



ADDIS ABABA CITY ROAD SAFETY STRATEGY AND IMPLEMENTATION PLAN

Livable Cities Symposium 2017
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Presenter:

Daniel Molla (Eng.), BIGRS Coordinator for Addis Ababa

Addis Ababa - Overview

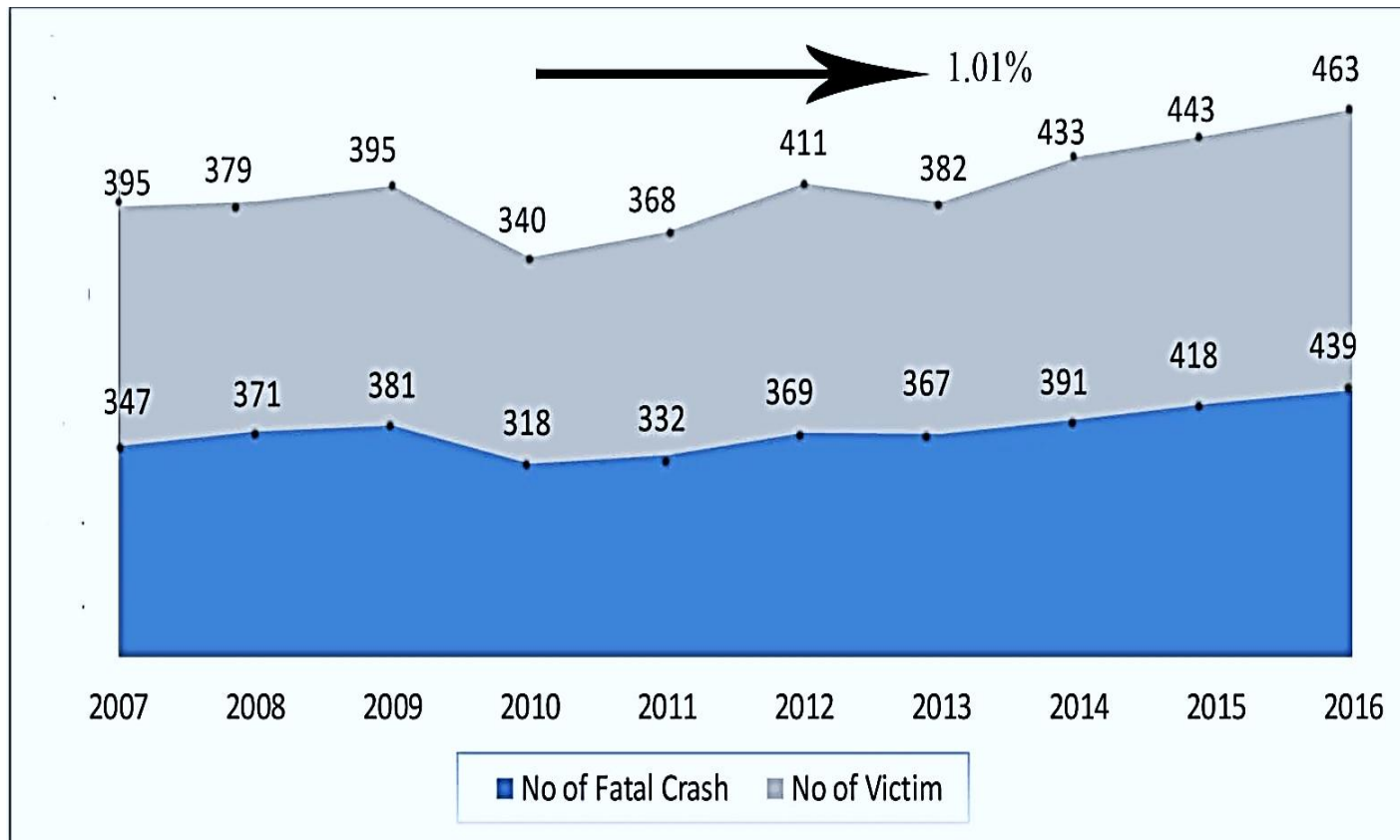
□ Addis Ababa

- Capital city of Ethiopia, Seat of AU
- **Area:** 540 km² **Population** ≈ 3.7 million
- Rapid social and economical growth
- Massive changes in population
 - Rapid population growth of **3.9%** per annum (CSA)
 - Rapid urbanization (**15%** in 2005 to **25 %** in 2025)
 - Rapid increases of motor vehicles



Addis Ababa - Overview

- In grips of road safety crises \approx **4,009 fatalities** over the past 10 years



Reported Crash from Addis Ababa Police Commission



BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

- **Commitment:** 5 years (2015 – 2019)
- **Donor:** Bloomberg Philanthropies
- **Goal:** Decrease road traffic deaths and injuries
- **Strategy:**
 - ▣ Provide technical supports to implement proven interventions:
 - Mass Media and Social Marketing
 - Strengthening Police enforcement
 - Creating Safer Streets and Mobility
 - Improving Data Collection and Monitoring



BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY





BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Graphic Media Campaigns

- Work with city authority on development of hard hitting media campaigns for:
 - ▣ Drinking and Driving Prevention
 - ▣ Speed Reduction
 - ▣ Seat-belt Use
 - ▣ Helmet Use





BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Graphic Media Campaigns

- Produced and aired three media campaigns ads to prevent drink and driving:
 - ▣ Testimonial ad
 - ▣ Celebration ad
 - ▣ Enforcement ad





BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Strengthening Police enforcement

- Trained 102 Addis Ababa Traffic Police officers on Drink Driving and Seat belt Enforcement.

