



Schweizerische Eidgenossenschaft
Confédération suisse
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Federal Department of the Environment, Transport, Energy and
Communications DETEC

Federal Roads Office FEDRO

Leading road users towards (self) responsibility

03.10.2013

Volker Froese

Fonds für Verkehrssicherheit
Fonds de sécurité routière
Fondo di sicurezza stradale





Meet Franky Slow Down





Road safety measures... ... not only for vulnerable road users



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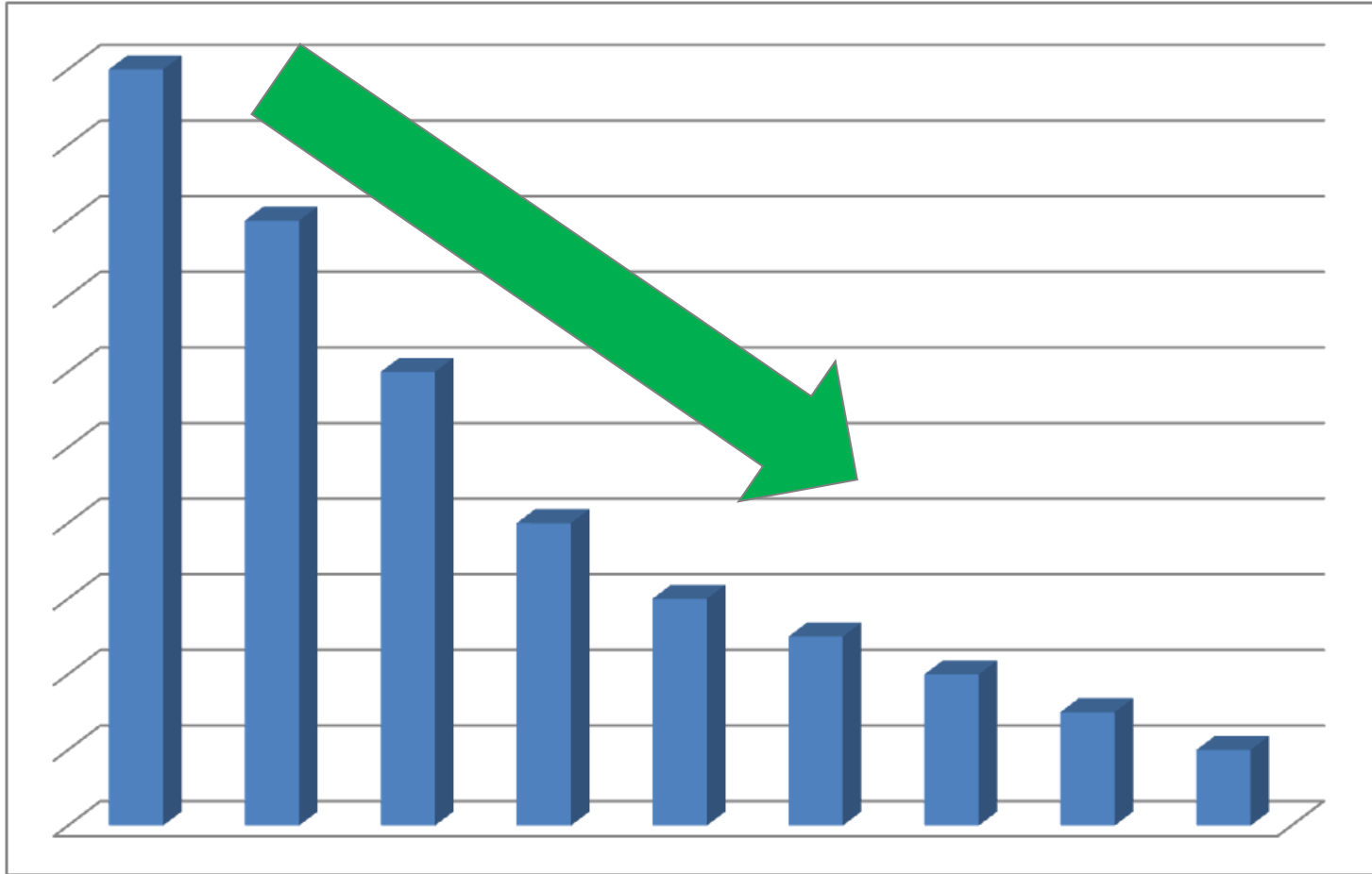
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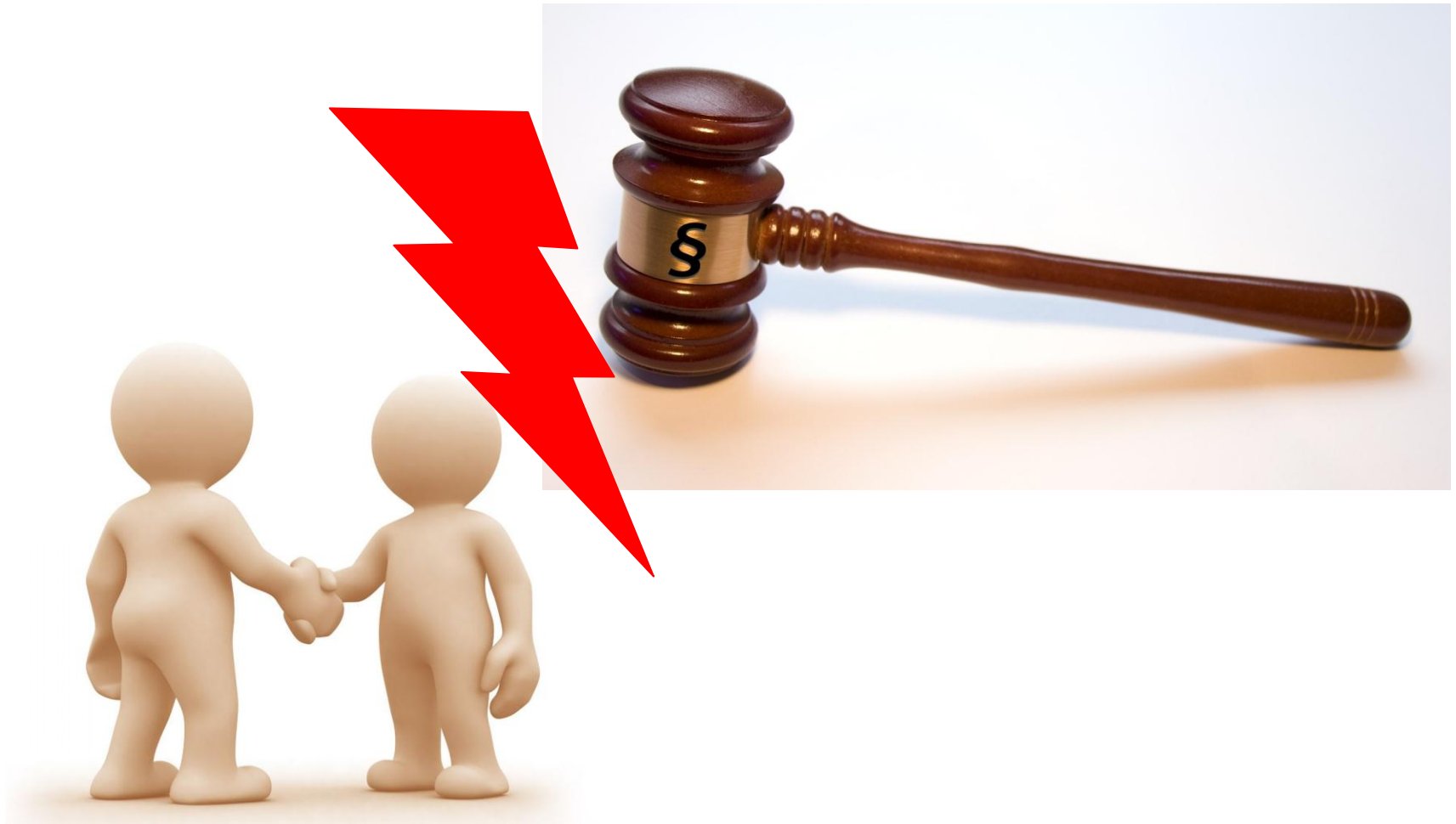


