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DEFINITION OF TERMINOLOGY

ACCIDENT  The term accident pertains to road traffic accidents involving physical injury. These arise when people die as a result of fatal injuries or are injured on public roads, or otherwise come to harm as a result of a traffic-related incident occurring suddenly, and at least one moving vehicle is involved.

INJURIES  Injured persons are those suffering serious, minor or non-discernible injuries resulting from a road accident. Consequent health impairments lasting more than 24 days are generally considered “serious”. If it is not possible for the institution completing the accident census form to classify an injury, it is classified as “non-discernible”.

FATALITIES  In Austria, those who die immediately after or within 30 days of a road accident are considered fatal casualties of accidents.

CASUALTIES  Persons that die as a result of fatal injuries or are injured (with serious, minor or non-discernible injuries) as a result of a traffic accident are deemed casualties.

ACCIDENT RATE  Accidents involving physical injury per 10,000 inhabitants and year
[reference figure: resident population at the beginning of the year, Statistics Austria].

CASUALTY RATE  Number of casualties per 10,000 inhabitants and year
[reference figure: resident population at the beginning of the year, Statistics Austria].

FATALITY RATE  Road users that die as a result of fatal injuries per 1,000,000 inhabitants
[reference value: resident population at the beginning of the year, Statistics Austria].

RS  Road safety

RSP  Road Safety Programme
1 ROAD SAFETY WORK

1.1 PARTICIPANTS IN AUSTRIA

In Austria, road safety is the joint responsibility of various policy-makers (local authorities, political stakeholders, research institutes and non-governmental organisations). The following chart provides an overview of the interplay of the individual participants.

At the centre of road safety work is the Road Safety Programme (RSP), which was initially enacted in 2002 for the period from 2002-2010. In February 2011, the new RSP 2011-2020 was published.

Due to the accident investigation law that took effect in the year 2006, the Austrian Ministry for Transport, Innovation and Technology (bmvit) set up the Road Safety Advisory Council as a forum for the decision-makers to examine road safety issues. The focus of the Road Safety Advisory Council lies in the generation, ongoing evaluation and further development of road safety programmes for all modes of transport. The RS Advisory Council consists of transport spokespersons from the various political parties represented in parliament, safety experts from all modes of transport and representatives of ministries and local authorities, automobile associations, chambers of commerce and industry, associations, interest groups and scientific institutions. The Road Task Force of the Road Safety Advisory Council participated in the creation of the new Road Safety Programme 2011-2020 and will monitor it during the entire period of validity and evaluate intermittently.
1.2 ROAD SAFETY WORK PARTICIPANTS ON AN INTERNATIONAL LEVEL

Austria is represented in the following international organisations and working groups:

- CARE European Road Accident Database
- CEDR (Conference of European Directors of Roads)
  http://www.cedr.fr
- CEE Road Safety Round Table
  http://www.kfv.at/verkehr-mobilitaet/internationale-zusammenarbeit/
  4th-cee-road-safety-round-table/
- ECTRI (European Conference of Transport Research Institutes)
  http://www.ectri.org/index.html
- ELCF (European Level Crossing Research Forum)
  http://www.levelcrossing.net/elcf
- ERTRAC (European Road Transport Research Advisory Council)
  http://www.ertrac.org
- ETSC (European Transport Safety Council)
  http://www.etsc.eu/home.php
- FEHRL (National Road Research Centres in Partnership)
  http://www.fehrl.org
- High Level Group on Alcohol, Drugs and Medicine der Europäischen Kommission
  http://ec.europa.eu/transport/road_safety
- High Level Group on Road Safety der Europäischen Kommission
- IRTAD (Accident Database of OECD)
  http://www.internationaltransportforum.org/irtad
- ITF (International Transport Forum)
  http://www.internationaltransportforum.org
- JTRC (Joint Transport Research Centre of OECD and ITC)
  http://www.internationaltransportforum.org
- OECD (Organisation for Economic Co-operation and Development)
  http://www.oecd.org
- PIARC (World Road Association)
  http://www.piarc.org
- UN/ECE Working Party on Road Traffic Safety (WP.1: „Road Safety Forum“)
- UNO und UNECE (United Nations Economic Commission for Europe)
  http://www.unece.org
1.3 ROAD SAFETY PROGRAMME 2011-2020

The first Austrian Road Safety Programme (RSP) was published in 2002 for a validity period from 2002-2010. In 2010, significant achievements were recorded:

The number of fatalities decreased during the validity period of the first RSP by 45.1%, while the number of injury accidents declined by 14.3%. The reduction goals of the RSP 2002-2010 were largely achieved.

<table>
<thead>
<tr>
<th></th>
<th>Targets up to 2010</th>
<th>Actual Development 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatalities</td>
<td>- 50 %</td>
<td>- 45.1 %</td>
</tr>
<tr>
<td>Injury accidents</td>
<td>- 20 %</td>
<td>- 14.3 %</td>
</tr>
</tbody>
</table>

Despite the achievements of the RSP, Austria’s performance regarding road safety is only average in the EU27. The new RSP 2011-2020, which was published in February 2011, is going to help achieve considerably more on a European level.

In a multi-level process, the implementation status and awareness level of the previous RSP was determined. In addition to that, a problem analysis was conducted. In order to do this, the official accident data compiled by Statistics Austria was evaluated, international sources were consulted and behaviour analyses such as speed measurements and seat belt and child restraint use were conducted. The results of these analyses formed the basis for a compilation of central challenges and a decision on the primary targets of the RSP 2011-2020.

