

ISAAC

Stimulating safe walking and cycling within a multimodal transport environment

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About ISAAC

The ISAAC project develops evidence-based recommendations to achieve modal shift in favour of walking and cycling - without compromising road safety, social security and comfort.

Background: What's the problem?

Cities and regions across Europe increasingly promote walking and cycling as an environmentally friendly, healthy and efficient mode of transport. Unfortunately, pedestrians, cyclists and motorcyclists are still subject to higher risk of road accidents. Measures to improve safety of vulnerable road users are needed. However, they should not result in increased feeling of insecurity nor in a reduction in comfort.

How ISAAC helps Europe's cities

ISAAC develops tools that help administrations to identify the most effective and appropriate road safety measures for their city.

The tools consist of an **interactive checklist** and **guidelines** for local and regional policy makers. The guide will provide tailored suggestions for appropriate interventions, considering several characteristics of cities related to modal shift. A first version is tested.

Also an **integrated behavioural model** that includes factors that can contribute to a modal shift from motorized to active transport modes. The model accounts for factors shaping behavioural intentions, such as attitudes, social norms and perceived behavioural control, But it also acknowledges the role of habits, which have been consistently identified as a powerful determinant of modal choice.

The approach

ISAAC brings together research findings and expertise from relevant disciplines including health and care, environment, transport and urban planning and traffic safety.

The draft checklist and guideline will be reviewed and discussed with stakeholders from a number of European cities to test its user-friendliness, its practicality, and its usefulness in different conditions.

Test results will be used to optimize and finalize the tools.