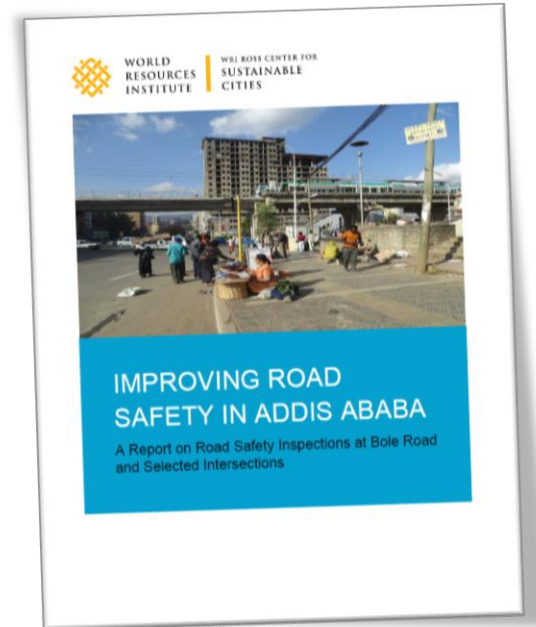
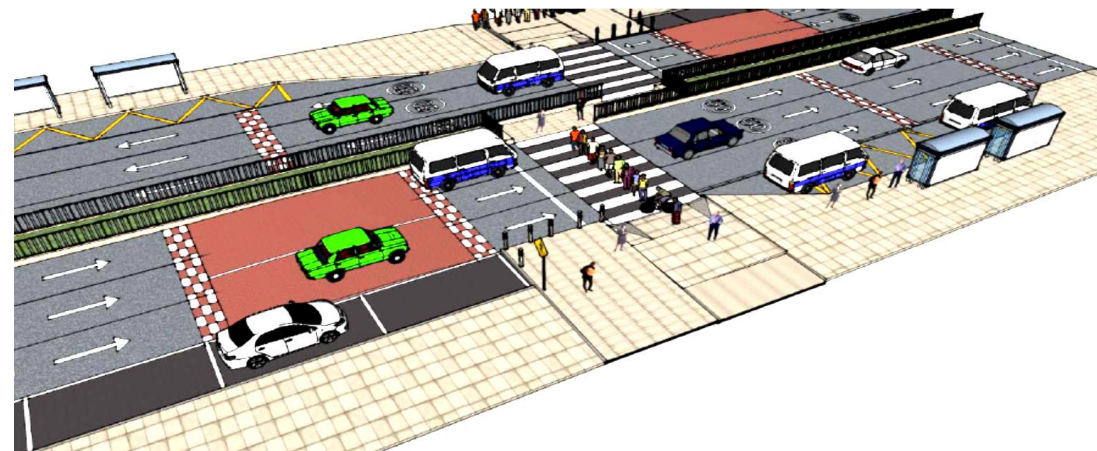




BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Creating Safer Streets and Mobility

- WRI –EMBARQ has made safety inspection on Bole road corridor and 8 intersections.

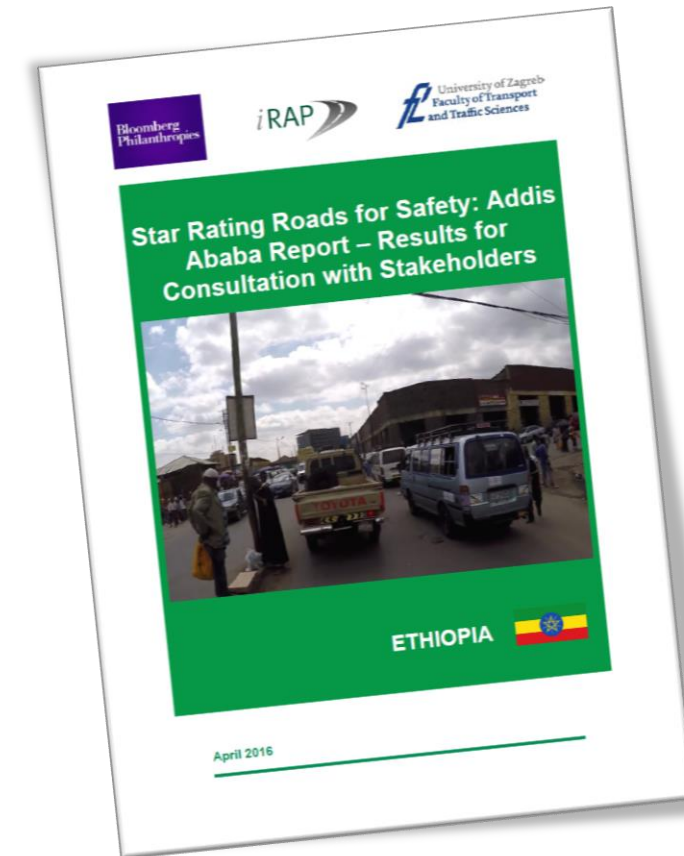




BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Creating Safer Streets and Mobility

- International Road Assessment Program (iRAP) has assessed 114km length of road corridors and star rated based on their crush risks.





BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Creating Safer Streets and Mobility

- NACTO has transformed Legare Intersection to improve safety and mobility
 - ▣ Temporary transformation using paints and planters
 - ▣ Priority is given to pedestrians
 - ▣ 2000 m² unused space reclaimed
 - ▣ Crossing distance reduced from 50m to 9.5m





BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

Improving Data Collection and Monitoring

- Monitor outcomes of interventions
 - ▣ Fatalities, injuries, crashes
 - ▣ Risk factor behaviors (helmets, speed, drinking & driving, seat-belts)
- Strengthen surveillance systems

