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# Road Safety Excellence Awards 2024

Madrid Municipal Police



Category: U r b a n Road Safety Award



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





vicealcaldía, portavoz,  
seguridad y emergencias

MADRID

**POLICÍA**  
MUNICIPAL MADRID



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# 1. PRESENTATION

Madrid City Council is committed to **continuously improving the reduction of road accidents** in the City of Madrid and to this end makes every effort to prevent and avoid them and, if they do occur, to act quickly and comprehensively in order to **reduce mortality and improve the quality of life of those injured in traffic accidents**.

The Madrid Municipal Police Force is proud to present and share our Road Safety Strategy to the **Urban Road Safety Award**, organised by the European Road Safety Charter, in order to show our permanent commitment to the continuous improvement of urban road safety.

We present our proposal, with the **title, [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) "committed to urban road safety"**, as a tool to project and align international, national and local policies in the framework of road safety, taking up the purpose of "Moving together towards safe mobility", sharing and committing ourselves to achieve 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 a Road Safety strategy, which allows us to successfully tackle the problem of urban road safety in the City of Madrid, the second most populated European City.

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.

The streets of Madrid at the beginning of the 20th century were a hustle and bustle. Horse-drawn carriages coexisted with the first motorised vehicles and a good number of pedestrians in a city that had become the only municipality in Spain with more than 100,000 inhabitants. Road accidents and fatalities were quite common, so it was necessary to regulate this situation. After more than 120 years working for urban road safety, **we present our proposal for the Urban Road Safety Award**, as a representative sample of the commitment of the City of Madrid and the Municipal Police Force of Madrid **for a real Urban Road Safety** while maintaining the purpose of protecting the physical integrity of road users, especially the most vulnerable people, guaranteeing the organisation and coexistence of the different modes of transport, with zero tolerance to accidents, seeking the participatory involvement of citizens and stakeholders.





## 2. TITLE AND CATEGORY OF THE PRIZE

**Title.** Strategic Plan for Road Safety 2021-2030 of the City of Madrid "committed to with urban road safety".

**Category.** Urban Road Safety Award.

## 3. ORGANISATIONAL DATA

Representing Madrid City Council, the Municipal Police Headquarters, integrated within the Directorate General of Municipal Police, develops the competency framework of the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) and as a member of the European Road Safety Charter, presents the proposal for the urban road safety award as an organisation.

## 4. SCOPE

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

The plan has a temporal continuity that is being renewed and has been developed since the first beginnings at the beginning of the year 2000, with a current projection until the year 2030, highlighting among other aspects, the reduction of deaths due to road accidents in the City of Madrid, from 112 people in the year 2000 to 26 people in the year 2023, and which takes as a reference and purpose, the **objective "Vision Zero"**, which undoubtedly shows a focus and commitment to the growth of road safety measures and their implementation.

The plan has several aspects that show originality in it and in the proposal for the award, including the alignment with international and national road safety policy and regulations, the alignment of these objectives with the strategic objectives of Madrid City Council and the Madrid Municipal Police Directorate General and therefore of the Madrid Municipal Police Headquarters, and being one of the key operational processes and a reference in the internal management indicators in the Management by Objectives of the Madrid Municipal Police Force, It is directly correlated with the commitments established with the public, the latter through its own Road Safety Service Charter, which also opens up to public and interest group participation through meetings, congresses and a road safety suggestion box, in which society proposes and expresses its considerations and proposals. Finally, the results are shown interactively and in the form of active publication of open data, through a set of data that allows transparent management [Traffic Accidents | Visualise Madrid with Open Data](#), being a DATASET (set of data) of reference in the Road Safety environment.





For the Madrid Municipal Police Force, the objective of sustainable urban road safety is based on achieving a driver or road user with sufficient knowledge and skills who, in an adequate psycho-physical state, 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 with the minimum possible environmental impact.

For this reason, Madrid City Council has deployed a **global policy of prevention** in the area of Road Safety and sustainable mobility, as an element of action where public authorities materialise 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.

Another original element of the City of Madrid's Urban Road Safety Strategy and the Strategic Plan is the legislative incorporation into the regulations of the Greater Madrid Capital City that In the case of the City of Madrid, it is included in Law 22/2006 on the Capital and Special Regime of Madrid, where competences in road safety matters are contemplated for the City Council and which are included and developed in the Sustainable Mobility Ordinance and in its articles it states that *"the Road Safety Plan, which will promote prevention and road safety education, will be approved with the multiannual periodicity determined by the competent body in matters of Municipal Police, at the proposal of the competent body in matters of Municipal Police. With the aim of preventing accidents, protecting the life, health and physical integrity of the users of the roads and public spaces, whether they are drivers, pedestrians or passers-by, regardless of the type of vehicle they use"*.

This aspect shows the evidence of continuity and potential growth of the [2021-2030 Strategic Road Safety Plan of The City of Madrid](#) and therefore its development through the Madrid Municipal Police Force.

It is a Plan with a global impact, which aligns a universal framework, through the 2030 Agenda for Sustainable Development, the European Strategy for Sustainable Development, the

European Strategy Safety Strategy, the national road safety strategy and finally the local strategy of Madrid City Council,

advocating the vision of **zero deaths on the roads and consequently in the urban territory of the City of Madrid by 2050.**



*"Our social purpose drives us to move together towards safe urban road safety".*



In accordance with the provisions of the Sustainable Mobility Ordinance in the Municipal Police Force, the Strategic Road Safety Plan 2021-2030 was drawn up and submitted for approval by the Governing Board of the Madrid City Council. The process of drawing up the [Strategic Road Safety Plan 2021-2030 for the City of Madrid](#):



All these aspects show the urban road safety strategy that the Madrid City Council deploys through its different areas of action and specifically the Municipal Police Force, as the main protagonist in the development and implementation of the Road Safety Plan, and is the reason for this nomination for the Urban Road Safety Award within the edition of the Excellence in Road Safety Awards 2024, with the aim of recognising this commitment and thus promoting the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) as an element of public service value.

## 5. PROJECT ACTIVITIES

The proposal for the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) has been developed with the aim of defining the road safety policy and drawing up the Road Safety Plan with zero tolerance for accidents, as well as promoting road safety habits that enable safe journeys that favour social development.

The [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) aligns international, European, national and local policies and objectives, with the main aim of "Moving towards safe mobility" and the main objective of contributing to the prevention of road accidents, protecting the life, health and physical integrity of people using public roads and spaces, whether they are drivers, pedestrians or passengers, regardless of the type of vehicle they use for transport.

