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Road Safety Excellence Awards 2024

Madrid Municipal Police



Category: Best road safety education initiative



Jefatura Superior de Policía Municipal
Avda. Principal nº6 - 28011 - Madrid





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POLICÍA
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INDEX

	PAGE
1. Presentation	3
2. Title and category of award	4
3. Organizational Data	4
4. Scope	4
5. Project Activities	5
6. Evaluation	9
7. Supporting Material	15
8. Creativity and Other Measures	16
9. Final considerations	18





1. PRESENTATION

The Madrid City Council is committed to **continuously improve the reduction of road accidents** in the City of Madrid and for this purpose it makes every effort to prevent and avoid them and among the preventive actions for the improvement of road safety from the Municipal Police Corps of Madrid, road safety education is given to different groups and in different educational cycles. [Road safety education - Madrid City Council](#).

The Madrid Municipal Police Force is proud to present and share our good practice in road safety education to the **Best Road Safety Education Initiative**, organized by the European Road Safety Charter, in order to show our permanent commitment to the continuous improvement of urban road safety and specifically to road safety education.

We present our proposal for the **Best road safety education initiative** with the **title, Comprehensive road safety education as a prevention tool**, showing our commitment and impact on Madrid society in the framework of educational activities, which in the case of the Municipal Police Corps of Madrid, reach all educational levels and different interest groups related to the most vulnerable groups, such as the elderly. A commitment to road safety, which allows us to "Advance together towards safe mobility", sharing and committing ourselves to achieve some objectives, developing activities and actions through a shared road safety strategy, which also allows us to show progress through visible and measurable results.

We show our commitment to road safety education within the framework of our Road Safety strategy, which allows us to successfully address the problem of urban road safety in the City of Madrid, the second most populated city in Europe.

The permanent search for excellence in the provision of public safety services and the incorporation of new changes in the culture of road safety is precisely one of the hallmarks of the Madrid Municipal Police Force, which has based its management on: continuous improvement, the consolidation of channels and mechanisms for consultation with the different stakeholders and the permanent approach and participation of citizens, through a vision and purpose of comprehensive urban road safety.

We present our proposal for the **Best Road Safety Education Initiative**, as a representative sample of the commitment of the City of Madrid and the Municipal Police Corps of Madrid **for a real Urban Road Safety** maintaining the purpose of **increasing the skills and knowledge of users and specifically the people considered vulnerable**, through different educational activities to different age groups, precisely, delving into the protection of the physical integrity of road users, especially the most vulnerable people, seeking at all times the participatory involvement of the educational community.





2. TITLE AND CATEGORY OF THE AWARD

Title. Comprehensive road safety education as a prevention tool.

Category. Best road safety education initiative.

3. ORGANIZATION'S DATA

Representing the Madrid City Council, the Municipal Police Headquarters integrated within the General Directorate of Municipal Police, as a member of the European Road Safety Charter, submits the proposal for the **award for best urban road safety education initiative** as an organization through the **Road Safety Commissioner's Office**, under the Main Road Safety Commissioner's Office.

4. SCOPE

The [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) has a great impact on the road safety policy of the City of Madrid, as well as on police operations, being also a good practice and initiative shared in national and international congresses as well as by other cities as a reference element, which has allowed a great impact on its visibility and dissemination.

For the Municipal Police Force of Madrid, the objective of sustainable urban road safety is based on the achievement of a driver or road user with sufficient knowledge and skills who, in adequate psychophysical condition, makes respectful use of public space or drives, in accordance with the rules, a properly designed and maintained vehicle, along well-planned, maintained and signposted routes, in a social environment that is aware of and collaborates with safe mobility, and seeking to make mobility accessible to all people and have the least possible environmental impact.

Therefore, the Madrid City Council has deployed a **global policy of prevention** in terms of Road Safety and sustainable mobility, as an element of action where public authorities materialize the protection, the right to life and health, and therefore seeking the improvement and continuity of the improvement of urban Road Safety with special attention to the protection of the most vulnerable groups.

Precisely, and within the road safety strategy deployed by the Municipal Police Corps of Madrid, **within the framework of road safety education, all educational levels and different interest groups related to the most vulnerable groups are reached**. It is a deep reach where the training provided is projected as **teaching values, skills, behavioral habits to know and respect the traffic rules, improve road coexistence** and use the roads safely and respectfully to users and prevent road accidents.

