

RSA



ROAD SAFETY STRATEGY ANNUAL REVIEW 2009

Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

Foreword

The road safety performance of a country can be measured by the number of deaths that occur on the roads for every million people in the population. In 2009 Ireland recorded 54 road deaths per million population. This represents an improvement of 49.5% from 107 people killed per million inhabitants in 2001. While very significant improvements have been made in enhancing the safety of Irish roads in 2009, this report highlights that there is a considerable body of work yet to be done in order to maintain the reduction of deaths and serious injuries on Irish roads and the targets set out in the Government Road Safety Strategy. That target is to reduce fatalities to not greater than 60 fatalities per million, 252 deaths per annum or saving 400 lives during the lifetime of the Strategy. Whilst we have met the target at 54 deaths per million population in 2009, it is important that our efforts are maintained and we do not become complacent in achieving our defined targets. There are still too many people dying and are seriously injured needlessly on our roads.

The contributory behaviours remain the same, speeding, impaired driving, non use of seatbelts and unsafe behaviour by or towards vulnerable road users. The RSA has targeted these behaviours through a range of interventions and initiatives. While major progress has been made in addressing Ireland's drink driving problem, speed remains the biggest contributory factor to deaths and injuries on Irish roads. The biggest challenge facing us is to change this culture of inappropriate speeding through enforcement, awareness raising and educational campaigns.

To achieve the actions set out in the Road Safety Strategy, a very high level of partnership working across all of the key agencies, with strong political support is necessary. In the current economic climate we face challenges in ensuring that the roadworthiness and quality of the national vehicle fleet does not deteriorate, that the built infrastructure is maintained and that road users are engaged and committed to further improvements that promotes responsible and safe road use.

Introduction to Road Safety Strategy Annual Review

Priority Actions

The primary aim of the Road Safety Strategy is to reduce collisions, deaths and serious injuries on Irish roads. The Road Safety Strategy identifies a number of key behaviours that will be changed by the actions set out in this strategy. These behaviours are:

- Inappropriate speeding
- Impaired driving
- Not using seat belts and child safety restraints
- Unsafe behaviour towards and careless action of vulnerable road users

The Strategy Action Plan outlines the respective actions many of which require a multiagency approach. Throughout the lifetime of the Strategy the RSA efforts will be deployed in education, evaluation and enforcement interventions.

The RSA has responsibility, in accordance with the Road Safety Authority Act 2006, for producing and formally reporting on the implementation of the third Government Road Safety Strategy 2007 – 2012. Action 83 of the Road Safety Strategy requires the RSA; to produce and present to the Minister for Transport an annual report by the second quarter of the following year.

There are a total of 126 specific measures or actions identified in the Strategy which must be implemented within the lifetime of the strategy. Responsibility for each action has been allocated to a lead Department or Agency and specifically to an individual within each organisation. A completion date for each action has also been set.

Fifty five of these actions are relevant to 2009. This document describes these 55 actions and their current status. Of the 55 actions, 39 have been completed in full and on time, a further 8 are nearing completion or completed outside of the target date and a further 8 are incomplete. There is an explanatory note against each action with a rationale for the non completion or late delivery, where appropriate.

Progress Report on 2009 Actions

The actions required in 2009 are outlined below. The actions are categorised under the headings of Education, Enforcement, Engineering and Evaluation which form the policy framework of the Strategy. Only the actions which have a 2009/Annual timeframe are reported on. There is also a traffic light system to illustrate progress and delays experienced in achieving actions in 2009.




The RSA Board and Executive will continue to ensure that all actions in the strategy are a priority for the Organisations responsible for their implementation and will support them in achieving these actions.

Education

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
2.	Implement mass media campaigns which target the main causal factors for collisions, deaths and serious injuries for all road users but in particular the high risk groups.	RSA	Annually	<p>The programme of activity for 2009 has been extensive.</p> <p>A radio based “Crashed Lives” campaign ran in April and the TV campaign was aired in December.</p> <p>The “Mess” anti-speeding campaign ran during October in partnership with DoENI. There was further collaboration with the DoENI in the sharing of production costs with new adverts in particular the “Crashed Lives” and motorbike advert “Underneath” which was aired in August. A ‘once off’ special offer from RTE allowed the RSA to air its Roundabouts TV advert in September for two weeks.</p> <p>In addition short term campaigns using radio ran targeting mobile phone use and driving, drink driving and Day Time Running Lights (DRL).</p> <p>The “Morning After” campaign in conjunction with MEAS aired in December. An advert campaign in conjunction with the Taxi Regulator encouraging people to take taxis during the festive season was also run. An anti drug driving campaign was deferred in 2009 due to budget reductions but this will be prioritised for implementation in 2010.</p>
3.	Integrate mass media campaigns with the policing plans of An Garda Síochána and other enforcement agencies.	RSA	Annually	<p>RSA campaign activity has been closely aligned with the Garda Annual Policing Plan for 2009. Specific target campaigns included the included the “Crashed Lives” radio, the “Mess” anti speeding advert campaign, Mobile Phone radio & motorbike advert “Underneath”.</p> <p>The RSA and An Garda Síochána launched Christmas and New Year Road Safety Campaign in late November.</p>
5.	Continue to promote joint North/South cooperation on road safety awareness campaigns.	RSA/DoENI	Annually	<p>In 2009 there was one joint campaign, the “Mess” anti-speeding campaign. The Road Safety Authority collaborated with DoENI sharing resources and adverts in particular “Crashed Lives” and the motorbike advert “Underneath”.</p>

Education (continued)

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
7.	Develop and implement education interventions aimed at the high risk 17 to 24 year age group.	RSA	Annually	<p>'SAFEGRADS' was offered to all Third Level Institutions in 2009. A total of 12 Third Level colleges used the guidelines. The RSA also developed a programme targeting 17-24 year olds who have not participated in the 'SAFEGRADS' programme. An Editorial Committee was established to develop this programme which included representation from An Garda Síochána, the Health Service Executive, the Fire Services, Local Authorities, FÁS and Youthreach.</p> <p>On Monday 24th August 2009, at the 50 year celebrations of the Rose of Tralee International Festival, Mr Gay Byrne, Chairman of the Road Safety Authority launched the RSA's 'Road Safety Interactive Shuttle' assisted by a selection of Roses and their escorts.</p> <p>The Shuttle attended 34 events in 2009 ranging from third level and secondary school road safety events to national events such as the Ploughing Championships, Galway Race Week and the World Fleadh Music Event. It is estimated that there were approximately 150,000 visitors to the Shuttle in 2009.</p> <p>In 2009, a total of 45 teachers participated in an in-service training programme for the transition year programme; 'Your Road to Safety'. To date, 254 teachers have participated in the in-service training programme and now deliver 'Your Road to Safety' in schools.</p>
9.	Adopt a population health approach to road safety throughout the HSE in the planning and delivery of services.	HSE	2nd Qtr. 2009	<p>The HSE continues to adopt a Population Health approach to road safety in a number of generic ways. 'SAFEGRADS' the Third Level programme was used by 12 Third Level colleges. A total of 20 members of the community were trained on how to deliver the community road safety programme 'Protecting our Community – A Call to Action!' in 2009. The HSE were involved in developing both resources.</p>
11.	Develop education policies and actions aimed at ethnic minority groups.	RSA	1st Qtr. 2009	<p>Completed ahead of schedule in June 2008.</p> <p>The RSA is continually developing and updating ethnic minority campaigns. The RSA ethnic minority campaign focuses on legal requirements and road safety advice when driving in Ireland as well as the main safety issues of Speeding, Drink Driving, Seatbelt wearing and the use of child car seats by children. The 'road safety and the law' leaflet and poster have been translated into eight foreign languages reflecting the main minority ethnic groups in Ireland namely Russian, Polish, Latvian, Lithuanian, French (targeting the west African community), Portuguese (targeting the Brazilian community living in Ireland), Arabic and Chinese.</p>

Education (continued)

Key: █ Actions not completed in 2009
█ Actions partially completed in 2009
█ Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
				The leaflets and posters are distributed through the minority ethnic press, ethnic shops, advice centres, ports and airports, An Garda Síochána and Local Authorities. The RSA also targeted the minority ethnic press in Ireland and popular websites with road safety advertising throughout the year. In addition the RSA has produced the new 'Rules of the Road' book in three additional foreign languages namely Russian, Polish and Chinese Mandarin. These are available to download from a new 'Rules of the Road' website www.rulesoftheroad.ie . The foreign language editions of the Rules of the Road are also available in CD format. The RSA also facilitates requests to conduct the Theory Test in other foreign languages.
14.	Integrate international road safety awareness events such as UN Global Road Safety Awareness Week, EU Road Safety Day and World Day of Remembrance for Road Traffic Victims into road safety plans.	RSA	2007 / Annually	A programme of events took place in 2009 including Irish Road Safety week from 12th October to 18th October which included an academic lecture by the European Transport Safety Council on the effects of alcohol and driving, the launch of the RSA's community education programme 'Protecting our Community – A Call to Action!', presentation of the "Leading Lights Road Safety Awards" and European Night without Accident which was held in 11 nightclubs throughout the country in association with local authority Road Safety Officers, the nightclub industry and Students Union of Ireland. World Remembrance Day for Road Traffic Victims took place on 15th November with a number of ecumenical services taking place in Drogheda and Knock and 15 other locations throughout the country.
15.	Every school that undertakes the RSA transition year unit programme will ensure that each pupil will have the opportunity to undertake the driver theory test before completion of the Leaving Certificate.	DoE&S	1st Qtr. 2009	This action point has been completed. Students have been undertaking the test on an individual basis as part of the TY programme.
16.	Each Local Authority will appoint a full time Road Safety Officer to promote road safety.	LAs	2nd Qtr. 2009	The CCMA wrote to the RSA informing that this action will not now be delivered due to funding reductions in local authorities. The Minister for Transport has requested DoEHLG to write to every county manager to ask for assistance in delivering this action.
17.	The Road Safety Authority will provide a template from which each Local Authority will draft and implement its own road safety plan.	LAs	1st Qtr. 2009	Template has been completed and circulated to county managers for implementation.

Education (continued)

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
18.	Host an annual international conference on road safety to update and review best practice developments.	RSA	2008 & Annually thereafter	<p>An International Conference on 'Road Safety At Work' was hosted jointly by the Road Safety Authority (RSA) and the Health and Safety Authority (HSA) in Dublin Castle, on Monday 15th June 2009. The purpose of the conference, which featured national and international speakers, was to inform employers of their responsibilities within the area of road safety, provide research and statistics on the incidence of work related road trauma, present successful employer case studies, and launch the RSA and HSA's new 'Driving for Work Guidelines'.</p> <p>The RSA also hosted an academic lecture in partnership with the ETSC on impaired driving.</p>
19.	Implement specific educational measures aimed at vulnerable road users. In particular: use of high visibility material for pedestrians, cyclists and motor cyclists; Awareness of intoxicated pedestrians; Use of Personal Protection Equipment for cyclists and motorcyclists; Awareness of blind spots on HGVs; Care for young and older people.	RSA	Annually	<p>In 2009 the RSA launched nationwide "Check it Fits" campaign aimed at checking child safety restraints in 9 locations throughout the country in which a total of 1,437 child car seats were checked.</p> <p>The RSA distributed:</p> <ul style="list-style-type: none"> • 200,000 high visibility jackets to elderly road users in conjunction with Age Action Ireland and United Drug; • 20,000 high visibility biker jackets in conjunction with the Bike Buyers' Guide; • 30,000 high visibility jackets in conjunction with FBD Insurance and the Vintners' Federation of Ireland; • 40,000 high visibility jackets in conjunction with FBD Insurance and the Irish Farmers' Journal. • 8,000 high visibility jackets given away through Advanced Pitstop; • 20,000 high visibility jackets through the Society of Irish Motorists in Ireland (SIMI); • over 40,000 through An Garda Síochána at various road safety events and school talks. • over 80,000 children's armbands were distributed through the Department of Education and Science as part of the 'Back to School Campaign' in September 2009 and over 20,000 adult armbands were given to the public from our interactive shuttle at various events around the country. • 25,660 child armbands distributed as part of the Seatbelt Sheriff/Hi Glo Silver campaign to children in primary school. <p>On 1st January 2009, HGV's were required to be retrofitted with mirrors to reduce blind spots. The object of the new regulations S.I. No. 312 of 2008 is to reduce blind spots in specific regions around a HGV where the driver has limited or no visibility. This has particular significance for pedestrians, cyclists and vulnerable road users.</p>

Enforcement

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
22.	Publish an Annual Garda Road Safety Policing Plan.	Garda Síochána	Annually	The Annual Garda Road Safety Policing Plan was published.
23.	Rollout of Garda Traffic Corps across all Divisions to planned manning level and with all necessary equipment, technology and administrative support. 1,200 Traffic Corps personnel by 2008.	Garda Síochána	4th Qtr. 2008/ Annually	This action was completed in 2009: <ul style="list-style-type: none"> • 22 Gardai are qualified Forensic Collision Investigators. A further 22 are in the process of being trained. • A further 3 “total station” Forensic Collision Investigation Kits were purchased. This will help to reduce “road closure” times. • 8 new mobile speed detection systems were purchased by the Gardaí. These systems utilise up to date technology and enhance the current night time enforcement capability. • 101 vehicles were fitted with Automated Number Plate Recognition technology. • Garda Síochána Analysis Service is now being used extensively in intelligence led enforcement. • The Galway division was successfully audited by the National Standards Authority of Ireland to the ISO standard and has been certified to the ISO 9001:2000 Quality Management System (QMS)
24.	The RSA accepts that to strive for 100% compliance is desirable but recognises that it can never be achieved. However demanding targets are required. Achieve a target level of compliance with speed limits for cars and motor cycles by 2012: Increase the number of compliant drivers from 18% to 60% or better with the urban speed limit on urban national roads. Increase compliance on urban arterials from 14% to 60% or better in a 50km/h zone and from 11% to 60% or better in a 60km/h zone. Increase the compliance level on regional roads from 84% to 90% or better; Increase compliance on 2-lane national primary roads from 74% to 90% or better.	Garda Síochána	Annually	<p>The Gardaí:</p> <ul style="list-style-type: none"> • have identified Speed Enforcement zones (i.e. road sections with the greatest propensity for speed related collisions) and have placed particulars on the Garda web-site. At least 80% of overall speed enforcement was conducted on these zones. • utilized enhanced management information systems in deployment of use of mobile speed detection activity. • the ROBOT vans had significant impact on the number of non intercept detections outside of Dublin. There was a substantial increase in the number of detections in comparison to other years. <p>The fieldwork of the Free Speed Survey 2009 was completed by December and will be published in 2010</p> <p>Performance in 2009 in relation to speed limit compliance:</p> <ul style="list-style-type: none"> – Cars on urban national roads – 17% – Cars on urban arterial 50km/h roads – 32% – Cars on urban arterial 60km/h roads – 33% – Cars on regional roads – 59% – Cars on national primary 2-lane roads – 77%

Enforcement (continued)

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009


Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
25.	Achieve a target level of compliance with speed limits for goods vehicles and single deck buses by 2012. Increase articulated vehicles' compliance with speed limits on urban national roads (at 50 km/h sign) from 33% to 70% or better and to increase rigid vehicles' compliance on the same roads from 23% to 70% or better. Increase speed limit compliance by articulated vehicles on 2-lane national roads from 13% to 60% or better and to increase compliance of rigid vehicles from 24% to 60% or better. Increase rigid and articulated vehicles' compliance with speed limits on regional roads to 95% or better. Increase the percentage of single deck buses complying with speed limits on 2-lane national roads to 85% or better.	Garda Síochána	Annually	<p>The Gardaí:</p> <ul style="list-style-type: none"> implemented six operations, each of three day duration, with a view to increasing awareness amongst drivers of goods vehicles and single deck buses of the dangers of inappropriate speed; there was an increased emphasis on speed enforcement with regard to these vehicles on such days. The fieldwork of the Free Speed Survey 2009 was completed by December and will be published in 2010 <p>Performance in 2009 in relation to speed limit compliance;</p> <ul style="list-style-type: none"> Articulated Vehicles on urban national roads – 23% Rigid Vehicles on urban national roads – 33% Articulated Vehicles on 2-lane national primary roads – 33% Rigid Vehicles on 2-lane national primary roads – 43% Single-deck buses on 2-lane national primary roads – 74% Articulated Vehicles on regional roads – 74% Rigid Vehicles on regional roads – 79%
27.	Continue the operation of MAT, determine the incidence of drink driving in Ireland and achieve a target level of compliance with drink driving law. (See action number 122, 123)	Garda Síochána	Annually	<p>The Gardaí:</p> <ul style="list-style-type: none"> conducted a detailed analysis with regard to drink driving over the previous three years and is published on the Garda website; has engaged in media/educational campaigns with their partners in road safety; conducted 53,969 MAT checkpoints resulting in 507,604 roadside breath tests being performed of which 2,472 were positive.

