Seeing Road Safety in a Global Context to Guide Future Actions

Keynote to ARSC
Canberra, September, 2016

Dr Soames Job
Global Lead Road Safety
Head of the Global Road Safety Facility,
World Bank
Overview of talk (& photos)

1. Australia and New Zealand: playing leading global roles

2. Setting Road Safety in the context of other global agenda:
   - Connectivity
   - Competing global agenda
   - Urbanization

3. What progress are we making in road safety?

4. Issues impeding global road safety delivery

5. Meeting the challenges
   - The Global Road Safety Facility & the World Bank
In opposition to our cultural cringe: Just the tip of the iceberg in key road safety roles in: international consulting, PIARC, GRSP, iRAP, UNRSC, specific countries (Qatar, India), and perhaps even the World Bank.
2. Global context: Typical view of the World
Connectivity view of geography

We have much more connecting us than separating us

Less than 0.5 million km of boarders, and many of those are not detectable now
1 million km Internet cable plus non-cable connectivity
4 million km rail
We have much more connecting us than separating us
Less than 0.5 million km of boarders, and many of those are not detectable now
1 million km Internet cable plus non-cable connectivity
4 million km rail

64 million km road: Road safety is the core safety issue in the world of connectivity
We produce enough food to feed the world.
Competing Agenda - Climate Change

Is this representation justified?
Climate Change: Increasing Need & Decreasing Yield

Demand for animal protein is increasing.

- Other Countries
- India
- China
- The United States
- EU-15

Source: PBL, 2009

Big Facts ccafs.cgiar.org/bigfacts

Percentage change in yields between present and 2050

-55 -20 0 20 50 100

No data
Climate change has strong political support; road safety does not. WHY?

• COP 21 in Paris, versus 2\textsuperscript{nd} High level Ministerial meeting on RS in 2015

• Belief in levers of control

• No victim blaming: distributed risk

• Lack of personal experience: less optimism bias

• A different type of right for countries to demand action from other countries...

**Environment:**
The actions of each country impact all countries

**Road Safety:**
The actions of each country largely affect that country only
Urbanization

- Coming soon: 1 billion more people
- LMIC urban dwellers will double
- Globally 50% to 70% urban dwellers by 2050

- Most of the urban infrastructure for 2050 is not yet built.
- Urban road safety is critical
3. What progress are we making in road safety?
3. What progress are we making in road safety?

Samuel Plimsoll

“Coffin Ships” 1875
The ship safety situation in 1875

- A great safety campaigner against:
  - Deaths for greater profit
  - Cost shifting
  - Extensive opposition and resistance from industry (some painted the line on the smoke stack of their ships)
  - Disputes about the extent of the problem
  - Blocked by the PM at the time (Disraeli: “lies, damn lies, and statistics”), but later passed.
3. Road safety progress by analogy

We have:

- Multiple great safety campaigners against:
  - Deaths for greater profit (unsafe cars for LMIC markets)
  - Cost shifting
  - Extensive opposition and resistance from industry (and more sophisticated)
  - Disputes about the extent of the problem
  - Mixed support from politicians
  - Some solutions offered today: equal weak personal flotation devices
1. Progress in Global Road Safety

- 1.25 million people die and up to 50 million injuries per year.
- However, we are making progress: RS SDG, stemmed rising deaths, increasing political support, better road safety focus by key institutions
- The UN Decade of Action and Global Plan
- The latest SDG targets sets the goal of halving the number of deaths by 2020
- Rise in deaths has flattened: but unevenly
- 90% of road crash deaths occur in LMICs
- In 5 years, death rates have risen by 32% in Low Income Countries

WE MUST DO MORE

Road safety is a deep challenge to manage
What is limiting our progress in RS?

- I suggest 8 factors, which we can address
Factor 1: few attempts by road safety to capture synergies with other global issues and thus leverage the support they enjoy

- There are powerful synergies with
  - Connectivity: roads dominate
- Climate agenda
  - 23% of all GHGs are from transport
  - Lower open road speed limits
  - Reduced private vehicle travel

(There is a review of this issue in the August issue of the Journal of the Australasian College of Road Safety)

- Management of Urbanization (urban design)
Factor 2: the lack of a pillar of road safety activity with a focus on reducing motorized private vehicle travel

- Reducing exposure to the problem is a core solution, but it is never a pillar of RS:
  - alternative means of travel,
  - incentives, disincentives, ....
  - Reduced need for travel in urban planning and regulation of development (worked in New York)

- Lets have 7 pillars: RS management, safe roads & roadsides, safe vehicles, safe speeds, safe road users, reducing road use (exposure), post-crash care

- GRSF is planning revised guidelines to explicitly cover this addition
Urban Planning, design, regulation: to reduce exposure

Atlanta
- Population: 2.5 million
- Urban area: 4,280 km²
- Mode share: Car 77%, Transit 3%, Biking 0%, Walking 1%

Barcelona
- Population: 2.8 million
- Urban area: 162 km²
- Mode share: Car 20%, Transit 33%, Biking 12%, Walking 35%
Urban Planning, design, regulation: to reduce exposure

Atlanta
- Population: 2.5 million
- Urban area: 4,280 km²
- Mode share: Car 77%, Transit 3%, Biking 0%, Walking 1%
- Traffic fatality rate: 9.7/100,000 population

Barcelona
- Population: 2.8 million
- Urban area: 162 km²
- Mode share: Car 20%, Transit 33%, Biking 12%, Walking 35%
- Traffic fatality rate: 1.9/100,000 population
Factor 3: Continuing success of victim blaming for absolution from system responsibility

- Safe system is a sound approach, but we have not sold it well

1. “Shared responsibility” remains part of almost every description of Safe Systems and allows for victim blaming rather than system accountability.
   - One example RS Strategy: “Shared responsibility ...It is also the responsibility of every road user to ensure their own personal safety on the roads and to make a contribution to the safety of others”

2. Presentation of a wrong model of injury causality
Old (WRONG) model: does not reflect an integrated approach.

- Human factors (95%)
  - Road environment factors (28%)
  - Vehicle factors (8%)

- Human factors: 95%
- Road environment factors: 24%
- Vehicle factors: 67%
Old (WRONG) model: does not reflect an integrated approach
New model: Scientific reality.

