

Road Safety Institutional Set Up for Georgia: Recommendations based on international experience

**Action Plan for the Georgia Road Safety Strategy
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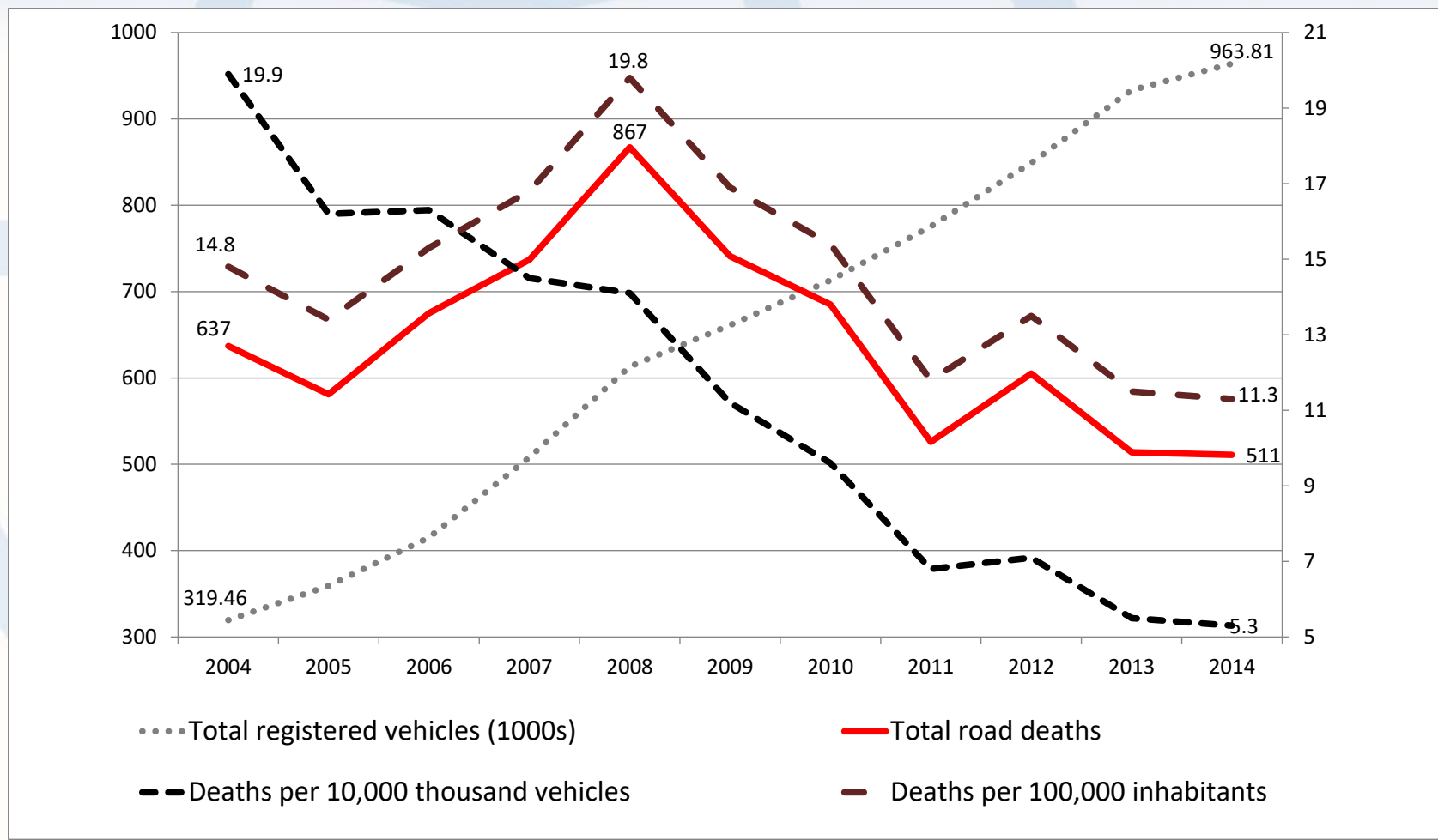
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Key Issues covered in this talk

1. My background: road safety and organizational psychology, over 50 countries and states.
2. Georgia's road safety strategy and management
3. The evidence that Lead Road Safety Organizations work
4. How this applies in Georgia
5. Options and Suggestions

