



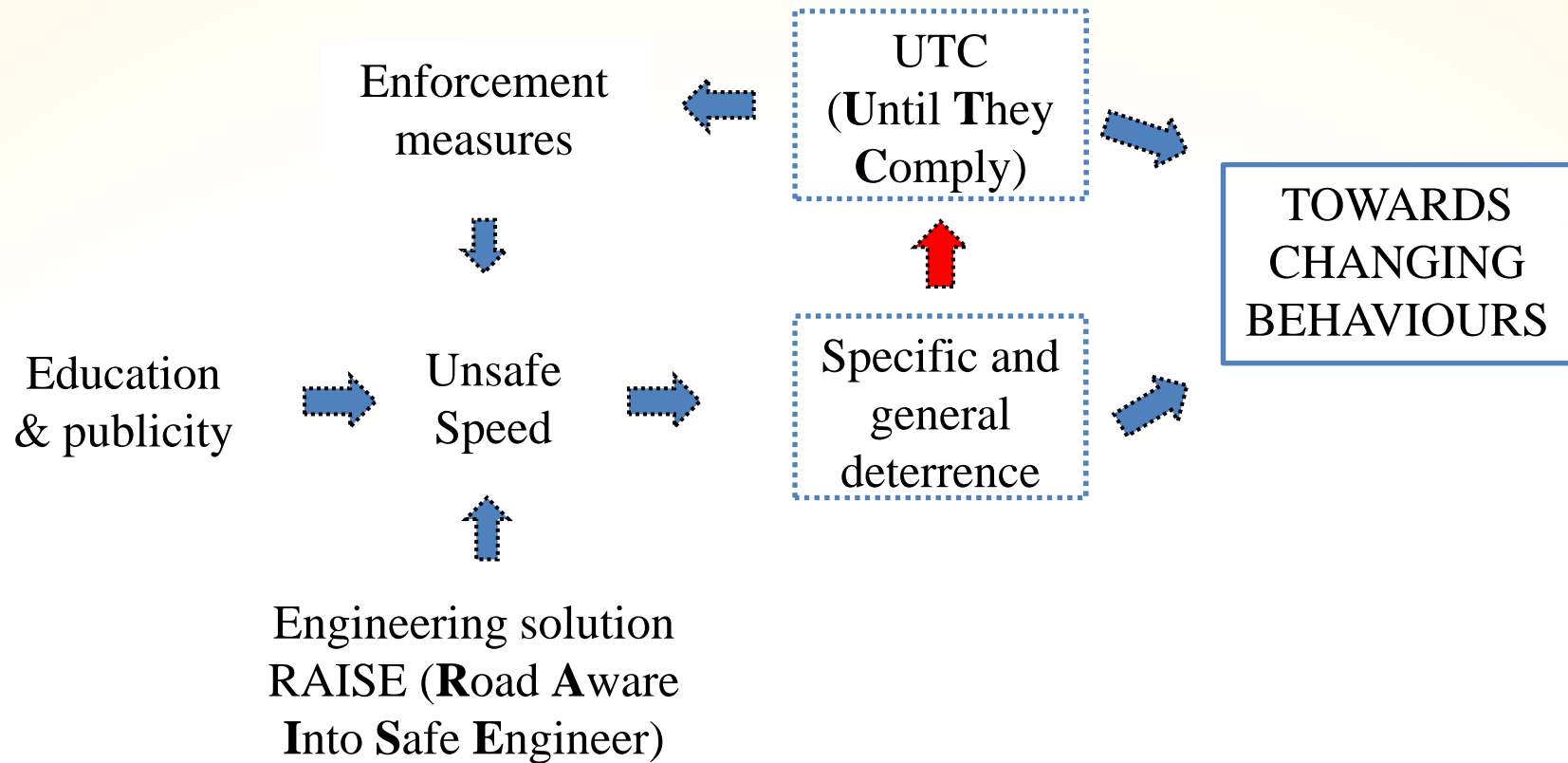
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Strategic plan to enforce changes in speeding behaviour Australian vs. Indian perspective

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Sustainability through engineering solutions and Education and enforcement measures



Deterrence Theory

Specific Deterrence

It deals with individual and personal experiences on speeding

General Deterrence

It deals with the concerns amongst drivers of being detected speeding

Sophisticated plan

Overt speed cameras (visible)

