

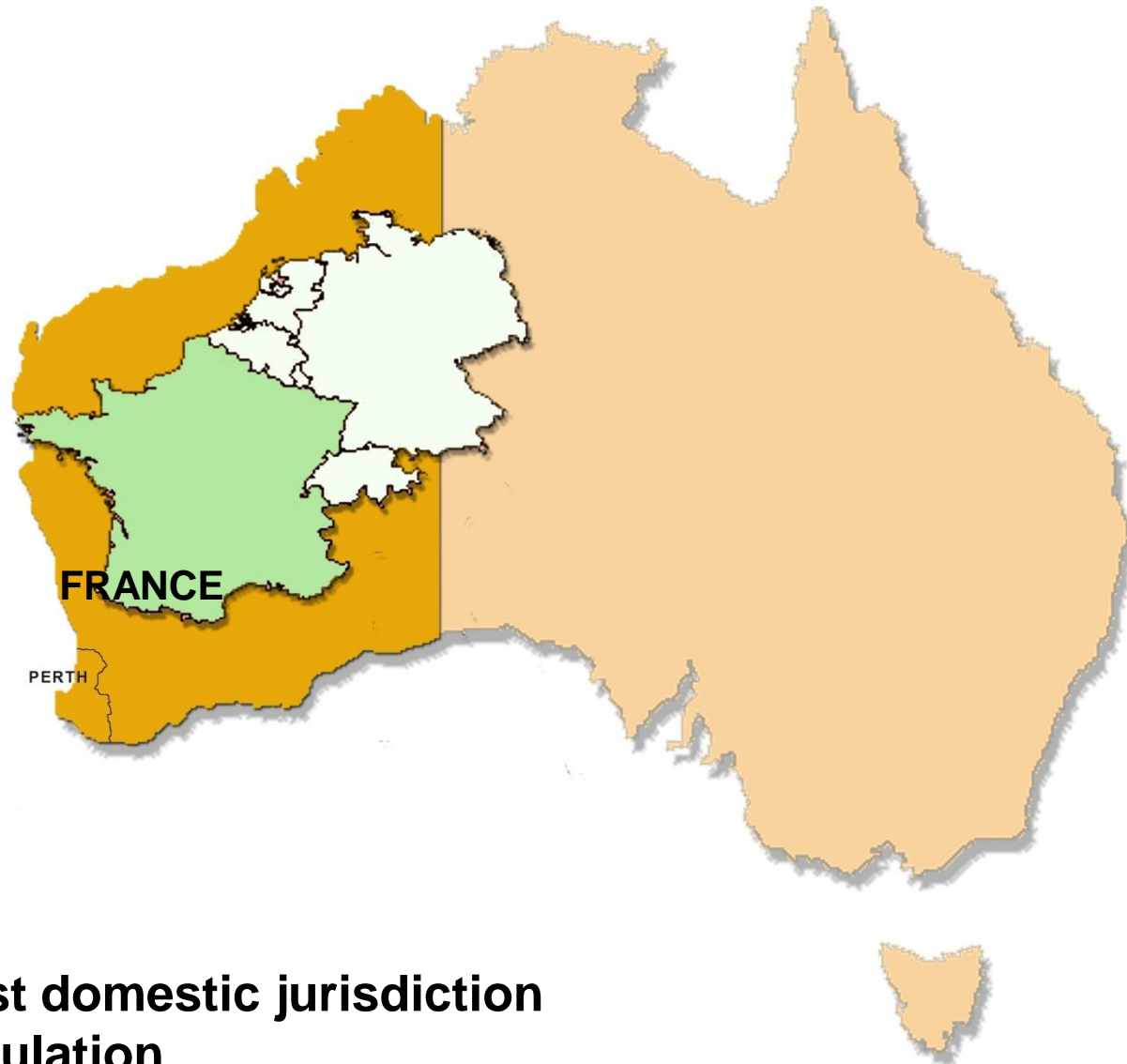
Towards Zero:

Using Evidence and Aspiration to Reduce Road Trauma in Western Australia

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OECD Working Group on Road Safety
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Paris, France

Our Location



- . **2.5m km²**
- . **2nd largest domestic jurisdiction**
- . **2.5m population**

WA Road Safety – our position

Exposure to the risk is common:

