

# MANAGING SPEED

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# PRAISE Thematic Report 9

- Speeding: State of Play
- Understanding speed and risk
- Employers Role
  - Work Practices
  - Policy, Planning and Enforcement
  - Risk Management
  - Technology to reduce speed risk
- Concluding Remarks

# WHO Global Road Safety Facts

**1.24 million** traffic deaths per year

Young adults account for **59%** of road deaths

A **5% reduction** in average speed can reduce fatal crashes by as much as **30%**

Controlling speed reduces road collision injuries

Only 59 countries have introduced and urban speed limit of **50 km/h** or less [**39%** of worlds population]

- Source: <http://www.who.int/features/factfiles/roadsafety/facts/en/index9.html>

# State of Play



EU wide problem

At any one moment, **50% of European drivers exceed legal speed limits.** (OECD 2006 estimate)

Drivers Exceeding speed limits

- up to 30% of on motorways
- up to 70% on roads outside built-up areas
- Up to **80%** in urban areas (PIN 2012)

Contributor to collisions

- Involved in up to 1/3 of all fatal collisions.
- role largely underestimated in 'minor' collisions

☠ **Inappropriate or excessive speed**

**2,200+** road deaths could be prevented each year if average speeds dropped by 'only' **1km/h** on all EU roads.

# Speed

- An **increase in average speed** is directly related both to the **likelihood** of a crash occurring and to the **severity of the consequences** of the crash.
- Pedestrians have a greater chance of surviving a car crash at 30 km/h or below.
- 30 km/h speed zones can reduce the risk of a crash and are recommended in areas where vulnerable road users are common (e.g. residential areas, around schools).
- Apart from reducing road traffic injuries, lower average traffic speeds can have other positive effects on health outcomes (e.g. by reducing respiratory problems associated with car emissions).

The greater the speed,

The bigger the mess!

Increased

- Driver crash likelihood
- pedestrian deaths
- Severity of injuries
- medical interventions
- cost to state
- Cost to society