It can be fixed, roadside and marked car

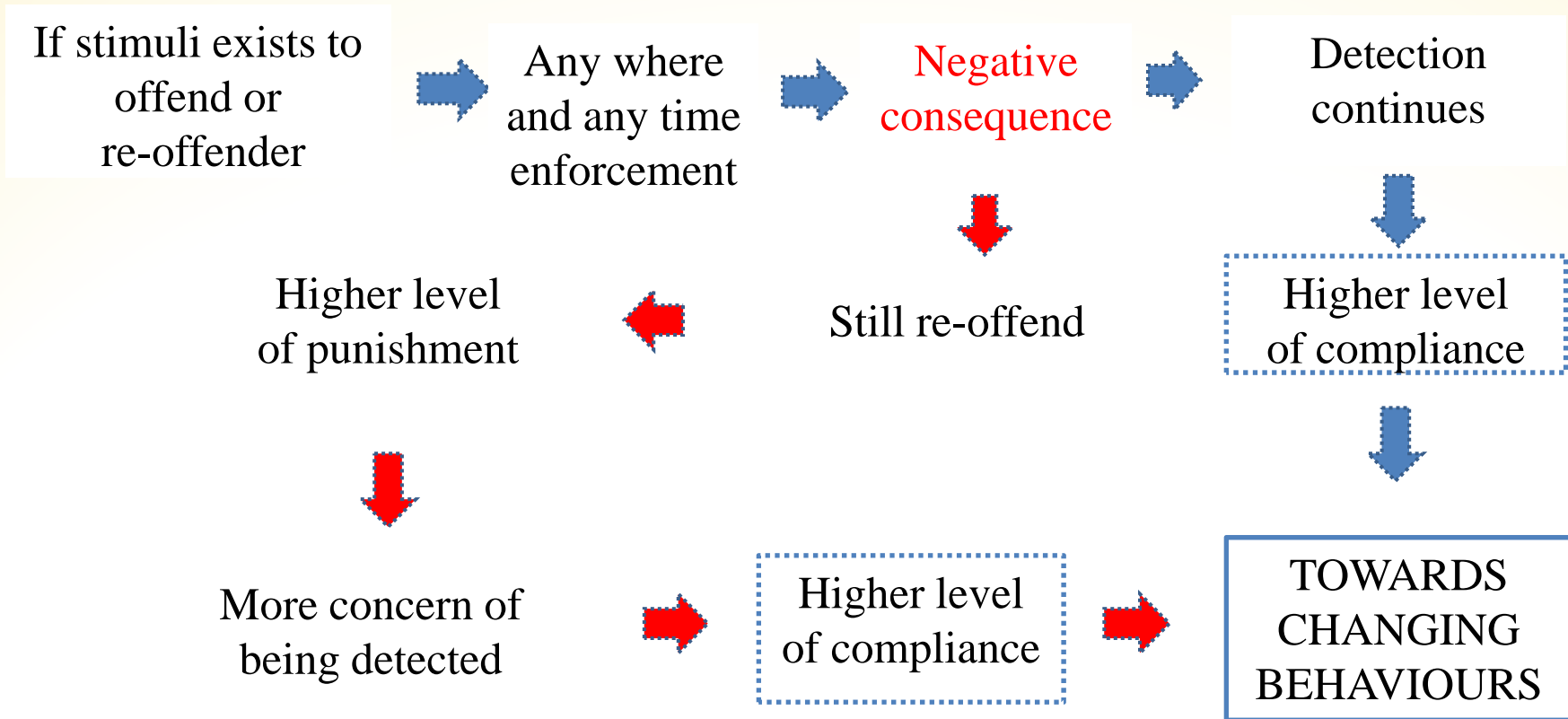


Covert speed cameras (non – visible)

