

# The Swedish traffic safety camera system

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# Sweden

- Speeding – percentage within speed limit
  - goal 80 %, status ca 40 %
- Attitudes – authorities have a high reputation
- Police density – low
- Driver responsibility



# The agreement 2004 -

- Agreement between the Swedish Road Administration and the National Police Board
- Decision to purchase, develop and establish an automatic safety camera system.
- Emphasis on communication about the purpose
- 2006 start of system



Stockholm den 2006-05-18  
För Rikspolisstyrelsen

*Stefan Strömberg*  
Stefan Strömberg  
Rikspolischef

Stockholm den 2006-05-18  
För Vägverket

*Irgermar Skogö*  
Irgermar Skogö  
Generaldirektör

# Traffic safety cameras - saving lives

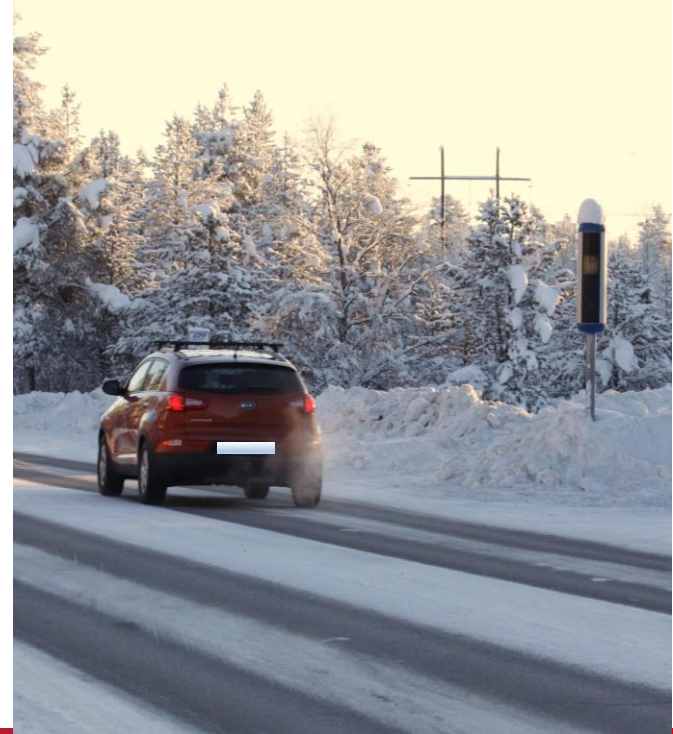


**25 lives every year**

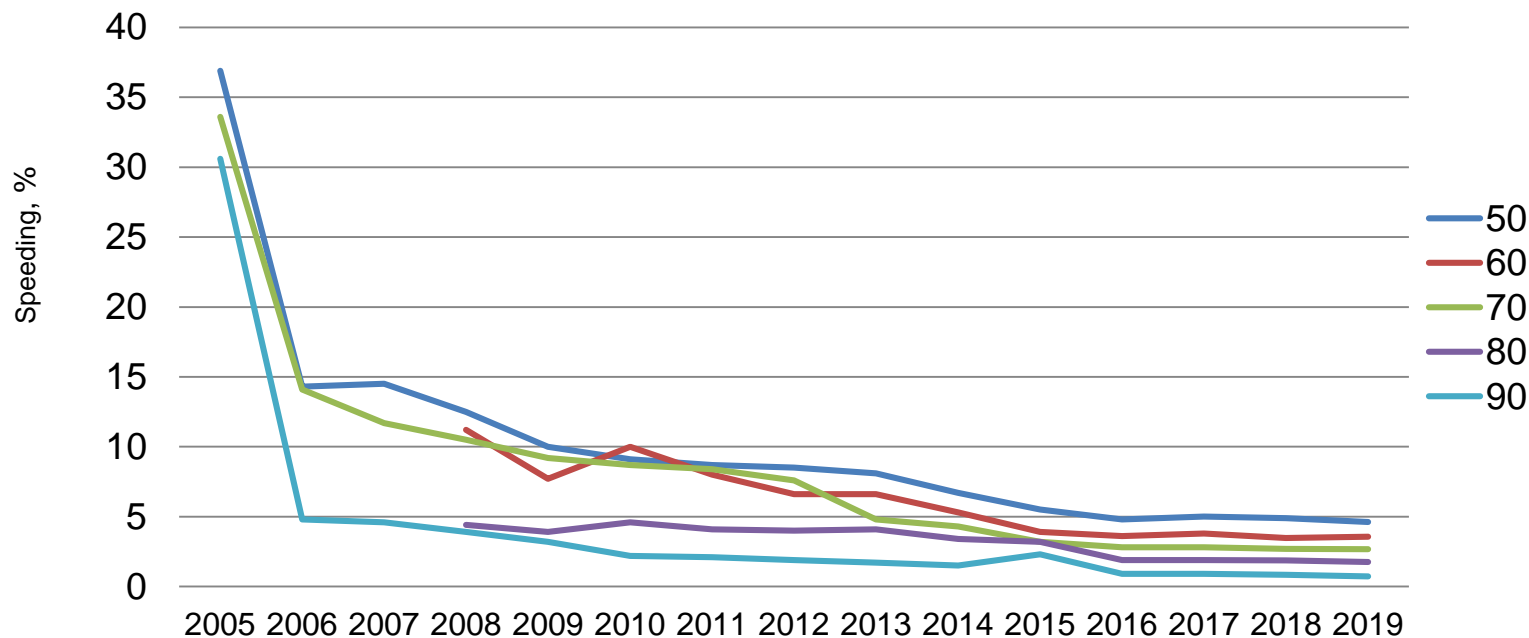
# The traffic safety camera system

Is effective:

- Reduces the number of fatalities with about 20–30 %
- Reduces the number of severe injured with about 20 %
- Reduces noise and CO2 emissions
- Has a high acceptance



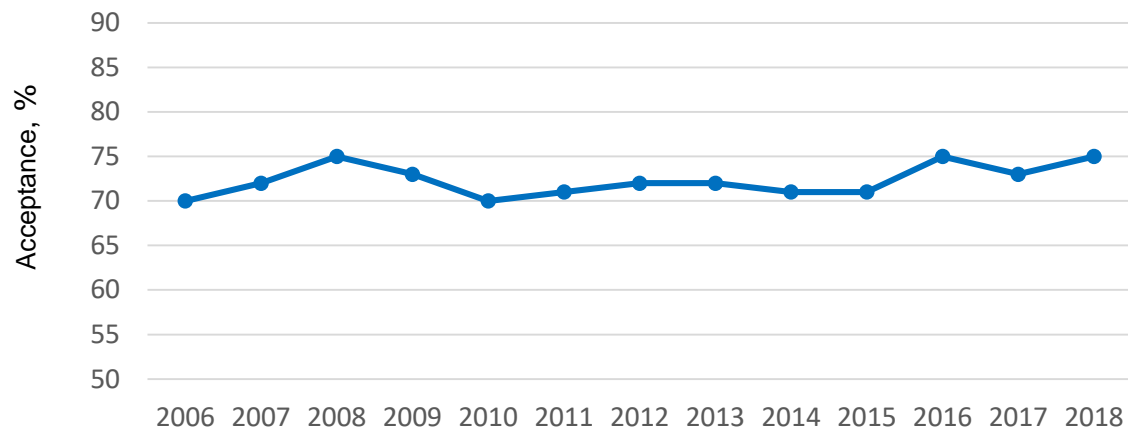
# Percentage of speeding, at cameras



# High acceptance

*"Automatic speeding control with traffic safety cameras is a good way to survey speeding"*

More than 70 % agrees





# Strategy and principles

- Most road users want to drive legally
- Everyone can make mistakes
- Trademarked cabinets
