

October 2011

Road Safety Culture – Moving On Up!

The Proactive Partnership Strategy

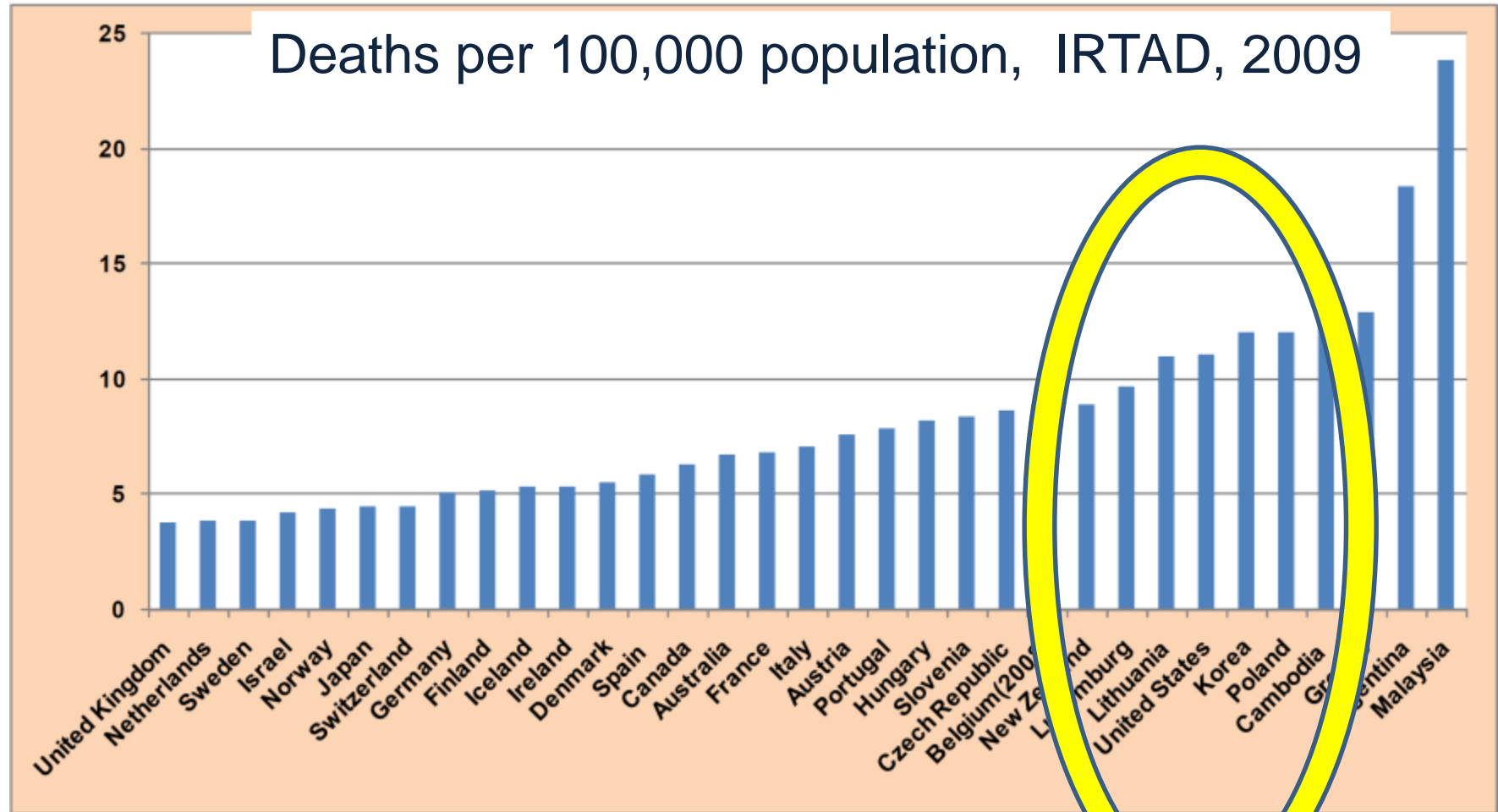
Global Road Safety Partnership

What is culture?

“The way we do things around here:”

- It is not a fixed entity
- It changes with time and stimulus from society

The way we do things around here....