The resulting approaches were subsequently coordinated with current developments on a European level in cooperation with the European Road Safety Council. During the consultation process with the members of the Austrian Road Safety Advisory Council, a catalogue of measures was generated.

One significant key element of the RSP 2011-2020 is the road safety philosophy, characterised by the “Safe System Approach”, which is based on the Swedish safety philosophy “Vision Zero” and the Dutch “Sustainable Safety” concept. The Road Safety Programme follows the strategic principle that Austria be among the five best countries in Europe in the period from 2011-2020 with regard to road safety.

Special attention will be paid to vulnerable road users. Reduction targets by 2020 include a decrease in the number of fatalities by 50% and injury accidents by 20%. Since the number of seriously injured road users has decreased to a lesser extent in recent years, the goals for the RSP 2011-2020 were supplemented with the group of seriously injured road users – with a target reduction of 40%. Also, interim targets of one half of the ultimate reduction value targets by 2015 were set.
The catalogue of measures comprises more than 250 measures, subdivided into 17 fields of action. The responsibility for each measure is given to one or more key players (organisations and levels of responsibility). The measures are further subdivided by categories (accident-prevention measures reducing the consequences of accidents; measures serving as the foundation for further measures; lobbying before the EU). In addition, implementation periods have been allocated to each measure.

The following areas of intervention hold the greatest potential for reducing road fatalities:

<table>
<thead>
<tr>
<th>Intervention Area</th>
<th>Status / Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol and drugs</td>
<td>2011 51 fatalities in alcohol-related accidents</td>
</tr>
<tr>
<td>Specific road user groups</td>
<td>Varies depending on age group</td>
</tr>
<tr>
<td>Seat belts</td>
<td>135 fatalities per year among car occupants not wearing a seat belt</td>
</tr>
<tr>
<td>Motorcycle accidents</td>
<td>Currently account for 13% of all fatalities</td>
</tr>
<tr>
<td>High accident concentration sections and integrated road network safety management</td>
<td>Around 110 fatalities per year at accident black spots</td>
</tr>
<tr>
<td>Accidents on level crossings</td>
<td>15-30 fatalities per year on level crossings</td>
</tr>
<tr>
<td>Fatigue and lack of due care and attention</td>
<td>7% of all fatal accidents are caused by fatigue</td>
</tr>
<tr>
<td>Speed management on rural roads</td>
<td>Graduated speed limits</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Reduction in accident numbers through enforcement</td>
</tr>
<tr>
<td>Driver education</td>
<td>Around 32 young drivers killed each year</td>
</tr>
</tbody>
</table>

Supervision and adjustment of the programme is done by the Austrian Road Safety Advisory Council (The Roads Task Force). This, in turn, requires further improved cooperation between the federal, state and local governments.

The Austrian Road Safety Fund (VSF), which is part of the bmvit, promotes RSP-related research and finances campaigns. They are attempting to monitor as many RSP measures as possible through evaluations.
1.4 ROAD SAFETY FUND

The Austrian Road Safety Fund (VSF) is set up within the bmvit with the goal of boosting road safety in Austria. The funds available for this are drawn from the road safety contribution paid when reserving a personalised number plate (currently EUR 200 for 15 years). Of this, 60% is channelled back into the Road Safety Fund of the relevant federal state and 40% of the road safety contribution remains with the Austrian Road Safety Fund. Also, funds are provided to the VSF in accordance with the Transportation of Goods Law; these are kept in full by the federal government.

These finances are used by the VSF to fund projects to improve road safety. In awarding funds, the Federal Ministry for Transport, Innovation and Technology is supported by an advisory board made up of representatives from relevant ministries (BMI, BMUKK, BMASK), the liaison body for the federal states, motorist and mobility clubs (ÖAMTC, ARBÖ, VCÖ), trade representative bodies and special interest groups (WKO, Chamber of Labour), road safety organisations (KFV) and ASFINAG.

Since 2010, the VSF has issued annual, theme-based calls for tenders. The themes are determined by bmvit in coordination with the goals of the RSP and current accident statistics developments. Two tender invitations were issued in 2011; the first dealt with the theme: “Safe · Electric · Mobile” and the second focused on the theme: “Distraction & Fatigue”.

More information on both calls for tenders can be found via these links:

http://www.bmvit.gv.at/verkehr/strasse/sicherheit/fonds/foerderungen/1ausschreibung.html
http://www.bmvit.gv.at/verkehr/strasse/sicherheit/fonds/foerderungen/2ausschreibung.html

Projects of the Austrian Road Safety Fund 2011 (1st Call)

→ **e-Coaching** – KFV, Herry Consult

e-Coaching is intended to raise awareness for the issue of future safety with regard to electric mobility in defined target groups (children, youth, elderly people, and the general public). The project results in various awareness-raising measures. By actively dealing with the topic of electric mobility, the public is to be made aware of safety risks.

→ **drivEkustik** – AIT, bfu, KFV, TTI, ÖBSV

drivEkustik pursues the goal of systematically illustrate the effects of the virtually silent motion of electric vehicles on road safety in every aspect. The project forms a vital basis for the ability to evaluate the usefulness and risks of e-mobility from the road safety point of view.