"Our social purpose drives us to move together towards safe urban road safety by increasing the skills and knowledge of road users."





5. PROJECT ACTIVITIES

The proposal presented is aligned with our [Strategic Road Safety Plan 2021- 2030 of the City of Madrid](#), developed with the aim of defining the road safety policy and developing the Road Safety Plan with zero tolerance to accidents, in addition to to promote road safety habits that allow safe travel that favor social development, and precisely among its objectives are:

OBJECTIVE 3.- To reduce the traffic accident victimization rate by 50% with respect to 2019.

- Expand training actions aimed at the most vulnerable sectors of traffic. Road Safety Education.

In the case of the Municipal Police Corps, [Road Safety Education - Madrid City Council](#) projects **as teaching values, skills, behavioral habits to know and respect traffic rules, improve road coexistence and use the roads safely and respectfully to users and prevent road accidents**. It is a permanent process of instruction, learning and awareness that must be adapted to the needs and characteristics by age.

In the Madrid Municipal Police Force, **road safety education was institutionalized in 1994**, following the implementation of a road safety education project and the training of road safety education monitors.





The legislative framework establishes that the State Administration will approve the basic rules for road safety education programming and the Regulations of the Municipal Police Force establishes participation in road safety education, providing precise collaboration with the organizations and centers that request it.

After the approval of the LOMLOE, road safety education can be evaluated in different subjects and is compulsory. This situation does not mean that the work of the Municipal Police in formal Road Safety Education should be reduced, but rather that it serves as a **reinforcement, complement and homogenization** of contents and attitudes, acquiring greater importance the **participation in road safety education parks**. It is necessary to address the problem of new forms of mobility by bicycle, VMP and expand the scope to reach the elderly to prevent accidents and raise awareness among companies and workers to reduce road accidents in the workplace.

• Activities of the Traffic Education Commissariat.

At present, the Traffic Education Police Station has **65 police officers dedicated exclusively to traffic education** and has attended 100% of the requests received by schools to teach traffic education, which are 90% of the existing ones within the regulated traffic education.

In the 2022-2023 school year, educational activities have been provided in 571 schools, in addition, non-formal road safety education has been provided to other groups outside the school environment.



The content of the programming of each course in formal road safety education is adapted to each age group, following their needs and mobility habits, starting from the accompanied pedestrian and passenger of vehicles, passing to the autonomous pedestrian and the responsible use of means of transport. It moves on to the bicycle user with knowledge and awareness of traffic rules and preparing for the safe use of vehicles such as mopeds, electric bicycles and recently the new personal mobility vehicles.



In non-formal education, workshops are held for the elderly, AMPAS, special education schools, and all kinds of interested groups.

Independent road safety education activities are carried out, such as puppet shows for children, participation in Juvenalia, collaboration with AESLEME in a Road Show, and road safety education workshops with CEOMA (Association of Senior Citizens) in which road safety education activities are combined with a play.



- **Material resources.**

Road Safety Police Station: Located at c/ Luis de Hoyos Sáinz 49, in the municipal district of Moratalaz.



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Parque de Educación Vial de Moratalaz: Located at c/ Luis de Hoyos Sáinz 49, where the following facilities are located:

- Two classrooms for 30 and 36 students each respectively.
- Room of monitors / room room.
- First aid kit.
- Set of roads that make up the park for practice as pedestrians and as drivers of bicycles and go-karts.
- Bleacher.
- Garage and workshop.
- Bicycles, tricycles and go-karts.



Usera Road Safety Education Park: Located at c/ Talbot 10, in which there are the following dependencies:

- Two classrooms for 30 and 36 students each respectively.
- Monitor room / break room.
- Set of roads that make up the park for practice as pedestrians and as drivers of bicycles and go-karts.
- Garage and workshop.
- Bicycles and tricycles.





Road Safety Education Park at the Aluche Sports Center: Located at Av. de las Águilas 14, with the following facilities:

- Two classrooms for 30 students each.
- Track with roads to practice with bicycles.
- Skills track.
- Warehouse and workshop to repair bicycles.
- Bicycles and tricycles.

Portable Road Safety Education Park (acquired in 2019):

- Traffic light group.
- Portable signals.
- White and red curbs.
- Isletas
- Cones.
- Helmets.
- Bicycles.