In accordance with the processes of continuous improvement, the [Strategic Road Safety Plan 2021- 2030 of the City of Madrid](#) has been developed in four stages or phases and a last one aimed at communication, which are determined by the corresponding evaluations and adaptation of these to the needs of each moment.

In this sense, the initial diagnosis made it possible to identify the objectives and lines of action on which efforts should be focused.

This methodology incorporated approaches related to the factors of prevention and improvement of education, training of road users, improvement of behaviour through compliance with traffic rules, road and vehicle safety, as well as the promotion of the use of road and road safety devices.



technologies to increase road safety and the protection of the most vulnerable road users, as well as the care and response to road crashes involving injuries.

The [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) also incorporates a new perspective, focusing on the safety of work-related journeys, both in itinere and on mission.

The project activities show that road safety is a collective task and therefore it is important the participation of all the agents related to road safety and accident rate, so the implementation of the project activities is based on two transversal objectives, such as:

**Municipal leadership**, with the involvement of the different departments of Madrid City Council and the **participation and collaboration of citizens**. This undoubtedly reflects the philosophy of the European Road Safety Charter.

The plan's activities are reflected in the following objectives:

### STRATEGIC ROAD SAFETY PLAN 2021-2030



• **8 OBJETIVOS.**

• **33 ACCIONES CONCRETAS.**

1. LIDERAZGO REFORZAR LA COORDINACIÓN INSTITUCIONAL Y LA PARTICIPACIÓN DE LA SOCIEDAD.
2. INCREMENTAR LA DOTACIÓN TECNOLÓGICA Y HUMANA FOCALIZADA A LA SEGURIDAD VIAL.
3. REDUCIR LAS VÍCTIMAS DE ACCIDENTES DE TRÁFICO A LA MITAD.
4. REDUCIR UN 50% FALLECIDOS EN ATROPELLO
5. REDUCIR VÍCTIMAS EN MOTO Y CICLOMOTORES.
6. REDUCIR SINIESTRALIDAD ASOCIADA A LA PRESENCIA DE ALCOHOL Y DROGAS EN LA CONDUCCIÓN EN UN 50%.
7. REDUCIR LA INDISCIPLINA EN LOS LÍMITES DE VELOCIDAD EN UN 80%.
8. REDUCIR EN UN 50% EL NÚMERO DE HERIDOS GRAVES EN ACCIDENTES LABORALES DE TRÁFICO



### LEADERSHIP, STRENGTHEN INSTITUTIONAL COORDINATION AND CIVIL SOCIETY PARTICIPATION.

- Creation of a Municipal Road Safety Council. (chaired by the Directorate General of the Municipal Police) (Safety and Emergencies Government Area, Environment and Mobility Government Area, Works and Equipment Government Area together with Insurance Companies, Automobile Clubs and Associations interested in promoting Road Safety). Its main function is to promote the Plan and to produce an annual report on its development.



- **Action 2.** Creation of a Road Safety Observatory. (technical body of the administration and interested entities). Annual meeting and will draw up the Plan evaluation report and should serve as technical support for decision-making and analysis.
- **Action 3.** Promote the participation of civil society linked to Road Safety. Road Safety Mailbox. Agreements remain in force and collaboration is sought with the DGT (Directorate General of Traffic) and Personal Mobility Vehicle (PMV) companies and associations.
- **Action 4.** Training and awareness-raising of Municipal Police experts.
- **Action 5.** Informative/educational outreach through information and awareness-raising campaigns in the media and social networks.

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CONTROL DE MOTOCICLETAS Y MANIOBRAS						
TRANSPORTE ESCOLAR (22-26)						

FEBRERO						
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DISTRACCIONES AL VOLANTE (5-11)						
CAMIONES Y AUTOBUSES (19-25)						

MARZO						
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CINTURÓN Y SRI (11-17)						
BICICLETAS Y VMP (18-24)						

ABRIL						
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ALCOHOL Y DROGAS (1-7)						
CONTROL DE VELOCIDAD (15-21)						
PREVENCIÓN DE ATROPELLOS (22-28)						

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CONTROL DE MOTOS (5-12)						
TRANSPORTE ESCOLAR (27-31)						

JUNIO						
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PERSONAS MOVILIDAD REDUCIDA (13-19)						
BICICLETAS Y VMP (24-30)						

JULIO						
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ALCOHOL Y DROGAS (1-7)						
VELOCIDAD (15-21)						

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CINTURÓN Y SRI (5-11)						
ALCOHOL Y DROGAS (19-25)						

SEPTIEMBRE						
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CONDICIONES VEHÍCULOS E ITV (2-8)						
TRANSPORTE ESCOLAR (16-20)						

OCTUBRE						
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DISTRACCIONES AL VOLANTE (7-13)						
PREVENCIÓN DE ATROPELLOS (21-27)						

NOVIEMBRE						
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CONDICIONES VEHÍCULOS E ITV (4-10)						
TRANSPORTE ESCOLAR (25-29)						

DICIEMBRE						
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30	31					
CONTROL DE MOTOS (2-8)						
ALCOHOL Y DROGAS (16-22)						

CAMPANAS DE LA COMISARIA PRINCIPAL DE SEGURIDAD VIAL

DGT

## INCREASE TECHNOLOGICAL RESOURCES IN THE FIELD OF ROAD SAFETY.

- **Action 1.** Renewal and extension of fixed and mobile speed cameras towards more efficient use.
- **Action 2.** Increasing photo-red systems.



- **Action 3.** Increase and modernisation of the provision of ethylometers to the Integral District Police Stations of the Municipal Police.
- **Action 4.** Implementation of electronic information devices to provoke a multiplier effect in campaigns.

### REDUCE THE ROAD TRAFFIC ACCIDENT VICTIMISATION RATE BY 50% BY 2019.

- Extend training actions aimed at the most vulnerable sectors of traffic. Road Safety Education.
- Protect and monitor the road network for the safe mobility of sustainable means of transport (bicycles and V.M.P.).
- Reduce indiscipline in relation to the use of passive safety elements. Helmets, seat belts, child restraints.
- **Action 4.** To reduce by 50 % the indiscipline on the I.T.V. obligation.
- **Action 5.** Improve response times to assist victims.
- **Action 6.** Preparation and annual analysis of the Traffic Accidents Report.
- **Action 7** Analyse Accident Concentration Sites (ECAS) annually for management or regulatory actions to improve road safety.
- **Action 8** Dissemination to society of the surveillance campaigns carried out and their results.

### REDUCE THE AVERAGE ANNUAL NUMBER OF ROAD TRAFFIC FATALITIES BY 50 % IN THE NEXT DECADE COMPARED TO THE AVERAGE OF THE PREVIOUS DECADE.

