

TRAFFIC SAFETY NEWSLETTER

EDITION 4 | 2023



**Making Roads
Safer for All**



**TrafxSAFE for
VSO Consulting**



**2024 Upcoming
Events**





Foreword



Dear Readers,

Welcome to a pivotal edition of the Traffic Safety Newsletter, focused on cycling safety among many crucial themes in the context of sustainable transportation. As cities embrace active transportation for its environmental and health benefits, ensuring the safety of all road users becomes paramount. In this issue, we delve into innovative solutions, exploring technological advancements, experience on traffic management strategies, and community initiatives.

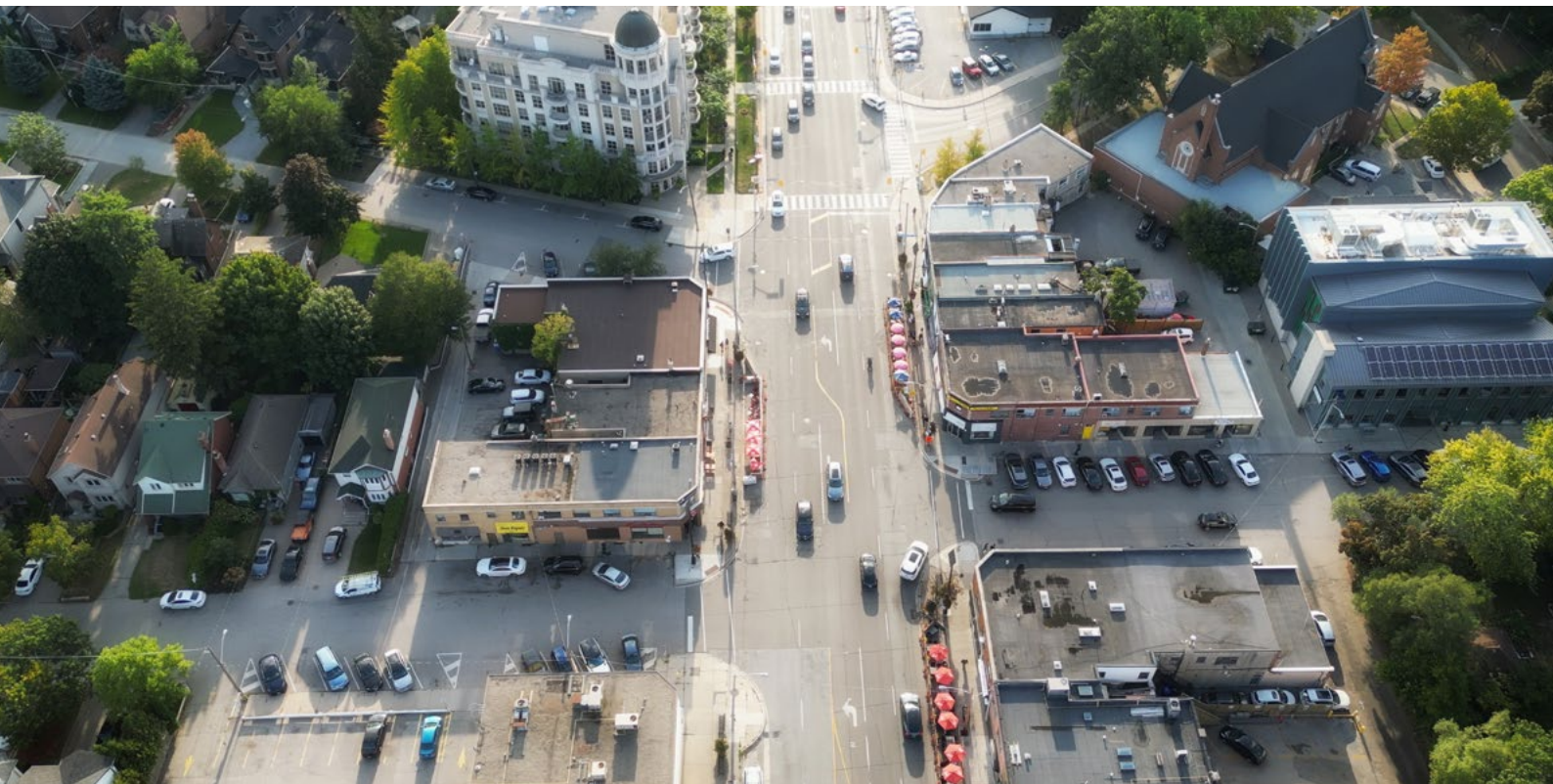
This newsletter serves as a concise resource, offering valuable insights for professionals and enthusiasts alike. Whether you're an engineer, policymaker, researcher, or advocate, our shared commitment to road safety unites us in creating cities that are not only sustainable but also safe and inclusive. As we navigate the content within these pages, let's reflect on the collective responsibility we bear in shaping a future where urban mobility is both eco-friendly and secure.