Didactic material (warehouse for delivery to schoolchildren):

- Booklets of 1st Infant.
- Booklets of 2nd Infant.
- Booklets of 1st grade of E.P.O.
- Booklets of 3rd grade of E.P.O.
- Booklets of 1st grade of E.S.O.
- Booklets of 3rd grade of E.S.O.
- High School Guide.
- Child care service charters.
- Information brochures.
- Assessment questionnaires.
- Child Police Cards



6. EVALUATION

There are different evaluation tools, one of which corresponds to the monitoring and analysis of the fulfillment of objectives and execution of the actions set out in the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) and the contribution to its goals, as it allows for a continuous evaluation, which enables the reformulation of objectives and the adaptation of actions, establishing a dynamic and living instrument.

The plan develops the road safety strategy, aligning the indicators established with the internal management tools, Management by Objectives and with the commitments established with the citizens, included in the Municipal Police Service Charters, all aligned with the municipal strategy, where precisely the training actions are one of the indicators, which are incorporated in both tools, Road Safety Service Charter and Management by Objectives, in addition to the Road Safety Strategic Plan itself.



In the case of the review and therefore evaluation of the actions of the plan, it is carried out in a coordinated manner by the different actors involved in the plan, ultimately seeking to improve road safety in the city of Madrid and a reduction in the accident and injury rate, based on the model of continuous improvement.

The degree of compliance with the objectives included in the plan is evaluated annually to detect and anticipate possible deviations in the achievement of the objectives and, consequently, to identify possible improvements in the actions implemented; these improvements are incorporated in the Service and DPO Charters.

The plan has a "scorecard" conceived as a management tool that allows for a better understanding of the strategy and also for assessing the defined objectives, in accordance with the established goals. In addition to analyzing the impact, the scorecard provides reliability and validity to the results and precisely one of the indicators of this Plan coincides with the training actions developed.

In addition to the evaluation provided for in the Plan itself, there are other evaluation systems that make it possible to analyze the results of the actions within the operational and strategic framework.

The annual evaluation of the results of the [Road Safety Service Charter - Madrid City Council](#) of the Direction by Objectives of the Municipal Police Corps, the evaluation of the Road Safety Mailbox, corporate statistics or the DE [Memoria Unidad de Educación Vial y Cívica 2018-2019 - Madrid City Council](#), [Memorias de Siniestralidad Vial de la Ciudad de Madrid](#) - [Madrid City Council](#), are some of the tools used to evaluate the measures, actions and activities planned and carried out.

The Service Charters are evaluated annually, and this year's results are shown in the following chart.

Compromiso 1. Damos a conocer la oferta de Educación Vial, enviándola a todos los centros escolares de la Ciudad de Madrid mediante correo electrónico antes del 30 de mayo del curso anterior. Además, desde Madrid Calle 30 realizamos talleres enfocados a enseñar a los más pequeños todo lo necesario sobre los túneles de la M-30. <ul style="list-style-type: none">• Impartimos formación, como mínimo, al 85% de los centros solicitantes.• El objetivo es que la valoración otorgada a las y los monitores de Policía Municipal encargados de impartir la formación de Educación Vial sea igual o superior a 8,5 en una escala de 0 a 10.• El objetivo es que la valoración de los parques infantiles fijos y móviles sea igual o superior a 8,5 en una escala de 0 a 10 en cuanto a instalaciones adecuadas, grado de funcionalidad, confort, orden y limpieza.• Realizar 8 talleres anuales dentro del programa de Madrid Calle 30.						
Indicadores asociados	Periodicidad de seguimiento	Estándar 2023	Dato 2023	Estándar 2024	Causas incumplimiento anual	Acciones correctivas
1.1. Porcentaje de centros educativos a los que se les oferta desde Policía Municipal de Madrid formación en Educación Vial.	Anual	100%	100%	100%		
1.2. Porcentaje de centros educativos solicitantes a los que se imparte formación por Policía Municipal de Madrid en Educación Vial.	Anual	85%	100%	85%		
1.3. Valoración otorgada a las y los monitores de Policía Municipal de Madrid encargados de impartir la formación de Educación Vial, en los centros educativos.	Anual	8,50	9,59	8,50		
1.4. Valoración otorgada a las instalaciones de los parques infantiles de tráfico de la Policía Municipal de Madrid.	Anual	8,50	9,59	8,50		
1.5. Número de talleres impartidos desde Madrid Calle 30.	Anual	8	8	8		
Observaciones: La oferta de Educación Vial se ofrece al 100% (registro de la Comunidad de Madrid 646 centros), lo solicitan un total de 547 centros, y se imparte al 100% de los peticionarios. *La Comisaría de Educación Vial recopila los datos por curso escolar y no por año natural. Por este motivo, la información que se facilita corresponde al pasado curso 2022-2023.						