- Reduce right-of-way indiscipline by 50%.
- Reduce pedestrian indiscipline.
- **Action 3.** Establish safe pedestrian routes. Integral Plan for Safety in the Environment (PISE).

### ESTABLISHMENT OF A SPECIAL PLAN TO REDUCE CASUALTIES AMONG MOTORBIKE AND MOPED USERS.

- **Action 1.** Conduct preliminary studies on speeds and risky driving behaviour of motorcyclists.
- **Action 2.** Carry out a diagnosis of the use of motosharing.



## REDUCE THE ACCIDENT RATE ASSOCIATED WITH THE CONSUMPTION OF ALCOHOL AND DRUGS.

- Increase alcohol and drug testing to 4% of the resident and bystander population.
- **Action 2.** Implement mandatory breathalyser testing in all road accidents with casualties.
- **Action 3.** Implement mandatory breathalyser testing for serious dynamic traffic offences.
- **Action 4.** Increase drug testing of drivers in all areas.



## REDUCE INDISCIPLINE DUE TO NON-CONC

- **Action 1.** Increase fixed and roving
- Implement new fixed speed enforcement devices at sensitive points with prior diagnosis of speeding related accidents.
- **Action 3.** Implement traffic calming measures after verifying indiscipline or need for protection.

## GOAL 8.- TO REDUCE FATALITIES AND SERIOUS INJURIES IN OCCUPATIONAL ACCIDENTS RELATED TO ROAD SAFETY.

- **Action 1** Implement in the "accident statistics report", specific fields related to the professional activity.
- **Action 2** Include a section in the Annual Traffic Accident Report. specific to "road traffic accidents
- **Action 3.** Implement specific prevention campaigns targeting professional drivers.





## 6. EVALUATION

The monitoring and analysis of the fulfilment of objectives and implementation of the actions set out in the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) and the contribution to its goals allow for 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 public, included in the Municipal Police Service Charters, all of which are aligned with the municipal strategy.

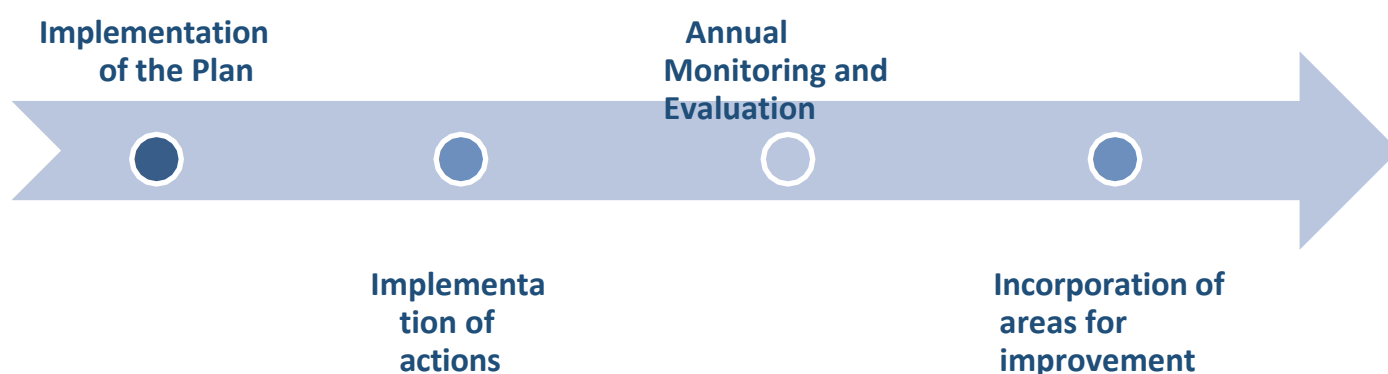
The review of the plan is carried out in a coordinated manner by the different actors involved in it, ultimately seeking to improve road safety in the city of Madrid and reduce the accident and injury rate, based on the model of continuous improvement.

The degree of compliance with the objectives covered by the plan is evaluated annually in order to detect and anticipate possible deviations in the achievement of the objectives and, consequently, to identify possible improvements in the actions implemented.

The plan has a "scorecard" conceived as a management tool to better understand the strategy and also to assess the defined objectives, in accordance with the established goals. In addition to analysing impact, the scorecard provides reliability and validity to the results.

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 qualitative aspects that allow the degree of involvement of all the agents involved in road safety to be assessed.

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



In addition to the evaluation foreseen in the Plan itself, there are other evaluation systems that make it

