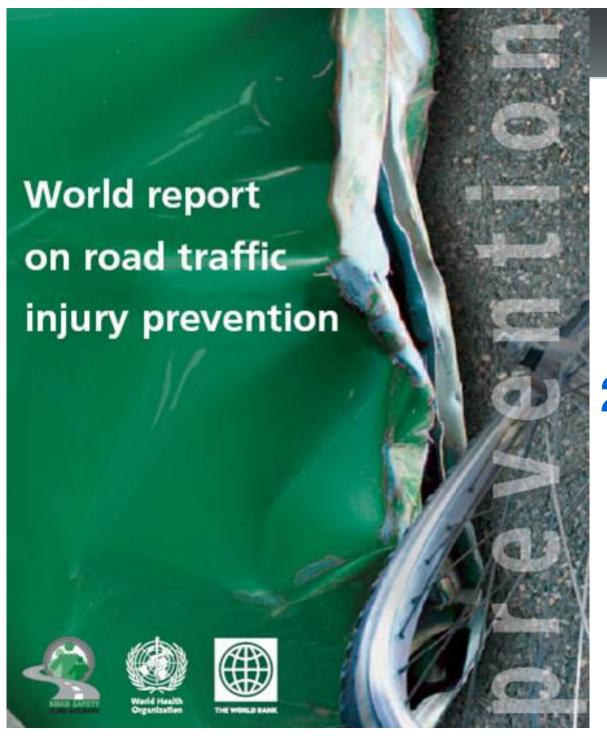


Urban Mobility The Road Safety Challenges

IRF – New Delhi October 3, 2008

Patrick Lepercq
GRSP, Chairman
Michelin, Corporate VP Public Affairs



FACTS!!

1.2 M deaths20-50 M injuries85% in LMICsMost are VRU

Pedestrian not using bridges





Mixed Traffic Lead to Conflicts



Vulnerable Road Users





The Road Safety Challenge

- 1) Rapid urbanization usually implies large inward migration of people from rural areas. Infrastructure rarely expands in line with population growth.
 - => The result is a massive demand for inadequate transport systems leading to congestion, pollution and low level of road safety.
- 2) There is great competition for space on the roads, on the formal carriageway with many kinds of vehicles, but also on footways (if they exist).
- 3) There is often a wide mix of vehicles, moving at a wide range of speeds, which are difficult to manage safely.



The Road Safety Challenge

- 4) In this scenario, the Vulnerable Road Users are especially at risk (pedestrians, cyclists, users of small motorcycles).
- 5) The investment that is taking place on roads is directed mainly at facilities for motorized vehicles the VRU (usually the poorest people) get a raw deal.
- 6) Political will to change this balance of investment is often difficult to reach.
- 7) Managing this complex situation demands professional resources, often not available.



Some thoughts on solutions

1) Road design standards must allocate more space to Vulnerable Road Users

Separate cycle and m/cycle lanes. Footpath are needed and must remain accessible to pedestrians.

- 2) The system must be managed as a whole, so that the relevant agencies work together to provide a 'safe system'
- 3) There is a need for building professional capacity, as well as funding.

Why not 'professional twinning' between cities?
Use of global good practice to align efforts worldwide – seat belts, helmets, drink drive, speed, children...



Some thoughts on solutions

4) Mass transport systems are essential >> balance in investment. Use of global good practice to align effort worldwide

5) Focus short term activities on the key risk factors VRUs; vehicle speeds; helmets on heads; drinking and driving.

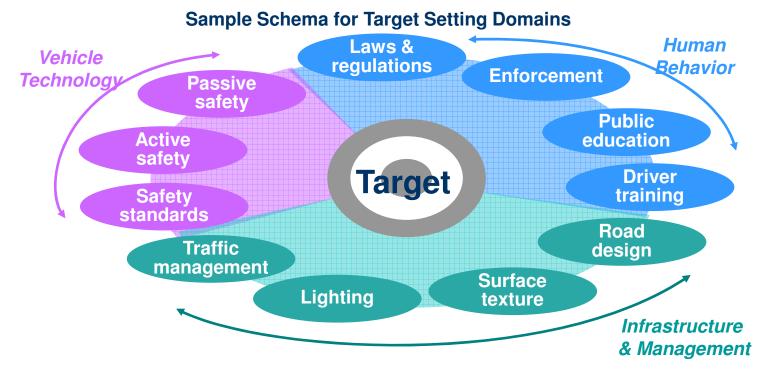
6) Private sector companies have a role to play



A systematic approach

A systems approach to address road safety as a public health issue

Target setting promotes accountability, monitoring, as well as course-changes, and tends to boost outcomes