- No hidden cameras
- Road signs before each camera
- Determined number of photos taken per year
- Always information before new cameras are established on a road





# Co-operation in all levels

- Agreement about co-operation
- Meetings regularly
- Active participation in common fora
- Joint development
- Joint goal

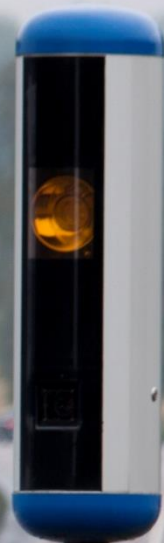


# The Traffic safety camera system – a national system

- Investigation unit
- System control center
- Communication link
- Roadside cameras with cameras in all cabinets



This is a life saver!



# Strategy for communication

- Openess
- One source of information
- Information to road users and community
- Continuous information to employees of the police and the Swedish Transport Administration for increased knowledge
- Spokespersons

1(2)

Polismyndigheten  
Region Nord/ATK-Sektionen  
Box 756  
801 27 Kråka

UNDERRÄTTELSE  
Datum: 2019-03-15  
Diarienummer: 0101-TATK-59103/19

Uttedare: Ewa Larsson  
Tel (direkt): 010-563 53 90  
Tel (grupp): 010-563 35 00  
Telefontid (grupp): 09.00-15.00

915 94 ANÅSET  
SVERIGE

001

Du underrättas härmed om att du är skäligen misstänkt för hastighetsöverträdelse:

Plats: 373 Svernsby (infart Fagervik) inom Piteå kommun  
Tidpunkt: 2019-03-09 15.55  
Tillåten hastig:  
Uppmätt hasti:  
Förare: [redacted]  
Personer: [redacted]  
Körkortsklass: [redacted]  
Fordon: VOL

Påföljden för hastighetsöverträdelsen är penningböter 1 500 kr.

