Safety campaigns on APCAP

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Portugal was in 2001 one of the 15 EU countries with a high car accidents level.

The EU policy on road transportation safety became a priority and stated in the White Paper to reduce the number of people killed on roads by 50% by 2010.

Portugal adopted steps to improve road safety measures and in 10 years the European average was reached and overcame.
APCAP key figures

- **Network Length in Operation**: 1,695.4 km
  - 2 x 2: 1,259.0 km
  - 2 x 3: 416.7 km
  - 2 x 4: 17.7 km
- **Open to Traffic in 2009**: 26.1 km
- **Kilometers Travelled**: 11,945 x 10^6 km
- **Toll Plazas**: 156
- **Service Areas**: 37
- **Restaurants**: 71
- **Hotels**: 7
Main reasons for accidents on APCAP network

- **Car problems (mechanic, flat tire)** - 8%
- **Alcohol** - 2%
- **Lack of security on section road (obstacle, oil, routing)** - 6%
- **Drivers diversion, fatigue, sleeping** - 25%
- **Disrespect to traffic rules (speed, signals, wrong maneuvers)** - 59%
In that context, APCAP, individually or by its associated concessionaires, carries out every year safety campaigns mostly focussed on insufficient driver awareness or on improper driver behaviour.

APCAP wants to contribute to reducing the number of accident and fatalities not only on motorways but in all roads.
APCAP safety campaigns

With regard to driver training and education, APCAP has published documentation on motorway safety, accident levels, quality of life and fighting fatigue, in addition to the usual annual statistics.

- ASECAP safety brochure (portuguese version)
- Safety brochure on fatigue
General safety actions on APCAP concessionaires

- Participation on the European Road Safety Charter;
- Individual safety campaigns for user drivers using the toll plazas and the services areas to deliver safety booklets (fatigue, driver education, etc.);
- Safety campaigns for concessionaire drivers and workers;
- Protocols with police authorities;
- Phone contact on information panels for emergencies;
- Carry out safety betterments on motorway based on:
  - Safety audits;
  - Statistic analysis (or software alerts) of the “zone of abnormal frequency of car accidents”.
APCAP concessionaires safety campaigns

BRISA’s Road Safety Campaigns

- **Aim**: to obtain the mobilization of public opinion, contributing to create a communication chain on road safety and to promote a road safety culture.

- **Time**: carried out in the two periods of the year during which motorways register more traffic, i.e. Summer and Christmas/New Year’s holidays.

- **Duration**: 4–6 weeks duration each.

- **Supported by**: outdoors, patrolling and assistance vehicles, radio and TV spots, mailing and internet sites.
2007 summer campaign for child (Crianças) “Drive the life”
2006 Christmas campaign
“Santa Claus I want everybody to drive more slowly”
2005 Christmas campaign
“This Christmas I wish everyone fulfill the speed limits.”
2004 – Christmas campaign
“Test lights, tyres and breaks”
Educational Program

Objective: to contribute for the development of a road safety culture, forming and educating children towards responsible individual attitudes and citizenship.

Target: Students | 6 – 12 years
Pedagogical materials for students
Pedagogical materials for teachers

Pedagogical materials for parents
Ascendi safety campaigns

• Edition of booklets entitled “The road safety depends on all of us... Help us to drive your life safely!”

• The brochure warns the main rules of safety on roads.

• Distribution at the toll plazas during Christmas and New Year.

• This initiative aims to raise awareness not only for drivers who travel during the holiday season but also for professional who drive on a daily basis.
“The road safety depends on all of us…”
AJUDE-NOS A CONDUZIR A SUA VIDA DE FORMA SEGURA!

RESPEITE AS REGRAS DE SEGURANÇA:

- **Velocidade**
  - Cumpra os limites de velocidade estipulados por lei;
  - Ajuste a velocidade do veículo às condições climáticas e da própria via.

- **Regras de Circulação**
  - Circule pela via da direita;
  - Mantenha as distâncias de segurança;
  - Respeite todo o tipo de sinalização existente na via (vertical, horizontal, definitiva, provisória, luminosa, etc.);
  - Sinalize a tempo suficiente a realização de quaisquer manobras.

- **Atenção**
  - Não utilize o telemóvel;
  - Conduza com atenção;
  - Não conduza por longos períodos de tempo;
  - Faça pausas na condução e use as Áreas de Serviço e Repouso.

**Para estas e outras informações visite-nos em** www.ascendi.pt

“Help us to drive your life safely!”
Lusoponte safety campaigns

• Lusoponte is the concessionaire of two bridges in the urban area of Lisbon. With a AADT of 65,000 cars in the Vasco da Gama Bridge (12 kms long) and a AADT of 165,000 cars in the 25 April Bridge (3 kms long) the safety campaigns for Lusoponte workers are a priority.

• Safety campaigns for workers are:
  – Defensive driving for drivers;
  – Written procedures to collect lost objects on the lanes;
  – Special training to drivers when on movable works;
  – Special training and procedures for the installation of traffic diversion.
Police controls in toll plazas or in service area are used to Lusoponte for the distribution of safety booklets: Campaign against fatigue, antialcohol campaign, truck cover campaign.
THANK YOU FOR YOUR ATTENTION!

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