
**Road traffic safety — Good practices
for implementing commuting safety
management**

*Sécurité routière — Bonnes pratiques pour la mise en œuvre du
management de la sécurité des trajets journaliers*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 241, *Road traffic safety management systems*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

0.1 General

The high proportion of road traffic crashes involving commuting, in many countries, is a global concern. Organizations should take proactive actions to improve safe commuting on roads. This principle is applicable to any organization to help it protect commuters including vulnerable road users (VRU).

Organizations can influence and inculcate road safety culture among their employees/students. They can also help to minimize commuting crashes through the provision of adequate and relevant policies, processes and training on road safety, use of safer modes of transport and vehicles, and planning of safe journeys. A systematic assessment should also be developed for assessing commuting crash prevention and initiatives to ensure their effectiveness.

There is also a need to emphasize extensive commuting safety management outreach programmes. Organizations should be fully committed in building a 'safety first' culture, which will consequently promote the prevention of commuting crashes.

It is recognized that implementation of this document could deliver societal, environmental and economic benefits to the organization in addition to the safety deliverables addressed therein.

This document gives guidelines for good practices that can be adopted by organizations around the world to manage their commuting safety management with a systematic and flexible approach while at the same time ensuring continual improvement to their practices and systems. It highlights measures and initiatives that can be taken to mitigate commuting risks. Organizations are encouraged to adopt as many good practices as possible in this document.

0.2 Concept of implementing good practices for commuting safety management

This document recognizes the use of an iterative Plan-Do-Check-Act (PDCA) approach to guide organizations toward achieving maximum commuting safety management results (see [Figure 1](#)).

Plan: Establish objectives and targets on commuting safety management in accordance with the organization's policy under top management's leadership and commitment and plan the processes necessary to achieve them.

Do: Ensure that sufficient capacity and resources are provided and implement the processes for commuting safety management as planned.

Check: Monitor and measure the process performance against objectives and targets and identify the opportunities for continual improvement.

Act: Take actions to continually improve process performance with the aim of reducing the incidence and risk of death and serious injuries in road crashes.