Kryssa i din inställning till hastighetsöverträdelsen och underkräva:

☒ Erkänner  
☐ Förnekar, lämna en förklaring (gär bra att bifoga bilaga).

Underskrift: [redacted]  
Datum: 2019-03-15

0101-TATK-59103/19

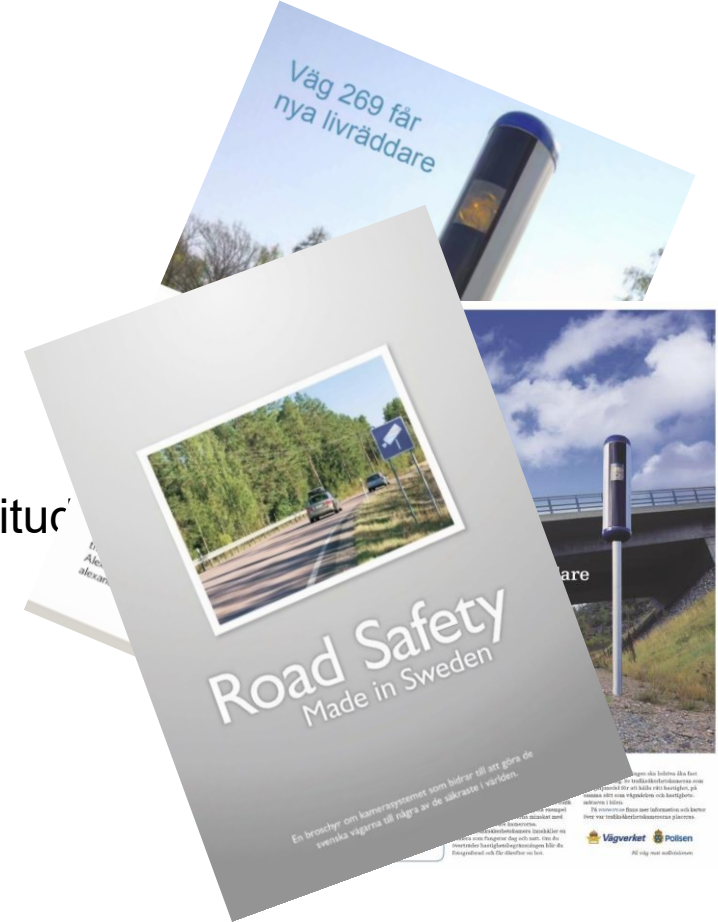
Vi förstår  
hur du  
tänker  
just nu.

Men låt oss  
förklara hur vi tänker.



# Public awareness campaigns

- Reach out wide - to all road users
- Local, regional and national information
- One source of information
- Build on the knowledge of people's values, attitudes and acceptance
- Characterized by simplicity for receiver
- Different information channels



# Information to the drivers

- Speed signs before each camera site
- No hidden cameras
- Website
  - All sites presented with coordinates
  - FAQ



# Trademarked cabinets – owned by the Transport Administration



## Design Awards



- 2013 **Red Dot Award** – LVI, MagniLink S, portable video magnifier
- 2012 **Design S, honorable mention** – ComfortZone, exhaust air heat pump
- 2012 **Red Dot Award** – Bahco, utility knives
- 2012 **Red Dot Award** – Bahco, hammers
- 2012 **Iapa Award, Winner** – Safelift
- 2011 **Red Dot Award** – LVI Low Vision International AB, video magnifier
- 2011 **iF Packaging Award** – Villeroy & Boch Gustavsberg AB, Nautic, bathroom ware
- 2011 **Nominee Stora Designpriset** – Maquet Critical Care AB, FLOWi, anesthesia machine
- 2011 **Red Dot, Honourable Mention** – Maquet Critical Care AB, FLOWi, anesthesia machine
- 2009 **Red Dot, Honourable Mention** – Bahco, measure tapes
- 2008 **Stora Designpriset, Winner** – Tobii Technology, T60, T120, X120, P10, eye controlled screens
- 2008 **Red Dot Award** – Elir Systems, T400, infrared camera
- 2007 **Red Dot Award** – Unitraffic AB, traffic safety camera
- 2007 **Red Dot Award** – Elir Systems AB, INFRACam
- 2001 **Konstruktion och Designpriset, Winner** – Wiman Abulance, ambulance interior
- 1997 **Utmärkt Svensk Form** – CM Hammar AB, life vest valve
- 1997 **Gatu- & Fastighetskontoret, Winner** – Peak, parking ticket machine