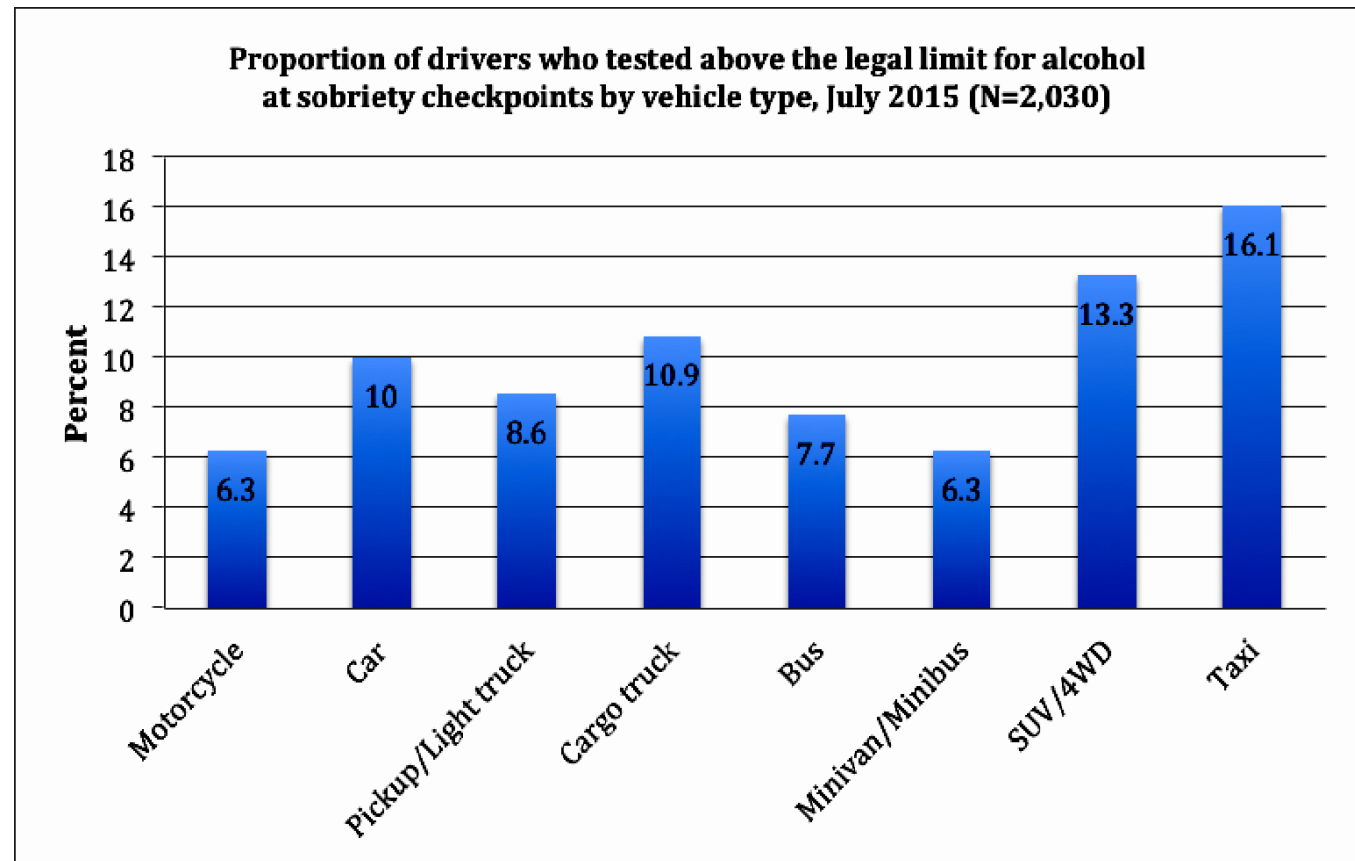




BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

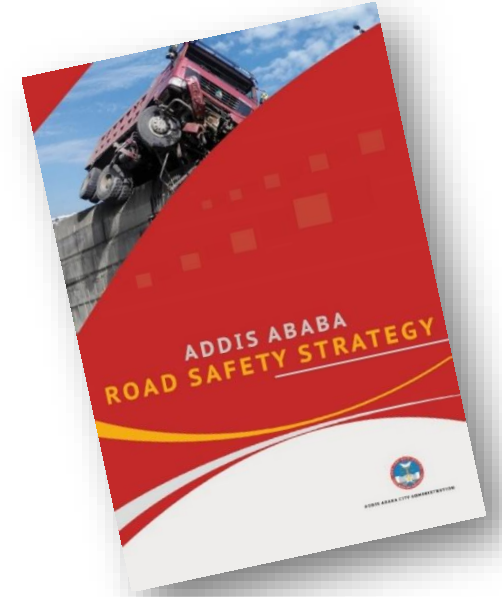
Improving Data Collection and Monitoring

- JHU carried out Baseline Survey on Risk Factors:
 - ▣ Alcohol (Drink Driving)
 - ▣ Speed (Speeding)
 - ▣ Motorcycle Helmet Use
 - ▣ Seatbelt & Child Restraint Use



Addis Ababa Road Safety Strategy

- Aims to strategically stabilize, reduce, and eliminate road traumas from streets of Addis
 - ▣ Simple and achievable
 - ▣ Participatory
 - ▣ Adopted Safe System Principle
 - ▣ Inputs from International Experts – BIGRS partners
- Serves for next 13 years (2017 – 2030)
 - ▣ Alignment with SDG 2030
- Approved by City Cabinet and Launched in March 2017



Addis Ababa Road Safety Strategy

- Developed to strategically tackle the prevailing road safety crises of the city.



Addis Ababa Road Safety Strategy

VISION:

- Envisioning Addis Ababa city free from road trauma by 2030

TARGETS:

- By **2023**, the city will **halve** the number of deaths and sever injuries from road traffic crashes
 - ▣ Adopted from UN Decade of Action
- By **2030**, provide access to safe, affordable, accessible and sustainable transport systems for all.
 - ▣ Aligned with SDG 2030 Goal 11: Sustainable Cities

Addis Ababa Road Safety Strategy

□ Safe System Approach

- Basis of the United Nations Decade of Action on Road Safety 2011-2020.
- Holistic approach - consider the safety of all elements of the road traffic system
- Develop a road transport system which accommodates human error.