Towns of 33,000 people



Manitowoc City, Wisconsin

Monroe Township, New Jersey

Pleasant Hill City, California

Louisa County, Virginia

Weakley County, Tennessee

Richmond City, Kentucky

Marion County, South Carolina

Richfield City, Wisconsin

States, pop. 1.2 to 2.8 million



Nebraska

West Virginia

New Mexico

Idaho

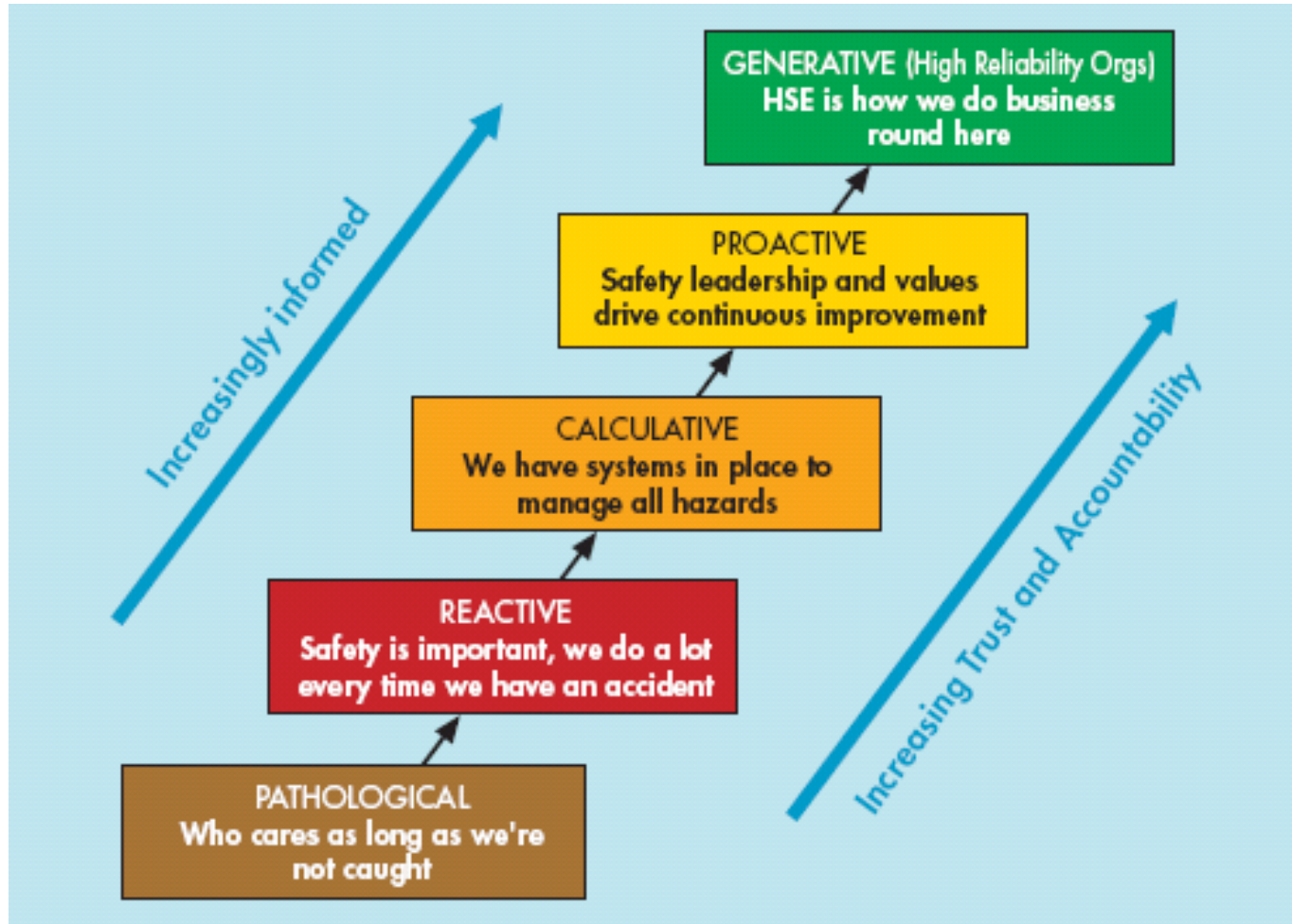
Nevada

Kansas

Arkansas

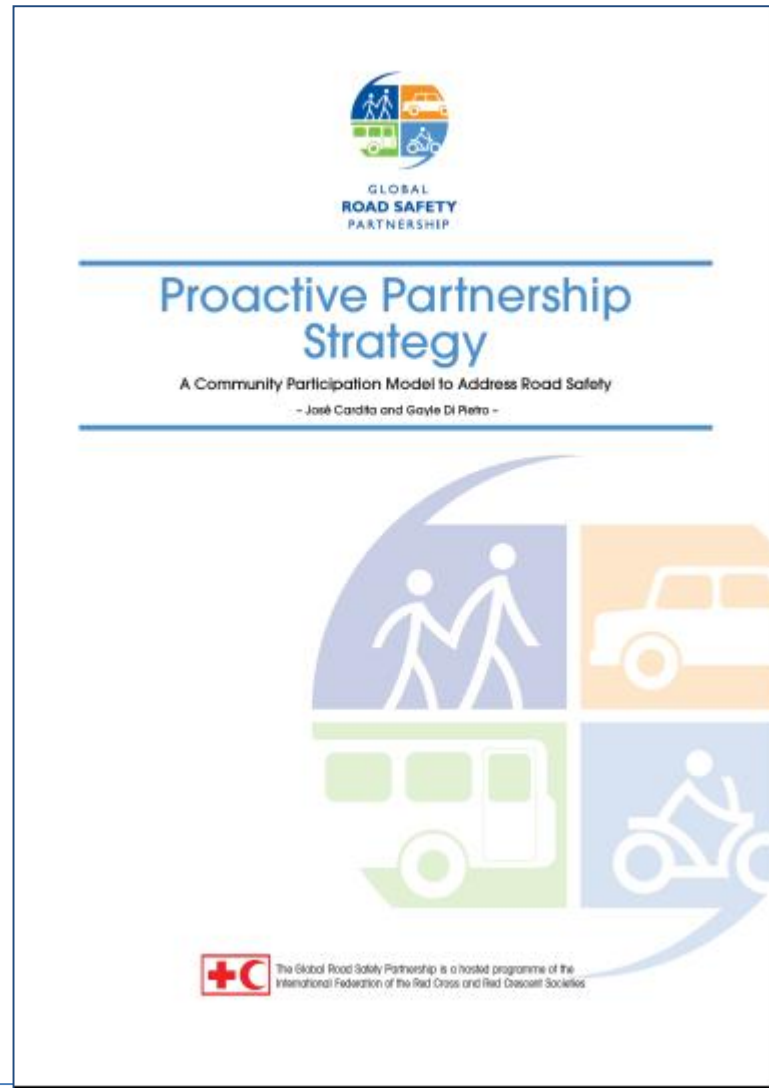
Utah

Organisational Culture Development



Source: <http://www.eimicrosites.org/heartsandminds/>

A cultural approach to road safety



Starting the cultural journey

- Needs the visible commitment of the boss
- Will go at the pace you can bring people and resources on board from within

Quality of life

“Our city is a nicer place to live when we don’t have to pick up dead and injured people from our roads.”


