



BRUXELLES MOBILITÉ

SERVICE PUBLIC RÉGIONAL DE BRUXELLES

Speed Limits Campaigns in the Brussels Capital Region

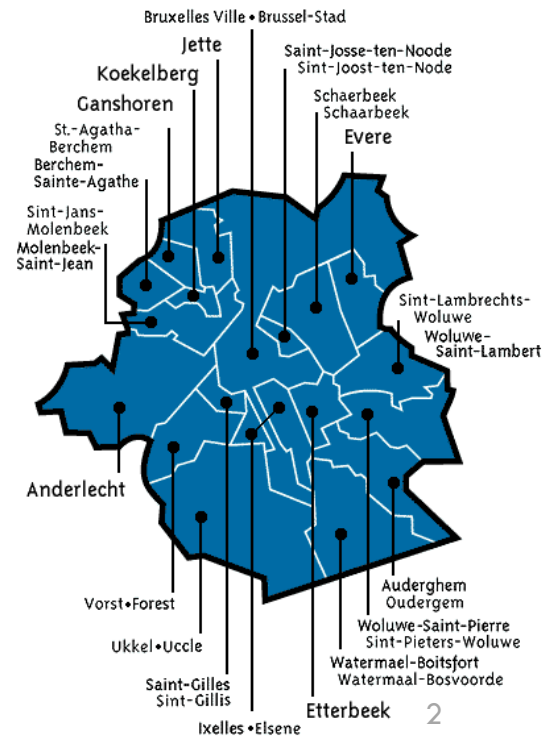
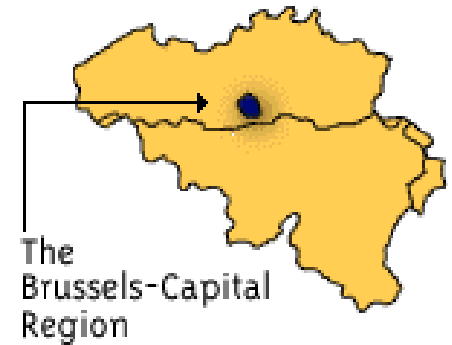


Introduction

Brussels-Capital Region : 161 km²

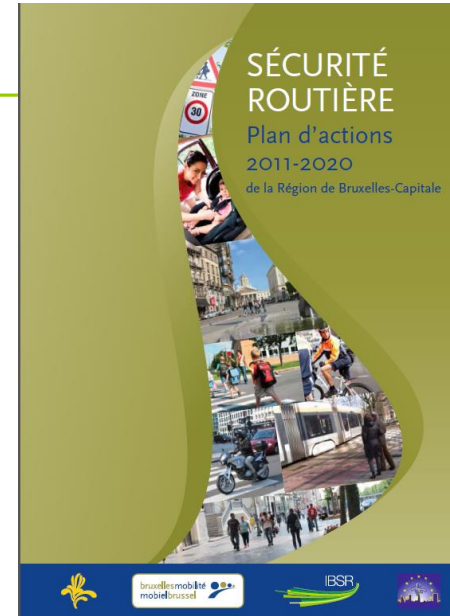
A complex and dense network :

- 1550 kms roads of wich 320 kms regional roads
 - 11,3 kms motorways and 2 motorway intersections
 - 11,5 kms tunnels (vehicle and pedestrian)
 - 230 kms of cycle path
 - 480 crossroads with traffic lights
 - 90000 m² of pedestrian crossings
 - 87 fixed radar posts and
26 preventive radar units
- + 19 'communes'





Road Safety Action Plan 2011-2020



- Plan approved by the various authorities and by the government on **28 April 2011**
- **9** Strategic Goals - **48** Operational Goals - **183** Actions
- Reducing the number of road accident victims by half by 2020
= **12 victims dying within 30 days** and **68 seriously injured victims**
- **VISION ZERO**



Most recent official figures in Belgium and in the Brussels Capital Region

- **2015 - Belgium / Goal: 420 road fatalities in 2020**
 - Victims dying within 30 days: **732**
 - Seriously injured victims: **4201**
 - Slightly injured victims: **47638**
- **2015 - Brussels-Capital Region /Goal: 12 victims dying within 30 days and 68 seriously injured victims in 2020**
 - Victims dying within 30 days: **28**
 - Seriously injured victims: **189**
 - Slightly injured victims: **4285**



Road victims registered in 2015 in Brussels Capital Region				
Source: SPF Economie DG Statistique				
Extraction des données : IBSR				
	Deaths	Seriously injured	Light injured	Total victims
Pedestrians	15	78	1043	1136
Cyclists	0	22	573	595
Mopeds	0	7	186	193
Motorcyclists	3	26	480	509
Car occupants	7	51	1701	1759
Vans	1	1	42	44
Trucks	0	2	15	17
Bus/Coach occupants	0		113	113
Others	0	1	59	60
Unknown	2	1	73	76
Total	28	189	4285	4502



9 Strategic Goals

- **1. Reduce the road speed**
- 2. Increase the use of safety belts, as well as the correct use of child restraint devices and helmets
- 3. Significantly reduce driving under the influence
- 4. Enhance and stimulate prudent and anticipatory behaviour
 - Reduce dangerous and inappropriate behaviour
- 5. Protect vulnerable users: pedestrians, cyclists, moped riders and motorbike riders

.....