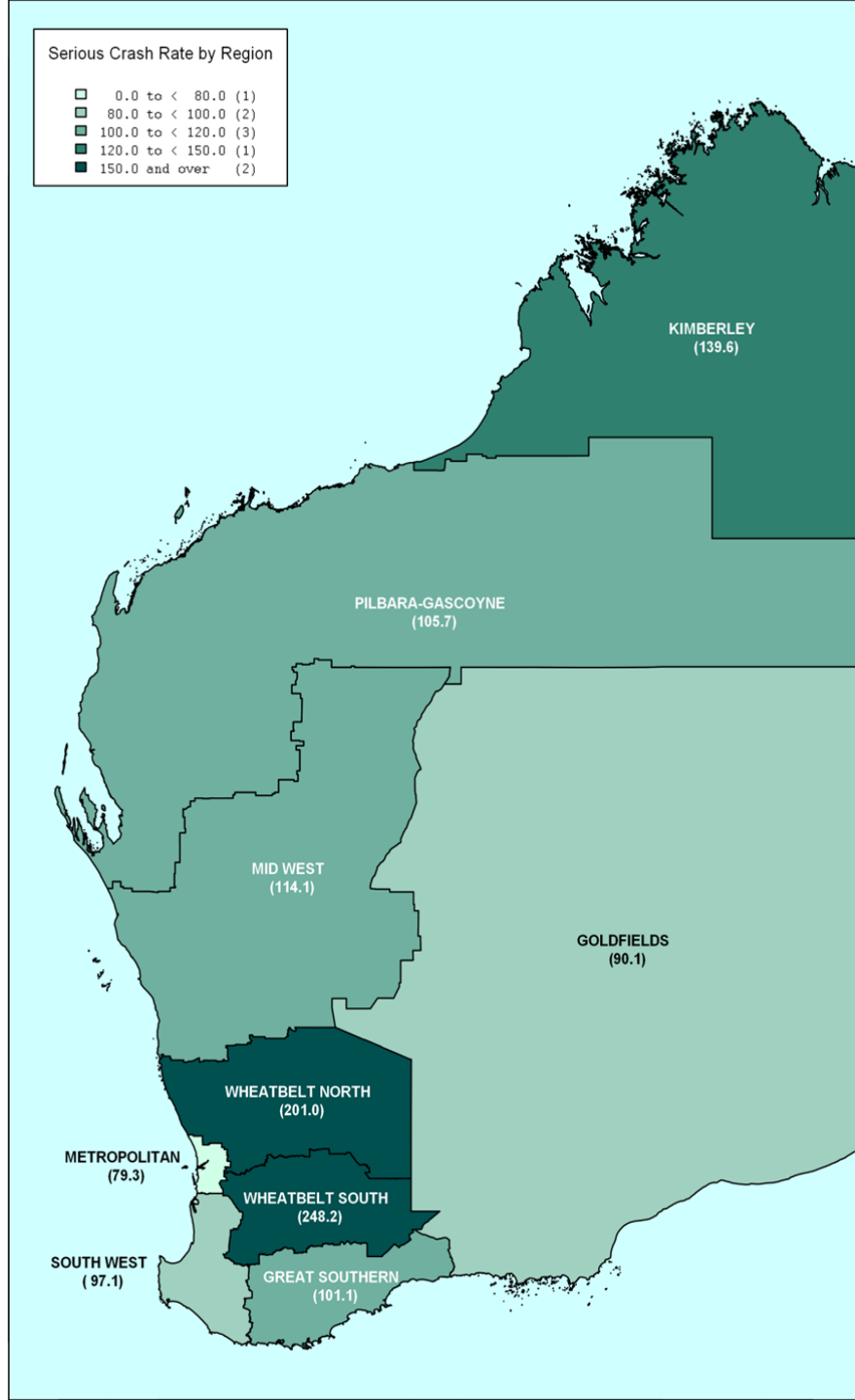
- WA population travel by motor vehicle per capita
~12,500km pa
- 183,000km road network

Severe harm is common:

- ~ 2500 serious injuries, including 180 deaths per year
- 9.4 deaths/100,000 (2008) – 6.4/100k in 2013
- 2nd highest rate in Australia
- Improving but at slower rate than other jurisdictions
- Cost \approx \$2.7 bn