Setting a goal:





Regulations **vs.** cooperative measures





Regulations



- Don't cost much money
- Great impact ...
- Well accepted ...
- Easy to implement ...
- ... when starting from a high status quo
- Enforceable (when penalties are high)
- Change can be seen soon



Regulations



■ ■ ■ but ■ ■ ■



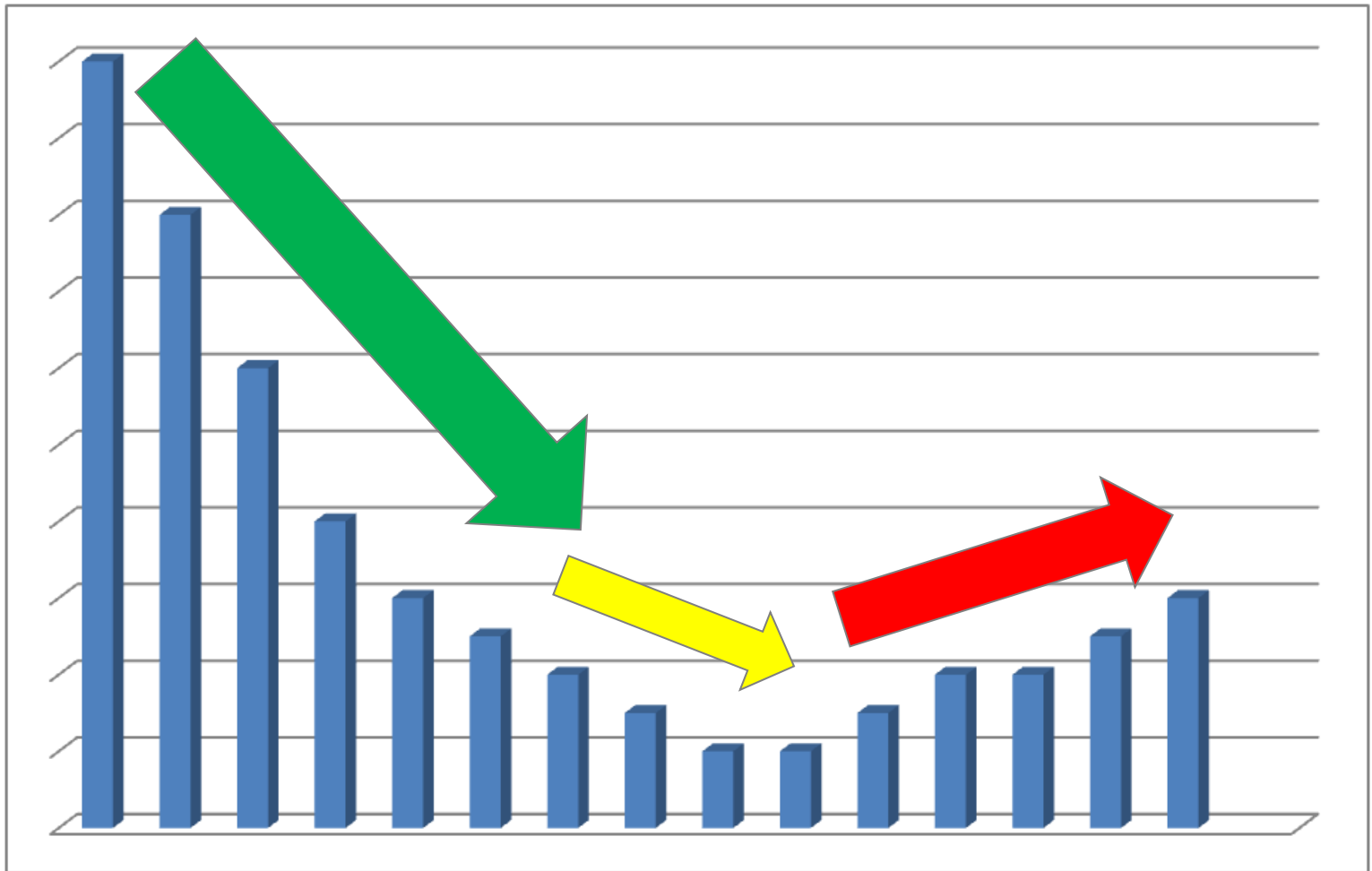
Regulations



- Hard to keep upright ...
 - Declining acceptance ...
 - Seen as disproportionate ...
-
- ... with declining numbers of road fatalities



