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# EUROPEAN COMMISSION Directorate-General for Structural Reform Support

Improving Road Safety for Vulnerable Road Users in Latvia

PIN Talk

September 11<sup>th</sup>, 2024



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# Agenda

The role of micromobility

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**1**

Objectives and activities of  
the Project

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**2**

Key takeaways

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**3**

Recommendations –  
highest priorities

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# The role of micromobility

## Increasing role of the micromobility

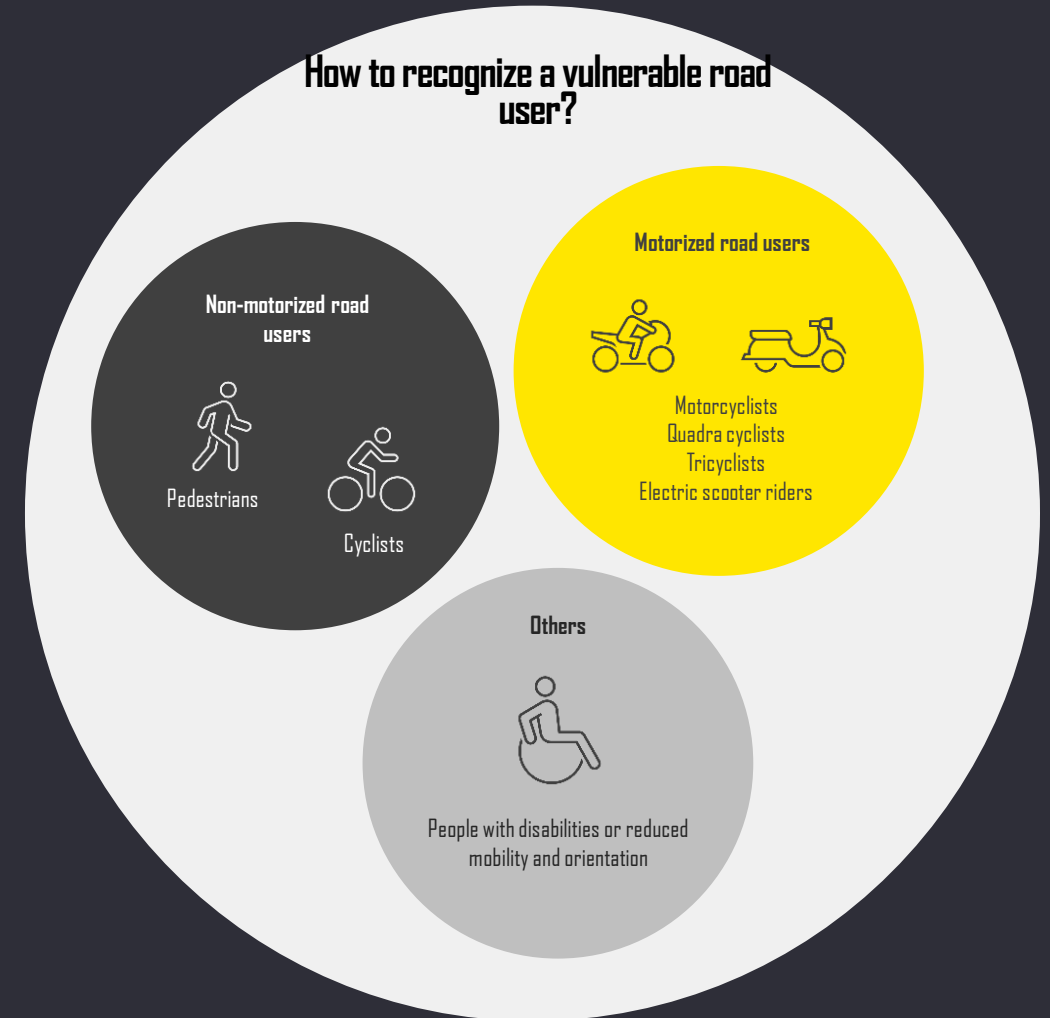
- **Micromobility is reshaping urban transport**, offering benefits while posing challenges for vulnerable road users
  - Reduces Congestion
  - Supports green urban living
  - Provides affordable transportation options

