Strategies and measures to increase road safety on Styrian roads

Second edition
With the publication of the Styrian Road Safety Programme in 2004, Styria was right at the forefront of the drive to increase road safety in Austria. Since then, numerous projects and initiatives have been implemented. The 10-per cent decrease in two major problem areas, drink-driving accidents and accidents involving novice drivers, is an illustration of the work that has been done. At European level too, great importance is attached to regional road safety work. In November 2004, Styria became the first federal state in Austria to sign up to the European Road Safety Charter.

The second edition of the Styrian Road Safety Programme 2004–2010 contains among other things an overview of the measures earmarked for implementation in the coming three years. Based on the experience of the past three years, the focal points of the programme have been reviewed and up-dated and new areas have been added. The second edition of the Styrian Road Safety Programme contains 92 measures in all. While the content has changed, the aim of the work remains the same, namely to create a sustainable traffic safety culture that highlights attitudes to weaker road users.

I would like to thank the expert group, which comprises decision-makers from the Administration of the Federal State of Styria, the Styrian Police Force, the Austrian Road Safety Board, and Austrian Mobility Research, for their work, which I hope will lead to a further decrease in the number of accidents on Styrian roads. For all stakeholders, the best motivation to stay focussed and keep going is the knowledge that these measures can prevent mental trauma and physical injury. Thank-you.

Kristina Edlinger-Ploder, provincial minister of the government of styria responsibel for science and research, transport and technology
Contents

1 THE STYRIAN ROAD SAFETY PROGRAMME, SECOND EDITION ..... 5
   1.1 Road safety in Styria ................................................................. 6
   1.2 Development and strategy .................................................... 8
   1.3 International overview ......................................................... 10
   1.4 Objective of the Styrian Road Safety Programme .................... 12

2 STRATEGY .................................................................................. 14

3 ANALYSIS & TRENDS .................................................................. 18

4 THEMATIC AREAS & MEASURES ............................................. 20
   4.1 Driver training & driving licences ......................................... 22
   4.2 Alcohol, drugs, & fitness to drive .......................................... 24
   4.3 Speed & following distance .................................................. 26
   4.4 Driver distraction .................................................................. 28
   4.5 Pedestrian safety & safety management in urban areas .......... 30
   4.6 Bicycles ............................................................................... 32
   4.7 Mopeds and motorcycles ..................................................... 34
   4.8 Heavy goods vehicles ........................................................... 36
   4.9 Public transport & mode choice ............................................ 38
   4.10 Traffic education & mobility training ................................... 40
   4.11 Enforcement & police .......................................................... 42
   4.12 Traffic planning & road construction ................................. 44

5 PRACTICAL EXAMPLES of road safety initiatives in Styria ...... 46

APENDIX .................................................................................... 53
The Styrian Road Safety Programme, second edition

1.1 Road safety in Styria
1.2 Development and strategy
1.3 International overview
1.4 Objective of the Styrian Road Safety Programme
1.1 Road safety in Styria

The fact that accidents in the major problem areas of drink-driving and novice drivers have decreased by almost 10 per cent is evidence of the work that has been done in the past three years.

In September 2004, Styria launched a targeted programme of measures aimed at reducing the number of people killed or injured in road traffic accidents. This was the first regional road safety programme of its kind in Austria.

By the summer of 2006, over half of the 78 measures identified in the programme had been implemented. A total of 10 key measures were completed in the course of the first two years; others were established as long-term means of intervention. The second edition of the Styrian Road Safety Programme was published in the first six months of 2007.

The search for new innovative measures continues to focus on successful international activities with a view to implementing them in Styria. One example of this approach was the adaptation of an Irish television campaign against drink-driving. This adaptation was commissioned by the Federal State of Styria during the implementation period of the first safety programme. The Styrian version of the campaign, which was entitled ‘Könntest Du damit leben?’ (Could you live with the shame?), was shown on television in the late afternoon/early evening and vividly drew attention to the problem of drink-driving.1)

Other innovative projects, which were developed and produced entirely in Styria, have received considerable international recognition. One such a project is the ‘CLOSE TO’ peer education programme. Since 2005, young traffic offenders have been obliged to share their experiences with learner drivers in driving schools as part of their convictions. Since 2007, a total of 12 European countries have been testing this preventative approach to road safety among novice drivers. The hope is that it will in future be integrated into European driver training programmes.2)

1, 2) See pages 49 and 47 respectively for more details.
1. THE STYRIAN ROAD SAFETY PROGRAMME

1.1 The aim of the second edition of the Styrian Road Safety Programme is to create a sustainable traffic safety culture that highlights attitudes to weaker road users.

Here too, Styria continues to spearhead developments and intends to take action on any acute changes revealed by regular accident analyses. For example, a dramatic increase in moped and motorcycle accidents was noted in the early stages of the drafting of the present programme. Consequently, ‘mopeds and motorcycles’ has been included in the second edition of the Styrian Road Safety Programme as a thematic area in its own right. Another new thematic area is ‘driver distraction’.

This is evidence of the fact that the Styrian Road Safety Programme is not simply another glossy publication destined to gather dust on a shelf. On the contrary, a group of traffic experts meets for workshops at regular intervals to ensure that the programme is both up-to-date and of a high quality. The main focus of the Styrian Road Safety Programme is on motivating the Styrian public and raising awareness, particularly with regard to the importance of playing an active role in creating a highway culture that is built on respect and courtesy.

The content of the second edition of the Styrian Road Safety Programme also focuses on the key issues of speed, drink-driving, and young drivers. Many of the measures are on-going; others have been amended and up-dated; some additions were necessary.

Solidarity at political level and extensive support both at administrative level and in the Styrian media are vital for the continued success of regional road safety work.
Development and strategy

Work on a regional road safety programme for the state began in Styria in 2003.

With the support of Austrian Mobility Research, an expert group comprising decision makers from the Administration of the Federal State of Styria, the Styrian Police Force, and the Austrian Road Safety Board drew up a comprehensive programme of measures.

After four years of constructive road safety work, the working group remains active in its original constellation. The members can be very proud of what has been achieved. Based on the latest Styrian accident data and taking into account the specific objectives that have been defined, the present up-dated road safety programme pays particular attention to those areas where the greatest impact can be expected to be achieved at regional level.