Rocks = 100%
People = 100%
Vehicles = 100%
Speed = 100%
The OLD model is harmful as well as wrong

The old model creates a focus on the wrong solutions
Factor 4: Unhelpful and inconsistent conceptions of the term “safe”

- Conversations on road safety with road agencies and others show a stark contrast.
- “We must build safe roads”... “We do build safe roads”
- “But people die on them” .... “yes, but the roads are safe”
- Safe: versus unsafe (safe = cannot die)
- Safe: versus dangerous (safe = can die, but road does not cause it)
Factor 5: Lack of sufficient funding to deliver the required actions

- Large sums are needed and justified in humanitarian and hard economic terms
- Yet, there are few major donors to road safety
Its not just Money- but doing the right things with it: North America, Eastern Europe, and Gulf region

This Photo: Michael de Roos
Placement of barriers – Policy change needed to achieve more safety for same funds
Some solutions (speed humps) are cheap and popular.

Residents often install their own.
Factor 6: insufficient focus on speed management embracing all the arenas of road safety action

- Speed is the toxin, and is consistently underestimated as a factor
- Reluctance arises from an often singular focus on enforcement as the solution, yet there are solutions in:
  - Road engineering
  - Vehicles
  - Other elements of behavior change (promotion)
- Successful advocacy: Expect that Speed will be the theme for the 2017 UN Road Safety Week
Factor 7: Advocacy for road safety action which is too purely based on the moral assertion of vision zero rather than the economic consequences of crashes

- I agree with the moral position, but it's not enough to persuade many non-RS people.
- The economic arguments (3-5% of GDP) are often compelling, especially for governments genuinely concerned to improve the economy of their poor country.
- There are other powerful ways to put this:
  - In a region of 500m people, that means the complete economic contribution up to 25m people (the population of Australia) is being lost just on crashes.
- There are other powerful presentations of the data.
There are other powerful presentations

• Senegal is 9.7 times worse than Sweden and 5 times worse than Australia in deaths per 100,000 people, but is ___ times worse than Sweden and ___ times worse than Australia on the deaths per 10,000 vehicle metric.

• The power of managing increasing motorization.
There are other powerful presentations

- Senegal is 9.7 times worse than Sweden and 5 times worse than Australia in deaths per 100,000 people, but is **203 times worse than Sweden and 132 times worse than Australia** on the deaths per 10,000 vehicle metric.
- The power of managing increasing motorization.
Factor 8: uncertainty around the extent to which successes and failures demonstrated in high income countries will apply in low income countries

We have more in common than in distinction (especially the laws of physics), but not everything in common

Just 6 examples.....
Social: Does it make sense to promote a policy of children being supervised in traffic by an adult up to the age of 10 years (current and sound advice in NSW) in some African countries where over 20% of children aged 5 to 14 are in the workforce, and often using the road for work?
Vehicles: Will the addition of shoulders to rural roads simply create benefits if they become the lane for slow moving animal drawn carts allowing faster and dangerous overtaking by other vehicles?
Road use: Would road safety funds be better spend on footpaths along rural roads commonly used for walking in low and middle income countries (though this would yield poor benefits in high income countries where walking along rural roads is rare)?
Public transport: Will well designed Bus Rapid Transit (BRT) designs yield larger benefits in LMICs?
Footpaths: Will regulation of footpath use, to allow for pedestrians, provide strong benefits in LMICs, which would not occur in HIC?
Enforcement: Will enforcement work as well ...... ?
If the Police don’t wear helmets, don’t use chin straps, or seat belts?
The World Bank & the Global Road Safety Facility

- Examples of solutions
  1. Capturing synergies with climate change: **Sustainability Mobility for ALL** - with a focus on safe, inclusive, efficient, green transport
  2. Increased focus on LICs (response to 32% increase in death rate)
  3. New safeguards include Road Safety for the first time: great news
  4. Working in collaboration with other MDBs
  5. Leveraging funding
  6. Promoting and adopting safe systems approaches in remote areas
New World Bank Safeguards include Road Safety for the First Time

- The Borrower will identify, evaluate and monitor the potential traffic and road safety risks to workers, affected communities and road users, ... develop measures and plans to address them.
- ... the Borrower will undertake a road safety assessment ..... to identify negative safety issues, and establish and implement measures to resolve them.
- ... vehicle safety
- ... safety of project equipment

World Bank

Environmental and Social Framework

Setting Environmental and Social Standards for Investment Project Financing

August 4, 2016

Global Road Safety Facility
Overall leveraging ratio in 2015 was 39:1 i.e., catalytic funding
The World Bank & the Global Road Safety Facility:
e.g., in LIC: Nepal, Afghanistan
The World Bank & the Global Road Safety Facility: e.g., in LIC: Nepal
Thank you for your attention

Soames Job
Sources

- Photos by Soames Job, available for use with acknowledgement (all roads and traffic photos, except as otherwise noted: Michael de Roos).