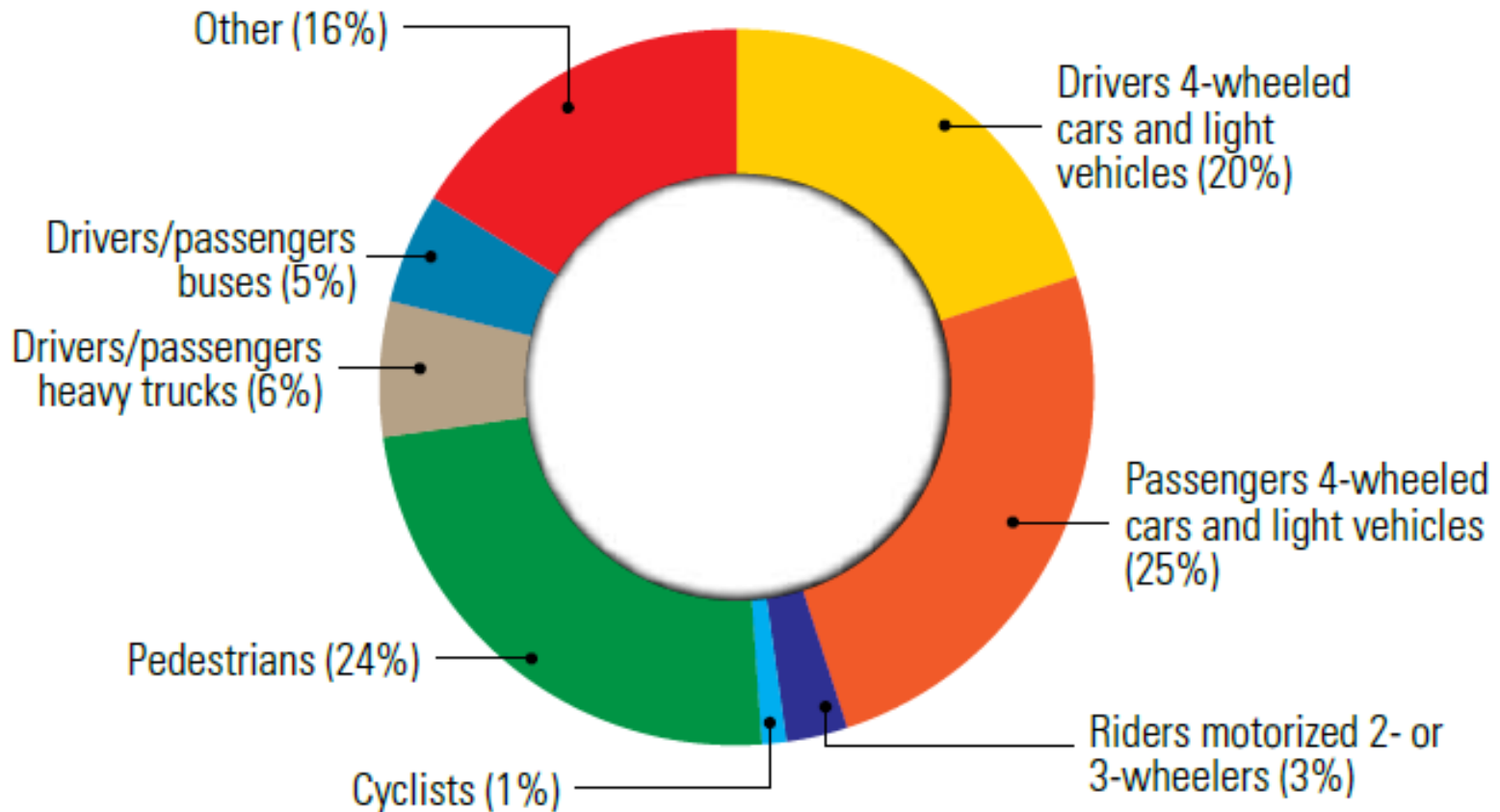
Trends in road deaths, death rates and registered vehicles: Georgia 2004-2014 (Road Safety Strategy)

Georgia has decoupled vehicle and death growth rates



Georgia has been improving

But 2 features stand out



Source: 2013, National Statistics Office of Georgia-GEOSTAT.

Strategy and Proposed Management

Georgia's National Road Safety Strategy:

- ✓ Excellent strategy and includes vision zero
- ✓ Recognizes that powerful action is needed
- ✓ Direct understanding of the problem
- ✓ “Road safety is a national priority.” (Georgia's Road Safety Strategy)
- ✓ Correct Departments of Government involved
- ✓ Appropriate actions if well delivered
- ✓ Reasonable data on deaths
- ✓ Excellent first steps for leadership processes:
 - ✓ National Road Safety Commission
 - ✓ Road Safety Working Group
 - ✓ (Small road safety group in one organization)
 - ✓ Non-government organizations are NOT PART OF THE COMMITTEES, and only attend by invitation

Leadership, coordination and management are distinct

- Strong leadership arrangements
- OK co-ordination arrangements

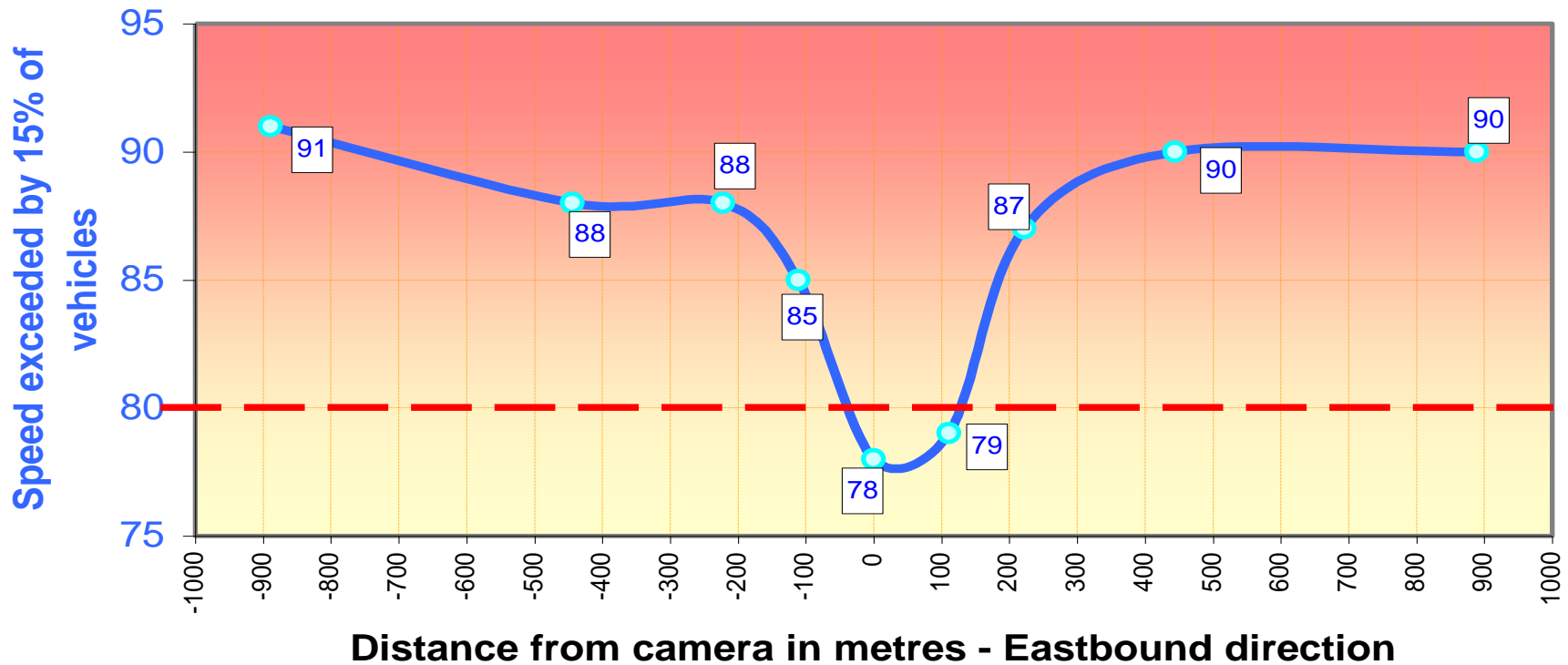
But **Management of delivery of well chosen actions** is always a challenge

- Not strong management arrangements
- Not strong expertise access
- Not strong research and evidence arrangements for decisions

Back to Evidence from other countries: Drivers near known speed cameras in Australia

Do you think Georgian drivers react similarly?

