



Policy as a driver for Transport Outcomes

Some observations on road safety

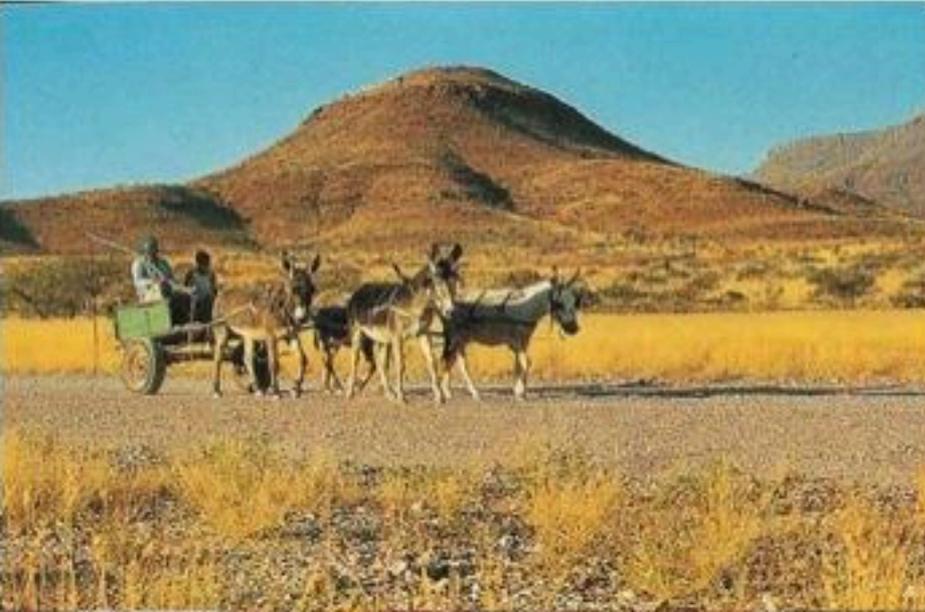
2 September 2014

Pretoria

Dr Paul Vorster, CEO ITS South Africa

Member IRF ITS Policy Committee

Country of great **contrasts**





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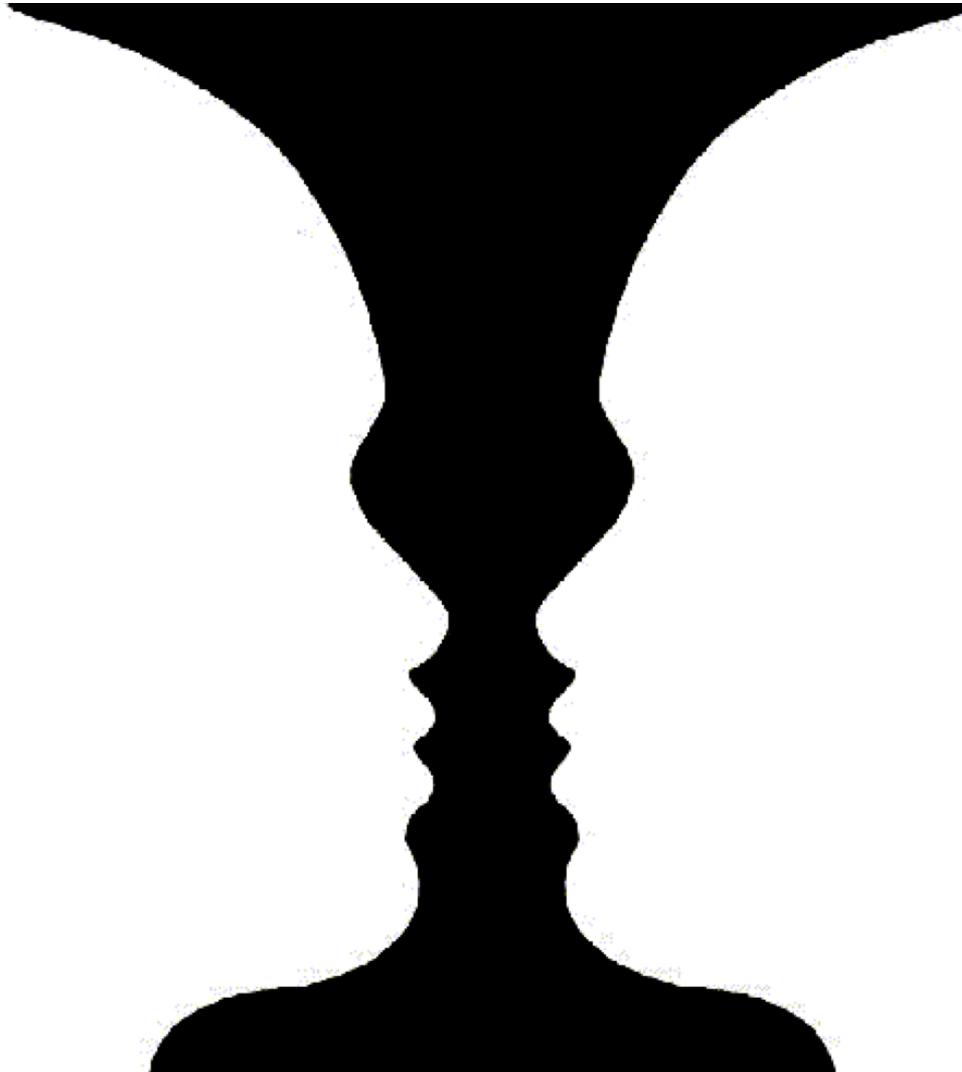
Photograph by James Nachtwey

