

TRAFFIC SAFETY & ITS NEWSLETTER

APRIL EDITION | 2023



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FOREWORD



Dear Readers,

With the first quarter of 2023 having passed faster than a glimpse, our Business Unit has seen so much development – both practically and figuratively speaking! With our quarterly newsletter we wish to keep you updated, be transparent on what we have been working on and provide opportunity to meet and connect with our team.

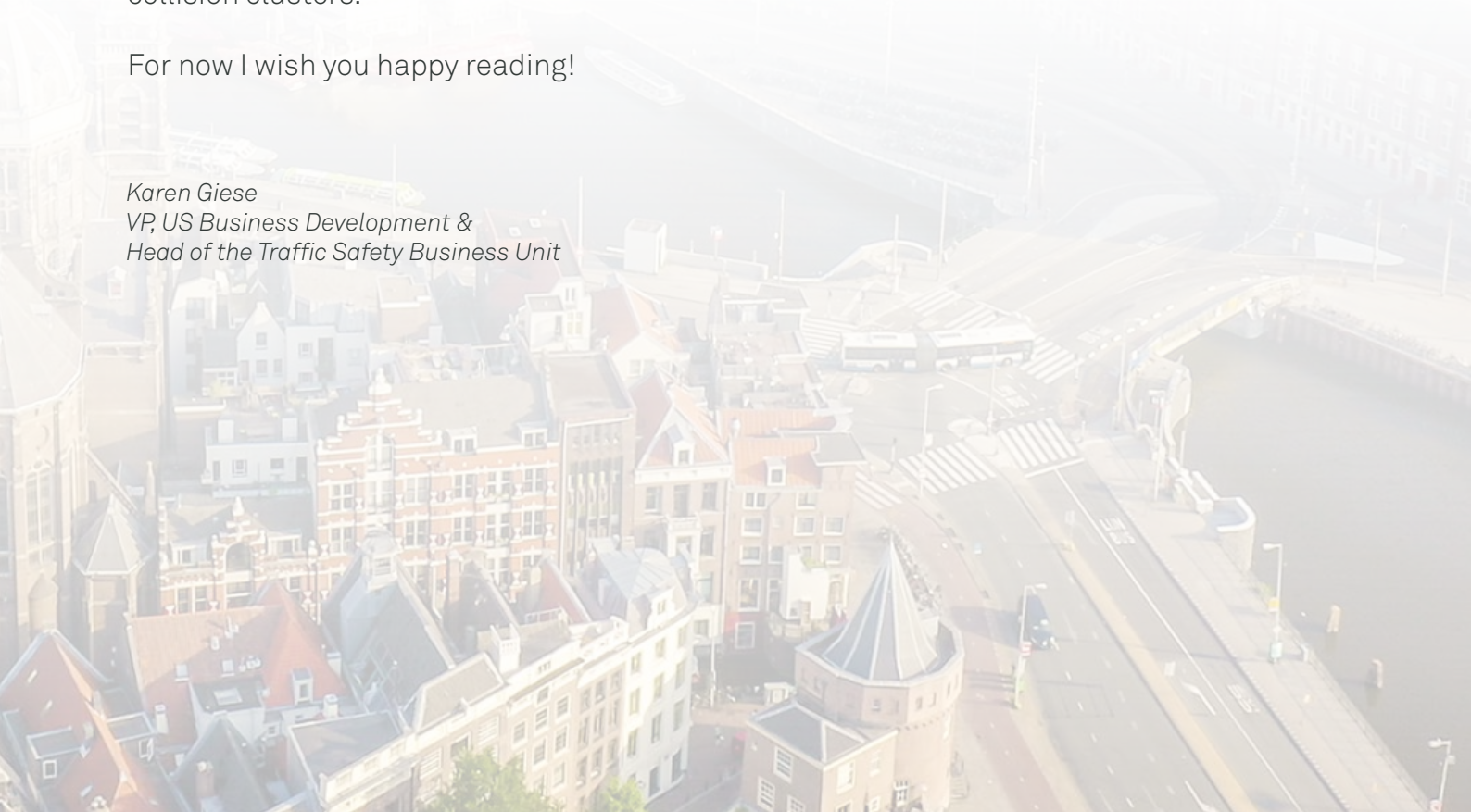
This quarter's edition will revolve around various topics – all connected to road safety, this way or another! Read below to learn more about a new product we are extremely excited to launch: **TrafxSAFE Rail - road safety and compliancy analytics for rail crossings**. As Europe is doing some heavy lifting in shifting the modal split towards railways, our product comes at a right time to support safe and efficient operation of the expanding rail network.