We are also thrilled to have an upcoming product announcement at the TRB Annual Meeting, closely aligned with our commitment to enhancing road safety. Stay tuned for this unveiling that promises to contribute significantly to our collective efforts in building safer and more sustainable transportation networks.

Finally, I would like to take this opportunity to wish you Merry Christmas, Happy Holidays and a Safer New Year!

Karen Giese

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



Toronto's New Intersection

Bike safety has always been a topic close to our hearts at Transoft. With our European head office in Rotterdam, the Netherlands, we are naturally connected to the world of biking.

The Netherlands is known for its long history and passion for cycling, and has been considering cyclists in its street design since the 1970's.

Due to the flat structure of the country, cycling has always been a popular mode of transportation. Which only, shortly, decreased in the 1950s and 1960s, with the invention of cars.

This shift towards car usage led to an alarming increase in accidents and fatalities, particularly among children. Additionally, rising oil prices added urgency to the situation. In response, the Dutch government took action by implementing innovative street designs that prioritize cyclist safety - a concept that was groundbreaking and unique at the time.

The growing popularity of biking is nowadays not only limited to the Netherlands anymore. Especially, factors such as e-bike inventions, rising vehicle ownership costs, and concerns about climate change have contributed to its global appeal. However, many modern-day street designs still prioritize car usage over cycling.

In Toronto, Canada, there is hope for change. A new pilot program set to begin in 2024 aims to construct the city's first "Dutch-Style" Intersection that prioritizes cyclist safety. This initiative marks a significant step towards incorporating bike lanes and reimagining roundabouts.

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Blog Post



Making Roads Safer for All: Part One of a Three-Part Series on Improving Traffic Safety

On the 19th of November, the 30th World Day of Remembrance for Road Traffic Victims was observed. This significant day serves as a means to pay tribute to those affected by road crashes and to raise awareness about the pressing need for reducing road traffic. Furthermore, it aims to acknowledge and honor the tireless efforts of emergency crews, police personnel, and medical professionals who confront the distressing aftermath of such accidents on a daily basis.

The affect that these deaths and injuries has on individuals and communities is immense both emotionally and economically. Consequently, recognizing this issue, the United Nations has

designated this decade as the “decade of Action for Road Safety” with the goal of reducing road traffic fatalities and injuries by 50% by the end of 2030. Although this goal may appear ambitious, there remains a glimmer of hope.

We have prepared a three-part series, to give you a more detailed overview of new approaches and innovations with regards to road safety. Read the first part now to gain a more comprehensive understanding of the aims and motivations from the UN.

[LEARN MORE](#) →

Where Rail Meets Road: Developing Solutions to Reduce Rail Crossing Collisions

2023 has been a disastrous year for railroads around the world. The January derailment of 38 cars carrying hazardous chemicals in Ohio caused considerable environmental damage and potential long-term health impacts for nearby residents. In the February collision in Tempi, Greece, two trains crashed head-on, resulting in 57 deaths and 85 injuries. Then in June, a three-train collision in Odisha, India killed 294 and injured 1,175 more.

[LEARN MORE](#) →



Visit transoftsolutions.com to read more blog posts!