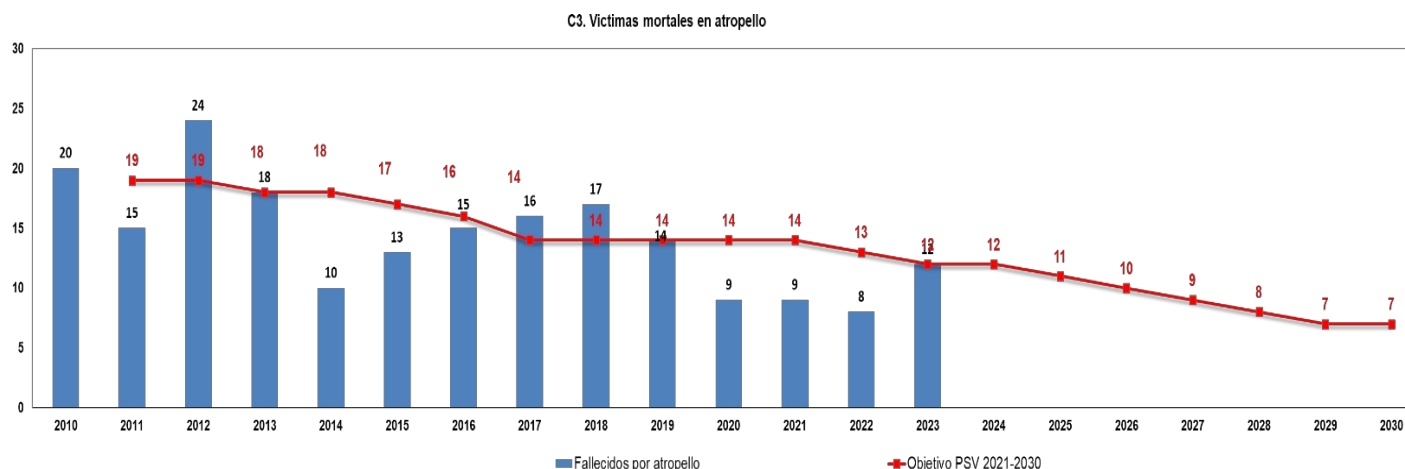




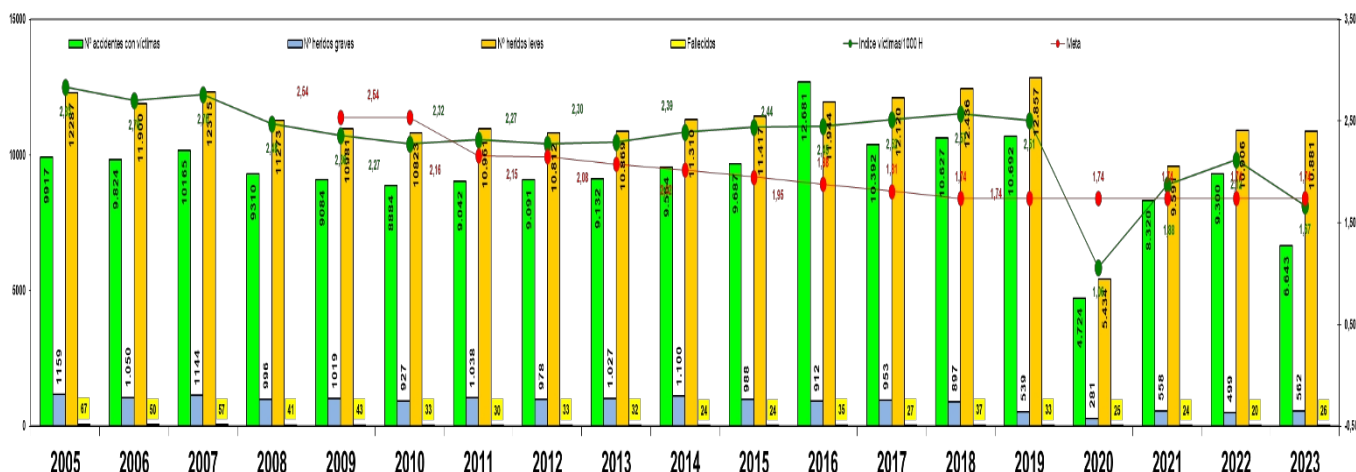
The annual evaluation of the results of the [Road Safety Service Charter - Madrid City Council of the Management by Objectives of the Municipal Police Force](#), the evaluation of the Road Safety Mailbox, the corporate statistics or the [Road Accident Reports of the City of Madrid - Madrid City Council](#), are some of the tools that make it possible to evaluate the measures, actions and activities planned and carried out.

### *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 it to monitor the operational processes and permanently follow up on the organisation's objectives. One of the organisation's strategic objectives is to reduce the number of deaths in road accidents, taking as a reference the horizon and vision of zero victims by the year 2050. Some graphs are shown on the results obtained and the challenges that have been overcome and that are continuously being developed.



C.3.- Nº de víctimas de accidentes / 1000 habitantes.



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 which in turn are commitments of the Road Safety Services Charter and all of this aligned under a strategic framework, such as the [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#).

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

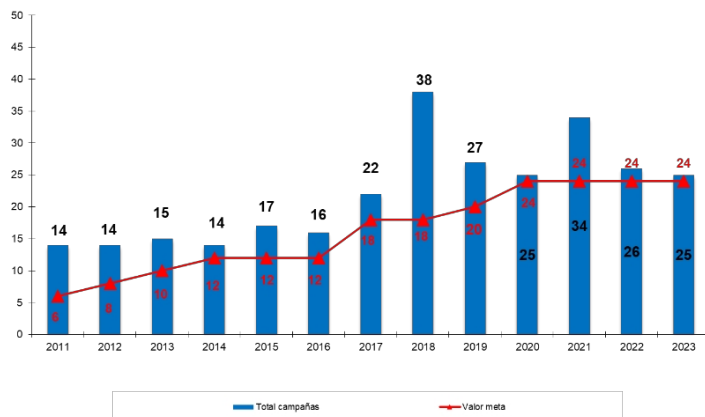
*"Evaluating our objectives and commitments on an ongoing basis allows us to be accountable to the public for our performance. society".*

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. These are some of the indicators that make it possible to improve urban road safety and are a sample of the results of the Road Safety process, including the commitment and increase in road safety campaigns, breathalyser tests and road and urban analyses.

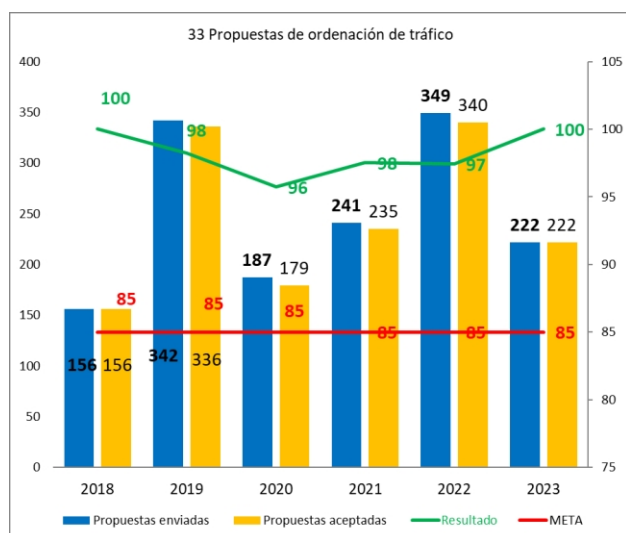
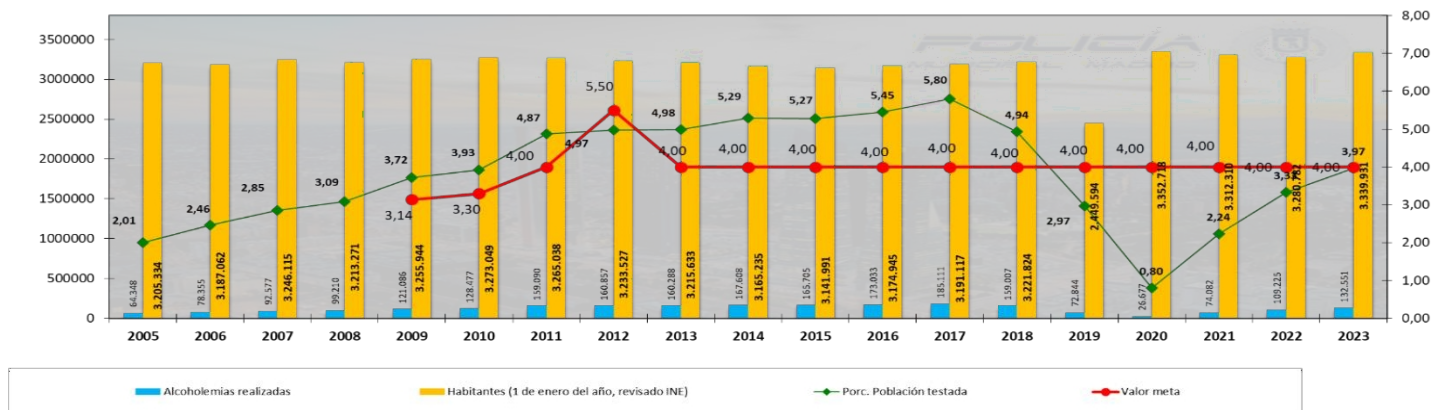




26. Campañas de Seguridad Vial



27. Pruebas de alcoholemia, porcentaje de población testada





In addition, and as a result of the analysis of the Road Safety Plan, some of the results obtained are shown, showing as evidence the evaluation of the Plan as an element of continuous improvement.