Enforcement (continued)

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
28.	Achieve a target level of compliance by 2012, through covert and high visibility enforcement, on seat belt wearing and child safety restraint use as follows: Increase adult front seatbelt wearing rates from 86% to 95% or better and increase the adult wearing rate in rear seats from 63% to 95% or better; increase primary school front seatbelt wearing rates from 76% to 95% or better and rear seat wearing rates from 64% to 95% or better; Increase wearing rates for secondary school-goers in front seats from 88% to 95% or better and in rear seats from 76% to 95% or better.	Garda Síochána	Annually	The Gardaí together with the RSA promoted the wearing of seatbelts through public awareness campaigns, educational programmes and through intensive and high visibility actions. There were 12,019 seatbelt offence detections up to end of June (numbers to December 2009 not available).
29.	Promote An Garda Síochána Traffic Watch scheme to enable community support for road traffic law enforcement.	Garda Síochána	Annually	Traffic Watch is being constantly promoted through Crimecall and the media generally.
30.	Expand the range of road safety-related offences covered by way of penalty points and administrative fines.	DoT	1st Qtr. 2009	Five additional penalty point offences were introduced on 1st May 2009: <ol style="list-style-type: none"> 1. Using vehicle without test certificate 2. Driving vehicle before remedying dangerous defect. 3. Driving dangerously defective vehicle. 4. Using vehicle without certificate of roadworthiness 5. Bridge strikes, etc The total number of road traffic offences attracting penalty points is now 42.
31.	Draw up protocols to provide for the sharing of information between the Coroners Service, An Garda Síochána, RSA and any other statutory body in accordance with the Coroners Bill when enacted.	Coroners Services/ Garda Síochána	1st Qtr. 2009	Garda Síochána will engage immediately with this on enactment of the "Coroners Bill".
32.	Expand forensic analysis programme for driving under the influence of drugs.	MBRS	1st Qtr. 2009	The forensic analysis programme for driving under the influence of drugs was expanded. Additional staff have been trained in the area of drug analysis. New equipment has been purchased.

Enforcement (continued)

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009




Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
34/35.	Audit and report on the appropriateness and consistency of speed limits, in accordance with the guidelines, across the road network every two years.	DoT	1st Qtr. 2009	Publication of technical guidelines for setting of speed limits was delayed however the Department of Transport has prioritized this for urgent action in 2010.
36.	Establish a risk-rating register to facilitate a more effective enforcement effort for heavy goods vehicles, drivers and operators.	RSA	2nd Qtr. 2009	The risk rating register was developed by the RSA in keeping with the European Directive and now forms the basis for the RSA/Garda enforcement work.
37.	Develop and ensure effective sanctions for all vehicles and drivers on Irish roads including out-of-state operators who breach relevant transport legislation while operating within the state.	DoT / RSA	2nd Qtr. 2009	The RSA formulated proposals relating to the fixed charge/penalty point system which were considered by the Department of Transport in the next phase of FC/PP legislative amendments. Specific measures to address out of state drivers who breach HGV/ Bus regulations are included in the Road Traffic Bill 2009.
39.	Participate with other EU member states in a campaign of coordinated Checkpoints.	RSA	Annually	In 2009, the RSA has participated in 1 TISPOL (Operation Truck) which took place from 9th to 15th March and a total of 20 checkpoints were held over the course of the week. A further TISPOL (Operation Truck) took place from 5th to 11th October 2009 and TISPOL (Operation Bus) took place the week 20th to 26th July 2009. A coordinated checkpoint (cross border) took place with the UK authorities on 6th March 2009 on the Letterkenny to Derry road.
40.	Establish a system to ensure current insurance details for all drivers can be accessed in real time by the Gardai to facilitate enforcement.	DoT	4th Qtr. 2009	This action was completed ahead of schedule and is now operational.

Engineering

Key: █ Actions not completed in 2009
█ Actions partially completed in 2009
█ Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
55.	Continue to monitor and develop road types, for example divided roads, ensuring best safety standards are incorporated into road design	NRA/LAS	Annually	The National Roads Authority (NRA) continue to monitor the four new divided road schemes: <ul style="list-style-type: none"> • 16 km Type 3 (2plus1) Dual Carriageway on N2 Castleblaney-Clontibret • 8km Type 2 (2plus2) Dual Carriageway on the N4 Dromad-Roosky. • 8km N20 at Mallow - Rathduff • 8km N24 at Piltown - Fiddown The knowledge gained from this monitoring was fed back into the design standards
58.	Examine and make available grant schemes for road safety audits and road user audits on non-national roads.	DoT	Annually	A circular was issued to all Local Authorities requesting that they carry out audits on schemes funded or co-funded by the Department, and setting out the procedures for doing so.
59.	Provide resources for low-cost safety schemes and expand the medium-cost schemes on non-national roads.	DoT	Annually	A low cost safety improvement works scheme of grants for regional and local roads was introduced in 2000 as an extension of the scheme operated on National Roads under the auspices of the National Roads Authority (NRA). In 2009 the Department of Transport allocated over €6.25 million under this scheme to local authorities in respect of safety improvement works to be undertaken at 257 locations throughout the country.
61.	Increase the number of minor realignment schemes over the lifetime of the Strategy.	NRA/LAS	Annually	Pavement and minor works programme was subject to budgetary reductions in 2009, arising from overall funding constraints. A programme of prioritisation was initiated to target those sections of pavement most in need of essential rehabilitation. A needs study project for national secondary routes was conducted.
62.	Continue the Signing and Lining programmes on National roads.	NRA/LAS	Annually	Network resigning works were curtailed in 2009, due to lack of funding. Works continued, but at a reduced level of activity. Overall completion date was extended to match availability of funding.
69.	Each local authority to publish a prioritised plan on road building, design, construction and maintenance.	LAs	Annually	Each local authority prepared an annual programme for roads based on financial allocations received.

Legislation

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
74.	Roll out the post driver test measures of the graduated driver licence scheme.	RSA	1st Qtr. 2009	Government policy is to reduce long term reliance on learner permits and move to a graduated driving licensing (GDL) system. Proposals have been made by the RSA and the Minister has approved those measures which do not require new primary legislation for implementation in 2010. Primary legislation will be needed to implement a number of GDL post driving test measures.
76.	Legislate for and introduce a reduction in the legal Blood Alcohol Concentration (BAC) for drivers.	DoT	2nd Qtr. 2009	Provision was made in the Road Traffic and Transport Bill 2009 for the lowering of the BAC levels.
78.	Review legislation on the issue of driving under the influence of drugs and consider appropriate enforcement options.	DoT	1st Qtr. 2009	Provision for preliminary impairment testing was made in the Road Traffic Bill 2009. Further work is now required to consider the broader issue of drug driving including 'per se' legislation.

Other Road Safety Measures

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
81.	Review legislation on the issue of driving under the influence of dr	RSA	1st Qtr. 2009	Following a public consultation process the National Motorcycle Action Plan was drafted and submitted to the Department of Transport for their consideration.
83.	Review / monitor implementation of the Road Safety strategy and produce an annual report to the Minister for Transport by the end of the second quarter of the following year. This will emphasise road safety outcomes achieved, cost-benefit analysis and value-for-money.	RSA	Annually	Annual Strategy Monitoring Reports were completed and submitted to the Minister for Transport for the first two years of the Strategy.
84.	Update the cost-benefit analysis research to take into account current costs and benefits associated with road safety measures in this Strategy.	RSA	3rd Qtr. 2009	Work is ongoing and scheduled to be completed by 1st quarter 2010.
86.	Maintain the Cabinet Level Committee on Road Safety to monitor progress, assess priorities and identify difficulties in the implementation of the Road Safety Strategy.	DoT	Annually	A Committee has been established and met on 3 occasions in 2009 under the Chairmanship of the Department of Transport.
87.	Implement all relevant EU Directives and participate actively in the development of future policy at EU level.	RSA / DoT	Annually	Transposition of all EU Directives & Regulations within the remit of the RSA are fully up to date.
98.	Commence a programme of review and modernisation of existing driver test centres and develop new test centres to meet the driving testing requirements of all vehicles.	RSA	Annually & complete 4th Qtr. 2012	The RSA completed a review of its driver testing estate management requirements going forward. Awaiting decisions from the Department of Transport.
99.	Undertake a study to identify the potential of using driving simulator technology and related hazard perception technology in the training and assessment of inexperienced drivers.	RSA	3rd Qtr. 2009	Work is ongoing and will be completed by end of March 2010. Work was not complete in 2009.
102.	Review and update the annual publication of road collision facts and the collection of data to support this analysis.	RSA	Annually	The Free Speed Survey 2008 and the Road Collision Factbook 2008 were published in 2009. A review of the design and format of future publications was completed.

Evaluation, Road Safety Data and Research Programmes

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
102.	Review and update the annual publication of road collision facts and the collection of data to support this analysis.	RSA	Annually	The Free Speed Survey 2008 and the Road Collision Factbook 2008 were published in 2009. A review of the design and format of future publications was completed.
104.	Review and expand the national speed and seat belt wearing survey on Irish roads and publish nationally on an annual basis.	RSA	3rd Qtr/ Annually	The national speed & seatbelt wearing survey were reviewed and expanded. Two reports are now published each year (one seatbelt and one speed) in a user friendly format incorporating trend analysis. These reports can also be downloaded from the RSA website.
105.	Participate in European and International road safety research programmes: FERSI (Forum of European Road Safety Research Institutes); SARTRE (Societal Attitudes to Road Traffic Risk in Europe); SAFTYNET (An EU project designed as a precursor to an EU road safety observatory); IRTAD (International Road Traffic and Accident Database); CARE (An EU Road Accident Traffic Database); ETSC (European Transport Safety Council); CORDIS (Community Research and Development Information Service 2007 - 2013).	RSA	Annually	The RSA contributed to the ETSC report on child fatalities which was published in February 2009. This report identified Ireland as the 4th most improved country in the prevention of child fatalities in Europe. The Road Safety Authority contributed to ETSC report on Safer Cities and presented a paper on the issue to the ETSC Annual Pin Conference in June 2009. The Road Safety Authority contributed to the ETSC Annual report on road safety which saw Ireland move to 6th place in the road safety league among the 27 EU Member states. The research department represented the Road Safety Authority at the annual meeting of the Board of Forum of European Road Safety Research Institutes (FERSI), the annual meeting of the OECD – International Transport Forum; International Road Traffic and Accident Database (IRTAD), the annual conference of the European Road Safety Observatory (ERSO-SafetyNet) and the annual PIN meeting of the European Transport Safety Council (ETSC). The Road Safety Authority hosted an academic lecture by the European Transport Safety Council on the effects of alcohol and driving.
106.	Research emerging ‘in road’ and ‘in vehicle’ road safety technologies and make recommendations on their use/introduction.	RSA	Annually	The Road Safety Authority approached the National Consumer Agency to collaborate on a public awareness campaign on ‘A guide to buying a car’. The NRA also funded two experimental projects on the N11 in Wicklow. These projects included the installation of Retro Reflective Solar Powered Road Studs, and the installation of two “Driver Feedback Signs”. The Driver Feedback signs alerts the driver to the speed they are travelling at. The RSA worked with the motor industry in providing free vehicle health checks. The Vehicle Standards unit within the RSA examined a number of new and emerging technologies.

Evaluation, Road Safety Data and Research Programmes (continued)

Key: ■ Actions not completed in 2009
■ Actions partially completed in 2009
■ Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
109.	Review (HSE) emergency response to road collisions in light of available evidence on best practice and value-for-money. Commence implementation on the recommendations to improve the survival, treatment and recovery of those involved in road collisions.	HSE	2nd Qtr. 2009	The HSE invested in re-equipping ambulances and updating its ambulance fleet. Training continued to be provided to paramedic staff in advanced life support techniques and all staff were up-skilled in line with clinical practise guidelines. The HSE continued to re-structure the distribution of ambulance locations in order to optimise ambulance response times. Spatial analysis surveys were completed in the south west, mid west, north east, midlands and northwest regions and were ongoing in the south, west and eastern regions providing the evidential basis for restructuring of services nationwide. Satellite navigation technology was more commonly used in order to better identify locations where assistance was needed. The reconfiguration of the hospital network continued to ensure that it provided optimum care in the appropriate locations – including such considerations as access to major trauma care with the appropriate skill mix support.
112.	Research and update training and development programmes for the Garda Traffic Corps based on experience in Ireland and best practice from other comparable jurisdictions.	Garda Siochana / RSA	Annually	Roads policing training was provided for new entrants at the Garda College and again during continuous professional development. On joining the Traffic Corps, members were given a one week course covering road traffic legislation and inspection, including weighing of H.G.Vs. Specialist training for Collision Investigators to enable them to sit examinations for formal qualification is now provided at the Garda College.
113.	Research and update the mapping of collision-prone zones and include analysis by volume and type of vehicles on the road network with special emphasis on regional and local roads.	RSA	Annually	The RSA provided collision database to the Gardaí, NRA and the LGCSB to allow for required further analysis. The Gardaí commenced this work and the Road Safety Authority through the research manager acted in an advisory role along with the NRA.
114.	NRA Road Safety Research Programme: <ul style="list-style-type: none"> • Evaluate the Collision Remedial Measures Programmes • Evaluate the Traffic Calming Programmes • Continue participation in (Conference of European Directors of Roads) Road Safety Sub-Committee • Continue research into safety issues at junctions on rural roads • Continue participation in EuroRAP. Publish new Risk Map in 2007/08 and 2010/11. 	NRA	Annually	<ul style="list-style-type: none"> • Evaluation of Traffic Calming Programmes were completed in Q4 2009. • The NRA continued to participate in CEDR (Conference of European Directors of Roads) Road Safety Sub Committee. • The NRA continued research into safety issues at junctions on rural roads and have evaluated the collision clusters on the network, using the RSA Collision data for 2007. These collision clusters were examined by the NRA Road Safety Engineers, in association with the various LA's. <p>The NRA continued to participate in EuroRAP.</p>

Evaluation, Road Safety Data and Research Programmes (continued)

Key:  Actions not completed in 2009
 Actions partially completed in 2009
 Actions completed in 2009

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
115.	Conduct Road Safety Audit of all new national road schemes and review the standards on an annual basis.	NRA	Annually	The NRA continued to administer the road safety audit programme. Training for auditors took place in the first quarter of 2009 and a new standard (NRA HD 19/09) was published in Q1 2009.
118.	Work with the insurance sector, SIMI, An Garda Síochána and DoEHLG to ensure that all vehicles which have been written off and cannot be safely repaired are permanently removed from the vehicle fleet.	RSA	2nd Qtr. 2009	The RSA completed its work on this action. The Department of Transport (NVDF) has contacted registered keepers of vehicles identified as potential "write - offs". Further work on legislation to underpin vehicle end of life procedures will form part of the Road Traffic Bill 2011.
119.	Research and evaluate the effectiveness of alternative correction/rehabilitation programmes for a range of road traffic offences with a particular emphasis on high risk re-offenders.	DoJELR	2nd Qtr. 2009	Work was undertaken on developing a pilot correction/rehabilitation programme in Donegal. This work is currently being evaluated in conjunction with the RSA.
124.	Research existing sources of collision data and put in place a reliable and consistent database for collisions.	RSA	4th Qtr. 2009	The process is ongoing and the RSA met regularly with the Gardai to review the Pulse system and to ensure that data is as up to date as possible.

Road Safety Strategy 2007 – 2012

Second Annual Review 30th June 2010

In total **238** people lost their lives in **2009** compared to 279 in 2008 a **14.69% reduction**.

- 37% of road deaths were under 25 years of age.
- 37% of road deaths occurred at the weekend.
- Sunday was the most dangerous day of the week accounting for 21% of road deaths.
- The hours between 4pm and 8pm were the most dangerous period in the day, with 57 deaths (24%)
- The average monthly fatality rate was 20.
- With 14 deaths recorded in September 2009, this is the lowest recorded month in decades.
- Despite the fact that there are now over eight times the number of licensed vehicles and license holders in the state compared to 1959 road deaths are 21% lower.