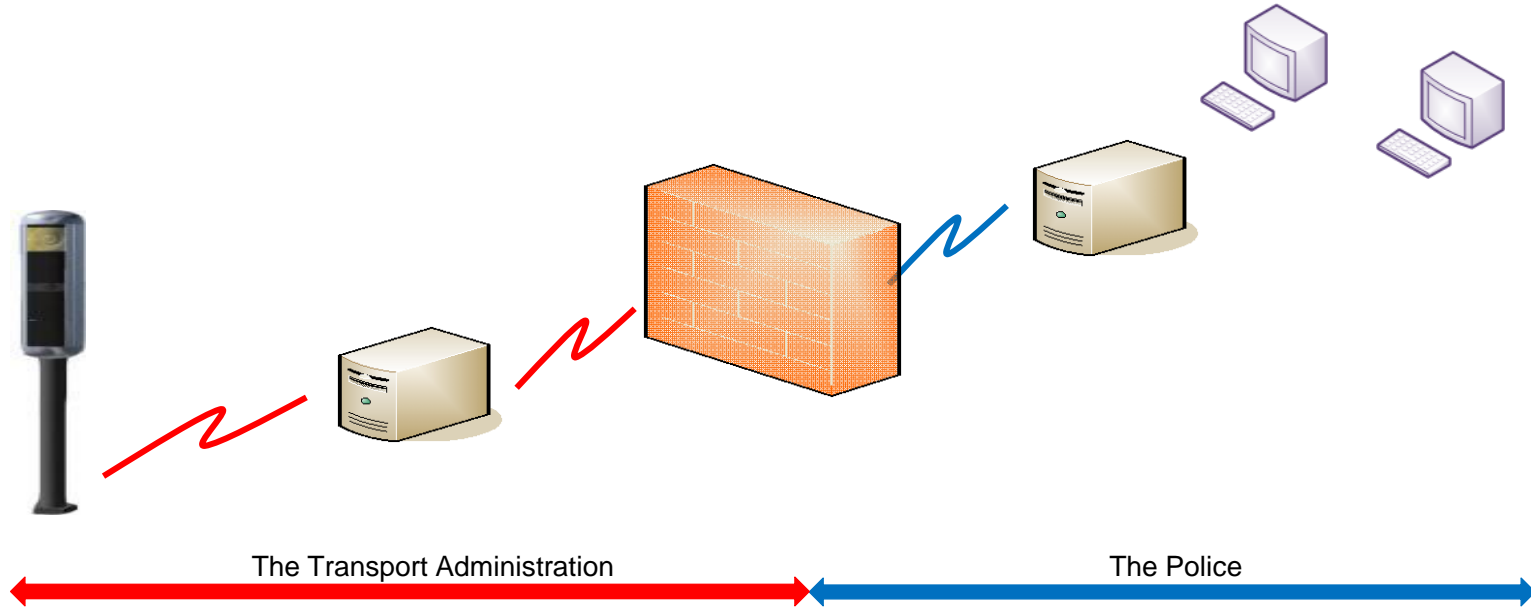
# Attitudes today



- Many requests for cameras
- Making own cameras
- Taking care of cameras



# Shared responsibilities (clear interfaces)



# Responsibility – the Police

- Central unit for investigation
- Investigate and prosecute speeding
- Monitor and control the activation of the camera
- Information to media and the community
- Set number of photos per year



# Investigation

- Driver responsibility
- High requirements of photo (investigative)
- On-line access to databases for comparison of photos with pass port and/or driving license
- Letter to the driver or the owner of the vehicle within ten days



# Responsibility – the Transport administration

- Location, establishment and maintenance
- Accurate information about speed limits and road signs
- Information to media and community





# Locations

## Roads with

- Speed limit 70, 80, 90 km/h
- Without median barrier
- High average speed
- Traffic flow (AADT) > 4000



# Co-operation with more authorities

## Swedish Transport Agency

- On-line access of
  - Vehicle data
  - Driving license photos
  - Legal speed limit for each camera site

## Swedish Prosecution Authority

- cases where the driver denies speeding violation
- Consultation on requirements





# Summary



# Success factors

- Legal security
- Authority cooperation
- Openness/Acceptance