Alongside this, regarding our latest deployments, we have recently been involved in numerous projects focusing on **powered two-wheelers and micromobility** in general. This has been a popular topic throughout our region, as we witness changes in how we move around in cities. While private and shared e-scooters provide an attractive mobility solution for many, research has been focused on clarifying some of the myths associated with user behaviour, risks and traffic rule compliancy. Read below an interview with Kishan Vandael Schreurs, a researcher at Vias institute, who used TrafxSAFE for a comprehensive project in this domain.

Finally, I would like to draw your attention to **KeyACCIDENT, our application to analyse historical crash data in a GIS environment**. This tool has been developed for the UK and it enables you to identify clusters of collisions automatically and carry out detailed analysis to detect collision patterns and possible causes. While we strongly believe that Vision Zero goals can only be achieved using a proactive approach for road safety, this process should be based on a systematic and meticulous procedure, examining and eliminating existing collision clusters.

For now I wish you happy reading!

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



ATTENTION PLEASE

Next to arrive: TrafxSAFE Rail

We are excited to announce that our specialized video analytics product portfolio will soon be receiving its newest member, focused on road safety and level railway crossings. Developed together with Transport Canada, this highly specialized service will be able to detect, log, categorize and objectively evaluate high-risk, non-compliant road user behaviour at level railway crossings.

This technology will allow road or railway infrastructure owners to monitor all road users within a traffic scene to a high degree of precision, in an affordable, repeatable, and unobtrusive way, without the challenges of human fatigue and bias. It is a highly effective tool to increase efficiency and safety of level rail crossings.

To be informed, please pre-register yourself to the online product launch

[PRE-REGISTER NOW](#)



GET TO KNOW OUR CUSTOMERS



Have you ever wondered who is behind a successful project?

We tend to miss personal stories and individual or team achievements too often. To stop this, we embark on a journey - Transoft will be conducting interviews with our users to bring light to their projects, and most importantly to present them and their stories. Through these interviews, our audience will be able to acquire valuable background information, learn how others have been using our technologies successfully and seek inspiration for their future projects.

David Homola, Business Development Manager sat down with **Kishan Vandael Schreurs, researcher at Vias institute** to ask him about the latest project he was involved in. Kishan was involved in a complex research project focusing on e-scooters. The work packages concentrated on mobility choices, the environmental impact, self-reported crashes, and conflict- and behavioural observation. He shares interesting insights and findings in the full interview. [Read it now!](#)



[READ THE FULL BLOG POST](#)

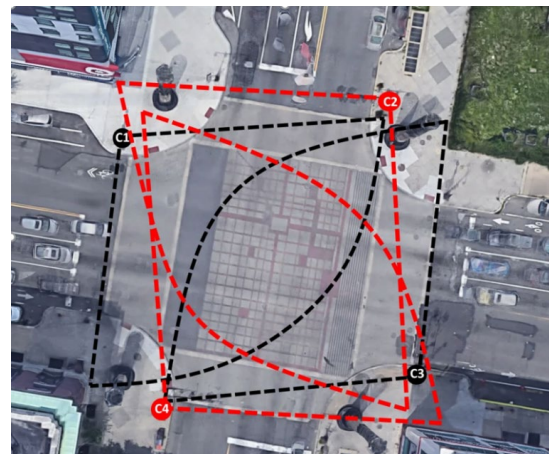


BLOG POSTS

The Benefits of a Pilot Deployment

When new technologies and methodologies are introduced, it is often hard for agencies to justify large-scale investments. Until there is confidence in the solution and a more complete understanding of the proposed tool's requirements it is difficult to enroll the technology at scale. Pilot deployments (typically a smaller and/or shorter-term variations of a bigger project) are effective and allow an agency to confirm that a solution will provide the anticipated value. Evaluating the pilot's results could get reassurance that they'll be able to achieve their goals by rolling out the technology on a larger scale.