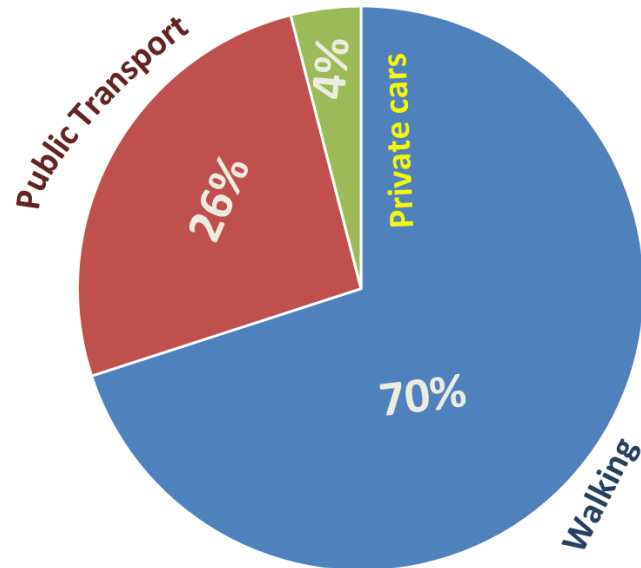
Addis Ababa Road Safety Strategy

Critical Road Safety Issues

- Pedestrians
- Compliance
- Road Environment
- Road Safety Management

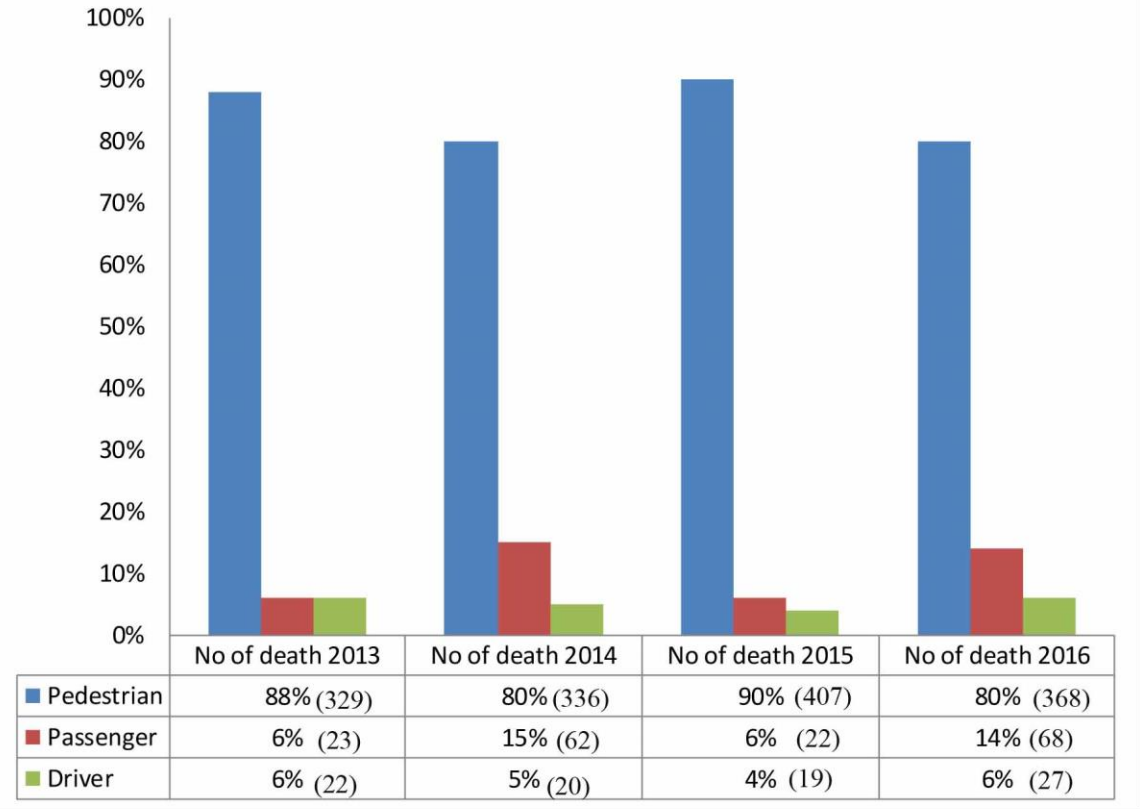
Addis Ababa Road Safety Strategy

□ Pedestrians



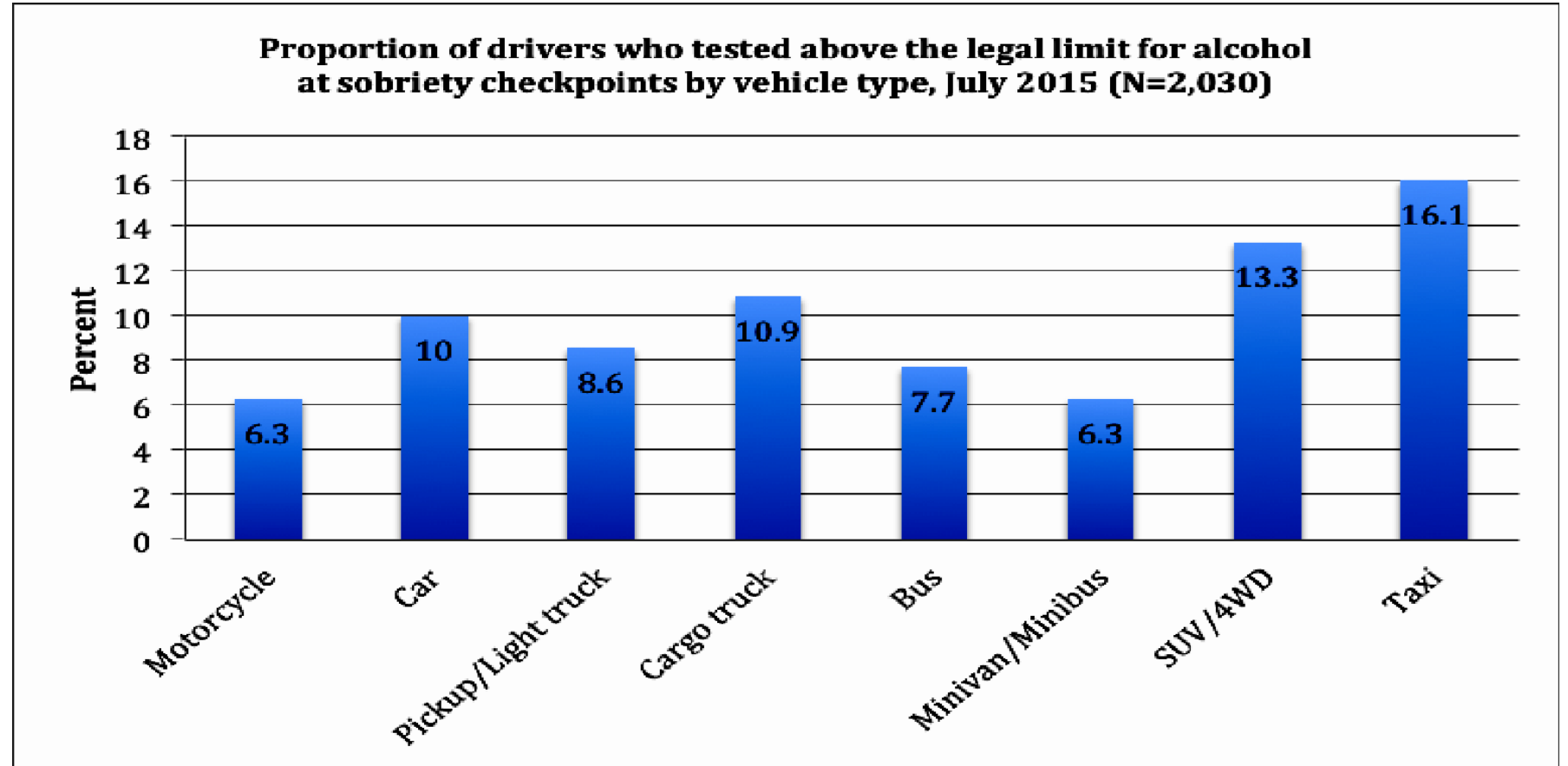
