

TRAFFIC SAFETY & ITS NEWSLETTER

JANUARY EDITION | 2023



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FOREWORD



Our world is constantly changing – sometimes quickly and sometimes at a rate that seems almost immeasurable! This change occurs in every aspect of our lives, including transportation. With the inevitable and rapid urbanization of our global population along with new and evolving technologies, we find ourselves in the midst of a transportation and mobility revolution. We now have more tools at our disposal to accommodate and improve the movement of all people and all goods, even as our population expands.

Even with the momentum of these trends progressing, events can and do influence how, when, why, and where we move people and goods. The COVID-19 pandemic is one such event that had a global impact and an almost immediate shift in how we use our transportation systems. Prior to the pandemic, 60% of our global population used public transport as their primary means of transportation¹. During the pandemic, not only did the amount of travel decline, but the primary mode shifted away from public transport. As we have emerged from the pandemic and traffic levels have risen to pre-pandemic levels, this has not shifted back, with 47% of our population now using private vehicles as their primary means to move throughout our transportation systems.

During the pandemic, even at lower overall traffic levels, one concerning element emerged – traffic collisions did not decrease. In fact, in some areas, collisions and fatalities increased. This also contributes to the on-going concern that, according to the World Health Organization (WHO), road traffic injuries are still the leading cause of death globally, with the most prominent impact on our young people aged 5 to 29 years. Another concern is that our most vulnerable transportation system users are still suffering more than 50% of the fatalities – this includes pedestrians, cyclists, and motorcyclists². While automobile manufacturers and technology providers are undoubtedly making strides in improving road safety from an automobile perspective, this does not address all causes or situations that lead to collisions.

The effort to improve road safety and truly achieve Vision Zero requires an integrated, systematic, proactive approach from all of us – cities, technology providers, policy makers, researchers, and the wider road safety community – to make our systems safe for everyone!

Transoft Solutions takes this commitment to heart – we truly want to improve the safety of our transportation system and contribute our part to achieving the global vision of zero fatalities. We believe in the proactive approach that avoids collisions before they even happen. To support this effort, we provide the TrafX product suite, which offers an innovative way to objectively analyze traffic and road user behavior, delivering essential mobility and road safety analytics. Our tools, TrafXFLOW, TrafXSAFE and TrafXSAFE Connect, offer highly specialized video-analytics using AI to deliver road user classification, speed (and speeding), traffic movement count and high-risk interactions (near-miss conflicts) between any two detected road users, allowing decision-makers to proactively identify high-risk locations and critical investments in our systems to make them safer.

¹ [Public transport and private car users trip distribution 2021 | Statista](#)

² [WHO, Road traffic injuries \(who.int\)](#)

As part of our efforts, we are launching our Transoft Traffic Safety & ITS Newsletter, allowing us to keep you updated not only what's happening at the world of road safety professionals, but also offer you a peek into the latest research, developments, projects and activities of the Transportation Safety Business Unit.

We hope you find the content informative and beneficial. We look forward to your feedback, ideas for future content, and questions about information presented. Thank you for taking the time to read this!

*Karen Giese
VP, US Business Development &
Head of the Traffic Safety Business Unit*

WHERE HAVE WE BEEN?

8-10 Nov | International Cycling Safety Conference, Dresden, Germany



In the midst of last fall's conferencing season, Transoft Solutions had the pleasure to sponsor and attend the 10th International Cyclist Safety Conference, organized in Dresden, Germany. As a special sponsor, Transoft supported two workshops organized the day before the conference on 'road safety for e-scooters' and 'safe signalized intersections', plus the Welcome Reception.

During the eventful 3 days, I had the pleasure of attending a great number of thought-provoking presentations about cycling research, human behavior and also about the social aspects of riding the bike.

From an absolutely subjective point of view, to me the highlights of the conference were Kevin Gildea presenting about "[Video-based assessment of cyclist-tram track interactions in wet road conditions](#)", taken place in Dublin, Ireland and Marco Reijne's engaging presentation about interactions between cyclists and AVs, impressively titled as "[A Modelling Study to Examine Threat Assessment Algorithms Performance in Predicting Cyclist Fall Risk in Safety Critical Bicycle-Automatic Vehicle Interactions](#)". If you are interested, please read the abstracts linked to the presentation titles.