**38 new photo-red systems** have been **installed**, which are new installations of cameras at traffic lights to check that vehicles stop at pedestrian crossings with traffic lights in the city.

New breathalyser equipment has been added, as well as the forthcoming **renewal of 55 evidential breathalysers and 60 sample breathalysers**.

**Ten physical supports** have been installed in the police station to publicise road safety campaigns and raise public awareness, in addition to being placed in police vehicles and on the variable panels of the Mobility Command management centre.

A new training system has been designed, through the e-learning project for VMP and Bike sharing to be implemented to stakeholders.

The number of vehicles checked has increased to **905,683 with an increase of 59.50% compared to 2022**, having **checked more than 31,155 vehicles** in the different road safety campaigns.

In 2023, **130,079 breathalyser tests** were carried out compared to 118,800 in 2022.

In 2023, **313 drug tests were carried out** in accidents compared to 238 in 2022. The rate of positive drug tests in accidents is 24%, in breach of the law.

The proportion of drug tests carried out in serious cases was 16.19% and in random checks 40%, taking into account that they are used when symptoms are detected. Overall, 33.94% of the drug tests carried out are indicative of drug use.

Accident Concentration Enclaves (ACC) are intersections and longitudinal sections equal to or less than two hundred metres (200 m) of roads where there is evidence of three or more traffic accidents of any type over a three-year period. **A total of 104 points were examined.**

The **2023 Road Accident Reports** have been drafted and the **2023 Road Accident Reports 2021, 2022**.



*"We put all our efforts into improving urban road safety".*



## 7. SUPPORT MATERIAL

In order to facilitate the transferability of our submission 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 to urban Road Safety.

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

[Madrid City Council](#)

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

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

[Memorias de Siniestralidad Vial de la Ciudad de Madrid - Ayuntamiento de Madrid](#)

[Memoria Memoria Unidad de Educación Vial y Cívica 2018-2019 - Ayuntamiento de](#)

[Madrid Traffic Accidents | Visualiza Madrid con Datos Abiertos](#)

[Municipal Police in European Projects - Madrid City Council Participate in your safety - Madrid City Council](#)

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

[Road Safety Suggestion Box. Madrid Municipal Police - Madrid City Council](#)

### SOCIAL NETWORKS

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

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

[Policía Municipal de Madrid \(@policiademadrid\) - Photos and videos from Instagram](#)

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

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

*"Our purpose as direct actors in urban road safety is to reduce possible injuries and improve the quality of life of those injured in road accidents in the City of Madrid."*





## 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 new forms of participation, action, development and evaluation to be explored.

Some characteristic that shows this creativity is transferred between them;

### OUR STRATEGIC ROAD SAFETY FRAMEWORK ALLOWS FOR COMPREHENSIVE ACTION UNDER THE "SINGLE INCIDENT" PARADIGM.

**We work within the framework of safe mobility**, which implies **assuming a zero target** for fatalities resulting from road accidents while citizens are on the move. This objective drives us to continuously improve, applying the necessary measures to ensure that the probability of a serious road accident is minimised as much as possible, in a changing ecosystem where there are new mobility nodes in a city in constant development and change.



- **The comprehensive intervention procedure, as an element that helps to save people's lives and prevent serious injuries.**

Actions related to road accidents where people are injured are coordinated from the Madrid Integrated Security and Emergency Centre (CISEM) as a single incident. This allows this type of incident to be dealt with quickly, effectively and efficiently and also guarantees comprehensive action in accordance with the needs of the incident.

This means that, in addition to rapid and correct operational action, all services are integrated to provide comprehensive care and assistance to road accident victims, to know how to act, and to create a safe environment for victims, their environment and those involved in the event of a road accident. This is a success factor that has an exponential impact on **improving the quality of life of road accident victims**.





- **PAS behaviour and first aid: as the correct procedure for assisting victims of a road crash.**

According to experts, between 30% and 50% of traffic fatalities occur in the first few minutes after a road accident. That is why it is so important to offer first aid, as it can save lives if given in time.

The emergency services incorporate in their procedures for action as first responders, the PAS (Protect, Alert, Aid) conduct, a conduct that is internationally recognised and established for any type of initial action in an emergency. It is defined as the first actions that will first aim to protect the scene, then alert the emergency services and, only after this, if we have the appropriate knowledge, we will focus our attention on rescuing the injured person(s).

From a preventive point of view, this PAS behaviour is communicated as training content to the public on the understanding that the *Alerting* persons will be the witnesses and first responders at the scene of the incident, thus becoming the first link in the chain of rescue. Hence the importance of training them for our purpose: to train citizens to be able to deal initially with emergency situations (including road accidents) in order to detect when someone requires urgent medical assistance, when it is necessary to alert SAMUR-Protección Civil and what information to provide and, above all, to know the basic techniques and their practical application in situations in which a person's life may be in danger. It is estimated that more than 9% of the population of the city of Madrid has received training in these aspects over the last 15 years. Currently, more than 500 courses are held each year with a number of students exceeding 20,000 people.

On the other hand, it is also part of this integral concept of coordinated provision of a coordinated response to a traffic accident that the participants are trained together (coordination courses, drills, etc.), and specifically in health concepts to deal with situations as first responders, in the case of non-medical personnel (police, firefighters, etc.).



Approximately 200 courses have been held, with more than 4,000 security and emergency professionals trained each year. There is a commitment to carry out more than 30 joint drills during the year with other security and emergency services in order to train together in coordination to deal with any emergency situation.