Modal Share

Deaths by road user type



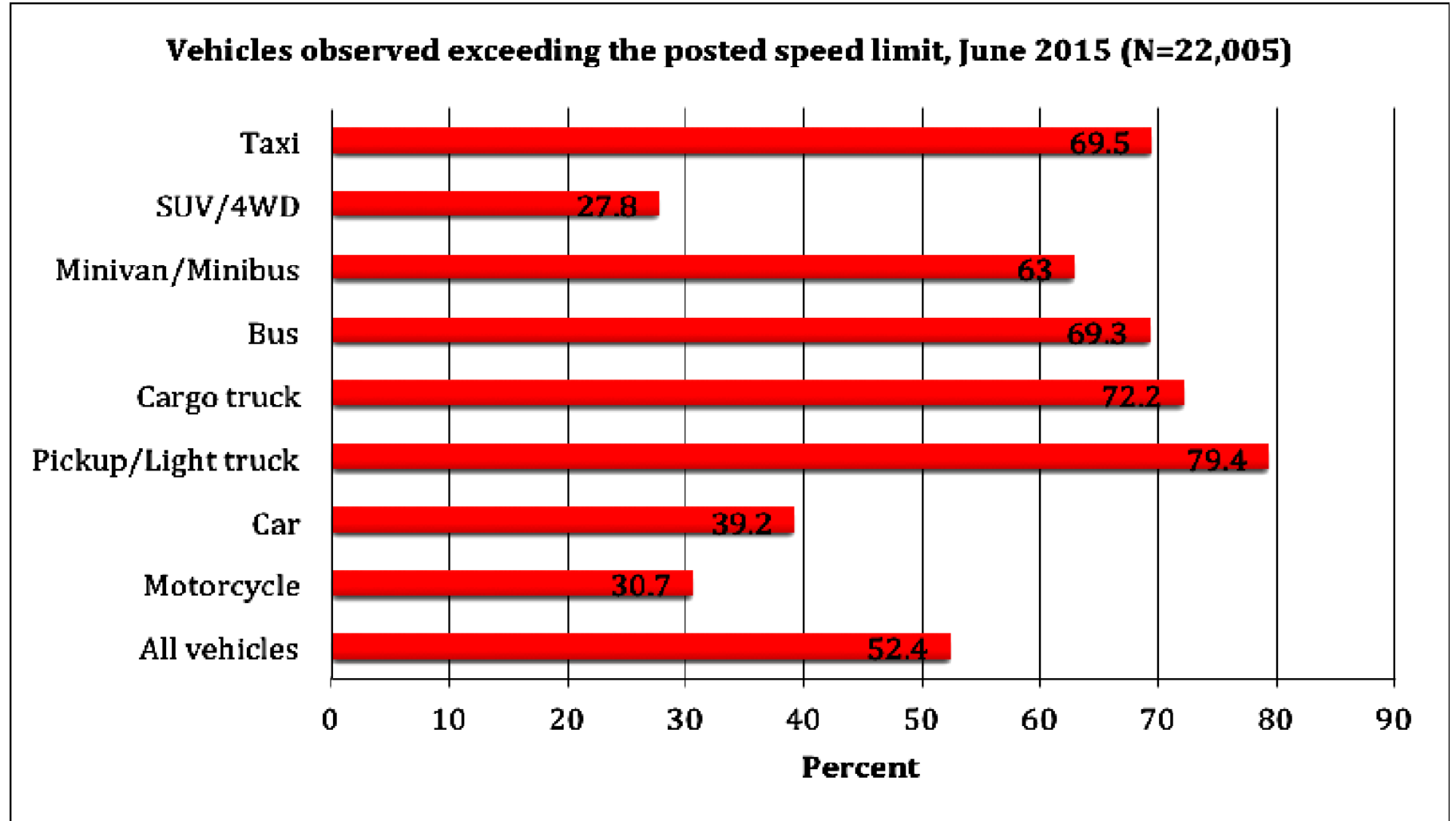
Addis Ababa Road Safety Strategy

□ Compliance



Addis Ababa Road Safety Strategy

□ Compliance



Addis Ababa Road Safety Strategy

□ Compliance

- ▣ Proportion of fatalities involving commercial vehicles – High
- ▣ 63% - 2010 to 2015