Eduardo Cury, Mayor of São José dos Campos, Brazil

The Proactive Partnership Strategy


A Six Step Process



Partnership Agreement

SERVIÇO PÚBLICO MUNICIPAL
Estado do Rio de Janeiro
MUNICÍPIO DE RESENDE
Prefeitura Municipal de Resende
SECRETARIA MUNICIPAL DO DESENVOLVIMENTO URBANO,
INFRA-ESTRUTURA E SEGURANÇA
DIRETORIA DE TRANSPORTE E MOBILIDADE
DIVISÃO DE EDUCAÇÃO PARA O TRÂNSITO

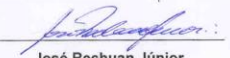


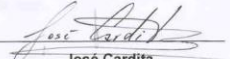
ACORDO DE PARCERIA
GRSP – Global Road Safety Partnership
Prefeitura Municipal de Resende

O Município de Resende, através de seu Prefeito Municipal **JOSÉ RECHUAN JÚNIOR**, considerando a importância da implementação da Estratégia de Proatividade e Parceria (EPP), visando atingir uma Cultura Avançada de Segurança Viária, adequadamente suportada pela elevada confiabilidade da acidentalidade viária, obtida através de dados de mortos a 30 dias, de feridos graves de indicação hospitalar e do apoio técnico e parceria do GRSP (Global Road Safety Partnership), declara o interesse e apoio deste Município na implementação da referida parceria.

O mesmo Município declara que se empenhará, muito especialmente, através dos departamentos de Trânsito / Transportes, Saúde e Educação, em implementar a EPP, de forma dinâmica, sustentada e continuada, visando uma Cidade de superior Segurança Viária e de mais elevada Qualidade de Vida, estratégia sempre desenvolvida em sintonia com as necessidades da sua população.

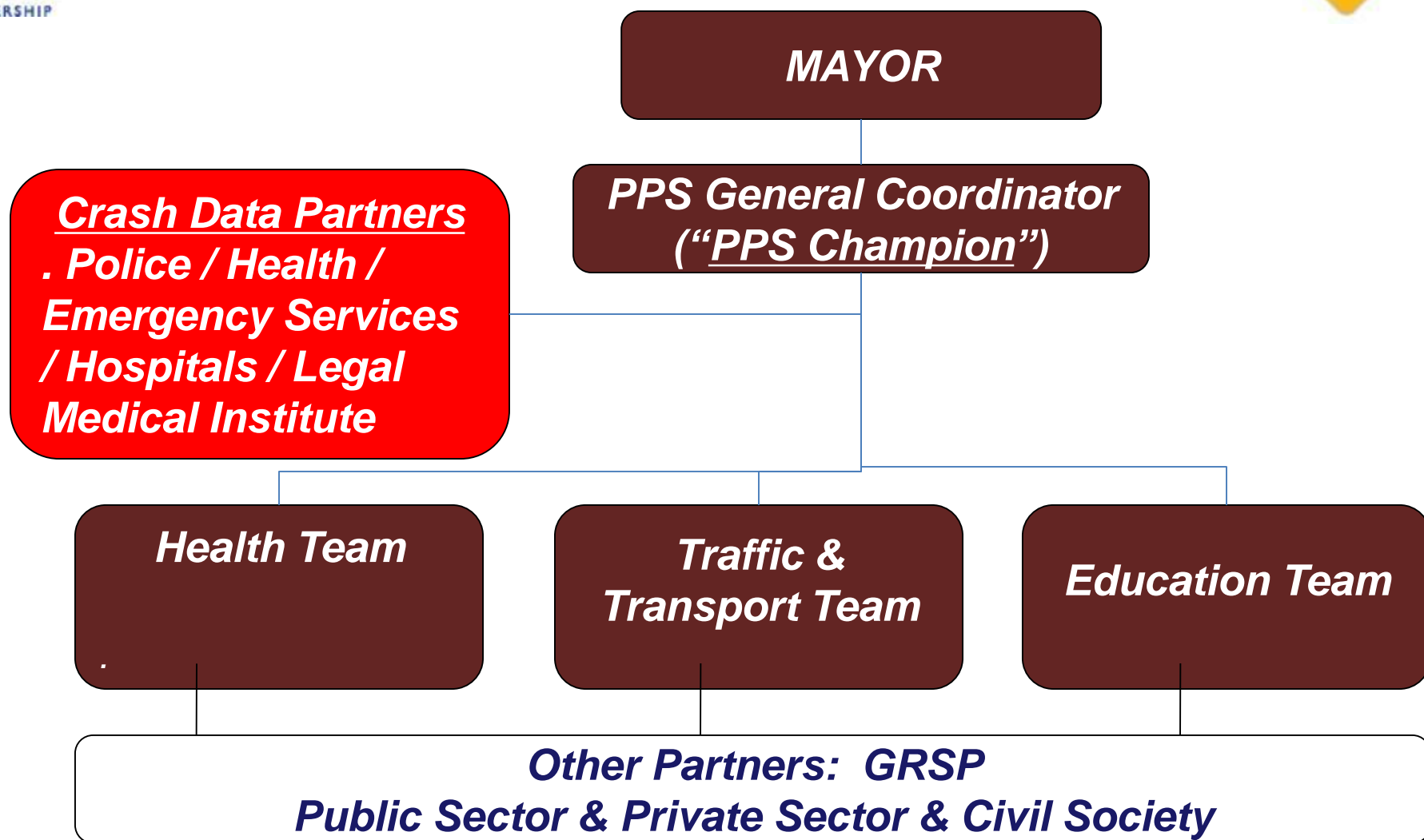
Resende, 17 de março de 2009.