SOUTH AFRICA, JUNE 2010

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We need to **look** at the
challenge of road safety
differently





Can you find the
the mistake?

1 2 3 4 5 6 7 8 9

What do we
see
when we look at road safety

In Africa we say “It is only the ears of the hippo” that show above the water



Collectively we act as if it is
business as usual

BUT

We have one of the worst road
safety records in the world...

WE HAVE TO FIX IT

How **bad** is it?

South Africa

Source: Road Traffic Management Corporation (Lead Agency)

Capital	Inhabitants	Vehicles/1 000 inhabitants	Road fatalities in 2011	Fatalities / 100 000 inhabitants in 2011
Pretoria	51.8 million		13 954	27.6

Figure 1. Evolution in the number of annual road traffic deaths 1991-2011

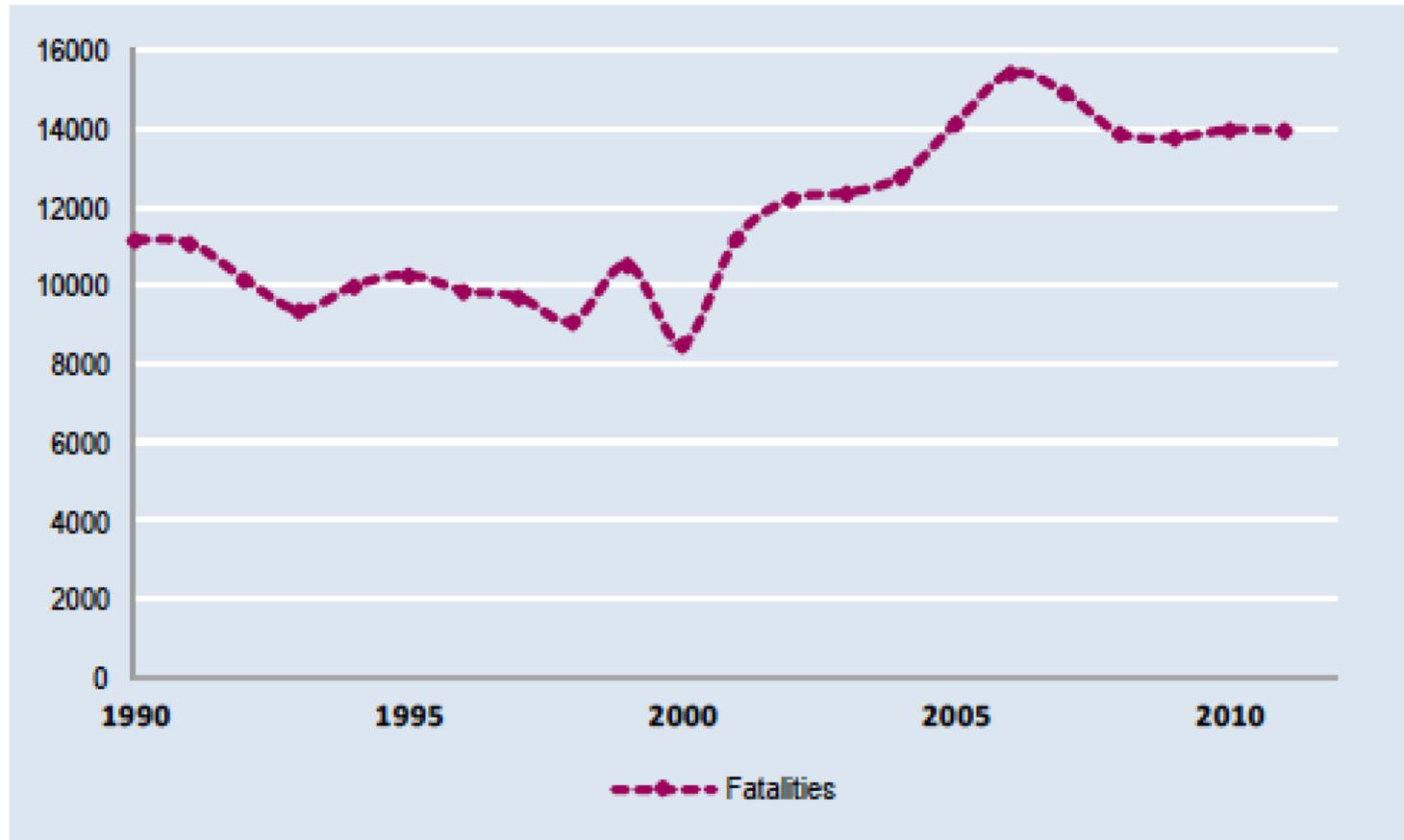
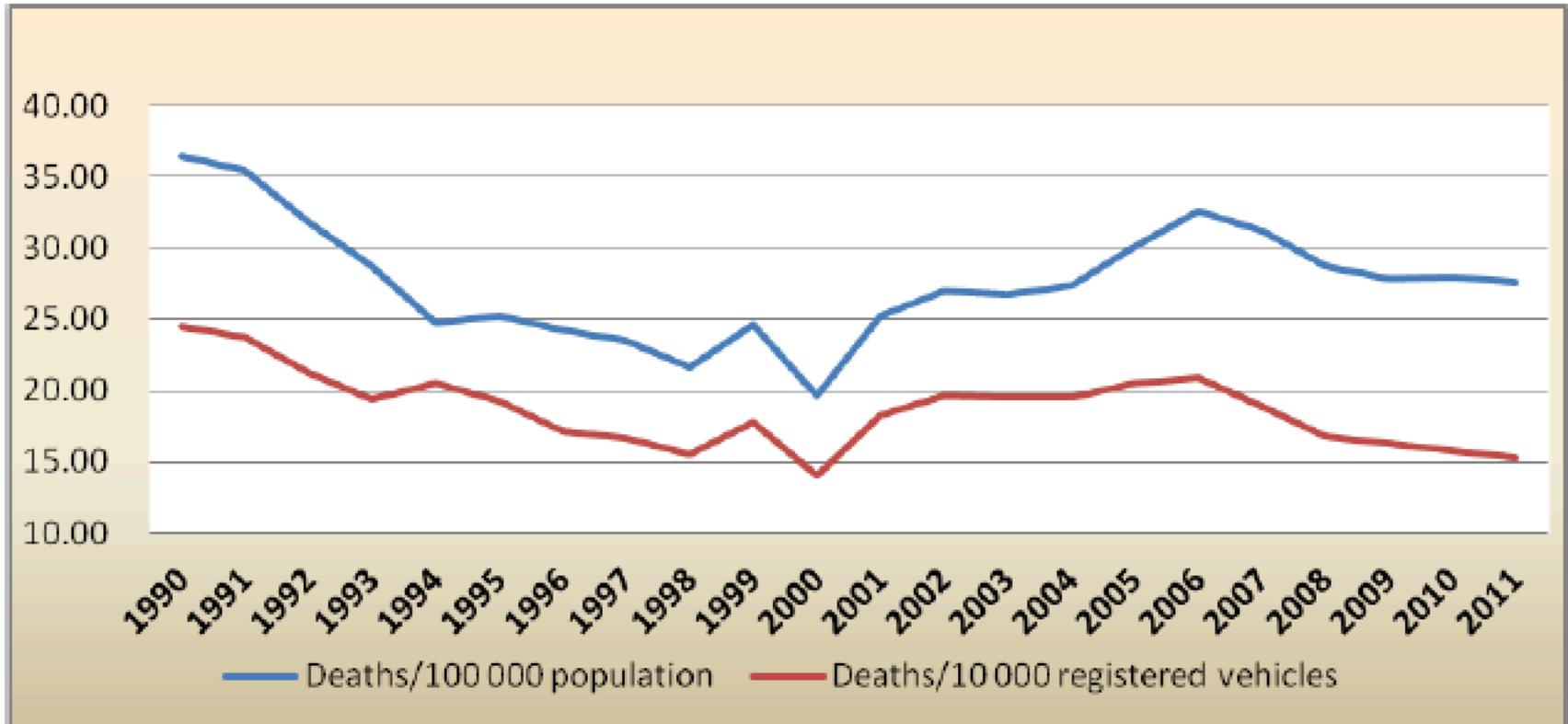


