

## Results-based Road Maintenance and Safety Project (RRMSP)

World Bank Loan No. No. 8489-AL

Contract No: CS 02

Press conference presentation on the achievements of the consulting services for Road Safety Technical Assistance

February 2021



Consultant Service for Road Safety Technical Assistance

27/4/2021

## Main topics covered

- 1 The achievements of the Project by Component
- 2 Road user segment to be targeted through the publicity and awareness campaign
- 3 The motto and logo proposed for the publicity and awareness campaign
- 4 Results of the evaluation exercise on the effectiveness of the road safety awareness initiatives



Consultant Service for Road Safety Technical Assistance

27/4/2021

## The achievements of the Project by Component Component 1

- ✓ Procedures for IMRSC convention developed
- ✓ Secretariat organogram proposed
- ✓ GAP analysis & recommendations on Legislation
- ✓ Funding & Resource allocation proposed
- ✓ Monitoring & Evaluation instruments developed
- ✓ Research & Development proposed

## The achievements of the Project by Component Component 2

- ✓ Improvement of infrastructure safety program in the high-risk corridors & areas proposed
- ✓ Evaluation of improved infrastructure safety program in the high-risk corridors & areas carried out
- ✓ Speed management practices proposed
- ✓ Post-project infrastructure safety program developed
- ✓ Police enforcement program proposed

## The achievements of the Project by Component Component 3

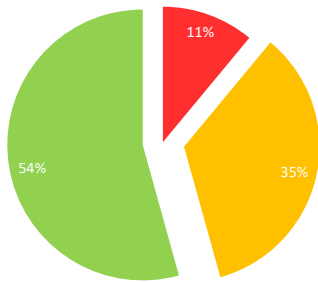
- ✓ Current situation reviewed
- ✓ Concept design for improved System developed
- ✓ Under procurement phase for RTC System (by AKSHI-Ministry of Interior)
- ✓ Post-project program for further development proposed

## The achievements of the Project by Component Component 4

- ✓ High-risk behavior to be targeted through publicity and awareness campaigns based on qualitative and quantitative researches identified and prioritized.
- ✓ A concept outline of the publicity and awareness campaign developed.
- ✓ Logo and motto for the publicity and awareness campaign following a concept test research proposed.
- ✓ A monitoring and evaluation system on the effectiveness of the awareness campaign, piloted through an evaluation exercise, developed.

## Road user groups segments by high-risk behaviours

■ Presumptuous ■ Moderate ■ Prudent



**PRESUMPTUOUS.** They usually fail to observe what is permitted or appropriate. They consider that is reasonable to partially evade the Law, it's more important to do what is practical for you regardless whether is legit or not, hates to lose time, do whatever they want making sure that they do not get in trouble, no aversion towards risks. For them the Law is overcomplicated, just a technical framework, too unrealistic for the real world. They're to a higher extent young, men, drivers, from the other 4 cities.

**MODERATE.** Their behave rather on the fringe of the Law, but they strongly believe in two myths "It makes sense to increase speed to drive past cars which are driving too slowly" and "I think it's reasonable to drive through a yellow light, just before it switches to green light" that could easily lead to road fatalities. They're both pedestrian and drivers, aged 35-54 y/o, men from Tirana.

**PRUDENT.** Are aware, agree and acknowledge all risks one exposes himself/herself by misbehaving in traffic. They rather comply to the Law, have patience, for them under no circumstances is reasonable to evade the Law and regulation, yet they are willing to take some risks if they're the only one exposed to risks. To a higher extent they are pedestrians, women, aged 45 + y/o.