[Read the full blog post here: https://safety.transoftsolutions.com/blog/benefits-of-a-pilot-deployment/](https://safety.transoftsolutions.com/blog/benefits-of-a-pilot-deployment/)





Introduction to KeyACCIDENT

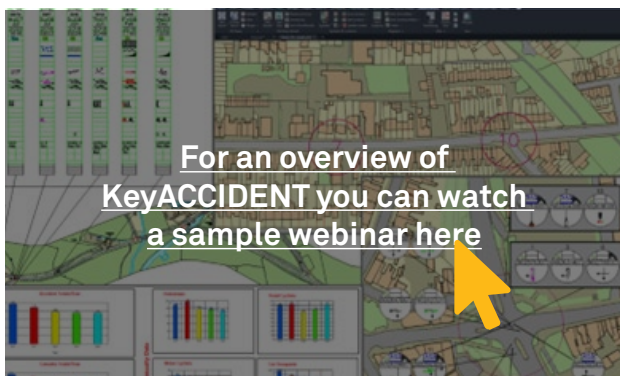


KeyACCIDENT is a professional tool for making the best use of 'STATS19' collision and casualty data, carefully gathered by Police forces across the UK. It enables you to identify clusters of collisions automatically and carry out detailed analysis to detect collision patterns and possible causes.

It has both a database and geographic module for managing road traffic collision data and producing accident plots and diagrams simply. It can generate more than 50 statistical and narrative reports, as well as custom tabular results. Records can be edited and created, and there is a separate data entry module available for creating larger numbers of records manually.

A simple to use query wizard, allied with graphical searches, can be used to drill down to specific collision types. A detailed summary is given of the search results, showing comparisons with expected percentages. When plotting the locations, a symbolic representation of each collision can be generated from the data, to display details such as weather, lighting, road surface conditions, vehicle types and manoeuvres.

Locations of interest can be further analysed to help establish suitable engineering remedies or driver education campaigns. The site monitoring tool compares collisions before and after construction to measure the effectiveness of any road improvements, as well as tracking overall casualty reduction. Graphical tools and charts support the data analysis, helping to confirm unusual patterns, and make great presentations.



If you would like to find out more about the capabilities of KeyACCIDENT and how it can help you, please get in touch with the **Product Manager, Kevin Skillings** kevin.skillings@transoftsolutions.com.

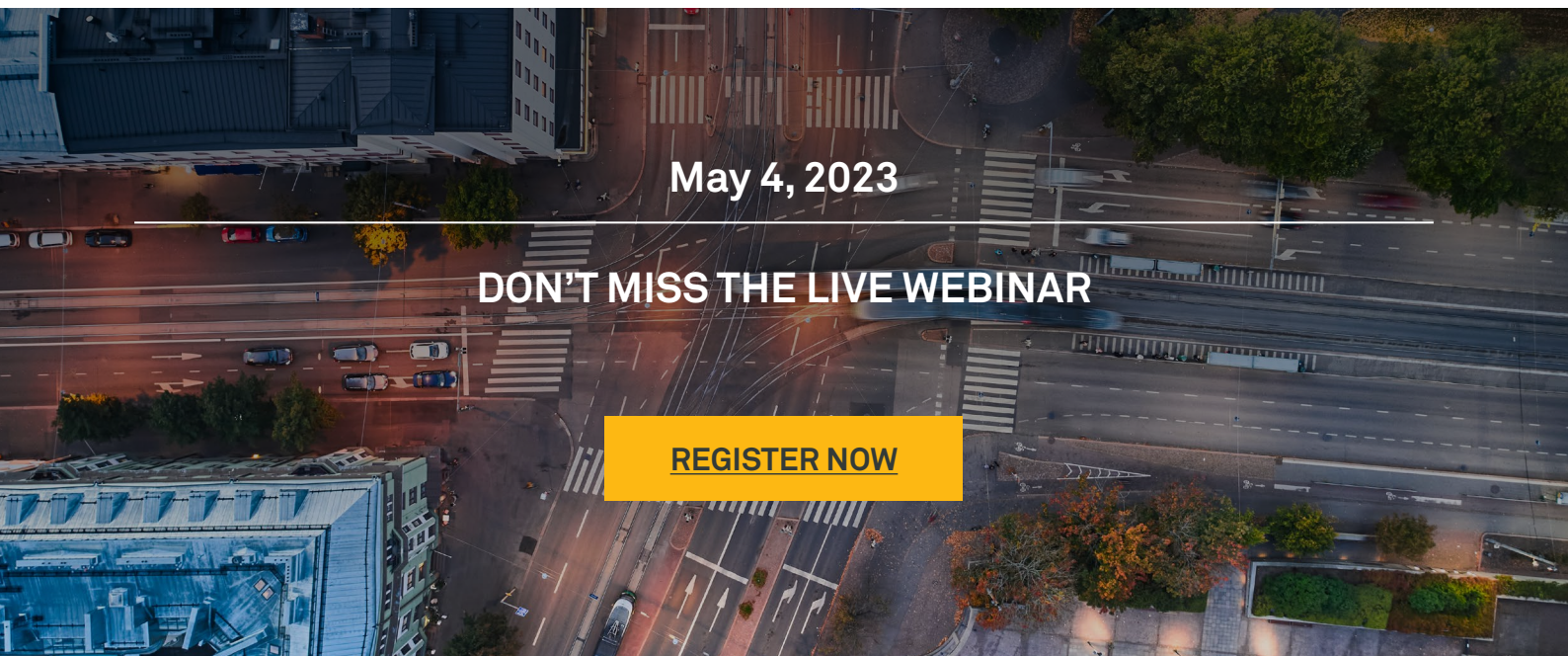
Alternatively, you can reach out to our knowledgeable sales team who will be more than happy to assist you with your enquiry salesuk@transoftsolutions.com.