From Our Clients

TRAFXSAFE

“TrafXSAFE has helped us achieve our goals by analysing video data and providing valuable information.”

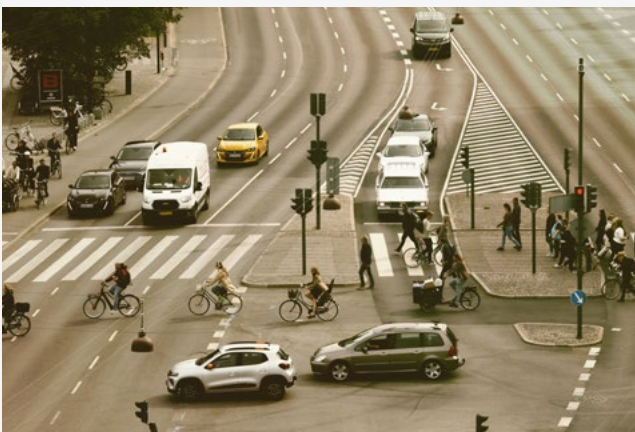
Davíð Guðbergsson, Consultant, VSO Consulting

[READ THE FULL CASE STUDY](#) →



Join Our Webinars

11 Jan 2024 | Proactive road safety assessment with TrafXSAFE



Start the new year by learning about how TrafXSAFE, specialized video analytics technology can help you to assess road safety in a proactive way!

While historical crash data continues to still be the number one metric used to

measure road safety, this method faces a range of challenges. While the data could be incomplete, it takes years to collect and it is a reactive method – often needing unfortunate casualties and serious injuries to happen before the contributing factors are examined and treated.

Breaking away with this practice, TrafXSAFE offers a cost effective alternative for professionals to be more proactive. Using video observations, it automatically detects road users, their speed and their high-risk interactions, near-misses.

Register yourself to this webinar to learn more.

[REGISTER NOW](#) →

In Case You Missed It...



TrafxSAFE Rail Webinar

In case you missed the release of our newest video analytics product focused on safety at railway crossings. See how the latest innovation from the TrafxSAFE product family can assist rail operators, transportation, and traffic engineers by detecting, logging, categorizing, and evaluating high-risk, non-compliant road user behavior at level railway crossings.

Re-watch the launch and discover how TrafxSAFE Rail can be used to:

- ✓ Check for non-compliant behavior at rail crossings during multiple stages:
- ✓ Train Approaching | Train Present | Train Departing
- ✓ Identify non-compliant behavior across all road users (cars, trucks, pedestrians, cyclists, etc.)

Review analytics, prepare charts, graphs, and view video clips of rail safety events from the customizable dashboard

By using TrafxSAFE Rail, allows you to obtain objective data on crash risks and compliancy, and use them effectively to improve safety at level crossings.

WATCH ON-DEMAND WEBINAR →

Our View From The Recent Conferences:



ICTCT 2023
Catania, IT

The 35th ICTCT conference unfolded in the picturesque city of Catania, Italy from October 26th to 27th. Transoft Solutions proudly stood as a Gold Sponsor for this important event, offering a platform for researchers to network and exchange insights on the latest advancements in road safety research. Over the course of two dynamic days in Catania, participants engaged in numerous discussions addressing a proactive approach to today's road safety challenges. The focus was on leveraging cutting-edge technology to empower professionals in preventing road fatalities.

With approximately 100 attendees, the conference provided a platform to delve into recent research themes encompassing road safety asset management, human factors, emerging technologies, and diverse safety initiatives targeting pedestrians, cyclists, and other vulnerable road users.

A prevailing theme emerged from the summit: the future of road safety lies in embracing

innovative technologies. Examples include the use of driving simulators to gain a deeper understanding of human factors and the integration of computer vision, offering valuable surrogate measures as alternatives to relying solely on historical crash data.

Looking ahead, the 2024 conference is set to take place in Delft, the Netherlands, a country close to our hearts. With confidence, we anticipate an outstanding program curated by the organizers at TU Delft, led by Associate Professor Haneen Farah and Professor Marjan Hagenzieker. Save the date for what promises to be an enriching experience—we eagerly anticipate your presence!