Serious Crash Rate by Region

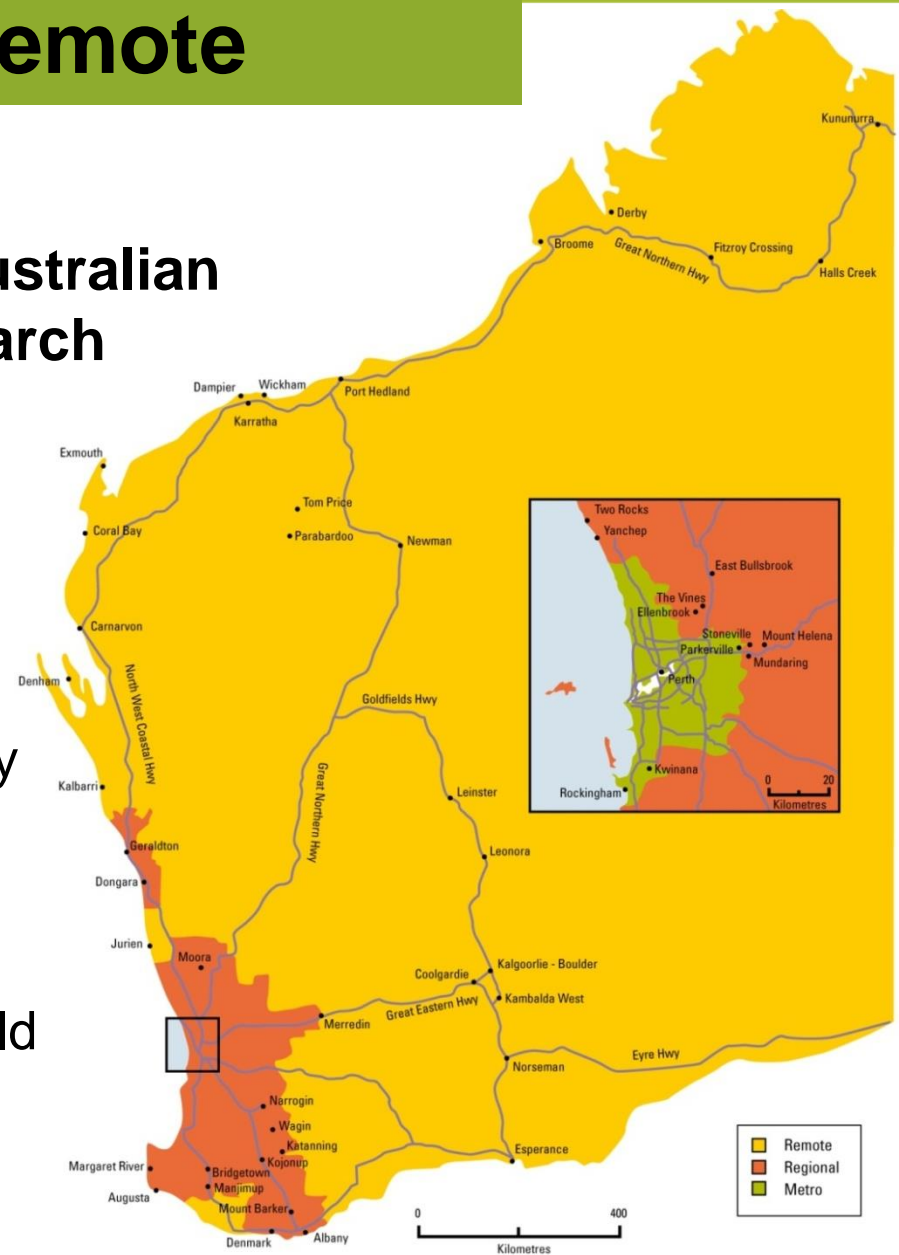
- 0.0 to < 80.0 (1)
- 80.0 to < 100.0 (2)
- 100.0 to < 120.0 (3)
- 120.0 to < 150.0 (1)
- 150.0 and over (2)



Geographical Areas: Metro, Regional, Remote

A long-term, uniquely Western Australian strategy based on scientific research

- take the longer view
- look at the research
- build relationships with the community
- partner with key stakeholders
- encourage shared implementation
- “share the science to engage and build support”.



Our Aspiration – Towards Zero

The Road Safety Council's recommended road safety strategy for Western Australia

- traditionally – education, enforcement and engineering
- steady downward trend in death and injury on our roads
- still have an unacceptable level of death and injury

Our long term vision is of a road transport system where crashes resulting in death and serious injury are virtually eliminated

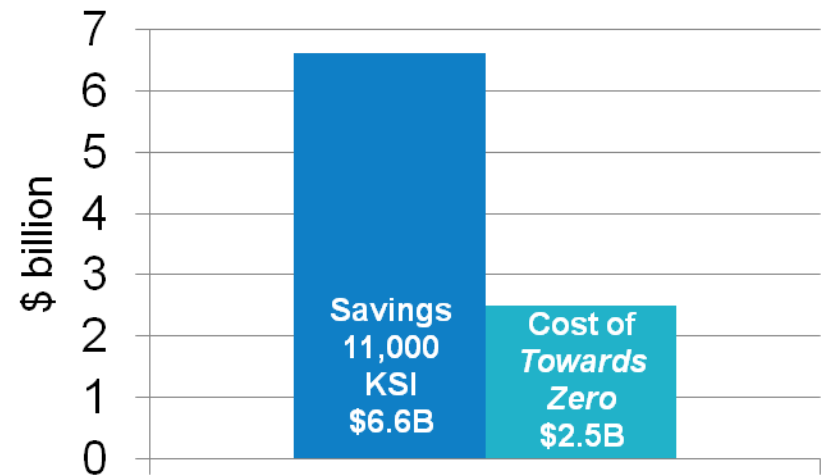
- the next big step forward: *Towards Zero*
- death and serious injury are not acceptable by-products of using our roads
- focus our collective efforts as a community to reduce road trauma
- create a legacy of an inherently safe road transport system for future generations