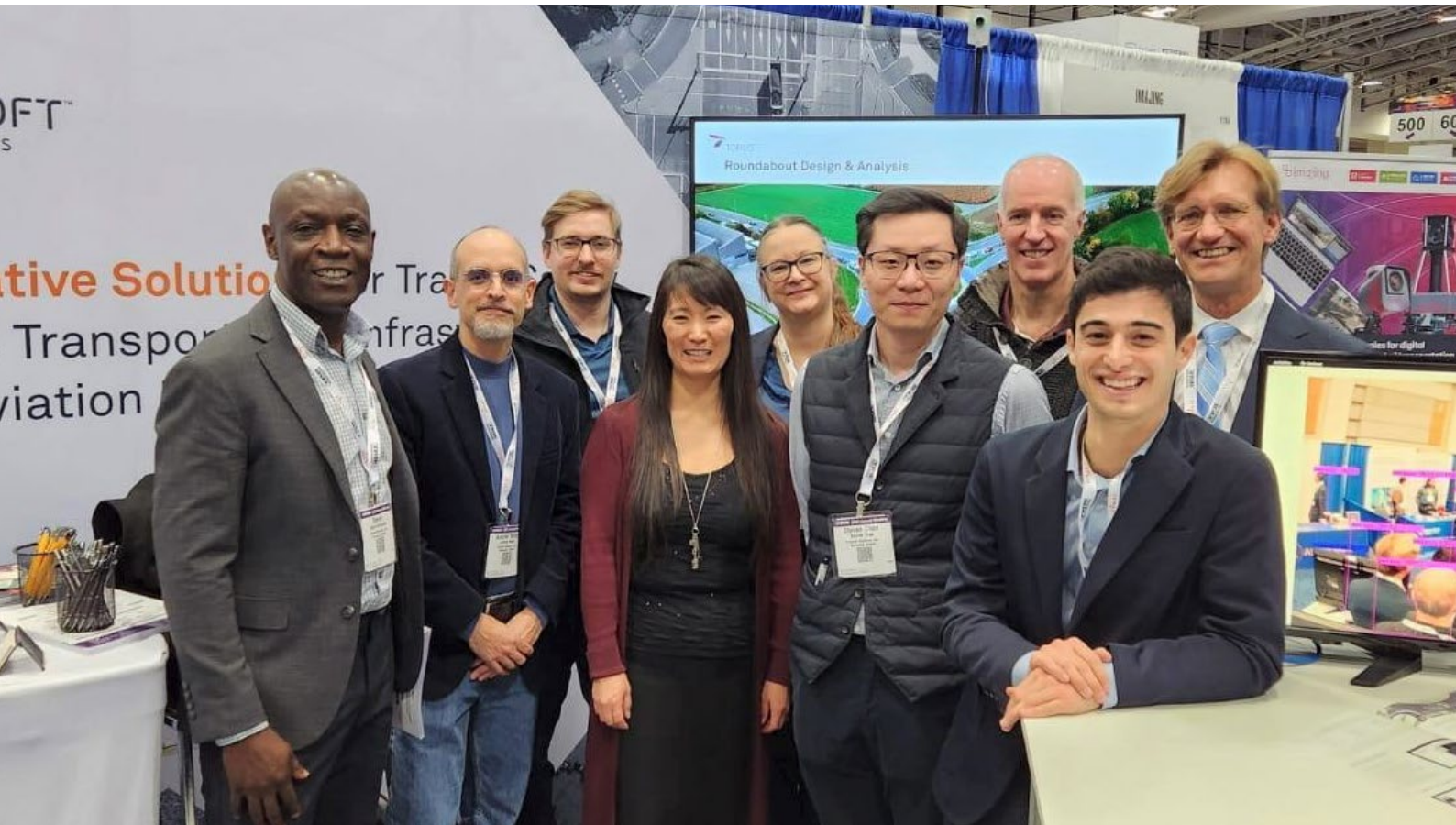
Finally, I'd like to highlight that next year, the conference will be brought back to where it started: the Netherlands. The 11th International Cycling Safety Conference will be organized by SWOV between 15-17 November, 2023. See you there!