## Challenges to vulnerable road users

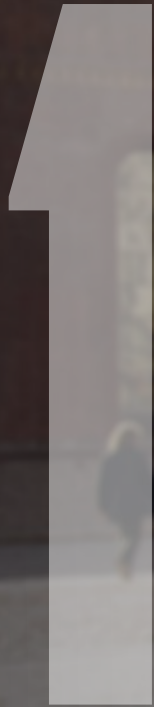
- Increased accidents involving pedestrians and cyclists
- Lack of dedicated lanes and parking areas
- Need for clear rules on usage and integration with traffic
- Informing users about safe and responsible riding

## Our priorities in the future

- Thoughtful infrastructure and regulation development, and community engagement
- The future of urban mobility hinges on the **successful cooperation of policy makers and integration of micromobility solutions into urban ecosystem**







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# Objectives and activities of the Project



# Objectives of the Project

- The **general objective**: to support institutional, administrative, and growth-oriented structural reforms in Latvia
- The **specific objective**: to aid national authorities in decreasing the occurrence of traffic accidents resulting in serious injury or fatality among vulnerable road users (VRUs)

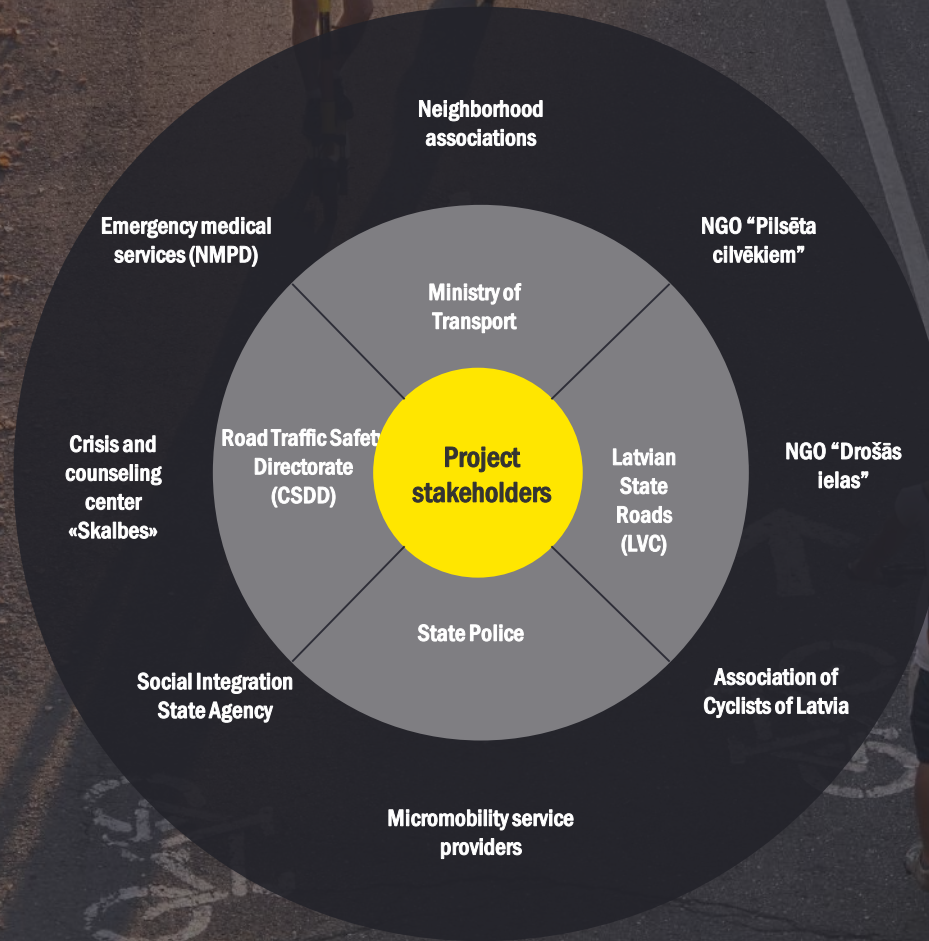
Deliverable	"Mirroring" your structure and operating model	AS-IS report and gaps analysis on road safety situation for vulnerable users	Report with recommendations for improving road safety for VRUs and a roadmap for its implementation	Report on awareness raising campaign
Tasks	<ul style="list-style-type: none"> <li>• Kick-off meeting</li> <li>• Preparation of inception report</li> <li>• Preparation of Project description summary</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis of best practices</li> <li>• Analysis of the as-is situation and gap analysis</li> <li>• Data analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation development for improving road safety for vulnerable road users</li> <li>• Development of an implementation roadmap</li> </ul>	<ul style="list-style-type: none"> <li>• Development of methodology and plan of awareness raising campaign</li> <li>• Strategy and creative development</li> <li>• Organizing a multimedia awareness raising campaign</li> </ul>





