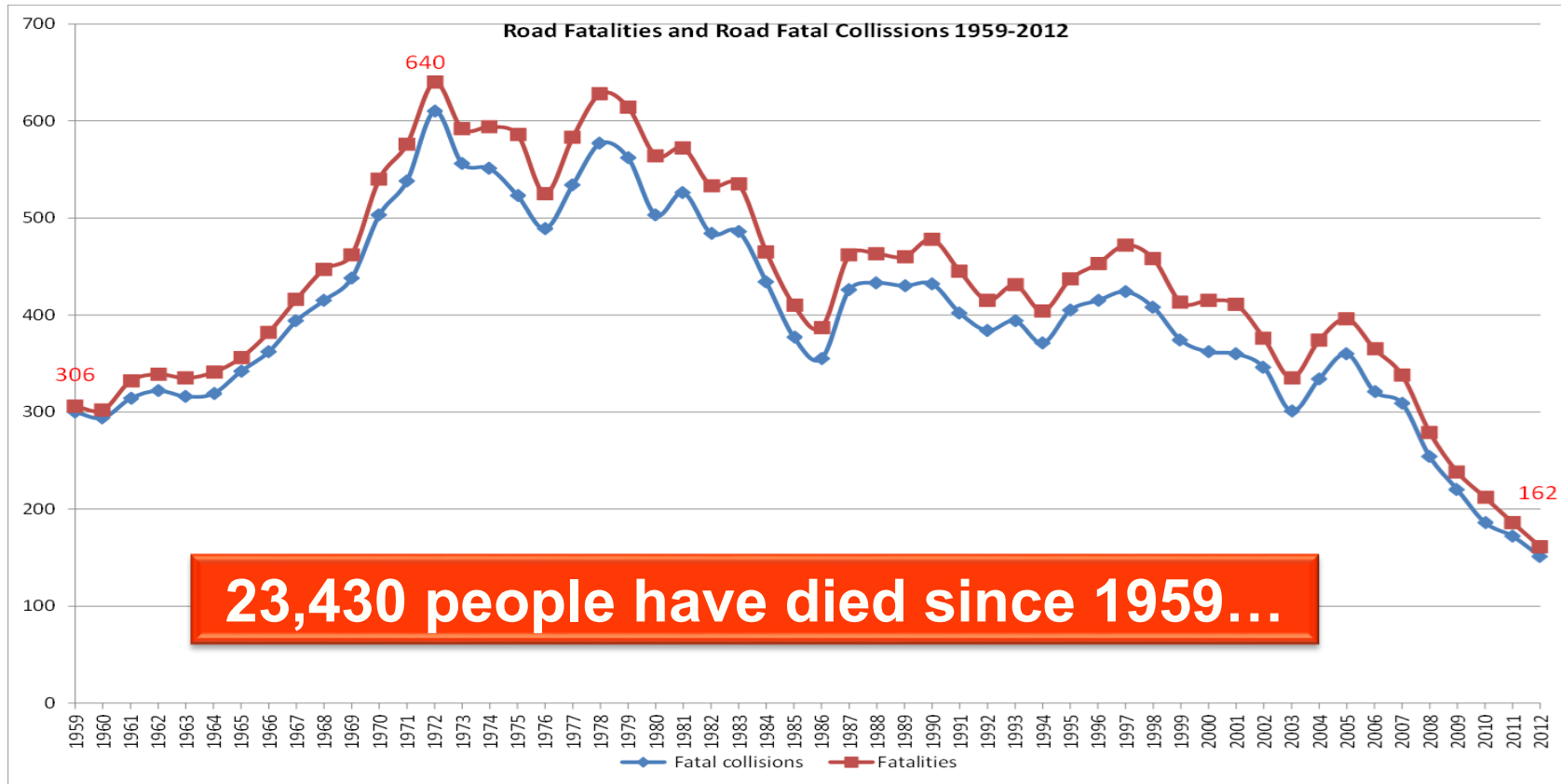


**For Decades Ireland was A SOCIETY IN DENIAL**

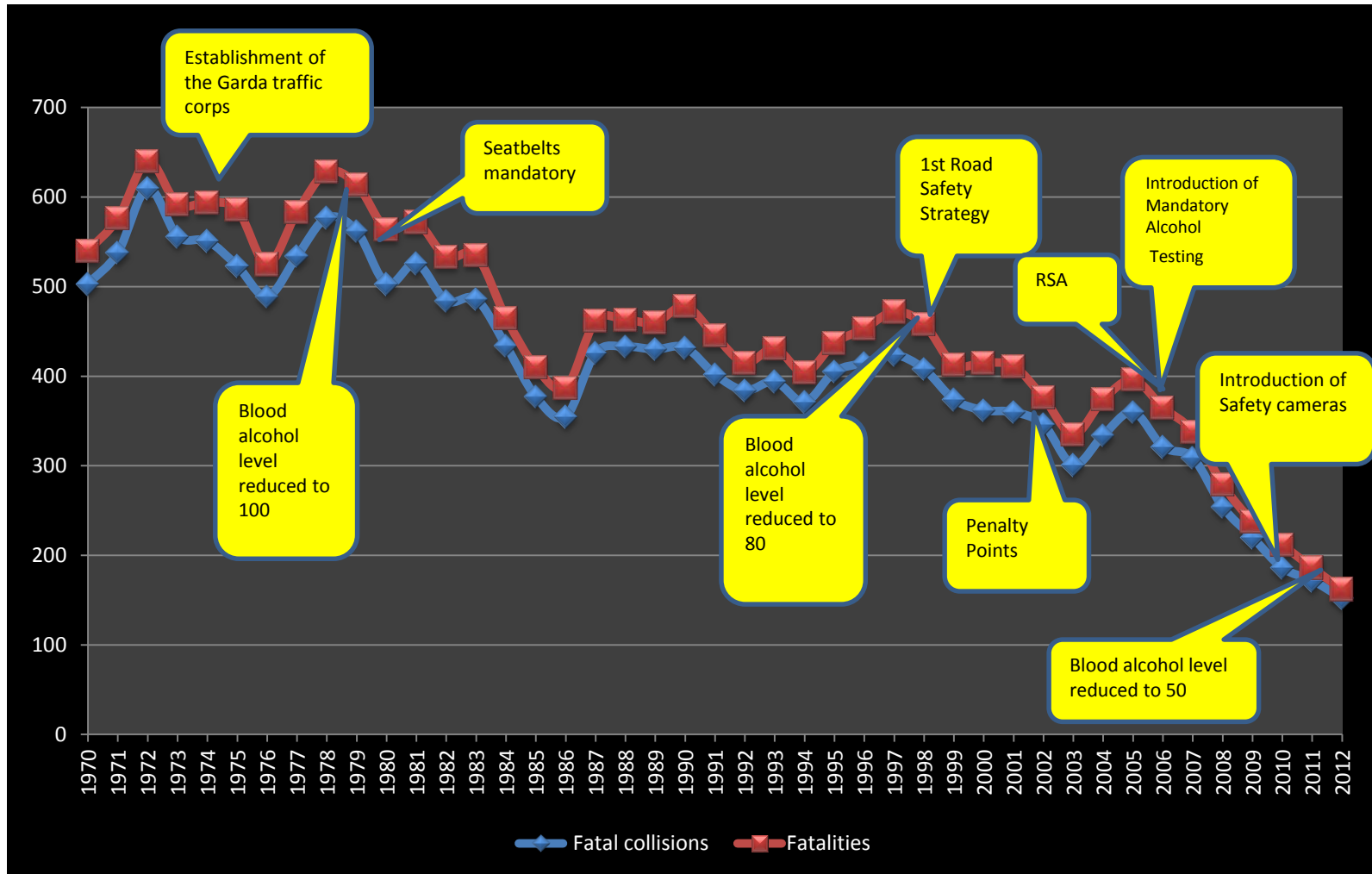


# Fatalities peaked in 1972, and reached lowest level ever in 2012

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# Fatal casualties / collisions - 1970-2012



# Planning Phase

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# Ireland's Strategic Approach



- 1998 - 2002
- 2004 - 2006
- 2007 - 2012
- 2013 – 2020 “Closing the Gap”