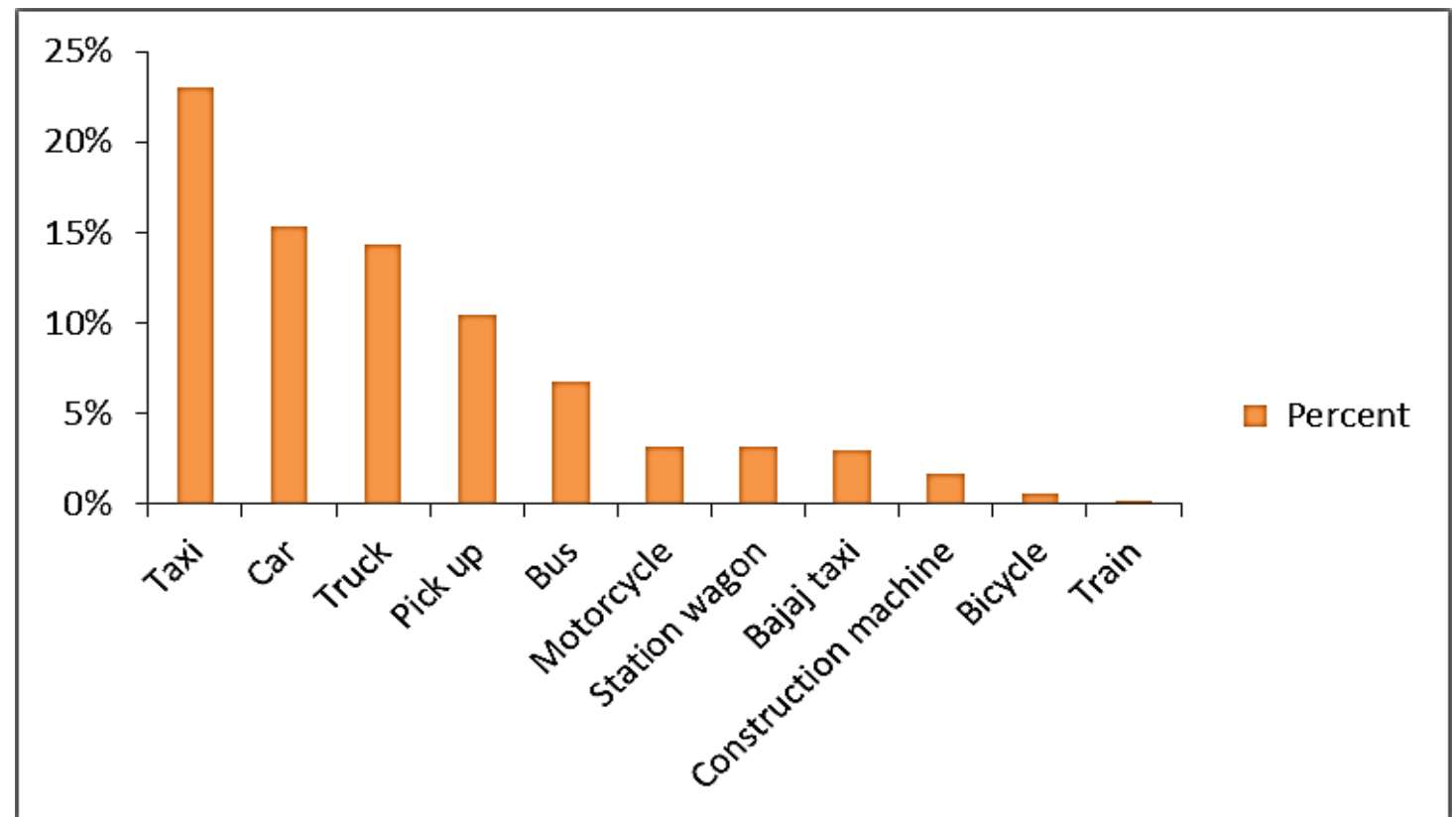
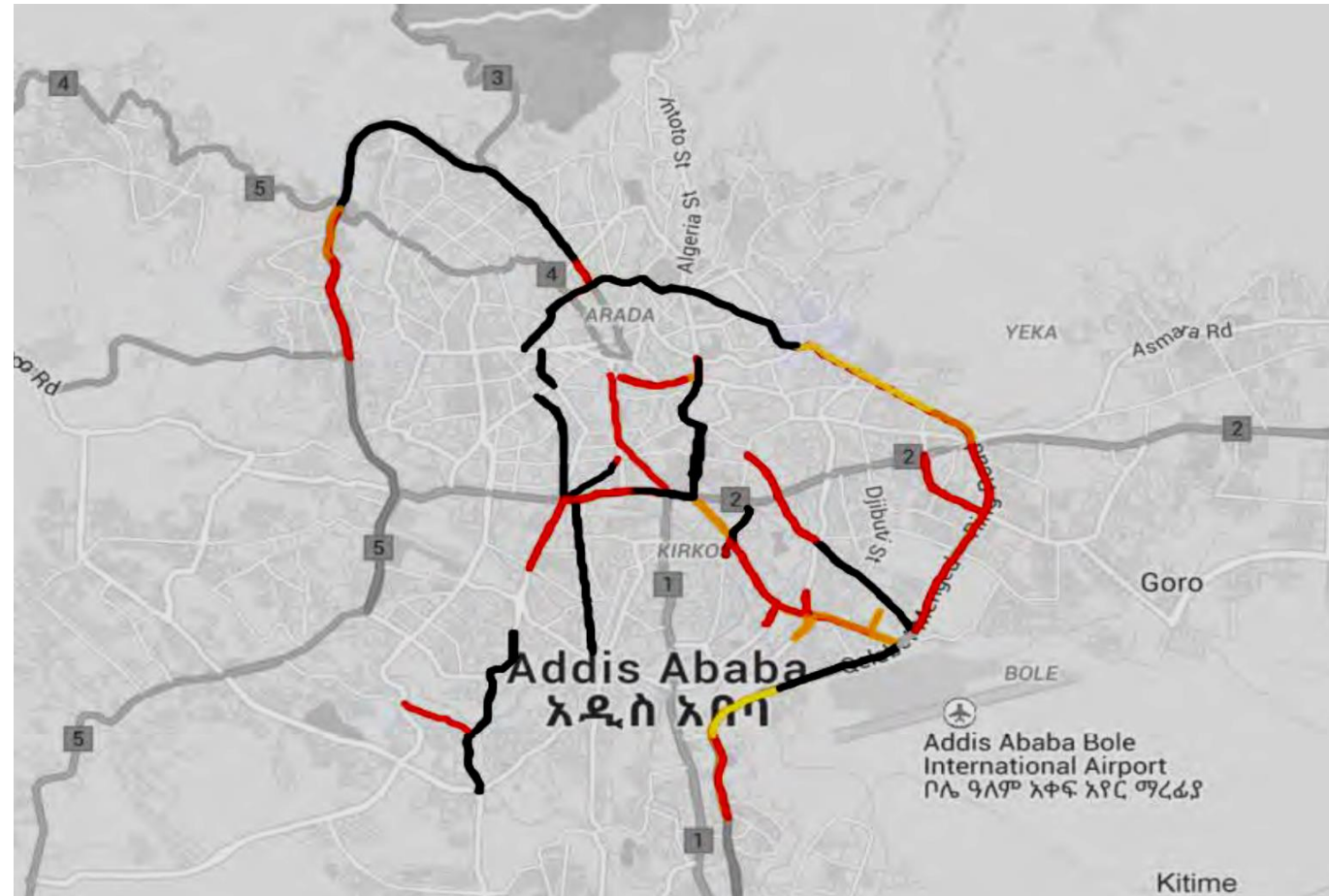