→ **SEEKING „Safe e-biking”** – AIT, boku, KFV, Strombike, State of Carinthia, MA 46

SEEKING is a scientific investigation of test riders testing electric bicycles and the resulting preventive measures necessary. Bicycle dynamics in evaluated test rides (and surveys) and the potential for conflict with other road users are analysed. This is intended to improve knowledge on electric bicycles and set measures to improve road safety.

→ **E-FFEKT** – AIT, KFV

This project examines the changing motion dynamics of electric vehicles and the resulting risks for road traffic. Its focus is on the effects of e-mobility on cyclists’ behaviour, which is researched through long-term observations. The goal is to prevent accidents related to electric bicycles.
→ **Effects of e-mobility – Austrian Association of Driving School Businesses**
Based on a practical study of road users, this project develops necessary changes in vehicle operation and in the safe and efficient use of electric vehicles, from which educational aspects are gleaned for future drivers of electric vehicles. In this way, a reduction in accident rates is to be ensured through a driving style that has been adapted to electric vehicles.

→ **MERKUR – AEA, KFV, TU-Vienna**
The booming electric bicycle market brings with it an increased accident risk. In order to decrease this risk, riding characteristics and demands to users are examined with various methods (surveys, conflict analysis) and measures are developed from the results (such as rider training, bicycle paths). Active awareness-raising and the development of guidelines can reduce the risk potential.

→ **Mobile and Safe with Electric Bicycles – FGM**
The project “Mobile and Safe with Electric Bicycles” is intended to illustrate the need for action regarding road safety work based on research, modelling, surveys and observations. This project presents all safety risks related to electric bicycles and derives specific recommendations for action.

→ **COEXIST – AIT**
The project results form the basis for new methods in regional and traffic planning, thus offering a decision-making foundation for the development of catalogues of measures related to the increase of safety of pedestrians for planning and design standards (such as the manual “Public Space”) or location planning of public buildings (like schools). This will provide the basis for new solutions to traffic planning that safely integrate electric mobility into the overall traffic system.
Projects of the Road Safety Fund of the Federal States 2011 (selection)

→ **Teen Taxi** – Burgenland Chamber of Commerce
In order to make the route home for young people safer, taxi coupons ("youth checks") were issued for the individual and need-based transportation of teenagers in taxis at reduced fares.

→ **"Fair & Safe – Count me In!"** – KFV
With the strong support of the media, cyclists, moped and motorcycle drivers are to be led toward an increased sense of responsibility in road traffic.

→ **Mobile Seniors** – Federal state government of Carinthia
Due to several pedestrian accidents involving senior citizens, the campaign “Mobile Seniors” was initiated a few years ago, which in the meantime has developed into a road safety meeting of elderly people. In one afternoon, the daily dangers in road traffic faced by the 60+ generation are presented in a lecture and possible preventive strategies are elaborated together.

→ **Police Officer Ferdinand** – Federal state government of Carinthia
Police Officer Ferdinand presents safety tips for traffic and recreation to children on his website (www.polizist-ferdinand.at). He has been the road safety mascot for kindergarten children since 2004. He is helping with words and deeds, thus making it easier to introduce children to independent mobility.

→ **Mobile Speed Display Signs for Communities** – Office of the federal state government of Lower Austria, ÖAMTC
Since 2001, the Federal state of Lower Austria has issued mobile speed display signs with data capture at no charge to communities via the Austrian automobile club ÖAMTC. These speed display signs are primarily used to collect road traffic data that has not yet been collected by the respective state offices. The display of current speeds in sensitive spots can lead to social controls.

→ **Cycle Helmets for Children** – Office of the federal state government of Lower Austria
Almost 170,000 cycle helmets were distributed since the beginning of the campaign in 1996. The Federal state of Lower Austria has contributed to the procurement costs of safety clothing. Every resident of Lower Austria and all institutions and companies with headquarters in Lower Austria are eligible to order these helmets, which are funded by the VSF.

→ **Teen Taxi/Disco Buses** – Communities
The purpose of this measure is to provide safe alternatives for teenagers between the ages of 15 and 21 (in exceptional cases, up to age 26) to get home from discos and similar establishments. The community councils were in charge of implementing this service.
→ Speed Monitors – Communities

Speed monitors can be installed in hotspots such as schools or dangerous intersections to raise awareness. Communities in Upper Austria were subsidized in their acquisition of speed monitors in 2011.

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Salzburg

→ The Call that Kills – KFV

Using mobile phones is the most common sideline activity while driving. Following excessive speed and right-of-way infringements, distraction is one of the main causes of road accidents in Austria and Salzburg. Large billboards in all districts and visible campaigns in the city of Salzburg, as well as special enforcement that is coordinated by police on a state-wide level are used to increase awareness.

→ The Road ABCs – ÖAMTC

Kindergarten children are prepared for road traffic through campaigns such as yellow push-along cars, a zebra crossing made of plastic foil or a blinking miniature traffic light.

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Tyrol

→ Pedestrian Crossing Campaign for Tyrol Communities – Office of the federal state government of Tyrol

In contrast to the positive trend of previous years, accident statistics for 2011 exhibited a considerable increase in road accidents at pedestrian crossings. This development has been countered with the consistent continuation of this road safety campaign. Within the context of this campaign, communities received financial aid from the Tyrolian VSF for the installation of standardised pedestrian crossing lighting and the refitting of existing pedestrian crossings.