# Stakeholders of the Project

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# Safety dimensions

Road safety dimensions that form the basis of road safety development and implementation according to **road safety frameworks**<sup>1</sup>



<sup>1</sup> European Commission, the World Bank, the United Nations, and the European Union



# Data analysis methodology

## Statistical analysis of road accidents



A comprehensive analysis of annual traffic accident data

The goal is to understand the types and causes of accidents, types of vehicles, as well as the place of accidents and other conditions such as intoxication, weather.



Analysis of road traffic accident data and data of micromobility service providers: in-depth investigation of accidents



Correlation of traffic accidents and micromobility traffic intensity



Assessment of road traffic accident conditions – user behavior, street lighting, road design, road condition, time of day, etc.



Conclusions on existing road traffic safety deficiencies



# 2

## Key takeaways



# AS-IS situation in Latvia

## Safe roads



Unified network	<ul style="list-style-type: none"><li>• Infrastructure in Latvia is fragmented</li><li>• VRUs that are not pedestrians are moving around the street a lot</li></ul>
Infrastructure design	<ul style="list-style-type: none"><li>• Infrastructure in Latvia often is not in line with the purpose of the road</li><li>• Lack of standardized design (e.g., coloring of cycling paths)</li></ul>
Pedestrian crossings	<ul style="list-style-type: none"><li>• Raised pedestrian crossings are not observed often</li></ul>

## Safe speed



30 km/h zones	<ul style="list-style-type: none"><li>• Municipalities in Latvia have been slow to introduce 30 km/h zones</li></ul>
Fines for speeding	<ul style="list-style-type: none"><li>• For speeding 1-10 km/h over the speed limit only a warning applies</li></ul>