The focal points of the programme are defined once a year and form the basis on which measures are implemented in Styria. The expert group meets four times a year. At these meetings, the experts analyse Styria’s accident data, discuss road safety measures, international best practice, and recent research findings, examine the potential for application in Styria, and draw up detailed user acceptance and impact analyses.

The measures in the original Styrian Road Safety Programme have been reviewed and have either been replaced by new measures or are ongoing. In other words, the second edition of the Styrian Road Safety Programme is an updated package of measures that will be implemented in the coming three years. This package of measures is based on three tried and tested areas of intervention that constitute the pillars of Styria’s road safety intervention strategy:

- legislation & enforcement
- raising awareness & mobility training
- infrastructure

As the most concrete tool for targeted regional road safety work, road user behaviour (raising awareness & mobility training) remains the most important pillar in the Styrian programme.
The Styrian Road Safety Programme working group

BACK ROW (from left):
Wolfgang Staudacher, head of the Transport Department of the Styrian Police Force; Robert Rast, head of the department FA 18B (Road infrastructure and construction), Government of the Federal State of Styria; Peter Weiß, head of the department FA 18E (Traffic law), Government of the Federal State of Styria; Peter Felber, head of the Styrian office of the Austrian Road Safety Board (KfV).

MIDDLE ROW (from left):
Burkhard Thierrichter, district commissioner for Graz-Umgebung; Karl Lautner, head of the department FA 18C (Road maintenance), Government of the Federal State of Styria.

FRONT ROW (from left):
Gerhard Ofner, director in the Office of the Federal State of Styria; Kristina Edlinger-Ploder, Provincial minister of the government of styria responsibel for science and research, transport and technology; Rita Pfeiffer, transport safety, Austrian Mobility Research (FGM-AMOR); Maria Knauer-Lukas, transport safety unit in department FA 18A (Transport and Planning), Government of the Federal State of Styria; Andreas Tropper, head of department 18 (Transport), Government of the Federal State of Styria; Wolfgang Thierrichter, district commissioner for Murau (not pictured).
Road safety initiatives in the 25 Member States of the European Union currently focus on the following areas:

> vehicle design
> research and technology
> infrastructure
> behaviour

The goal of halving the number of road accident fatalities between 2001 and 2010, as specified in the European Union’s White Paper, still applies. The opinion at international level is that a concerted effort must be made in the fields of vehicle construction and technology, road infrastructure, and driver behaviour if this goal is to be reached. It is worth noting that passenger traffic is expected to increase by approximately 35 per cent by the year 2020. This underpins the call for all Member States to do everything within their power to counteract the negative effects of road transport.

Great importance is attached to regional road safety work at European level. Individual action plans with concrete measures must be developed if this joint goal is to be reached.

---

Save 25,000 lives! The Federal State of Styria responded to this call and became the first state in Austria not only to launch its own regional road safety programme, but also to sign the European Road Safety Charter.

By becoming a signatory to this charter in November 2004, Styria entered into a commitment to take the ‘most effective measures to reduce the number of road accident casualties as quickly as possible.’ The state also undertakes to ‘take concrete action in order to implement these measures in its field of activity and responsibility.’

The charter lists a number of ways in which the commitment can be realised: campaigns, research activities, the drawing up of road safety plans, and the implementation of educational measures.

---

2) European Road Safety Charter
http://ec.europa.eu/transport/roadsafety/charter/index_en.htm
1.4 Objective of the Styrian Road Safety Programme

A 50-per cent reduction in the number of road accident fatalities and a 20-per cent reduction in the number of personal injury accidents by the year 2010.

The second edition of the Styrian Road Safety Programme seeks to bring about a sustainable increase in road safety in Styria by observing national road safety targets.

Based on an analysis of recent Styrian accident data, a new package of targeted measures has been put together. The implementation of these measures in Styria will help achieve the goal of ‘halving the number of people killed in road accidents and reducing by 20 per cent the number of personal injury accidents’.

The results of the road safety work done since 2003 augur well. In the first three years of the programme, the number of fatalities and personal injury accidents (PIA) on Styrian roads fell 26 per cent and 6 per cent respectively.

The Government of Styria unanimously adopted the Styrian Road Safety Programme in June 2004. The objective of this programme remains unchanged and can be summed up as follows:

To create a socially acceptable traffic culture that pays particular attention to vulnerable road users. This shall be achieved by focussing on 12 thematic areas, raising awareness, and implementing specific measures for high-risk groups. Road safety must become everyone’s responsibility.
1. THE STYRIAN ROAD SAFETY PROGRAMME

1.4

Personal injury accidents (compared with the targeted reduction)

-20%

Current PIAs p.a. vs. Target PIAs p.a.

Target for 2010

* Forecast as at Nov. 2006

Personal injury accidents compared with the targeted reduction for the year 2010, starting in 2003.
Target PIAs p.a.: calculation based on the target defined in the Styrian Road Safety Programme

Road accident fatalities (compared with the targeted reduction)

-50%

Target fatalities p.a.: calculation based on the target defined in the Styrian Road Safety Programme
Strategy

To recognise that road transport and safety go hand in hand and that everyone must bear their share of the responsibility.

This is the primary objective of the Styrian Road Safety Programme as defined by the expert group.

The aim is to reach this objective by applying the main intervention strategy ‘raising awareness & mobility training’ and implementing the measures it contains.

There are high hopes in all European countries that the road safety situation can be improved. In 2004, Styria became the first federal state in Austria to tackle the problem and bring about a significant improvement in the situation at regional level. The hope is that the changes and additions that have been made to the present, updated package of measures will continue to bear fruit in Styria following its implementation in spring 2007.

The ranking of the 12 thematic areas has been amended to take account of recent developments. The programme now contains 92 measures, each of which is allocated to one of the three pillars of the Styrian intervention strategy.
The three pillars of the Styrian intervention strategy:

A: Raising awareness & mobility training
B: Legislation & enforcement
C: Infrastructure

Areas of intervention ranked according to the number of thematic areas and measures they contain.

