

# Road user behaviour

## About ARRB:

ARRB Group Ltd (ARRB) provides research, consulting and information services to the road and transport industry. ARRB applies research outcomes to develop equipment that collects road and traffic information and software that assists with decision making across road networks. ARRB is the leading provider of road research and best practice workshops in Australia.

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making the transport network safer for all users

The way transport systems are used is changing. Monitoring these changes, understanding the factors that drive them, and determining their implications for safety and efficiency is a growing component of the work undertaken by ARRB's behavioural scientists. We also work closely with other transport industry professionals to:

- offer solutions to transport safety or efficiency problems involving human behaviour
- contribute to better project outcomes through identification of best practice and well designed evaluations
- contribute the road user perspective to fields such as transport safety, transport efficiency, transport integration, road user education and driver and rider licensing.

Our capabilities include:

- field studies of driver, rider and pedestrian behaviour using direct observation, video recording and a variety of speed measurement devices
- content, process and outcome evaluations of road safety interventions
- gathering and interpretation of self-report data collected via a range of constantly-evolving methods based on questionnaires, group discussions and interviews
- analysis of crash data (with emphasis on understanding contributing behaviours) and driver offence data
- development of behaviour change programs.

The team is experienced in areas including:

- visibility and understanding of traffic signs and road markings
- fatigue management and driver performance
- young and older drivers
- vulnerable road users – pedestrians, cyclists and motorcyclists
- speed and drink driving behaviours and countermeasure programs
- road safety education and training
- policy, strategy and guideline development
- fleet safety
- community road safety
- railway crossings.



The following case studies are typical of the activities undertaken by the group:

- consulted with industry representatives and conducted focus groups with motorcyclists to assess the feasibility of implementing various ITS options for motorcycles, and the likelihood that each would be accepted by the motorcycling community (VicRoads)
- determined whether drivers understand the risks of driving whilst fatigued and how best to deliver fatigue management and countermeasure information (NRMA ACT – Road Safety Trust)
- examined roles and responsibilities of each agency involved in school road safety education; identified overlaps and inconsistencies between programs; reviewed funding arrangements; assessed programs against international best practice; and assessed the current level of activity (LTSA)
- assisted with the development of a revised driver licence test (VicRoads)
- assessed the need to develop a scooter training and licensing system separate from the existing motorcycle training and licensing system (VicRoads)
- conducted an observational survey of restraint use using a new survey method equivalent to world's best practice (Office of Road Safety, WA)
- evaluated pilot interventions to promote better behaviour at railway level crossings (Australasian Railway Association)
- In partnership with TRL, ARRB Group produced a manual aimed at assisting road safety practitioners in developing countries reduce the alcohol-related road toll (Global Road Safety Partnership)
- investigated whether drivers with higher levels of driving experience were associated with a greater tendency to offend and engage in risky driving behaviour (Motor Accidents Authority of NSW)



- assessed the Tasmanian Community Road Safety Partnership Program in terms of institutional arrangements; integration of activities; creation of an informed community; mobilisation of local resources; and effectiveness of actions (Tasmanian Department of Infrastructure, Energy and Resources).