Costs and Benefits

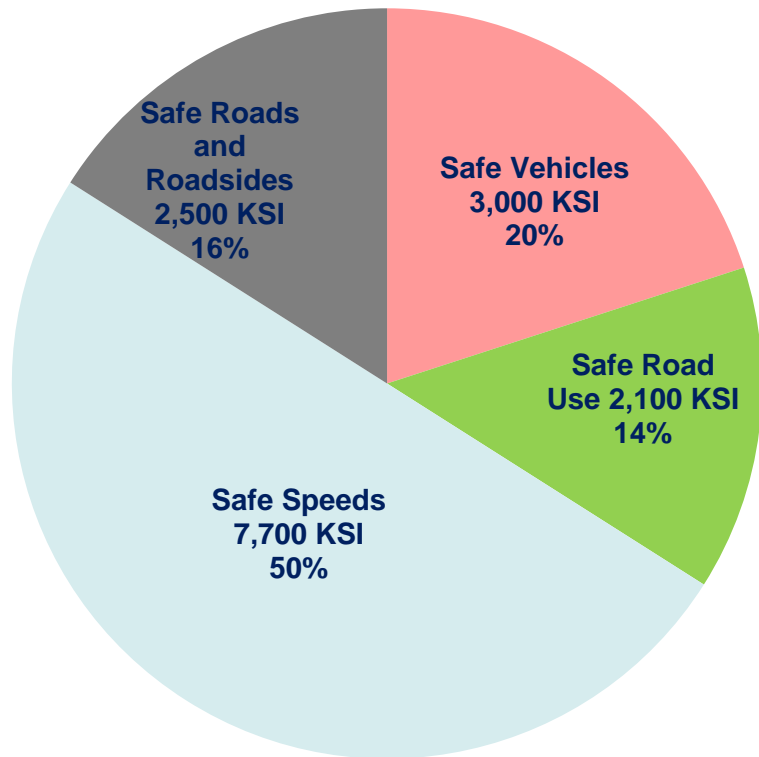
Ultimately Towards Zero will help reduce the impact of road trauma on all our lives, ensuring a healthier lifestyle for us all

- *Towards Zero* will **save 11,000 people** from being killed or seriously injured
- estimated financial cost
 - of those injuries \$6.6b (\$600,000/KSI)
 - to prevent them \$2.5b (\$230,000/KSI)
- immeasurable emotional cost to victims and loved ones
- benefits beyond road safety
 - free up hospital resources
 - encourage more active lifestyles
 - reduce energy consumption
 - create safer neighbourhoods

