**Quantifying safety effects of infrastructure countermeasures**

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| The presentation starts by making the case for developing and applying credible knowledge for planning infrastructure safety interventions. This is followed by a discussion on the challenges to obtaining that knowledge with emphasis on key data and methodological issues. The presentation then focuses on road user behavioural adaptation, with examples of evidence that suggests that road users in general, and drivers in particular, adapt to safety treatments. Although in some cases, the adaptation may result on a positive safety effect, in most cases the consequences can be negative due to increased risk taking behavior such as speeding, aggressiveness, or inattention. This adaptation needs to be considered in making cost-effective infrastructure investment decisions. Also discussed are possible mitigation measures in the case of negative consequences, and reinforcement opportunities in the case of positive adaptation. |