

European Transport Safety Council
ROADS TO RESPECT PROJECT – CAMP 2010

**Road safety campaigning: how to prepare
and run a high risk site campaign**

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WE HAVE LITTLE MONEY
BUT A LOT OF ENTHUSIASM

**So we have to be ingenious, professional
and make it low cost**

AND THE CHALLENGE IS:

Find a black spot and get it treated

A simple method of treatment: P O G S E

(old problem – solution approach)

Problem: identify a site (where crashes cumulate)

Origin: investigate contributory factors of the road

Goal: identify prevalent type(s) of crashes to address

Solution: select most effective set of affordable remedial measures

Evaluation: monitor the effects over time

For good engineers the treatment is the light part of the job. The **CHALLENGE** is to **identify a site** on your own and **have it treated** by a roads agency !

It is not easy to get along with the local authorities so we have to be inventive. And now there is some experience to share 😊

Words of caution...

1. There is no universal formula for success, each case requires a particular approach.
2. The following findings are based on Polish case studies so there's no guarantee they work in other countries.

Hints & Tips for R2R

- Local authorities, roads agencies, any party concerned will have a simple question: **What's in it for me?** If you give a good answer you win!
- You will work with several stakeholders and each of them will require a different approach
- Road safety cannot do without political will. At local level there should be a short chain of preconditions



GOAL

GET YOUR SITE TREATED

MEANS

PERSUADE LOCAL AUTHORITIES AND ROADS AGENCY TO TREAT YOUR SITE

APPROACH

ILLUSTRATE THAT SOLVING THE SAFETY PROBLEM WILL BE BENEFICIAL TO THEM, CREATE A WIN-WIN SITUATION

ROAD MAP

- 1. PREPARE THE GROUNDS**
- 2. DRAFT THE CONCEPT**
- 3. BUILD A COALITION**
- 4. WIN SUPPORT OF DECISION MAKERS**
- 5. CARRY OUT THE TREATMENT**
- (6.) EVALUATION**

1. PREPARE THE GROUNDS

HOW YOU WILL START...

**YOU A FOUND A GOOD SITE AND YOU ARE
READY TO TAKE THE CHALLENGE**

SO NOW WHAT TO DO FIRST?

You tell me:

- X

Hints & Tips for R2R

You will deal with officials after all...

- **Formal background:** look for a local road safety plan, citizen's safety program or the national program
- **Authorization:** have a recommendation letter from your TU, ask your professor for help etc.
- **Relevance:** involve the TU, show there is a serious partner behind a project that matters (pilot, research etc.)
- **Assistance:** think what help you and TU can offer to roads agency – preparation of drawings, data collection, knowledge support, aid in bothersome work, traineeships, extra funding etc.

2. DRAFT THE CONCEPT

2.1. THE ORIGIN (THAT'S WHERE WE ARE)

contributory factors of the road

OK. WE'VE GOT A CANDIDATE SITE. NOW
LET'S CHECK WHAT'S WRONG WITH IT

WHAT MAKES THE SITE UNSAFE?

IS THE SITE FIT FOR TREATMENT?

WHAT MAKES THE SITE UNSAFE? IS THE SITE FIT FOR TREATMENT?



Well, your turn now:

- X

Hints & Tips for R2R

- Approach the police and/or roads agency for statistics ASAP
- Working with the police requires patience and perseverance: they have many duties and you give them extra work...
- Walk around your place, search for traffic hazards: no visibility, poor maintenance, traffic conflicts, etc.
- **Talk to people** in newsstands, shops, hairdresser's: they see and hear everything because they live with local news. They can tell you a lot about the area.

Hints & Tips for R2R

- In your investigation balance data and opinions
- Consider subjective risk (opinions: complaints of residents), objective risk (facts: crashes, traffic conflicts, other evidence-based criteria), potential for improvement and complexity of treatment, see if you can **make a difference at low cost**
- Find two or three other sites and keep them in reserve in case your best shot turns out to be unfit for low cost treatment, is treated before you do it ect...

Hints & Tips for R2R

- Approach the police and/or roads agency for statistics ASAP
- Working with the police requires patience and perseverance: they have many duties
- As a rule of thumb, any site with a high number of crashes and poor condition of infrastructure will feature a large potential for improvement
- Find two or three other sites and keep them in reserve in case your best shot turns out to be unfit for low cost treatment, is treated before you do it ect...



Which one fits better for treatment?

That's fine but tell me why:

- X



2.2. THE GOAL (THAT'S WHERE WE'RE HEADING)

prevalent type(s) of crashes to address

RIGHT. THE SITE IS THERE AND WE KNOW
WHAT'S WRONG WITH IT SO LET'S SEE HOW
WE CAN FIX IT

WHAT ARE THE MOST IMMINENT HAZARDS?

WHICH SHOULD BE ADDRESSED FIRST?

**WHAT ARE THE MOST IMMINENT HAZARDS?
WHICH SHOULD BE ADDRESSED FIRST?**

So what do you say, huh?

• X

Hints & Tips for R2R

- Try to isolate and eliminate random factors: you should focus on the actual origin of the problem
- Look for the most frequent and typical pattern of crashes in the site and the imminent hazards
- Prioritize them in your considerations and try to tackle them first
- In this way by applying a few measures you can make a big difference

2.3. THE SOLUTION (HOW TO GET THERE)

most effective set of remedial measures

WE KNOW WHAT DO FOCUS ON. NOW LET'S
MOVE TO THE TREATMENT PHASE. IT'S TIME
FOR AN ENGINEERING EXERCISE.