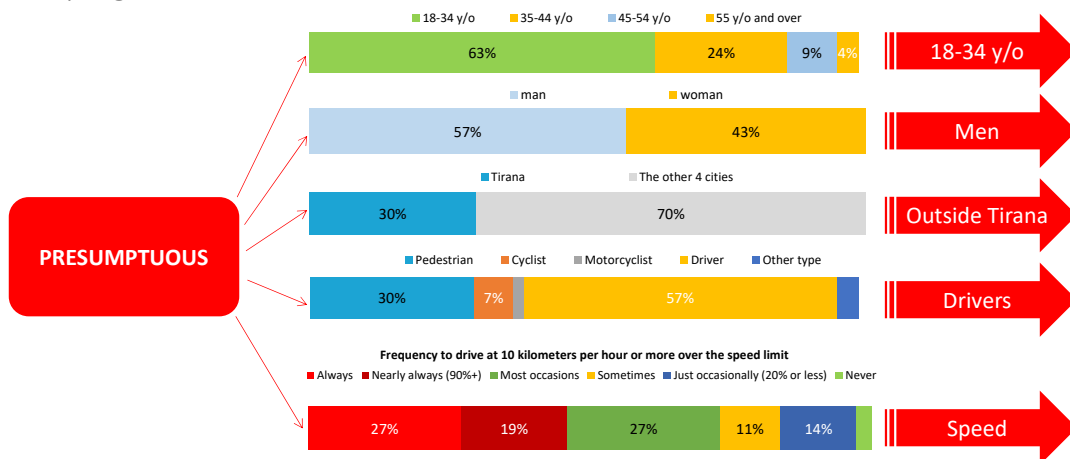
Data source: the community survey - an online survey (general public, respondents 18+ years old) from Tiranë, Durrës, Elbasan, Shkodër and Vlorë.



Consultant Service for Road Safety Technical Assistance

27/4/2021

## Road user segment to be targeted through the publicity and awareness campaign



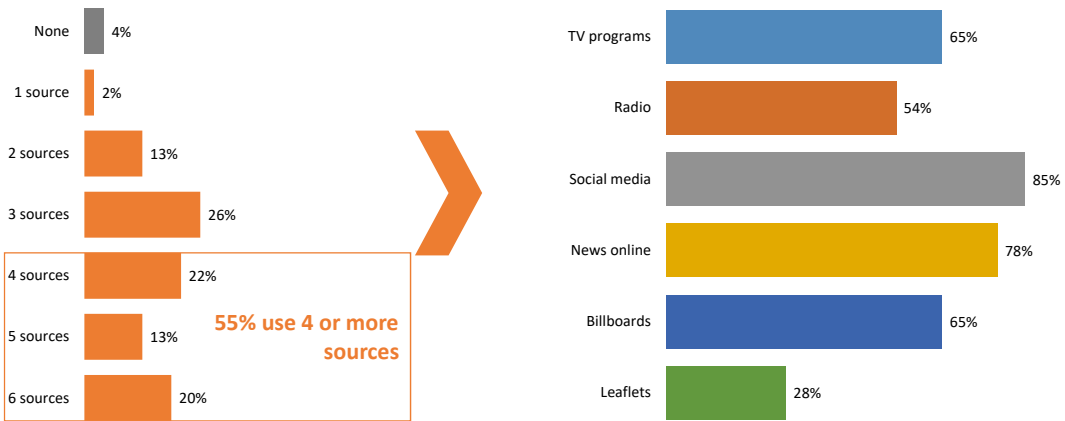
Data source: the community survey - an online survey (general public, respondents 18+ years old) from Tiranë, Durrës, Elbasan, Shkodër and Vlorë.