As the most concrete tool for targeted regional road safety work, the ‘Raising awareness & mobility training’ area of intervention remains the most important pillar in the Styrian programme.
The 3 pillars of the Styrian intervention strategy with their respective thematic areas:

**Legislation & enforcement**
- Enforcement & police
  - Driver training & driving licences
  - Driver distraction
  - Speed & following distance
  - Alcohol, drugs & fitness to drive
  - Heavy goods vehicles
  - Mopeds & motorcycles

**Raising awareness & mobility training**
- Public transport & mode choice
- Traffic education & mobility training
- Pedestrian safety & safety management in urban areas
- Bicycles
  - Traffic planning & road construction
In order to reduce potential risks on Styrian roads, it is absolutely essential that targeted preventative measures are taken.

The importance of prevention is reflected in the comprehensive scope of the measures included in the ‘Raising awareness and mobility training’ intervention strategy.

Each thematic area contains innovative measures and campaigns, particularly in the most urgent problem areas: speeding, drink-driving, novice drivers, and mode choice. The undeniably positive effect of measures taken in the field of legislation and enforcement is borne out by international road safety strategies. This is why the Styrian Road Safety Programme places particular emphasis on targeted enforcement and the continuing improvement of the effectiveness of existing structures. At infrastructure level, the Styrian Road Safety Programme will build on preventative road safety work that has already been done in the field of integrated planning.

A holistic view of the road network is combined with the systematic consideration of all road users, especially those who are most vulnerable.

A total of 112 people were killed in road accidents in Styria in 2006. The accident statistics for each transport mode show that as in 2005, most road accidents (approximately 65 per cent) in Styria in 2006 involved passenger cars.
Analysis and trends

30 per cent of all people involved in road accidents are young drivers.

In 2006, 112 people were killed and 7,494 people were injured in road accidents in Styria. Statistically, this means that there is one fatality on Styrian roads every three days and 20 accidents involving fatalities or injuries every day.

Despite a fall in the number of accidents involving young drivers, this age group still tops the accident statistics tables. Sadly, young people are involved in a disproportionately high number of road accidents, namely 30 per cent. The accident statistics for 2006 show that there is a continuing downward trend in the number of road accidents in Styria."}

---

\[a\] Accident statistics provided by the Styrian Police Force.
If drink-driving and drug-driving are to be prevented, future road safety work will have to focus on a combination of awareness-raising campaigns and enforcement.
4

The thematic areas and measures

In order to ensure co-ordinated implementation, each of these measures has been allocated to a strategic thematic area.

As is the case with all successful international road safety programmes, the Styrian Road Safety Programme is reviewed and updated on a regular basis and its measures are subjected to continuing cost-benefit analyses.

On the pages that follow, the implementation status of each of these measures is indicated by a symbol.

Some of the measures are described in detail in the chapter entitled 'Practical examples'. Cross-references to this chapter are included as appropriate.

The second edition of the Styrian Road Safety Programme contains 92 measures in all.
Each of the 92 measures is allocated to one of the 12 thematic areas:

4.1 Driver training & driving licences
4.2 Alcohol, drugs, & fitness to drive
4.3 Speed & following distance
4.4 Driver distraction
4.5 Pedestrian safety & safety management in urban areas
4.6 Bicycles
4.7 Mopeds & motorcycles
4.8 Heavy goods vehicles
4.9 Public transport & mode choice
4.10 Traffic education & mobility training
4.11 Enforcement & police
4.12 Traffic planning & road construction

Legend:

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>Implementation status</th>
</tr>
</thead>
<tbody>
<tr>
<td>*</td>
<td>= new measure</td>
</tr>
<tr>
<td>◀</td>
<td>= up-dated/revised measure</td>
</tr>
<tr>
<td>←</td>
<td>= on-going measure</td>
</tr>
<tr>
<td>✔</td>
<td>= implemented measure</td>
</tr>
</tbody>
</table>
4. THEMATIC AREAS AND MEASURES

4.1

Driver training and driving licences

There are several reasons for this: young people are particularly willing to take risks and consequently have a high-risk style of driving. They also lack routine. Other factors include alcohol and drug abuse and a tendency to speed.

In 2006, 24 young people in the 18–24 age group were killed on Styrian roads and 186 were seriously injured. In all, 1,800 young people were injured in road accidents in Styria that year.

Since 2003, the number of young people killed in road accidents has fallen by 25 per cent.

This age group still accounts for a disproportionately high number of road accidents, namely 30 per cent of all road accident casualties and 23 per cent of all road accident fatalities. The proportion of 18–24-year-olds involved in accidents is much higher than their proportion of the total population.

Since 2003, the number of young people killed in road accidents in Styria has fallen by 25 per cent. Nevertheless, great efforts must continue to be made in this area in order to ensure that further improvements can be made.

One in three fatalities among young people is caused by a road accident.

Target: To optimise the quality of training for novice drivers in order to ensure that these drivers learn how to drive in an appropriate and socially acceptable manner and to bring about a significant reduction in the number of accidents involving novice drivers in Styria.
4. THEMATIC AREAS AND MEASURES

4.1  Measures 4.1

To make a clear commitment to the penalty points system and the endorsement of driving licences with penalty points. [1]

To evaluate and improve the existing penalty points system.

To continue the CLOSE TO initiative, whereby young accident victims, young people who caused accidents, and young traffic offenders play an active role in road safety work. [2]

To intensify quality control in driver training.

To support the L17 driver training model (driving licence at 17) by getting driving schools to provide information not only for drivers, but also for accompanying persons.

To increase the efficiency of multiple-phase driving licence training by increasing the motivation to complete feedback drives and by improving the quality of driving technique and psychological training. [3]

To work with insurance companies on the development of an incentive model within the no-claims bonus system.

The number of young road accident casualties increases dramatically as soon as young people reach the age of motorisation. This is illustrated in a particularly dramatic way by the peak in casualties among novice drivers.

[1] This commitment has been made, but remains a point of discussion for the Styrian Road Safety Programme working group.

[2] A European pilot project on risk prevention initiated by Styria in 2004. This project has already been implemented in 12 other European countries! The CLOSE TO initiative gives young drivers who caused accidents a chance to speak and play an active role in prevention work (for more details, see p. 47).

[3] The multiple-phase driving licence is progressing well. Approximately 90,000 people in Austria have to complete this training course, which has had an extremely positive effect on accident statistics.

Average number of accident casualties according to mode and age

Source: Statistik Austria, Data processing: Austrian Road Safety Board (KfV)
4. THEMATIC AREAS AND MEASURES

4.2 Alcohol, drugs, and fitness to drive

The most frequent cause of accidents is the combination of drink-driving and excess speed.