Some thoughts on solutions

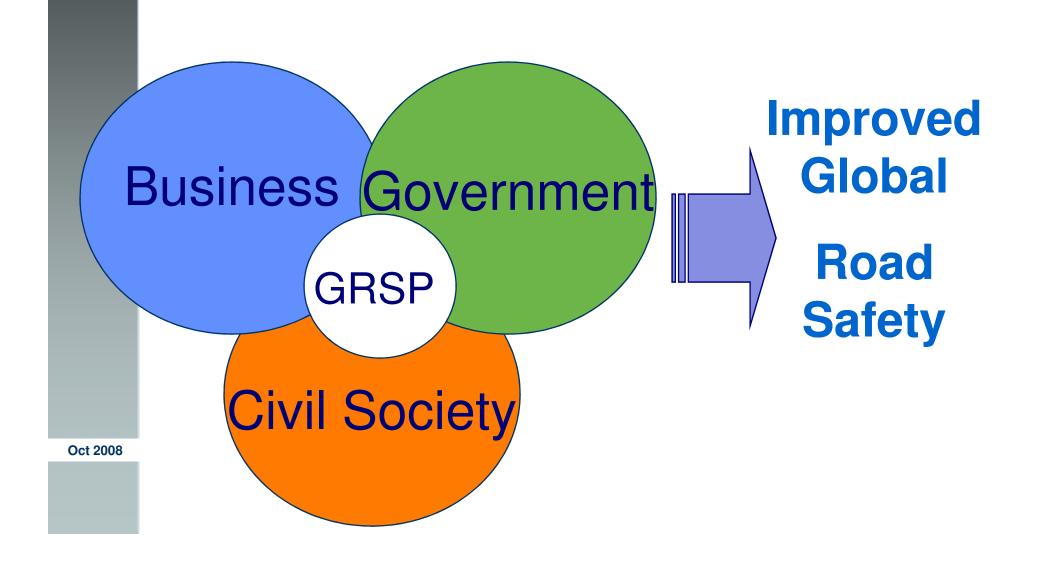
Working in tri-sector partnership to improve the well being of community by improving road safety:

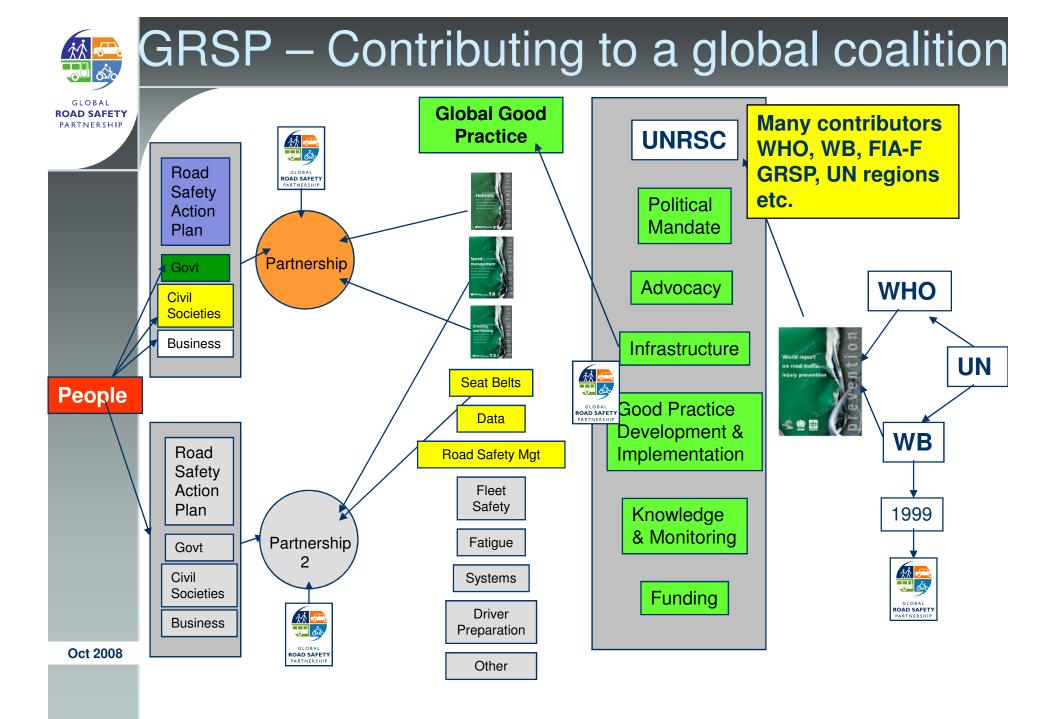
- >> Public Authorities
- >> Private sector
- >> Professional organizations



Global Road Safety Partnership

The Power of Partnership







Examples – Benchmarks Projects

- Bangalore: Drinking and driving
- Beijing: Junctions
- ASEAN: Helmets
- Sakhalin: Safe routes to school
- Brazil: Integrated City Road Safety

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Safe Routes to School

SAKHALIN

- •GIBDD saw upward trend in child injuries in 2005
- Sakhalin Road Safety Partnership held *Good Practice* workshop with international expertise
- Several partners joined project (Education, GIBDD, Businesses, Parents, Teachers)
- 2 pilot schools selected
- Materials produced (maps, posters, videos, school curriculum material)
- Low cost infrastructure improvements made around the schools with support from international expertise, city council and businesses.
- •Evaluation of project ongoing very well received by parents and community
- Expansion of project under way











Building 10km of cycle track......

May 06







































Oct 2008

China, ASEAN, Brazil – 5 years commitment – 10 M USD





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Thank you