## Safe user behaviour



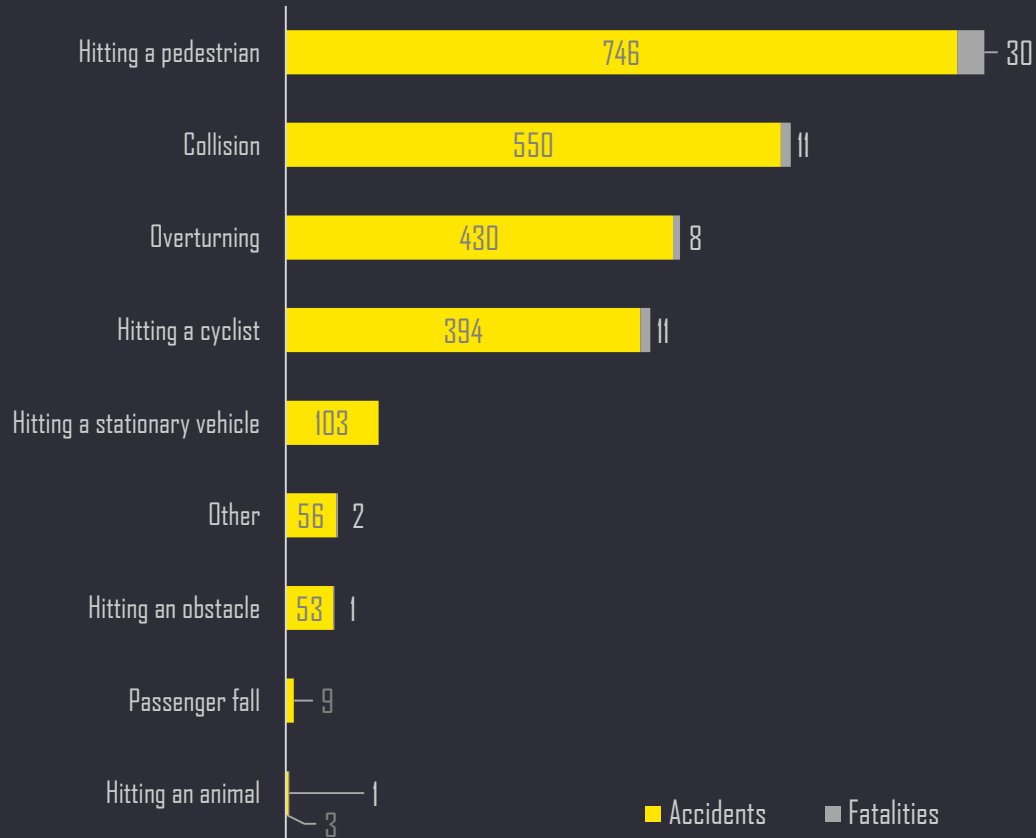
Unsubstantiated emphasis on VRUs	<ul style="list-style-type: none"><li>• Significant emphasis on the responsibility of VRUs, while comparatively less emphasis is placed on heavy motorized vehicle users</li><li>• Less clarity about the use of space for VRUs</li></ul>
Driving under the influence	<ul style="list-style-type: none"><li>• The legal alcohol limit for driving is higher at 0.5 BAC</li><li>• Micromobility users have perception of impunity for driving intoxicated</li><li>• Data analysis shows high level of intoxicated accidents involving scooter/bike</li></ul>





# AS-IS data analysis concerning VRUs

## Type of road accidents involving VRU in 2023



## Data analysis of vulnerable road user accidents<sup>1</sup>

**2 408 road accidents** in 2023 involving vulnerable road users

- ▶ “Hitting a pedestrian” accounts for 776 accidents (38.3%) of total accidents
  - ▶ highest number of fatalities at 30, making up 54.5% of the total deaths
- ▶ “Collision” accounts for 561 accidents (28.2%) of total accidents
  - ▶ 11 fatalities which amounts to 20% of all deaths
- ▶ “Hitting a cyclist” accounts for 405 accidents (20.2%) of total accidents

<sup>1</sup> data provided by Road Traffic Safety Directorate (2023), with a focus on vulnerable road users (including pedestrians, cyclists, electric scooters, mopeds, etc.)

3

Highest  
priorities





# Recommendations



## Safe roads (infrastructure)

- ▶ Guidelines for creating safer infrastructure in the urban environment
- ▶ Emphasize piloting new infrastructure solutions within development projects



## Safe user behavior (education)

- ▶ Policy development for mandatory traffic education within national educational curricula.
- ▶ Promote and encourage schools to participate in existing educational projects "Learn and get a bicycle license in your school"



## Safe user behavior (enforcement, fines)

- ▶ Implement a zero-tolerance policy for driving under the influence of alcohol
- ▶ Remove the 10 km/h tolerance above speed limits before penalties are applied
- ▶ Introduce alcohol interlocks as a standard drink-driving monitoring measure
- ▶ Increase the penalties for traffic violations for all vehicle users
- ▶ Explore the feasibility of equipping police vehicles with 360-degree cameras
- ▶ Implement red light cameras at intersections
- ▶ Require micromobility service providers to implement reaction tests for all rentals on Friday and Saturday evenings and nights (23:00-06:00)



## Safe post-crash care

- ▶ Develop a unified mechanism for collaboration among stakeholders involved in road safety efforts



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