*"We are making every effort to prevent road accidents, and in case of occurrence, to act swiftly and comprehensively".*

- **Common objectives and commitments are elements that enable operational improvement and coordination in road casualties.**

Both in the objectives established in the 2021-2030 Safety Plan and in the commitments of the Road Safety Service Charter, **safe mobility is set out**, which means **assuming a zero objective in relation to deaths resulting from** road accidents during the movement of citizens. Therefore, the necessary measures are continuously applied to ensure that the probability of a serious road accident is minimised as much as possible.

The graphs show the drastic reduction in the number of people killed in recent years and the attention to vulnerable groups, especially pedestrians, where and from 2019 it becomes a strategic objective for the Madrid Municipal Police Force.

## **OUR RESPONSE TIMES ARE OUR HALLMARK AS INTEGRAL EMERGENCY SERVICES IN MADRID**

Road accidents in the city of Madrid, especially those involving injuries, are a complex environment in which the emergency services are involved simultaneously, and although each has its own procedures and objectives, **the intervention is planned with the time of attention** and coordinated action in **mind and as a priority**.

There is evidence that **life-threatening injuries following a road traffic crash increase the likelihood of death** depending on the time elapsed from the time they occur. Hence, all efforts are focused on reducing the time it takes for rescue to arrive, the time it takes to provide care, and the time it takes to get to the hospital where specific care for life-threatening injuries can be provided.

To this end, in order to improve **rapid and effective action from the first actions following a road accident**, improvements in response times have been proposed with the aim of establishing a safe environment and action for those involved and users, and to attend to the victims as quickly as possible.

The objective of improving response times has become a commitment to citizens through the Service Charters and a priority action for the emergency services, which is a challenge for the evaluation and continuous improvement of action procedures.

Thus, with the firm objective of improving road safety and reducing the number of road accident victims, a common commitment has been established for all emergency services to be on the scene of road accidents with victims in at least 87% of cases within a maximum time of 8 minutes.





*"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".*

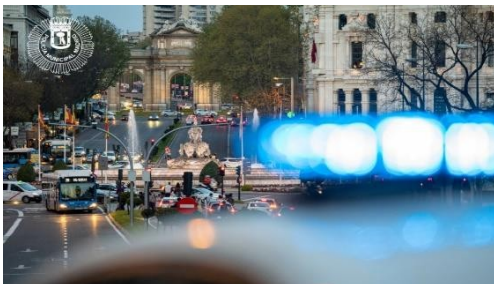
## BUILDING PUBLIC VALUE INTO THE URBAN ROAD SAFETY SERVICE DELIVERY CHAIN

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, relying on the safe mobility of people who live, work or visit the city and on a professional response to the consequences of road accidents.

The emergency services are constantly improving in order to create public value in safe mobility, developing projects, plans and programmes, and establishing service commitments to citizens as shown in the Madrid Road Safety Service Charter.

For the generation of this public value, all stakeholders in road safety are taken into account, as it is a social issue that requires the involvement of all. This understanding of road safety allows for constant coordination of the emergency services with all relevant public administrations, as well as with companies and social organisations in order to adopt road safety criteria in their value chains.

**The [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#), Madrid City Council's reference framework for action.**



*"Madrid's Road Safety Strategy 2021-2030 is to consolidate a culture of safe mobility, so that no one is killed or seriously injured in traffic accidents by the year 2050".*





## OUR ROAD SAFETY SERVICES CHARTER, ALLOWS US TO ESTABLISH COMMITMENTS BY COORDINATING PUBLIC SERVICES RELATED TO URBAN ROAD SAFETY.

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 people it is aimed at and aims to offer flexible, comprehensive, fast and efficient attention.

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

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 persons 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 raising and education** on safe mobility, with special attention to vulnerable groups.
- **Improve response** and response **times** to road accidents.
- **Reduce the accident and victimisation rate** for road accidents.
- **Analysing and investigating road accidents and occupational road accidents.**
- **Promote the participation** of citizens and all stakeholders.
- **To increase the degree of citizen satisfaction** with the services provided.
- **Encourage commitment** in the delivery of public services.
- **To provide a comprehensive service**, improving the coordination of services.
- **Providing road safety data to citizens and stakeholders.**
- **Provide transparency** in management and service delivery.

**We develop correct and coordinated actions in the event of road accidents.**

In the context of operational actions related to **actions as first responders**, actions related to Attention and assistance to victims of







Road accidents, actions that are also service commitments within a comprehensive operational deployment:

**As general premises when dealing with road crashes:**

- Priority is given to signalling and regulating traffic in all interventions related to road accidents that occur within the municipality of Madrid.
- Collection and custody of damaged vehicles (motorbikes, bicycles, vehicles without towing service).

**With regard to the coordination of the services involved:**

- Road accidents are dealt with, identifying and deploying the necessary resources in a coordinated manner.

**In addition to providing a safe environment necessary for the rescue and recovery of road accident victims:**

- Detection of the existence of victims and their condition, rescue manoeuvres, mobilisation and handing over to the health services.
- The risks arising from the incident (fire / risk of spread, fuel spillage, etc.) are identified and assessed.
- The risks derived from the vehicles involved (airbags, batteries, gas, etc.) are controlled.
- Elements of the road affected by the incident are removed, minimising the impact of the incident on public activity.

**To provide the necessary health care for emergencies and emergencies on the roads of the city of Madrid:**

- All persons who are involved in a road accident are assisted with specialised medical care.
- Secondary victims receive psychological care, both at the scene of an incident and at home.
- It is transferred to the hospital of destination most appropriate to the pathology of the persons treated.
- Information is given on the procedures to be followed: insurance, towing, etc.

**Finally, and in order to investigate road accidents and to carry out the official report:**

- All road crashes are investigated as required by law.
- Reports are drawn up and forwarded to the judicial body.