Chart: Fatalities by vehicle type (2016)

Addis Ababa Road Safety Strategy

□ Road Environment



Addis Ababa Road Safety Strategy

□ Road Environment


Star Ratings of 114 km or roads before countermeasure (iRAP/WB)

Road user type	Length (km)	★	★★	★★★	★★★★	★★★★★
Vehicle occupants	114	17%	45%	38%	1%	0%
Motorcyclists	114	36%	44%	20%	0%	0%
Pedestrians	114	49%	36%	11%	3%	0%
Bicyclists	114	34%	41%	24%	0%	0%

Addis Ababa Road Safety Strategy

Leadership and Management

- Develop and strengthen lead institutions
 - ▣ Addis Ababa Road and Traffic Management Agency
 - ▣ Addis Ababa Road Safety Council



**DECADE OF ACTION
FOR ROAD SAFETY
2011–2020**

Targeted at Member States, the Global Plan aims to reduce the number of road traffic fatalities. It identifies five “pillars” or areas for intervention:

- 1** road safety management
- 2** safer roads and mobility
- 3** safer vehicles
- 4** safer road users
- 5** post-crash response

Decade of Action for Road Safety 2011–2020
United Nations Road Safety Collaboration

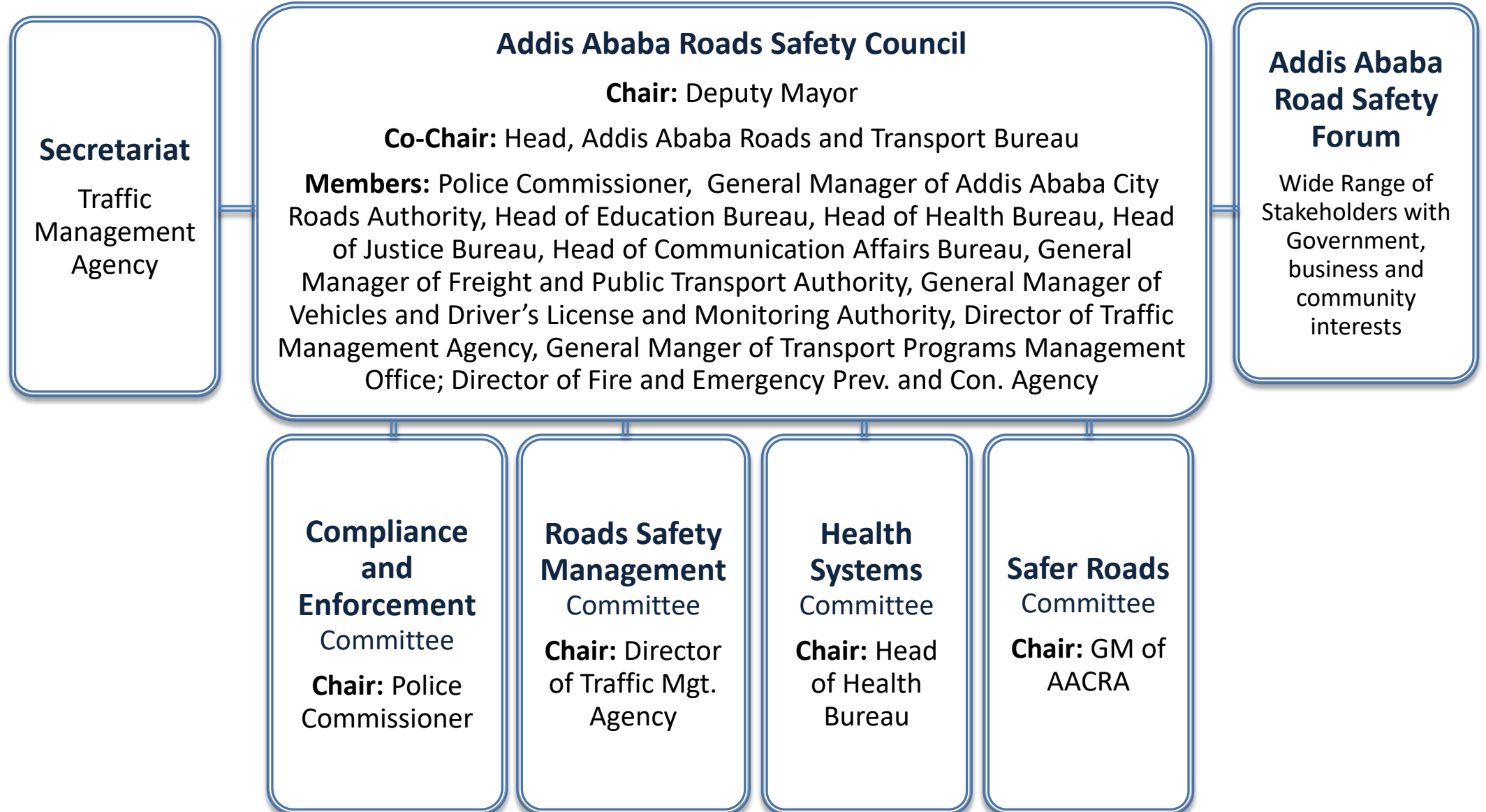
Addis Ababa Road Safety Strategy

□ Safety Directions

- ▣ Safety Direction 1: Developing a road safety management system
- ▣ Safety Direction 2: Focusing on the main roads, where trauma is most concentrated
- ▣ Safety Direction 3: Prioritizing pedestrians first, second and third
- ▣ Safety Direction 4: Enforcing key safety laws supported by Awareness Creations
- ▣ Safety Direction 5: Improving Crash and Injury Data Management
- ▣ Safety Direction 6: Improving Post-crash trauma response
- ▣ Safety Direction 7: Demonstrating, and scaling up investment

