

Improving Road Users Behaviour : Issues and Strategies

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Introduction

- According to the Safety 2012 World Conference, October 1-4, 2012 Wellington, New Zealand :
 - i. India has approx. 1% global vehicles but contributes approx. 10% of road deaths across the globe.**
 - ii. Every 6th road crash in the world happens in India .**
- In this context, apart from education, engineering and enforcement, the user behavior has significant share in road safety

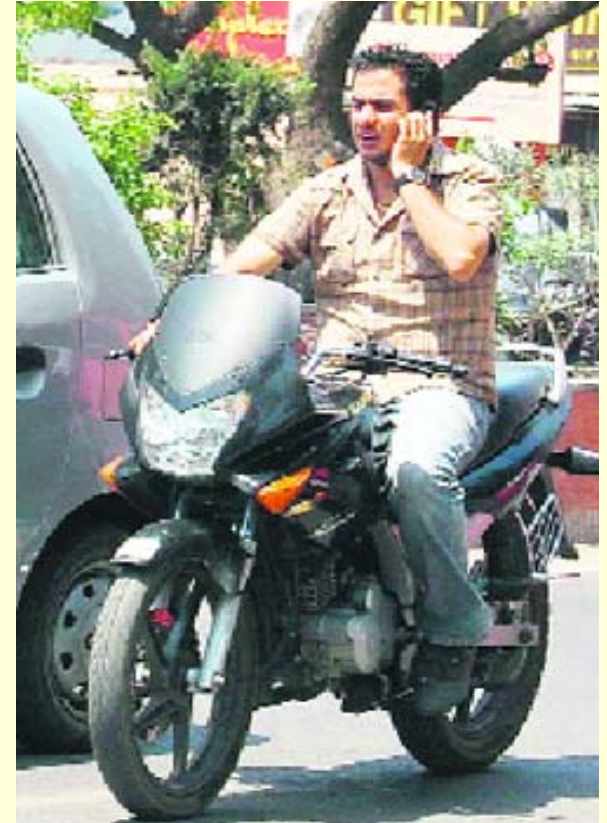
- The behaviour of both **Motorized users and Non-motorized users**, using the same ROW, is directly associated with road safety.
- Changes in :
 - work culture** (early morning & late night),
 - children and parental relationship** (gift of vehicle to children),
 - household income** (more income more mobility),
 - social status Vs vehicle ownership**, etc have direct impacts on road users behaviour.



1. Behaviour of Educated Drivers

- A Random Survey during January 2012-March 2012, conducted by the Delhi Traffic Police states that :
- Majority of drunk drivers are **young, educated, knowing the traffic rules & regulations** very well but reckless and irresponsible to the family and the safety of the other road users during driving.
- Analysis highlights that
 - 17% of them are graduate/post graduate,
 - more than 85% driving private vehicles and
 - 61% belong to age group 26-40 years.

- The behaviour of educated drivers can be molded by :
 - self realization,
 - family moral education,
 - sense of responsibility,
 - value added education for the society, etc.



2. Road Rage : Reflection of User Behaviours

- Road rage may be due to many reasons such as
 - traffic jam,
 - honking,
 - wrong side parking, etc.
- Road rage is common phenomenon in both male and female drivers. now-a-days. Even Female drivers are aggressive and irritable.



AIIMS Study based on Psycho-Social Analysis on Road Rage (funded by M/o Health and Family Welfare)

Cause of Anger :

Traffic Jam	= 70.00%
Honking	= 61.00%
overtaking from wrong side	= 63.00%

Expression of Anger :

Verbal abuse	=43.00%
Overtaking	=27.00%
<i>Breaking & Destroying something</i>	=5.00%

- **The prevention of such behaviors requires :**
 - Strict Enforcement of rules & regulation with high punitive actions,
 - Stress Management by talking to co-passenger, drinking water, etc
 - Emotional management by way of listening to songs, controlling anger and distracting oneself, etc .