**Towards Zero:
costs and benefits 2008-2020**

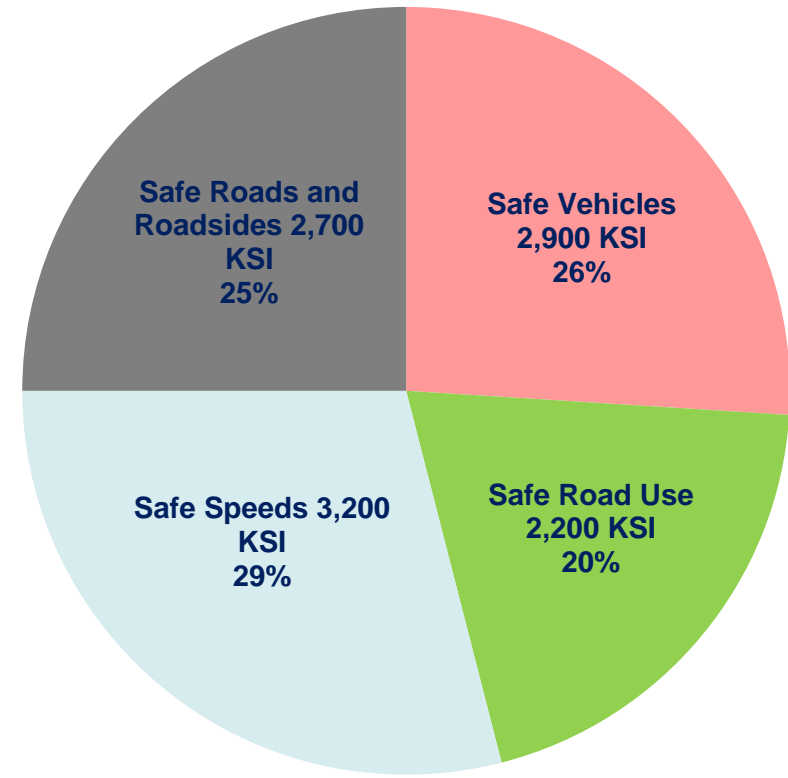


The Cornerstones of the Safe System



**Optimum strategy
(15,300 less people KSI)**

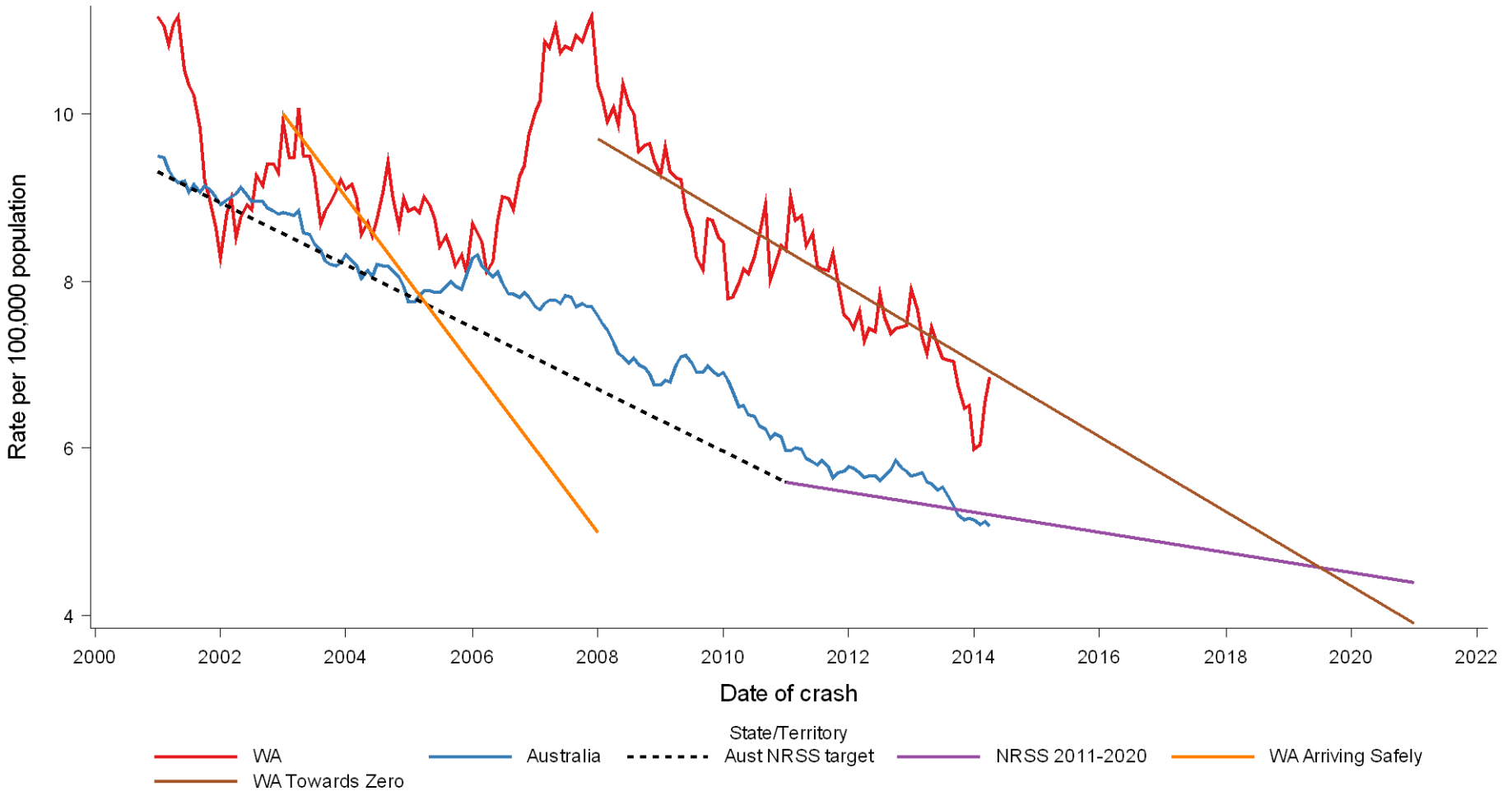
Projected cumulative savings in numbers killed and seriously injured 2008-2020 MURAX best possible strategy (OSSO).



**Recommended strategy
(11,000 less people KSI)**

Projected cumulative savings in numbers killed and seriously injured 2008-2020 MURAX best possible strategy (OSSO).

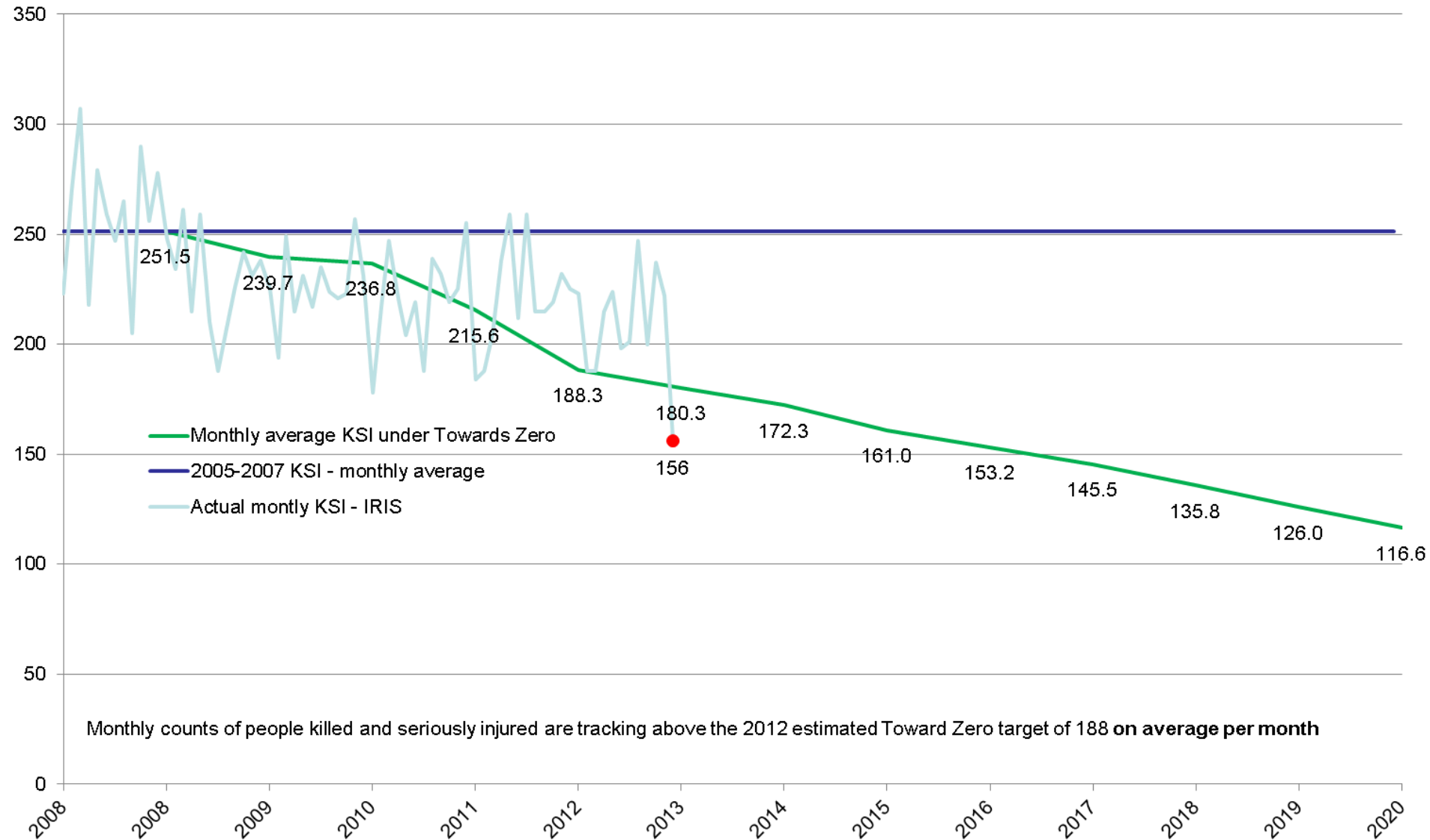
Fatality rates per 100,000 population, WA and Australia - Moving 12-monthly data