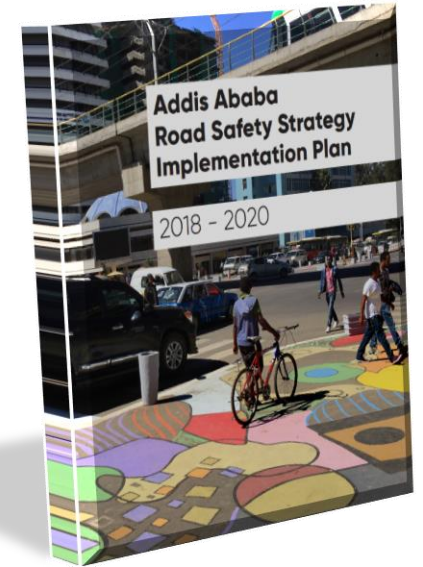
Governance

Addis Ababa Roads Safety Council



Addis Ababa Road Safety Strategy Implementation Plan

- Action items to be implemented by key members of the AA Road Safety Council
- Crucial to sustain ongoing efforts, knowledge transfer – Capacitate Institutions
- Short term - 3 years (2018-2020)
 - ▣ Current experience and capabilities of institutions
 - ▣ Draw lessons for Intermediate and Long term plans
- Aims to reduce fatalities and serious injuries by 30% by 2020
- Action Items
 - ▣ Alignment with the proposed road safety directions
 - ▣ Proposed with milestones, indicators, timelines, and responsibility matrices



Action Items

▣ Safety Direction 1: Developing a road safety management system

▣ 6 Action Items

- ▣ Ensure the presence of an active Road Safety Council.
- ▣ Guarantee the availability of funds for implementation of the Road Safety Strategy.
- ▣ Establish a road safety forum in the city
- ▣ Monitor and follow up on implementation of the action plan
- ▣ Develop road safety knowledge and awareness in the city
- ▣ Create necessary institutional and legal framework for road safety improvement

▣ Lead Agency: RTMA

▣ Partners: Bloomberg Philanthropies INITIATIVE FOR GLOBAL ROAD SAFETY

Action Items

- Safety Direction 2: Focusing on the main roads, where trauma is most concentrated
 - 12 Action Items
 - Institutionalize road safety audits
 - Road safety inspection of 400 kilometers of main roads by iRAP protocol; improve 298km
 - Identify and treat high-risk locations
 - Safe Intersection Program
 - Improve road marking and signage
 - Attain speed limit compliance on selected high-speed roads

□ Lead: AACRA/RTMA

□ Partners:  WORLD RESOURCES INSTITUTE   Global Designing Cities Initiative  iRAP  WORLD BANK GROUP

Action Items

□ Safety Direction 3: Prioritizing pedestrians first, second and third

□ 5 Action Items

- Perform pedestrian facility inspections every six months; maintain facilities according to the required standard
- Increase and maintain nighttime pedestrian visibility
- Develop and implement Car Free Day program
- Develop and implement School Road Safety Program
- Identify and construct appropriate pedestrian crossings on ring road and LRT corridors

□ Lead: AACRA/RTMA

- Partners:
- 
- The logos for the partner organizations are: World Resources Institute (a yellow and orange geometric pattern), NACTO (a green and white geometric pattern), Global Designing Cities Initiative (a green globe with white lines), iRAP (a blue and white stylized 'i' and 'RAP' text), and World Bank Group (a blue globe icon).

Action Items

- Safety Direction 4: Enforcing key safety laws supported by awareness creation
 - ▣ Communication and Education
 - 9 Action Items
 - Build the capacity of political leaders and professionals working on road safety
 - Promote safe behavior of road users
 - Design hard-hitting media and social media campaigns on four key risk factors, coordinated with enforcement.
 - Design road safety education curricula for all levels of education
 - Empower the city's road safety media forum through continuous training
 - Lead: RTMA
 - Partners:  Vital Strategies

Action Items

- Safety Direction 4: Enforcing key safety laws supported by awareness creation
 - ▣ Enforcement
 - 7 Action Items
 - Enforce safety laws on drinking and driving
 - Enforce safety laws on speeding
 - Enforce safety laws on seat belts and child restraints
 - Enforce safety laws on helmet use
 - Enforce safety laws on driver distraction
 - Prevent illegal commercial roadside activities
 - Lead: Police
 - Partners:  GLOBAL ROAD SAFETY PARTNERSHIP

Action Items

□ Safety Direction 5: Improving Crash and Injury Data Management

□ 5 Action Items

- Improve police crash data recording and reporting system
- Improve road injury and fatality reporting systems in the health sector
- Establish a coordination body with responsibility for identifying and coordinating the road safety survey and surveillance data collection, storage and dissemination in one specific agency
- Monitor and evaluate computerized data records for trauma hospitals and police
- Develop, maintain and integrate key agencies' database systems containing road crash information

□ Lead: RTMA

□ Partners: Vital Strategies



Action Items

□ Safety Direction 6: Improving Post-crash trauma response

□ 4 Action Items

- Train communities and police officers in first aid
- Procure fully equipped ambulances for emergencies and establish a central dispatch system
- Capacity building for trauma care hospitals
- Strengthen rehabilitation centers in Addis Ababa hospitals

□ Lead: Health Bureau

□ Partners:



Thank You!!