Figure 2. Evolution in death rates
1990-2011



Malaysia Airlines Flight 17



Malaysia Airlines Flight 17



Malaysia Airlines Flight 17 was a scheduled international passenger flight from Amsterdam to Kuala Lumpur that was shot down on 17 July 2014,
killing all 298 people
on board -- 283 passengers and 15 crew, a global outcry resulted, with demands for action

Yet the number of road fatalities in South Africa in one year will fill **47 Boeing 777 planes** similar to Air Malaysia Flight 17



Many things are done...

A lot is being done about road safety...

By many **different stakeholders**...

Look at what the Hon Minister of Transport is saying...

visit the RTMC website for data

We are doing a lot of **things right**...



... but are we doing
the right things?
...and all of them?

We are **paying**

14 000 lives
150 000 injuries

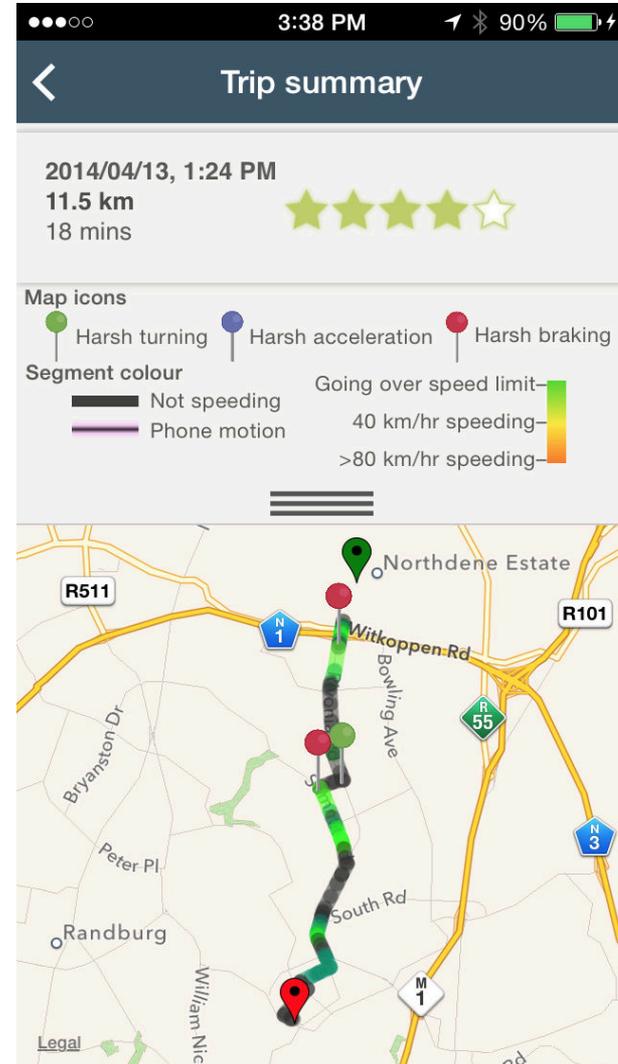
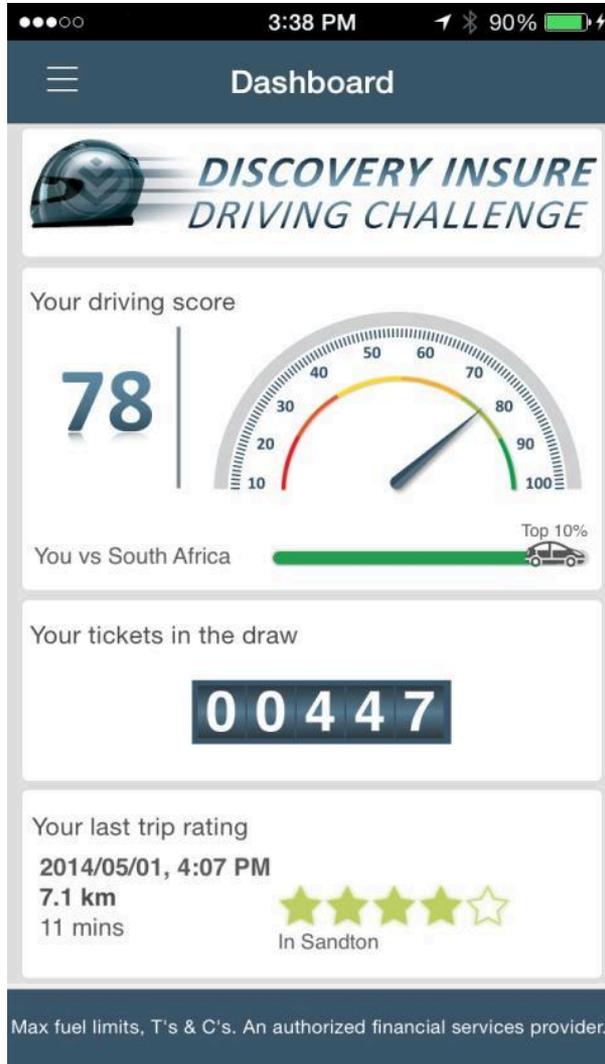
Cost to economy is
R307 bn