José Rechuan Júnior
Prefeito Municipal

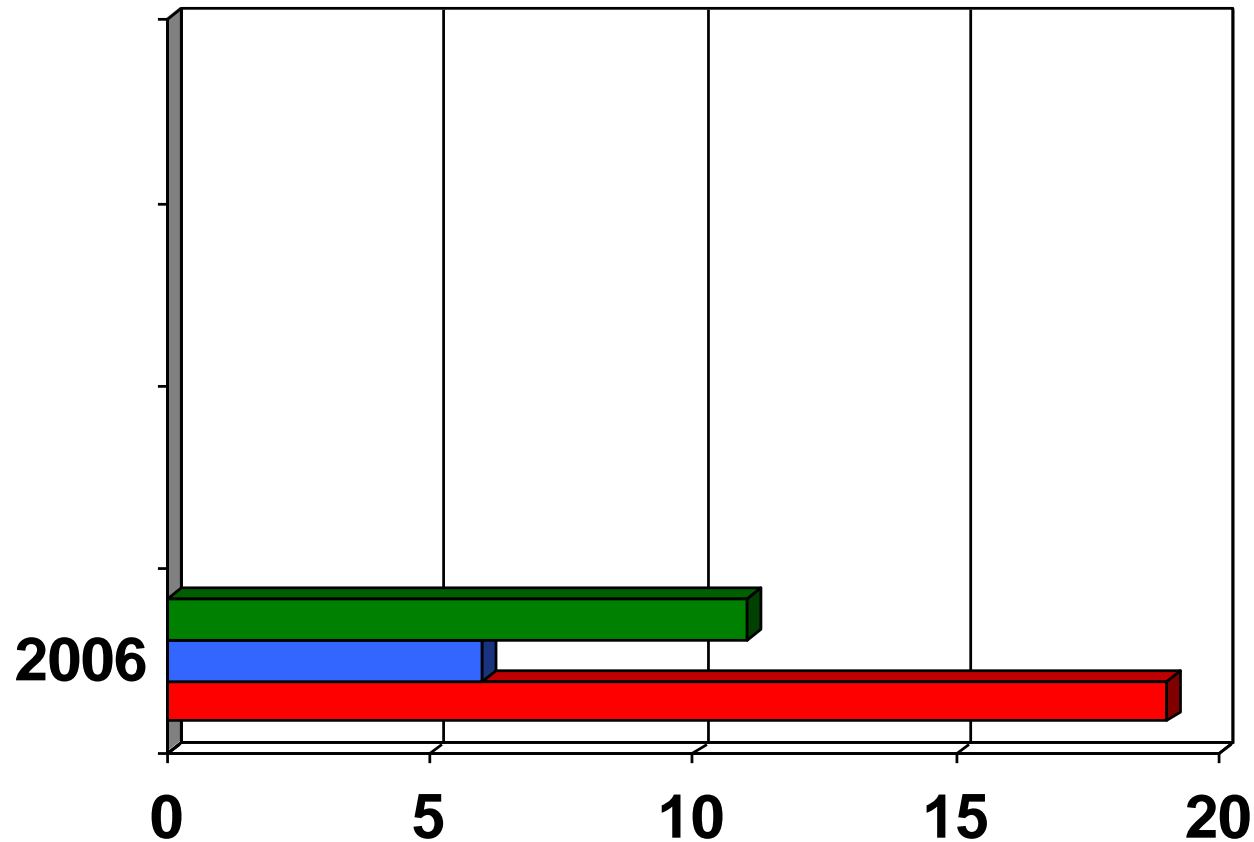

José Cardita
Senior Representative de Region – Américas Resende GRSP

Prefeitura Municipal de Resende
Centro Administrativo Jefferson Gerardo Bruno
Rua Augusto Xavier de Lima, 251 – Jardim Jalisco.
Fone: (24) 2108-0874 – E-mail: smdurb@resende.rj.gov.br
CEP: 27510-090 – RESENDE, – RJ