EXAMPLE OF SPEED PROFILE AROUND A FIXED SPEED CAMERA IN AN 80 KM/H ZONE



(Source: Job, 2013)

The Success of Lead Organisations for Road Safety

- Recommended by WHO, the World Bank, GRSF, and ISO (ISO39001)
- Have worked in many countries, states, and cities
- Sweden has a Lead Agency and then changed the model, and deaths increased
- The same thing happened in South Australia
- Poland: Success in recent years via a powerful speed camera program, and a small development of the NRSC Secretariat to be closer to a Lead Organization (which has experts & does the road safety promotion). But progress is slowing because lead organization is too small
- The United States has no effective national lead agency and road safety is poor for the income of the country, and getting worse.
- Mayor Bloomberg created a lead for road safety in New York city, and deaths decreased substantially
- New Zealand has a clear Lead Agency and management structure and has improved strongly in road safety
- Qatar is developing a strong lead agency from the NRSC Secretariat
- Next: Details comparing states in Australia with a strong lead agency with others

Road Safety and Organisational Psychology

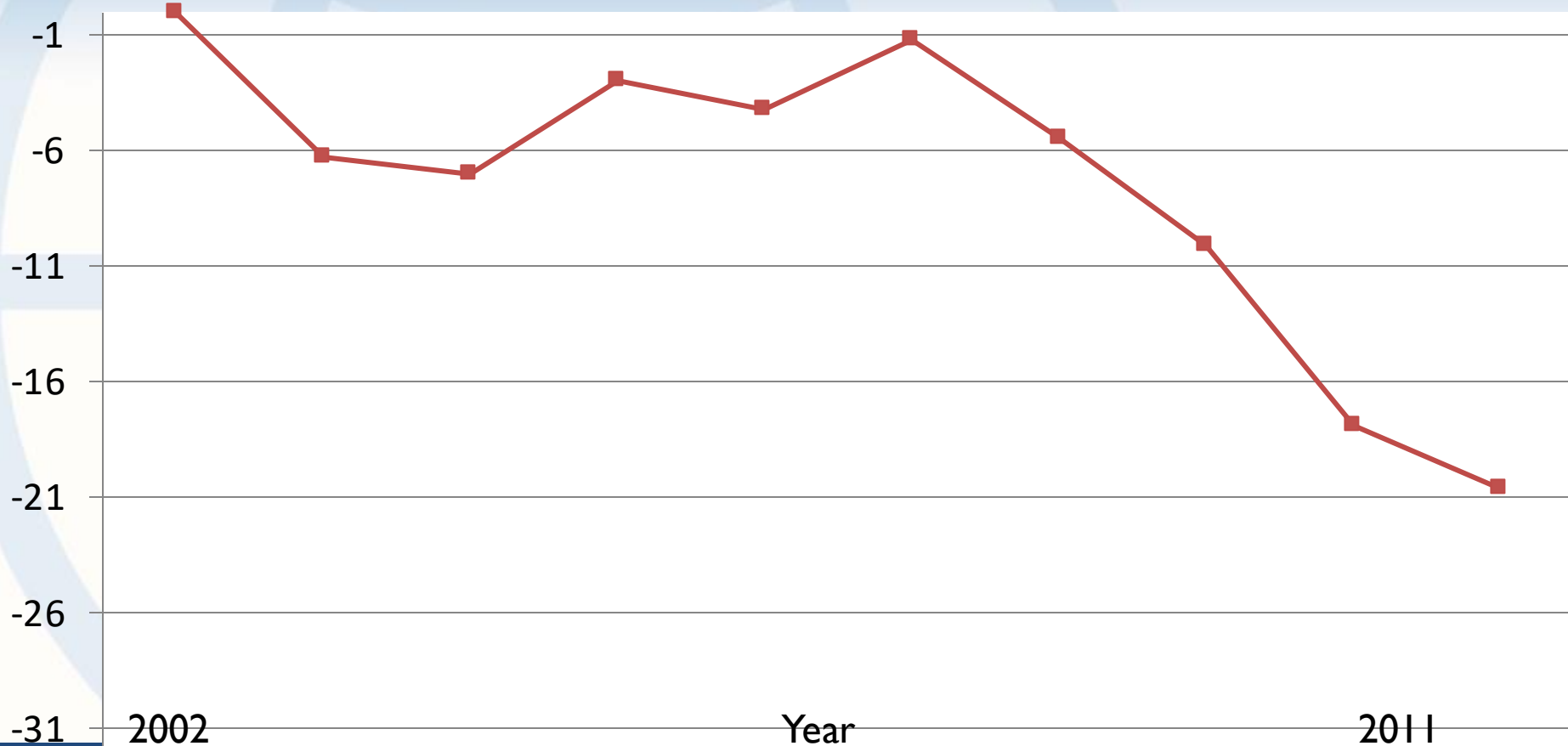
This talk applies both



Success: properly resourced Lead Agency working on this basis

% Change in Fatalities 2002-2011

Rest of Australia (red) - harsh comparison



Success: properly resourced Lead Agency working on this basis

NSW (blue) & Rest of Australia (red) - harsh comparison

Note: NSW & Victoria were the leaders



The need for strong Road Safety Action in Georgia

- Despite improvements, as recognized:
 - ❖ Death rate 4 times higher than the best performing countries
 - ❖ Less progress since 2013
- Urban speed limits are too high
- Travel speeds are often above the limits
- Large numbers of vehicle occupants are not wearing a seat belt
- Many roads are unsafe
- Many vehicles are unsafe or offer only weak protection in a crash

