

AFRICAN ROAD SAFETY CORRIDORS INITIATIVE

PROJECT CHARTER

INTRODUCTION:

Total Group and the World Bank have entered a partnership to improve road safety on the continents critical corridors. The pilot corridors are 2 cross border corridors which are among those most dangerous corridors on the continent. The Pilot corridors will be the Mombasa – Nairobi – Kampala – Kigali – Bujumbura corridor (Northern Corridor) and the Central Africa Corridor through Cameroon, Chad and Central Africa. With the Entry of Total Exploration and Production the Uganda corridor will include two additional routes leading to Hoima and Pakwach where activities will take place.

PROJECT OBJECTIVES:

The objective of the project is to reduce the number of road traffic crashes in Africa, specifically those occurring on Africa’s most economically critical corridors.

The objective will be met through three key methods;

- a) Through developing and Managing synergies between government road safety policy makers and private sector operators
- b) Through promoting the adoption of improved/ best practice Self-regulation policy and procedures for internally owned fleets and transport service providers for private sector partners and the public sector.
- c) Through the establishment of “Safe Way Right Way” which will create a Platform to allow for concrete and coordinated contributions to the improvement of road safety through deployment of community based projects and external stakeholder engagement.

The Project has two definitions on the Scope of Work;

- a) The ARSCI will cover a geographical scope of work which will be the communities along the project Corridors.
- b) The ARSCI will implement through a systematic approach with five modules that will guide the activities.

The ARSCI is composed of 5 modules as recommended for the UN Decade of Action for Road Safety. These are the “pillars” towards a systematic approach to Road Safety;

1. Road Safety Management
2. Safe Driver and other road users
3. Safer Roads and Mobility
4. Safer Vehicles
5. Post- crash response.

ORGANISATIONAL STRUCTURE:

The Project will be implemented through a registered NGO, not- for profit organisation called “Safe Way, Right Way”. This entity has already been registered in Kenya. It is largely agreed that the entity will be registered separately in Uganda with the support of private sector partners who will have joined the ARSCI.

Safe Way Right way (SWRW) will become the secretariat/ implementation unit for the ARSCI. SWRW will have a board up to 7 persons comprising Total Uganda, Total E&P and other key private sector partners, who will provide an oversight role and medium to long term vision for the Initiative. SWRW will work closely with key Government agencies mandated with Road Safety and may invite or include government officials as observers/ex-officio members.

Other private sector companies will be welcome to join ARSCI as members.

The staffing structure of the implementation unit will be agreed by board members.

PROJECT MONITORING AND EVALUATION:

The first action will be a baseline Survey which will allow for the assessment of the project corridors. The Baseline survey will be carried out at the very onset and at the earliest time agreed and will serve to;

- I. Map out the black spots along the corridor and identify the key factors contributing to the high road traffic incident rate.
- II. Identify the communities along the corridor including the risks for each community or township.
- III. Identify the target groups along the corridor; schools, markets, and those commercial vehicles traversing the corridor.
- IV. Provide recommended actions in terms of type of intervention and scale of intervention.

The baseline survey will inform and guide the actions taken, where they will be taken and on what scale they will be taken. The monitoring and evaluation activities will occur periodically to assess project impact as tied into the survey findings and will be an integral part of the Action Plan and schedule. The Monitoring of the project will also support decisions of the board on project success and challenges.

PROJECT DELIVERABLES:

1. ROAD SAFETY MANAGEMENT

Road Safety management is the very first recommended pillar for improved road safety. Policy development is critical to improved road safety delivery. Road Safety management specifically covers three critical areas;

- I. Policy, legislation and regulation which in impacts, road User behavior, enforcement of the traffic and road safety laws and regulations
- II. Funding
- III. Coordination of road safety activities by the varied stakeholders.

The achievement of best practice in the management of road safety in Uganda requires advocacy or lobbying actions to raise awareness on the gravity of the situation amongst policy makers and stakeholders, it will require a strategic stakeholder engagement plan.

2. SAFE DRIVERS AND OTHER ROAD USERS:

The Initiative is looking at two key areas to impact driver behavior and competence. The first is self- regulation to achieve improved fleet management practice amongst the ARSCI partners. The second area of focus will be other commercial drivers along the corridor and other road users specifically motorcyclists and pedestrians in communities along the corridor. It is important that Professional drivers and trucks as well as PSV vehicles and drivers, corporate company's freight vehicles and drivers adhere to basic standards.

2.1 SELF REGULATION:

Corporate focused training program

- a) Corporate selection and Needs Assessment
- b) Design relevant training program informed by needs assessment; incorporate driver training, defensive driving both driver behavior and vehicle management.

- c) Schedule corporate training under three target audience groups
 - I. Management and 'contractor' management if fleet is contractual. (one could target the fleets on the northern corridor to allow for specific evaluation program)
 - II. Management and Drivers

2.2 OTHER ROAD USERS

2.2.1 Passenger Service Vehicles(PSV) focused training program

- a) Engage licensing authority
- b) Engage PSV umbrella Associations
- c) Carry out base line survey to identify operators on the corridor, determine institutional structures, driver behavior and vehicle condition, gaps in laws and regulations.
- d) Develop comprehensive action plan based on research findings involving the operators, and licensing authority.