The municipal road safety education program can be carried out online **Online:** by clicking on the following link
application through the '**Electronic Registration**' link available in 'Process online'.

Tramitar



En línea

[Registro Electrónico](#)



Correo electrónico

educacionvial@madrid.es

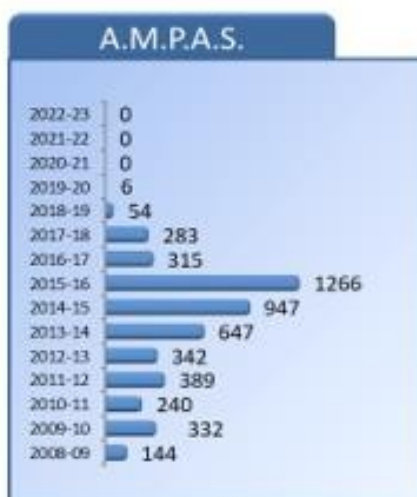


Correo

Unidad de Educación Vial C/ Luis de
Hoyos Sainz, 49 28030 Madrid

The results show the scope of this measure in the educational activity, providing training actions to 547 educational centers.

		COLEGIOS CON EDUCACIÓN VIAL			
		TITULARIDAD			TOTAL
		PUBL	CONC	PRIV	
1	CENTRO	14	11	0	25
2	ARGANZUELA	10	8	0	18
3	RETIRO	9	11	1	21
4	SALAMANCA	3	13	0	16
5	CHAMARTÍN	5	14	9	28
6	TETUÁN	5	6	0	11
7	CHAMBERÍ	6	12	1	19
8	FUENCARRAL	16	14	3	33
9	MONCLOA	10	10	2	22
10	LATINA	24	21	0	45
11	CARABANCHEL	19	20	0	39
12	USERA	18	14	0	32
13	PUENTE DE VALLECAS	34	20	1	55
14	MORATALAZ	13	7	1	21
15	CIUDAD LINEAL	17	18	6	41
16	HORTALEZA	14	9	3	26
17	VILLAVERDE	19	10	0	29
18	VILLA DE VALLECAS	12	9	1	22
19	VICÁLVARO	9	4	0	13
20	SAN BLAS	15	8	1	24
21	BARAJAS	4	2	1	7
Totales		276	241	30	547