*David Homola
Business Development Manager, Transportation Safety*



WHERE HAVE WE BEEN?

8-12 Jan | 2023 TRB Annual Meeting, Washington, D.C., USA



The Annual Meeting of the Transportation Research Board is always the busiest and among the most important events of the year. Throughout the past 25 years Transoft Solutions has been proudly supporting this conference, just like this year as a Silver Patron. This conference attracts 11,000+ attendees, primarily from the US, but also from Europe, Middle East and Asia.. For those of you, who did not manage not participate this year, Transoft broadcasted two videos from the Event.

Below is Manel Molina, Account Manager of Transoft Solutions showing an overview of our booth for you:



While our Senior Product Manager, Paul St-Aubin, presents the research he's been involved, „In Search of the Best Traffic Exposure Measures: Case Study of Urban Signalized Intersections”:

[Transoft - Traffic Safety & ITS on LinkedIn: Transoft Solutions | Case Study Presentation - TRB Annual 2023](#)

SPOTLIGHT FEATURE

Analysing mobility and road safety for vulnerable road users – how does it work?

Vulnerable road users – pedestrians, cyclists and motorcyclists - are victims of more than half of all the road fatalities globally, reported by the WHO. As these road users are without a protective shell, failure can often have serious or catastrophic consequences. Therefore, vulnerable road users should be the focus point of any road safety scheme.

Recently we've been involved in mobility and road safety projects, aiming for different outcomes:

Urban mobility projects typically require accurate traffic data. While mobility data is largely available through various mapping providers, understanding how and with which mode non-motorised road users move and behave seeks for a different solution. [TrafxFLOW](#)'s AI-based road user detection requires a single source of data: the video file. Processing this file, using machine learning, the online software detects and classifies road users, logs their turning movement and tracks their speed throughout the video frame. Delivered via an online dashboard, using the rich dataset, cities can make their decisions based on accurate, up-to-date information.

Road safety schemes often set vulnerable road users to the center. Regardless whether you drive or take public transit, some point during our journey we are all pedestrians. Further adding to the complexity around the mode share, besides pedestrians and cyclists, the rapid growth of micro mobility has been noticed globally. Last year, thanks to our [TrafxSAFE](#) product, Transoft has been involved in various projects focusing on cyclist or e-scooter safety. These video-based road safety schemes were set out to compare one site versus another or measure the improvements various countermeasures have brought for road users. It often means competitive advantage for companies collecting data and in-house expertise this way, ultimately being able to better predict the outcome and return on any applied countermeasures.

To learn more about the steps to handle when carrying out a video-based road safety project, register yourself to the following upcoming webinar:

29 March 2023 | 11:00 AM - 12:00 PM CEST

How VIAS Institute used TrafxSAFE to evaluate road safety risks of e-scooters

[REGISTER NOW](#)



Measuring road safety in school zones

With the school year starting in Autumn, safety studies and road user behaviour observations around school environments were increasingly in the spotlight. A recently completed project with the Austrian Institute of Technology and ÖAMTC, Austria's largest mobility club, once again showed that most of the conflicts could be avoided if road users were more attentive and adhered more closely to traffic rules.



IN CASE YOU MISSED IT

6 December | Proactive road safety analysis for your community

Watch the recorded discussion about proactive safety analysis and how it is being successfully implemented, from identifying and prioritizing high-risk intersections to validating safety improvements through before and after evaluations. Traffic engineers, transportation planners, and anyone responsible for the safe movement of all road users can leverage predictive analytics combined with their own expertise to reduce risk now instead of waiting for fatalities to happen.

We have presented case study examples from across Europe that showcase the use of TrafXSAFE (video-based safety analytics platform) to augment traditional safety management methods and facilitate a more holistic decision-making process aligned with the Safe System approach for all.