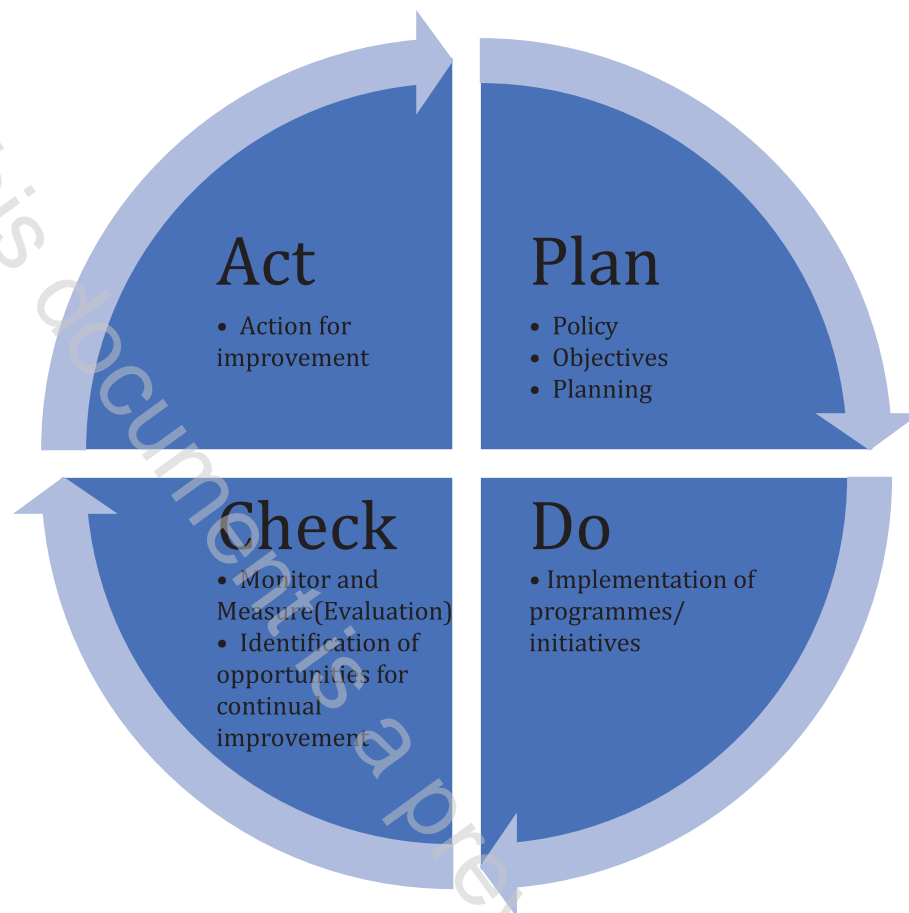


Figure 1 — PDCA approach to commuting safety management

0.3 Implementation of good practices

The implementation of good practices for commuting safety management and road safety can be categorized into different levels. They can be used to educate, to increase awareness and to consistently remind about the importance of always inculcating a ‘safety first’ culture (see [Figure 2](#)). Organizations may consider engineering approaches (for example, vehicle procurement and modal shift) to improve road safety performance.

The implementation of continual and sustainable road safety programmes and initiatives will positively affect the mindset and behaviours. These programmes and initiatives should be conducted periodically, scheduled, and assessed to examine their adequacy and effectiveness, while opportunities for continual improvement should also be identified.

The organization should establish a process(es) for the recognition, evaluation, implementation and control of new technological solutions that may impact upon road-traffic safety and commuting.

The evaluation should give due consideration to the potential benefits of such technology in respect of crash avoidance, and injury/damage minimization. It should also ensure that potential risks such as driver distraction or complacency are fully assessed.

The organization should communicate to the management team and its commuters the outcomes of assessments of the technological advancements on road and commuting safety and provide appropriate influence regarding the adoption of such technologies. The organization should take proactive measures to make adoption possible.

The management team and employees/students are encouraged to be continually exposed to the technological advancements on road and commuting safety, especially those proven scientifically, and the organization can influence the adoption of such in commuting activities.

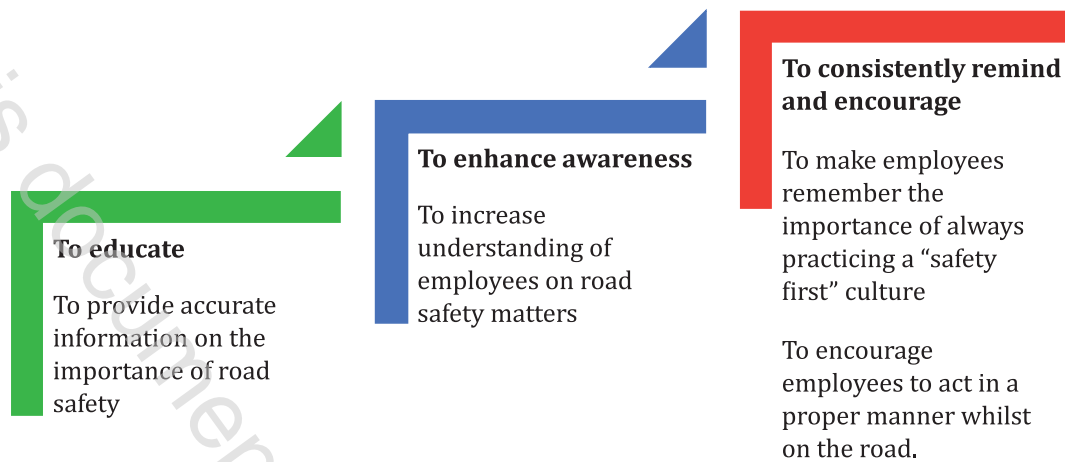


Figure 2 — Steps towards the safety-first culture

Road traffic safety — Good practices for implementing commuting safety management

1 Scope

This document provides guidelines for good practices that can be adopted by organizations for the implementation of commuting safety management. These practices are intended to reduce the number of fatalities and serious injuries, the severity of injuries, and further to minimize damage to property and economic loss due to road crashes.

This document is applicable to any organization to help it protect commuters including vulnerable road users (VRU) through the adoption of a proactive approach to manage commuting risks.

This document is also applicable to commercial transport organizations including fleet operators, as well as schools.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 39001, *Road traffic safety (RTS) management systems — Requirements with guidance for use*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 39001 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1

commuting crash

crash in which a commuter is involved while travelling:

- between their home or temporary lodgings and place of work / study;
- on a journey made that is connected to their employment / study;
- between their place of work and the place where they eat during an authorised break

3.2

organization

person or group of people that has its own functions with responsibilities, authorities and relationships to achieve its objectives, which includes school and other education establishment

4 Factors affecting commuting crashes

Three main factors that contribute to commuting crashes are road users (i.e. driver, rider, bicyclist, pedestrian and passenger), vehicles and road and environment.