Good speed limits in many rural towns, but need to reconsider in Tblisi



Required organizational functions for long term sustainable improvement (as they apply in Georgia)

- ✓ Singular Responsibility (not mixed and divided)
- ✓ Direct accountability
- ✓ Coordination, engagement, and monitoring of coordination across all stakeholders
- ✓ Expert evidence based advice and decisions
- ✓ Guidance of required research for road safety delivery in Georgia
- ✓ Coordination and combination of the multiple relevant but separate databases and their analysis
- ✓ Prioritization of works, responsibility for allocation of funding to achieve the agreed priorities, and monitoring of outputs
- ✓ Road safety promotion and community education
Possibly: Helpful consistent media responses, media releases

All with guidance from the Road Safety Inter-Agency Commission

- The Commission can lead these functions but it cannot manage these functions
- These functions require full time staff and road safety and other areas of expertise applied full time

Required organizational functions, (as they apply in Georgia)

Singular Responsibility not mixed and divided.

In Georgia, responsibilities are mixed in existing Ministries, across: maintaining the roads PLUS road safety, or fighting crime PLUS road safety, or providing an education PLUS road safety, etc.

Which will be the core area on which the head of the organization will be judged?

Required organizational functions, (as they apply in Georgia)

✓ Direct results focused accountability

Key question: if deaths do not reduce in Georgia, who is to blame, who will be fired?

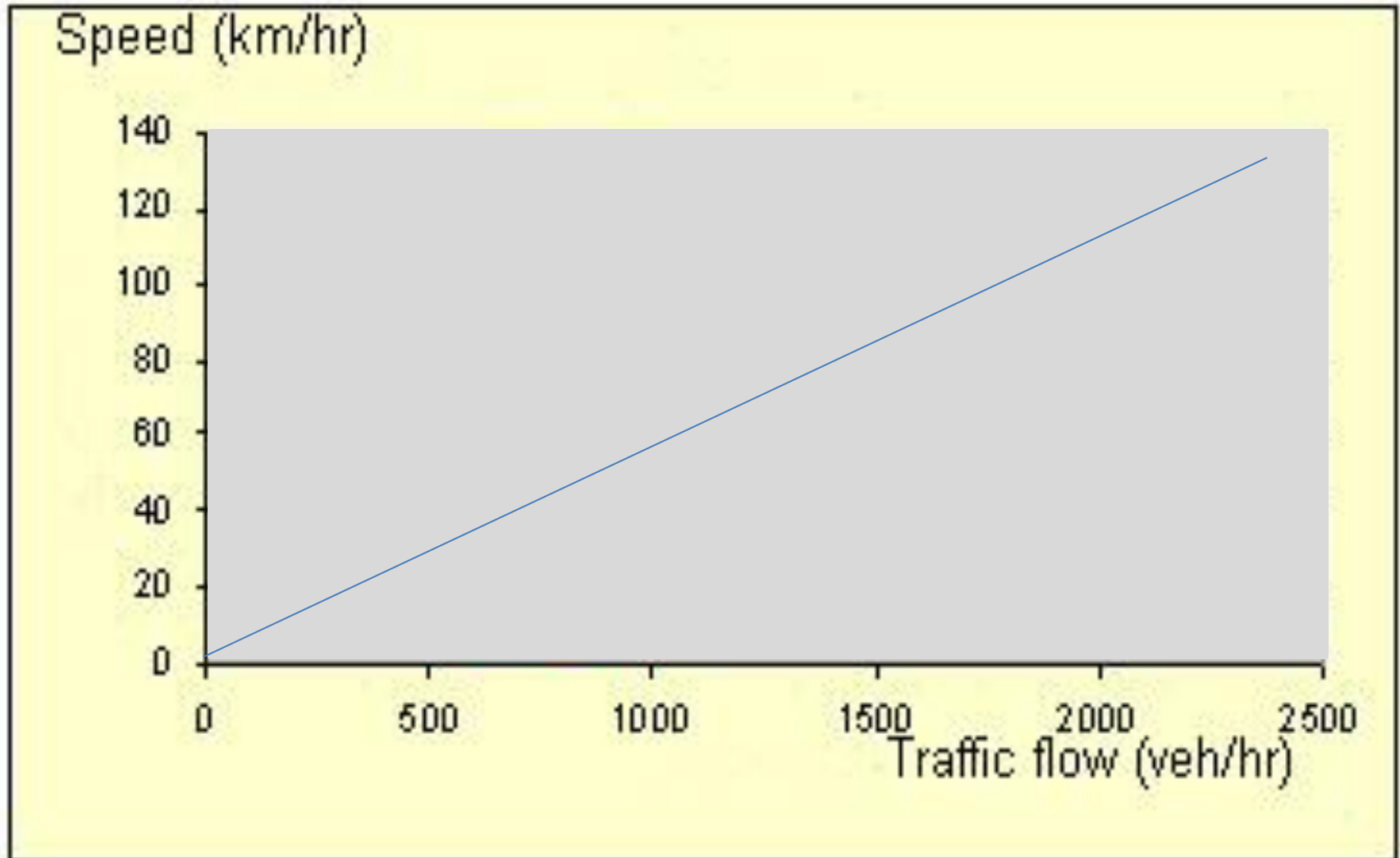
Required organizational functions

(as they apply in Georgia)

- ✓ Expert evidence-based advice and decisions on all areas
- Real expertise, and understanding of the large evidence base is critical to good decisions to drive road safety improvement. This requires multiple experts.
- Common sense and driving experience are not enough