- In 2003, Styria recorded more drink-driving accidents than any other federal state in Austria. This is why so much emphasis is placed on tackling this cause of road accidents.

- In 2006, 430 personal injury accidents caused by drink-driving were recorded in Styria. This means that, officially, 6.9 per cent of all accidents are related to driving under the influence of alcohol. The number of accidents actually caused by (but not attributed to) drink-driving is certainly much higher.

- A series of high-profile target group-specific campaigns has been run since 2004. The success of these campaigns is illustrated by the continual decrease in the number of alcohol-related accidents.

- The negative effect of drugs, medication, and fatigue on a driver’s fitness to drive necessitates further information campaigns. To this end, specific pilot projects will be launched to coincide with the start of the second edition of the Styrian Road Safety Programme.

- In 2006, a total of 465,000 breathalyser tests were conducted in Austria using both straightforward breathalysers and preliminary breath-testing devices. Approximately 56,000 of these tests were conducted in Styria.

Target: To heighten awareness and to bring about a significant reduction in the number of accidents caused by a reduced fitness to drive.
4.2 Measures 4.2

STATUS

To improve information campaigns that highlight drink-driving and drug-driving on the basis of international best practice. [1]

To reach more people with the ‘SHAME’ television campaign. The Styrian version of this campaign was entitled ‘Könntest Du damit leben?’ [2]

To increase media co-operation across the thematic area.

To make optimum use of the catalogue of penalties available and to strive to bring Austrian fines into line with those imposed in northern EU Member States. (see also measures 4.3).

To intensify police presence in the districts.

To recommend the use and implementation of preliminary breath-testing devices as part of a pilot project. [3]

To ensure the intensive use of preliminary breath-testing devices in Styria.

To co-operate with Styrian doctors and pharmacists on an information campaign about the links between medication and fitness to drive.

To use the so-called ‘pupiliomat’ in a pilot project and to accompany its use with an awareness-raising campaign on fatigue.

[1] Since 2006, so-called ‘Friends Event’ teams have been appearing at major clubs, discos, and events in Styria as part of the ‘0.00% for friends’ campaign. The message is: everyone parties, but the driver stays sober (for more details, see p. 48).

[2] The TV campaign ‘Could you live with the shame?’, which ran in Styria in 2005 and 2006, proved a huge success. There are plans to run the campaign again (for more details, see p. 49).

[3] Thanks to the use of preliminary breath-testing devices in Styria, twice as many drivers were checked by the same number of personnel.

Within the space of a year, the police almost doubled the number of checks conducted to just under 56,000. This was made possible by the introduction of the preliminary breath-testing device.
Driving at inappropriate speeds is the main cause of the high number and severity of single-vehicle accidents in rural areas. Speeding drivers are a risk to both themselves and other road users. Everyone has a different notion of what ‘speeding’ is.

Showing respect and consideration for other road users is one of the golden rules of road safety.

In addition to inappropriate speed, drivers who do not observe a safe following distance (tailgating) are a main cause of accidents on motorways.

Approximately 32 per cent of all accidents involving motorised vehicles are rear-end collisions caused by drivers not observing a safe following distance. In 2006, 1,600 rear-end collision personal injury accidents were recorded.

Target: To educate drivers to adapt their speed to the traffic situation and to raise awareness of the importance of keeping a safe distance to the vehicle in front.
### Measures 4.3

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>➤</td>
<td>To draft a guideline for harmonised speed limits (50 km per hour in urban areas, 30 km per hour in sensitive residential areas, 80 km per hour on rural roads, 100 km per hour on particularly well developed roads) and a reduction in the number of signs on roads.</td>
</tr>
<tr>
<td>➤</td>
<td>To check the effectiveness of quantitative and qualitative enforcement patrols and co-ordinated police deployment plans.</td>
</tr>
<tr>
<td>✅</td>
<td>To bring penalties and legal consequences into line with those in northern EU Member States by matching the penalty to suit the seriousness/relevance of the offence, harmonising the Austrian catalogue of penalties, using upper legal limits for penalties as a guide (orders, anonymous and otherwise) [1], and making full use of the range of available penalties. [2]</td>
</tr>
<tr>
<td>➤</td>
<td>To use awareness-raising measures (esp. video campaigns) to draw attention to the dangers of speeding.</td>
</tr>
<tr>
<td>✅</td>
<td>To increase use of electronic surveillance systems on motorways and expressways.</td>
</tr>
<tr>
<td>➤</td>
<td>To bring about a general increase in checks by increasing the presence of the police and continuing private checks in cases where appropriate arrangements have been made by the relevant authority. [3]</td>
</tr>
<tr>
<td>➤</td>
<td>To make the safe following distance campaign more comprehensible and to extend it to the entire road network.</td>
</tr>
<tr>
<td>➤</td>
<td>To run a campaign that will raise awareness of the importance of keeping a safe following distance and to increase checks.</td>
</tr>
<tr>
<td>➤</td>
<td>To focus more on the issue of safe following distances in driver training.</td>
</tr>
</tbody>
</table>

---

[1] Penalty levels have been increased by 50 per cent in Styria.

[2] The range of fixed on-the-spot penalties for speeding offences has been increased and applied in full within the scope of the law.

[3] By 2006, checks were increased by 45 per cent on previous years.
4. THEMATIC AREAS AND MEASURES

4.4

Driver distraction

Using a hand-held phone when driving is by no means a trifling offence that can be ignored!

- The use of electronic devices in cars is steadily increasing. This trend is a double-edged sword because although these systems assist the driver and increase safety, the variety of on-board systems is creating a bewildering array of buttons and dials in the cockpit. In this ‘battle of the buttons’, radios and navigation systems can distract the driver. The distraction potential of using a hand-held phone while driving is already well known.

- Studies have shown that a driver’s accident risk increases fivefold when using a hand-held phone—that’s the same risk as driving with a blood alcohol concentration of 0.8 per mill.

- Using a hand-held phone while driving is by no means a trifling offence that can be ignored; it seriously impairs a driver’s concentration and is therefore a considerable threat to road safety.

The considerable threat posed by driver distraction must be diminished by an awareness-raising campaign aimed at drivers.