# Speed and Pedestrian Risk

**IMPACT  
SPEED**



**RISK OF  
PEDESTRIAN  
DEATH**

30 km/h

5%


50 km/h

45%

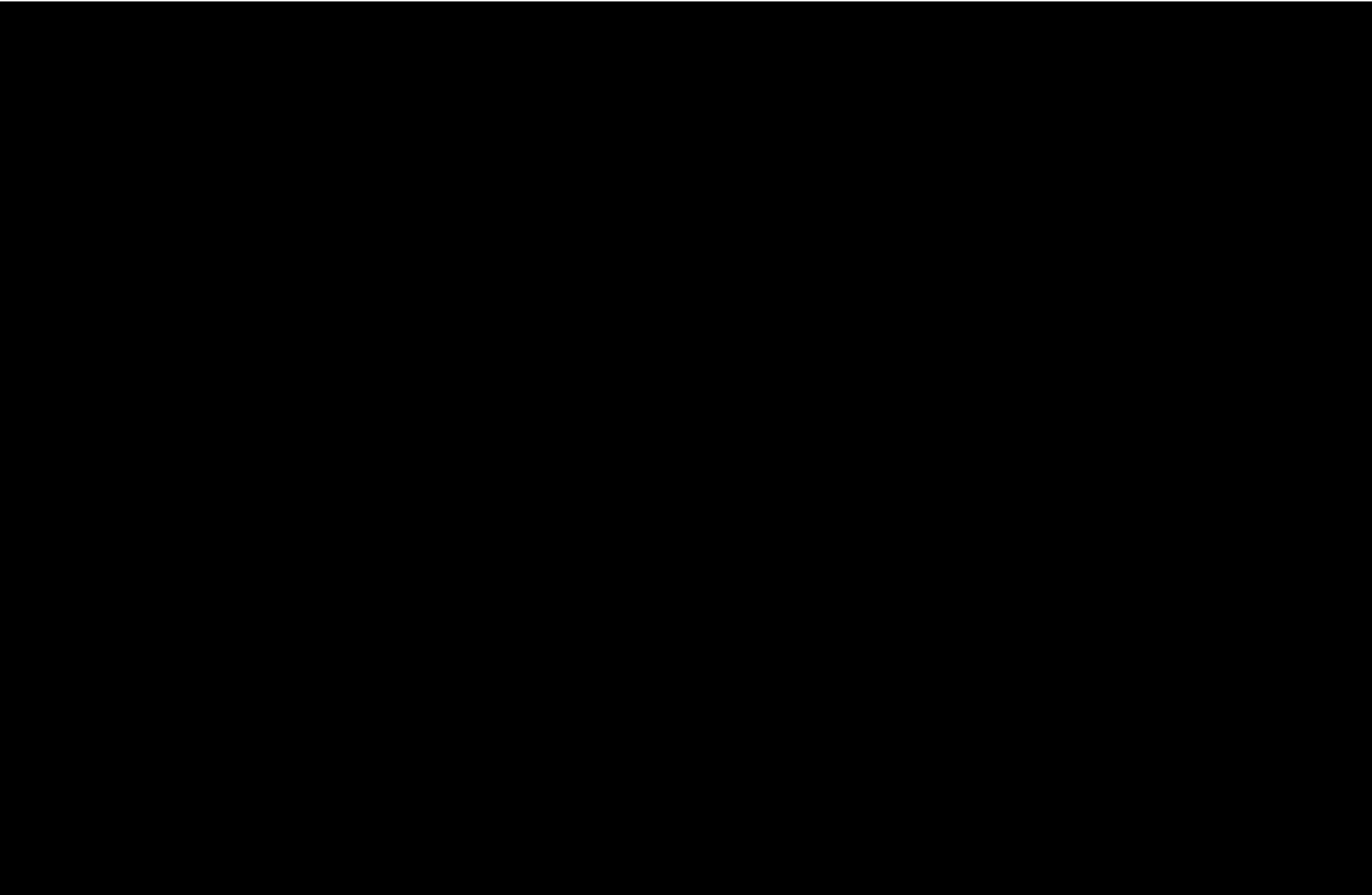
60 km/h

85%

# Speed and Collision Risk

DRIVING SPEED		RISK OF SERIOUS COLLISION
60 km/h		2%
70 km/h		5%
80 km/h		20%
<b>85 km/h</b>		<b>50%</b>
<b>&gt;90 km/h</b>		<b>70%</b>

# Speed and stopping distance





# Speed & Driving for Work

## Driver Profile

- 50%+ of company car drivers **speed**
- 13%+ involved in **excessive speeding**

‘faster drivers tend to be:

- younger
- drive high annual mileage in company cars and
- Be in the managerial, administrative or professional occupational groups
- travelling for business purposes.’ (GB)

## HGV Drivers [GB 2008]

- 85%+ exceeded speed limit on dual carriageways
- 75% exceeded speed limit on inter urban single carriageways.



$\frac{1}{4}$  of deaths caused by **LGV drivers** involve breaking the speed limit

**Self reported speeding: *Motorists who DFW are more likely than the average motorist to admit to speeding on urban & rural roads***

RSA

Speeding 'Have you ever...'	% Yes All drivers (1,061)	% Yes DFW (151)
Exceeded <b>50km/h</b> speed limit by less than 10km	16%	28%
Exceeded <b>50km/h</b> speed limit by more than 10km	9%	21%
Exceeded <b>100km/h</b> speed limit by less than 10km	14%	29%
Exceeded <b>100km/h</b> speed limit by more than 10km	7%	16%

Source: RSA Driver Attitudes & Behaviour Study November 2014

# WHY drivers speed?

They can

- Types of roads and journey
- Vehicle type and capability
- Won't get caught, no sanctions or penalties

They are  
pressured to

- Just in time management
- Time sensitive deliveries
- Payment by results
- Other work distractions

They  
enjoy it !!!

- Thrill seeking
- Competitiveness
- Stressed
- Bored

# A cluster of unsafe behaviours around driving



# WHY prevent speeding?

## There is a Business Imperative

- ✓ **Prevent injury and harm**
- ✓ Duty of care to employees, legal compliance;
- ✓ Reduced running costs through better driving standards;
- ✓ Fewer working days lost due to injury;
- ✓ Reduced stress and improved morale / job satisfaction;
- ✓ Fewer vehicles off the road for repair;
- ✓ Improved corporate image; reduced risk of losing the goodwill of customers;
- ✓ Less chance of key employees being banned from driving



# What employers can do?

**Speed Management : A set of proactive measures to limit the negative effects of illegal or/and inappropriate speed**

**Remove or reduce the  
intention to speed**

- ✓ **Duty of Care**
- ✓ **Shared responsibility: CEO, middle managers, individuals]**
- ✓ **A Risk Management led process**
- ✓ **Part of broader safety management systems**
- ✓ **Holistic approach (mix of measures)**
- ✓ **Action at organisational and individual level**
- ✓ **Work Practices and Management**
- ✓ **Manage The Driver, the Journey and the Vehicle**