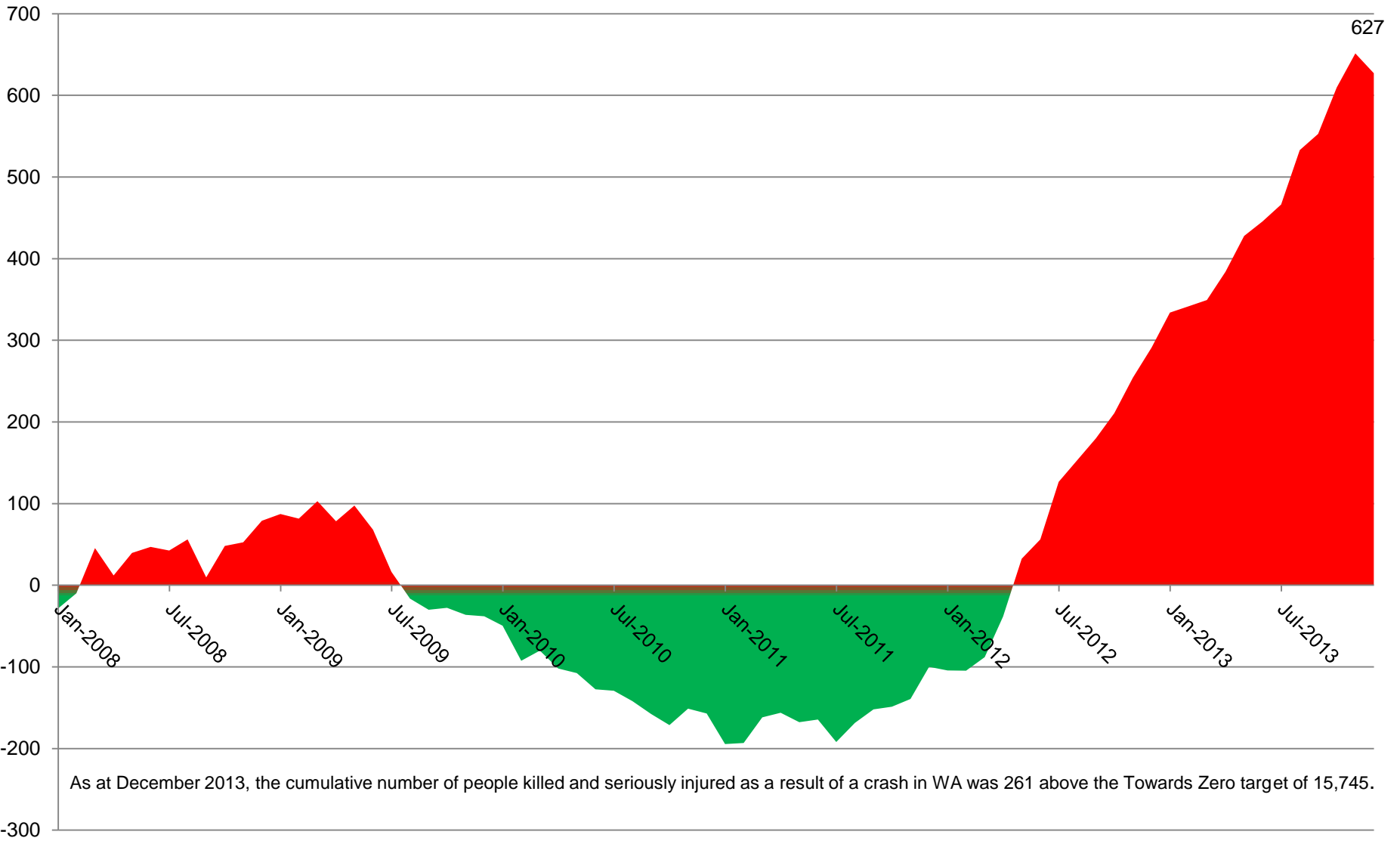
Source: Fatality data from the Australian Road Deaths Database maintained by BITRE, extracted 25 September 2014

The 2020 estimate of the WA Towards Zero fatality rates was calculated as a 40% reduction of the annual average fatality count for 2005 to 2007, divided by the projected population for WA in 2020.