Target: To implement awareness-raising measures that will encourage drivers to create an in-car environment that does not distract them from the road and impair road safety.
## Measures 4.4

<table>
<thead>
<tr>
<th>Status</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>*</td>
<td>Request to the legislator: to make the use of hand-held phones while driving an offence, to include it in the catalogue of offences for which penalty points are given, and to match the relevant penalties to the seriousness of the offence.</td>
</tr>
<tr>
<td>*</td>
<td>Request to the legislator: to create safety guidelines for the use of on-board systems and to monitor their implementation. [1]</td>
</tr>
<tr>
<td>*</td>
<td>To make the monitoring of the use of hand-held phones while driving a priority focus of police checks.</td>
</tr>
<tr>
<td>*</td>
<td>To allow the police to draw drivers’ attention to both the compulsory use of hands-free devices for phones and inappropriate constellations of on-board systems (distance, remote control, influence on air bag, legibility, systems that are not securely attached etc.).</td>
</tr>
<tr>
<td>*</td>
<td>To apply measures that will raise awareness of the factors that can distract drivers on the road.</td>
</tr>
</tbody>
</table>

[1] Consequence: navigation systems, radios, mobile phones, and fuel gauges may only be operated using tested, safety-approved, vehicle-specific operation interfaces.
4. THEMATIC AREAS AND MEASURES

4.5

Pedestrian safety and safety management in urban areas

Half of all road accident victims in urban areas are cyclists and pedestrians!

- Most road accidents in Styria happen in urban areas (4,197 accidents in urban areas as opposed to 2,821 in rural areas). Approximately two-thirds of all road accidents happen in urban areas and account for about one-third of all road accident fatalities.

- Half of all road accident victims in urban areas are cyclists and pedestrians. Even drivers who are apparently only ‘slightly’ over the speed limit pose a serious threat to these vulnerable road users. These accidents illustrate very clearly the link between speed and injury severity.

If the average driving speed could be reduced by only 5 km per hour, the annual number of road accident fatalities could be cut by approximately 20 per cent.

Target: To heighten awareness and to bring about a significant reduction in the number of accidents involving vulnerable road users.
4.5

Measures 4.5

To develop a catalogue of measures to protect more vulnerable road users.

To draft and implement guidelines for pedestrian safety in urban areas and to create a pedestrian-friendly environment. [1]

To improve sight lines at pedestrian crossings by taking additional structural measures such as building out the kerb, improving signposting and lighting etc. [1]

To task a national commission with an examination of existing pedestrian crossings in Styria (to determine whether the crossings are necessary and purposeful). To apply existing guidelines to all pedestrian crossings that are found to have structural deficiencies.

To step up information and awareness-raising campaigns that highlight pedestrian safety.

To extend the child signpost campaign to as many Styrian municipalities as possible. [2]

To implement targeted monitoring measures aimed at protecting vulnerable road users.

To conduct campaigns in co-operation with schools and the police.

In accordance with the Austrian Road Traffic Regulations (StVO), pedestrians have the right of way at pedestrian crossings. Despite the fact that this right of way has been anchored in law since 1994, the number of accidents at uncontrolled pedestrian crossings has steadily increased since the mid 1990s.

[1] Guidelines have been drafted and applied to new pedestrian crossings across Styria. The intention is that all old pedestrian crossings in all Styrian municipalities will be checked and, where necessary, enhanced (see also section 4.12).

[2] The sign campaign 'We live here!' was launched in the summer of 2006 and seeks to improve road safety in urban areas. The focus of this campaign is on local children (for more details, see p. 50).
In 2006, 900 bicycle accidents were recorded in Styria. Some 901 people were injured and 6 cyclists killed in these accidents.

Increasing the proportion of bicycles to other vehicles in cities and towns has a positive overall effect on road safety because the greater the number of cyclists on the road, the greater the care taken by motorised road users and the more widespread the development of cycle paths.

In order to encourage people in Styria to cycle to and from school, work, and the shops, the Federal State of Styria launched the ‘Bicycles in everyday life’ campaign in 2007.

A special bicycle traffic audit (BYPAD) was also launched at the same time. The objective of this audit is to ensure positive bicycle traffic development.

**Target:** To create a bicycle-friendly environment that will help reduce the number of bicycle accidents.
## Measures 4.6

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>🌟</td>
<td>To promote safe bicycle infrastructure, bicycle stands, and signposting systems.</td>
</tr>
<tr>
<td>➡️</td>
<td>To analyse bicycle accidents and make accident sites safer.</td>
</tr>
<tr>
<td>🌟</td>
<td>To conduct a systematic analysis of and formulate quality targets for bicycle traffic as part of the BYPAD audit. [1]</td>
</tr>
<tr>
<td>➡️</td>
<td>To improve safety standards on the existing cycle infrastructure, in particular by monitoring sight lines at junctions.</td>
</tr>
<tr>
<td>➡️</td>
<td>To run awareness-building campaigns that target both cyclists and drivers.</td>
</tr>
<tr>
<td>➡️</td>
<td>To update the Styrian bicycle traffic concept.</td>
</tr>
<tr>
<td>🌟</td>
<td>To ensure accessibility and create links to other modes of transport.</td>
</tr>
<tr>
<td>➡️</td>
<td>To create bicycle traffic information systems and improve signposting. [2]</td>
</tr>
<tr>
<td>🌟</td>
<td>To launch the ‘Bicycles in everyday life’ campaign with a view to increasing the variety of mobility, thereby making a contribution to road safety.</td>
</tr>
</tbody>
</table>

[1] BYPAD stands for ‘Bicycle Policy Audit’ and is the name of a process in which an audit group comprising representatives of politics, administrations, and interest groups conducts a systematic analysis of the bicycle policy of a municipality, city, or region with a view to defining binding quality targets for bicycle traffic. For more information, visit www.bypad.org.

4. THEMATIC AREAS AND MEASURES

4.7

Mopeds and motorcycles

In 2001, 28 moped accidents were recorded. Two years later, 106 were recorded and in 2006, the number of moped accidents rose again to 190.

The fact that the aptitude test for 15-year-olds was abolished in 2005 is a particularly relevant factor in this regard.

The mopeds that are on sale in shops do not always meet legal requirements in Austria. This situation is aggravated by the fact that many vehicles are tuned by their owners. This tuning of vehicles is a particular problem among young riders.