3. Male Vs Female Driver Behaviour

- It is true that female drivers cause less fatal road mishaps and are safe drivers as compared to male drivers. But they are also caught in drunken driving.
- The changes in life style, working hours, work culture, etc influence the behaviors on the roads.

International Study on Men Vs Women Drivers

- The International study on road users behaviour states:
 - Ogling drivers cause nearly one million road accidents in Britain every year.

Ogling drivers cause one million crashes in UK every year

© Creasource/Corbis

Now, way to block road noises when your car hits obstacles

Scientists have developed a new technique that will help you enjoy a quieter drive as it minimizes sudden road noises heard within your car's cabin if you hit potholes or other roadway obstacles. Researchers from the University of Cincinnati have developed an adaptive, active algorithm that would enable the deployment of a rapid-response sound wave that would counter and, in effect, significantly "erase" the perceived road noise heard within the car's cabin when the auto unexpectedly hits a roadway obstacle like a pothole or speed bump. PTI



WATCH WHERE YOU ARE GOING

London: Eyes on the road! Ogling drivers cause nearly one million road accidents in Britain every year since they are too busy staring at attractive pedestrians, a new research has found.

The study found that distracted motorists cause an average of 2,525 crashes every day as they lust through their windows, the equivalent of 921,840 per year.

Drivers crash their cars into lampposts or shunt other vehicles more in the summer when men and women are wearing less clothing, the 'Daily Mail' reported.

A study of 2,142 drivers found 60% of men admitted being distracted by attractive women while 12% of female drivers said they took their eyes off the road to leer at handsome men.

As many as 21% of drivers also admitted that they couldn't tear their eyes away from advertising billboards featuring pictures of picture perfect models were also a major distraction on the road.

A UK Insurance company found 17% of male drivers admitted knowing their actions were dangerous but said they 'could not help

HOT ON TRAIL

but look'. "Stealing a quick look at an attractive pedestrian or billboard model may well be a bit of fun but, on a serious note, drivers shouldn't underestimate that this type of distraction is a major contributing factor in road accidents," said spokesman Matt Owen.

"The number of crashes caused

in this way have not changed year on year so drivers obviously are not learning to keep their eyes on the road," Owen said.

Experts also found that motorists who sing along to the radio or their favourite CD have slower reaction times than drivers who merely listen to music.

Psychologists from Monash University in Australia conducted trials on a driving simulator in which volunteers were tested on how quickly they reacted to possible dangerous situations.

The study among 21 drivers aged between 18 and 55 found singing while driving was rated mentally demanding and resulted in slower reaction times and more variable speeds, than driving without music. PTI



TO 16.8.2012



- Ratio of male and female ogling drivers is 5:1 which cause of crash of their own cars.



- Such behavior needs to understand that a bit of fun may not cause of valuable loss of human life and vehicle/property damages.

4. Transport Authority Behaviour

- **Driving License Vs Killing License**

- In Delhi :

Total No. of RTOs = 13

No. of Inspectors = 40

1 inspector can issue 15-20 licenses on any working day and hence No. of licenses issued by 40 inspectors = $40 \times 20 = 800$ per working day

No. of working days in a year : 365 days - 52 Sunday - 12 second Saturday - 15 RH/Gaz. holidays = 286 days .

No. of licenses issued in a year = $286 \times 800 = 2,28,800 = 2.30$ lakh (approx.)

- According to Report published in TOI, Delhi Edition dated 28 August, 2012: states that **annually 5 lakh** licenses are issued .

- In urban districts, each inspector issues 70-80 licenses per working day.

- The system of issuing the driving license needs to be changed as per safety point of view.
- There is urgent need to **stop untrained people driving vehicles** on the roads and endangering lives of other road users.
- It is necessary that
 - strict punitive actions,
 - high jail terms,
 - cancellation of driving licenses, etc are required to improve user behaviour for the road safety.
- ***Effective enforcement has direct impacts on mind set of the road users.***

5. Manufacture Company Behaviour

- It is estimated that Indian automobile manufacturers probably spent Rs 1000-1200 crore annually on mass media.
- It is desirable that the manufactures may also spend some percentage of mass media budget on highlighting safety measures of the vehicles to the customers.
- To create Knowledge and awareness related to use of safety applications in both during running and standing conditions of the vehicles to the users before selling.