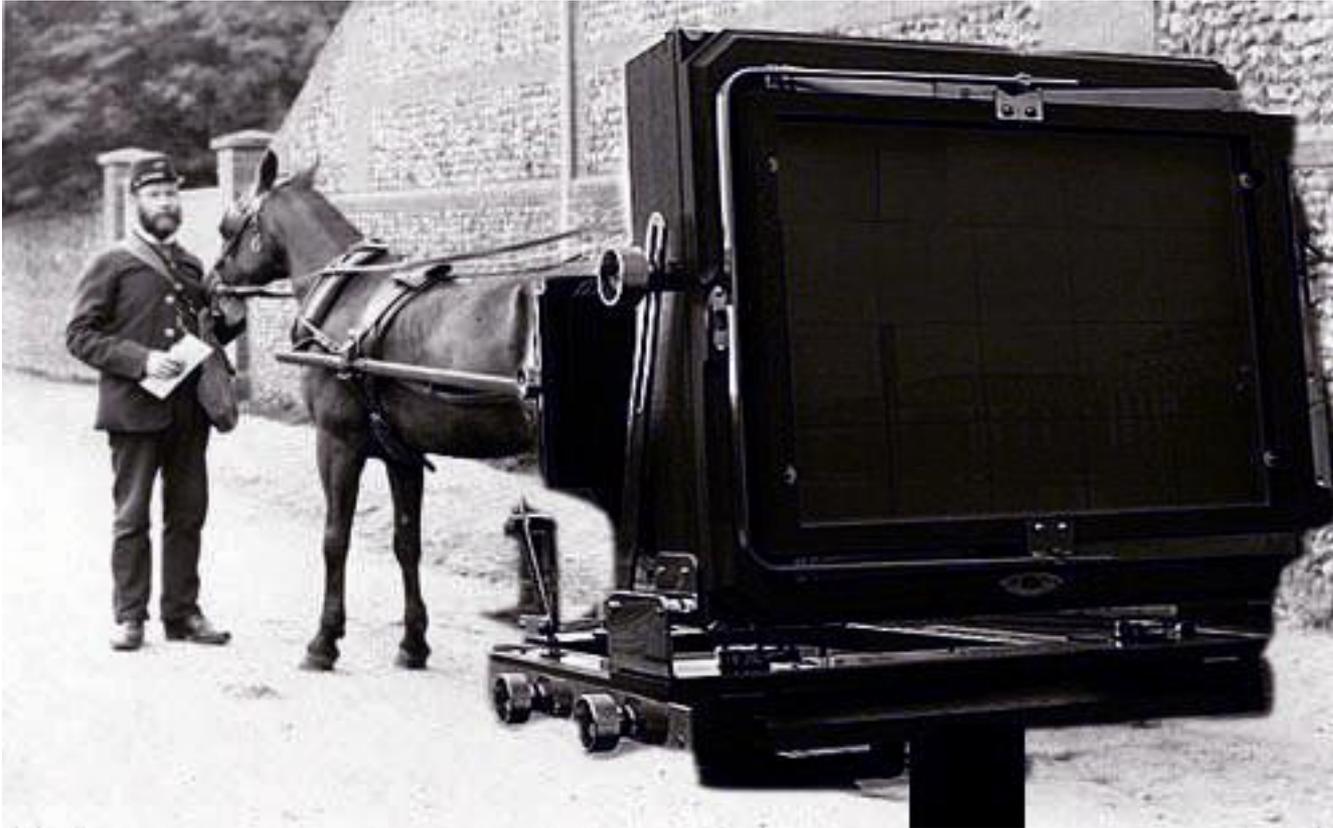
As representative of the **Intelligent Transport Society**, I can give you a long list of ITS systems that promote road safety

