



SafetyCube

# A PEDESTRIAN PROTECTION PROGRAM AND THE NEED FOR EVIDENCE BASED SUPPORT

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# Why use the SafetyCube DSS



- “The prevailing culture is to think that road safety can be delivered on the basis of opinion, folklore, tradition, intuition and personal experience”

*“A case for evidence-based road-safety delivery”*

Prof. Ezra Hauer, Ph. D.

University of Toronto

- Some decision makers use the “I think” method, based upon the “I believe” science and assessed by the “I-believe-o-meter” to impose their views in road safety policy making

# A Portuguese Experience

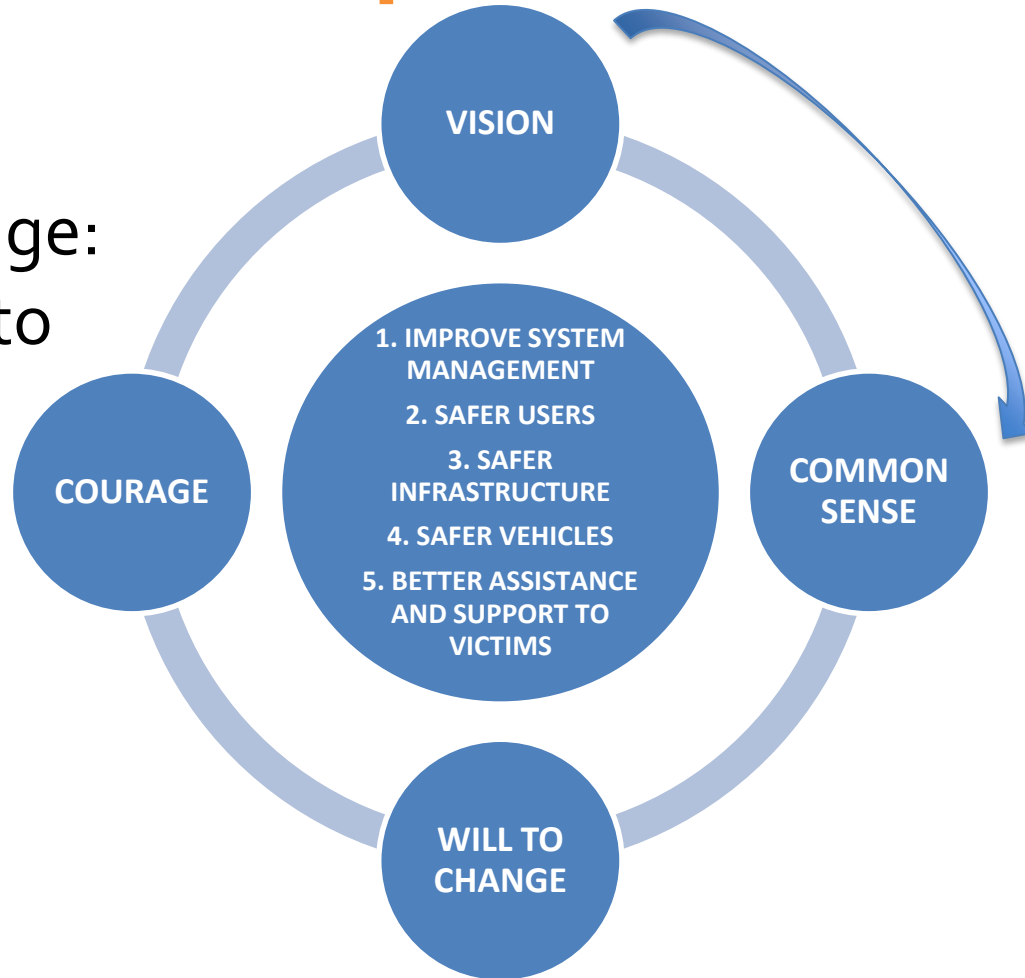


- **PENSE 2020**
- **1 Purpose: Making Road Safety a priority of all Portuguese**
- **2 Goals for 2020: 41 Deaths/Million inhabitants (-56% base 2010)**
- **178 Serious Injured/Million inhabitants (-22% base 2010)**
- **5 Strategic Objectives; 13 Operational Objectives; 34 Actions; 107 Measures**
- **1 Manager and coordinator: ANSR**
- **3 Structures (monitoring and cooperation): Road Safety Interministerial Commission (11); Road Safety National Council (21); Monitoring Scientific Council (4)**

# A Portuguese Experience



The Big Challenge:  
From Strategy to  
Practice



# A Portuguese Experience



- **Action 14 – PEDESTRIAN PROTECTION PROGRAM**
  - *STRATEGIC OBJECTIVE 2: Safer road users*
  - *OPERATIONAL OBJECTIVE 6: Improvement of vulnerable users' protection*
- **9 MEASURES: Campaigns (2); Education (1); Enforcement (3); Infrastructure (2); System Management (1)**

# A Portuguese Experience



- Then, the Government, facing an unprecedented raise in casualties, decided that this action should be a priority and that ANSR ought to add more measures, like promoting soft modes.
- In November ISCTE- Lisbon University Institute was asked to perform this study.
- The SafetyCube DSS was a fundamental tool in this process, to evaluate the measures of the original plan and to enlarge its scope, as follows:

# A Portuguese Experience



1. Assess the quality of the measures, improve them when necessary, create priorities for action and prepare their development framework, accordingly to a “best practice approach”
2. Study other measures in the ***PENSE 2020*** Action Plan that could strenghten the Pedestrian Protection Plan and how to match them to the existing ones
3. Add new measures with the SafetyCube DSS approach, studying “Risk Factors” and “Countermeasures”

# A Portuguese Experience



4. List processes and tools (education, training) that will help the development of the measures by the different authorities responsible to implement them
5. “Open the door” for the BCR approach on the implementation process

Finally, the “new” Pedestrian Protection Program has:



# A Portuguese Experience



- **28 MEASURES** (from the original PENSE 2020 action plan):  
Infrastructure (13); Campaigns (3); Education (1); Enforcement (3);  
Vehicles (1); System Management (7)
- **3 NEW MEASURES:** Government Policy; Infrastructure; Education/  
Professional Qualification

# The Future



- Put SafetyCube DSS in the Road Safety “roadmaps” and “make it happen”
  - *Decision makers (national and local)*
  - *Research and technical communities*