

# Traffic Safe Municipality -an organisational action to develop a municipal traffic safe culture



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# Some challenges in the municipalities work with road safety



- The work on road safety is not assigned as a responsibility to the Mayor and / or the Chief Municipal officer.
- The municipality road safety work is often equal with the technical department
- The work with peoples behaviour and attitude is not a part of the road safety plans, targets and actions
- Municipalities action plans is all about infrastructure

# What is Traffic Safe Municipality?



- Organizationally action for road safety
- Routines and systems for traffic safety in the municipalities departments.
- **Based on existing laws and regulations.**
- The municipality is important as a:
  - Nursery- and schoolowner
  - Roadowner
  - Personell responsibility (EHS)
  - Public health responsibility



# Approval as Traffic Safe municipality



Systematic work, routines and criterias for traffic safety in:

- Technical department
- Area planning department
- Culture department
- Municipality doctor
- Health clinics for children
- Nursery schools
- Primary schools

*Approval does not mean that road accidents will no longer happen, but it certifies the quality of good, targeted and uniform work on road safety*

# A system based on the laws and regulations that apply to the municipality



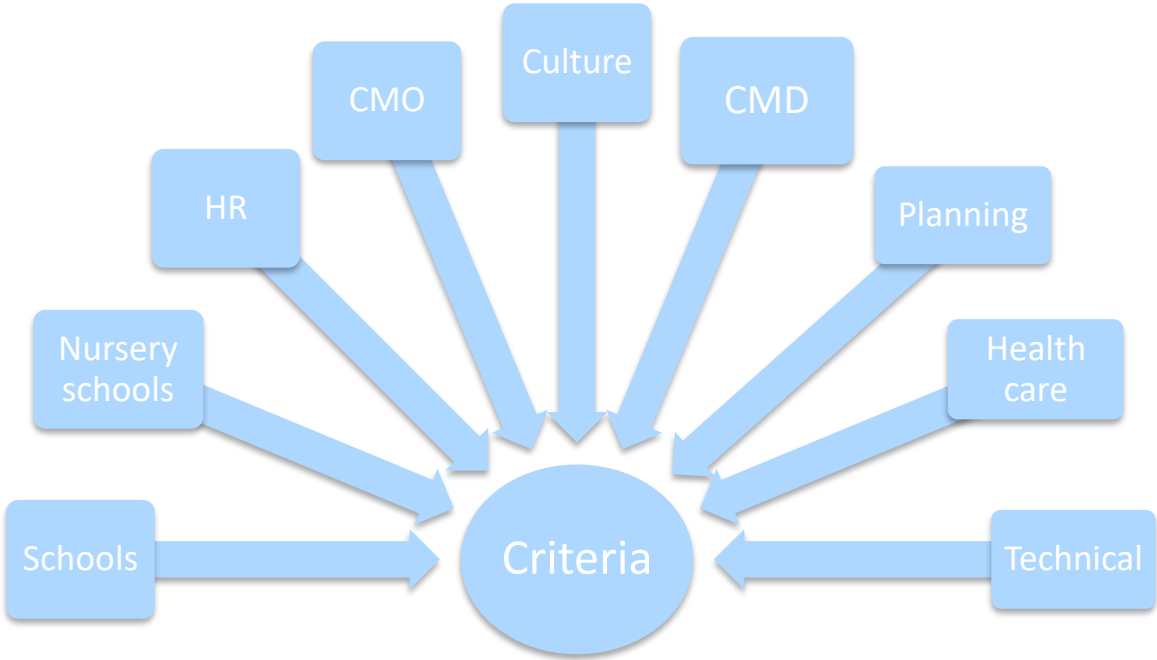
Vegloven  
Forskrift om miljørettet helsevern i barnehager og skoler  
Folkehelseloven

Arbeidsmiljøloven  
Helsepersonell loven

Plan og bygningsloven  
vegtrafikkloven

Rammeplan for barnehagen  
Kunnskapsløftet

# Criteria for all departments



# The «final» meeting







# Status October 2022

- 141 municipalities divided on all counties  
(out of 356 municipalities in total)
- 3 counties are approved as Traffic Safe County  
Agder, Nordland, Vestfold and Telemark.  
(There are 11 in Norway at the moment)