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Vienna

→ School Route Plans – Municipal Department 46, Austrian Social Insurance for Occupational Risks (AUVA)

Children are in great danger in the complex, highly technical world of road traffic. Great care must be taken, especially for school-aged children. Thus, in cooperation with parents, teachers and road traffic experts, such as employees of AUVA, MD 46, KFV and police, safe ways to school were generated and plotted into a map. These maps indicate the safest ways to school and back home, as well as places where particular attention is needed or which should be avoided altogether.
2 ROAD SAFETY MEASURES AND ACTIVITIES

2.1 MANDATORY CHANGES IN ROAD SAFETY IN AUSTRIA

→ Introduction of mandatory cycle helmets for children
Mandatory cycle helmets for children under 12 years of age were introduced in 2011 and apply not only when children ride a bicycle themselves, but also when they ride as a passenger in a bicycle trailer or child restraint seat on a bicycle. The respective supervising adult is responsible for compliance to the law.

→ Bicycle Crossings
The approach speed for unregulated bicycle crossings was limited to 10 km/h. There is no limitation for using the bicycle crossing any more.

→ Expansion of the Principle of Reliance
The principle of reliance has been supplemented by the requirement to be considerate towards other road traffic participants. Road traffic participants must always act with the utmost of care and show consideration for one another (defensive driving).

→ Changes to Stopping and/or Parking Restrictions
Stopping and/or parking restrictions can also be designated with yellow lines on the edge of the road. Broken lines indicate a parking restriction, while a solid line indicates a no-stopping and no-parking zone.

→ Introduction of the Emergency Access Lane
As of January 1st 2012, an emergency access lane must be kept free on multi-lane expressways and motorways for approaching rescue vehicles in case of congestion. If two lanes are available per direction, vehicles in the left lane must move to the left and those in the right lane to the right, such that a rescue lane results in the middle between the lanes of vehicles. On roads with more than two lanes of traffic, the vehicles in the lane next to the left-most lane must clear that lane. Vehicles in the left lane must move to the left, and all other vehicles must move to the right.

→ Riding Motorcycles – 3rd EU Driving Licence Directive
With the 14th Driving Licence Law Amendment, the 3rd EU Driving Licence Directive was implemented in Austria. A new graduated licensing system for motorcycles is to be instituted which includes the new classes A1 and A2. For classes A1, A2 and A, the second training phase will become graduated through the introduction of hazard-perception training and a feedback drive. These changes will take effect on 19 January 2013.

→ Time Limit to Issued Driving Licences
As of January 19th 2013, all newly-issued driving licences will be limited to 15 years of validity. No medical examination is required upon renewal. Licences that were issued before that date are to be converted by 19 January 2033.

→ New Driving Licence Class AM
A new licence class, AM, will be introduced instead of the moped licence as of January 19th 2013. If an application for this class of licence is submitted for persons 20 years or older, a medical report is required.
As of January 19th 2013, stricter regulations for appointing driving examiners will take effect. The advanced training required will be expanded and standardised. In addition, mandatory audits and ongoing checks are introduced.

With the changes in the law, the EU directive on road infrastructure safety management will be implemented. A safety management will be instituted, consisting of several measures and the appointment and training of road traffic safety auditors.

2.2 AWARENESS-RAISING MEASURES AND CAMPAIGNS

2011 saw numerous awareness-raising activities with regard to road safety take place in Austria. Here is a brief overview of selected activities and campaigns.

2.2.1 International activities and events

Within decade of road safety 2011 - 2020 declared by the UN General Assembly, a ten-year action plan for road safety, requested by FIA (Fédération Internationale de l’Automobile), was decided. In Austria, this has taken the form of the Road Safety Programme 2011 - 2020.

The 4th Road Safety Round Table for CEE countries (Central and Eastern Europe) took place in Budapest in October 2011. Representatives of ministries and research institutes and NGOs from Croatia, Poland, Slovakia, Slovenia, the Czech Republic, Hungary, Austria and Serbia took part. The main themes were infrastructure management, alcohol and drugs, integrated road safety management, specific measures and studies, as well as ETC/Interreg projects.

As part of the ETSC initiative (European Transport Safety Council) “Safe & Sober“, a number of consciousness-building measures were put into place and conferences were held in 2011 in the EU. In Austria, a poster campaign pertaining to level crossings was initiated, as well as various other campaigns. Furthermore, folders with information on the correct behaviour at level crossings were made available to all driving schools.
2.2.2 National activities and events

→ National Award for Mobility – bmvit
The National Award for Mobility was presented this year on the topic of “E-Mobility”. Projects were submitted in three categories (Innovative E-Mobile, Intelligent E-Mobile and Safe E-Mobile). The award ceremony was held on 17 November 2011. In the category “Safe E-Mobil”, the project “SEEKING – SAFE E-Biking”, conducted by the AIT (Austrian Institute of Technology), the University of Natural Resources and Life Sciences Vienna, the KFV (Austrian Road Safety Board), Strombike, the federal state of Carinthia and MD 46, received an award. In that project, for the first time rides with standard bicycles and electric bicycles were recorded using special technology and made comparable. The analysis of the videos and riding dynamic parameters provided information pertinent to safety research.