Monthly counts of people killed and seriously injured compared to estimated Towards Zero target



Cumulative count of people killed and seriously injured compared to the estimated Towards Zero target



As at December 2013, the cumulative number of people killed and seriously injured as a result of a crash in WA was 261 above the Towards Zero target of 15,745.

WA Road Safety Key Performance Indicators – Towards Zero

Indicator	Baseline 2005-2007	2013 Actual	% change to baseline	2020 Target	Performance
Fatal	200	161	-19.5%	120	+41
KSI	3074	2500	-19%	1844	+656
Alcohol Fatal	61	38	-38%	37	√
Alcohol KSI	335	184	-45%	201	√
Speeding Fatal	66	34	-48%	40	√
Speeding KSI	490	238	-51%	294	√
Seatbelt Fatal	47	24	-49%	28	√
Seatbelt KSI	204	90	-56%	122	√

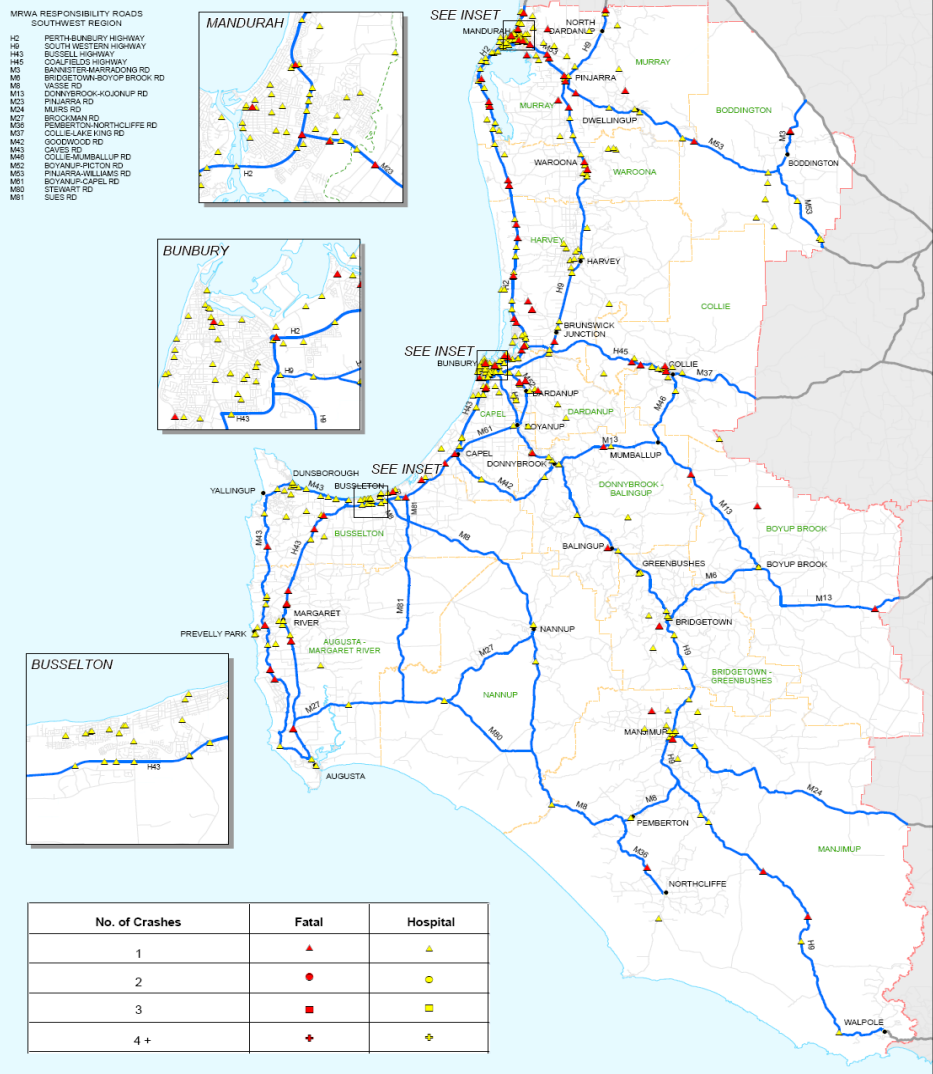
WA Road Safety Key Performance Indicators – Towards Zero

Indicator	Baseline 2005-2007	2013 Actual	% change to baseline	2020 Target	Performance
Age 17-20 KSI	282	157	-44%	170	√
>60 KSI	185	200	+8%	111	+89
Pedestrian KSI	160	157	-2%	96	+61
Motorcyclist KSI	255	285	+12%	153	+132
Cyclist KSI	76	107	+41%	46	+60