Typical PPS team in Brazil



First Multi-Sector Partners

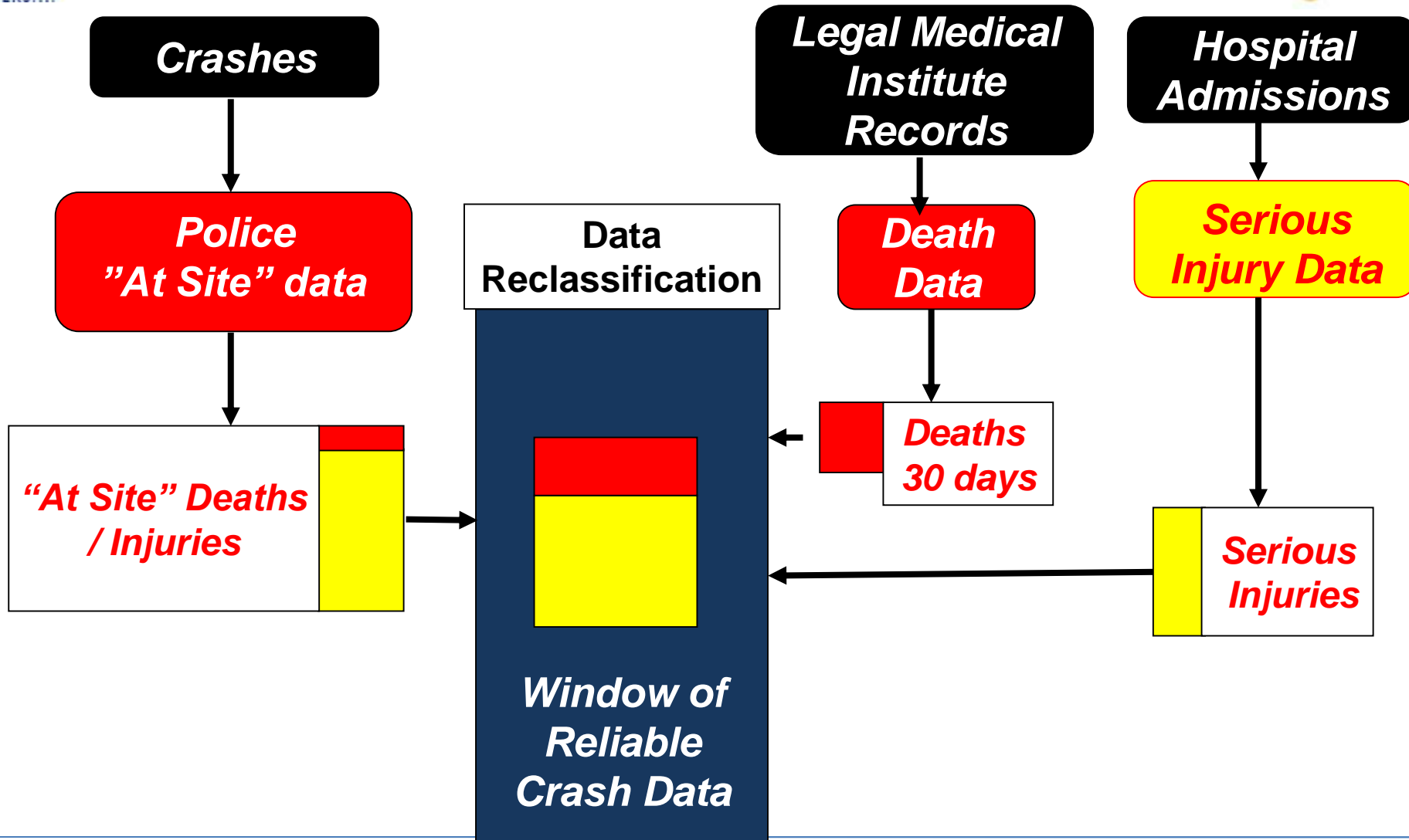


■ Public Sector

■ Private Sector

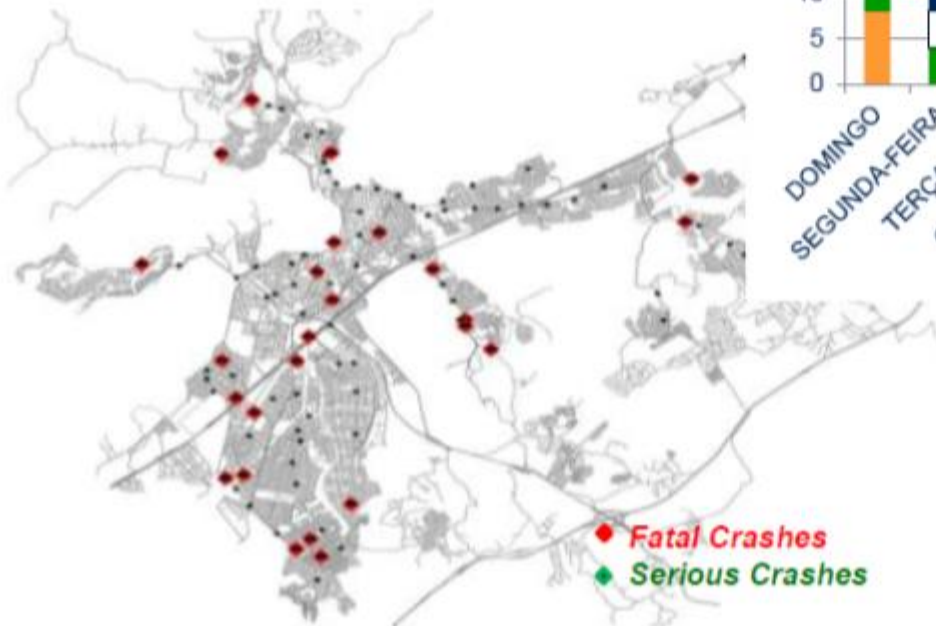
■ Civil Society

Reliable Crash Data (typical)