JOIN OUR WEBINARS

May 4 | How Richer Trajectory Data is Pushing Safety Analysis Forward

Join us for a live and very informative webinar with Senior Product Manager, Paul St-Aubin on May 4th to discover how near misses and traffic conflict data are opening up additional opportunities for proactive road safety analysis.

In this webinar, we will examine some of the key differences between traditional historical crash data and near miss data, in particular the wealth of detailed spatial information that arises from the rich accompanying road user trajectory data.



Date to be announced soon | Product Launch: TrafXSAFE Rail

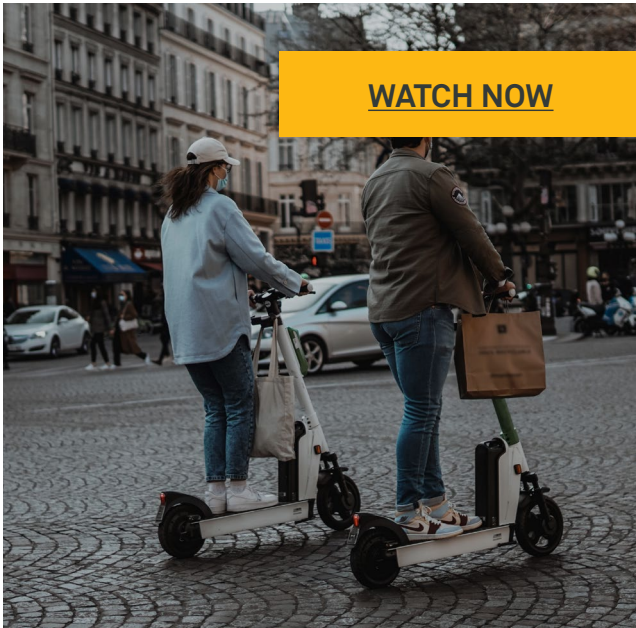
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IN CASE YOU MISSED IT...

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



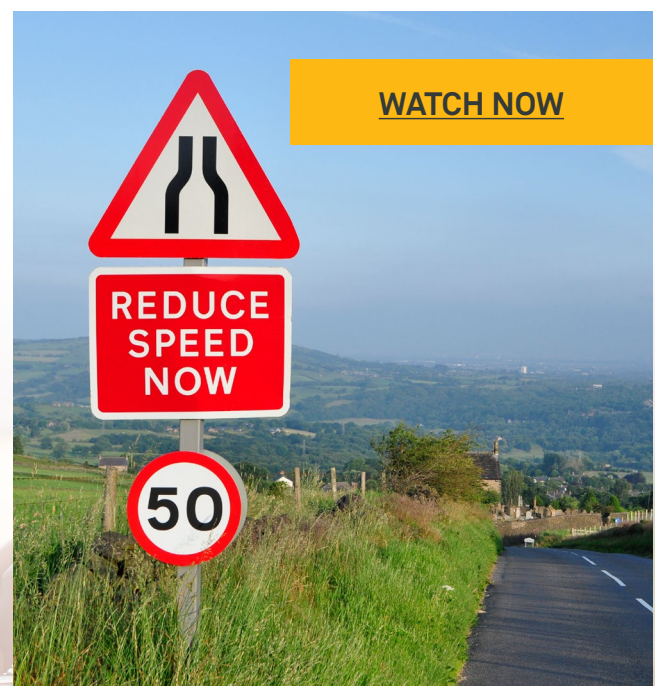
Earlier Kishan Vandael Schreurs, Researcher at Vias Institute and David Homola, Business Development Manager at Transoft Solutions delivered a presentation focusing on how TrafXSAFE was used to evaluate road safety risks, traffic rule compliance and road user behaviour of e-scooter riders and cyclists in 4 shared space locations in Brussels, Belgium.