WHICH SAFETY MEASURES SHOULD BE
APPLIED?

HOW TO MAKE SURE THEY'RE IMPLEMENTED?

WHICH SAFETY MEASURES SHOULD BE APPLIED?

Safety measures? You name them!

- X

Hints & Tips for R2R

- Develop the general concept of the solution, use maps, photo collage, colour drawings, make it look nice
- Reducing the traffic speeds will always result in a substantial safety improvement
- Offer assistance in preparing the design drawings (both of yourself and your TU)
- Prepare a clear and concise **leaflet** with the project concept and a **presentation**. You may also think of rollup posters, internet site ect.

3. BUILD A COALITION

- Identify the stakeholders. Residents, authorities and other organizations affected by the project will have a specific interest (stake) in it. A simple stakeholder analysis will give you a good insight. Stakeholders' attitude may be positive, negative or neutral: they can help you or impede the project
- Recognize the specific interests of the stakeholders and decide whether they are allies or rather opponents to the project.
- Think of how you would approach the stakeholders. Do you need to approach all of them?
- Look for support to the project: build a coalition with your allies, mitigate the opponents, if any

- Every stakeholder has a **strength**; recognize it and try to use it in the the campaign
- Start by approaching the local media and the most obvious allies like neighborhood associations and (road safety?) NGOs
- Local authorities, roads agencies, any party concerned will have a simple question: **What's in it for me?** If you give a good answer you win!
- Road safety can do with little money but cannot do without political will. At local level there is a short and self-explaning chain of preconditions



Hints & Tips for R2R

- Talk to people using a blend of facts and emotions, demonstrate the benefits
- Most likely to care about safety are: elderly people, parents of small children (esp. mothers!), schools, victims & their families, local NGOs, automobile clubs, social committees, neighborhood associations...
- Make yourself a friend of the local **media**
- Look around you: friends, family, relations can help!
- And look sharp: you may come across a company/association willing to **cosponsor** the project. In this way you get rid of the main headache!

4. WIN SUPPORT OF THE DECISION MAKERS

- Approach the Mayor and some members of the local council on individual basis
- Meet the local council and describe the project, activate the coalition, use the voice of the stakeholders, stress social appreciation
- Make the project look **attractive**, demonstrate societal (political) **benefits** to the local authorities
- Be pragmatic. Show of what makes your project different from other investments? Why is your project worth attention and money? (tumble with resident's expectations, social responsibility, concept ready, benefit at low cost, assistance you can offer, international project supported by ETSC, the EU Road Safety NGO, etc.)

Hints & Tips for R2R

Local authorities:

- have many **problems** to solve in **various areas** and too little money so they need to make priorities
- work on a **tight budget** but can make **reallocations**, usually the council decides
- love to be in the **limelight** and be perceived as **benefactors** of the citizens' community
- are politicians who care about their position, image and look for votes and support for the next elections – should see a **benefit in the short term**
- will not miss the chance of turning social benefits into **political profit**

Hints & Tips for R2R

Roads agencies:

- are generally fond of **solving safety problems** in their area and have many sites to treat – additional persuasion may be needed
- work on **tight budget** and have to make trade-offs in investments and maintenance – will prefer low cost measures in **maintenance budget**
- are often **understaffed** and **overworked** – prefer simple treatments and will use any help you can offer
- receive crash statistics from the police and do not always operate a good database
- small units are generally more flexible and easy going but have less money
- report to **local authorities** that set their budget

Hints & Tips for R2R

- If the authorities are not supportive let the coalition exert some **pressure**, even use some social engineering to galvanize the emotions
- Some of your allies can be very mighty. There is formal and informal power!
- Frustration and annoyance of residents, criticism of the media, complaints of local businessmen (local taxpayers & employers!) are always a problem to the authorities (position, votes...). They may solve this problem by treating your **PROBLEM**

Hints & Tips for R2R

- Some commercial rules, always true:
 1. Most products are bought thanks to their package
 2. What a product represents can matter more than the product itself
 3. Successful marketing relies on a the **4P mixture**:
 - Product** – is the concept of treatment
 - Promotion** – is the way you show it to the stakeholders
 - Placement** – is what makes your idea different and better from the others
 - Price** – is what the authorities will invest to benefit from your project

5. CARRY OUT THE TREATMENT

Hints & Tips for R2R

- Offer any help you can mobilize in finalizing the **SOLUTION** (drawings, data collection, scientific support etc.)
- TU can contribute a lot, btw. it can be a start of a nice cooperation...
- Assist in organizing a **press conference** for the opening to honor the commitment of all partners, esp. the local authorities and the roads agency

(6). EVALUATION

How does it work? Monitor the effects over time

IN MOST CASES THAT'S OUT OF YOUR RANGE.
BUT THINK OF THE WAYS TO CHECK IF YOUR
TREATMENT HAS MADE A DIFFERENCE

ON WHICH CRITERIA SHOULD THE ROADS
AGENCY DO THE FOLLOW UP?

DO YOU KNOW A GOOD EVALUATION METHOD?

Follow up and monitoring :

- X

Hints & Tips for R2R

Monitoring, examples

- Crashes & injuries
- Traffic conflicts
- Traffic speeds, traffic patterns and volumes
- Complaints
- Time: at least 12 months after, preferably 36, even 60

Evaluation, examples

- Before/After study
- Before/After study with a control group
- Mind the statistical significance and the regression to the mean...

THAT'S ALL, FOLKS!
THANK YOU AND GOOD LUCK!

Any questions?

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