Over the last 10 years much progress has been made in reducing the number of fatalities and serious injuries on Irish Roads. In 1998 the fatality rate per million registered vehicles was 303 per million whilst in 2009 this was reduced to 98 per million registered vehicles.

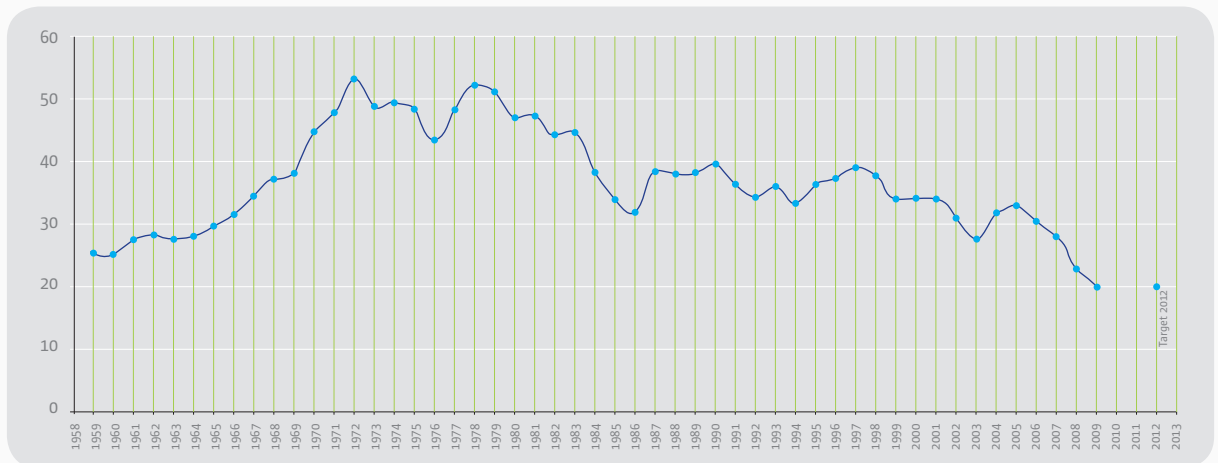
Table 1: Road Deaths by Road User Category 2008

Road User	No. Fatalities 2009	%
Pedestrian	40	16.6
Driver	125	52.7
Passenger	37	15.4
Motorcyclist	27	11.2
Cyclist	7	2.9
Other	3	1.2
	238	100.0

Table 2: Irish Road Safety in Context – 1998 to 2009

Year	Deaths	Monthly Average	No. Vehicles	No. Licence Holders
1998	458	38	1,510,853	1,943,184
1999	413	34	1,608,156	2,039,509
2000	415	34	1,682,221	2,014,296
2001	411	34	1,769,684	2,036,624
2002	376	31	1,850,046	2,110,666
2003	335	28	1,937,429	2,217,076
2004	374	31	2,036,307	2,285,323
2005	396	33	2,138,680	2,352,540
2006	365	30	2,296,393	2,444,159
2007	338	28	2,441,564	2,539,090
2008	279	23	2,497,568	2,632,136
2009	238	20	2,467,660	2,648,407

Figure 1: Trend in the annual monthly average number of fatalities



The fatality rate per million population was 54 in 2009, a decrease from the 2008 rate of 63. Expressed as a monthly average, the number of fatalities in 1998 was 38 and in 2009 it was 20 per month. This represents a reduction of 47% in annual monthly average since 1998.

Cost Benefit Analysis

Since records began in 1959, on average, 300 people per year were killed and more than 8,000 were injured in road collisions in the Republic of Ireland. As well as the human tragedy of so many deaths and injuries, road collisions have a substantial economic cost, in the order of 1 billion every year.

The estimated cost of all fatal and injury collisions reported to and recorded by, An Garda Síochána in 2009 was €974million.

In estimating cost benefits for 2007-2009 the RSA used the updating mechanism as set out in the Goodbody Economic Consultant's report. The 2002 cost values were inflated to 2009 values, using the growth in Gross National Product (GNP) per person employed. The following table outlines the costs per collision and crash severity.

Table 3: Estimates of the unit costs of collisions using updating mechanism

Crash Severity	Cost per collision (Euro 2009)
Fatal	2,556,231
Serious	341,503
Minor	33,635
Material damage	2,691

The next step undertaken was to estimate the annual reduction in fatal and injury collisions and associated cost savings using the average of 2004-2006 as the baseline for comparison. The following table outlines the reduction in collision types. It shows that there were 231 less fatal collisions and 276 less fatalities over the period 2007-2009 compared to the baseline, the average of the period 2004-2006.

Table 4: The benefit of the Road Safety Strategy illustrated by expected fatal, serious and minor injury collisions avoided by implementation of the measures in Strategy from 2007 to the end of 2009 compared to the average of 2004-2006 (as a baseline).

Collisions											
Type	2004	2005	2006	Baseline (2004-2006 average)	2007	Reduction in 2007**	2008	Reduction in 2008**	2009*	Reduction in 2009**	Cumulative reduction (2007-2009)**
Fatal	334	360	321	338	309	29	254	84	220	118	231
Serious	662	787	653	701	618	83	613	88	485	216	387
Minor	4,785	5,386	5,044	5,072	4,540	532	5,869	-797	5,200	-128	-393
Casualties											
Fatal	374	396	365	378	338	40	279	99	238	137	276
Serious	900	1,021	907	943	860	83	835	108	-	-	-
Minor	6,967	8,297	7,668	7,644	6,946	698	8,923	-1279	-	-	-

*Provisional figures

** Reductions are based on the baseline (2004-2006 average)

The following table illustrates the cost savings per collision type and is expressed in savings per million euro. It is important to note it is not related to casualties. In terms of collision cost reduction 2007 to 2009 saw a saving of €765 million as a consequence of a reduction in collisions.

Table 5: Estimated value of the collision reduction from 2007 to the end of 2009 compared to the average of 2004-2006 (as a baseline).

Estimated value of collision reduction (Million Euros)	
Type	Value
Fatal	637
Serious	143
Minor	-14*
Total	765

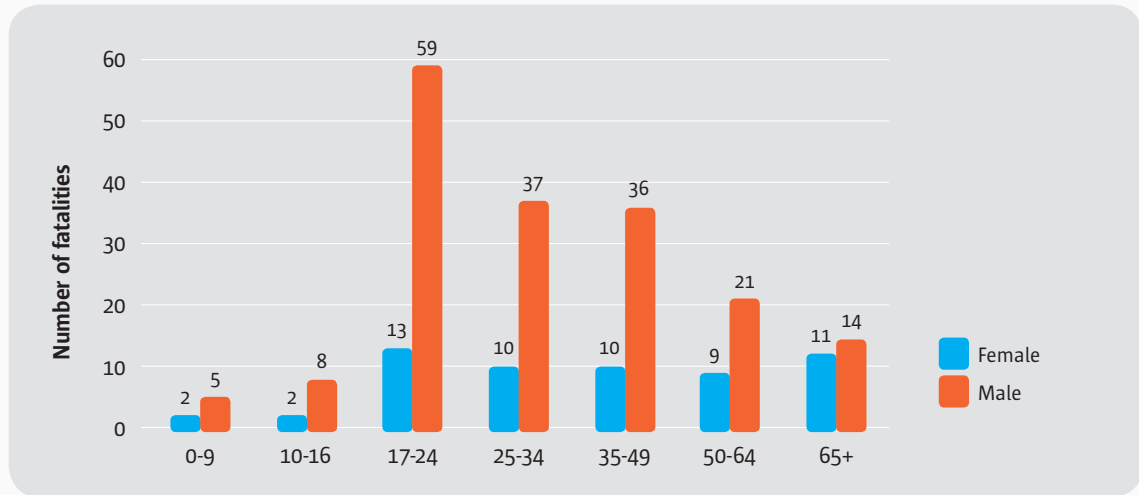
* There was an increase in reported injury collisions in 2009, which was contrary to the decreasing trends of recent years. However this increase may be related to improved reporting procedures between an Garda Síochaná and the Road Safety Authority. Analysis of injury collisions will have to be carried out over the next few years to fully assess the trend.

Fatalities

Total fatalities reduced by 14.7% in 2009 compared with 2008. Substantial reductions have been recorded in all road user categories with the highest reduction in pedal cyclist casualties (50% reduction). The number of drivers who were killed in 2009 showed a reduction of 3 % compared to 2008. Fatalities among motorcyclists fell by 13.8% compared to 2008 figures and there was 18.4% decrease in fatalities for pedestrians. Fatalities among passengers were also lower in 2009 than in 2008 (-32.7%).

Figure 2: Fatalities classified by age in 2009

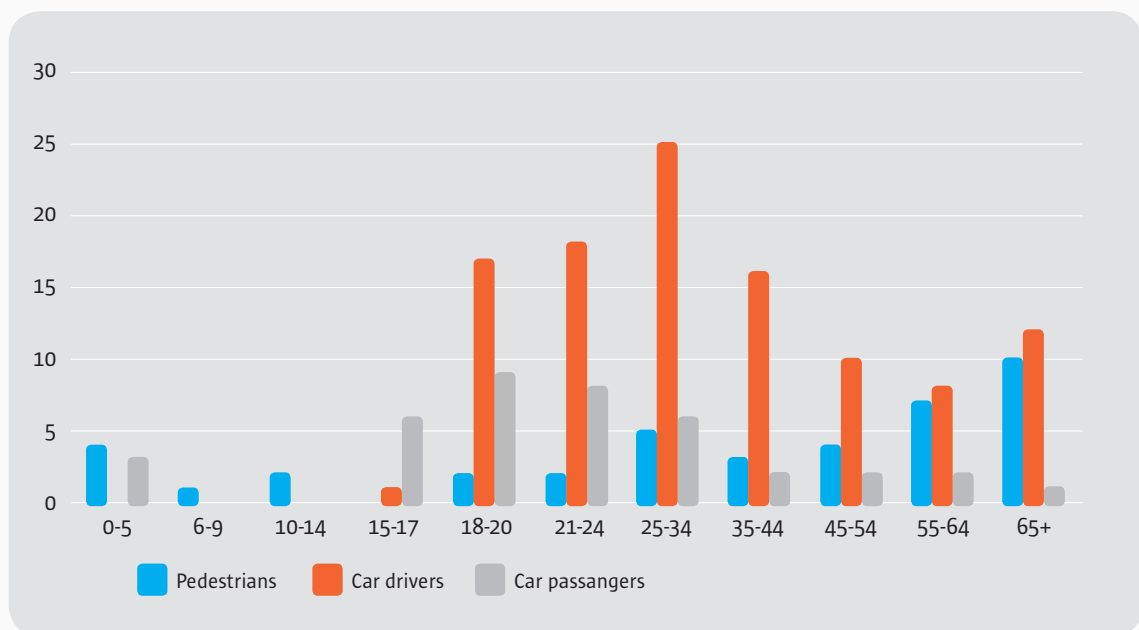
In 2009, 30% of all the people killed were aged 17-24. Thirty-two % of drivers killed were aged 17-24 however, of the driver population in 2009 (both learner permit and full licence), 17-24 year olds make up 12%. Thus drivers aged 17-24 were significantly over represented in road traffic fatalities in 2009 (3-fold over-representation). Fifty-four percent of the passengers killed were aged 17-24. Eleven % of people killed were aged 65 and over.



In 2009, the following issues in relation to deaths and gender were noteworthy:

- 76% were male.
- 52% of males killed were drivers of motor vehicles (excluding motorcycles).
- 56% of females killed were drivers of motor vehicles (excluding motorcycles).
- 20% of females killed were passengers.
- 24% of females killed were pedestrians.

Figure 3: Fatalities by road user and age group, 2009



Breakdown of road user fatalities in 2009

Drivers and passengers of motor vehicles (excluding motorcycles)

In 2009, 164 motor vehicle (car, van, trucks etc) occupants were killed in collisions.

Motorcyclists

The 25 motorcyclist fatalities that occurred in 2009 accounted for 11% of all fatalities. In 2009, motorcyclists were 21 times more likely than car users to be killed per vehicle kilometres travelled.

Pedalcyclists

In 2009, 7 pedal cyclists were killed representing 3% of all fatalities. Four out of seven pedal cyclists killed were 10-16 year olds.

Pedestrians

In 2009, 40 pedestrians were killed. 25 % of the pedestrians killed were 65 years old and over. 65% of pedestrians killed were male.

Unknown

There were unknown fatalities are recorded by an Garda Síochána.

Table 6:

Fatalities by Road User Type	2008	2009	Change in %
Car users	160	146	-8.8
Motorcycles	29	25	-13.8
Bicycles	13	7	-46.2
Pedestrians	49	40	-18.4
Good vehicle users	20	17	-15.0
PSV Users	0	1	
Others	8	2	-75.0
Total	279	238	-14.7

Figure 4: Fatalities by month, 2009

The worst month for fatalities in 2009 was May when 28 people were killed. September recorded the lowest number of collisions in which 14 people died.

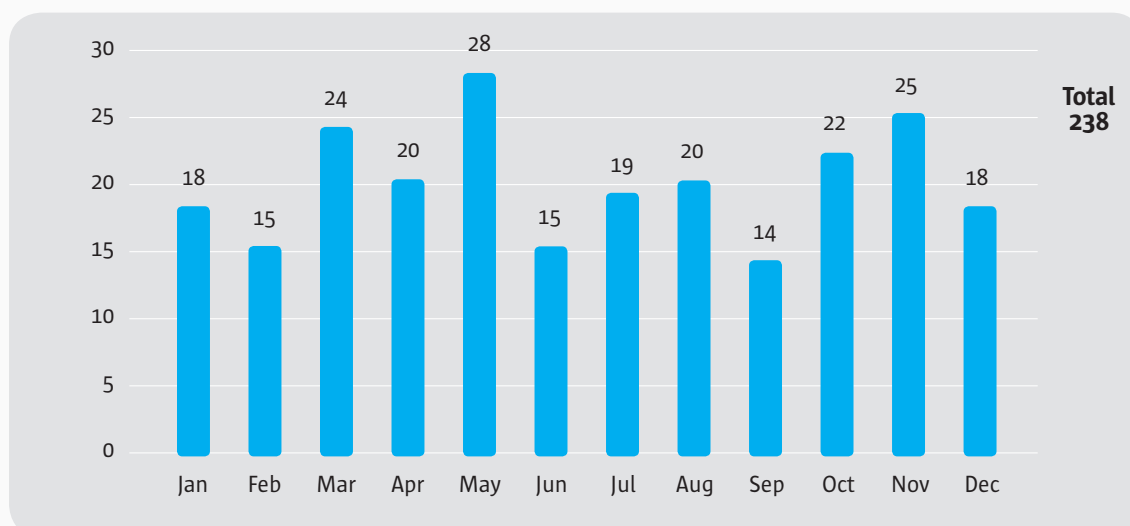


Figure 5: Fatalities by hour and day of the week, 2009

The highest number of fatalities occurred in the morning and afternoon rush hours (i.e. 7:00-9:00 and 16:00-18:00), the hours most probably associated with fatigue; since this is the time most people leave work for home. The number of fatal collisions between the hours of 9.00 pm and 3.00 am, the hours most strongly associated with drinking and driving, was 58 in 2009, with 64 people being killed in these collisions. This period accounted for 26 per cent of fatal collisions and 27 per cent of fatalities in 2009.

