

# Project proposal: Raising awareness

ShLOW project

Author: M.G. Telgen (University of Twente)

Date: 20<sup>th</sup> of July 2009

Supervisor: J.W. van der Pas

## **Introduction**

In May 2009 we participated a one week ShLOW project in Brussels. In this week we learned a lot about traffic safety in Europe. On average more than 100 people die every day on the road network in Europe. Speeding, encompassing excessive speed (including driving above speed limits) or inappropriate speed (driving too fast for the prevailing conditions) is thought to contribute to about one third of road crashes. Speeding is therefore most probably the biggest contribution factor in fatal road crashes (ETSC, 2008).

Next to the traffic situation, local traffic safety management activities like the 'Twenty is plenty' campaign in Great Brittan were also discussed. It became clear that local traffic safety can increase by such initiatives. One of the aims of the ShLOW project is to have dedicated students undertake speed management activities within their local surroundings in ten EU countries (website ShLOW). Therefore, every participant of the ShLOW project will start a small project in their own country to improve the traffic safety. This report describes the project proposal of Marthe Telgen for a speed management activity in the Netherlands.

To understand the project idea a short description of the traffic situation in the Netherlands is given. The project idea, with the activities, the evaluation, and the planning are given next.

## **Context description**

The project of Marthe Telgen will be held in the Netherlands. The traffic situation in the Netherlands is relatively safe. In 2008 a total of 750 traffic fatalities were registered in the Netherlands (Ministerie van Verkeer en Waterstaat, 2009). This is still more than 2 fatalities on average per day. The roads in the Netherlands are in general well maintained and due to the sustainable road safety program the road markings design is becoming more and more safe. The vehicles on the road are relatively new and generally in good condition. The human factor is therefore the most important factor in the amount of fatalities in the Netherlands.

In general, inappropriate speed is the major cause in one third of all the fatal accidents (SWOV, 2009). Still a lot of drivers drive too fast. The OECD (2006) estimates that on Dutch Highways 40%-45% of the drivers drive above the speed limit. On rural roads approximately 45% of the drivers drives too fast and on urban roads this percentage lies between 45% (local street) and 73% (arterial road).

In a study of the Ministry of transport (Ministerie van Verkeer en Waterstaat, 2006), drivers indicated the following motives for speeding: traffic conditions or surrounding traffic (35%), hurry (25%), for fun (22%), unawareness of the speed limit (15%), and out of boredom (4%). The first two motives have a major part in speeding. The first motive means getting along with the traffic and is therefore depends on other traffic. The second motive is an individually driven motive and can more easily be influenced than the first motive. Most of the time this hurry can be overcome by better planning. We believe that education is a powerful tool to awareness of the need of proper planning. Therefore will the project of Marthe Telgen focus on education of the need of planning a trip.

## **Project idea**

The aim of the project is to create more awareness of the need of proper planning a trip and the consequences of speeding. We believe that better trip planning can reduce the amount of drivers in a hurry.

## **Actions**

Raising the awareness of the need for proper trip planning and the consequences of speeding will be done by publishing. Marthe Telgen will write an article about risks of speeding, the consequences of crashes at different speeds, and advices on planning a trip. The article will be send to different regional newspapers like 'TC Tubantia', 'de Gelderlander' but also local newspapers like 'Ede Stad'. It is favorable that the articles are published in different newspapers for the same region, such that people will read about the subject multiple times.

Next to the article in the newspaper a web page will be launched. The web page will contain more in depth information than the articles. Navigation web pages such as *www.routenet.nl* will place a banner on their website. This banner will be directed to the website of to this webpage. The title of the banner will be something like 'Plan your trip on time, save lives'.

## **Evaluation**

The project will be evaluated to measure the effect. The goal of the project is to raise the awareness of speeding under car drivers in the Netherlands; therefore the change in awareness should be measured. A questionnaire will be held to check the awareness before and after the project. It is hard to motivate people to fill in a questionnaire twice for the same research project. Therefore the change in awareness will be asked in the same questionnaire. The reference case is what people thought before they read the article or see the web page. Respondents will be directed by links in the article and a link on the web page. The questionnaire will be put online via thesistools.com.

## **Planning**

The planning is described below; the actions are described per month. It is important to put the web page and the questionnaire online as early as possible and to get the articles published as early as possible because this will increase the amount of respondents to the questionnaire.

- August/September: Write articles, design website and questionnaire
- November/October: Put web page and questionnaire online and write to newspapers
- December: Analysis of the questionnaire
- January: Write final report

## Literature

European Transport Safety Council, (2008). *ShLOW! Show me how slow*. Retrieved 17th of July, 2009 from: <http://www.etsc.eu/documents/ShLOW%20Publication%20Final.pdf>

Ministerie van Verkeer en Waterstaat, (2006). *PROV 2005; Samenvatting belangrijkste resultaten*. Retrieved 17<sup>th</sup> of July, 2009 from: <http://www.verkeerenwaterstaat.nl/kennisplein/uploaded/AVV/2006-11/342064/PROV%202005%20samenv.pdf>

Ministerie van Verkeer en Waterstaat, (2009). Grote daling verkeersdoden in 2008. Retrieved 17<sup>th</sup> of July, 2009, from: <http://www.verkeerenwaterstaat.nl/actueel/nieuws/grotedalingverkeersdodenin2008.aspx>

OECD/ECMT, (2006). *Speed management*. Organisation for Economic Co-operation and Development  
OECD/European Conference of Ministers of Transport ECMT, Paris

SWOV, (2009). *De relatie tussen snelheid en ongevallen*. Retrieved 17<sup>th</sup> of July, 2009 from: [http://www.swov.nl/rapport/Factsheets/NL/Factsheet\\_Snelheid.pdf](http://www.swov.nl/rapport/Factsheets/NL/Factsheet_Snelheid.pdf)

Website ShLOW: [www.shlow.eu](http://www.shlow.eu)