Consultant Service for Road Safety Technical Assistance

27/4/2021

## Media consumption habits among the target group of the awareness campaign



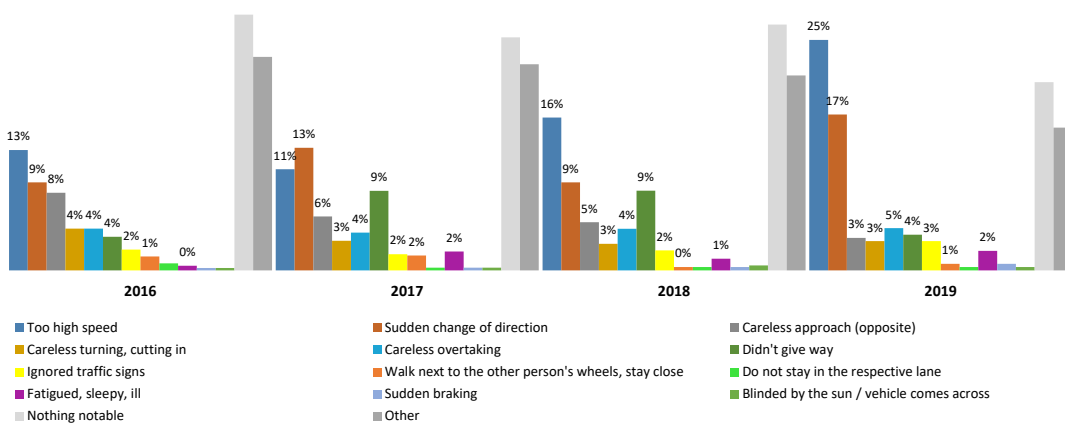
Data source: the community survey - an online survey (general public, respondents 18+ years old) from Tiranë, Durrës, Elbasan, Shkodër and Vlorë.



Consultant Service for Road Safety Technical Assistance

27/4/2021

## Fatal and serious accidents by driver's behaviour



Data source: crash data



Consultant Service for Road Safety Technical Assistance

27/4/2021

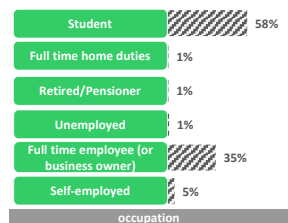
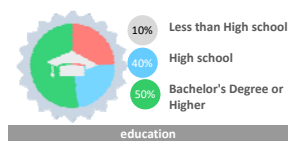
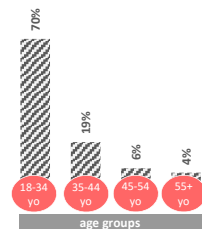
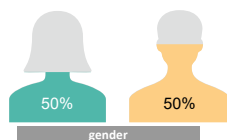
The motto and logo proposed for the publicity and awareness campaign



Consultant Service for Road Safety Technical Assistance

27/4/2021

Structure of the pilot sample of 200 interviewees for the evaluation exercise



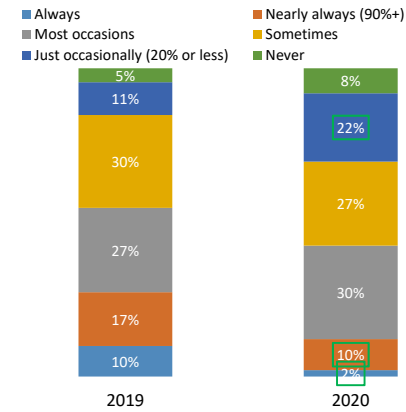
Consultant Service for Road Safety Technical Assistance

27/4/2021

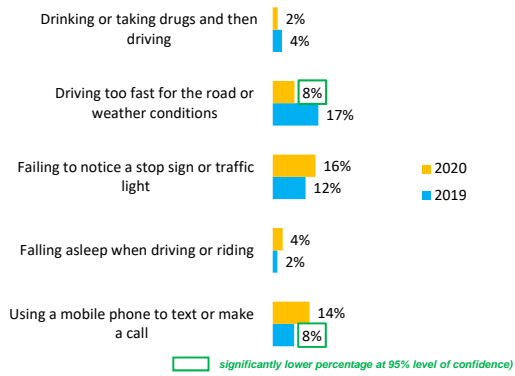
## Evolution of misbehaviours in traffic (April 2020 – evaluation exercise vs. April 2019 – community survey)