# Policy on Speed

- ✓ Set ***standards and expected behaviours***
- ✓ Define the ***responsibilities*** of employees and managers
- ✓ Provide **information**
- ✓ ***Assess, prioritise and train drivers*** in techniques which encourage consistent and lower speed driving.
- ✓ **Monitor** driving practices [spot checks, fuel consumption, technology, speeding offences].
- ✓ Avoid incentives to speed
- ✓ intervention for offenders and appropriate ***remedial action***
- ✓ ***Liaise*** with police and regulators [talks, updates, speeding reports]

**Putting,  
People,  
Policies and  
Procedures in  
place to work  
the problem**

# Key messages for employees

## Top tips to help you drive at the right speed

- ✓ Check your speedometer regularly, especially when leaving high speed roads
- ✓ Know the limits – look for signs, especially at junctions
- ✓ Remember, speed limits are a maximum, not a target
- ✓ Try to stay in lower gear in a 50 km/h speed limit area
- ✓ Lower your speed when kids are about
- ✓ Concentrate on your driving
- ✓ Slow down when entering villages, towns and residential areas. Drive as though a child could step out in front of you at any time
- ✓ When in car parks drive very slowly. Small children cannot see over parked cars. Drivers may not see them either
- ✓ Give yourself plenty of time

**EXCESSIVE OR INAPPROPRIATE SPEED IS THE CAUSE OF ¼ OF  
ALL ROAD COLLISIONS IN IRELAND**

**SPEEDING IS THE MOST COMMON MOTORING OFFENCE IN  
IRELAND**





# Work practices - Journeys

- **Work Practices** should not pressurise staff to speed.
- **Working patterns:** shift patterns, employment contracts and work schedules should not contribute to driver intention to speed.
- **Journey Management:** realistic scheduling and planning of journeys to include breaks to counteract fatigue. Time management.
- **Client Expectations:** manage client to avoid making any concessions that might adversely affect road safety (unrealistic time constraints)



# Enforcement

- ✓ Monitor the driving of workers. Look at appropriate speed and incident contributors.
- ✓ Co-operate with national enforcement authorities to identify and address problems relating to speeding.
- ✓ Strongly implement speeding policy by developing a system of sanctions/rewards and clearly communicating this to employees.
- ✓ Consider the use of incentives to support driving at appropriate speeds.
- ✓ Utilise in-vehicle technology to monitor and coach driver behaviours.

# Typical Driver Training Topics



Pre-vehicle safety checks

Legal compliance & knowledge

Speed management

Awareness & anticipation skills

Forward planning

Hazard awareness & avoidance

Fuel efficient driving

Impairment & distractions

# Use technology to mitigate risk

- ✓ Intelligent Speed Adaptation (ISA)
- ✓ Speed Limiters
- ✓ Event Data Recorders
- ✓ Telematics
- ✓ Autonomous emergency braking
- ✓ Adaptive cruise control



# Vehicles & Technology

Involve workers	Inform workers	Train workers
<ul style="list-style-type: none"><li>• safety criteria for vehicles</li><li>• vehicle for the driver and the task</li><li>• Develop appropriate safety solutions.</li><li>• Work with suppliers, equipment manufacturers, insurers and customers</li><li>• Utilise speed management technologies</li></ul>	<ul style="list-style-type: none"><li>• Why Safety technologies used</li><li>• Individual benefits</li><li>• Organisational benefits</li><li>• Policy</li><li>• Procedures for use</li><li>• What safe speeds look like</li><li>• Where inappropriate speeds are unacceptable</li><li>• Consequences for not following rules</li></ul>	<ul style="list-style-type: none"><li>• how to use equipment properly.</li><li>• Use the available technology and systems to analyse the driving</li><li>• How to moderate speed</li></ul>



# Good Practice

- Policy on Speed as part of broader Driving for Work Policy

- GPS Vehicle Tracking and Fleet Management Programme

- includes speed monitoring
- integrated controls (driver, journey, vehicle)
- real time monitoring
- review & discuss data

- Speed limiters on all vans
- Communicate with Employees-
  - Tool box talks



## Driving Of Company Vehicles Policy

Killarney Telecom recognises that driving is one of the highest risk activities employees undertake on a day to day basis. This document is intended to bring together all previous instructions and guidelines, and to provide a definitive and comprehensive guide to each company driver's entitlements, duties and obligations.



# How to manage speed?



Employers have the power to influence a cluster of safe behaviours around driving for work







**Gracias**

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