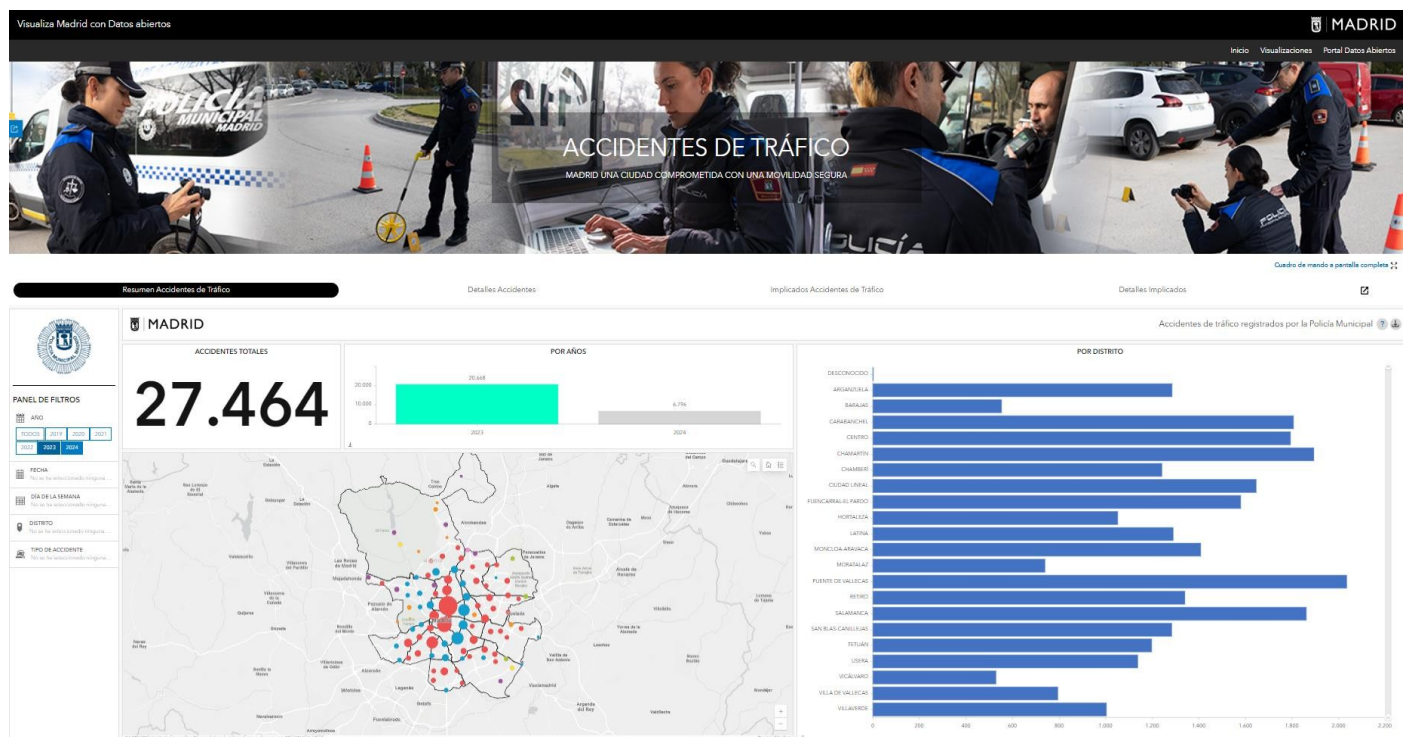
*"We add public value by generating and sharing knowledge".*



## THE ACTIVE PUBLICATION OF OUR RESULTS ALLOWS US TO BE ACCOUNTABLE TO SOCIETY BY PROVIDING DATA IN A REUSABLE FORMAT.

Through the Visualisations Portal "[Visualiza Madrid con Datos Abiertos](#)" ([Visualise Madrid with Open Data](#)), Madrid City Council makes available to citizens and interest groups a visualisation made with open data of Road Accidents in the City of Madrid.

In addition, active information is published monthly on the actions carried out by all the police stations, showing the results of the different operational processes.



## WE ARE PROUD OF OUR SUCCESS STORIES IN DEALING WITH ROAD CRASHES

The emergency services of the City of Madrid have a marked vocation for public service, which makes them aware of their management and response in the intervention of road accidents, allowing them to improve the conditions of the people involved and also to help solve problems, guaranteeing quality of life.

Emergency services are aware of and pay special attention to these potentially time-critical injuries: as published by the WHO, "a few minutes' delay can prevent a life being saved". To improve post-crash care, it is necessary to make sure that the public is alerted in time, access is given to



time to quality pre-hospital care and that continuity of care after transfer is provided in hospitals appropriate to the injuries sustained by the victims. This requires appropriate training programmes for alerting the public and ensuring the best possible competence of the health professionals providing care, by means of specialised training programmes.

Coordination of emergency services, one of the purposes of the Road Safety Plan, allows for a holistic approach to urban road safety. This has required the participation of multiple sectors. Working in a comprehensive manner, with a sense of belonging thanks to the appropriation of institutional values such as honesty, respect and commitment, and making them one's own, makes the inspirational purpose equally common.

Within the framework of Urban Road Safety, and specifically in road accidents, it is aimed at reducing deaths due to road accidents and protecting the life, health and physical integrity of road users and public spaces **as direct actors and first responders after a road accident in the City of Madrid**, allowing joint actions to **improve the quality of life of those injured in traffic accidents**.

Emergency services are committed to being agents of change in urban road safety, positively inspiring organisations and communities, and leading the constant momentum needed to move together towards safe mobility.

It is precisely these success stories and this form of integrated and coordinated work that is the paradigm of the "Single Incident". The statistical data show all the road accidents that have occurred in the City of Madrid, as well as the results. These represent success stories where people can understand the benefits of having excellent emergency services, thanks to the efforts that are made on a daily basis to make them more effective and efficient in all their processes.

## EXAMPLE OF A SUCCESSFUL CASE OF COORDINATED WORK BY THE EMERGENCY SERVICES OF THE CITY OF MADRID IN THE CONTEXT OF URBAN ROAD SAFETY

In order to establish anonymity and to bring possible publications in line with the Data Protection Act, one of the success stories is mentioned by way of example, which, thanks to a comprehensive operational coordination, allowed for a rapid and coordinated treatment of the injured persons.

portavoz, seguridad y emergencias   MADRID		POLICÍA MUNICIPAL Madrid	
UNIDAD DE POLICÍA JUDICIAL DE TRÁFICO			
		EQUIPO INSTRUCTOR	IT-36
		1005.4	9103.0
ATESTADO INSTRUIDO POR			
CONDUCIR BAJO LA INFLUENCIA DE ALCOHOL /TAAE SUPERIOR A 0,60 MG/L			
MOMENTO	GRAVEDAD	REFERENCIA	
Fecha: 25-03-2021	Heridos: 10		
Hora: 17:00	Muertos: 0	AT-2021S004742	
LUGAR			
AVDA. MEDITERRANEO, 41			
CLASE			
COLISIÓN MÚLTIPLE			



If verification of this or other evidence is required, it will be made available to the jury for assessment, together with any other cases or information that, under the framework of, will enable them to verify the evidence presented as evidence for the award and also serve as good practice for their knowledge and assessment.

As explained in our comprehensive action framework, in the event of a road accident with injured persons, under the "Single Incident" paradigm, they are coordinated from the Madrid Integrated Security and Emergency Centre CISEM, which allows this type of accident to be dealt with quickly, effectively and efficiently and also guarantees comprehensive action in accordance with the needs of the incident.