Regulations can become counterproductive



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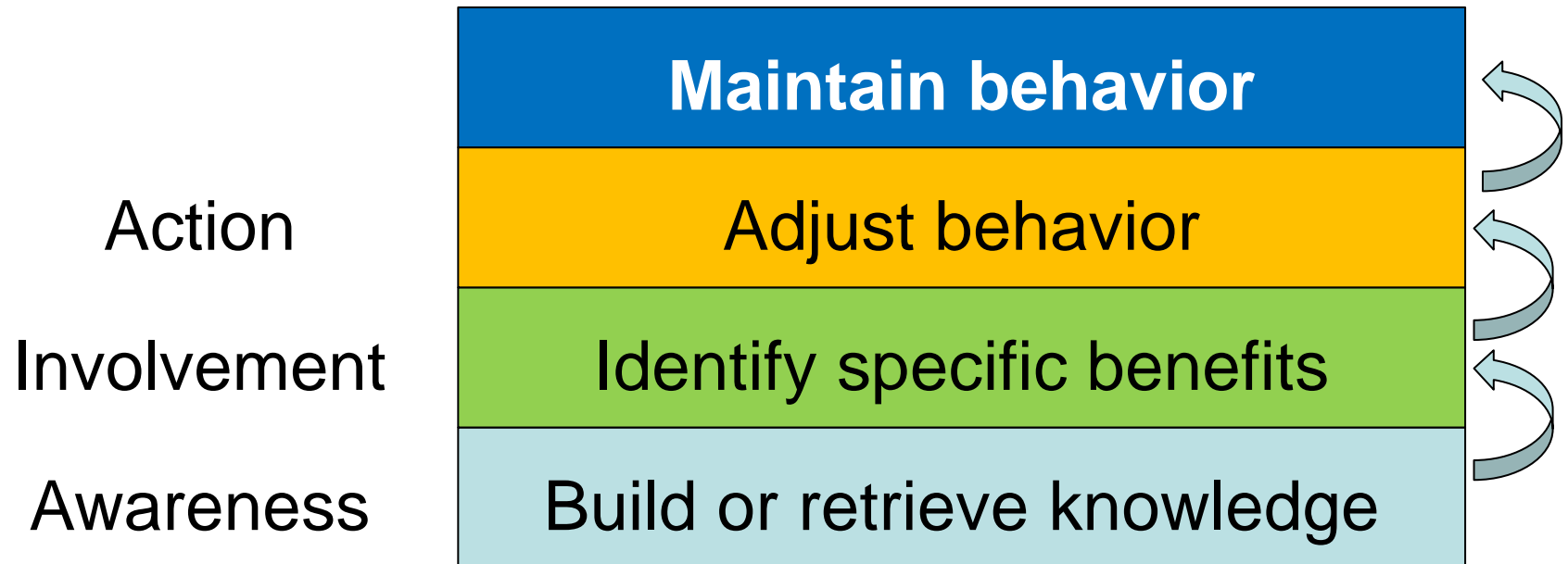
Cooperative measures



- Do cost (a lot of) money
 - Impact is hard to measure ...
 - ... and depends on self-involvement
 - can be seen as inappropriate (when starting from a high level of road fatalities)
-
- Change in behavior needs a lot of time



The long way to adjust behavior





What to do?



Combine co-operative
measures & regulations





What to do?





Regulations & cooperative measures



- Create **awareness** for the problem (if not there already)
 - Involve – make it their problem (not the other's or the government's)
- ➔ Lay the foundation for a collective change in behavior.



What to do?





Regulations & cooperative measures



- Keep informing about the problem
 - If necessary - enact a law
 - Increase enforcement measures
 - Explain why regulations (and enforcement) are necessary
-
- Keep up cooperative measures
 - But do not mix it up



What to do?





Regulations & cooperative measures



- Reduce enforcement when rules & regulations become seen as inappropriate
- Explain why it is still necessary to behave correct
- Reach a status where correct behavior is normal and deviance is not accepted by other road users.



Have a break ...



Funds for Road Safety: Organisation

- Institution under public-law
- Governing board (12 members)
- Office (4-5 people)
- Financement: 0.75% of annual insurance contribution
- Budget approx. CHF 20 Mio. per year
- Supervised by Federal Council of Switzerland

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Funds for Road Safety: Mission

- Financing, coordination and support of measures, primarily in order to prevent accidents on roads
- FVS does NOT support legal and/or infrastructural aspects
- Those are exclusively excluded in legal foundation

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Funds for Road Safety: Activities

- Basic research
- Campaigns (speed, alcohol, distraction)
- Projects: brochures, flyers, web-content
- Voluntary road safety training
- Education, target groups:
 - 5-9 years (pedestrians)
 - 10-15 years (bicycles)
 - 16+ (various subjects)

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Funds for Road Safety: Taking action

- Direct assignment by the board (mainly for campaigns (invitation of tenders))
- Judging requests of (swiss) road safety organisations
- Project-controlling: reports and detailed financial statement
- Independent evaluation of campaigns and bigger projects

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Funds for Road Safety: Why it works

- Completely independent from the legislative (but well connected)
- Independent board of specialists for road safety judges requests
- Campaigns, education and projects are carried out by well trusted organisations, not by the FVS

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Goodbye Franky



Thank you and good bye



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