Although the number of accidents recorded was the same in 2005 as it was in 2006, the number of people killed in motorcycle accidents in Styria rose from 15 in 2005 to 24 in 2006. It is important to note that these accidents are closely linked to weather conditions during the motorcycle season.

Target: To target high-risk groups using a combination of preventative measures and awareness-raising campaigns with a view to reducing accident risks.
Measures 4.7

Request to the legislator: to draft a new legal regulation for the type approval of mopeds.

To introduce theoretical and practical training for all those seeking a licence to ride a moped. This training should be based on the 3rd Driving Licence Directive (2006/126/EC), driving licence category AM. To launch a health check that corresponds to the minimum standard. To extend the multiple-phase driving licence training system to include those seeking a licence to ride a moped. [1]

To allow the police to intensify their checks of the technical suitability of vehicles for use on the roads.

To run awareness-raising campaigns based on European best practice in order to prevent motorcycle accidents.

To define high-risk groups and to draft proposals for improving motorcycle training. [2]

To monitor the effectiveness of rubber-coated crash barriers on the test route in Soboth.

[1] Efforts must be stepped up in the light of the dramatic increase in moped accidents in Styria (particularly in 2005).

[2] The Styrian Road Safety Programme working group conducted a detailed analysis of accidents in order to be able to identify suitable target group-specific measures.
Trucks account for approximately 11 per cent of all traffic. Accident statistics show that 10 per cent of personal injury accidents involve trucks.

What is significant in this regard is the severity of the accidents; 24 per cent of all people involved in these accidents die.

If the growth of commercial traffic is to be contained and its negative impacts on both the environment and road safety reduced, the commercial sector must assume a high level of responsibility.

By transferring freight transport from the road to the rail network, the amount of freight transported by road can be reduced, thereby making a significant contribution to increasing road safety.

**Target:** To transfer the transportation of freight from the road to the rail network and to the network of motorways and expressways.
In 2005, the number of personal injury accidents involving trucks in urban areas almost equalled the number of such accidents in rural areas.

### Measures 4.8

- **To reduce the number of heavy goods vehicles on the road to the absolute minimum and to transfer freight transport to the network of A, S, LB, and L roads.**

- **To make greater use of the capacity of the rail network.**

- **To find ways of reducing the number of accidents involving trucks with a permissible GVW of less than 3.5 t.**

- **To introduce targeted enforcement of driving and rest periods and night-time and weekend driving bans.**

- **To develop a uniform catalogue of penalties for excess loads and to increase the number of weight and load checks.**

- **To build and upgrade traffic control areas that will increase the efficiency of the aforementioned measures.**

* A = motorways, S = expressways, LB = state highways B (formerly known as federal highways), L = state highways

### Personal injury accidents involving trucks according to road type, Styria 2005

<table>
<thead>
<tr>
<th>ACCIDENTS according to road type</th>
<th>Urban area</th>
<th>Rural area</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorway</td>
<td></td>
<td>108</td>
<td>108</td>
</tr>
<tr>
<td>Expressway</td>
<td></td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>State highway B</td>
<td>148</td>
<td>129</td>
<td>277</td>
</tr>
<tr>
<td>State highway L</td>
<td>77</td>
<td>85</td>
<td>162</td>
</tr>
<tr>
<td>Other roads</td>
<td>121</td>
<td>23</td>
<td>144</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>346</strong></td>
<td><strong>364</strong></td>
<td><strong>710</strong></td>
</tr>
</tbody>
</table>

Source: Statistik Austria, Data processing: Austrian Road Safety Board (KfV)
The greater the number of pedestrians, public transport users, and cyclists in a town or city, the better the highway culture and the level of road safety.

The likelihood of being involved in an accident is about 20 times lower when travelling by public transport than when travelling by car.

In the second half of 2006, a mobility survey was conducted among staff members in the transport department of the Government of Styria. This survey is now being used as the basis for a package of measures that will promote the use of safer and more environmentally friendly modes of transport.

**Target:** To increase the number of pedestrians, cyclists, and public transport users by making these modes of transport more attractive.
Measures 4.9

- To step up awareness-raising campaigns that highlight the variety of modes available, e.g. by promoting the actual costs of transportation. [1]
- To support public transport marketing measures.
- To establish passenger rights to punctuality in public transport and to introduce a system of complaint management. [2]
- To continue the development of the Graz suburban railway project.
- To get major companies to draft mobility concepts with a view to improving commuter traffic.
- To use the opportunities presented by public transport in the event of environment-related restrictions on the use of passenger cars. [3]
- To make pedestrian, bicycle, and public transport more attractive. To integrate municipalities by means of competitions for designing footpaths and cycle paths.
- Request to the legislator: to avoid overcrowding in buses by abolishing the current practice of allowing more children than the specified adult passenger capacity to travel in buses, at least for non-scheduled services.

[3] For more information, visit www.feinstaub.steiermark.at.
4. THEMATIC AREAS AND MEASURES

4.10

Traffic education and mobility training

One of the main tasks of mobility training is to make sure that all road users know that they have a role to play.

- The new term ‘mobility training’ covers all sections of the population and the entire transport system with all its modes of transport. This is an extension of the traditional traffic education programme, which up until now has been anchored in the school system.

- The aim is to raise awareness of the importance of showing respect and consideration to other road users and reducing aggression in the transport system.

- Safety should not be associated with provisions and penalties, but must be regarded as an integral part of quality of life.

- One of the main tasks of mobility training is to make sure that all road users know that they have a role to play. This is the only way to ensure that progress can be made in creating a responsible awareness of mobility.

Target: To intensify mobility training efforts and road safety advice for all age groups (from children to senior citizens).
4.10

Measures 4.10

- To add mobility training and road safety advice to the curricula of all schools.
- To increase co-operation on and motivation for traffic education work in schools (thereby reaching a large number of road users at once).
- To launch a package of projects: occupant restraint systems, use of international best practice as part of an awareness-raising campaign. [1]
- To introduce targeted police checks on child restraint systems. [2]
- To deploy mobile road safety officers to motivate the public and to improve the dissemination of available information material.
- To introduce a multiple-phase training programme for the voluntary cycling test and to include real-life situations in cycle training.
- To create an incentive system for road safety work in the municipalities (with funding from the Styrian Road Safety Fund). [3]
- To promote targeted and co-ordinated road safety programmes for children on the basis of the KiSi catalogue of road safety projects for children. [4]
- To implement the projects in this catalogue in as many Styrian municipalities as possible.
- To run campaigns highlighting the dangers of drink-driving and drug-driving during military service.
- To raise awareness among senior citizens in a campaign based on the Swiss ‘gentle driver’ initiative.