Watch the on-demand webinar to acquaint yourself with video-based conflict studies, best practices for data collection and the resulting rich dataset.

23 Nov 2022 | Getting more from KeyACCIDENT: Safety scheme performance and casualty reduction progress

How effectively are your safety schemes performing? How well are you progressing towards your casualty reduction targets? Watch the on demand webinar to learn how to use your KeyACCIDENT Site Monitoring feature to get more out of the software. We'll show you how to run regular 'before and after' checks on your engineering schemes, how to carry out mass annual monitoring of any type of location, and how to produce a concise quarterly report that checks your casualty reduction progress against a base period.

KeyACCIDENT can show which schemes are working well, which may need further attention, and highlight casualty groups for future road safety intervention.



UPCOMING EVENTS

Read below, which are the in-person events and conferences we you can meet us in 2023.

Join us at

VISION ZERO CONFERENCE 2023

Stockholm, Sweden | 26 - 27 June, 2023



26-27 Jun | Vision Zero Conference 2023, Stockholm, Sweden

Join us at Stockholm on 26-27 June for an international event facilitating knowledge sharing, capacity building and inspiration on road safety.

The Vision Zero concept has gone a long way since it has originally been introduced in Sweden in 1997. The world witnessed many countries and municipalities adopting the concept and successfully reducing the number of fatal and serious injury crashes.

The conference will revolve around various topics, such as Vision Zero in a rapidly changing world; the 2030 United Nations Agenda as an enabler for road safety and vice versa; the role of the private sector and their engagement; knowledge transfer and capacity building; safe modal shift including safety for powered two-wheelers; and new technologies and innovations.

The [Vision Zero Conference](#) is organised by the Government Offices of Sweden, the Swedish Transport Administration, the Swedish innovation agency Vinnova and supported by the World Health Organization.

Join us at
ICTCT 2023

Catania, Italy | 26 - 27 October, 2023

Proud to be a Gold Sponsor

TRANSOFT SOLUTIONS

26-27 Oct | ICTCT 2023, Catania Italy

Conference topic: Challenges and actual opportunities offered by new technologies to improve traffic safety

Transoft is pleased to announce that it will be participating and sponsoring the 35th annual conference of [International Cooperation on Theories and Concepts](#) in Traffic safety as a Gold Sponsor. Take this exciting opportunity to join a group of researchers and practitioners dedicated to using new technologies, targeting road safety. Aligned with these goals, our **TrafxFLOW**, **TrafxSAFE** and **TrafxSAFE Connect** video-based tools are in the forefront of proactive road safety, offering a viable alternative to reactive methods relying on crash data.

Dates at glance:

30 April 2023	Abstract submission deadline
2 June 2023	Notification of acceptance
24 September 2023	Early Bird fee expiration
20 October 2023	Registration closed
24–25 October 2023	Traffic Safety Researcher's course
26–27 October 2023	35th ICTCT conference
28 October 2023	ICTCT General Assembly



Join us at

11th INTERNATIONAL CYCLING SAFETY CONFERENCE

Den Haag, The Netherlands | 16 - 17 November, 2023

Proud to be a Sponsor



TRANSOFT SOLUTIONS

15-17 Nov | 11th International Cycling Safety Conference, The Hague, the Netherlands

Conference topic: Challenges and actual opportunities offered by new technologies to improve traffic safety

Just like in 2022, Transoft Solutions will be proudly sponsoring the 11th [International Cycling Safety Conference](#). The conference is returning to its origins and will be taking place in the Netherlands. Hosted by SWOV, the Dutch Institute for Road Safety Research, in The Hague, a green and ambitious cycling city by the North Sea, this conference is the perfect opportunity for anyone to gain knowledge on or experience safe cycling.

Dates at glance:

February 2023

Call for abstracts

5 May 2023

Abstract submission deadline

June 2023

Notification of acceptance and registration open

15 November 2023

Preconference events

16-17 November 2023

ICSC 2023 Conference

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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