



SafetyCube

Meeting the needs of different stakeholders

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The DSS's target audience?



Individual road users?



Road engineers?



Road safety research?



Enforcement experts?



Road safety experts in ministries?



Consultants?



Policy makers?

The DSS's stakeholders

- All of us – and many more
- Everybody with a stake in road safety
- With various backgrounds: from private persons and practitioners to scientists and decision makers



EU policy makers

EU umbrella organisations

Lead Agency (national)

Infrastructure authorities

Authorities / organisations involved in education

Authorities involved in enforcement

Authorities involved in Post Crash Care

Local Authorities (cities, communities)

Vehicle type approval/standards authorities

Vehicle manufacturers

Road safety experts / Consultants

Research / Universities

Policy makers / decision makers

Interest Groups

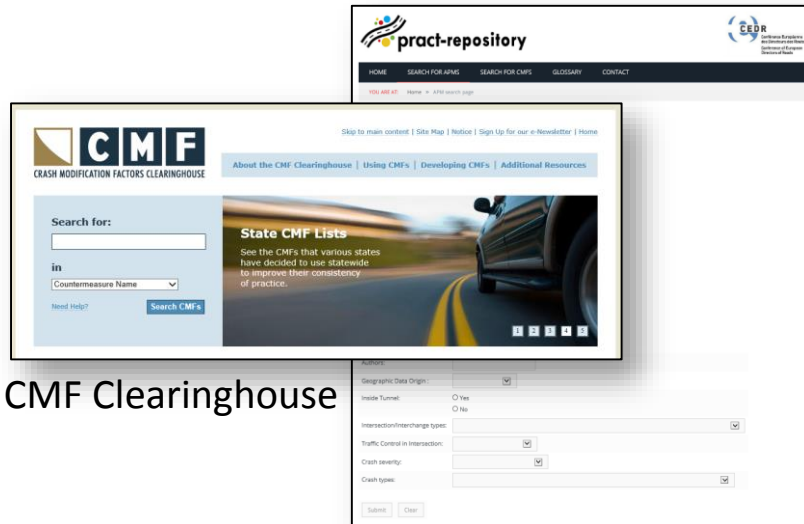
Professional Associations / Chambers

Automobile Clubs & Mobility Organisations

Private persons

Other systems on the market

- Either for the (scientific) road safety expert, or for the more general audience
- SafetyCube DSS: all worlds!



CMF Clearinghouse

PRACT Repository



Austroads Road Safety Engineering Kit



UK Road Safety Observatory



iRAP Road Safety Toolkit

Stakeholder Workshops



To assess

- Demands of user groups
- Hot topics

In many events:

- **Kick-off: national & internat.,** Brussels 2015
- **Nat. stakeholders & IRTAD group:** Ljubljana 2015
- **Care Expert Group,** Brussels 2016
- **Infrastructure experts,** Brussels 2016
- **Midterm WS: National & internat.,** Brussels, 2016
- **Launch Event: National & internat.,** Brussels, 2017



Demands & questions of user groups

- **Data collection methodology:** [peer reviewed journal articles](#)
- **Non-biased** reporting in case of unbalanced number of studies: [Synopsis](#)
- **Cost Benefit Analysis:** [Economic Efficiency Evaluation \(E3\) calculator](#)
- **Keyword search:** [coded terms & many synonyms](#)
- **Filters:** [flexible filters in place](#)
- **Type and access to statistical data:** [Synopsis](#)
- **Specificity of DSS:** [study links for the pros, Synopsis & colour codes for everybody!](#)
- **Integrated programmes:** [ERSO as prime source!](#)