- Traffic Management and state of the art TMC
- Promoting public transport
- Speed and law enforcement tools and ANPR, speed over distance measurement
- Variable speed control
- Navigation and guidance systems
- Work-zone controls
- Signal pre-emption for EMV
- Curbing fraud with vehicle and driver licenses
- And the list goes on....









Speed over Distance



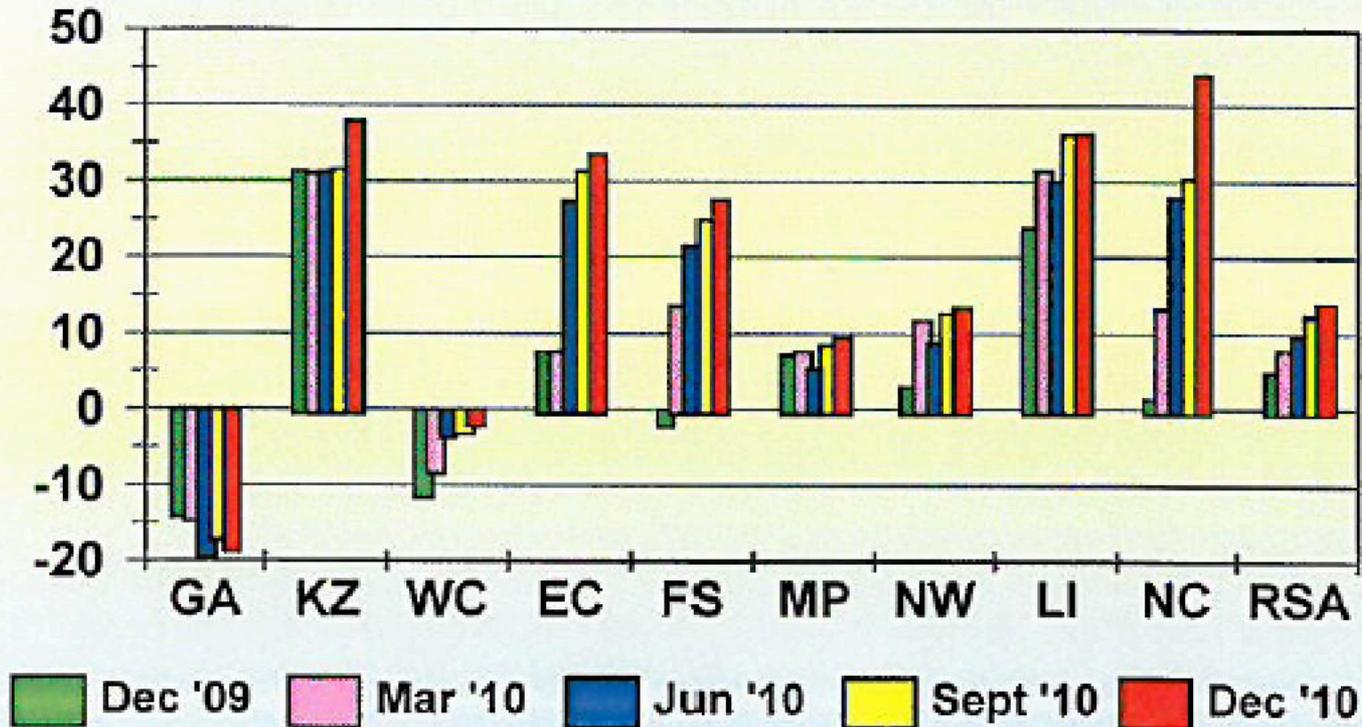


**Weapons
of mass
prosecution**

Winning or losing?