- self reported-

Frequency to drive at 10 kilometers per hour or more over the speed limit



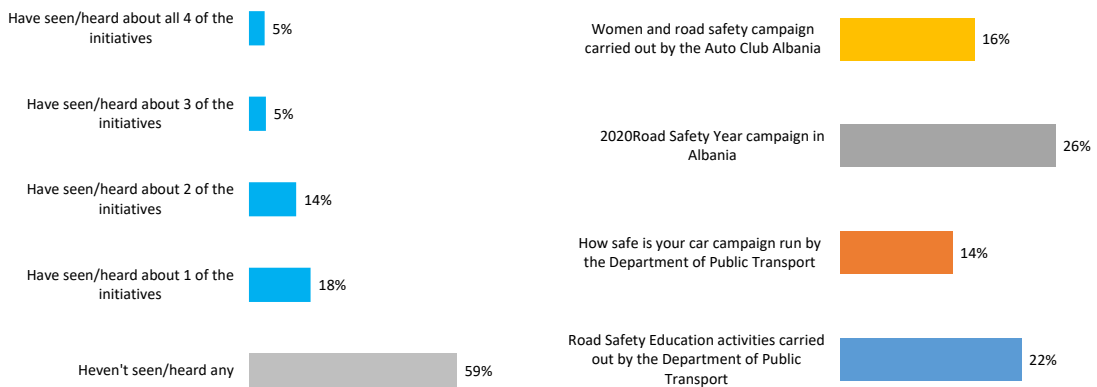
Over the past three years have been involved in an accident or near missed a crash while driving because of...