2.2.2 Hazardous Cargo and Freight Drivers

- a) Identify and carry out needs assessment for the Freight companies that operate on the Corridor
- b) Engage an expert driver trainer to deliver Trainer of Trainer (TOT) sessions for participating companies.
- c) Implement a scheduled TOT program.

2.2.3 Community based awareness and outreach programs;

- a) Media campaigns,
- b) Distribution of awareness materials,
- c) Training for end users and Trainer of Trainer programs for PSV drivers, commercial motorcyclists and community leaders.
- d) Helmet Use programs
- e) Relationship building with local leadership and/or peer group to garner support and ownership of the programs.
- f) School programs with selected schools along the corridor

3. SAFE ROADS AND MOBILITY:

The survey will map out the routes to identify black spots (the report will not only inform on vehicle black spots, it will also identify black spots for other road users) and detail mitigations and points of interest for community engagement. SWRW will;

- a) Consolidate and share route map information already done by IRAP, TKL, TUL, SDV to identify mitigation areas and recommendations.
- b) Engage UNRA on recommended actions.
- c) Develop an action program for the interest groups along the corridor and specifically those surrounding black spots.
- d) Undertake simple engineering actions at specific points along the corridor such as high incidence schools and towns.

4. SAFER VEHICLES:

The area of safer vehicles is addressed through internal organisational policy, through increased organizational sensitization and training and also through Government policy in the areas of country vehicle standards and periodic inspection of vehicles for commercial and personal vehicles.

In this area SWRW can make an impact through;

- a) Internal adoption of vehicle standards for organizational fleets internal and contracted
- b) Lobby for the development and enforcement of vehicle standard policies for Uganda.
- c) Lobby for the re-enactment of periodic assessment of vehicles.

5. POST CRASH RESPONSE:

Post - crash intervention is just as critical as pre-crash intervention with regards to reduction of fatality and severity of injuries because for most countries, road traffic crash remains the registered cause of death up to 30 days after the crash. SWRW in this aspect will work closely with the Ministry of Health and key CSO/NGO working in this field such as Red Cross Uganda to establish synergies and areas to provide support. Areas to focus action and advocacy may be;

- I. Training First Respondents
- II. Support the development of Emergency services

- III. Support the improvement of hospitalized care especially along the corridor
- IV. Support improvement of data collection and management for hospitalized road traffic crash victims.

Immediate Actions;

PROPOSED TIMELINE FOR IMMEDIATE ACTIONS										
ACTION	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
Partner and stakeholder engagement										
Memorandum Of Understanding developed for partnerships										
Approved budgeted Action Plan for Total 2012										
Partners and Board members incorporated										
Registration of SWRW-Uganda										
Project set up – Organisational structure and Administrative Principles.										
Approved budgeted Action Plan for SWRW 2013.										

PROJECT BUDGET:

This is a preliminary Project Budget for activities that could be implemented in the first year.

PROPOSED BUDGET 2012 - 2013

ACTION	UNIT COST	NUMBER OF ROLL OUT	TOTAL COST
Corridor Mapping/Baseline survey Include Speed assessment	\$10,900 - Segment for 2012/13	1	\$10,900
Communication strategy and concept development	\$5,000 - campaign and brand development	1	\$5,000
Production of Communication materials	\$9,000 -Branding and EIC materials, Art works, Radio Ads.	1	\$9,000
Schools program	\$ 16,380 (3 in kampala with helmets) \$ 6,164 per school (4 schools without helmets)	10	\$24,657

Advanced commercial Driver training Program	\$6,000 For three target groups ; PSV, Goods and Hazardous goods, TOT for advanced driver training and simulators for driver training.	6	\$68,000
Communication Campaign	12 weeks – speed management campaign	1	\$50,000
Speed management program	\$2,500 - Speed guns	5	\$12,500
Advocacy actions	3 events	3	\$10,500
Community Engagement	\$3,000- per caravan	6	\$18,000
	\$2,000 -Community leaders Trainer of Trainer workshops	3	\$6,000
Black spots/ simple engineering	\$400- standard Pedestrian and Zebra crossings signage	12	\$4,800
	\$50 -Crossing guides	7	\$350
	\$100 - Road Markings using retro reflective paint	12	\$1,200
TOTAL PROJECT COST:			220,907
Project Evaluation	\$30,000 - Evaluation speed management, communication campaign, community engagement, Black spot correction	1	\$30,000
GRAND TOTAL:			\$250,907

CONCLUSION:

The ARSCI promises through its unique geographical approach using international best practice interventions to make a significant contribution to measurable road safety improvements along the project corridors. For the program to succeed special attention must be given to sustained commitment to funding and governance and to the incorporational and operational fundamentals. Success will also garner around the management of SWRW to support the implementation of an effective and time sensitive action plan.