READ MORE →



The recent International Cycling Safety Conference in The Hague proved to be a dynamic combination of insightful presentations, networking opportunities, and reconnecting with industry peers. Over three days, attendees had the privilege of observing the practical implementation of safe cycling, exploring The Hague's evolution into a true cycling city, and experiencing front-line cycling infrastructure, including firsthand experiences with a new bicycle infrastructure, bicycle streets.

In line with our dedicated commitment to promoting sustainable urban and interurban transportation, Transoft was honored to sponsor this event for the second consecutive year. Recognizing the pivotal role of cycling in future-proofing transportation, we firmly believe that fostering safe cycling practices is a shared responsibility.

The conference provided a stimulating platform for discussions on future technologies, innovative solutions, and the pursuit of equitable cycling safety. Organized by SWOV, the Dutch Institute for Road Safety Research and one of Transoft's esteemed clients, the event underscored their commendable efforts in assembling a diverse group of stakeholders. Noteworthy was the conference's stride towards

greater inclusivity, featuring speakers with backgrounds in automotive and policymaking, thereby enhancing the quality and depth of discussions.

As we reflect on the conference, it's vital to acknowledge the contributions of dedicated researchers who have been instrumental in advancing cycling safety. Their commitment and expertise have significantly contributed to the progress witnessed. The inclusion of industry players in this year's discussions marks a positive shift towards an even more comprehensive understanding of cycling safety.

As we celebrate these achievements, it's crucial to maintain a positive outlook on the future of safe cycling. Despite the work that still lies ahead, the collective efforts of researchers, industry professionals, and policymakers continue to shape a safer and more sustainable cycling landscape.

David Homola

Business Development Manager,
Transportation Safety

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Join Us At

See below for the in-person events and conferences you can meet us at in 2024



TRB ANNUAL MEETING

Washington, D.C. | January 7-11, 2024

Transoft is proud to be a Silver Patron sponsor at the TRB 103rd Annual Meeting, January 7-11, 2024, in Washington, D.C.

The 2024 Transportation Research Board (TRB) Annual Meeting is the largest global gathering of transportation professionals and researchers with a focus on innovative solutions for all modes of transportation.

This year we will have an exciting product announcement, strongly connected to road safety! If you are attending, **visit us at booth #1114** to learn more about our innovative solutions for transportation and road safety professionals.

[MORE INFO](#) →

If you can't make it to TRB, come **join the live launch** event on Monday, January 8th at 21:30 pm CET



INTERTRAFFIC 2024

Amsterdam, NL. | April 16-19, 2024

Join us at Intertraffic in Amsterdam!

The traffic industry is constantly evolving and changing, which requires a quick adaptation from the industry. Therefore, all experts in the field gather for three days in Amsterdam to discuss the latest trends related to infrastructure, traffic management, smart mobility, road safety, and parking.

During these three days you can **find us at booth 03.330** in the smart mobility hall. Our Business Development Manager, [David Homola](#), will be available throughout all three days to engage in conversations about our road safety and road design solutions. If you're interested in discovering how Transoft can assist you in creating safer roads, feel free to drop by and chat with David. Alternatively, you can send an email to Melanie Hofman (melanie.hofmann@transoftsolutions.com) beforehand to schedule a meeting with him.

We look forward to engaging with you at the event!

[MORE INFO](#) →

Questions?

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

Follow us on our social media channels and keep an eye out for our next newsletter.

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David Homola

Business Development Manager,
Transportation Safety
david.homola@transoftsolutions.com

Thank You So Much For All Your Support.
We're Looking Forward To A Brand-New Year!

Happy Holidays

Our Transportation Safety Business Unit
Wishes You Joyful Holidays, and
a Safer New 2024.





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Regional Offices

Europe, Middle East & Africa
infoeu@transoftsolutions.com
+31 10 258 78 78

Americas
info@transoftsolutions.com
+1 604.244.8387

Asia Pacific
infoeaus@transoftsolutions.com
+61 2 8067 8414