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Technical Session IV  
Enforcement measures to bring behavioural change

## Traffic enforcement, get it right, make it safe!

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# Context and challenges

- Losses due to crashes amount to 1 - 4 % of GDP
- Public supports road safety.
- However, traffic enforcement is favoured in own neighbourhoods and school area's,
- Away from home egos, rush and the individual right to mobility often take over and enforcement is seen as intrusion.
- Many countries have ambitious and thus costly road safety objectives. How can government budget cuts be combined with improvements in road safety?
- Our challenge is to anchor road safety as an integral part of our society and individual behaviour and turn it into a tradition.



# Road safety strategy

Any effective road safety strategy requires a well-balanced and targeted approach to the 3Es:

- **Engineering** (infrastructure, vehicles & technology)
- **Education** (training, research & analysis)
- **Enforcement** (traffic laws and regulations)



# Traffic enforcement

- Traffic enforcement maintains road safety by controlling vehicle conditions, alcohol, helmet, seat belt & hand-held phone use, speed, child seats, red-light violations, etc.
- Numerous academic studies show that a well-balanced traffic enforcement policy is very effective in improving road safety.
- Enforcement can only benefit road safety if all links in the **enforcement chain** are effective and efficient.
- Many countries struggle with this issue and thus with improvements in road safety



# The traffic enforcement chain

1. Detect and/or measure
2. Decide on violation
3. Register evidence
4. Transfer evidence
5. Store evidence
6. Process evidence to ticket
7. Issue and send ticket
8. Provide evidence upon request violating party
9. Collect fine
10. Remind violating party
11. Court



# Enforcement chain bottlenecks

- Political commitment
- Legal framework
- Inefficient, and thus costly, detection, registration, processing and management.
- Evidence integrity and homologation
- Local revenue
- Back office overload
- Access owner database, international vehicle issues
- Right to claim ignorance of violation
- Inadequate revenue management
- Court overload and acquittals



# Improving traffic enforcement

## Regulatory

- Get commitment for road safety and traffic enforcement at highest political level
- Modify the legal system and related processes and procedures
- Get your data complete, correct and accessible
- Set-up an appropriate sanctions regime
- Make the violator pay for road safety improvements
- Create local funding for enforcement



# Improving traffic enforcement

## Operations

- Centralise back-offices
- Reduce local income
- Keep black-spot expertise local
- Develop and stick to processes and procedures
- Improve, streamline, automate and outsource parts of enforcement chain
- Mix fixed and mobile enforcement
- Use section control enforcement



# Improving traffic enforcement

## Public support

- Communicate enforcement background, benefits and results with respect to road safety
- Get and maintain public support for enforcement  
Demonstrate the use of revenue from violations for improvements in road safety
- Avoid and counter any enforcement association with revenue generation



# Concluding quotes

**‘The cost of the cameras was repaid fivefold within a year in accident reduction and savings in medical treatment.’ - The Economist on speed cameras**

**Traffic enforcement costs pale compared to cost of road crashes.**

**Enforcement is a very cost-effective investment in road safety.**



Further reading: OECD/ECMT – Speed Management, 2006

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