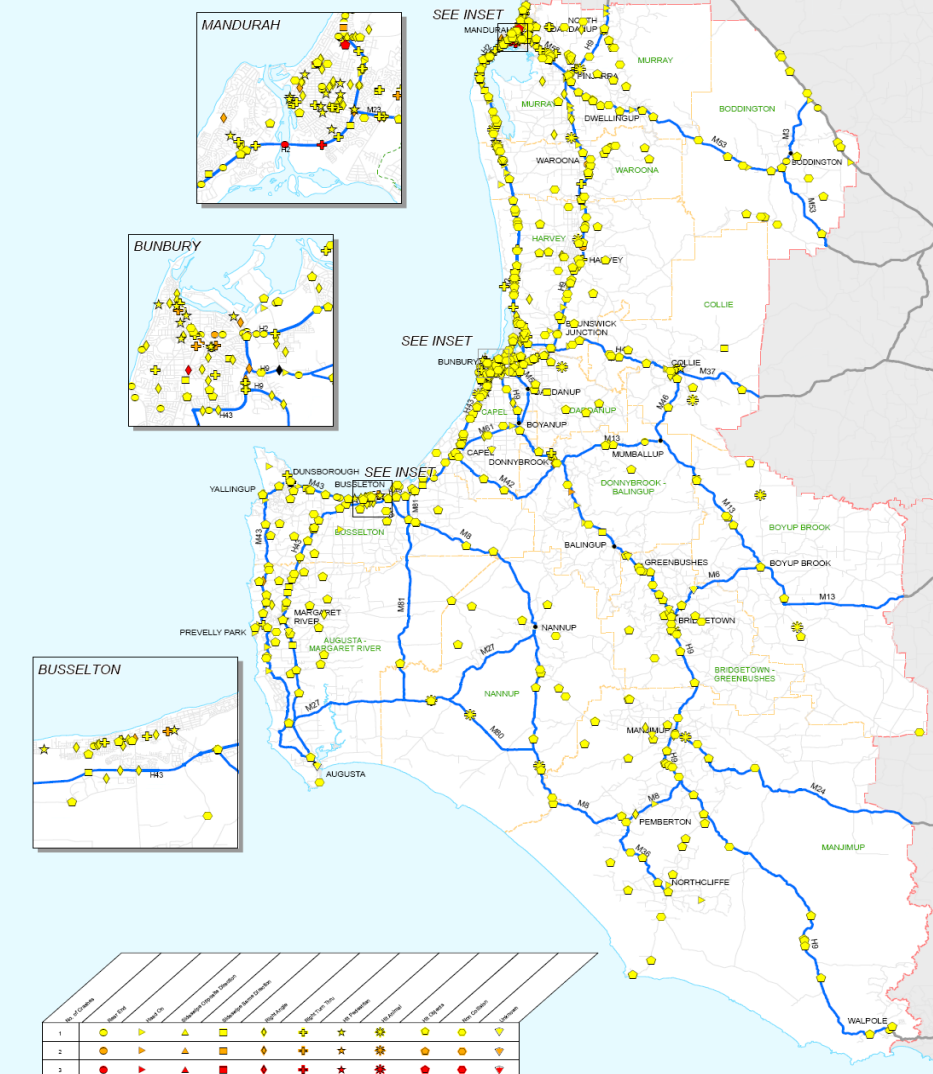
Priority areas for results

Suggested priority result	Justification
Intersections	42% of KSI (83% metro) 52% of metro KSI 21% of regional KSI
Run-off road crashes	35% of KSI (59% regional) 22% of metro KSI 60% of regional KSI
Motorcyclists	17% of KSI 18% increase relative to baseline
Pedestrians	8% of KSI No change from baseline
Cyclists	5% of KSI 37% increase relative to baseline

Safe System – beyond driver behaviour



No. of Crashes	Fatal	Hospital
1	▲	▲
2	●	●
3	■	■
4+	◆	◆



Crash Severity	State Road	Local Road	Regional Road	Other
1 Fatal	●	▲	■	◆
2 Hospital	●	▲	■	◆
3	●	▲	■	◆
4+	●	▲	■	◆

SERIOUS CRASHES WHERE BEHAVIOUR WAS A FACTOR
South West Region
2004-2008

LEGEND

- State Road
- Local Roads
- Regional Boundary
- Local Government Boundary
- Town / Locality

ASSET AND NETWORK INFORMATION

0 10 20 30 40
Kilometres

Technology & Environment Directorate
Data Source: RIG Network
Data Currency: August 2009
No. 022744 - 04/08/2009 10:51:01 AM (12441)
Date of Print: 14-Aug-09

SERIOUS CRASHES BY NATURE OF CRASH
South West Region
2004-2008

LEGEND

- State Road
- Local Roads
- Regional Boundary
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Implementing Safe System: Western Australian Lessons Learned

- Focus on managing by results
 - Safety KPI's (road challenge)
- Data and analysis for new insights
 - Looking forward
- Growing vulnerable user problem.
- Significant change management
 - Maintain behaviour
 - Build forgiveness in system
- Leadership across agencies vital
- Capacity and capability for change in engineering is significant challenge and opportunity



TOWARDS ZERO
getting there together

TOWARDS ZERO



getting there together