Achievement 2015 Plan Goals

Reduce road fatalities by 50% by 2015



Law Enforcement Officials can give an equally impressive list of things they do to improve road safety

The same can be said of **Traffic Engineers, Educationists, Vehicle Designers**

Yet, we are **NOT** making the desired progress in significantly reducing road fatalities and injuries...

We have to look at the challenge differently!



Start unpacking

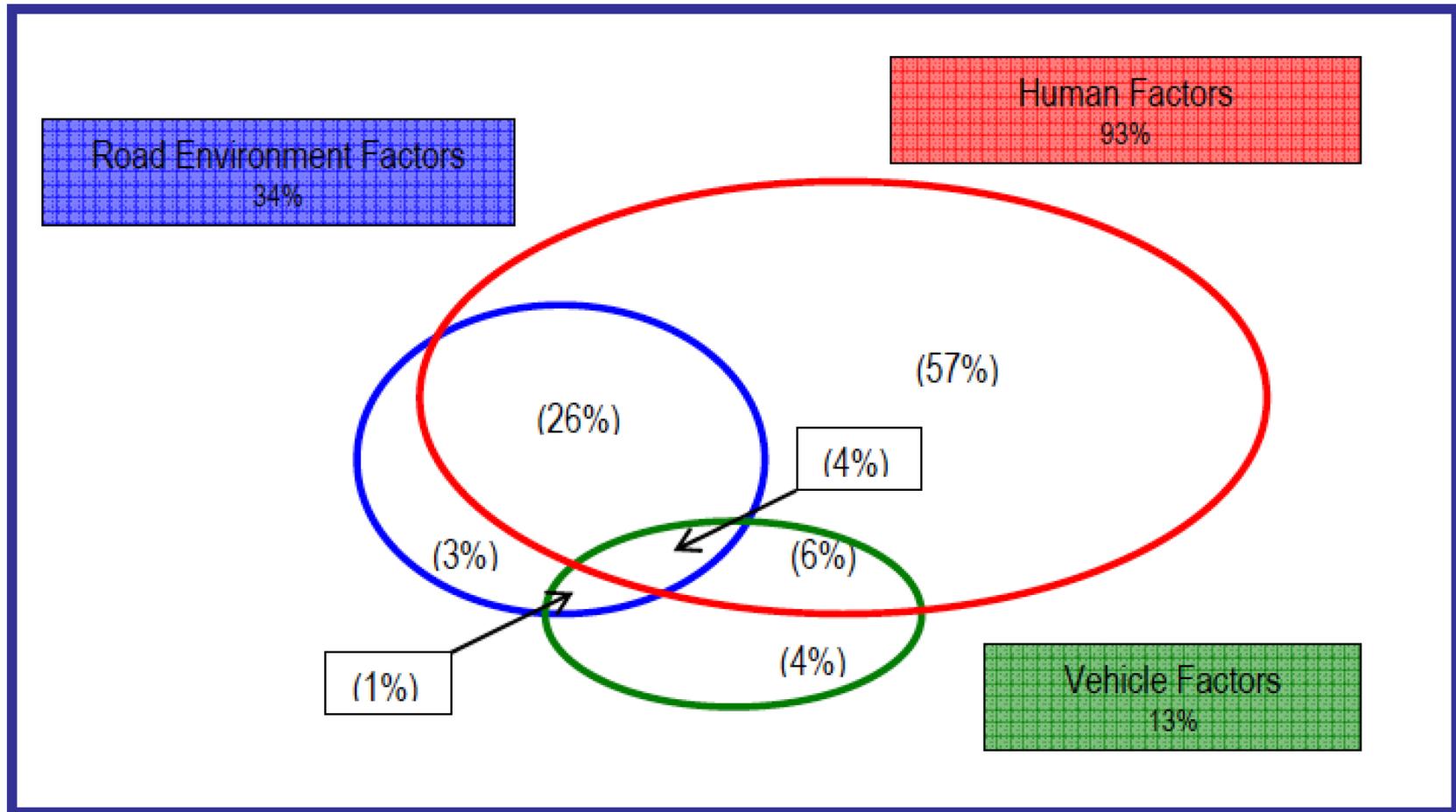


Figure 2.1 Factors contributing to road traffic crashes

Source: Treat et al., 1979, in: PIARC, 2003 Road Safety Manual

Are the current tools working?

What can be done additionally?