Education and Awareness

- **Education:**
 - 0-100 years of age: at home, at school and life-long
 - In stages: in class, in a protected environment and then in a real situation
 - Develop knowledge, attitudes and competencies
 - Formal and informal (setting an example)
- **Awareness:**
 - Raise awareness about inappropriate and even dangerous behaviour
 - Induce behavioural changes
 - Remind people of road safety rules
 - Reinforce social adhesion with regard to compliance with the rules



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Awareness

- Regional Road Safety Campaigns:
 - Road Speed Limits 2013, 2014, **2016**
 - Others (since 2004)



PENSEZ AUX PIÉTONS, VOUS LES VERREZ MIEUX
DENK AAN VOETGANGERS, DAN ZIE JE ZE BETER





Managing a campaign

- **Statistical studies and data**
- **Determine measurable and quantifiable aims**
- **Construct a clear and simple message**
- **Identify the target groups**
- **Define a media plan: mixing the media**
- **Combine the media campaign with other actions**
- **Evaluate to measure the impact of the campaign**



Road Speed Limits Campaigns

Definition of the problem

Every day, thousands of people drive through Brussels.

- The prevailing feeling is that there's little chance you'll get caught.
- People don't feel very personally connected to the places they're passing through.
- A concept where we can, on the one hand, urge drivers to drive more slowly, and at the same time, create sympathy towards the 'local' population.
- It's all about "respecting" one another.



Step 1: Getting the whole neighbourhood involved

- Schools, municipalities, local residents and businesses, ...

Step 2: We inform drivers about

- Speed camera actions
- A team of volunteers distributes leaflets and “fortune cookies” with a message about speed
- Announcing the campaign by hanging up posters throughout Brussels

Step 3: The positive reinforcement squad catches speeding cars (2013/2014)

- Drivers complying with the rules are given a "Win for Life" scratch card
- Drawing contest for schools



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Campaigns:

- **Metrabus displays (2013, 2014)**
 - 25 displays on the backs of MIVB buses
 - 100 displays on the sides of MIVB buses & trams
- **Visual reminders at seven locations in Brussels**
 - avenue des Arts -> Madou
 - boulevard L. Schmidt -> Arsenaal
 - square Saintelette
 - avenue Roosevelt
 - boulevard industriel
 - avenue Charles-Quint -> tunnel
 - avenue de Tervuren -> Montgomery





250,000 place-mats (2013,2014)

⇒ distributed in 230 Brussels hotels,
restaurants and cafés





Posters in A3 format (2016: 5,000 copies)

- 30 kms/h version
- 50 kms/h version

=> 5000 copies via municipalities, schools, residents' associations, cyclist associations, etc.

200,000 bread bags at 200 bakers (2013, 2014)





Flyer (2016: 100,000 copies)

- informative

⇒ distributed via municipalities, schools, residents' associations, cyclist associations, local actions

Window triangle (2013, 2014)

- 30 kms/h version
- 50 kms/h version

=> to attach to the street side of the window





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890 street banners (2016)

- 30 kms/h version
 - 50 kms/h version
- => distribution via schools/municipalities





Speed Limits Campaign 2016

- Limited budget: 71,970 Euro
- Limited actions:
 - Distribution of flyers, posters and banners in schools and police stations
 - New:
 - Teasing on Sunday 18 September (No Car Sunday) with Jean-Marie Pfaff (former goal keeper of the national football team)
 - Website www.respect50.be
 - Facebook
 - Speed control operations by the police (first prevention then enforcement): 7,5 million checked vehicles - 0,27% of offending drivers



campagnevitesselancement.mp4

 **Bruxelles Mobilité - Brussel Mobiliteit**
18 oct. à 13:30 • 🌐

Snelheidslimieten respecteren is kinderspel en levensbelangrijk!

Respect voor de snelheidslimieten in Brussel!
Waarom? Omdat er in Brussel jaarlijks nog steeds 3700 ongevallen plaatsvinden, waarvan 28 met dodelijke slachtoffers. De boosdoener in de meeste gevallen: jawel, overdreven snelheid. 5 km/u meer of minder rijden: het maakt soms al een le... Lire la suite

Voir la traduction



accidents de la circulation ont lieu chaque année, et 28 personnes sont tuées. Le coupable, dans la plupart des cas ? La vitesse excessive ! 5 km/h de plus ou de moins,... Lire la suite



👍❤️😄 156 28 commentaires 58 partages

👍 J'aime 💬 Commenter ➡ Partager



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Même dans les zones 30
et aux abords des écoles !

Thank you for your attention!