→ “Aquila” Road Safety Award 2011 – KFV
The Road Safety Award “Aquila” was presented for the 40th time in a row in 2011. In the categories moral courage, journalism, local authorities, companies and schools, the following projects were among those to receive awards: “Safety on the Way to School” (Wiener Linien Public Transport), “Experience the Centre – Experience the Street” (town of Thalgau), “Safety Card” (Sonnenhauptschule I Secondary School, Gleisdorf).

→ VCÖ Mobility Award 2011 – VCÖ
In 2011, the VCÖ Mobility Award’s theme was “Infrastructures with a Future”. 261 projects for sustainable mobility from all states were submitted. A total of twelve innovative projects were honoured by Environmental Minister Nikolaus Berlakovich, bmvit General Secretary Herbert Kasser, ÖBB Chairman Christian Kern and VCÖ Managing Director Willi Nowak. The main award received the City of Salzburg for its bicycle traffic promotional programme.

→ 5th ZVR “Traffic Law Day” – KFV with support from bmvit
At the 5th ZVR “Traffic Law Day”, the key topics included road traffic law, driving licence and motor vehicle law, rescue and medical law, as well as alpine right of way and cableway technology. Participants from scientific and practical institutions had the opportunity to partake in topic-related discussions.

→ Technical Conference “Safe Streets for Tomorrow” – KFV
Participants from practical and research-based branches, as well as decision-makers in accident research, road traffic technology, traffic planning and urban development from Austria and abroad, took part at the event “Safe Streets for Tomorrow”. The primary themes of the conference included “Shared Space & Concept of mutual respect in urban planning” as well as “Self-Explaining Roads and Forgiving Roadside.”
2.2.3  Selected campaigns and awareness-raising measures

→ “Helmet on, in Good Form” – ARBÖ automobile club, bmvit, Wüstenrot
Children up to the age of 10 years were invited to use stories, photos or drawings to describe why it is important to always wear a helmet when riding a bicycle. This awareness-raising campaign was also intended to encourage children to speak with their parents about the importance of wearing a cycle helmet. In connection with this campaign, the participants were given a cycle helmet. Austrian cyclist Bernhard Eisel provided his support in the project.

→ “Safebike” – City of Vienna (MD 46)
For the Safebike campaign, 200 Viennese cyclists aged 15 and older were able to participate in a riding technique course at the training centre in Pachfurth (Lower Austria). Various road traffic situations were simulated and practised with regard to riding technique. In addition to riding in curves and emergency stopping, participants practised avoiding accidents. Within the context of this campaign, participants had the chance to try modern, electric bicycles.

→ “7 Fates - 7 Silhouettes” – ÖAMTC
The campaign “7 Fates – 7 Silhouettes” made young people aware of safety aspects in road traffic. At the heart of the exhibitions were the stories of young people who were killed in road accidents in recent years. Texts written by the family and friends of the victims were attached to silhouettes of those killed. The exhibit encouraged visitors to contemplate the real dangers in road traffic.

→ “Hallo Auto” – AUVA, ÖAMTC
2011 marked the 25th anniversary of the road traffic education programme “Hallo Auto”. About 60,000 elementary school children in the 3rd and 4th classes take part in this event throughout all of Austria every year. The programme allows participants to playfully learn about safe behaviour as pedestrians and cyclists. For instance, students had to guess the braking distance of a vehicle and then try the braking manoeuvre themselves in a specially prepared car. They also learned about proper restraining within the car. The combination of information and practical exercises heightens participants’ awareness for road safety.

→ Safety Week 2011 –
ARBÖ, AUVA, “Safe Communities” (Initiative Sichere Gemeinden), ÖAMTC, Police, Federal State of Vorarlberg
In Vorarlberg, more than 40 different campaigns for kindergartens and schools were conducted within one week, which made pupils aware of the dangers of inappropriate speed in built-up areas. Pupils took part in a test comparing the speeds and braking distances of conventional and electric bicycles. Drivers were made aware of their driving speeds by students with the aid of posters and the support of the police. A collision simulator and professional stunt people on bicycles demonstrated the consequences of accidents.
→ **Moral Courage** – ÖAMTC, Federal State Police of Burgenland, District Authority Mattersburg
ÖAMTC automobile club, with the support of the Federal State Police of Burgenland and the District Authority of Mattersburg, conducted a practical moral courage test, positioning a car wreck with “victims” on the side of road. Of 246 passing vehicles, only 38 drivers stopped right away, while 208 drove by. ÖAMTC noted that the reason for this is the fear of making a mistake. The enormous media response to the results aided in achieving the goal of the project to raise awareness, build consciousness and inform the public on the topic of first aid.

→ **Visible on the Road** – AUVA, KFV, ÖAMTC
Especially children are in danger in the darkness of dawn, because in dark clothing, they can only be seen by drivers from short distances. Elementary school classes in Carinthia were thus equipped with reflective “HELMI” safety jackets as part of the “Visible on the Road” campaign. A total of 180 pupils have already participated in the campaign since its inception in 2007.

→ **Speed Limits save Lives** – KFV
This campaign raised drivers’ awareness for how much danger pedestrians, cyclists, and especially children are exposed to through excessive speed. Banners and information booths were among the informational efforts. The “Apple/Lemon” campaign was conducted in front of several schools, in which students themselves made drivers aware of correct and risky speeds.

→ **Don’t Drink and Drive** – ARBÖ, KFV, Burgenland Mobility Centre, ÖAMTC, Chamber of Commerce
In the pre-Christmas period, posters and stickers of this campaign were sent to companies in the Federal states of Burgenland, Salzburg and Tyrol. Especially at this time of year, Christmas markets and company Christmas parties make drink driving a significant topic. With the support of singer Roman Gregory, the slogan “Don’t drink and drive” was to be placed in the minds of employees, thus serving for safe rides home.

