Many cities, towns and villages are dealing with similar problems regarding safe routes to school and how to ensure safe and walkable paths to school, as motorised traffic has taken over the roads and streets, which are mainly designed for vehicles.

This old-fashioned mentality is changing as sustainable mobility plans are now promoting walkability, bicycle and public transport usage for achieving sustainable future and more livable cities. Sustainable mobility is also one of the Sustainable Development Goals.

To be able to change driver behaviour, road engineers and spatial planners have to design roads in a way that they will be Self-Explaining in their design (the roads must talk to drivers). So each driver will automatically switch to a safer way of driving – will clearly understand what is expected of him/her. As we cannot quickly change road infrastructure or inadequate spatial planning/urbanism, we must implement effective (short-term) solutions to improve road safety for all road users, especially children around schools. To be effective, these solutions must be designed by understanding the Human Factor knowledge in road design and what influences a driver to drive in a safe manner (safer speed and more attentive driving).

The successfully completed pilot project showed us that by thoughtful incorporation of Human Factors knowledge into the road design, we can enhance Road Safety, and at the same time tackle the current ever-growing problem of driver Distraction and Fatigue.