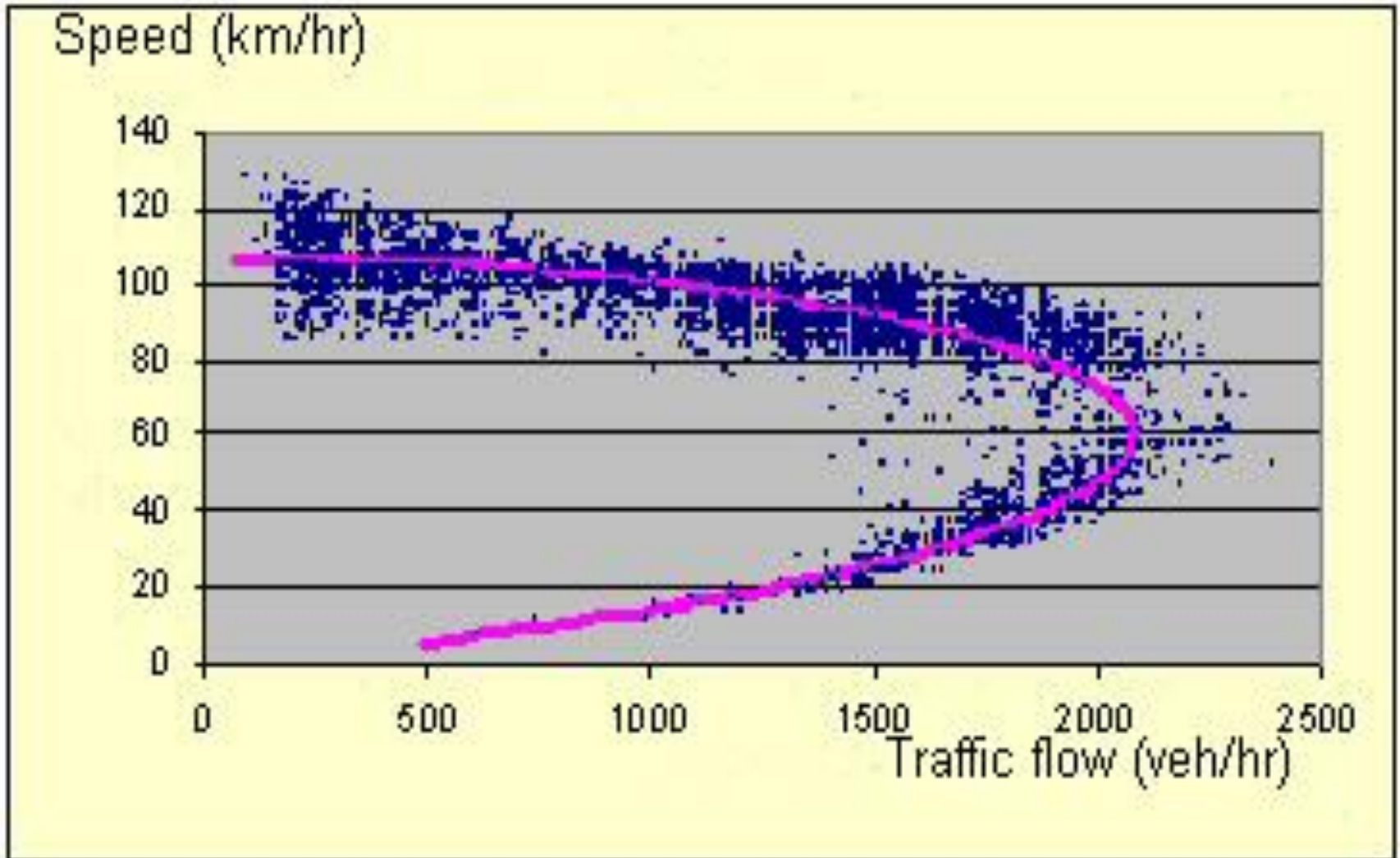
Example: Relationship between speed and traffic flow (More examples later)

(Source: OECD, 2006)



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Required organizational functions, (as they apply in Georgia)

- ✓ Guidance of required local research for road safety delivery in Georgia

What should Georgia be researching? Who is setting the priorities across the opportunities? Who is allocating funding accordingly? Do they have expertise in all the relevant areas, to perform this role?