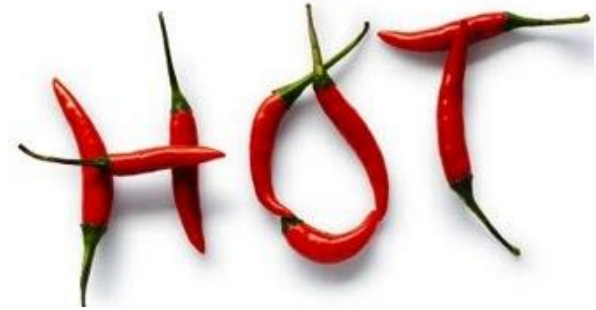
"I want you to scan these and put them
in the next newsletter."
DSS

Hot topics



Different approaches in WPs on behaviour, infrastructure and vehicles:

- **Behaviour:** workshops, research/project/policy documents, individual expert interviews
- **Infrastructure,** especially 1 workshop with infrastructure experts
- **Vehicles:** workshops, questionnaire sent to industry stakeholders (members of ACEA, EUCAR, ACEM, OICA), interviews with experts with engineering profile in automotive industry



- | | A | B | C | D | E | F | G | H | I | J | K | L |
|---|----------|----------------------|----------------------------------|--|---|-----------------|----------------------|---|------------------|------------|---|---|
| | Subtopic | Specific Risk Factor | SafetyCube Stakeholder Workshops | European Policy Orientation on Road Safety 2011-2020 | White Papers "Towards Zero Deaths: A Rational Strategy on Highway Safety" (USA) | EU-Project PROS | FERSI Vice President | FERSI Key Challenges (Position Paper, 2016, http://www.fersi.eu/files/publications/FERSI_Key_Challenges.pdf) | EU-Project Rosee | Assessment | | |
| Driving/riding | | | | | * | | * | | | | | 3 |
| Driving/riding (legal, medicine) | | | | | * | | * | | | | | 4 |
| | | | | | * | * | | | | | | 3 |
| | | | | | * | | | | | | | 2 |
| | | | | | * | | | | | | | 2 |
| The use & operation of other devices | | | | | | | * | | | | | 3 |
| Impairment | | | | | | | * | | | | | 2 |
| n and anger | | | | | | | * | | | | | 4 |
| ad users | | | | | | | * | | | | | 3 |
| Multitask road users | | | | | | | * | | | | | 2 |
| | | | | | | | * | | | | | 4 |
| | | | | | | | * | | | | | 3 |
| | | | | | | | * | | | | | 2 |
| | | | | | | | * | | | | | 4 |
| | | | | | | | * | | | | | 3 |
| | | | | | | | * | | | | | 2 |
| | | | | | | | * | | | | | 1 |
| Driving/riding (illegal drugs) | | | | | | | * | | | | | 2 |
| g – overtaking and close following | | | | | | | * | | | | | 3 |
| t skills and knowledge | | | | | | | * | | | | | 2 |
| impairment – vision loss and hearing loss | | | | | | | * | | | | | 3 |
| nd disorders – diabetes | | | | | | | * | | | | | 2 |
| factors – sensation seeking and ADHD | | | | | | | * | | | | | 1 |
| n through conversation with passengers, | | | | | | | * | | | | | 1 |
| ertainment systems and outside of vehicle | | | | | | | * | | | | | 1 |
| on errors | | | | | | | * | | | | | 1 |