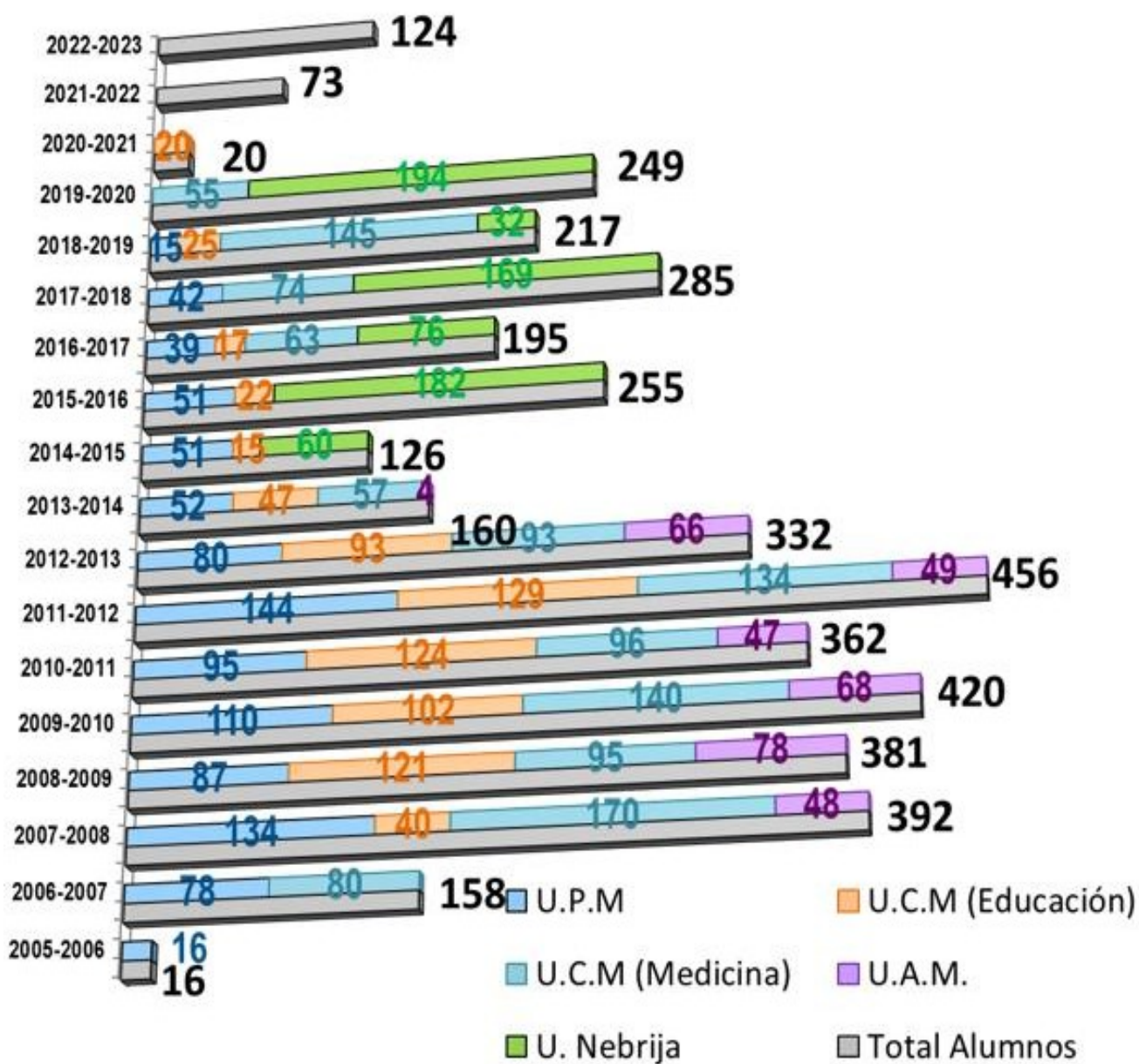


OTROS= Museo PM,
A. Deportivas, C. Verano,
Hospitales, Ludotecas





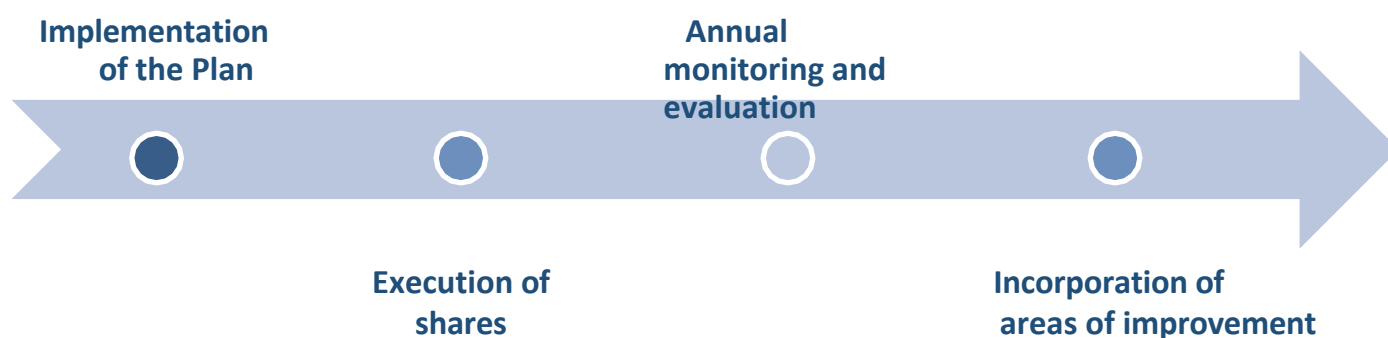
Evolución del número de alumnos por universidades.