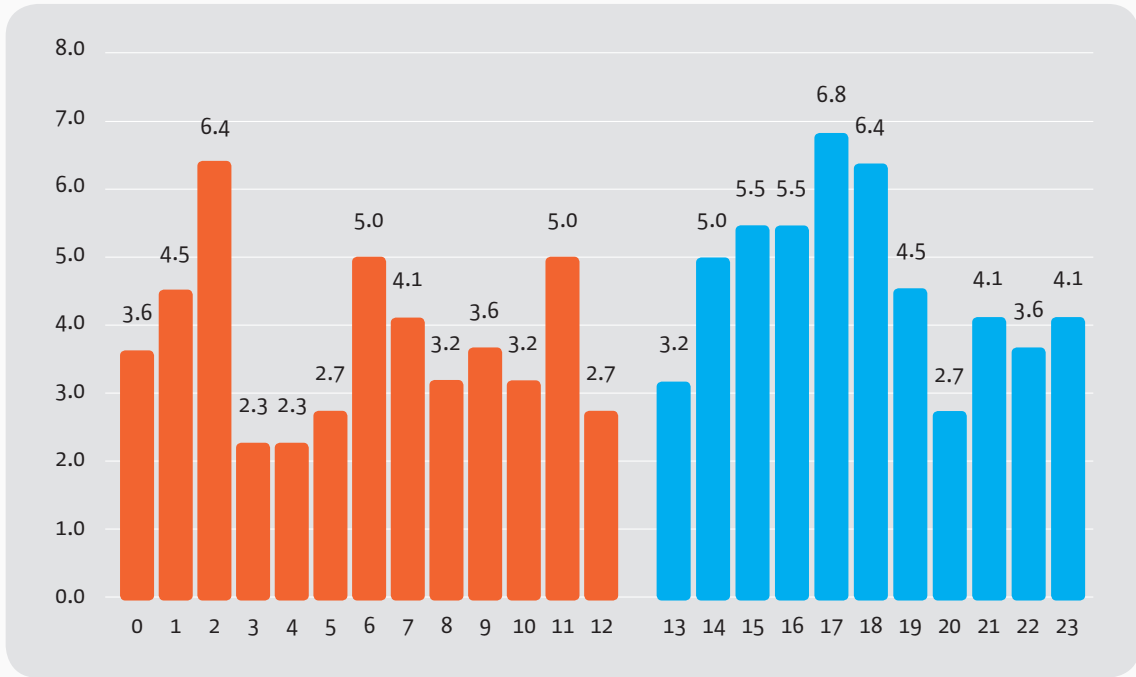


Figure 6: Fatalities by day of the week, 2009

The worst days of the week for fatalities during 2009 were Sunday and Monday, these 2 days accounted for 40% of all the fatalities.

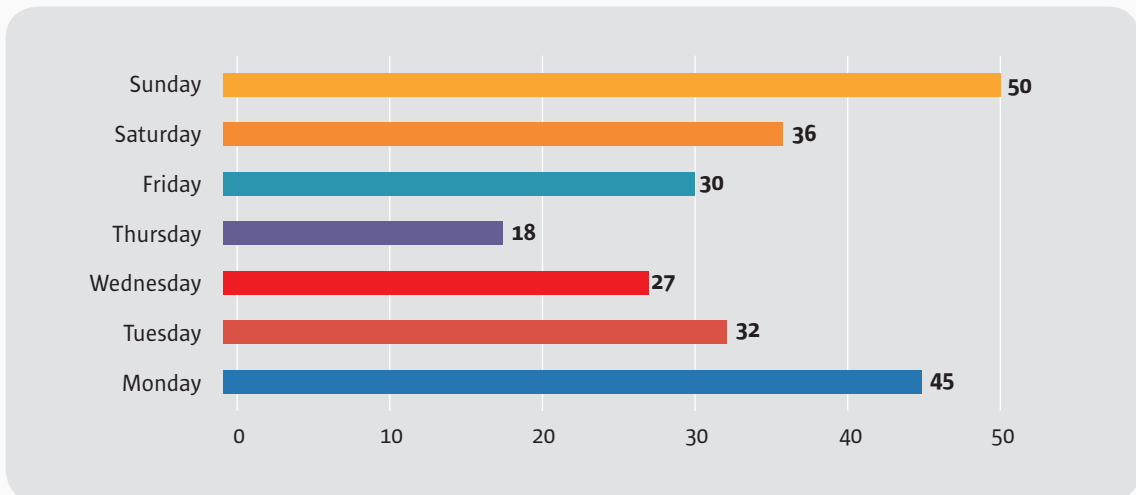


Figure 7: Fatalities by road user type, 2005-2009

There has been a decrease in fatalities by user type from 2005 to 2009 in Goods Vehicles Users, PSV Users, Car Users, Pedal Cycle Users, Motorcycle Users and Pedestrians. The 'Other' category has remained static during this time.

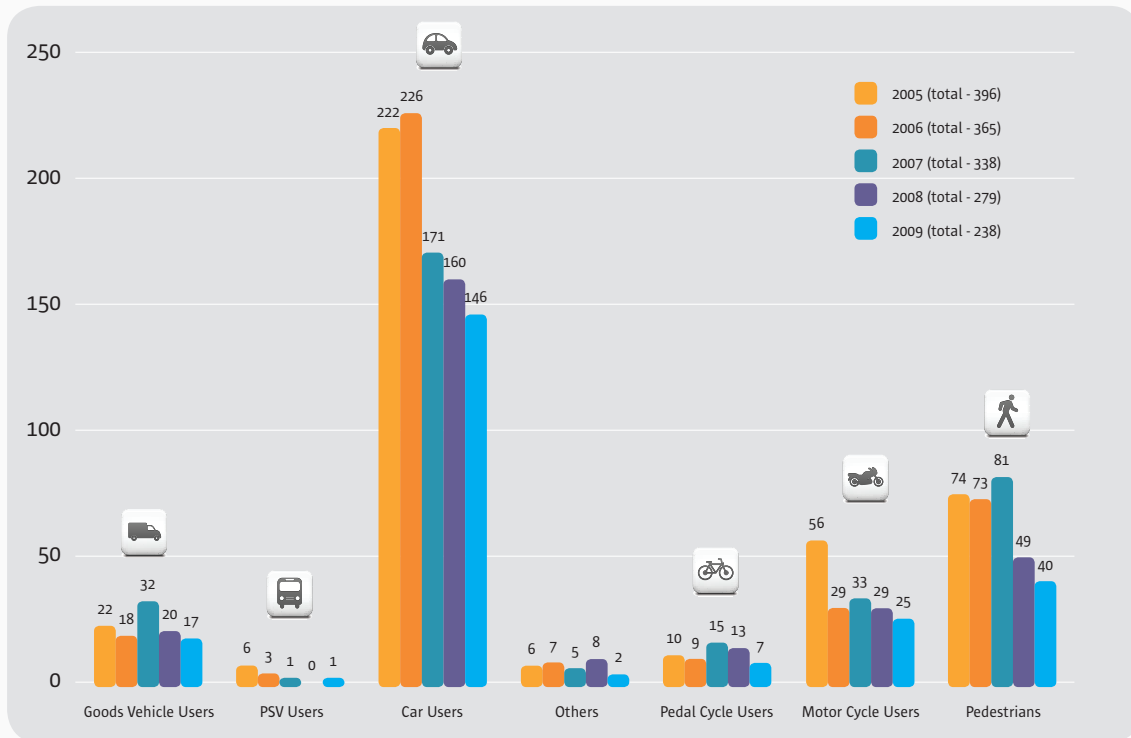


Figure 8: Fatalities by County, 2009

In 2009, the two counties with the most fatalities were Dublin which recorded 31 fatalities, followed by Galway with 23 fatalities. The counties with the lowest number of people killed were Leitrim with no fatality and Longford with 2 fatalities.

Persons Killed					
County	2005	2006	2007	2008	2009
Leinster					
Carlow	9	7	3	1	3
Dublin	41	34	35	22	31
Kildare	14	23	13	13	10
Kilkenny	6	4	12	5	5
Laois	14	8	5	12	5
Longford	9	6	6	3	2
Louth	14	14	16	7	5
Meath	30	22	14	9	12
Offaly	8	9	5	8	4
Westmeath	12	18	14	3	4
Wexford	21	20	17	16	4
Wicklow	8	11	9	4	4

County	2005	2006	2007	2008	2009
Munster					
Clare	12	9	12	7	7
Cork	39	33	31	24	21
Kerry	11	21	14	19	12
Limerick	17	16	16	18	22
Tipperary NR	10	15	6	12	5
Tipperary SR	5	11	12	9	7
Waterford	9	8	6	7	3

County	2005	2006	2007	2008	2009
Connacht					
Galway	21	19	24	24	23
Leitrim	8	3	7	5	0
Mayo	14	11	9	10	10
Roscommon	5	5	7	3	4
Sligo	11	4	7	7	7

County	2005	2006	2007	2008	2009
Ulster (part of)					
Cavan	10	7	10	8	9
Donegal	27	19	22	18	14
Monaghan	11	8	6	5	5

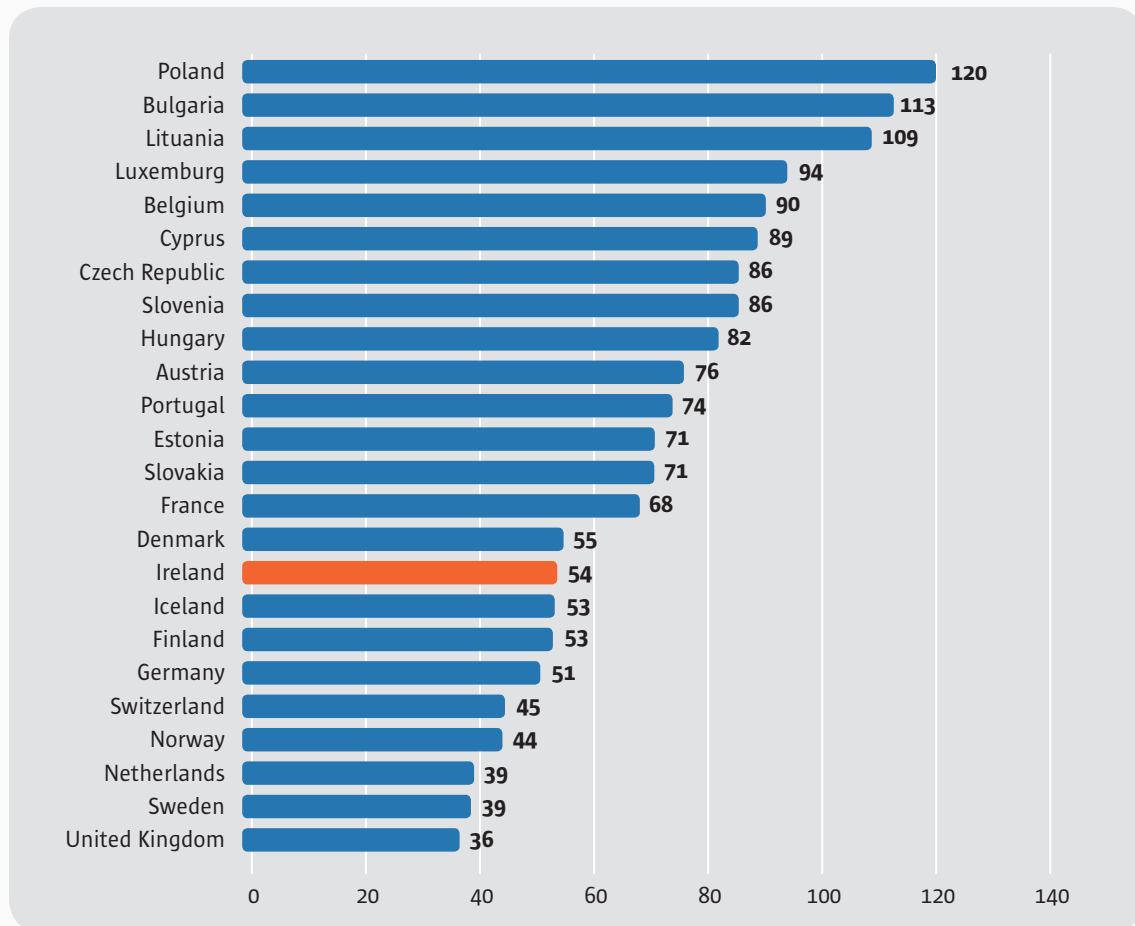
Total	396	365	338	279	238
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Ireland's position on road safety relative to other countries

In 2009, Ireland entered the top 7 best performing EU countries in terms of road deaths per million population. Contributing to this improvement was a 14.7 % decrease in road deaths between 2008 and 2009. Ireland is now ranked in 7th place out of 25 EU countries.

Despite Ireland performing well at an EU level in 2009 there is still a large gap between Ireland and best practice countries such as Sweden, United Kingdom and the Netherlands. Ireland recorded 54 road deaths per million population in 2009 compared 38.7 in Sweden and 39 in the Netherlands.

Figure 9: Road deaths per million population in 2009



Provisional figures

Road Safety Review

This document provides a progress update under each of the 4 E's (Education, Enforcement, Engineering, Evaluation) in terms of 2009 priorities, achievements and reforms.

EDUCATION

The RSA's policy is to deliver road user education in a cumulative approach from pre-school to third level in the education system and in local communities. Road safety education ensures that all road users develop appropriate attitudes and safe behaviours. In 2009, the RSA developed and distributed to schools the following education programmes:

Primary Level

'Be Safe'

'Be Safe' is an activity based resource pack on road safety, fire safety and water safety which was developed for primary schools. With materials aimed at children from infants to sixth class, it was developed specifically as part of the SPHE (Social, Personal and Health Education) curriculum and is relevant to the SPHE Strand, 'Myself', which addresses Safety and Protection, Personal Safety, Safety Issues and Making Decisions. 'Be Safe' was developed in association with practising teachers. The lesson plans are immediately accessible to both teachers and children. Each topic is first introduced with age-appropriate information which is then explored and developed through class discussion, activities and worksheets. A copy was sent to each of the 3,282 primary schools.

'Seatbelt Sheriff and Hi-Glo Silver'

'Seatbelt Sheriff is a fun way to get children in first class involved in saving lives. Children become Seatbelt Sheriffs by taking a pledge to always buckle up and also make sure that everyone else in the car is buckled up. They are given a sheriff's badge plus a certificate which shows that they are authorised to instruct all passengers and drivers to 'Buckle Up' in any vehicle that they are travelling in. 'Hi-Glo Silver' is the Seatbelt Sheriff's horse and his message is one of visibility. He encourages children to remind their parents that they should wear high-visibility jackets or belts when out walking. Hi-Glo Silver was sent to children in 2nd class, who received the Seatbelt Sheriff's message the previous year. Through this element of the campaign, the RSA has delivered 25,660 child armbands free of charge to school children. A website was developed for schools and teachers: www.seatbeltsheriff.ie

Back to School Campaign

In 2009, the RSA distributed 3,282 'Back to School Road Safety Packs' to primary schools which contained:

- The Safe Cross Code song on CD;
- Laminated A2 poster of the Safe Cross Code song lyrics;
- Copies of our 'Going to School' leaflet;
- 'Be Safe', 2nd Edition;
- The road safety school newsletter 'Schoolnews';
- Hi visibility armbands for every school child starting school.

Cycling Proficiency Training

In 2009, 6,156 students received cycle proficiency training in schools. The aim of this training was to formally train children to ride a bicycle safely and to encourage positive and responsible attitudes towards personal safety. A subsidy of €5.00 per student was paid by the RSA to Local Authorities to assist with the cost of providing this scheme to children in national school.

Secondary Level

Streetwise

'Streetwise' is an activity based interactive road safety educational resource for the Junior Certificate Programme (12- 15 year olds) under the curriculum subject CSPE (Civic, Social and Political Education). 'Streetwise' is designed in lesson plan format so that a teacher can pick up the resource and commence the programme immediately. Two copies of 'Streetwise' were sent to each of the 731 secondary schools in the country.

'Your Road to Safety' - a Transition Year Programme

The RSA worked collaboratively with the Department of Education and Science and the National Council for Curriculum and Assessment to develop a road safety programme for schools as part of Transition Year (TY). This programme feature inputs from other agencies such as the ambulance service, fire service and An Garda Síochána as well as providing for visiting speakers, trips out of school, projects and case studies. In 2009, a total of 45 teachers participated in an in-service training programme on the resource pack. To date, 254 teachers have participated in the in-service training programme and now deliver 'Your Road to Safety' in schools.

Third Level Education

'Safe Grads' – Road Safety Guidelines for Third Level Colleges

The RSA coordinated the development of comprehensive integrated road safety guidelines aimed at third level colleges. The guidelines provide third level colleges with a structure on which to build a successful and informative road safety week.

The 'Safe Grads' programme was put into operation in 12 colleges in 2009.

Community Education

Launch of 'Road Safety Interactive Shuttle'

On Monday 24th August 2009, at the 50 year celebrations of the Rose of Tralee International Festival, Mr Gay Byrne, Chairman of the Road Safety Authority launched the RSA's 'Road Safety Interactive Shuttle' assisted by a selection of Roses and their escorts. The 'Shuttle' is a 21st century road safety experience which is aimed at taking road safety directly to the heart of local communities nationwide.

The Shuttle has:

- Reaction timers;
- Computers equipped with the Driver Theory Test, questionnaires, interactive games and access to the RSA website;
- Exhibition areas to promote road safety;
- Plasma screen showing a series of road safety advertisements and road safety programming;
- Motorbike simulator;
- Car simulator;
- Bicycle simulator.