6. Policy Maker Behaviour

- Policy Maker Behaviour Vs Car Users Behaviour
- Policy Maker Behaviour Vs Public Transport Users Behaviour

..... Tol, N. Delhi 21.07.2011

London fines Obama £120 for not paying congestion fee

London: US president Barack Obama has been slapped with a fine of £120 for not paying congestion charge in London during his state visit to Britain two months back, a media report said.

In fact, the US president was hit with the penalty for his motorcade not paying the congestion fee, British tabloid 'The Sun' reported.

London Mayor Boris Johnson had wanted the £10 congestion fee to be paid for the president's armour-plated limo — dubbed "The Beast" — and all other cars during his Obama's state visit in May.

But cameras only man-



PAYBACK TIME: Obama

aged to photograph one of the vehicles in Obama's motorcade as they were driving so close together. That is the subject of the £120 fine, the report

said. Johnson is understood to have raised the issue with President Obama at a Buckingham Palace banquet during his state visit to the UK.

Foreign embassy staff owe £50 million in unpaid congestion charge fines — plus £491,000 in parking fines and 566,000 pounds in non-domestic rates.

The US is at the top of the list with a five million pounds bill, followed by Russia on £4.4 million, according to the UK's foreign office figures. The US embassy said it was not aware of a fine — and claimed diplomatic rules prevented one being issued. २११

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MAYOR ON RAMPAGE: Mayor of Vilnius, capital of Lithuania, drives over a car parked illegally in the city. He took the drastic action as the menace of illegal parking continues despite warnings

The Mayor of Vilnius as a decision maker, destroying the car parked illegally.

Source: TOI, 04.08.2011

7.0 Govt. Behaviour

7.1 Change in Mind Set of Medical Professionals

- According to the judgment of the Hon'ble Supreme Court of India:

there are no provisions in the Indian Penal Code (IPC), the Criminal Procedure Code (CrPC) and the Motor Vehicle Act 1988 which ***prevent doctors from attending to seriously injured persons and accident victims before the arrival of police.*** Such step has positive impact on the mind sets of the professionals.

7.2 Behaviour of Samaritans

- It is also a well-known fact that people/bystanders hardly come to the rescue of road accident victims since they are scared of the police lest as they get involved in medico-legal cases.
- Further, the Govt. is also ready to lay down guidelines to protect good Samaritans who help the accident victims in the golden hour after a mishap from police harassment and legal hassles.

8.0 Spirituality in Road Safety

- Spirituality states soul of a human being is finally responsible to the creator at the time of judgment.

Atheist Drivers Vs Believer Drivers



Vs



Concluding Remarks

- Need to establish **one agency** responsible for road safety issues.
- Need to change in planning approach because a long queue of traffic jam on the road and shortage of parking space is the reflection of poor planning and decision making process. **A city can be either car friendly or people friendly..... ..**



Vs



- Reduce the no. of personalized vehicles on the roads.
- In Singapore and Shanghai , there is a need to get permit to own a car.
- Lottery System for Cars in Beijing



Capacity building at Individual Level

-Awareness to create Green Travel Habit (Less travel, Less pollution and damage)



During festival time

•Crackers are not the major source of air pollution but the use of private vehicles on the roads in Delhi.

26th October, 2011 was Deepawali .

•CPCB monitored the air pollution and measured the level of carbon mono-oxide before Deepawali and after Deepawali.

The study says that level of CO on Deepawali day was much lesser than the other days. It was only due to 90% of private vehicles were not ply on the road on that particular day.

-Awareness Campaigns on the ill effects of the growing transport problems especially on health and well being.

Thank You