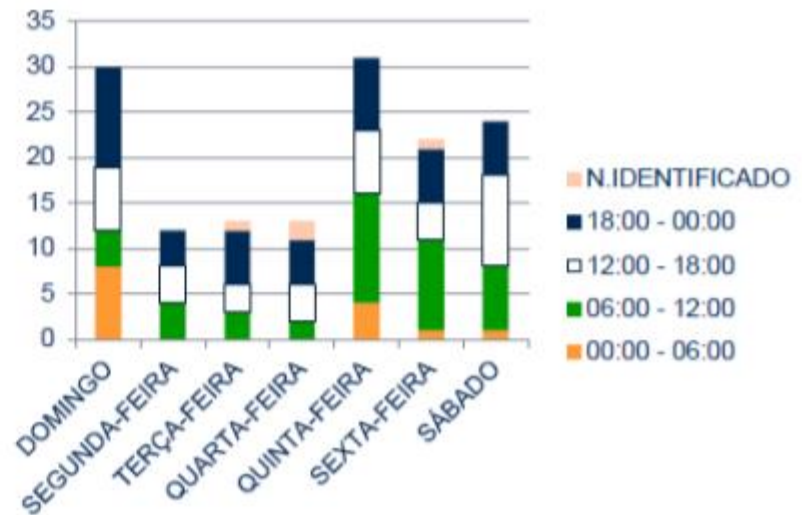


Data Collection and Analysis

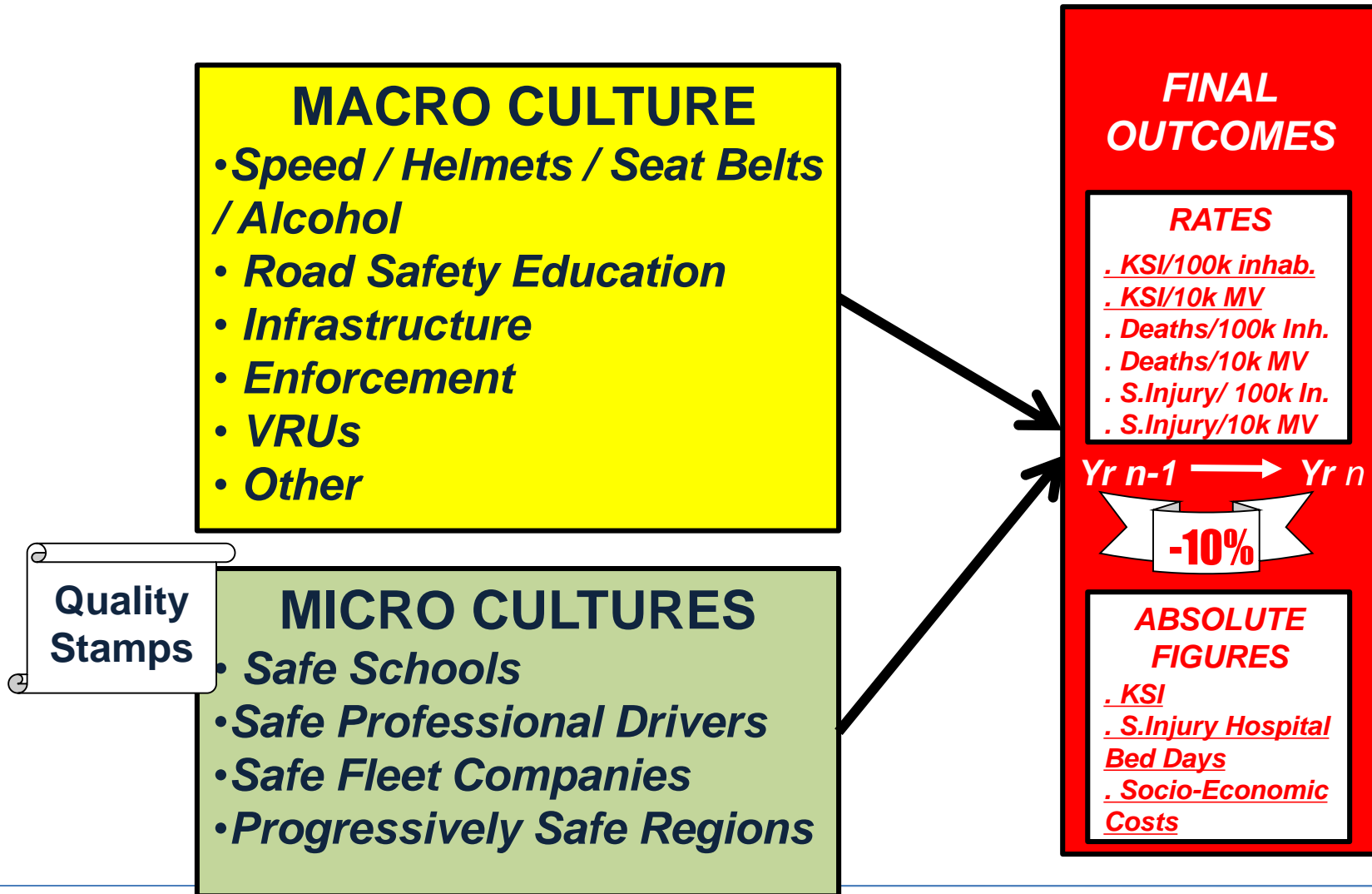
Example



3º Fator Local de Risco: Motociclistas



Integrated Road Safety Actions





Project: Motorcycles



META 48
OPERAÇÕES

REALIZADO 21
OPERAÇÕES



Enforcement “Dry Law”