The Shuttle attended 34 events in 2009 ranging from third level and secondary school road safety events to national events such as the Ploughing Championships, Galway Race Week and the World Fleadh Music Event. It is estimated that there were approximately 150,000 visitors to the Shuttle in 2009.

Community Road Safety Programme – ‘Protecting our Community – A Call to Action!’

The Community Road Safety Programme was developed by a multi-agency working group which included representation from the RSA, Muintir na Tíre, National Community Fora, Health Service Executive, the Garda National Traffic Bureau, Local Authority Road Safety Officers and the Fire Service. The Community Road Safety Programme focuses on changing people’s attitudes and behaviour towards road safety. A total of 20 volunteers were trained to deliver this programme in 2009.

Driver CPC

RSA is responsible for implementing the Driver Certificate of Professional Competence (Driver CPC) in Ireland. All professional drivers must maintain their Driver CPC qualification by completing one day of training per year (a total of five training modules every five years). The RSA has approved training providers who will facilitate the training and an updated list of all qualified training providers is available on the RSA website. The training providers will record the driver’s details and update the RSA as each training module is completed. The CPC Unit will maintain the driver’s record and after five years, on completion of five training modules, a CPC driver qualification card will be issued. The CPC card is valid for five years and will be renewed after every five year cycle on completion of the required training modules. In 2009 a total of 15,621 drivers completed CPC training in 206 approved centres throughout the country.

ADVERTISING

The main awareness campaigns in 2009 included the anti-speeding TV campaign 'Mess' and the 'Crashed Lives' TV campaign which features true-life accounts of road crashes, as told by victims or their families.

ANTI-SPEEDING

The 'Mess' TV Advert and the 'Crash' Cinema Advert ran throughout 2009. The RSA is grateful to Hibernian Aviva for their support of these commercials.

MOTORCYCLE SAFETY CAMPAIGN

In 2009, the RSA purchased the rights to screen the motorcycle safety TV adverts 'Underneath' from the Department of the Environment in Northern Ireland. Motorcyclists are vulnerable road users and road collision data points to the fact that half of all motorcycle deaths and injuries are due to other drivers. 'Underneath' aims to raise awareness of the need for all drivers to always be on the lookout for motorcyclists when driving. 'Underneath' aired on TV in July 2009.

CRASHED LIVES

This series of 50 second TV adverts aired in November and December 2009. They feature three true-life road tragedies - 'James', 'Sarah' and 'Conor' - as told by bereaved families. Each speaks about the loss of a loved one in a road collision and how it has changed their lives forever. In addition there are two eye-witness accounts - 'Breaking the News' and 'Seatbelts' - by Dr Gerry Lane, Consultant in Emergency Medicine at Letterkenny General Hospital. The RSA sold the rights to air the two consultant 'Crashed Lives' TV adverts to the Department of the Environment, Northern Ireland in 2009.

RULES OF THE ROAD - 'BETTER SAFER DRIVER' CAMPAIGN

The RSA's 'Better Safer Driver' Campaign of TV adverts are designed to generate awareness of some important manoeuvres that are commonly linked to fatal or serious road collisions.

The campaign now includes six 30 second TV adverts that are designed to improve driver skills when performing the most dangerous manoeuvres on our roads;

1. Safe Overtaking
2. Driving on Bends
3. Making a Right Turn
4. Keeping Your Distance
5. Motorway Driving
6. Driving on a Roundabout. This was aired for the first time in 2009 and also includes a 70 second online version of 'Roundabouts' which can be viewed, along with the other adverts in the series, on www.rulesoftheroad.ie

They also focus on the roads where most collisions take place – rural, national and secondary roads.

RADIO CAMPAIGNS

'HE DRIVES – SHE DIES' CAMPAIGN 2009

The RSA ran the 'He drives- She dies' campaign" during 2009. The 30 second advert is aimed at young females who are passengers in cars driven dangerously by young males and was aired on local 'youth' orientated stations in July 2009. Tragically, research shows that 67% of female passengers killed from 1998 to 2007 were killed in crashes where the driver was male. Sadly the evidence also tells us that not only do male drivers account for the vast majority of driver deaths in this country but that they are also responsible for the majority of deaths, through speeding, drink driving and other dangerous behaviour.

This campaign is designed to make women aware of the increased dangers and the risks they face if they take a lift from a male driver who drives dangerously.

This message was supported by the then Rose of Tralee, Aoife Kelly, who has firsthand experience of the horrific consequences of road trauma. Aoife is an Occupational Therapist in the National Rehabilitation Hospital in Dun Laoghaire which deals with patients who have spinal and serious brain injuries, mostly as a result of car crashes.

‘MOBILE PHONES & DRIVING’

The 30 second radio advert aired in bursts of two weeks during May and September 2009.

‘IRISH ROAD SAFETY WEEK’

A radio advertising campaign ran on both national and local radio in the run up to and during Irish Road Safety Week, 12th to Sunday 18th October 2009;

‘DAYTIME RUNNING LIGHTS’

The RSA produced and aired a 30 second radio advertising campaign on national and local radio in November 2009 to promote and encourage daytime running lights use of by drivers;

‘CHRISTMAS GIFTS’

A 30 second radio advertising campaign on national and local radio aired in December 2009 to promote and encourage the purchase of road safety items as Christmas gifts.

DRINKDRIVING.IE

The RSA launched a new website in 2009 aimed at dispelling the myths surrounding drink driving. The site was set up to provide members of the public with factual information on the effects of drinking and driving and its role in road deaths and serious injuries.

EUROPE NAMES IRISH SEATBELTS CAMPAIGN TOP SOCIAL MARKETING WINNER

In 2009, judges from the European Parliament chose Ireland’s Seatbelts campaign as a top Social Marketing Winner in Brussels out of 67 entries from 21 countries.

The joint cross-border campaign, for the Road Safety Authority and Department of Environment, Northern Ireland and sponsored by AXA Insurance, was one of only four winners at the European CARE Awards, presented in the European Parliament on 16th April 2009.

Ireland’s entry, “The Longer Term Effects of Seatbelts Advertising 2001-2008”, is based on case study evidence proving that the Irish campaign changed behaviour, saved lives and resulted in a huge economic payback of €492 million, isolating an advertising payback of 15.75 for every 1 invested in the campaign.

PROMOTIONS AND EVENTS

‘TAKE ONE FOR THE ROAD!’

In a joint initiative with the Vintners’ Federation of Ireland (VFI) and FBD Insurance, the RSA distributed 30,000 free high visibility reflective vests among 4,200 rural pubs. The safety drive was part of a major road safety blitz aimed at protecting pedestrians and cyclists travelling to and from the local pub.

'KEEP THE RACE IN ITS PLACE'

The RSA and Rally Ireland, organisers of the World Rally Championship (WRC), teamed up to issue a joint safety message to fans attending the sporting event which was staged from the 29th January to the 1st February 2009.

THE MOTORBIKE AND SCOOTER SHOW

The RSA invited motorcyclists and those thinking of getting on two-powered wheels to visit its interactive road safety stand at the 2009 Motorbike and Scooter Show which took place in the RDS from Friday 27th February to Sunday 1st March 2009.

ST. PATRICK'S DAY

The RSA and An Garda Síochána joined forces in the run up to the St. Patrick's Day period to issue a joint appeal warning of the dangers of drinking and driving.

RSA & TOPAZ DRIVER FATIGUE CAMPAIGN

The RSA and Topaz teamed up to run a campaign on all Bank Holiday weekends in 2009 to highlight the dangers of driver fatigue. Topaz provided free coffee to drivers on Bank Holiday Fridays at participating stations all over the country.

OLDER PEDESTRIAN CAMPAIGN

On Tuesday 26th May 2009, the RSA launched a joint initiative with Age Action Ireland and the Irish Pharmacy Union. The campaign distributed 200,000 free high visibility vests to older people with the aid of United Drug and chemists nationwide.

RSA AND IFA ROAD SAFETY APPEAL

The RSA and the Irish Farmers' Association (IFA) issued a joint statement on Wednesday 3rd June 2009 urging road users to take extra care as the number of tractors, trailers and other farm machinery using the roads increases over the summer months.

ROAD SAFETY ADVICE FOR DRIVERS TOWING CARAVANS OR TRAILERS

The RSA issued practical advice for any holiday makers at home or visiting Ireland from abroad on the safe towing of caravans or trailers. It coincided with the publication of a new leaflet which provides advice for drivers towing a caravan or maybe a boat trailer.

INTERNATIONAL CONFERENCE ON 'ROAD SAFETY AT WORK'

On Monday 15th June 2009, the Road Safety Authority (RSA) and the Health and Safety Authority (HSA) jointly hosted an International Conference on 'Road Safety at Work'. The purpose of the conference, which featured national and international speakers, was to inform employers of their responsibilities within the area of road safety, provide research and statistics on the incidence of work-related road trauma, present successful employer case studies, and launch the RSA and HSA's new 'Driving for Work Guidelines'. Up to one third of all road collisions involve drivers who are using their vehicle for work.

ESB & RSA STRATEGIC ALLIANCE

In 2009, the ESB and the RSA signed a three year Strategic Alliance to advance their goals for safer driving. The partnership will see the development of a three year plan, 'Achieving Safe Driving Excellence', to provide a best practice model for developing procedures governing road safety in the workplace.

COMMISSION FOR TAXI REGULATION

The RSA continued its joint campaign with the Commission for Taxi Regulation in 2009. The TV and radio campaign titled 'Friends' served to remind people to plan ahead when going out for a drink over the holiday period.

The key message was for people to enjoy themselves when socialising but not to mix drinking and driving. The campaign ran during the summer and again at Christmas to complement the Road Safety Authority's ongoing anti-drink drive initiatives.

THE PLOUGHING CHAMPIONSHIPS

The RSA brought its Road Safety Interactive Shuttle to the 2009 Ploughing Championships which was attended by over 150,000 people. As part of its drive to promote road safety at the event, the RSA offered 40,000 free high visibility vests in association with FBD Insurance and the Irish Farmers' Journal to promote safety on the roads and on the farm.

HIGH VISIBILITY GIVEAWAYS

In 2009, the RSA teamed up with a number of organisations to distribute high visibility material free of charge. This included:

- 200,000 high visibility jackets to elderly road users in conjunction with Age Action Ireland and United Drug;
- 20,000 high visibility biker jackets in conjunction with the Bike Buyers' Guide;
- 30,000 high visibility jackets in conjunction with FBD Insurance and the Vintners' Federation of Ireland;
- 40,000 high visibility jackets in conjunction with FBD Insurance and the Irish Farmers' Journal.
- 8,000 high visibility jackets given away through Advanced Pitstop;
- 20,000 high visibility jackets through the Society of Irish Motorists in Ireland (SIMI);
- Over 40,000 through An Garda Síochána at various road safety events and school talks.
- Over 80,000 children's armbands were distributed through the Department of Education and Science as part of the 'Back to School Campaign' in September 2009 and over 20,000 adult armbands were given to the public from our interactive shuttle at various events around the country.
- 25,660 child armbands distributed as part of the Seatbelt Sheriff/Hi Glo Silver campaign to children in primary school.

BT YOUNG SCIENTIST & TECHNOLOGY EXHIBITION 2009

Approximately 10,000 students visited the RSA stand for this event which took place at the RDS from 6th to 10th January 2009. Members of the RSA staff were on hand to offer advice and information on any road safety issues and as part of its drive to promote road safety to students at the event, the RSA offered:

- NCT Demonstrations – these were carried out by experts on a used car in order for students to see a faulty vehicle first hand and to recognise the potential dangers. This took place on the hour every hour.
- Screening of RSA TV ads – the "Better, Safer, Driver" and new campaign "Crashed Lives" were run on a continual basis.
- XBOX Competition - Students were in with a chance to win an XBOX 360 each day by taking part in a quiz which related to all activities on stand.
- RSA Material – high visibility back packs, reflective armbands and strips were distributed to students

CHECK IT FITS ROADSHOW

The RSA 'Check it Fits' roadshow visited nine locations around the country in 2009 in which a total of 1,437 child car seats were checked. At each 'Check it Fits' roadshow venue, the public were invited to get their child car seats checked for free by child car seat installation experts to see if they were compatible with the child / car and that they were correctly installed. Ensuring a child is properly restrained in a child car seat can reduce injuries by a factor of 90-95% for rear-facing seats and 60% for forward-facing seats. Sir Alex Ferguson, manager of the Manchester United football team, whose grandson was injured in a car crash in May 2009 when he slipped the seatbelt under his arm, personally backed the RSA's efforts to promote child safety in cars.

'WORLD REMEMBRANCE DAY'

World Remembrance Day for Road Traffic Victims took place on 15th November with a number of ecumenical services taking place in Drogheda and Knock and 15 other locations throughout the country.

IRISH ROAD SAFETY WEEK - 12TH TO 19TH OCTOBER 2009

EUROPEAN TRANSPORT SAFETY COUNCIL ROAD SAFETY LECTURE

Over 30 road safety experts from the EU joined Irish delegates at a European Transport Safety Council (ETSC) Lecture, 'Alcohol and Driving', hosted by the Road Safety Authority (RSA), in Dublin Castle on Monday 12th October. The road safety lecture marked the first day of 'Irish Road Safety Week'. Information from the lecture revealed that driving under the influence of alcohol contributes to as many as 10,000 deaths on EU roads every year. Furthermore, alcohol may have been a contributory factor in over 1,000 fatal collisions in Ireland in the 10 year period, 1999 to 2008.

'LEADING LIGHTS IN ROAD SAFETY' AWARDS CEREMONY

Hosted in Farmleigh, the awards honoured the efforts of individuals and groups to promote road safety at national and community level.

The 'Supreme Award' was won by Matthews Coach Hire. Based in Inniskeen, Co. Monaghan, Matthews Coach is a family run business set up by Dundalk man, Paddy Matthews and his wife Mary in 1995. The firm provides a commuter service to people working in Dublin and was awarded both the Supreme Award and "Organisation" category award for implementing a series of road safety measures to improve the safety of their fleet, in particular the fitting of Alcolock 500 breathalysers.

'EUROPEAN NIGHT WITHOUT ACCIDENT'

The RSA hosted the third 'European Night Without Accident' on Saturday 17th October 2009 as part of 'Irish Road Safety Week'. The initiative aimed to promote responsible behaviour behind the wheel among young adults.

The initiative was run by young adult volunteers who encourage groups of youngsters entering night-clubs to appoint a 'designated driver' for the night. The 'designated driver' was given a wrist-band to show their intention to stay alcohol-free for the night. When leaving the night-club, the 'designated driver' was invited to be voluntarily breathalysed by the volunteers to see if the commitment was honoured.

Results showed that a high number of young people acted as designated drivers and chose to abstain from drinking and driving on the night. It took place in 11 nightclubs in 9 different towns and cities throughout the country.

DAYTIME RUNNING LIGHTS

During the October Bank Holiday weekend, the RSA ran a campaign encouraging all road-users to use dipped headlights, even when driving during the daytime, in an effort to prevent collisions. The RSA

distributed a leaflet advising motorists of the 'bright thinking' behind the 'Lights on to Save Lives' message. The RSA targeted a number of organisations who assisted the campaign by promoting the DRL campaign to their employees. Such employers included third level educational institutions, Government departments, Local Authorities, Health Service Executive, Dublin Bus and the Irish Road Haulage Association.

A road safety awareness campaign was launched in 2009 by the RSA and Park Rite, targeting major car parks around the country. The campaign involved the installation of posters which display seat belt wearing and Daytime Running Lights (DRL) messages at highly visible locations, at the entry and exit point and pay station areas, in Park Rite car parks throughout the country. Park Rite has provided all the poster sites in their car parks free of charge to the RSA.

LOCAL AUTHORITY ROAD SAFETY OFFICERS

The RSA hosted four seminars with local authority Road Safety Officers in 2009. The aim of the seminars was to facilitate a more integrated approach to road safety throughout the country. The RSA developed an information portal for Road Safety Officers (RSOs). Road Safety Officers are informed of all road safety activities through this medium which includes weekly road safety statistics provided by An Garda Síochána, press releases, details of all road safety educational programmes which include pre-primary, primary, secondary, third level and community level.

CHRISTMAS ANTI DRINK DRIVING

On Wednesday 25th November 2009, the President of Ireland, Mary McAleese launched the Road Safety Authority (RSA) and An Garda Síochána Christmas and New Year Road Safety Campaign at the National Rehabilitation Hospital, Dun Laoghaire, Dublin. The RSA joined forces with the Commission for Taxi Regulation and MEAS for the second time in 2009 to launch Christmas anti-drink driving campaigns. The campaign, in association with the Commission for Taxi Regulation, included a TV and radio advert aimed at encouraging people to get home safely during the festive season by using taxis or hackneys. The second campaign, in association with MEAS, included two radio adverts and highlighted the danger of drink driving the morning after a night of socialising.