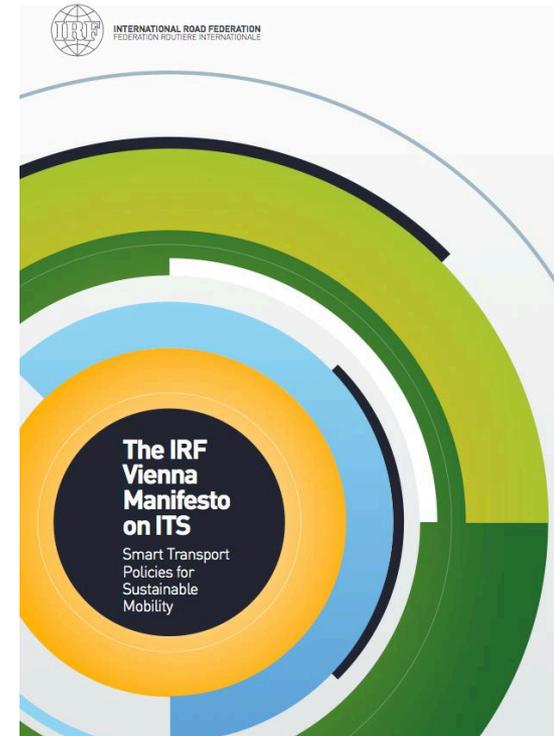
Four suggestions

- Long-term **commitment** to achieve a zero fatality vision
- Medium-term strategy around **traffic management**
- Immediate intervention on law enforcement with focus on **compliance**
- Greater emphasis on **policy interventions** as cross-cutting initiative to achieve multi-disciplinary collaboration with single-minded focus



INTERNATIONAL ROAD FEDERATION
FEDERATION ROUTIERE INTERNATIONALE

- IRF established the **IRF ITS Policy Committee**
- ITS South Africa is an active collaborator
- Ideal mechanism for lobbying Governments and promote policy interventions to **create enabling environment** for other initiatives



Tipping Point

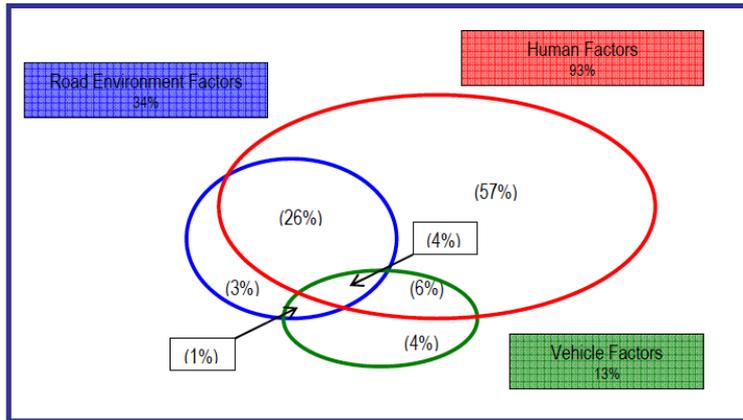


Figure 2.1 Factors contributing to road traffic crashes
Source: Treat et al., 1979, in: PIARC, 2003 Road Safety Manual

- Finding answers means asking the right **questions!**
- Since everything we are now doing, is NOT making a difference, **what now?**
- How must we look at this scenario **differently?**
- What will give us the **'tipping point'?**

What are some of the “right things” we have to do as a start?

- Acknowledge that road fatalities equivalent to the passengers of 47 Boeing 777 planes are simply **not acceptable**
- Accept that the country **cannot afford loss of life and injuries** and cost of R307 billion
- Make the **conscious decision** to fix this
- Make an **irrevocable commitment**

Way Forward

- Provide the **vision**, leadership, management and resources required
- Appoint a **political champion**
- Hold the champion **accountable** for **measurable objectives and deadlines**
- Appoint a **multi-disciplinary team** to action this
- **Don't accept excuses, fix it!**
- Clear all road safety obstacles as a **policy imperative**

Globally, 1.3 million people are killed on the world's roads each year and 50 million are injured. If no action is taken to address the road traffic carnage, it is estimated that 1.9 million people and 2.4 million people will die through road traffic crashes by 2020 and 2030 respectively. Road traffic injuries are among the three leading causes of death for people between 5 and 44 years of age. South Africa, as a developing country, has an unacceptable high rate of road traffic accidents with more than 14 000 fatalities per year and an estimated 150 000 injuries per year.







Smart Mobility

Thank you for your attention!

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