**Looking back to look forward:  
Effectiveness of 2007-2012 Strategy gave confidence in  
approach for 2013-2020**



**What worked?**

- **Template of Action Plan:**
  - Accountability
  - Shared responsibility
  - Timelines for delivery
  - Regular Monitoring
  
- **High Level Commitment:**
  - Minister
  - Government
  - Stakeholders
  
- **Consultation**
  - Stakeholders involved from early stages
  - Engagement started before Strategy rolled out
  
- **Cost benefit ratio of 3:1; justifies investment**

# Consultation Process



- Must focus on key challenges that need to be addressed to reduce collisions, fatalities and injuries.
- Substantial consultation process:
  1. Workshop
  2. Detailed public consultation process
  3. Face to face consultation with key stakeholders responsible for delivering measures contained in the Strategy



# Overview of the New Strategy

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# Targets for Ireland



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*If you don't know where you are going, you will probably end up somewhere else. ~ Lawrence J. Peter*

Our approach must be **stretching**, encouraging **robust actions** to reduce the risk of collisions, injuries or fatalities

## Close the gap between Ireland and best performing countries:

- Fatalities to reach 124 by 2020 or 25 fatalities per million
- Establish a definition for serious injuries & scientific method of counting.
- A provisional target to reduce serious injuries by 30% from 472 (2011) or fewer to 330 by 2020, or 61 per million population

## Other targets:

- A target of 100% compliance has been set for speed compliance & seatbelt wearing rates whilst acknowledging it may be difficult to achieve.

# Objectives & Measures



3 key areas of intervention

## Education

- Measures relating to awareness raising, formal education & training to ensure that all road users have the appropriate attitudes, knowledge & skills.

## Engineering

- Measures relating to road design & vehicles, operation of road system, integration of land use & road planning to promote safe & forgiving spaces.

## Enforcement

- Measures for the prevention, policing & mitigation of the effect of collisions to ensure that road users behave in a safe manner & where injuries occur that the impact on casualties is minimised.

# Overarching Strategic Approach





# Our Challenges

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- Work Related Vehicle Safety
- Medical Fitness to Drive
- Drug Driving
- Fatigue
- Distraction (Mobile Phones)
- Vulnerable Road Users
- Road Works
- Emergency Response & Care
- Data analysis & Evaluation
- Post Collision Investigation (Engineering)

**Success depends on continued engagement:**

- ✓ Political
- ✓ Community
- ✓ Garda enforcement
- ✓ Keep road safety top of mind
- ✓ Guard against complacency & competing public priorities



# Critical Success Factors



- Political Commitment
- Public Support
- Policy Implementation
- Collaborative Approach
- Garda Traffic Corps
- Road Engineering
- Media Support
- Legislation
- Funding
- Ongoing Consultation Process
- Non Government Agencies & Organisations



**Success starts internally: All RSA Staff must be committed to the RSS**

# Monitoring & Evaluation

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# Monitoring & Evaluation



- Arrangements that were instrumental in the previous Strategy will be maintained
- Each Agency has its own structures and processes
- Ministerial Scrutiny and Oversight
- A programme of monitoring, evaluation & research will be put in place
  - Board of the Road Safety Authority
  - Ministerial Committee on Road Safety to oversee implementation
- Annual review involving lead Department & Agencies
- Mid term evaluation
- Reporting to EU
- Reporting to OECD (IRTAD)



## 1. Education Measures

No.	Action	Lead Agency or Department	Responsibility	Completion Date	Support Department or Agency
5.	Conduct an education/awareness campaign on the use of seatbelts on school bus transport.	RSA	Director—Road Safety, Research & Driver Education	Q3 2013	LAs/DES/ Bus Éireann
11.	Develop a Code of Practice to inform retailers and parents on the appropriate and correct fitment of child restraints in line with legal requirements and best practice.	RSA	Director—Road Safety, Research & Driver Education	Q4 2013	Retailers
14.	Develop, disseminate and implement national medical fitness to drive guidelines for medical practitioners for Category 1 and 4 drivers.	RSA /NPOTM	CEO/Director NPOTM	Q1 2013 Category 1 drivers Q3 2013 Category 4 drivers	Medical Practitioners
36.	Develop an Emergency Services Driving Standards & Syllabus for front line personnel required to drive emergency vehicles.	RSA	CEO	Q4 2013	HSE/NAS, Defence Forces, AGS, Coastguard, PHECC, CFOA, Civil Defence, Coastguard

