

TRAFFIC SAFETY NEWSLETTER

AUGUST EDITION | 2023



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Foreword



Dear Readers,

Welcome to the August Edition of our Newsletter! For those of us in the northern hemisphere, we are wrapping up our summer and getting ready to settle into autumn routines. We trust this newsletter gives you some insights on what has been happening in our world of traffic safety.

This volume will cover a few interesting topics. Most importantly you can read below about a new product we are extremely excited to launch: TrafXSAFE Rail – safety and road user compliancy analytics for level rail crossings. Beyond this, we will share insights about the Transoft Educational Program, a framework allowing educational institutions and the academia to have access to Transoft’s technology and software. We also touch base on conferences and international gatherings, as we took the opportunity to attend the Vision Zero Conference in Stockholm recently – below you can read our short coverage about this thought-provoking event.

Finally, as we’re slowly gearing up towards the conference season in autumn, we will share with you some of the highlights of shows and events we are looking forward to.

Thank you for taking the time to read through!

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 the newest member of our video analytics portfolio, TrafxSAFE™ Rail, focused on safety and road user compliancy at level railway crossings. Developed together with Transport Canada, this highly specialized service will be able to detect, log, categorize and objectively evaluate medium- and high-risk, non-compliant road user behaviour at active controlled level railway crossings.

This technology will allow road or railway infrastructure owners, traffic and transportation engineers 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 the efficiency and safety of level rail crossings.

Please join us for the introduction webinar to this brand new product at 11 am CEST, 13 September 2023 to see this technology live and experience how can it improve safety in level railway crossings. **Register now!**

TrafxSAFE Rail Introduction Webinar

Wednesday, September 13, 2023
11 am CEST

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, 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.

Melanie Hofmann, Marketing Assistant talked to **Musa Mwine**, former master student at **Delft University of Technology**, to ask him about his thesis work. Musa is from Uganda and he chose a local challenge for the topic of his master thesis. Using video analytics – among other techniques – he has explored the impact of applying motorcycle lanes in a busy junction in the city of Kampala, Uganda.

The video analytics, using TrafXSAFE, for this project was granted within the framework of the **Transoft Educational Program**. Through this program Transoft provides access to its software products at no or low cost for use in the curriculum, labs, and course projects. This Program also allows the academia to receive assistance in the development of practical curricula and offer lectures that connect theory to the practical aspects of engineering design as well as collaboration on research that Transoft would like to undertake in the near future.

The program is managed by Marc Steenhuis, Customer Success Representative & Transoft Educational Program Coordinator EMEA. Read the interview below with Musa and thoughts from Marc, who shares more details about the Program.

[Read the full interview >>>](#)



The Transoft Educational Program

The Transoft Educational Program (TEP) was launched in 2019 and aims to further improve our collaboration with educational institutions in the field of transportation engineering, traffic safety and aviation engineering. The program is designed to assist aspiring engineers in acquiring the necessary technical knowledge early on to excel in their future careers. The program offers cost-free software licenses to educational institutions and individual students, assists in developing practical curricula and facilitates collaboration on research. Transoft Solutions has TEP partnerships with over 50 educational institutions worldwide.

Upcoming Events

Our view on the Vision Zero Conference 2023



The Vision Zero Conference was organized on 26-27 June in Stockholm, Sweden. The two day gathering included countless thought provoking discussions, a networking opportunity for road safety professionals around the world and insights in how road safety is addressed proactively by both public and private organisations.

Our Business Development Manager, David Homola had the pleasure to attend the conference. He shares his thoughts below:

The two days spent in Stockholm was inspiring and motivating for multiple reasons. First of all, it was encouraging to see all the organisations and regions, who have adopted the Vision Zero philosophy and principle by now. In the past 26 years, Vision Zero, started as a bold and visionary concept, has been embraced by many transport administrations globally.

Moreover, private companies have also started to consider road safety as one of their highest priority, realising that a large portion of the fatalities occur in the private sector's supply chain. Being significant transport buyers, companies like TotalEnergies and IKEA have adopted internal measures and policies to prevent crashes and save lives. To measure, rate, and eventually appreciate the efforts of organisations and companies,

the FIA has introduced the FIA Road Safety Index. This framework helps evaluate and quantify the impact of their operations on road safety, plus report on their ambitions, actions, and results. With the FIA Road Safety Index, organisations and companies can measure their safety footprint just like they do for their carbon footprint (total greenhouse gas emissions).

Transoft Solutions, as an organization is fully committed to Vision Zero and we truly believe that the vision of zero road fatalities can only be achieved following a proactive approach for road safety.



Video to link: [The 2023 Vision Zero Conference in short | Trafikverket - YouTube](#)

Blog Post

Helping cities embrace urban cycling



As summer settled into the northern hemisphere many people were pulling their bicycles from storage to go for leisurely rides with friends and family. Yet for many others around the world, cycling is not just a recreational activity—it's a primary mode of transportation. More and more, people are relying on cycling to get around, especially in urban areas.

The trend of increasing numbers of cyclists taking to the streets has not been lost on the United Nations General Assembly, which in 2022 passed a resolution to encourage the integration of cycling into sustainably developed transportation systems. This followed their 2018 declaration of June 3 as World Bike Day.