Learn more about our case studies covering road safety for various modes, including:

- Austria | Assessing vehicle merging manoeuvres on rural roads
- Iceland | Measuring how road safety improved at an intersection re-design project
- Throughout Europe | Evaluating risks for e-scooters in urban environments

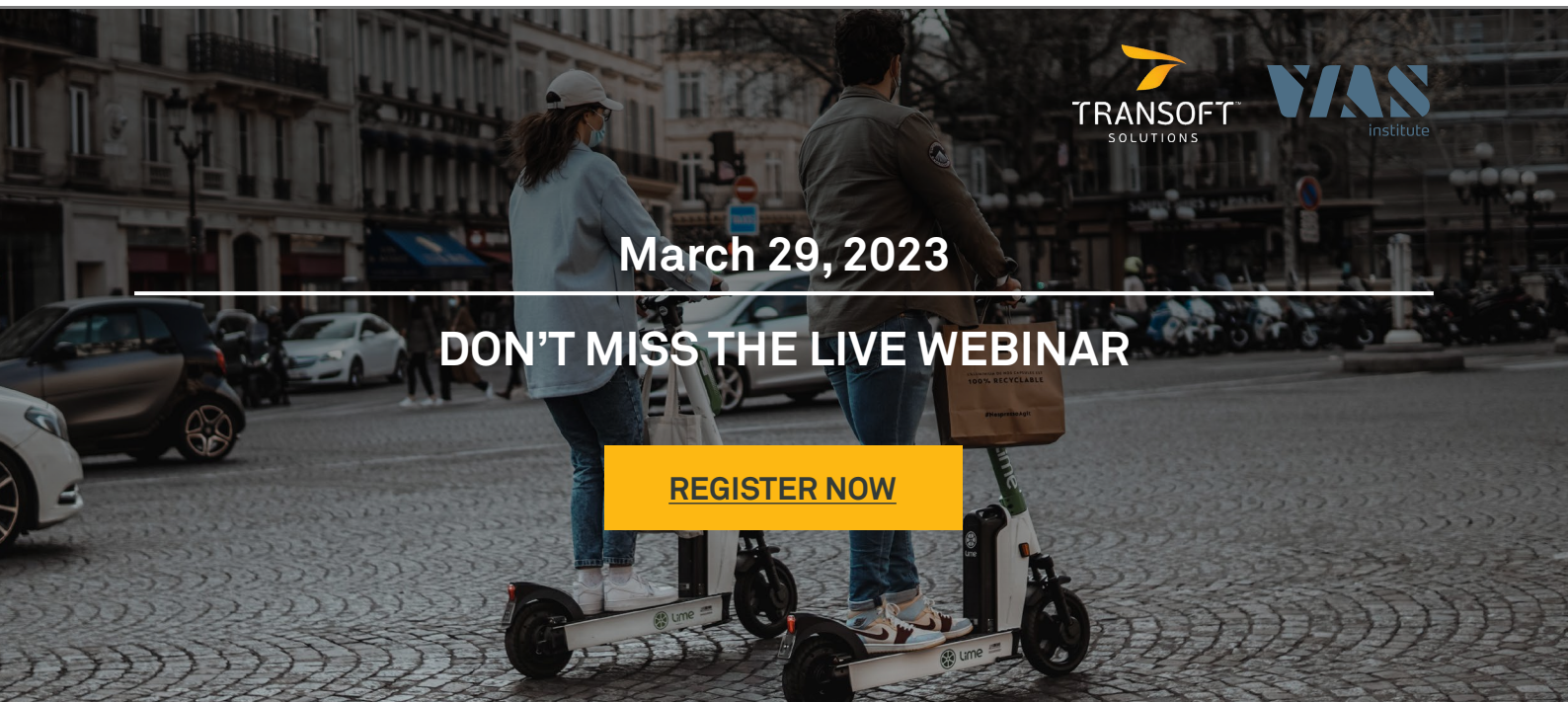
Watch the Recording Now

[GO TO WEBINAR](#)

UPCOMING EVENTS & WEBINARS

March 29 | How VIAS Institute used TrafXSAFE to evaluate road safety risks of e-scooters

Join Kishan Vandael Schreurs, Researcher, VIAS Institute and David Homola, Business Development Manager, Transoft Solutions to learn how road safety risks, traffic rule compliance and road user behaviour of e-scooter riders and cyclists was evaluated in shared spaces at 4 locations in Brussels, using TrafXSAFE. This webinar is an exciting opportunity to acquaint yourself with video-based conflict studies, best practices for data collection and the resulting rich dataset. See you there!