→ **Poster Contest “Safety for all”** – RENAUT Austria
with partners RCI Bank, bmvit, Police, ÖAMTC, KFV, Allianz, EPA, Publicis, gettyimages
The poster contest “Safety for all” took place for the 10th time in 2011. Pupils used age-appropriate instructional materials to examine the topic of road safety. In the subsequent contest, pupils of the “Vorderes Stubai” New Middle School in Fulpmes, Tyrol, submitted the winning poster. It depicted the dangers of telephoning while driving and was shown all across Austria on the sides of expressways and motorways.
3 ROAD ACCIDENT STATISTICS

3.1 OVERVIEW OF ACCIDENTS IN 2011

2011 saw 35,129 accidents, in which 45,025 people were injured and 523 were killed. Thus, Austria registered a further decrease in the number of road fatalities in 2011 compared to 2010. The current statistics prove the Austrian Road Safety Programme right, showing a continuous decline in road fatalities as well as injury accidents and thereby injured (with the exceptions of 2003 and 2007) over the past 10 years.

The federal state with the highest number of accidents and the highest number of thereby killed in 2011 was Lower Austria. Upper Austria shows the highest number of injured road users, with less accidents compared to Lower Austria. The federal state of Burgenland shows the lowest number of accidents as well as thereby injured and killed in the year 2011.

In the year 2011, the average accident rate (number of injury accidents per 10,000 inhabitants) in Austria amounted to 42 accidents per 10,000 inhabitants. The federal states of Lower Austria, Burgenland and Vienna showed the lowest accident rates, which were even below the Austrian average. In all other Austrian federal states, the accident rate was above the Austrian average. Tyrol, Salzburg and Carinthia had the highest accident rates in the past year.
When looking at the number of fatalities in relation to the population per 1 million inhabitants, the average fatality rate in Austria is 61. The federal states with the highest rates of fatalities are Lower Austria, Salzburg and Burgenland. Styria, Carinthia and Vienna have rates below the Austrian average. Vienna’s fatality rate of 13 per 1 million inhabitants is remarkably low.

Number of road fatalities per 1 million inhabitants (fatality rate) in the federal states in 2011

<table>
<thead>
<tr>
<th>Federal State</th>
<th>Fatality Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Austria</td>
<td>99</td>
</tr>
<tr>
<td>Salzburg</td>
<td>85</td>
</tr>
<tr>
<td>Burgenland</td>
<td>74</td>
</tr>
<tr>
<td>Upper Austria</td>
<td>73</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>68</td>
</tr>
<tr>
<td>Tyrol</td>
<td>62</td>
</tr>
<tr>
<td>Styria</td>
<td>59</td>
</tr>
<tr>
<td>Carinthia</td>
<td>57</td>
</tr>
<tr>
<td>Vienna</td>
<td>13</td>
</tr>
<tr>
<td>Ø Austria</td>
<td>61</td>
</tr>
</tbody>
</table>

Number of injury accidents per 10,000 inhabitants (accident rate) in the federal states in 2011

<table>
<thead>
<tr>
<th>Federal State</th>
<th>Injury Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tyrol</td>
<td>54</td>
</tr>
<tr>
<td>Salzburg</td>
<td>53</td>
</tr>
<tr>
<td>Carinthia</td>
<td>50</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>48</td>
</tr>
<tr>
<td>Styria</td>
<td>46</td>
</tr>
<tr>
<td>Upper Austria</td>
<td>45</td>
</tr>
<tr>
<td>Lower Austria</td>
<td>40</td>
</tr>
<tr>
<td>Burgenland</td>
<td>31</td>
</tr>
<tr>
<td>Vienna</td>
<td>26</td>
</tr>
<tr>
<td>Ø Austria</td>
<td>42</td>
</tr>
</tbody>
</table>
3.2 ANALYSIS BY ROAD USER GROUPS

The differentiation of casualties (of injured and killed road users combined) by mode of transport shows that in the year 2011, more than half of all casualties were injured or killed in passenger cars. Pedestrians particularly show a high injury severity: Approximately 8% of all injured road users and even 17% of all fatalities in 2011 were pedestrians. The opposite was true for drivers and passengers of mopeds and small motorcycles: 11% of all injured road users but only 3% of all fatalities were participating on mopeds and small motorcycles.

3.2.1 Vulnerable road users – pedestrians and cyclists

Within the last 10 years (2002-2011), the number of pedestrians killed in road accidents has declined by 46%. In 2011, 3,646 pedestrians were injured and 87 were killed. In relation to the Austrian population, 4.4 pedestrians were injured or killed in accidents per 10,000 inhabitants in the year 2011. Casualty rates for pedestrians were above the Austrian average in the states of Vienna, Salzburg, Tyrol and Vorarlberg. When looking at the casualty rates for pedestrians according to age group, it can be seen that this rate was highest in children and adolescents. Casualties in these age groups are considerably high above the Austrian average. Thus, young and older pedestrians are exposed to an especially high accident risk.
Over the last 10 years, the number of cyclists killed in Austria has been cut almost in half, whereas the number of cycling accidents and thereby injured cyclists hardly declined at all in the same period. In 2011, 5,745 cyclists were injured and 42 killed. In comparison, 32 cyclists were killed in traffic in the previous year. In 2011, on average 6.9 cyclists were injured or killed per 10,000 inhabitants. The federal states of Vorarlberg (12.8), Salzburg (11.8), Tyrol (11.2) and Carinthia (8.5) are partially far above the Austrian average. On a positive note, Vienna had a casualty rate of 3.7 cyclists per 10,000 inhabitants.