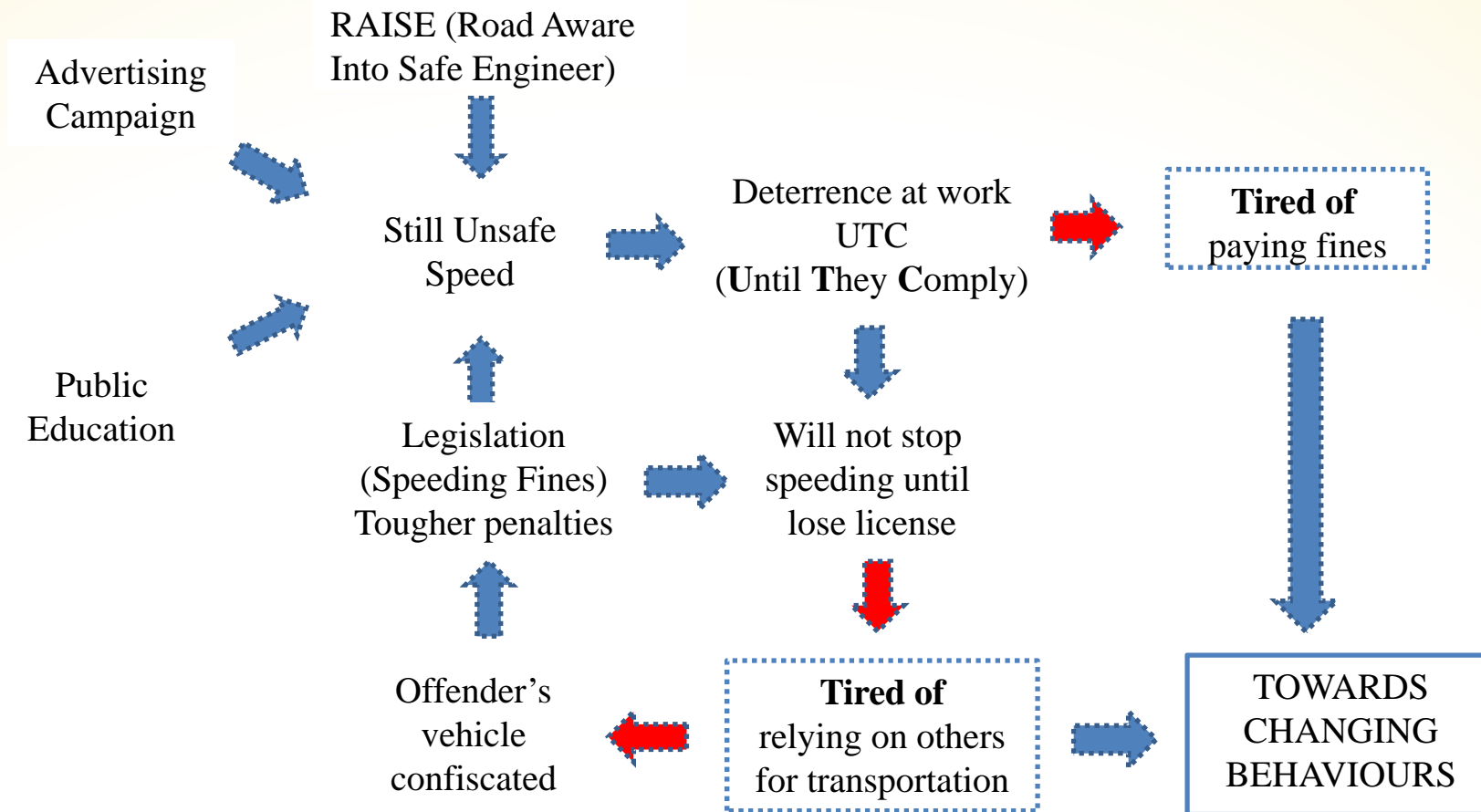
It can be unmark and hand- held detectors



The psychological negative enforcement on perceived risk of detection



The Australian experience on offenders



School Zone



Night Zone



RECOMMENDATIONS

valuable contribution to the Indian chapter

The gains in road safety confidence by authorities in Australia and the building towards an established road safety culture amongst road users.

Deterring drivers from speeding through the sophisticated plan of speed enforcement in Australia has shown tangible results e.g. reducing fatalities, slowing drivers to the posted speed limit.

The use of covert cameras is an essential part of the speed enforcement program.

It is psychologically most effective, as punishment is delivered in the shortest interval with no delays

The successful results of reducing children fatalities around the 40km/h limit school zones.

RECOMMENDATIONS

A lesson to be learned about Speed Cameras

In the absence of public information on the effectiveness of each speed camera, people will continue to question their road safety value.

New South Wales Auditor-General's Report, July 2011

It is for road safety partners, to develop an adequate coordinated communication strategy to encounter negative misconceptions as part of the enforcement strategy.

Victorian Auditor-General's Report, August 2011

RECOMMENDATIONS

valuable contribution to the Indian chapter

India, but may need to deter more speeding drivers some of whom may involve alcohol but other may be deliberately speeding in which case, authorities need to deter them UTC (Until They Comply).

Authorities in India strongly recommended to bring infrastructure such as footpaths to a safer level for walking to enable separation of pedestrian. This would complement the process of speed enforcement and protect the most vulnerable road users from fatal road accidents.

Finally, there need to be a road safety contribution from engineers in India along with other road safety partners. This is achieved by understanding road user's behaviours on the footpath as pedestrians and on the road as drivers. It is making the engineer aware of the road safety responsibilities for a safer road design. This is part of RAISE (Road Aware Into Safe Engineer)

Thank You