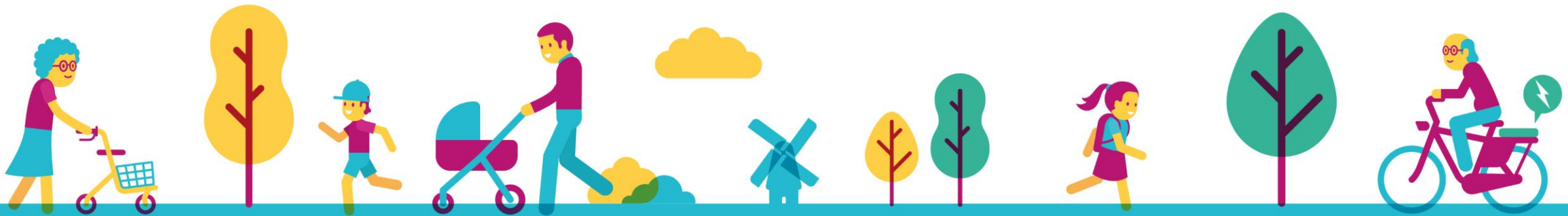




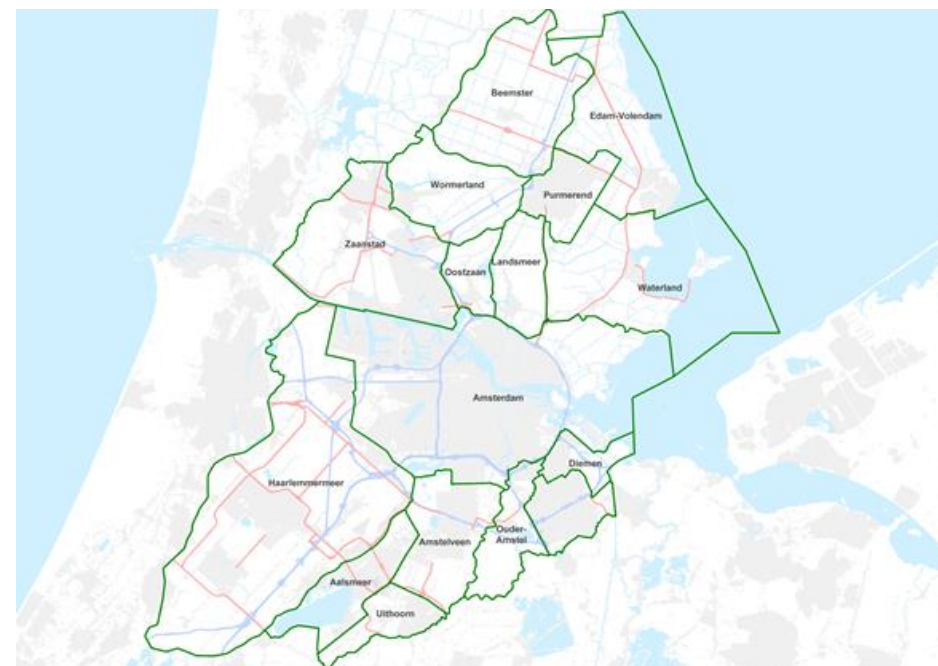
Verkeer & Meer
Samen veilig onderweg

Verkeer & Meer. The risk-driven approach to traffic safety



Introduction

- > What is the Vervoerregio?
 - > Authority of traffic & transport in the region of Amsterdam
 - > 15 municipalities
- > And what is our role in traffic safety?
 - > We invest in infrastructure and are contractors of the PT
 - > We are the chairman of the traffic safety enforcement committee
 - > We commission traffic education and campaigns through our platform Verkeer & Meer (Traffic & More)



Why?

- > What are the main goals?
 - > Every traffic victim is one too many
 - > Strategic Plan Traffic Safety 2030 main goal: 0 traffic victims in 2050
 - > Changing the pattern

Figure 1: Road deaths

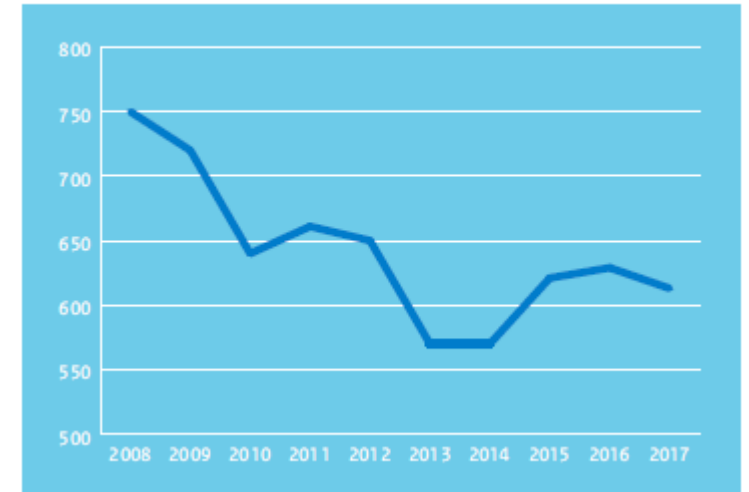
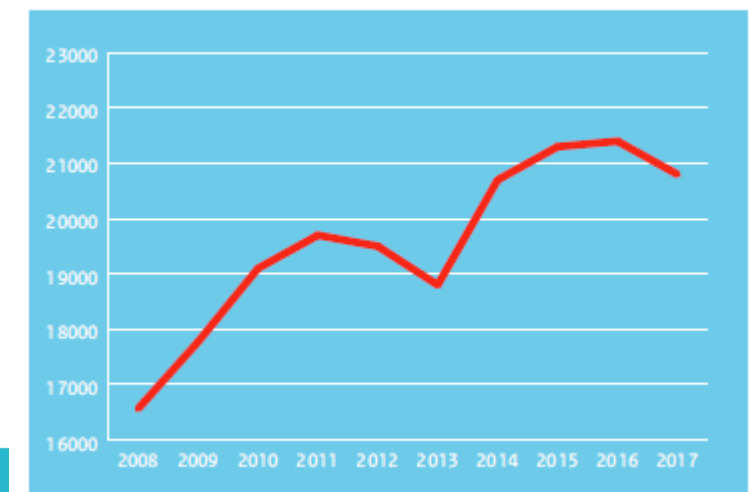


Figure 2: Serious road casualties



Risk Analysis

- > Traffic Safety is not a new issue. To make a real difference, we need a focused and risk driven approach.
- > Risk analysis
 - > Conducted by an independent consultancy bureau (SWECO)
 - > Prognosis of the situation in 2030, based on the current situation and relevant developments in coming 10 years
 - > Differentiated to modality, age and location
 - > Done for both the entire region, as well as the individual municipalities.





Results

Target groups

- > Senior Citizens
- > Juniors (12 – 24 years)
- > Young Adults (25-29 years)

Modalities

- > Mopeds (incl. speed pedelec)
- > (e-) Bikes
- > Pedestrians

Themes

- > Distraction
- > Driving under influence
- > (Difference in) Speed



Implementation

- > Programme for infrastructure with our municipalities
- > Continuous effort on enforcement
- > Targeting risk groups & themes with campaigns and education
 - > More focus on education for high school and new drivers
 - > Developing campaigns on themes such as drugs & traffic, medication & traffic, the use of smart phones in traffic etc.
 - > Programme for active senior citizen and the use of an (e-)bike



