What is benchmarking?

Comparing
Learning
Improving

Benchmarks: technical or not?

- More technical benchmark:
  - One ranking for multiple items
  - Techniques (for example data envelopment analysis) -> specialists
  - Results are scientifically sound, but not easy to understand by laymen

- Less technical benchmark:
  - Separate rankings for each item
  - No techniques, simple comparison -> commitment
  - Results are easy to understand, but not scientific

Existing benchmarks in the Netherlands
Road Safety benchmarks worldwide

- DaCoTA/SUNflower: Road Safety Index
- Network of Employers for Traffic Safety Benchmark
- ITF: Benchmark Road Safety Latin America
- ITF: Safer City Streets
- Work from IMOB/Hasselt University (Hermans, Chen etc)
- PIN reports from ETSC

380 municipalities in the Netherlands

- Municipalities own most roads
- Non-binding guidelines for infrastructure
- Most crashes on municipal roads

Theoretical framework benchmark

- Focus on numbers killed/injured and SPI's
- Each layer specified in measurable items
- Science based: only items in SPI layer
- Items chosen with relevance for municipalities

Ideal: benchmark = interactive process

Reality:

- Test 9 municipalities:
  - Local data collection
  - Interactive sessions
- Disaster:
  - Hardly any data available
  - No time, limited motivation
Wow, what now? Learning from others

- Four most succesfull municipal benchmarks in the Netherlands*:
  - Compulsory data collection for municipalities: no way
  - Use of existing data files: possible but limited
  - Initiated by municipalities: keep them involved
  - Freely available: yes

* Based on document analysis in 13 benchmarks in the Netherlands and several stakeholder interviews

And so that’s what we did:

- Web based tool, freely available for all
- Using existing data
- Indicating what data we lack: starting point for more data collection
- Cooperation with NGO’s to extend available data
  - Dutch Cyclists’ Union: data on bike infrastructure
  - Dutch Traffic Safety Association: data on citizens’ complaints on road safety

Works best on desk top laptop and tablet, not so good on mobile phone

… It’s in Dutch, but Google Chrome/Translate is your friend

Take a look:
www.verkeersveiligheidsvergelijker.nl
After the launch

- Usability testing with municipalities / stake holders
- Lots of media attention
- First month: 4000 visits, later 200 p/month

Next year:
- More data (on policy input/output)
- Cooperation with more organisations
- More constant visits

Lessons learned

- Real lack of data on municipal level
- Benchmark is abstract for many municipalities
- Benchmark stirred things up -> attention from press, politicians and advocacy groups
- Attention fades easily and quickly

So, is benchmarking possible with this tool? Questionable.
Thank you!

www.verkeersveiligheidsvergelijker.nl

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