Regarding age groups, it becomes obvious that the casualty rate of adult cyclists was the highest, being slightly above the Austrian average. The casualty rate for elderly cyclist was higher than that of younger cyclists.

3.2.2 Powered two-wheelers – mopeds and motorcycles

In 2011, 5,025 moped riders and passengers were injured in Austria, 18 people were killed. In relation to the Austrian average, approximately 6 moped riders and passengers were injured or killed in accidents per 10,000 inhabitants in 2011. The casualty rate of moped riders and passengers is clearly the highest among young people. In Salzburg, Vorarlberg, Carinthia and Tyrol, more moped riders and passengers per 10,000 registered mopeds were involved in accidents than the Austrian average.
In 2011, 3,580 motorcycle riders and passengers were injured and 67 were killed. Thus, the number of injured motorcycle riders and passengers saw an increase of 13% compared to the previous year. The main reason for this drastic rise is the new risk group of 45-60 year-old so-called returning riders. The statistics for injured motorcycle riders by age group in the last 10 years shows that there was a shift in the age group with the most injured motorcycle riders from under 40 to 40-60 years of age. Of all motorcycle accidents, 40% are single-vehicle accidents caused by excessive speed, risky overtaking manoeuvres or cutting curves. Most motorcycle accidents of 2011 took place in the months of April through September.

In 2011, an average of 89 motorcycle riders and passengers per 10,000 registered motorcycles were injured and killed in road accidents in Austria. In the states of Tyrol, Salzburg, Carinthia, Vorarlberg and Vienna, the number of motorcyclists per 10,000 registered motorcycles was above the Austrian average.

The accident rate involving motorcycles is not spread evenly across Austria. Between 2007 and 2011, motorcycle riders and motorcycle passengers accounted for over 30% of all road traffic fatalities in some regions, such as in Reutte, Lilienfeld and Landeck. Overall, the number of motorcycle riders that have died as a result of fatal injuries is considerably higher in mountainous regions than in eastern Austria.
3.2.3 Road users by age group

A comparison of injured road users by age group shows that in the year 2011 young people from the ages of 15 to 24 were frequently injured or killed in road accidents. The ratio of young casualties to all casualties was at about 30%. In comparison, the ratio of 15-24 year-olds in the Austrian population is 12%. In 2011, a total of 2,886 children under 15 were injured in road accidents, which corresponds to 6.4% of all injured road users in this year. In comparison, the percentage of 0-14 year-olds amounts to 15% of the Austrian population.

Elderly people were rarely injured in road accidents (10%), while the ratio of older road users who were killed in road traffic to all road user fatalities lies at about 30%.

<table>
<thead>
<tr>
<th>Age group</th>
<th>Inhabitants 2011</th>
<th>Injuries</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children 0-14</td>
<td>1,234,761</td>
<td>2,886</td>
<td>13</td>
</tr>
<tr>
<td>Young people 15-24</td>
<td>1,019,911</td>
<td>13,255</td>
<td>100</td>
</tr>
<tr>
<td>Adults 25-64</td>
<td>4,669,453</td>
<td>24,178</td>
<td>260</td>
</tr>
<tr>
<td>Elderly people 65+</td>
<td>1,480,127</td>
<td>4,633</td>
<td>150</td>
</tr>
<tr>
<td>Unknown</td>
<td>73</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

The mode of transport of accidents with involved children and adolescents mirrors their changing mobility behaviour that comes with an increase in age: From an age of about 6 years, the number of child-cyclist casualties increases; from age 13, the number of children involved in accidents as moped riders or passengers increases dramatically, reaching an apex at age 15-16. In the same age group, the number of young people involved in accidents as passengers in cars also increases. Between 17 and 18 years of age, most young people involved in accidents are drivers or passengers in cars.
3.3 ALCOHOL-RELATED ACCIDENTS

In 2011, there were 2,229 alcohol-related injury accidents, in which 3,015 persons were injured and 51 were killed. In comparison to 2010, alcohol-related accidents and the number of thereby injured decreased; however the number of fatalities in alcohol-related accidents rose sharply by approximately 60%. With the exception of the sharp rise in fatalities in 2011, the past 10 years have shown a steady decrease in casualties in alcohol-related accidents.

In 2011, most accidents related to alcohol in absolute terms occurred in Lower Austria and Upper Austria, which also had the highest numbers of injured and killed in alcohol-related accidents. In contrast, the number of alcohol-related accidents and the number of related fatalities in Burgenland was relatively low.

If we examine the number of casualties per 10,000 inhabitants, the state of Vorarlberg had the highest number of casualties and Vienna the lowest. In Vorarlberg, the casualty rate per 10,000 inhabitants was 5.0.