1.357 OK
264 over the limit
110 people taken to the station



Electronic Enforcement



META 20
EQUIPAMENTOS

REALIZADO 22
EQUIPAMENTOS



Horizontal Signage



META
100.000 m²

REALIZADO
47.000 m²

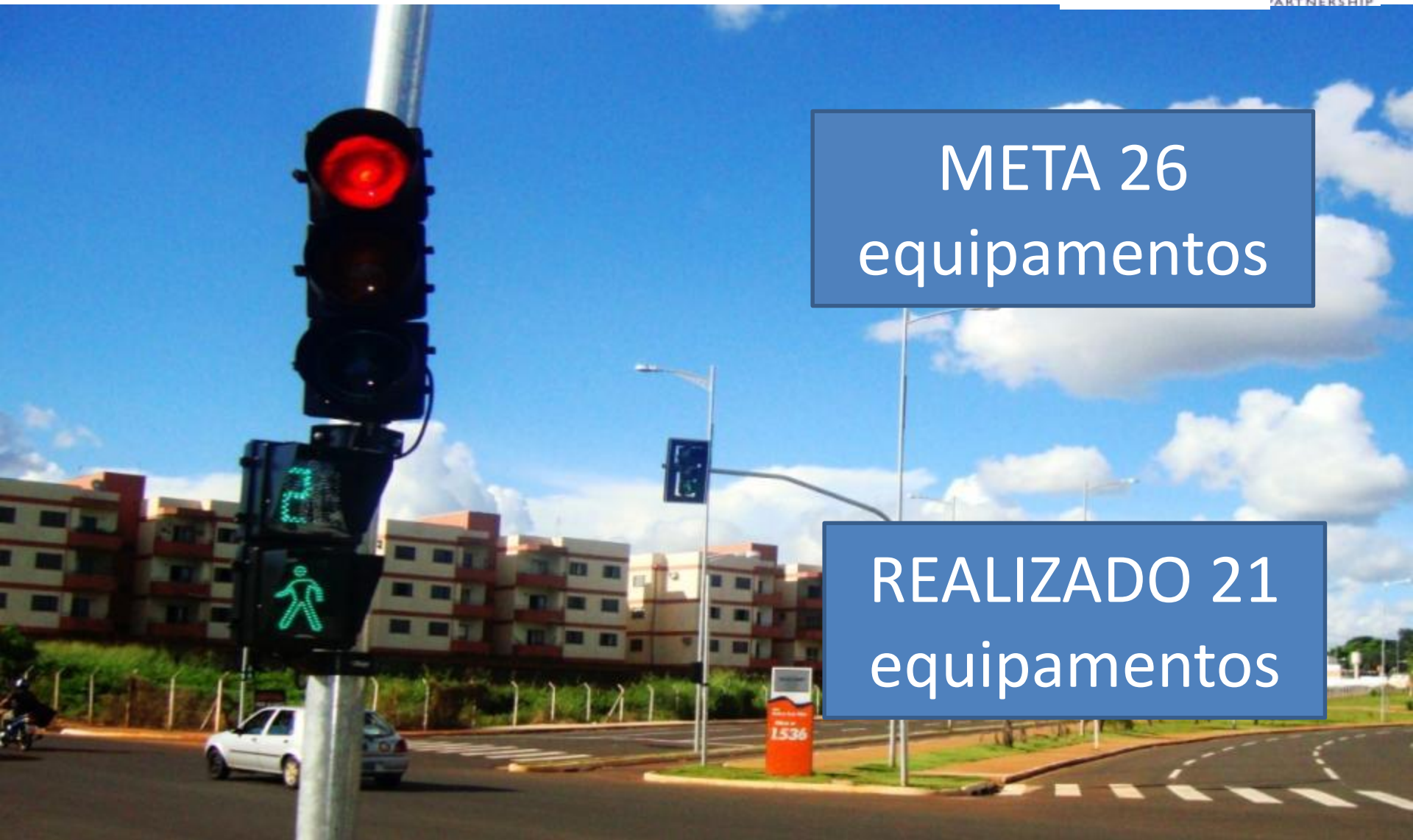


Crossing Lights



META 26
equipamentos

REALIZADO 21
equipamentos





Blackspot Treatments



Before



After





Cycle Paths



META
67 km

REALIZADO
44,64 km



Safe Schools



META 30
ESCOLAS

REALIZADO 29
ESCOLAS



AGEING PEDESTRIANS



META
7.000

REALIZADO
1.000



PROJECT "GREEN LIGHT"