# [www.roadsafetystategy.ie](http://www.roadsafetystategy.ie) Road Safety Strategy Monitoring website



Road Safety Strategy: Education - Windows Internet Explorer provided by RSA

http://www.roadsafetystategy.ie/education.php

Primary Action » Home > Education

**Education**

Enforcement »

Engineering »

Legislation »

Other Road Safety Measures »

Evaluation, Road Safety Measures and Research Programmes »

SEARCH

Go »

ACTION NUMBER	MEASURE OR ACTION	LEAD DEPT. OR AGENCY	SUPPORT DEPT. OR AGENCY	RESPONSIBILITY	COMPLETION DATE	MORE INFO
2	Implement mass media campaigns which target the main causal factors for collisions, deaths and serious injuries for all road users but in particular the high risk groups.	RSA	DoE&S	RSA Director - Road Safety, Research and Driver Education	Annually	<a href="#">More »</a>
3	Integrate mass media campaigns with the policing plans of An Garda Síochána and other enforcement agencies.	RSA	Garda Síochána / HSA	RSA Director - Road Safety, Research and Driver Education	Annually	<a href="#">More »</a>
4	Apply new media techniques / initiatives to road safety awareness / education which are interactive and age-appropriate.	RSA	DoE&S	RSA Directors	2nd Qtr 2008	<a href="#">More »</a>
5	Continue to promote joint North/South cooperation on road safety awareness campaigns.	RSA / DoE NI	DoT / North / South Ministerial Council	RSA CEO	Annually	<a href="#">More »</a>
6	Lead the implementation of	RSA	DoE&S / HSA	RSA Director	Annually	<a href="#">More »</a>

Done

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# Traffic Light Monitoring System



## Enforcement

**KEY:** ■ Actions completed in 2008  
■ Actions partially completed in 2008  
■ Actions not completed in 2008

Action No.	Measure or Action	Lead Dept or Agency	Support Dept or Agency	Completion Date	Outcome
22	Publish an Annual Garda Road Safety Policing Plan.	Garda Síochána	RSA/DoJELR	Annually	This action has been completed and is available from the Garda website.
23	Rollout of Garda Traffic Corps across all Divisions to planned manning level and with all necessary equipment, technology and administrative support. 1,200 Traffic Corps personnel by 2008.	Garda Síochána	MBRS/DoJELR/DoT	4th Qtr 2008/ Annually	21 Gardaí are now qualified forensic investigators with a further 22 in the process of being trained. 8 new mobile speed detection systems have been purchased which utilise up to date technology. 89 vehicles have been fitted with Automated Number Plate Recognition technology. 1,200 Traffic Corps personnel were in place.
24	The RSA accepts that to strive for 100% compliance is desirable but recognises that it can never be achieved. However demanding targets are required. Achieve a target level of compliance with speed limits for cars and motor cycles by 2012.	Garda Síochána	DoJELR/DoT/Courts Services/RSA	Annually	At least 80% of overall speed enforcement will be conducted on road sections with the greatest propensity for speed related collisions. The Gardaí have enhanced management information systems in terms of use of mobile detection systems in respect of locations, collision times and days of week.
25	Achieve a target level of compliance with speed limits for goods vehicles and single deck buses by 2012.	An Garda Síochána	DoJELR/DoT/Courts Services/RSA	Annually	The Gardaí have implemented six operations with a view to increasing awareness as well as enhancing their management information system in terms of use of mobile detection system.
26	Implement a Safety Camera Network in the region of 6,000 hours enforcement per month.	An Garda Síochána	DoJELR/LAs/NRA/RSA	2nd Qtr 2008	The procurement process has been advanced.
27	Continue the operation of MAT, determine the incidence of drink driving in Ireland and achieve a target level of compliance with drink driving law. (See action number 122, 123).	An Garda Síochána	DoJELR/MBRS	Annually	Detailed analyses with regard to drink driving over the last three years have been conducted and published on the Garda website.



RSA







Thank you