<table>
<thead>
<tr>
<th>Federal States</th>
<th>Accidents</th>
<th>Injuries</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burgenland</td>
<td>81</td>
<td>110</td>
<td>3</td>
</tr>
<tr>
<td>Carinthia</td>
<td>173</td>
<td>234</td>
<td>0</td>
</tr>
<tr>
<td>Lower Austria</td>
<td>452</td>
<td>587</td>
<td>17</td>
</tr>
<tr>
<td>Upper Austria</td>
<td>423</td>
<td>588</td>
<td>10</td>
</tr>
<tr>
<td>Salzburg</td>
<td>152</td>
<td>213</td>
<td>4</td>
</tr>
<tr>
<td>Styria</td>
<td>365</td>
<td>511</td>
<td>7</td>
</tr>
<tr>
<td>Tyrol</td>
<td>227</td>
<td>286</td>
<td>3</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>139</td>
<td>179</td>
<td>6</td>
</tr>
<tr>
<td>Vienna</td>
<td>217</td>
<td>307</td>
<td>1</td>
</tr>
<tr>
<td>Austria</td>
<td>2,229</td>
<td>3,015</td>
<td>51</td>
</tr>
</tbody>
</table>
Fatalities in alcohol-related accidents in 2011 can be broken down to 29% children and adolescents up to 24 years of age, 57% adults and 14% elderly road users. Alcohol-related accidents usually rather occur in built-up areas than in rural areas. The number of injured in those accidents was also higher in built-up areas. However, more people were killed in rural areas. When alcohol-related accidents are examined by road type, it becomes obvious that the majority of road users were killed on rural roads in 2011. A striking low number of alcohol-related accidents occurred on expressways; no road users were killed in those accidents.

Generally, more alcohol-related accidents occur in warmer than in colder months. In 2011, the months with the most casualties in alcohol-related accidents were July, August and September. The most fatalities due to alcohol-related accidents (11) occurred in October. The most frequent types of alcohol-related accident were single-vehicle accidents and accidents at intersections. A significantly high number of fatalities is related to the accident type “pedestrian accidents” (40% of all persons killed in alcohol-related accidents). Saturday was the weekday with the most alcohol-related accidents in 2011 and also the day with most casualties. More alcohol-related accidents occurred in the second half of the week.
3.4 ANALYSIS BY ACCIDENT TYPE

An examination of accidents in the year 2011 by accident type shows that, in built-up areas, accidents at junctions, accidents in one-way traffic and pedestrian accidents were the most frequent types. In rural areas, primarily single-vehicle, one-way and intersection accidents took place. The allocation of fatalities to overall accident types reveals that the majority of fatalities in built-up areas are allocated to pedestrian accidents (42%) and in rural areas due to single-vehicle accidents (41%).

<table>
<thead>
<tr>
<th>Accidents in built-up areas by accident type</th>
<th>Accidents outside built-up areas by accident type</th>
</tr>
</thead>
<tbody>
<tr>
<td>in 2011 n=22,660</td>
<td>in 2011 n=12,469</td>
</tr>
<tr>
<td>Accidents with no second party involvement</td>
<td>Accidents with no second party involvement</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>One-way traffic</td>
<td>One-way traffic</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Accidents involving pedestrians</td>
<td>Accidents involving pedestrians</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Fatalities in built-up areas by accident type</td>
<td>Fatalities outside built-up areas by accident type</td>
</tr>
<tr>
<td>in 2011 n=139</td>
<td>in 2011 n=384</td>
</tr>
<tr>
<td>Accidents with no second party involvement</td>
<td>Accidents with no second party involvement</td>
</tr>
<tr>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>One-way traffic</td>
<td>One-way traffic</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

3.5 SPEED MEASUREMENTS

The speed of road users has a basic influence on road safety. Every year, the KFV (Austrian Road Safety Board) conducts speed measurements across Austria in approximately 60 measuring spots in built-up and rural areas as well as on motorways. In the years 2009-2011, the measured speed of passenger cars in built-up areas in zones having a maximum permissible speed of 30 km/h were excessive 75% of the time. In places where the speed limit was 50 km/h in built-up areas, the ratio of speeders was approximately 50%.
In the period 2009-2011, the $v_{85}$ was around 42 km/h in 30 km/h zones in built-up areas. In 50 km/h areas in built-up areas, a $v_{85}$ of almost 59 km/h was recorded in years 2009-2011.

3.6 INTERNATIONAL COMPARISON OF AUSTRIA’S ACCIDENT STATISTICS

A comparison of the number of fatalities per 1 million inhabitants among EU member states shows that Austria is above the EU-27 average. Especially Greece and the Eastern European countries show high fatality rates. In 2001, the European Road Safety Programme 2001-2010 was established with the goal of reducing the number of road fatalities in the EU by half. Compared to the fatality rate in 2001, the number of road fatalities in 2010 was reduced in all EU countries. The fatality rate in Austria during this period fell by 42%, thus roughly corresponding to the EU-27 average. However, the goal of cutting fatalities in half was not achieved. In July of 2010, the European Road Safety Programme 2011-2020 was adopted, with a focus on improvements to vehicles, infrastructures and the behaviour of road users. The goals of this programme were also integrated in the Austrian Road Safety Programme 2011-2020.
Road traffic fatalities per million inhabitants in each EU-27 Member State in 2010

Source: European Commission 2012, based on CARE (Community Database on Accidents on the Roads in Europe) and national publications.

Percentage fluctuation in road traffic fatalities in each EU-27 Member State in 2001-2010

Source: European Commission 2012, based on CARE (Community Database on Accidents on the Roads in Europe) and national publications.
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