ROAD SAFETY WEATHER ALERT

In 2009, the RSA continued its weather alert service with Met Éireann. The RSA is included as a notice party on all severe weather warnings issued by Met Éireann. The RSA issued a number of road safety alerts to the public following such warning from Met Éireann in 2009.

CONCERTS / FESTIVALS

The RSA delivered road safety advertising interventions at all the major summer music festivals, in particular, the Oxegen Music Festival which is the biggest outdoor music festival of the year. The RSA also had a presence at Electric Picnic and Modified Motors events.

PUBLICITY

Publicity support was provided by the RSA Communications Department for all the advertising and promotional campaigns launched in 2009 and considerable media coverage was achieved contributing to public awareness, understanding and debate surrounding those issues. In addition, a steady stream of media releases were issued during 2009 covering many diverse topics which were extensively covered by the television, radio, press and electronic media and additionally resulted in interviews with RSA spokespeople.

DRIVER LICENSING AND TESTING REFORMS

The Driver Testing and Licensing Directorate is responsible for the driver testing system and for the management of the driver licensing regime. The objective of the Directorate is to ensure that the way drivers learn to drive and the rules by which they continue to drive makes road use safer.

The particular tasks for which the Directorate is responsible are:

- delivery of the driver testing service
- regulation of driving instruction
- oversight of driver licensing regime
- oversight of delivery of Driver Theory Test Service, and
- management of penalty points system

Driver Testing Service

The objective of the driver testing service is to deliver a fair and efficient driving test in accordance with the EU Directives and national legislation. Just over 144,600 applications for tests were received in 2009. The RSA committed to and met the target of delivering tests within an average ten week time frame for 2009.















Figure 10: The following table gives an overview of the average waiting times across the six regions:

AVERAGE WAITING TIME - ALL DRIVING TESTS AT 31st DECEMBER 2009			
Region/Test Centre	Average Waiting Time in Weeks	Region/Test Centre	Average Waiting Time in Weeks
WEST		WEST	
Athlone	10	Carlow	10
Birr	9	Clonmel	9
Castlebar	10	Dungarvan	10
Clifden	9	Kilkenny	9
Ennis	9	Nenagh	11
Galway	9	Portlaoise	9
Loughrea	10	Thurles	10
Roscommon	12	Tipperary	9
Tuam	9	Waterford	9
		Wexford	10
NORTH WEST		NORTH LEINSTER	
Ballina	10	Finglas	9
Buncrana	13	Dundalk	13
Carrick-on-Shannon	11	Mullingar	10
Cavan	10	Navan	10
Donegal	9	Raheny	10
Letterkenny	12		
Longford	12	SOUTH LEINSTER	
Monaghan	10	Churchtown/Rathgar	12
Sligo	12	Gorey	11
		Naas	10
SOUTH WEST		Tullamore	12
Cork	11	Wicklow	12
Killarney	10	Tallaght	13
Kilrush	11		
Limerick	10		
Mallow	10		
Newcastlewest	7		
Shannon	8	Total	10
Skibbereen	9		
Tralee	8		

Figure 11: This table outlines the fail and pass rates for the various categories of licence in 2009

Category Description	Category	Pass	Fail	Total	%
Motorcycle (exceeding 125cc)	A	2636	1169	3805	69%
Motorcycle (51-125cc)	A1	134	213	347	39%
Motorcycle(not exceeding 50cc and/or 45km/h)	M	5	9	14	36%
Car	B	50589	60105	110694	46%
Truck (G.V.W. exceeding 7500 kg)	C	3776	2198	5974	63%
Truck (G.V.W. exceeding 3501 - 7500 kg)	C1	181	97	278	65%
CPC PRACTICAL KNOWLEDGE - Trucks	CPC	33	1	34	97%
Bus	D	617	300	917	67%
Minibus(9 - 16 passenger seats)	D1	336	165	501	67%
CPC PRACTICAL KNOWLEDGE - Bus		434	28	462	94%
Car + Trailer	EB	221	125	346	64%
Truck + Trailer	EC	1748	679	2427	72%
C1 Truck + Trailer	EC1	7	4	11	63%
Bus + Trailer	ED	0	0	0	0%
Minibus + Trailer	ED1	3	0	3	100%
Work vehicle/Tractor	W	6	4	10	60%
TOTAL		60726	65097	125823	48%

Figure 12: The following table breaks down the driving test applications per licence category.

2009 Applications Received per Category	
CATEGORY	TOTAL NUMBER
 A	4,231
 A1	523
 B	126,936
 C	6,233
 C1	364
CPC TRUCK /ARTIC	323
 D	1,410
 D1	728
CPC BUS	850
 EB	511
 EC	2,449
 EC1	16
 ED	1
 ED1	2
 M	49
 W	43
TOTAL	144,669

Regulation of Driving Instruction

A key and critical element to the reduction of death and injuries on Irish roads is to reform the way in which drivers are trained, tested and licensed. The RSA has put in place a regulatory system for driving instructors, after 1 May 2009 any person giving instruction must be a registered Approved Driving Instructor (ADI). This process will ensure that each instructor meets certain standards in the areas of driving, knowledge of aspects of road safety and the giving of tuition. At the end of 2009, 1563 persons have been approved as ADI's.

Compulsory Basic Training

In March 2007, a consultation document on Compulsory Basic Training (CBT) in Ireland for motorcyclists was published. It provided the public with an opportunity to comment on proposals to introduce compulsory training for motorcyclists. A CBT pilot programme was developed by the RSA and was completed in 2009. CBT was not rolled out by the end of 2009, and its introduction is now scheduled for 2010. The training will involve a combination of classroom and on-road tuition to ensure motorcyclists have a good grounding in the basics of bike safety.

Graduated Licensing Scheme

The objective of the RSA is to reduce long term reliance on learner permits and move to a graduated driving licensing (GDL) system. Recommendations on the structure of a GDL system were made to the Department of Transport by the end of 2009.

Driver Certificate of Professional Competence (Driver CPC)

The Road Safety Authority implemented Driver CPC for Bus Drivers which consisted of a 4 hour theory test and a 30 minute practical test.

All professional bus drivers have to participate in one day's training per year. The training is developed to ensure that the driver has an interesting and educational experience from the training and it has also been developed in line with the requirements of the EU Directive. The training has practical benefits for the driver and the industry such as improved driving skills which will lead to fewer casualties on our roads and giving greater protection to more vulnerable road users. Improved driving skills will also save on the costs of vehicle repair and loss of trade.

Training is carried out by RSA approved centres. As of the 31st December 2009 there was 63 Training Organisations approved by the RSA to facilitate Driver CPC periodic training in 206 Training Centres. Over 15,600 drivers have completed their first day of periodic training.

Figure 13: In 2009 there were 2,763 CPC theory tests conducted as outlined below

Theory Test			
	Applications Received	Tests Conducted	Passed
January	63	62	58
February	138	126	121
March	130	126	124
April	143	141	134
May	132	128	123
June	175	167	163
July	154	149	146
August	179	166	157
September	217	205	197
October	376	358	335
November	583	543	478
December	622	592	543
Total	2,912	2,763	2,579

ENFORCEMENT

Enforcement activity by the Gardaí is a key factor in reducing deaths and injuries on our roads. Instrumental to the enforcement activity is the recognition that enforcement activity is optimally effective if combined with public awareness strategies to ensure the public are aware of the purpose and reasons for the enforcement. In 2009 the RSA timed its promotion activity to coincide with the enforcement activity of the Gardaí.

In 2009 there was high visibility enforcement of the law targeting speed, Mandatory Alcohol Testing, seatbelt wearing, licensing, vehicle roadworthiness and driver rest regulations. An important principle of the enforcement activity was the recognition that success in enforcement achieves increased levels of compliance with road traffic law.

The following table provides data from a number of sources regarding detection of non compliance with the law in relation to speeding, seatbelts wearing and driving whilst intoxicated. It also records the number of breath tests conducted during 2009. The table also illustrated the reductions in fatalities for 2009. The figures for deaths and serious injuries are provisional.

Table 7: GNTB Provisional figures / table – 20/07/2010

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Speeding						157,852	141,723	143,661	181,335	194,620	177,549	180,345
Seat belts						39,129	22,613	18,084	26,687	30,002	28,659	20,491
DWI* Arrests				12,841	13,441	11,344	12,307	13,370	17,868	19,838	18,053	15,128

* Driving While Intoxicated (which includes arrests for drug driving)

Penalty Points

There are 42 offences in the penalty point system. Data for penalty points at the end of 2009 is set out below. Drivers resident in Dublin, Cork and Kildare recorded the highest number of penalty points. The RSA have been running a comprehensive public awareness programme, 'Get the Point not the Points' to educate the public about the penalty point system.

Figure 15: Number of Penalty Points (current) Issued to Drivers as at 31st December 2009 - (Cumulative Figure from Introduction)

***County	Number of Drivers												Total
	1 P.P.	2 P.P.	3 P.P.	4 P.P.	5 P.P.	6 P.P.	7 P.P.	8 P.P.	9 P.P.	10 P.P.	11 P.P.	12 P.P.	
CARLOW	143	4,824	56	1,289	30	335	7	94	5	30	2	5	6,820
CAVAN	123	4,644	71	930	25	243	8	41	1	9	1		6,096
CLARE	180	9,107	87	1,920	53	460	12	103	4	23	2	6	11,957
CORK	2,022	34,456	807	7,416	480	1,871	158	548	70	145	33	26	48,032
DONEGAL	261	8,850	111	1,663	63	378	16	99	5	27		4	11,477
GALWAY	359	14,832	122	2,780	82	638	25	168	5	33	2	2	19,048
KERRY	153	9,100	65	1,734	41	401	16	127	5	28	1	5	11,676
KILDARE	502	19,537	288	5,140	175	1,446	56	443	27	100	7	6	27,727
KILKENNY	274	8,079	111	1,936	48	541	17	159	10	45	2	8	11,230
LAOIS	108	6,355	55	1,689	33	480	16	129	9	34	1	7	8,916
LEITRIM	41	2,200	27	471	13	93	3	18		2			2,868
LIMERICK COUNTY COUNCIL	435	9,784	151	1,960	63	404	21	126	6	27	5	1	12,983
LONGFORD	48	2,875	16	623	17	130	4	38	4	9			3,764
LOUTH	244	8,225	110	1,672	47	354	23	69	6	23	1	1	10,775
MAYO	126	7,626	58	1,380	38	299	14	71	3	28	2	1	9,646
MEATH	563	15,371	313	3,605	148	905	46	227	20	66	6	4	21,274
MONAGHAN	88	3,698	47	673	29	139	6	25		6			4,711
OFFALY	97	6,136	38	1,478	31	370	8	92	6	28		2	8,286
ROSCOMMON	99	4,661	36	911	14	234	5	44	3	9	1	1	6,018
SLIGO	147	5,206	63	1,164	34	277	22	69	6	9	1	5	7,003
NORTH TIPPERARY	87	5,609	46	1,262	40	317	6	79		18		3	7,467
SOUTH TIPPERARY	163	6,358	50	1,351	31	367	22	73	5	21	4	3	8,448
WATERFORD COUNTY CO.	99	5,109	50	1,092	22	324	7	87	4	16	1	1	6,812
WESTMEATH	146	5,688	73	1,120	30	268	12	81	6	24	1	6	7,455
WEXFORD	272	10,872	134	2,722	96	757	39	240	12	82	4	15	15,245
WICKLOW	495	10,935	200	2,424	102	623	34	160	11	57	1	10	15,052
DUBLIN CITY COUNCIL	8,064	85,958	3,377	19,618	1,509	4,797	489	1,307	204	316	49	46	125,734
LIMERICK CITY COUNCIL	223	2,961	81	599	32	154	10	44	10	7			4,121
WATERFORD CITY COUNCIL	59	3,830	23	945	21	232	8	64	1	24	1	5	5,213
NO Driver Number	4,272	161,932	1,005	37,774	19,333	16	3	1	1				224,337
Grand Total	19,893	484,818	7,671	109,341	22,680	17,853	1,113	4,826	449	1,246	128	173	670,191

Breakdown of drivers by licence type

Table 8: The table below shows that 224,337 drivers, with no licence, committed penalty point offences in 2009.

Full	Provisional	No Licence
417,837	28,017	224,337

Excessive Speed and Road Traffic casualties

Excessive speed is said to be the main direct contributor to road traffic collisions and collision severity, in terms of serious injury and fatality, with other major factors such as drink driving, illicit drug use and risk taking. Speed has exponentially detrimental effect on road safety. Thus as speed increases, so do the number and severity of collisions.

The European Transport Safety Council (ETSC) in its report ‘Traffic Law Enforcement across the EU’ published in May 2006 concluded that, “To control speed, automated speed enforcement systems must be used, and offences must be followed up by procedures able to manage with a large number of violations.” The successful reduction of speed related road casualties throughout the EU has been achieved by focusing on this strategy.

The examination of the excessive speed related road collisions and casualties on Irish road over the period 1997-2008 revealed the following:

- Over the period 1997-2008, 1,131 lives were lost on Irish road network as a result of excessive or inappropriate speed*. This represents 25 % of the total fatalities within the period 1997–2007. Additional 3,321 people were seriously injured over the same period.
- 33% of the people killed due to excessive speed occurred between the hours of 12-midnight and 04:59.
- 47% of the speed related fatalities occurred on Saturday and Sunday.
- 30% of the speed related fatalities occurred during the summer months (June, July and August).
- 39% of the people killed due to excessive speed were young male aged 17-24.
- Just under half of all drivers responsible for fatal collisions where excessive speed was cited as contributory factor were young male aged 17-24.

Table 9: All road deaths where excessive speed was cited as contributory factor by age & gender, 1997-2008*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total	%
Male 0-9	1	0	2	0	1	0	0	0	0	0	0	0	4	0.4
Female 0-9	3	2	1	0	2	0	0	0	0	1	1	0	10	0.9
Male 10-16	11	8	3	4	2	3	1	2	3	0	1	1	39	3.4
Female 10-16	1	4	0	4	3	3	4	0	2	3	0	1	25	2.2
Male 17-24	48	67	52	61	47	37	23	31	26	20	14	9	435	38.5
Female 17-24	8	12	10	2	10	5	2	4	6	4	1	4	68	6.0
Male 25-34	31	26	23	26	25	29	21	18	19	11	8	2	239	21.1
Female 25-34	5	2	3	4	4	0	1	2	5	3	0	2	31	2.7
Male 35-49	13	13	8	19	15	12	16	8	2	7	4	1	118	10.4
Female 35-49	5	4	6	2	3	1	2	0	2	1	0	3	29	2.6
Male 50-64	5	6	4	5	4	2	5	1	2	1	1	0	36	3.2
Female 50-64	1	4	2	0	0	4	2	2	0	0	3	0	18	1.6
Male 65+	5	8	7	2	3	0	0	1	1	1	1	0	29	2.6
Female 65+	3	1	1	4	1	0	1	2	1	0	0	0	14	1.2
Male age unknown	6	1	2	1	1	1	0	0	0	0	0	1	13	1.1
Female age unknown	3	2	0	2	1	1	0	0	0	0	0	0	9	0.8
Gender unknown	1	2	1	3	1	1	3	0	1	1	0	0	14	1.2
Total	150	162	125	139	123	99	81	71	70	53	34	24	1131	100.0

*2009 figures not available

Table 10: All drivers responsible for fatal collisions where excessive speed was cited as contributory factor by age & gender, 1997-2008*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total	%
Male u17	6	2	1	1	1	3	0	0	1	0	0	0	15	2.1
Female U17	0	2	0	0	0	0	0	0	0	0	0	0	2	0.3
Male 17-24	39	57	35	45	34	26	19	27	23	17	10	10	342	48.3
Female 17-24	1	0	7	1	1	1	1	1	2	1	0	1	17	2.4
Male 25-34	24	19	22	23	20	19	17	15	16	9	7	1	192	27.1
Female 25-34	1	1	2	1	3	1	0	0	2	0	0	1	12	1.7
Male 35-49	8	7	7	11	11	10	10	6	1	5	3	2	81	11.4
Female 35-49	2	2	2	1	2	0	0	0	0	0	0	0	9	1.3
Male 50-64	4	2	3	3	1	1	2	1	1	1	0	0	19	2.7
Female 50-64	0	2	0	0	0	1	0	1	0	0	0	0	4	0.6
Male 65+	0	0	1	0	1	0	0	0	1	0	1	0	4	0.6
Female 65+	1	0	0	0	0	0	0	0	0	0	0	0	1	0.1
Male age unknown	3	2	1	1	0	0	0	0	0	0	0	0	7	1.0
Female age unknown	0	0	0	1	1	1	0	0	0	0	0	0	3	0.4
Gender unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Age & Gender Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Total	89	96	81	88	75	63	49	51	47	33	21	15	708	100.0

*2009 figures not available

Speed surveys

The Road Safety Strategy has set demanding targets whilst recognising that 100% compliance with speed limits is desirable but can never be achieved.

