




BP2: Highway Features and Policy

Reference: BP2 016	Title of Project:	OLA Process for Developing Road Safety Projects. Swedish National Road Administration
Version: 1	Website:	http://www.epsa-projects.eu/index.php?title=OLA - Facilitating a systematic collaboration for safer road traffic
Brief Description of Project:	<p>OLA is a Swedish acronym for <i>objective facts, solutions and stated intentions</i>.</p> <p>The OLA process of engagement recognises that many stakeholders can contribute towards a safer road transport system. OLA is an approach where system designers work together with user groups, other professionals and wider stakeholders to identify agreed problem definition and to provide solutions.</p> <p>OLA is a tool used to engage partners, share problem descriptions, share ideas about possible actions and a process for the partners to publicly state what actions they are going to take.</p> <p>Using available data and experience from partners, potential solutions to the problems are discussed. With this approach, all parties are offered an opportunity to present measures they are able to implement and as a result they contribute to improved road safety.</p> <p>The Swedish National Road Administration (SNRA) described the advantages of the process as follows:</p> <p><i>As an authority we have mainly worked with legislation as a tool to improve traffic safety by putting demands on other actors. By moving to a "softer" and "open" process many new possibilities have opened up. This is a dramatic change in the culture of an authority and provides a real challenge.</i></p>	

	<p>OLA uses a structured ‘round table’ approach to engage a wide range of stakeholders in the decision making process.</p> <p>The OLA process is being employed by Western Australia as part of the approach to addressing increasing motorcycle and scooter accidents. A range of stakeholders has been invited to participate in three forums based on the Swedish ‘OLA’ process "<i>to address the increasing trend in motorcycle and scooter involvement in serious crashes</i>". More detail on the forums can be found at the WA Office of Road Safety website. http://www.officeofroadsafety.wa.gov.au/index.cfm?event=topicsMotorcyclists</p>  <p>The SNRA was presented with a diploma by the European Public Sector Awards in 2007 citing the OLA process as best practice in <i>facilitating a systematic cooperation for safer road traffic.</i></p>
Monitoring Data:	None available.
Results:	The award of a best practice diploma by EPSA acknowledges the effectiveness of the OLA process in co-operative solution finding. In Sweden the approach is used to identify and address specific road safety issues. No specific data could be found to illustrate the effectiveness of this approach in reducing casualties.
Key Effective Conclusions:	Providing a structure for involving PTW stakeholders in identifying problems and potential solutions could be beneficial to the design of urban PTW projects.
Projects for Comparison:	BP2 009 Positioned for Safety, NSW, Australia. BP4 004 Involvement of PTW Groups, Northamptonshire, UK.
Justification:	The involvement of PTW groups and other stakeholders offers potential for designing more effective interventions and monitoring data demonstrating the effectiveness of the OLA approach would establish this. There would appear to be potential for contributing to eSUM objectives.