My small surveys



My small surveys

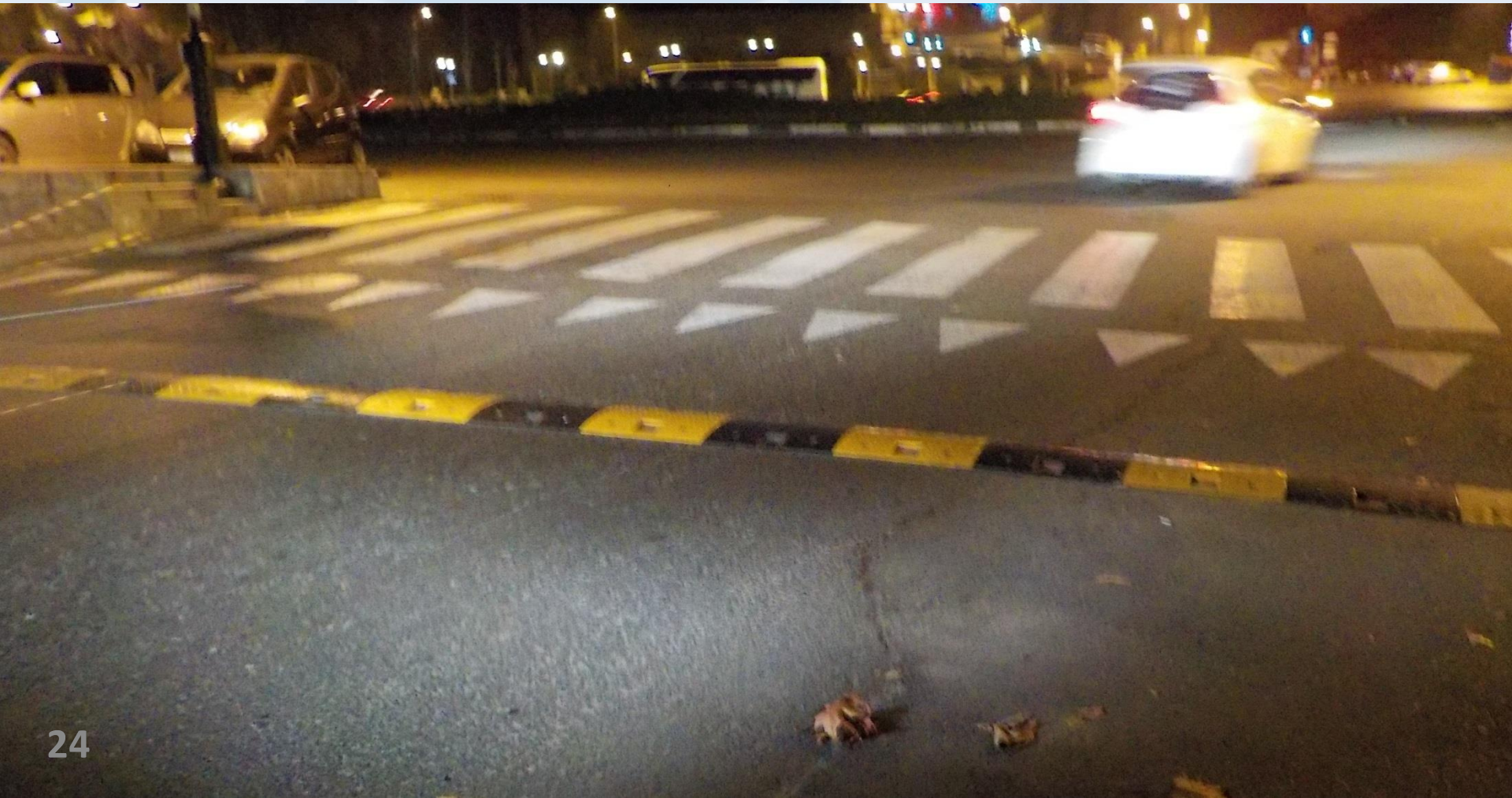


% Seat belt wearing in Georgia	Drivers	Front seat passengers	Rear Seat passengers	Children
In Tbilisi	73%	50%	None	33%
Rural towns and highways	70% (over-estimate, not remote)	67% (over-estimate)	None	-

Pedestrian safety



Pedestrian safety



Raised crossing for pedestrians (in Georgia, combine with a speed hump)



Pedestrian safety at signals

- (video)

Required organizational functions, (as they apply in Georgia)

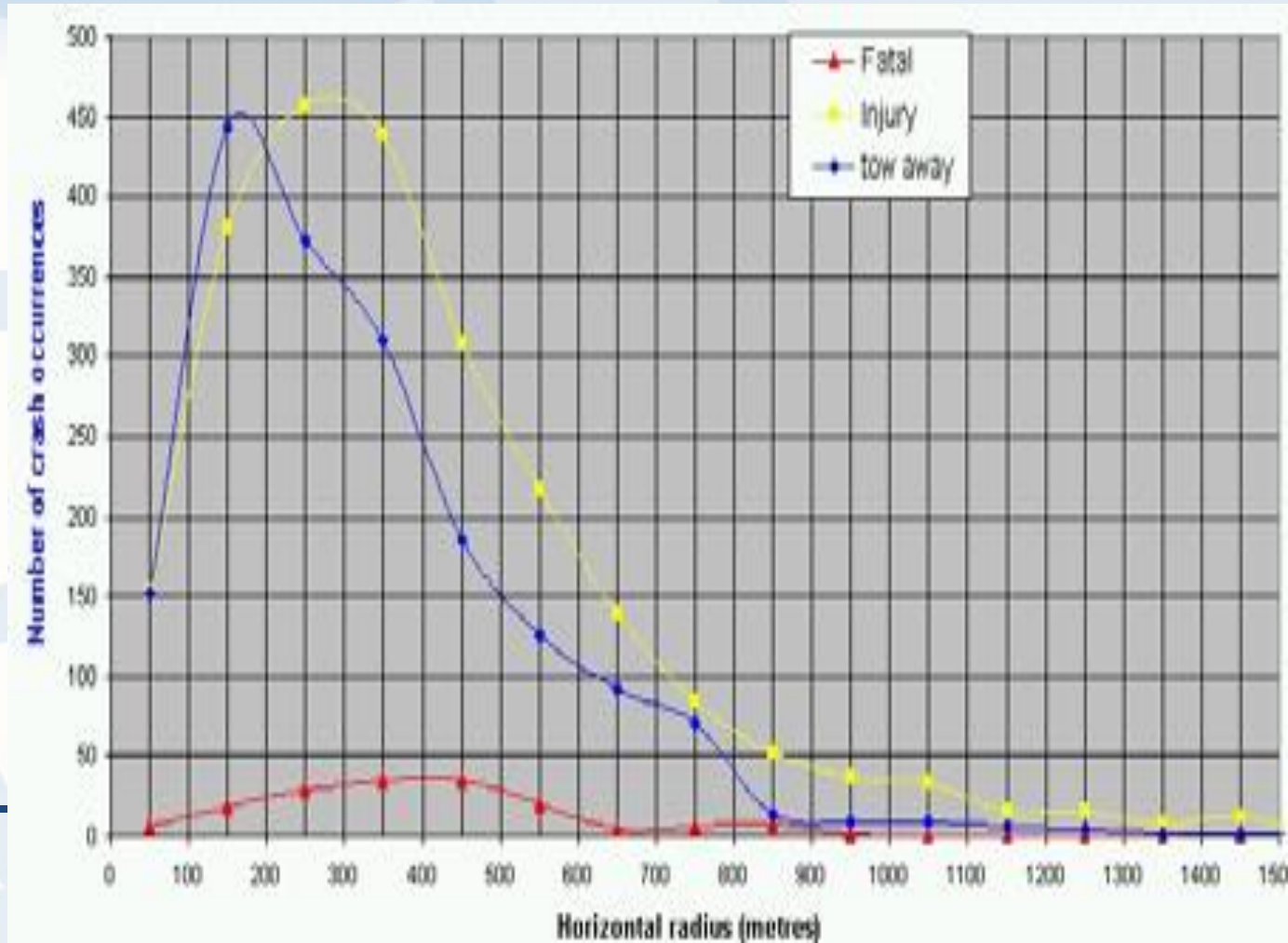
- ✓ Coordination and combination of the multiple relevant but separate databases and their analysis