However, the evaluation of this and the improvements that are detected are not only determined through the evaluation of the monitoring of these quantitative indicators, but also contemplate qualitative aspects that allow the evaluation of the degree of involvement of all the agents involved in road safety.

This evaluation allows an overall assessment to be made, establishing the levels of progress, the impact of the measures and actions implemented to reduce the accident rate and the associated impacts.



Some results of the latest evaluation of the Strategic Road Safety Plan 2021-2030 of the City of Madrid

The Municipal Police Force has evaluation tools that allow monitoring the operational processes and permanent follow-up of the organization's objectives. Among the strategic objectives of the organization is the reduction of fatalities in road accidents, taking as a reference the horizon and vision of 0 victims for the year 2050. Some graphs are shown on the results obtained and the challenges that have been overcome and that continue to be developed on an ongoing basis.

The alignment of indicators with the different management tools within the Road Safety Plan stands out, precisely one of the public values of success, aligning internal objectives and those included in the Management by Objectives, with indicators that in turn are commitments of the Road Safety Service Charter and all aligned under a strategic framework, such as the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#).

As it has been shown and will be shown throughout this presentation, the Municipal Police Corps works under a European model of excellent management such as CAF 2020 and in the organizational DNA has continuous improvement as a tool and compass of action, therefore the evaluation is one of the strengths that is also incorporated as a reference element in each project, program, plan and action.

As evidence of this evaluation of the activity, the following data show the results of the measures related to the operational activity over a period of time, some of the indicators that allow improving urban road safety and that are a sample of the results of the Road Safety process, among them, are shown





the commitment and increase in road safety campaigns, breathalyzer tests or road and urban analysis.

Evaluation of the road safety education activity.

When the road safety education activity is carried out, it is evaluated by the students and teachers who have taken part in it. Evaluation questionnaires are sent to those in charge of the schools (514) and to the users of the traffic playgrounds (2,012). The results obtained in the evaluation are very good. Questions are asked:

- Adaptation of road safety education classes to the organization of the center (87.55% very good).
- Relationship with the teaching community (89.88% very well)
- Resources and methodology used (72.37% very good).
- Methodology used adapted to age and educational stage (80.93%)
- Didactic and pedagogical level of the monitors (83.27 % very good).
- The contents of the activity can improve the students' road behavior (78.79% very good).

"Evaluating our objectives and commitments on an ongoing basis allows us to be accountable for our activity to society."

7. SUPPORT MATERIAL

In order to facilitate the transferability of our presentation to the Urban Road Safety Award, we attach as supporting material, links to different publications, pages and material that allows to demonstrate the commitment of the City and the Municipal Police of Madrid with urban Road Safety.

[Municipal Police - Madrid City Council](#)

[Strategic Road Safety Plan 2021-2030 of the City of Madrid Road Safety](#)

[Education - Madrid City Council.](#)

[Municipal Road Safety Education Program - SEDE ELECTRÓNICA \(madrid.es\)](#)

[Municipal Police Action Data - Madrid City Council Road Safety Service](#)

[Charter - Madrid City Council](#)

[Memoria Unidad de Educación Vial y Cívica 2018-2019 - Madrid City Council Participate in your safety - Madrid City Council](#)

[Madrid Municipal Police Magazine - Madrid City Council](#)





SOCIAL NETWORKS

[Madrid Municipal Police \(@policia demadrid\) / X](#)

[\(117\) Madrid Municipal Police - YouTube](#)

[Madrid Municipal Police \(@policia demadrid\) - Instagram photos and videos.](#)

[Madrid Municipal Police | Madrid | Facebook](#)

[Madrid Municipal Police \(@policia demadrid\) | TikTok](#)

8. CREATIVITY AND OTHER MEASURES

The [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#), as a whole, presents a framework of creativity that allows the exploration of new forms of participation, action, development and evaluation.

Some characteristic that shows this creativity is transferred between them;



WE INCORPORATE PUBLIC VALUE INTO THE URBAN ROAD SAFETY SERVICE DELIVERY CHAIN BY EDUCATING THE EDUCATIONAL COMMUNITY AND STAKEHOLDERS

The road accident rate in Spain, in terms of both the total number of people killed and the rate of people killed per million inhabitants, is one of the lowest among the member countries of the European Union. This is thanks to the commitment of all the administrations and the purpose of cities like Madrid, which has a social commitment to improve the quality of life, counting on the safety in mobility of people who live, work, or visit the city and on a professional response to the consequences of road accidents.