Hot topics: Infrastructure



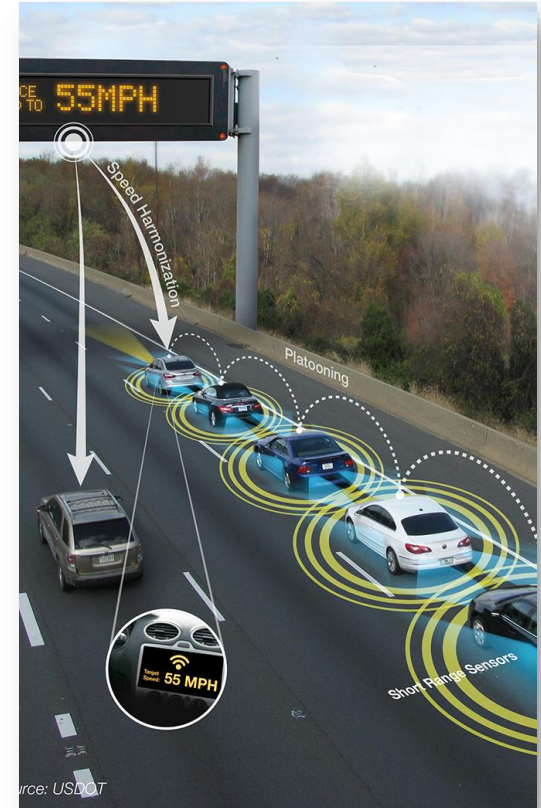
- **Urban road safety measures and Self-explaining and forgiving roads** (which received equal ranks),
- **Road safety management**
- **ITS applications**

1. Urban road safety (detailed ranking was not possible)	2. Self-explaining and forgiving roads	3. Road safety management	4. ITS application
1. Pedestrians / cyclists	1. Removing obstacles	1. Quality of measures implementation	1. ISA
2. Upgrade of Crossings	2. Introduce shoulder	2. Appropriate speed limits	2. Dynamic speed warning
3. New crossings	3. Alignment (horizontal / vertical)	3. Enforcement	3. ADAS and active safety with V2I
4. Junctions / roundabouts treatments for VRU	4. Sight distance	4. Availability of cost-effectiveness data	4. Implementation of VMS
5. Visibility	5. Traffic signs	5. Work zones	
	6. Raised crossings / intersections		

Hot topics: Vehicles

Notable differences in expectations coming from the industry and those of other stakeholders! Common: **ITS** (connected vehicles) & **vehicle automation**

- Effect of the **new vehicle technology** on road safety?
- How well do **active safety systems** prevent accidents?
- What is the **relative risk created** by new technologies?
- **Crash modification functions** of measures
- **Cost benefit estimation** of each measure
- **Unit cost** of adding safety systems and **relative risk & benefit**
- **A priori evaluations** of effectiveness of new ADAS: harmonise methodologies?
- **Acceptability of ADAS**: balance between false and missing detection



Training of DSS users



1. Stakeholder workshop(s)

2. Manuals

3. Webinars

4. Videos



Training: Stakeholder workshop(s)



- Launch Event
5 October, Brussels, Nordic House
- *"No more workshops needed"*
- Training needs:
 - *Short manuals*
 - *Short videos*
 - *No too-long webinars*
 - *Highlight glossary?*



Training: Manuals

Manuals for download on the DSS website
(as pdf)

- **Quick Guides on**
 - *Search functions*
 - *E3-Calculator*
- ~~Director's Cut version with several hands-on examples~~
- *"Did you read the quick guide? No, was it on the home page? Good thing to have. Should be very short (1.5 pages)"*
- *"Nice to have a quick guide, people can print it out, 5 pages is fine"*



Training: Webinar(s)

- *"Problem with webinars: often too long, takes too much time to come to the point"*
- **Webinar** on 10 April 2018
- Circa 1h (*or less*), opportunity for questions & feedback from the users
- Will be recorded & made available as video on the DSS & SafetyCube websites
- Programme:
 - *Introduction & methodology,*
 - *hands-on examples,*
 - *seeking for feedback on usability and content*
- Regionalised language versions held by SC partners for national stakeholders?



Training: Videos



Videos for the DSS & SafetyCube websites

- **Walkthrough** DSS with several concrete examples
- **Explanation** video
- Some smaller **instructional** videos at strategic locations in the DSS (entry points, results page, study page, E3 calculator)
- Recorded **Webinar**
- *preference for short videos rather than live webcast; tutorial videos, e.g. 2 min on linking of keywords*
- *have different videos for different entry points*
- *Information about what information the tool does not cover (!)*





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