Three Ministries are identified as having relevant databases, but there will be more (e.g., road asset data will be valuable)

Two examples of the value of combined data, to provide the best evidence based policy changes

Example 1: Best Value for Money in road works

- Analysis combining road features database and crash database.
- Refocussed works to the serious crash risk curves



Example 2: Most effective measures for young drivers

- Combined the driver license records database and the crash database
- Showed that young drivers have the highest rate of speeding fines, the highest levels of speeding, and that the highest rate of speed related fatal crashes
- Policy introduced with this evidence:
- P1 (novice) drivers lose their license for 3 months for any speeding penalty as well as the fine
- **HUGE RESULT:** P1 fatal crashes dropped by 34%

Required organizational functions, (as they apply in Georgia)

- ✓ Prioritization of works, responsibility for allocation of funding to achieve the agreed priorities, and monitoring of outputs

Evidence-based prioritization increases benefits

Takes time and staff

Required organizational functions, (as they apply in Georgia)

✓ Road safety promotion and community education

Spread over 4 Ministries in Georgia's Road Safety Strategy
(risking inconsistency, distraction,
or duplication)

There is an important complex
psychological evidence base
for this work



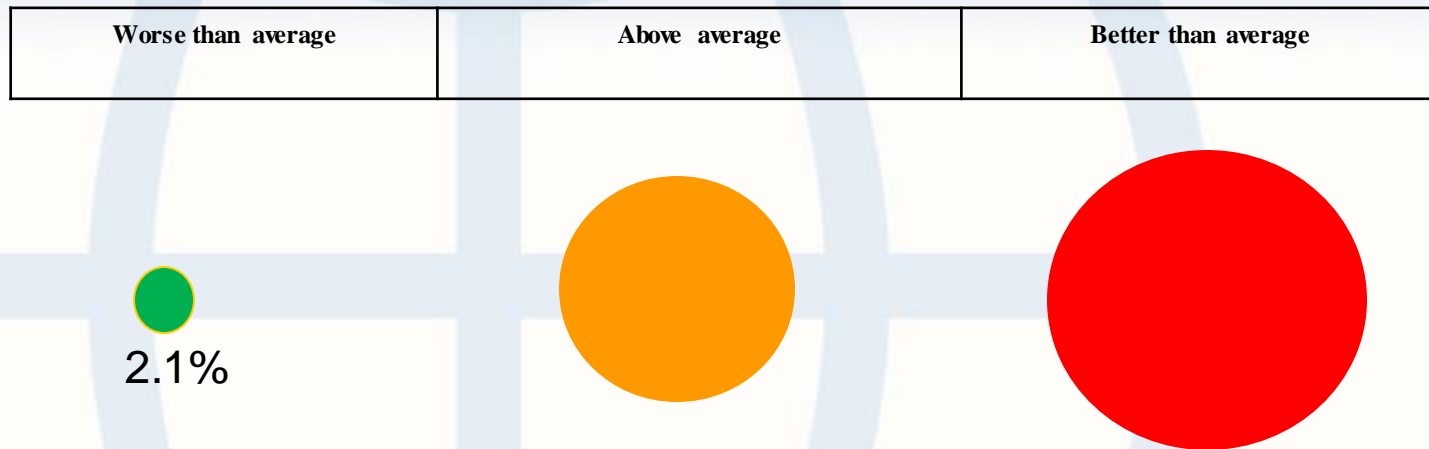
Example 1: Which is the most powerful message base for changing a drivers speeding or seat belt behavior?

- The risk of dying
- The risk of causing a crash and being jailed
- The risk of being caught by police

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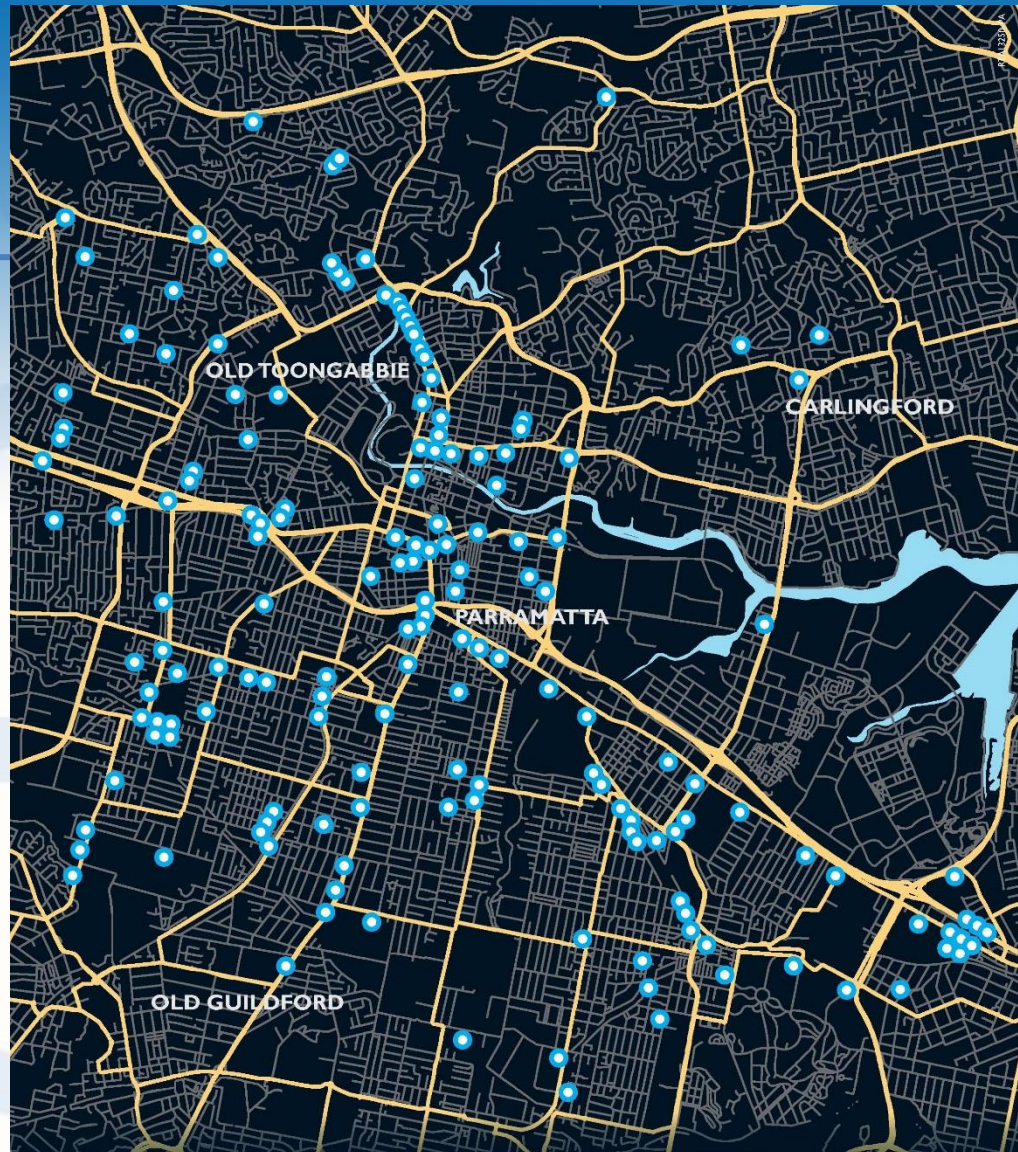
- The risk of dying
- The risk of causing a crash and being jailed
- ✓ **The risk of being caught by Police and fined**