Therefore, if, in addition to rapid and correct operational action, all the services that enable a comprehensive care and assistance intervention for victims of road accidents are integrated, knowing how to act and create a safe environment for victims, their environment and those involved in the event of a road accident, generates a value of success that has an exponential impact on **improving the quality of life of those injured in traffic accidents**.



Following this process of action, the case presented shows the phases of care and assistance to victims, investigation and study and communication.

Everything begins with the knowledge of the incident at 16:42h, the process of care and assistance to the victims is set in motion, and as shown in this example, at 22h the appearance of the acting agents is completed.

*"Acting quickly and in a coordinated manner allows for excellent care, which has an exponential impact on improving the quality of life of road traffic injuries."*

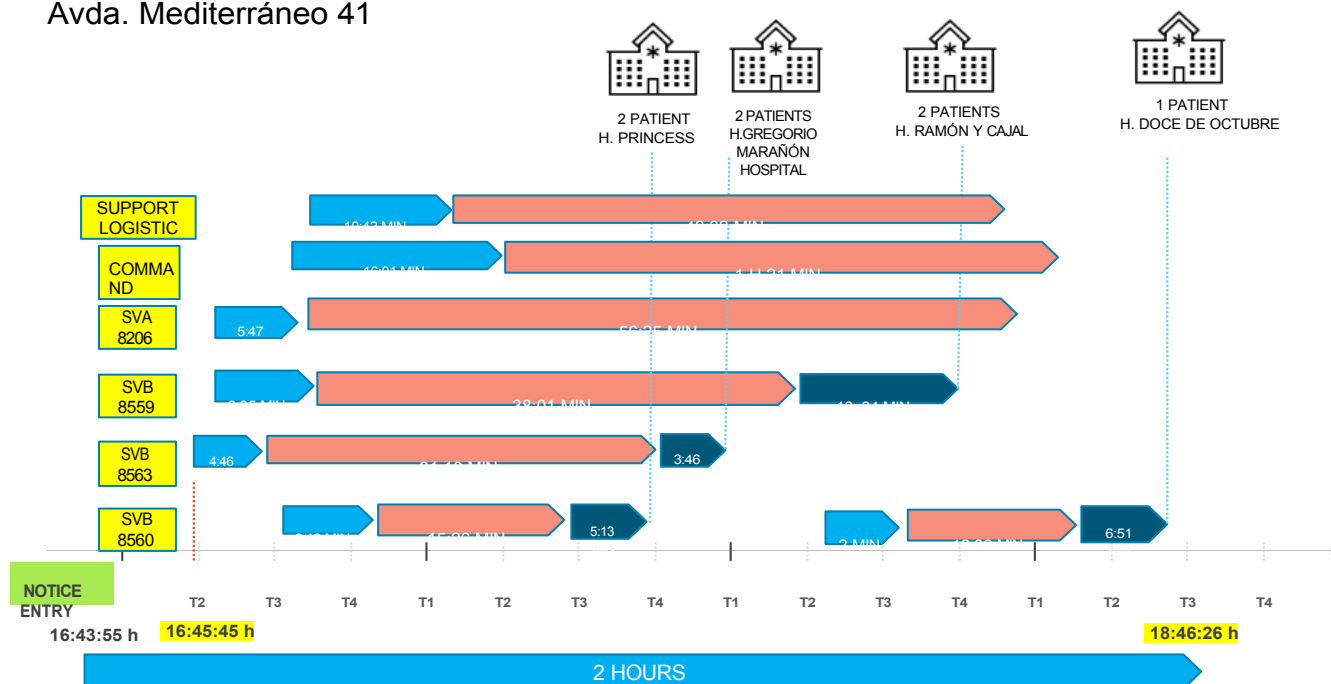




Within this process of comprehensive and coordinated action, the operational alignment of the emergency services of the City of Madrid is shown, with the arrival of the medical teams in less than three minutes, the arrival of the incident teams in less than 10 minutes, the transfer of the injured persons to different reference hospitals and finally the appearance as a necessary element for the incident report, communicating it to the interested parties.



## Chronology of road accidents (25/3/2021). SAMUR-Civil Protection Avda. Mediterráneo 41





## 9. FINAL CONSIDERATIONS

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 it is precisely within this framework that 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** (improving 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 guarantee the safety of people using the roads.

Among these **integrated modes of action** is the action in road accidents with injuries, where as a **"single incident"** the emergency services act as a single intervention team within the competences and functions of each of the corps.

In the case of road accidents, it is a model of action that guides the actions under criteria of operational and integral effectiveness and efficiency, which allows for **improvements in the quality of life of the traffic injured and their environment**.

**The aim of Vision Zero** and this framework for action is to ensure that, although not all road crashes are preventable, the focus is on the prevention of serious or fatal injuries.



### Plan Estratégico de Seguridad Vial 2021-2030



*"Our goal is to reduce the number of deaths and injuries by 50%.  
serious road casualties in the next decade".*



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

There is **a common mentality** in the road safety forces and emergency services that act in a coordinated manner in road crashes, and this, as developed in the Road Safety Plan 2021 - 2030, is based on the **objective "Vision Zero"**.

Through a coordinated emergency service, we work in a continuous process that ranges from prevention to active communication on open data portals in a framework of comprehensive work committed to public value and accountability to citizens.

Within this framework of continuous improvement, measures and actions are applied within the conceptual environment of the **"Safe System" defined in the European Union Framework** for road safety, and for this reason, emphasis is placed on checking that the vehicles circulating on the roads and streets of the city of Madrid, as well as the infrastructures are safe, that they are used safely (speed, sober driving, use of seat belts, helmets and other measures) and that a cycle of continuous improvement is followed when dealing with road accidents.

Precisely within the framework of the presentation of this award, different actions and actions resulting from the Strategic Plan stand out, such as the **action under the "single incident" paradigm**, where the emergency services of the Madrid City Council work quickly and in a coordinated manner as **direct actors and first responders** after a Road Accident in the City of Madrid, all with the aim of **improving the quality of life of those injured in traffic accidents**.

All these efforts are carried out intensively and continuously on a daily basis, and sometimes cooperatively with all stakeholders, showing a real commitment to the development of safe and sustainable urban road safety where the prevention and mitigation of fatalities and serious injuries is continuously present.

For all these reasons we present our [Strategic Road Safety Plan 2021-2030 of the City of Madrid](#) **"committed to urban road safety"**, as the backbone of urban road safety in the City of Madrid, showing our commitment to the European framework and alignment with the European Road Safety Charter, as well as the continuity in time taking as a reference the horizon and vision of 0 victims by the year 2050.





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