QUESTIONS?



Please find our entire product range and with further information on our [website](#).

Follow us on our social media channels and keep an eye out for our next newsletter. We are excited for the talk to you.

David Homola

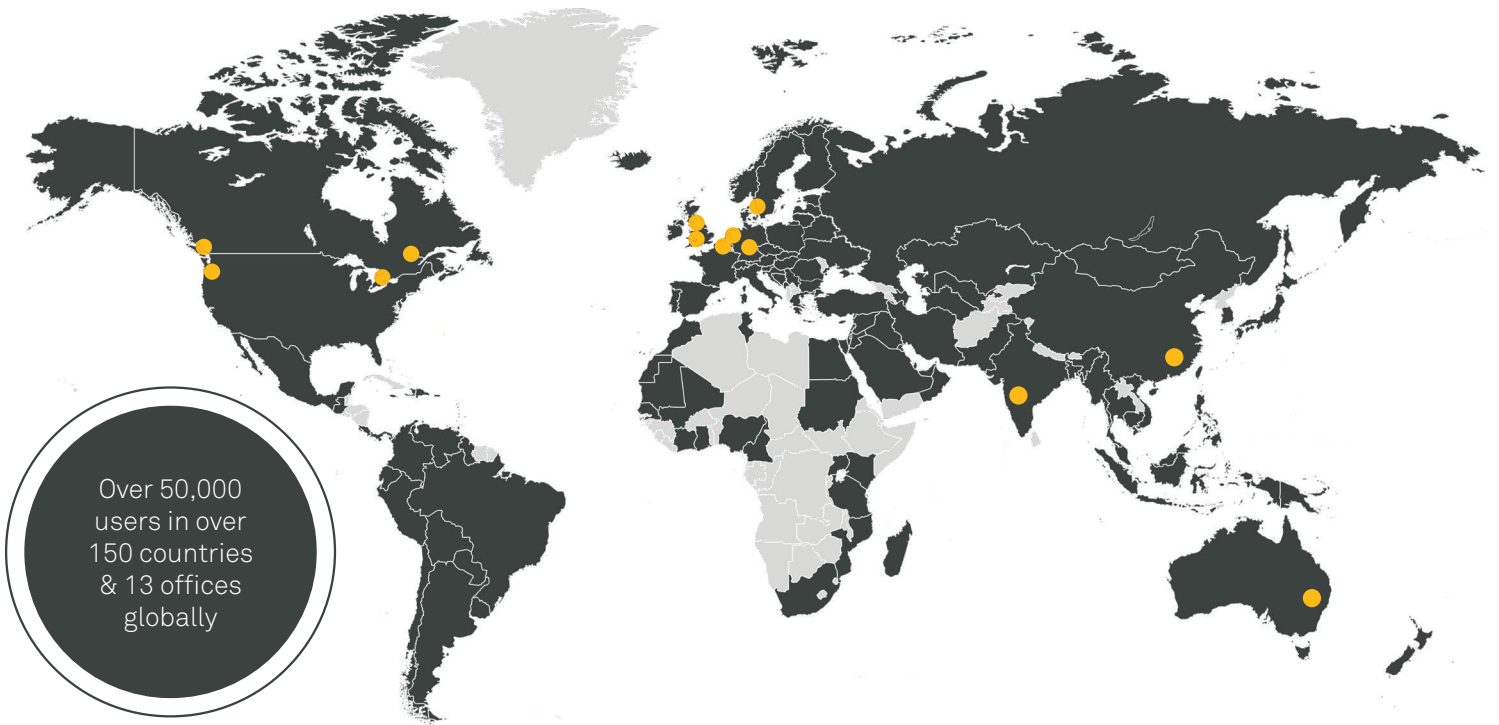
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