Example 1: Why deterrence (not crash risk) is critical and a more successful message: Most of us think we are better drivers than others



- The importance of relative judgements-
 - We are better at them
 - The importance of relative judgements
- Does driving skill influence crash risk?
- Does it driving skill influence enforcement risk?

Using local research to generate evidence



164 DRINK DRIVERS CAUGHT

Over three months,* 164 drivers in the local area have been arrested, charged and will face court for driving while over the legal limit. Every police car is a Mobile RBT. So if you are worried about getting caught... you should be.

*June, July, Aug 2008.

MOBILE RBT. YOU WON'T KNOW WHERE. YOU WON'T KNOW WHEN.



Applying this evidence base for the introduction of mobile speed cameras in New South Wales: Huge reduction in deaths

- (video)

Required organizational functions, (as they apply in Georgia)

- ✓ Possibly: Helpful consistent media responses, media releases
- Consistency of focus and message and approach and evidence base are all critical

Media: Using the data well

➤ **Maximize the problem to be addressed:**

e.g.: **Media Question related to proposed changes in novice driver laws:
how many novice drivers die in crashes**

Minimize the apparent other impacts

e.g.: **Media's Question: How many speed cameras.....**

Media: Using the data well

➤ Maximize the problem to be addressed:

e.g.: **Media Question related to proposed changes in novice driver laws: how many novice drivers die in crashes**

A: Novice drivers are involved in a total of xxx fatalities, killing themselves, passengers, pedestrians, and other drivers and riders.

Minimize the apparent other impacts

e.g.: **Media's Question: How many speed cameras.....**

(80) too few: Only 1 per 50 km of road network. Imagine if we only planned to catch 1 in 50 murderers or bank robbers.

Plus: Huge hidden political advantages of a Lead Organization in the media

Management related suggestions

- Non-government organizations are NOT PART OF THE COMMITTEES, and only attend by invitation: Stick strongly to this. Government must be able to consider options in private.
- More is needed to manage pedestrian safety (24% of deaths in Georgia) & add to performance measures
- Speed limits are too high and thus only having vehicles within the speed limit is not enough for safe speeds (& add to performance measures)
- .08 BAC is too high for safety. Many drink-drive deaths are missed in the data, and international experience shows that reduction to .05 will reduce HIGH LEVEL DRINK-DRIVING AS WELL (& add to performance measures)

How to

create a Lead Organisation for Road Safety in Georgia

- ✓ From expanding the Road Safety Working Group, or secretariat
- ✓ Expand and focus the expertise, focus the databases, create the critical mass of expertise required in one place, provide resources and funding and influence
- ✓ Bring staff from other ministries, and perhaps add some, to a central location to create the pool of expertise (only a small increase in net staff is required, if any increase)
- ✓ Options:
 - ✓ Independent & reporting to the Prime Minister
 - ✓ Not independent, but remains under the Commission and the Working Group, perhaps formally in the Ministry for Economy and Sustainable Development of Georgia

Advantages and disadvantages of each option (costs are similar & can be low)

Independent/Autonomous & Reporting to the Prime Minister

- Fully empowered to monitor and direct
- Has the credibility of the Prime Minister's office
- **Is not directly connected to the Commission and the Working Group**

Not independent, under the Commission and the Working Group

- **Not fully empowered to monitor and direct** (but in Georgia the Road Safety Commission lends power)
- Has the credibility of the Commission
- Is directly connected to the Commission and the Working Group, ensuring consistency
- Can directly provide technical advice to the Commission and the Working Group

Suggestion:

Less independent option is best for Georgia

1. The less independent option has more advantages for Georgia
2. The working group can be expanded and made more effective
3. The Lead Organization should retain the role of providing the secretariat to the Commission to provide technical expertise
4. To maximize its value the head of the Lead Organization could be a member of the Commission, to allow for direct access to technical expertise, and facilitate presentations by Lead Organization staff on issues relevant to decisions and on monitoring of deaths, injuries, trends, etc.
5. Suggest detailed analysis of:
 - ✓ how to gradually evolve the Working Group
 - ✓ the staffing /expertise required
 - ✓ how many can be found by transfer of existing staff and positions
 - ✓ sorting access to databases.
- ✓ The World Bank can assist.

**Thank
you for
your
attention**

Soames Job