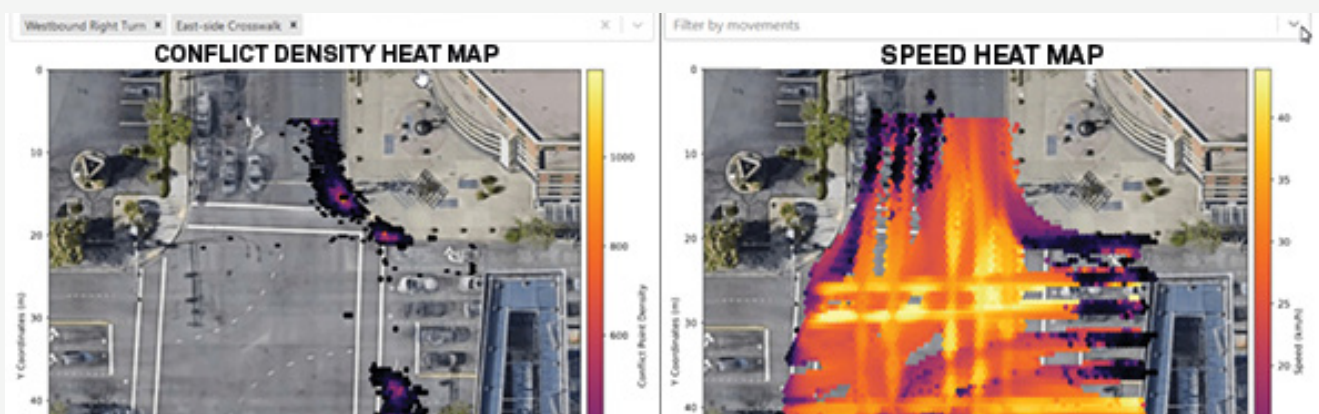
Some countries, like Denmark and the Netherlands, have long embraced cycling, and their city streets are used by tens of thousands of cyclists every day. In North America, the cities of Minneapolis, Montreal, and Portland have been at the forefront of the bicycle movement. More recently, major cities like Paris and New York, with enthusiastic backing from their mayors, have been funding infrastructure that encourages bike travel.

Read our blog post about how Transoft contributes to initiatives around the world, embracing urban cycling for safer and more sustainable transportation.

Blog post: <https://www.transoftsolutions.com/blogpost/helping-cities-embrace-urban-cycling/>

Quick News

NEW Features in TrafXSAFE



We're excited to announce updates to our TrafXSAFE family of products that enhance performance and value for you. Among the many new feature additions, this release includes one of the most requested from our users — interactive heat maps — which can now display trails and clusters specific to individual scenarios, movements, or road user types!

Check out link below for full details of the software update release.

[New TrafXSAFE Updates Released - Transoft Solutions \(ITS\) Inc.](#)



VIAS's NUMECO project has been released:

In our previous newsletter, we have discussed how VIAS Institute used TrafXSAFE to evaluate road safety risks of e-scooters. Since then, the project results have been published and are available free of charge in English, Dutch and French. Click the link below to read it!

The role of e-scooters in the mobility mix

Pedaling 1900 km across Europe for data-driven decision making



Prof. Marco Dozza of Chalmers University has recently embarked on an ambitious journey. He has pedaled 1900 km from Gothenburg, Sweden to his home town, Bologna, Italy to collect video-data about micromobility and promote data driven decision making.

“I want to reach out to society and stakeholders to show how research into [#micromobility](#) can create consensus and improve [#trafficsafety](#)” ~ Prof. Marco Dozza.

To read more, visit the project website: <https://www.microsafety.eu/> or Marco's Instagram account: <https://www.instagram.com/marcochalmers/>





Join Our Webinars

13 September | Product Launch: TrafXSAFE Rail

Developed together with Transport Canada, this highly specialized tool will be able to detect, log, categorize and objectively evaluate medium- and high-risk, non-compliant road user behaviour at level railway crossings.

This technology will allow road or railway infrastructure owners, traffic and transportation engineers 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 the efficiency and safety of level rail crossings.

[Register now >>>](#)

In Case You Missed it...



7 June | Celebrating World Bicycle Day: Cycle Schemes using AutoTURN and TrafXSAFE

This 60-minute webinar focused on cycling and how Transoft's AutoTURN software and TrafXSAFE video-analytics can assist cities and communities to come up with more inclusive and safer designs alternatives. As cycling is a topic of increased interest in almost all regions, this webinar delivers valuable practical information and sources of inspirations for the next active transport project you may be involved in.

[Watch webinar recording >>>](#)



04 May | 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.

[Watch webinar recording >>>](#)

Join us At

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



Gold Sponsor

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



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

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.

Workshops

Safety of bicycle streets

The topic of this workshop is safety of bicycle streets. During this workshop different perspectives on safety will be presented. We will work together in small groups to generate ideas on methods to investigate the safety of (design elements of) bicycle streets.

This workshop is organized by the experts of SWOV Institute for Road Safety Research, Teun Uijtendewilligen, Matin Nabavi Niaki and Gert Jan Wijlhuizen.

Bicycle simulators

Several bicycle simulators have been developed and validated but only a few studies actually applied these simulators in research or training. During this informal workshop we will discuss the lessons learned in:

Application: For which research questions do you want to use a bicycle simulator?

Technology: Technical developments in bicycle simulators.

This workshop is organized by Arend Schwab (Delft University of Technology) and Carmelo d'Agostino (Lund University).

Bicycle Tours

Bicycle tour

Join us on a morning bicycle tour through The Hague! The route, plotted out by the Dutch Cycling Embassy, will illustrate The Hague's dramatic journey from car dominance to cycling city. Groups of up to 15 people will be guided by experts from the Dutch Cycling Embassy and/or the Municipality of The Hague.

Bicycle tour – bicycle streets

Join us on an afternoon bicycle tour through The Hague focused on bicycle streets! The route, plotted out by the Dutch Cycling Embassy, will illustrate The Hague's dramatic journey from car dominance to cycling city. Groups of up to 15 people will be guided by experts from the Dutch Cycling Embassy and/or the Municipality of The Hague.

Dates at glance:

Summer 2023

Preliminary programme online

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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