# National Plan of Action for Road Safety 2022-2025



## fatalities and severe injuries

**Towards Vision Zero**



### Follow-up measures that different parties have committed to implement

#### Measures to promote organisational road safety work in public enterprises

140. The eight large city municipalities will have valid and operational road safety plans during the plan period. The county administrations, in cooperation with the Norwegian Council for Road Safety, will help ensure that other municipalities also have valid and operational road safety plans. The target is that at least 300 municipalities should have valid and operational road safety plans by 1 January 2026.
141. The Norwegian Public Roads Administration (NPRA), in cooperation with the Norwegian Council for Road Safety and the county administrations, will prepare a new guide for the preparation of municipal road safety plans.
142. The eight large city municipalities will encourage legally required participation bodies (i.e. councils for the elderly, councils for people with disabilities, and youth councils) to participate in the municipalities' road safety work and work actively with road safety directed at their own groups.
143. The Norwegian Council for Road Safety, in cooperation with the county administrations, will strive to ensure that by 1 January 2026, at least 200 municipalities will have been approved as *Trafikksikker kommune* ("Road-safety-approved municipality"), and that municipalities that have already been approved are recertified.
144. The county administrations will develop plans and/or strategies relating to road safety, ensuring a healthy degree of involvement and political support. These shall be closely linked to the national plan of action.
145. The county administrations will encourage legally required participation bodies (i.e. councils for the elderly, councils for people with disabilities, and youth councils) to participate in the county's road safety work and work actively with road safety directed at their own groups.
146. The county administrations will further develop and reinforce the counties road safety forum as a place for sharing experience and new knowledge.
147. The county administrations will work to obtain approval as *Trafikksikker fylkeskommune* ("Road-safety-approved county"). The Norwegian Council for Road Safety will facilitate the county administration's efforts.
148. The NPRA will continue the project *Revitalisation of Vision Zero* as an externally directed project, aiming to increase awareness of *Vision Zero* and the choices it requires that we make.
149. The NPRA will initiate cooperation with contractors, transport operators etc., and consider what requirements the NPRA should include in its contracts, which would increase transport safety.
150. The eight large city municipalities will ensure that road safety as an issue is included in land-use and transport plans for urban areas that are eligible for *urban growth agreements*<sup>®</sup>, and that targets and strategies for road safety are set. The eight large city municipalities will help ensure that projects financed through *urban growth agreements* contribute to improved road safety for pedestrians and cyclists.
151. The NPRA will take the initiative to establish a forum for the sharing of experience and discussions about road safety measures in the nine urban areas that either have or are working towards establishing *urban growth agreements*. An important part of the purpose will be to ensure that the action programme for urban growth agreements is based on *Vision Zero*.

143. Trygg Trafikk will, in cooperation with the counties, work for the goal of at least 200 municipalities will be approved as *Road safe municipality* by 1/1-2026 and that already approved municipalities will be re-approved.

**But what about the effects of the measure?**

# TØI - Institute of Transport Economics report



- [TØI report 1853 / 2021](#) by Tor-Olav Nævestad og Vibeke Milch. Financed by Trygg Trafikk.
- Traffic safe Municipality as a measure to develop a municipal traffic safety culture
- Based on surveys (n=2255) and interviews (n=17) in 24 municipalities.





*«We conclude that the Traffic Safe Municipality and the work with traffic safety plans can be interpreted as a measure to establish a traffic safety culture through the implementation of a safety management system in the municipality.»*



Tor-Olav Nævestad  
Forskningsleder  
Sikkerhet og resiliens  
Adferd og transport

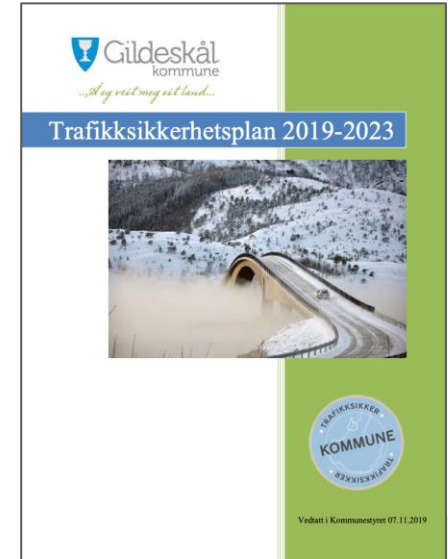
# 1. Consequences of being approved as a Traffic Safe Municipality

- The focus on traffic safety has increased among immediate managers (67% agree).
- The focus on traffic safety has increased among colleagues (62% agree).
- It has become easier to address issues related to traffic safety in one's own workplace (58 % agree).
- The respondents also states that they think more about traffic safety in their everyday work and that they behave safer in traffic during working hours.



## 2. Road safety plans and traffic safety culture

- Clear connection between road safety plans and effect on traffic safety culture.
- Traffic Safe Municipality can be used as a part of a SMS (Safety management system).



### 3. Factors that promote and impede successful implementation



#### Impede:

- Lack of resources
- Time pressure
- High workload
- Replacement of personell
- Competing priorities
- External conditions, such as a pandemic

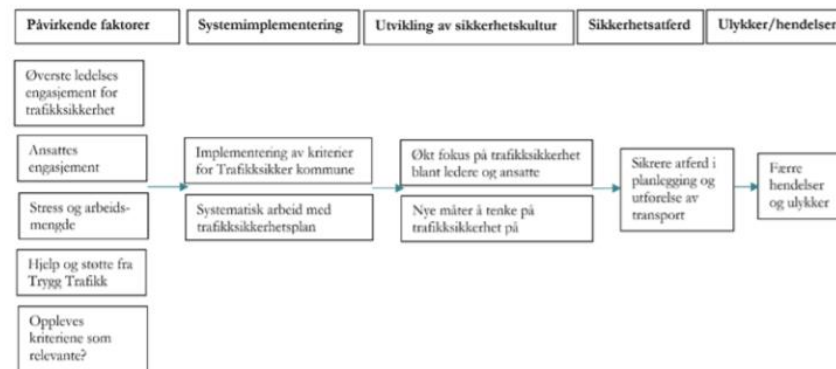
#### Promote:

- Top managers involvement throughout the implementation period
- Continuity in the process
- Compliance with the municipalities other priorities
- Formal processes



## 4. Municipal traffic safety culture

- Theoretical model: Traffic Safe Municipality and municipal road safety plan as a measure to establish a traffic safety culture through the implementation of a SMS in the municipality.
- Equivalent to other SMS as a measure to introduce safety culture (aviation, nuclear, oil and gas)



Figur 2.3: Teoretisk modell som illustrerer sammenhengene mellom hypotesene som er basert på tidligere forskning.



*Thank you for your attention*