In 2009 the RSA conducted annual surveys of vehicle speeds on the Irish road network. The survey results indicated that compliance rates are improving but there is significant room for improvement. The 2009 free speeds survey generally give a mixed results compared to 2008 on rural roads. The proportion of articulated vehicles and rigid trucks violating vehicle specific speed limits has decreased on motorways, national primary and local roads; and increased on dual carriageway and regional roads in 2009.

There were significant improvements in the proportion of vehicles complying with speed limits on urban national and urban residential roads. However, driver compliance with speed limits on urban roads is still poor. On average, 56% of motorists exceeded the posted speed in urban areas in 2009.

Figure 16: Percentage of cars exceeding speed limit on urban roads, 2003-2009

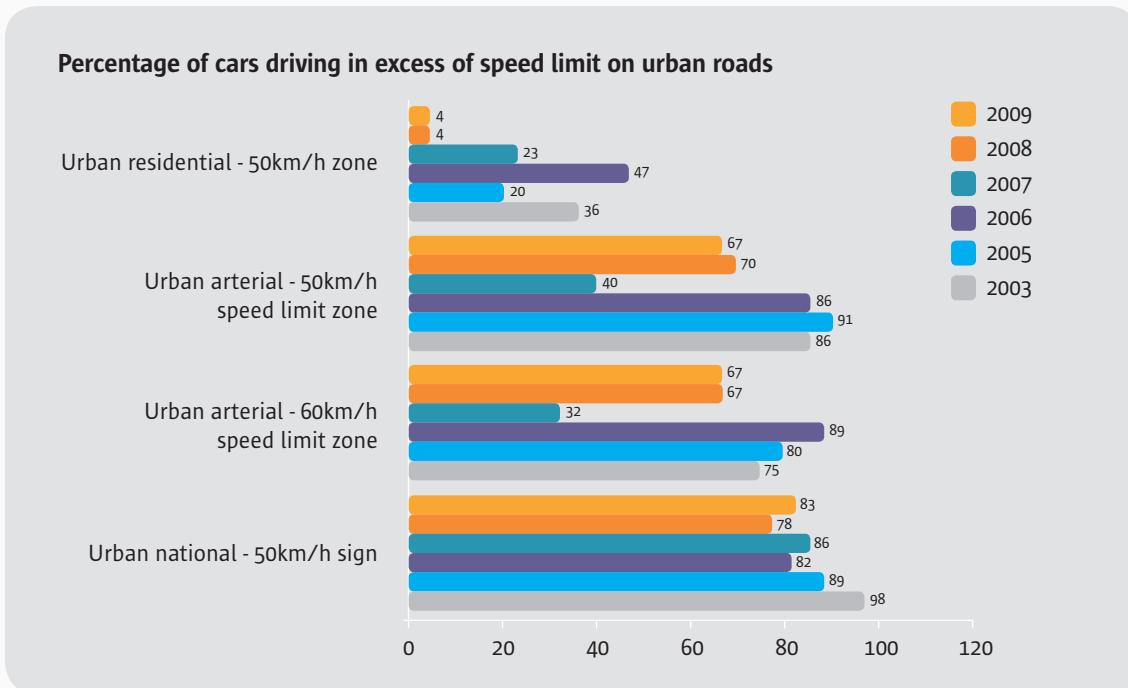
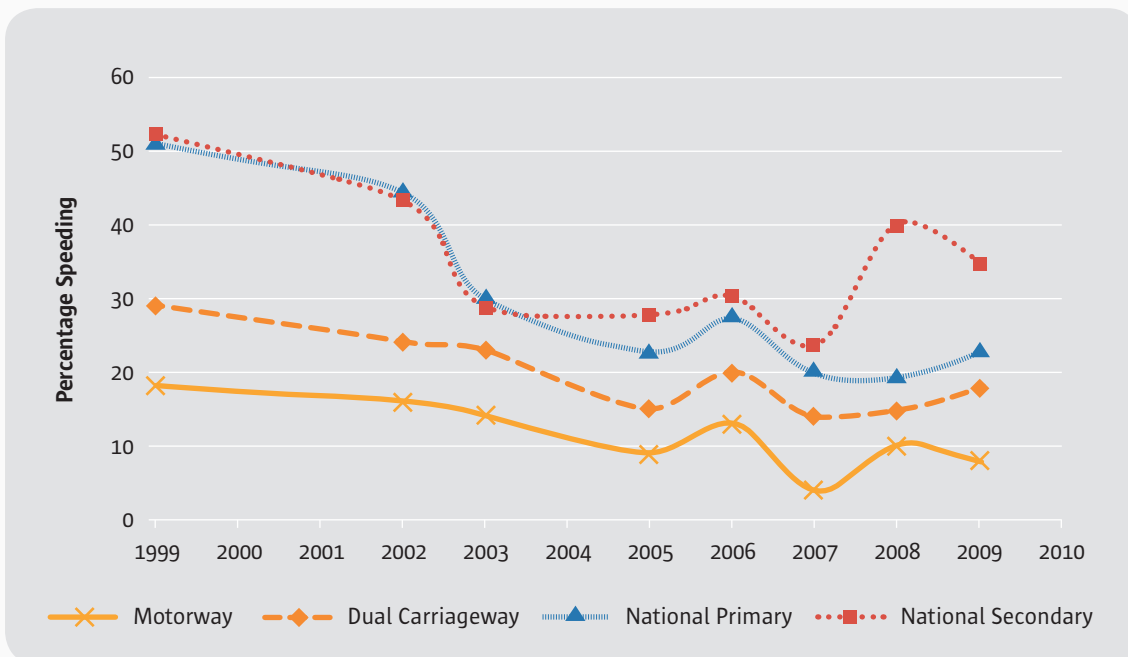


Figure 17: Percentage of cars exceeding speed limit on rural roads, 1999-2009



Current Status:

The following table charts progress for 2009 against targets set out in the Road Safety Strategy.

- **Articulated vehicles (80 kilometres an hour)**
 - on urban national road
 - on regional road 2-lane (target almost achieved)
 - Local road 2-lane

Vehicle Type	Road type	2009	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Articulated Vehicles	Urban national -50km/h sign	23	70
	National primary 2-lane	33	60
	National secondary 2-lane	59	60
	Regional road 2-lane	74	95
	Local road 2-lane	98	95

● **Bus (80 kilometres an hour excluding double deck buses or coaches)**

- National secondary 2-lane
- National primary 2-lane

Vehicle Type	Road type	2009*t	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Bus	National primary 2-lane	22	85
	National Secondary 2-lane	74	85

*Results should be interpreted carefully as the number of buses observed was small

● **Car**

- Urban arterial - 60km/h speed limit zone (target achieved)
- Urban arterial - 50km/h speed limit zone (target achieved)
- Urban national -50km/h sign
- National primary 2-lane
- Regional road 2-lane

Vehicle Type	Road type	2009	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Bus	Urban Arterial – 60km/h	17	
	Speed limit zone	33	60
	Urban Arterial – 50km/h Speed limit zone	32	60
	National primary 2-lane	77	90
	National secondary 2-lane	92	90
	Regional road 2-lane	59	90
	Local road 2-lane	85	90

- **Rigid Vehicles**
 - National primary 2-lane
 - National secondary 2-lane

Vehicle Type	Road type	2009	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Articulated Vehicles	Urban national 50km/h sign	27	70
	National primary 2-lane	43	60
	National secondary 2-lane	67	60
	Regional road 2-lane	79	95
	Local road 2-lane	97	95

Impaired Driving

Ireland has a drink driving problem. A total of 10,014 people in period January to August 2009 were charged with driving whilst under the influence of alcohol. Irish and European research establishes that Ireland's excessive alcohol consumption is reflected in deaths and injuries on our roads. The research also indicates that at half the current legal limit drivers are twice as likely to be involved in a collision.

Advisory Panel to the Road Safety Authority

The objectives of the Policy Advisory Panel are to facilitate communication and consultation between stakeholders, provide access to information and research, and assist the RSA in the development, implementation and evaluation of its policies. The Policy Advisory Panel produced a paper on reducing the Blood Alcohol Levels for drivers which was used by the Road Safety Authority Board to advise the Government on this issue. The panel recommended a reduction to 0.05% blood alcohol concentration from current level of 0.08% and a further reduction for novice drivers to 0.02%.

In 2009 the Medical Bureau of Road Safety continued to roll out and maintain the agreed necessary roadside alcohol screening devices for Mandatory Alcohol Testing (MAT). The enforcement was supported by media and educational campaigns. Driver fatigue campaigns were also conducted on the May bank holiday weekend and throughout the year in garage forecourt messaging.

Seatbelt Wearing

It is well recognised that "seat belts" have enormous life saving potential. Increasing seatbelt wearing rates will not only reduce fatalities but also the severity of injuries. The best way to increase seat-belt usage is through public awareness campaigns and through intensive and high visibility actions.

The 2009 Seatbelt Survey carried out by the RSA indicated that the use of seat belts by drivers and front-seat passengers in cars was 90 % in 2009, no change from 2008 but 33 percentage points increase since 1999. Under the Strategy a target of 95 % for front seat belt wearing has been set.

Seatbelt Use by Location

The 2009 un-weighted nationwide estimates for driver seatbelt compliance by road type were

- 89 % for urban national primary
- 87 % for urban national secondary
- 93 % for rural national primary
- 91 % for rural national secondary

- 92 % for regional roads
- 86 % for county roads

Seatbelt Use by Gender

In 2009 women were more likely than men to belt up in front seats, with wearing rates of 94 % and 87 % respectively. Females had higher seat belt use than males in every seating position.

Seatbelt Use by Seating Position

A total of 17,130 adult front-seat occupants of cars were observed in 2009. 13,925 (81%) of the adults occupying front seat observed were driving, 3,205 (19%) were front seat passengers. Ninety % of drivers observed were wearing a seatbelt.

Current Status:

Figure 19: Driver & Front Passenger seatbelt wearing rates (%), 1991-2009

The front safety belt wearing rates have increased substantially since the early 1990's when just over 50% of people wore safety belts. This figure increased to 90% in 2009.

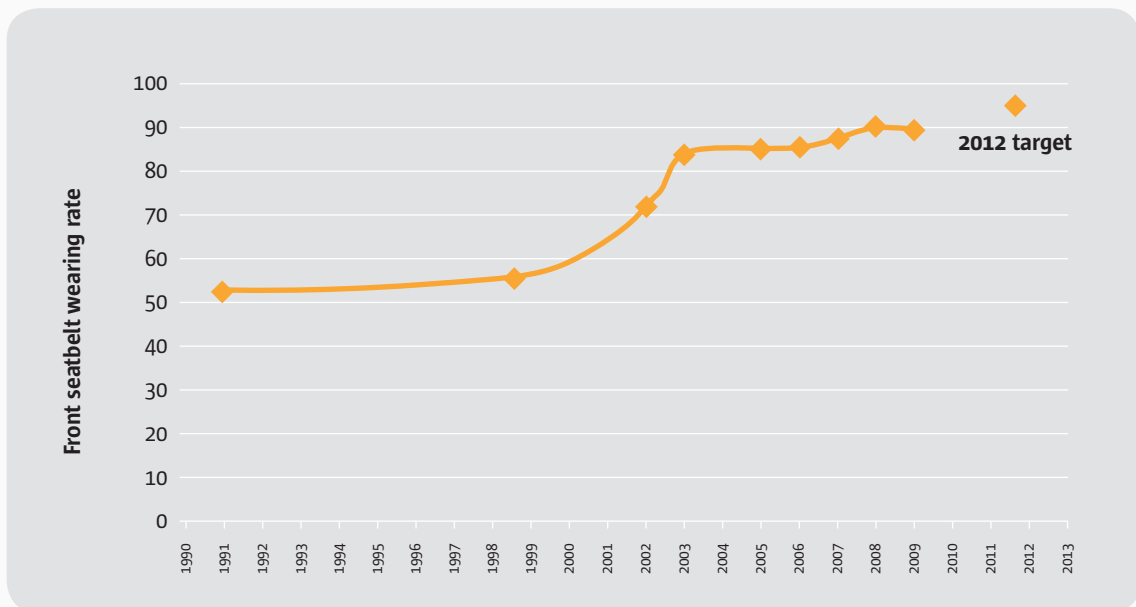


Table 11: Wearing rates (%) for adults in the rear seats.

The wearing rate for rear seats for adults has also increased substantially from just 26% in 2005 to 79% in 2009.

	Wearing Rate (%)
2012 Target	95
2009	79
2008	78
2007	84
2006	63
2005	26

School pupil - seat belt wearing

The 2009 school seat belt survey showed a consistent increase in seat-belt wearing rates for both primary and secondary schools. For primary schools pupils the seat belt wearing rate for rear seat passengers was 80 % in 2009 which is 6 percentage points higher than the 74 % recorded in 2008. For secondary schools pupils the seat belt wearing rate for rear seat passengers was 83 % which is 11 percentage points higher than the 72 % recorded in 2008.

In the case of front seat belts this rate decreased from 86% to 82% for primary school pupils. The rate of seat belt wearing for secondary school pupils remained at the 2008 levels of 87% in 2009.

Table 12: Primary schools - front seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	82
2008	86
2007	80
2006	76
2005	70
2003	68

Table 13: Primary schools - rear seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	80
2008	74
2007	70
2006	64
2005	60
2003	48

Table 14: Secondary schools - front seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	87
2008	87
2007	78
2006	88
2005	68
2003	62

Table 15: Secondary schools - rear seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	83
2008	72
2007	63
2006	76
2005	55
2003	44

VEHICLE STANDARDS AND ENFORCEMENT

Road Haulage Enforcement

Targeting non-compliant road haulage and road passenger operators and drivers which includes unlicensed haulage is a key component of the enforcement strategy being implemented by the Road Safety Authority. This enforcement approach supported by the introduction of a risk register of operators is intended to increase road safety through preventing collisions involving large goods and passenger vehicles which have the potential to cause a disproportionate impact on death and injury compared with smaller vehicles. Most deaths associated with large truck and bus crashes occur to people outside the truck or bus – occupants of other vehicles as well as pedestrians and cyclists. Drivers' work and rest hours are regulated to avoid driver fatigue.

During 2009, the RSA strengthened its strong working relationship with An Garda Síochána in relation to road transport enforcement activities. The overall strategy put in place in relation to checks is to target enforcement efforts on non-compliant operators while minimising inconvenience to compliant operators.

The various measures being implemented are designed to meet the Road Safety Strategy goals:

- Road Safety Authority Transport Officers participated in 318 checks in 2009 with An Garda Síochána. This compares with 254 roadside checks in 2008.
- There were 1,146 premises checks conducted by Transport Officers during 2009 – this compares with 667 in 2008.
- RSA participated in coordinated checkpoints at Dublin Port and border crossings involving liaison with UK Authorities. These coordinated checks are a key component of the RSA enforcement strategy.
- RSA started prosecuting cases in the Courts in the final quarter of 2009 following the placing of contracts with solicitors around the State concerning representation at Court.
- Other significant developments during 2009 included
 - I. Drafting of new legislation to give effect to EU Directives 4 and 5 of 2009 concerning the conduct of enforcement activities
 - II. Drafting of new legislation in consultation with An Garda Síochána on a single report form to be used by Members of An Garda Síochána to record enforcement activities relating to tachograph, drivers' hours and technical roadside checks.
 - III. Submission of proposals for the development of a fixed charge penalty scheme for road transport related offences.
 - IV. The continued up-skilling of enforcement and administration personnel including adoption of new practices in relation to conduct of premises inspections.
 - V. Preparation of advisory material for operators including the printing and distribution of a wall-planner to bus and truck operators

Reports from other Member States

Reports were received from other Member States concerning infringements by drivers in relation to tachograph and driver's hours rules while operating in those States. This information is recorded and used as part of the targeting of operators. Reports were received in respect of 2,541 drivers which is similar to the numbers received in 2008. The bulk of these reports were received from the UK Vehicle Operator Standards Agency (VOSA).