Consultant Service for Road Safety Technical Assistance

27/4/2021

## Exposure to road safety awareness initiatives



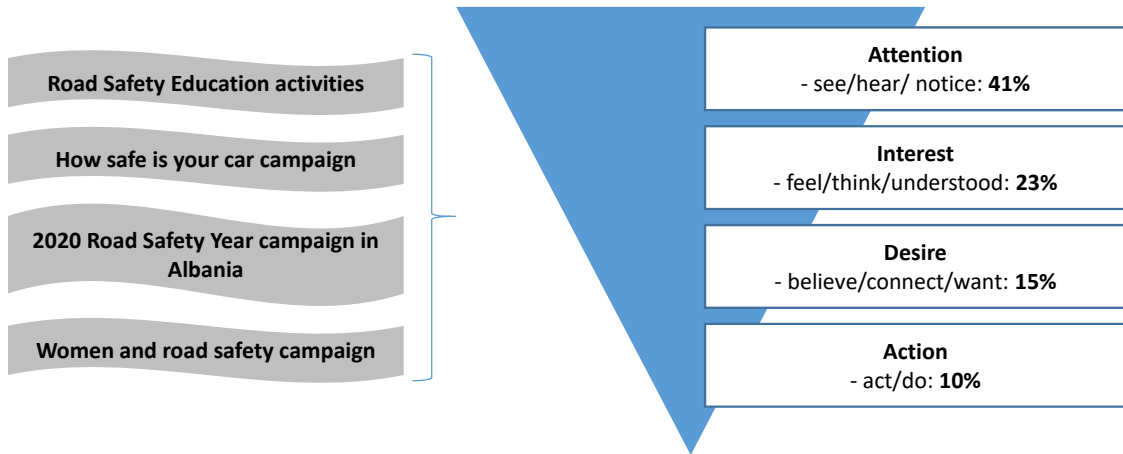
Data source: evaluation exercise



Consultant Service for Road Safety Technical Assistance

27/4/2021

## The impact/effectiveness of the road safety awareness initiatives



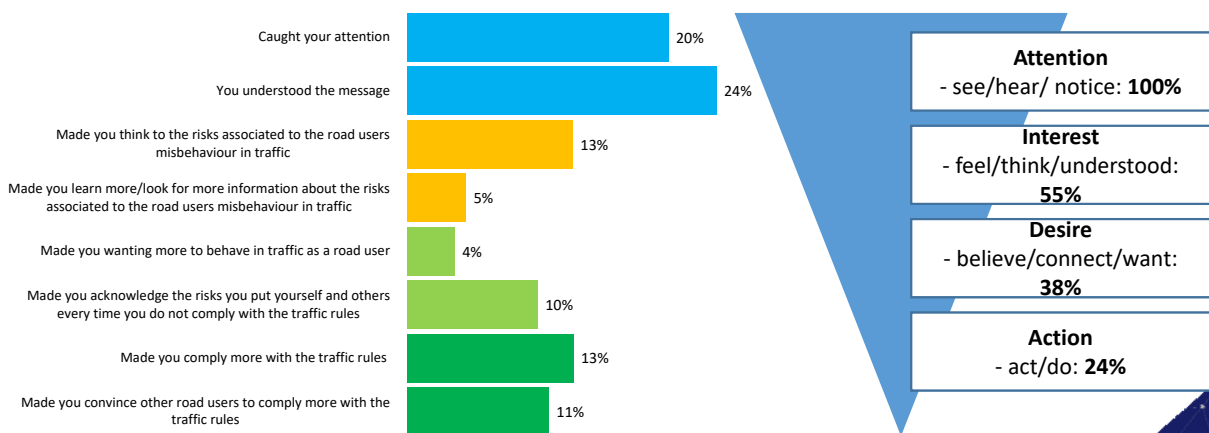
Data source: evaluation exercise



Consultant Service for Road Safety Technical Assistance

27/4/2021

## The impact of the road safety awareness initiatives among those exposed to them



Data source: evaluation exercise



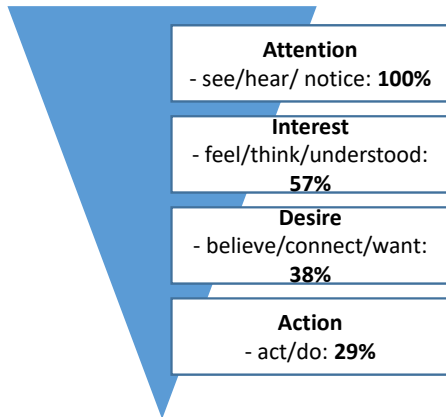
Consultant Service for Road Safety Technical Assistance

27/4/2021

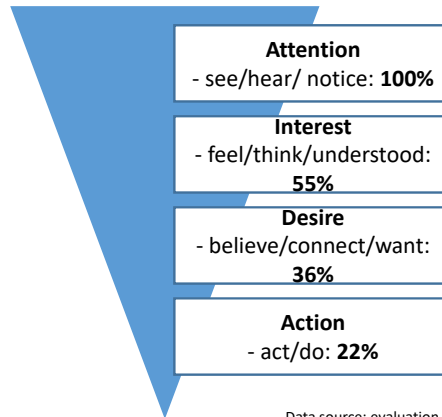


The effectiveness of the road safety awareness initiatives among those exposed to them

**Road Safety Education activities (22% aware)**



**How safe is your car campaign (14% aware)**



Data source: evaluation exercise

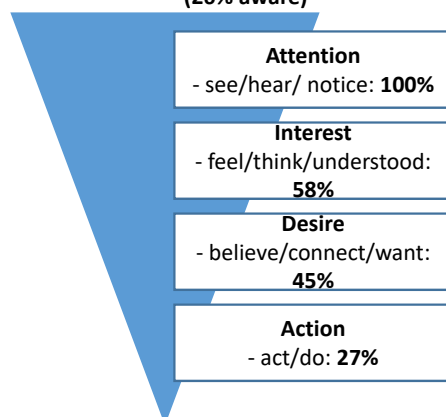


Consultant Service for Road Safety Technical Assistance

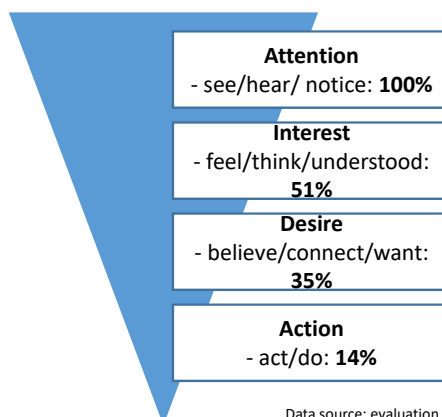
27/4/2021

The effectiveness of the road safety awareness initiatives among those exposed to them

**2020 Road Safety Year campaign in Albania (26% aware)**



**Women and road safety campaign (16% aware)**



Data source: evaluation exercise



Consultant Service for Road Safety Technical Assistance

27/4/2021

# Thank you!



PROJECT SUPPORTED BY NTA MANIPAL



FUNDING BY NTA AND COMMISSIONED BY NTA

Consultant Service for Road Safety Technical Assistance

27/4/2021