[1] In Austria, all passenger car occupants are obliged to wear seat belts. Since 1984, it has been compulsory to wear seat belts in the back seat. Those who don’t wear seatbelts are seven times as likely to be killed in a car accident than those who do.


[3] The revenue from the sale of customised number plates is channelled into the Road Safety Fund and is invested in road safety measures (for more details, see p. 54).

[4] Starting in spring 2007, all Styrian municipalities and institutes will be provided with a catalogue of recommended road safety projects for children (for more details, see p. 51).
Systematic controls are an important part of enforcing traffic regulations. The lower accident rates recorded in northern European countries confirm the link between traffic safety and control frequency.

The aim is to ensure that in the long run, it will become natural for road users to observe traffic regulations, thereby moving away from inevitable penalties and towards greater responsibility on the part of road users.

**Target:** To increase the effectiveness of measures by optimising enforcement and introducing a comprehensive system of checks and controls.
Measures 4.11

- To increase police presence on the roads and to increase the frequency of checks on alcohol, speeding, and restraint systems.
- To bring penalties and legal consequences into line with those in northern EU Member States (see also section 4.3).
- To enhance the image of road safety work and the police.
- To activate road safety working groups at district level, to draft guidelines for road safety auditors, and to ensure that these guidelines are implemented by the responsible transport authority.
- To strengthen the link between local police officers on patrol and road safety work in order to create a direct link between stopping (apprehension) and the imposition of a penalty. [1]
- To deploy plain-clothes police officers and organise covert traffic patrols. [2]
- To provide authorities with better equipment. [3]
- To integrate each and every police officer more into the implementation of measures by means of the Styrian Police Force’s strategy plan.

[1] Local police officers on patrol do traffic checks on a daily basis.

[2] Following the restructuring of Styria’s transport department in terms of human and technical resources, a high standard has been achieved in this area.

[3] The improvement of IT networks has already been completed.
4.12

Traffic planning and road construction

Continuous improvement, development, and quality assurance will be used to meet road safety priorities.

- The Federal State of Styria is solely responsible for some 4,959.8 km of L and LB state highways.* Continuous improvement, development, and quality assurance of traffic planning measures, especially those relating to road safety, will be used to meet road safety priorities.

- An improved project management system will be put in place to ensure that the full road safety expertise of engineers, experts, planners, and the Austrian Road Safety Board is channelled into all stages of construction right up until the completion of a road project.

Target: To plan and construct safe infrastructure for all road users through closer co-operation between all stakeholders.

* L = state highway, LB = state highway B (formerly known as federal highways)
<table>
<thead>
<tr>
<th>Status</th>
<th>Measures 4.12</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>To conduct a safety audit of all transport projects involving the development project leader.</td>
</tr>
<tr>
<td>✔️</td>
<td>To raise standards and safety checks for all site protection measures.</td>
</tr>
<tr>
<td>✔️</td>
<td>To treat accident black spots as quickly and efficiently as possible.</td>
</tr>
<tr>
<td>➡️</td>
<td>To create a budget allowance for smaller measures that must be implemented immediately.</td>
</tr>
<tr>
<td>✔️</td>
<td>To check the efficiency of measures (before/after) and to take experience into account in the planning process.</td>
</tr>
<tr>
<td>✔️</td>
<td>To focus in particular on the development and equipment of pedestrian crossings (lighting, waiting areas etc.)</td>
</tr>
</tbody>
</table>
Practical examples of road safety initiatives in Styria

- The CLOSE TO programme
  Accident risk avoidance for young drivers

- O,0 FOR FRIENDS
  The Austrian version of the European ‘Designated Drivers Campaign – BOB’

- ‘Could you live with the shame?’
  International award-winning television campaign adapted for transmission in Styria

- ‘We live here!’
  Sign campaign featuring local children encourages drivers to cut speed in urban areas

- KiSi
  Styrian catalogue of road safety projects for children

- Stay safe, stay mobile, 60+
  Tips for senior citizens on how to keep safe
The duration of the CLOSE TO prevention method has been extended as part of an EU project. It will run from April 2007 to March 2010.

A two-year pilot project was launched in 2004. The purpose of this project, which was funded by the Federal Ministry of Transport, Innovation and Technology, the EU, and the Federal State of Styria, was to find out the impact real-life accident testimonies would have on the willingness of young drivers to take risks. During driving theory lessons, young traffic offenders related their personal experiences to their peers. An evaluation of over 2,400 completed questionnaires showed that the attitude of learner drivers who had previously been willing to take risks when driving changed dramatically after hearing these testimonies. The second project, the CLOSE TO module, which is being coordinated by Austrian Mobility Research and will run in co-operation with 12 European countries, seeks to anchor this method of prevention in European driver training systems. The Federal State of Styria is a partner in the European consortium.

For up-to-date information, visit www.close-to.net.
0,0 FOR FRIENDS
Everyone parties; one stays sober!

The Austrian version of the European ‘Designated Drivers Campaign – BOB’

The combination of alcohol, driving, and the typically high-risk behaviour of young people is the main cause of the very high accident rates in the 18–26 age group.

As part of this initiative, teams of young people went to discos and clubs and addressed their peers face-to-face, explaining the ‘0,0 for friends’ strategy and organising attractive giveaways. By asking ‘Have you already decided which one of you is driving tonight?’ the young people reminded their peers that at least one member of the group has to stay sober. Photos of groups of friends were posted on the website and generated lots of attention. The ‘friends’ website registered over 1 million hits in only six months and more than 12,000 young people were addressed in clubs in Styria and Lower Austria. The idea was to remind young people that friends look after one another and that one way of doing so was for one person to stay sober and drive the others home safely. In Styria, the following clubs supported this campaign in 2006: Excalibur, Baby O, Bollwerk, and MCM. The campaign was funded by the EU and the Federal Ministry of Transport, Innovation, and Technology.