"We make every effort to act quickly and comprehensively in road accidents and to improve the quality of life of those injured in traffic accidents."



OUR ROAD SAFETY SERVICES CHARTER, ALLOWS US TO ESTABLISH COMMITMENTS BY COORDINATING PUBLIC SERVICES RELATED TO URBAN ROAD SAFETY AND PROMOTING TRAINING IN ROAD SAFETY EDUCATION.

The Road Safety Service Charter becomes a **tool for quality and continuous improvement** of municipal public services related to road safety, **establishes quality standards** with the target audience and aims to provide flexible, comprehensive, fast and effective care.

Likewise, this Service Charter **works in line with the 2030 Agenda for Sustainable Development**, approved in September 2015 by the United Nations General Assembly and adopted by part of the world leaders to eradicate poverty, protect the planet and ensure prosperity for all people, through interconnected and interdependent processes in the different territorial spheres.

This Charter is aligned with Objectives 3 and 11, related to Road Safety:

SDG 3. Ensure healthy lives and promote well-being for all at all ages; Target 3.6 by 2030, halve the number of deaths and serious injuries from road traffic crashes globally.

SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable. Target 11.2 by 2030; provide access to safe, affordable and sustainable transport systems for all and improve road safety, including through the expansion of public transport, paying particular attention to the needs of people in vulnerable situations, children, persons with disabilities and older persons.

The [Road Safety Service Charter - Madrid City Council](#) aims, among others, to achieve the following objectives:

- **Promote prevention** as a guarantee against road accidents.
- **Promote training, awareness and education** on safe mobility, with special attention to vulnerable groups.
- **Promote the participation** of citizens and all interested parties.
- **To increase the degree of citizen satisfaction** with the services provided.
- **Providing** road safety **data to citizens and stakeholders.**





9. CONSIDERATIONS FINAL

In addition to **European, state, regional and municipal regulations**, which are a mandatory reference for the development of Road Safety competencies in the City of Madrid, the **Madrid 360 environmental strategy** defines the objectives and identification of specific actions to be implemented in the coming years, to transform Madrid into a more sustainable city from an environmental and mobility point of view, and precisely within this framework, **urban road safety is developed within a specific strategic axis**.

Within the framework of Road Safety, **the** city of Madrid **combines traditional policies to promote sustainable mobility** (improvement of the pedestrian, cycling and public transport offer), **with more innovative practices based on intermodality and new technologies**. The people of Madrid have a wide range of possibilities for getting around that allow them to opt for the optimum solution for each journey, and as a result, new integrated modes of action must be implemented to ensure the safety of people using the roads.

Precisely **with Vision Zero** and this framework for action, the aim is that, although not all road crashes are preventable, attention should be directed towards the prevention of serious or fatal injuries.

This conviction and commitment is reflected in different areas of the Madrid City Council with the aim of adapting the road safety policy to the European Framework in this area, and **therefore aligning the actions and plans to the package of measures**, among which **the reduction of the number of people killed or seriously injured in road accidents** stands out as an objective.

Since 1994, the Municipal Police Force **has been working on road safety education**, covering more and more age groups and extending to all schools in Madrid. In addition, activities aimed at at-risk groups are carried out and the aim is to reach more users with the use of new technologies. This represents a continuity and also a **potential in the training of Madrid's society in the field of road safety**.

Precisely within the framework of the presentation of this award, different actions and actions developed stand out and allow to demonstrate the high impact of training in road safety education and the development of **skills and knowledge of the users and specifically the people considered vulnerable**.

All these efforts are developed daily in an intensive and continuous way, and sometimes cooperatively with all stakeholders, showing a real commitment to the development of a safe and sustainable urban road safety where prevention and training as an element of mitigation of road crashes is continuously present. For all these reasons we present our proposed **Better road safety education initiative** with the **title, Comprehensive road safety education as a prevention tool**, showing our commitment to the European framework and alignment with the European Road Safety Charter, in addition to the temporal continuity taking as a reference the horizon and vision 0 victims for the year 2050.





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