Digital Tachograph Scheme

During 2009, 9,036 digital cards were issued to applicants compared with 12,799 in 2008. The average processing time for digital tachograph cards has been less than three weeks since the RSA took over processing digital tachograph cards.

National Car Test (NCT)

The NCTS in Ireland was provided by the National Car Testing Service Ltd from January 2000 to December 2009. The operator was under contract to the RSA to meet a range of performance standards for the national car test service (NCT). These cover customer service, premises, test equipment, staff, test arrangements, facilities management and management information technology. The performance standards are designed to ensure test integrity and a high level of customer service. The RSA is assisted by a Supervision Services Contractor (SSC) in supervising and monitoring the performance of National Car Testing Service Limited (NCTS) to ensure that it is providing the car testing service in accordance with the terms of the contract between the Company and the RSA.

The announcement in April 2009 that a conviction for the non display of a valid NCT certificate would attract up to 5 penalty points created unprecedented demand and a record 864,499 full tests were completed in 2009. It is estimated that around 80,000 of the vehicles booked after April 2009 should have been tested in 2008 and a further 5,500 should have been tested in 2007. The announcement was hugely effective in bringing large number of vehicles which had expired roadworthiness certificates back into the testing system. The pass rate for the 864,499 full tests conducted was 51.5% while 367,467 retests were conducted with a pass rate of 90.7%.

Following a tender procurement process in 2008, the RSA awarded the contract for the provision of the National Car Testing Service from 2010 to 2019 to Applus_Servicios Tecnologicos (Applus+). Applus+ is a leading company in testing, certification and technological services. The RSA worked with the existing and new contractor throughout 2009 to ensure a smooth transition to the new contractor in January 2010.

Commercial Vehicle Testing

The annual testing of commercial vehicles in Ireland is carried out by over 147 privately operated test centres which are appointed and supervised by the Local Authorities. According to returns made to the RSA by test centres some 119,278 Heavy Goods Vehicle (i.e. HGVs, large trailers, buses and ambulances) and 382,751 Light Goods Vehicle tests were completed in 2009.

RSA Vehicle Inspectors participated in 299 roadside checkpoints in 2009 which represents an increase of over 33% from 2008. Roadworthiness checks were completed on 2,585 vehicles and these checks revealed that 1,147 vehicles had defects. In 2009, RSA Vehicle Inspectors made 257 Vehicle Testing Network test centre visits to ensure compliance with commercial vehicle test centre standards and consistency of testing.

During 2009, the RSA received reports from the UK Vehicle Operator Standards Agency (VOSA) that 5,338 Irish commercial vehicles had been stopped in the UK with vehicle defects and that 29% of these defects were classed as serious. Over 57% of the defects reported by VOSA related to trailers and 28% of trailer defects were serious defects. In 2009, the Road Safety Authority recorded and reviewed all reports received. In the case of certain serious vehicle defects, operators were contacted by letter and required to send in details of the work completed to rectify the defects identified in the prohibition.

Review of Commercial Vehicle Roadworthiness Scheme

In 2009 the RSA considered the recommendations for reforming the commercial vehicle roadworthiness system were considered by the Department of Finance.

Vehicle Standards

Vehicle standards are continuously changing and improving with safety, environmental and technological developments. There is also a robust legal obligation to regulate vehicle standards resulting from Ireland's Road Traffic Acts and EC Directives.

The RSA represents Ireland at EC and international forums and is responsible for inputting to and implementing EC policy relating to the type approval and entry into service of new vehicles. The RSA is also responsible for proposing new Road Traffic legislation for vehicles in use on our roads. The RSA works closely with a number

of other State bodies in relation to vehicle standards, including the Department of Transport, the Revenue Commissioners, the National Standards Authority of Ireland and the Department of the Environment, Heritage and Local Government.

EC Whole Vehicle Type Approval

European Communities Whole Vehicle Type Approval (ECWVTA) and its related National Schemes were introduced in Ireland in April 2009. The objective of the type approval system is to remove barriers to the sale of road vehicles between Member States of the European Union while ensuring that vehicles meet common safety and environmental requirements. Ireland now has, for the first time, a system of national type approval which will ensure a minimum consistent standard of vehicles converted or modified in Ireland. Since April 2009, all M1 vehicles (cars with no more than 8 passenger seats exclusive of driver's seat) must have type approval before they can be registered.

The National Standards Authority of Ireland (NSAI) is the designated type approval authority (see www.nsa.ie). The RSA works closely with the NSAI to ensure the type approval system is working effectively.

Public Consultations

During 2009, the RSA carried out the following public consultations in relation to Vehicle Standards:

- **Daytime Running Lights**

Daytime Running Lights (DRL) make motor vehicles more noticeable and research shows that DRL reduces the likelihood of multi-party daytime collisions. The RSA consultation document contained two options for implementing DRL in Ireland:

Option 1 - All new and existing vehicles to use DRL.

Option 2 - The minimum European requirements to be implemented in Ireland, thus only affecting new vehicles from the dates set out in EC Directive 2008/89/EC.

The RSA received a large number of responses to the consultation which were being evaluated in early 2010 with a view to making recommendations to the Minister for Transport.

- **Braking**

This Consultation proposed bringing the braking standards of all new vehicles into line with best practice in the EC. It also proposed strengthening the current law by requiring braking devices to be maintained throughout the lifetime of the vehicle. There was widespread support for the proposals. At the end of 2009, the RSA analysis of the responses to the consultation was close to completion with a view to submitting proposals to the Minister for Transport in early 2010.

- **Spray Suppression**

Spray suppression systems on heavy goods vehicles contribute to road safety by significantly reducing the volume of spray thrown up by the wheels of such vehicles while travelling on wet roads. In our consultation document, the RSA proposed that spray suppression systems are made compulsory on both new and existing goods vehicles exceeding 7.5 tonnes Gross Vehicle Weight (GVW) and trailers exceeding 3.5 tonnes GVW. Evaluation of the responses received was underway by year end.

Review of the Weight Limits for Motor Vehicles and Trailers in Ireland

At the end of 2009, the temporary exemption for vehicles over 42 tonnes was extended until 30th September 2010, while consideration of the RSA review of weight limits continued in the Department of Transport. The RSA submitted an addendum to the review relating to coaches to the Department of Transport in 2009.

Review of the Use of Agricultural and Works Vehicles on Irish Roads

In March 2009, the RSA produced a report and recommendations resulting from its review of the use of agricultural and works vehicles on Irish roads. This was submitted to the Minister for Transport for consideration. There was considerable interest in the review and the public consultation. The RSA analysed and considered the responses received in formulating its recommendations to the Minister for Transport.

Technical Advisory Forum

During 2009, the Technical Advisory Forum continued to advise the RSA on the future technical standards and contents of the national car and commercial vehicle roadworthiness tests. The Forum is comprised of representatives of the DIT, NCT, SIMI, RSA Vehicle Inspectorate, Local Authority Authorised Officers, An Garda Síochána, the Taxi Regulator's office, VTN Testers Committee, AA, Irish Tyre Industry Association and NSAI. By the end of 2009, work was well advanced on new NCT and Heavy Goods Vehicle (HGV) test manuals.

ENGINEERING

Infrastructural measures to make Irish roads safer are a key component of the current Road Safety Strategy. The National Roads Authority (NRA) and the 36 local authorities around the country have continued with an extensive new road building campaign, as well as improving the safety of existing roads including treatment of high collision locations and traffic calming measures.

The NRA's Public Private Partnership programme is recognised internationally as being one of the best in the world. It is a tribute to the success of the programme to date that the Government has authorised the NRA to raise a further €1 billion in private sector funding for the construction of a new tranche of PPP projects. The tender process for the first of these PPP concessions began in 2009

Progress in 2009

- Completed the first city to city motorway connecting Dublin to Galway.
- Opened 5 new sections of the interurban routes totalling 126km i.e. N4 Leixlip/M50 upgrade, M6 Athlone/Ballinasloe, M6 Galway/Ballinasloe, M9 Kilcullen/Carlow and M8 Fermoy/Mitchelstown.
- Completed Phase 1 of the M50 Upgrade, i.e. between the Ballymount and Blanchardstown junctions.
- Completed the N25 Waterford City Bypass.
- Commenced construction on the N21 Castleisland Bypass.
- Completed 84 road safety schemes.
- Commenced construction of three on-line service areas:
M1 – at Castlebellingham, Co. Louth and at Lusk, Co. Dublin – and on the M4 at Enfield, Co. Kildare.
- Assumed administrative function on behalf of the Minister of Transport relating to regional and local roads.
- Completed 23 post-construction environmental impact assessments to evaluate traffic noise, as contained in the environmental impact statements (EIS), and assessed the effectiveness of various noise mitigation measures.
- Completed 26 post-construction environmental impact assessments, as contained in the environmental impact statements (EIS), on air quality assessments.
- Commenced a scoping study for the National Cycle Network (NCN). (The proposed NCN is to cater for tourist, commuters and leisure cyclists. The scoping study will produce a map identifying strategic inter-urban corridors which will form the framework for the delivery of a national cycle network.)
- The High Court gave supportive decisions in judicial review cases involving the N6 (Galway City Outer Bypass) and the N1 (Dundalk to Border).
- 1.7 million HGVs passed through the Dublin Port Tunnel during 2009.
- Completed principal inspections of all bridge structures on national primary and secondary roads.
- Resigned all newly declared motorways throughout the network.
- Hosted the annual National Archaeological Seminar entitled Creative Minds: Production, Manufacturing and Invention in Ancient Ireland.
- Published Seanda, NRA Archaeological Magazine, Issue 4.

Road Safety

The NRA, in conjunction with local authorities completed 84 remedial schemes in 2009, ranging from junction improvements, improved lines of sight at bends, pedestrian crossings to traffic calming schemes.

The schemes completed have included minor realignment, signing and lining, junction improvements such as Devon Cross on the N21, route treatment works on the N69 in Kerry and traffic calming improvements on the N62 in Roscrea.

These road safety remedial schemes have proved to be very successful. A four year before and after analysis of 373 schemes completed between 1998 and 2003 showed that there was an overall reduction of 97 fatal collisions, 73 serious and 253 minor injury collisions. In addition to the above, the road safety audit process was reviewed and updated in 2009 to assist local authorities and member of An Garda Síochána with reporting serious accidents.

Winter Maintenance

The winter period, November-December 2009 has been more severe than the preceding winters. Significant flooding in November was followed by a prolonged cold spell throughout the country, significant snowfalls occurred during this time. The Authority worked closely with local authorities in sourcing and distributing salt for road de-icing purposes and all primary national routes remained open during the severe weather conditions.

The Authority continued to provide road weather information data on the national road network through the ICENET road weather information system (RWIS). Based on data gathered at 60 roadside weather stations around the network, conditions across the entire network are monitored. Utilising forecasts provided by Met Éireann and taking into account the predetermined thermal area characteristics such as altitude, data generated by the road weather information system are relayed to each local authority and forms the basis of decision making as to whether or not treatment of the roads is required.

The data from the weather stations is available online at www.nra.ie/RoadWeatherInformation.

Signage and Delineation

A total of 294km high quality dual carriageway roads were designated as motorway by the Minister for Transport with effect from 28 August, 2009. This declaration is intended to enhance safety and operational efficiency on the route and to shorten journey times by availing, as appropriate, of the design speed of 120 kph which usually applies to motorway sections of the national road network. The designation to motorway status will also serve to protect the route against inappropriate development, including multiple access points, which could have road safety implications and affect the efficiency and service life of the route. A signage upgrade programme was undertaken in conjunction with the coming into effect of the new motorway designations.

Travel Information Service for Drivers

Coinciding with the completion of the first Major Inter-Urban Route (M1 Dublin to the Border), a new pilot Intelligent Transportation System (ITS) project called INSTANT (Information and Management System for Multimodal Transport in the Republic of Ireland and Northern Ireland) was implemented in 2009. The project is being undertaken by the Authority and the Northern Ireland Roads Service. The project includes the deployment of 17 Variable Message Signs (VMS), 11 Closed Circuit Television (CCTVs) and 25 Automatic Number Plate Recognition cameras (ANPRs) along the entire M1 corridor to inform the public of travel times, incidents and other traffic management events. By informing drivers through the use of ITS services, the NRA will continue to improve the overall efficiency of the national road network along some of the most highly travelled routes throughout the country. Operation of the ITS equipment on the M1 corridor will pass to the Operations Centre in the Dublin Port Tunnel in 2010. For further information on ITS, go to the NRA website www.nratraffic.ie.

Service Areas

There are three service areas under construction and scheduled to open by the end of 2010. The Minister for Transport has decided that, in view of the current economic difficulties, the Authority should refrain from investing further Exchequer funds in service areas until the economic situation improves.

The Authority is placing informational (brown) signs on dual carriageways for petrol facilities located within a kilometre of a junction. This is being implemented for existing facilities, and will be extended to new facilities if and when they are built.

Low cost safety improvement works scheme for regional and local roads

In 2009, €5,862,008 was provided to 36 local authorities under the Low Cost Safety Improvements Scheme for safety measures at accident blackspots. Works took place on 256 schemes - 216 of which were completed and 31 of which were partially completed.

EVALUATION

The Strategy recognises the importance of evaluation and research in improving the availability of accurate and timely data / information to support and inform policy decisions and strategy action implementation.

Road Safety Research

In 2009 the RSA commenced a programme of work specified in the Road Safety Strategy 2007-2012. Key areas include;

- Maintenance of the road collision database and data system;
- In-depth analysis of collision data
- Production of statistical reports on road collisions in Ireland;
- Survey of speed and seat belt wearing on Irish roads;
- Survey of driver attitude and behaviour
- Systematic identification of high accident locations on national road network;
- Conducting multidisciplinary research to understand how road collisions and resulting injuries are caused
- Proposing and evaluating ways to prevent collisions and injuries
- Participation in national and international research projects in the field of road safety
- Participation in EU research programmes such as SARTRE, CARE, IRTAD and EURORAP
- Provision of information to the public, national and international bodies;

The RSA also liaises with the Garda National Traffic Bureau, the National Road Authority, the Local Government Computer Science Board and other organisations on aspects of road safety research activities.

Road Collision Database

The collision data provided by the Gardaí is mapped and analysed by the RSA Research Unit. The results of the analysis are published by the RSA in its annual Road Collision Fact Book. The results are used to monitor trends, target safety initiatives and to inform the on-going review of public policy in relation to road safety. In 2009, the 2008 Road Collision Facts was published.

Free Speed Survey

A nationwide observational free speed survey on Irish roads was conducted in the summer of 2009 by Road Safety Authority. Survey results are used to monitor trends, determine the effectiveness of safety initiatives, the Road Safety Strategy and to inform the on-going review of public policy in relation to road safety.

Seat Belt Wearing Survey

A nationwide observational survey of seatbelt use on Irish roads was conducted in the summer of 2009 by the Road Safety Authority. Seatbelt use and gender were recorded from motorists travelling along a selected sample of roads. Data was recorded from all drivers, adult front and rear passengers of any age (excluding children), and separate surveys for primary school and secondary school children in the front or rear seat were conducted. Results revealed that 90 percent of drivers observed were wearing a seatbelt.

Use of Fog Lights in Non Foggy Weather Conditions

Roadside observation surveys were undertaken of drivers in cars at 75 sites in 20 areas of Ireland in 2009. In total there were 58,008 observations made, points where fog/mist occurred were excluded from the count leaving a universe of 53,881. (This excludes 5 sites from the total). The average count of fog lights being left on when not needed is therefore (13%), 7,108 cases.

Use of mobile phone when driving

Roadside observation surveys were undertaken of drivers in 2009. The survey recoded whether or not a hand held mobile phone was observed to be in use by the driver of all moving vehicles passing the survey location. In total there were 33,949 observations made in which 1,964 drivers were observed to be using a hand held mobile phone. This represents an overall non-compliance rate of 6%.

Pedal cyclist helmet wearing

Roadside observation surveys of pedal cyclist helmet usage were undertaken at 45 sites in seven areas throughout Ireland in 2009. The overall helmet wearing rate is 40.3%.

2009 Research Publications

1. 2008 Road Collision Facts
2. 2008 Speed Survey Report
3. 2008 Seat Belt Survey Report
4. 2008 Driver Attitude and behaviour survey report
5. 2009 Use of mobile phone when driving

Working To Save Lives

Údarás Um Shábháilteacht Ar Bhóithre Road Safety Authority

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