For more information, visit www.forfriends.org
By adapting international best practice to meet local needs, regions can use high-quality products in their road safety campaigns.

The benefit of using such productions is that they have already been proven to have a positive impact. This was certainly the case with the Irish ‘Never drink and drive’ television campaign, which was entitled ‘Shame’ and won numerous international awards. In a first phase, the Styrian version of this television campaign was run just before the Styrian regional news magazine ‘Steiermark Heute’. It was hoped that the excellent psychological structure of the advertisement would grab viewers’ attention, force them to think about the unthinkable, stimulate debate, and make drink-driving a real issue.

A survey showed that one in two people who saw the advertisement talked about it with their family or friends. In view of this success, the campaign will be run a second time in Styria.
The phrase ‘We live here!’ is a reminder that the locality in question is home to children, who have the right to live and move about in safety. The aim of the sign is to appeal to strong road users, i.e. adults and drivers, to protect the more vulnerable members of their community.

There is more to road safety than just observing rules and regulations. Road safety is also about being aware of your responsibility towards other road users and towards children in particular. Young road users are exposed to huge risks on the road, particularly in urban areas, where speeding is a daily occurrence. Past experience has shown that anonymous calls for drivers to slow down have had very little effect. We needed to give safety a human face!

A ground-breaking pilot project was launched in Feldbach. The stars of the Feldbach ‘We live here!’ campaign were local children. The principle was to use children’s smiling faces to remind speeding drivers that children have a right to live in a safe environment.

To date, approximately 350 such signs have been erected on streets in Feldbach. The response to the campaign has been very positive. Franz Uller, mayor of the municipality of Raabau, had this to say:

“The people who speed around here are generally those who drive these streets every day and think they know all the dangers. If, however, a child—whether it be their nephew, niece, or the kid next door—smiles down at them from a poster, even the most hardened speed merchants will take their feet off the pedal.”

In order to motivate other communities to put up such signs, this campaign is being supported by the Styrian Road Safety Fund. Information material is available from the Federal State of Styria. Tel.: +43 (0)316/877 3017
KiSi: the Styrian catalogue of road safety projects for children

A catalogue for all Styrian municipalities with sample projects for modern road safety work for and with children.

The Styrian catalogue of road safety projects for children, or KiSi for short, was compiled as a means of helping all 550 municipalities in Styria to design and implement targeted and strategic road safety projects for children.

The Federal State of Styria also offers municipalities funding from the state’s Road Safety Fund to help them implement projects. The KiSi catalogue contains all the necessary information and contact details for each of the projects. KiSi focuses on projects in five categories, each of which targets a different problem area. Only effective road safety projects for children were selected. The primary aim of the KiSi catalogue is to give cities and municipalities both a comprehensive overview of projects that have already been successfully implemented and a selection of projects to choose from.

The sample projects in the catalogue were selected because they:

- improve children’s traffic skills
- promote the variety of modes available as a road safety measure
- motivate teachers in kindergartens and schools to work on road safety
- make road safety an active and exciting issue for children.

Implemented projects are continually being added to the catalogue. This means that the catalogue is open to new innovations and new targeted road safety projects. The KiSi catalogue will be sent to all municipalities in Styria in the summer of 2007. Information material is available from the Federal State of Styria.

Tel.: +43 (0)316/877 3017
Despite the fact that senior citizens have decades of experience on the road, they are still vulnerable road users. Pedestrians and cyclists above the age of 65 are exposed to a disproportionately high risk. The accident statistics speak for themselves.

In autumn 2005, the Austrian Road Safety Board (KfV) launched an innovative series of seminars aimed at preventing accidents involving senior citizens. This initiative was financed by the Styrian Road Safety Fund. The objective of the initiative was twofold: firstly, to draw senior citizens’ attention to road transport risks that are specific to this age group and secondly, to show them what they can do to stay active, mobile, and safe for as long as possible.

For senior citizens in particular, the independence that comes with mobility plays a significant role in determining their quality of life. The seminar sought to help ensure mobility among people in this age group. Instead of lecturing the people who attended, the focus was on drawing their attention to the fact that all road users have a responsibility to bear.

A total of 1,200 senior citizens attended these seminars between Autumn 2005 and December 2006. Because of the excellent feedback and the huge demand, the initiative will be continued in 2007.

Stay safe, stay mobile, 60+

*Organisation:* the Styrian branch of the Austrian Road Safety Board

*Target group:* interested senior citizens (groups of at least 20 people)

*Presentation:* approx. 90 minutes

- Interactive multimedia presentation and subsequent discussion
- Practical safety tips for senior citizens as pedestrians, cyclists, drivers, and public transport users
- Focus on seeing and being seen
- Distribution of information material (specially for senior citizens)
- Distribution of reflective materials.

*KfV representative:* retired senior civil servant
The European Road Safety Charter

The European Road Safety Charter is an appeal and a driving force for all civil society organisations to provide a tangible contribution to increasing road safety in Europe.

It is a forum and a platform for the signatories to exchange experiences and new ideas—across national borders—in their efforts towards greater safety on European roads.

It is a manifestation of the responsibility that all stakeholders assume in order to achieve the common goal: halving the number of traffic fatalities by 2010.’

Extract from the information on the European Road Safety Charter:
http://ec.europa.eu/transport/roadsafety/charter_en.htm

In 2004, Styria became the first federal state in Austria to sign the charter. Since then it has implemented projects or campaigns in almost all of the areas listed in the charter. In particular, the task of ‘drafting a road safety plan’ is fulfilled with the publication of the second edition of the Styrian Road Safety Programme.
Working for road safety: customised number plates

In Austria, drivers who pay 145 euro for a customised number plate for 15 years are doing more than just getting their own personal number plate!

They are also making an important contribution to road safety and quality of life, not only for themselves, but for all road users. The revenue earned from the sale of customised number plates is channelled into the Road Safety Fund, which is used to finance road safety projects and measures such as those detailed in the present edition of the Styrian Road Safety Programme.

If you would like to know more about customised number plates in Austria or the Road Safety Fund, please call +43(0)316/877 3017.

Austrian car owners support road safety campaigns by choosing to customise their number plates!
THE STYRIAN ROAD SAFETY PROGRAMME
2004–2010

Publisher:
Government of the Federal State of Styria
Department 18A
Transport and Planning

Second edition:
Graz, April 2007