GLOBAL
ROAD SAFETY
PARTNERSHIP



META: 4.000

REALIZADO: 2.859



Professional Drivers



META
5.000

REALIZADO
2.050



CHILDREN'S CLUB



META

4.000 crianças

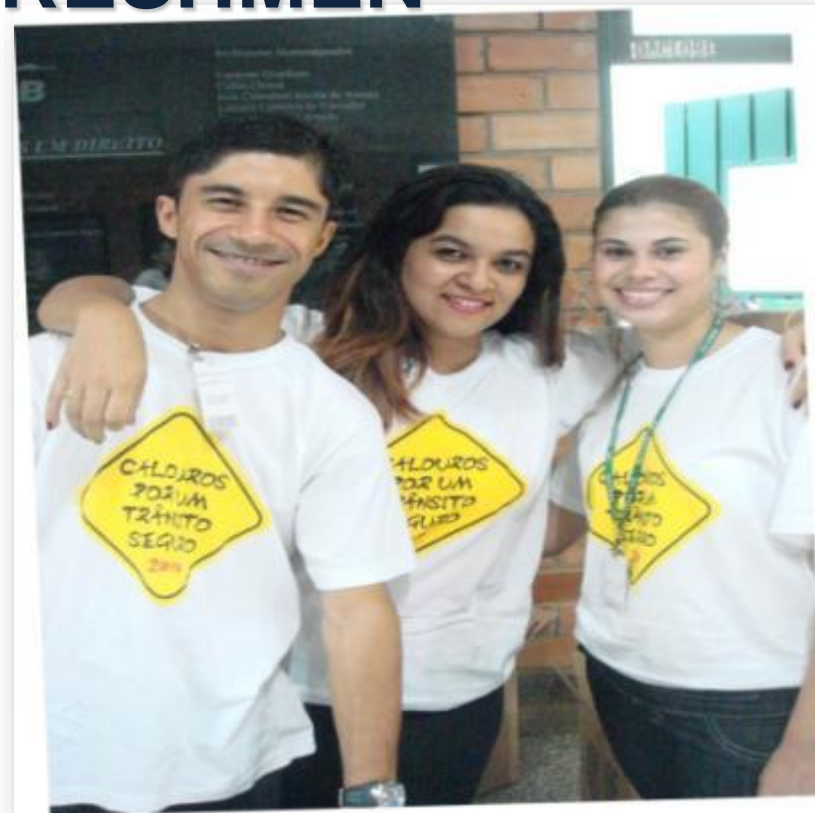
REALIZADO

1.233 crianças

UNIVERSITY FRESHMEN



META
10.000



REALIZADO
12.000



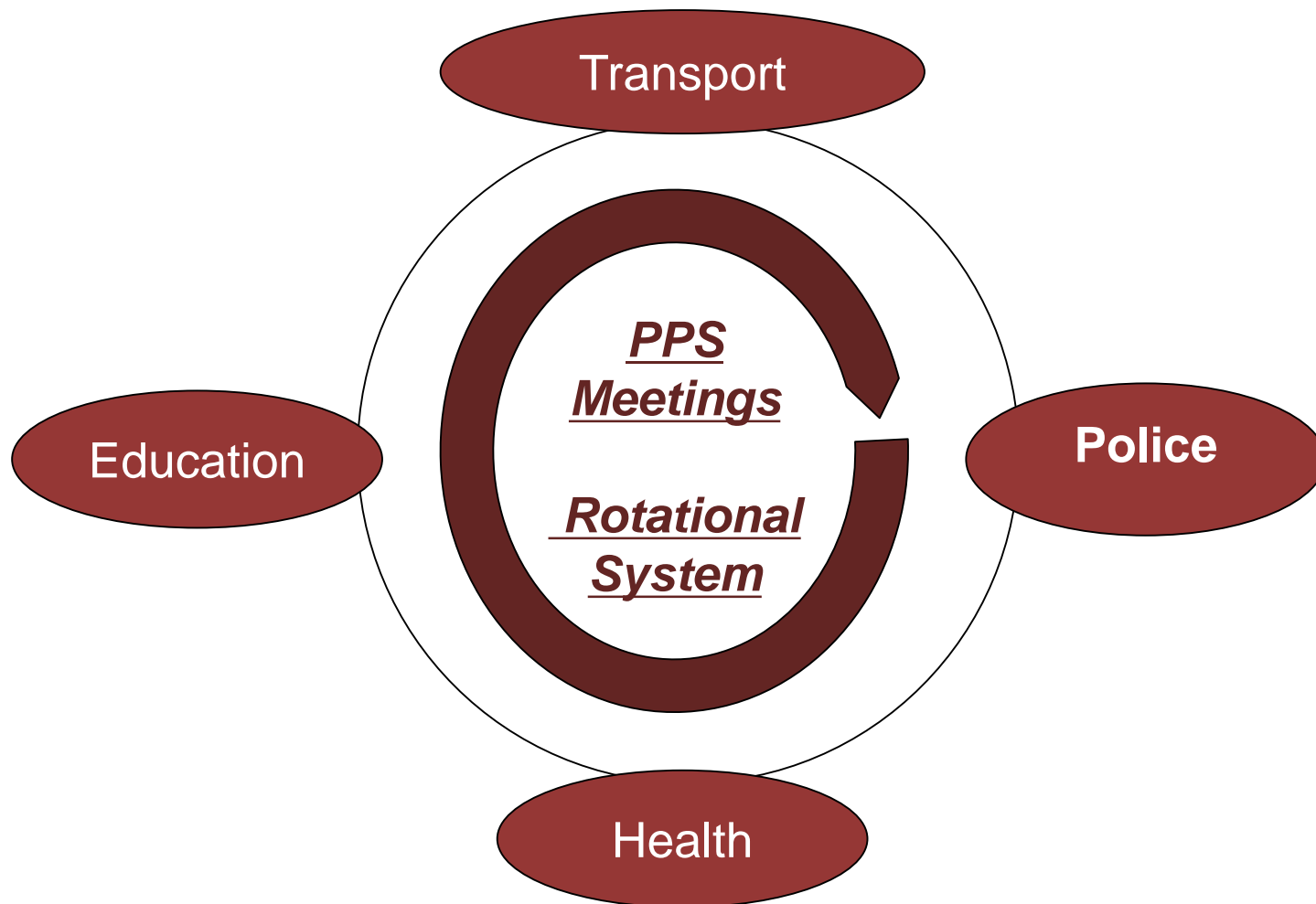
SCHOOL BRIEFINGS



META
40.000

REALIZADO
35.899

PPS Team General Meetings



PPS Team Meeting





RESULTADOS POSITIVOS





Tratamento locais críticos Avenida Gury Marques



Antes

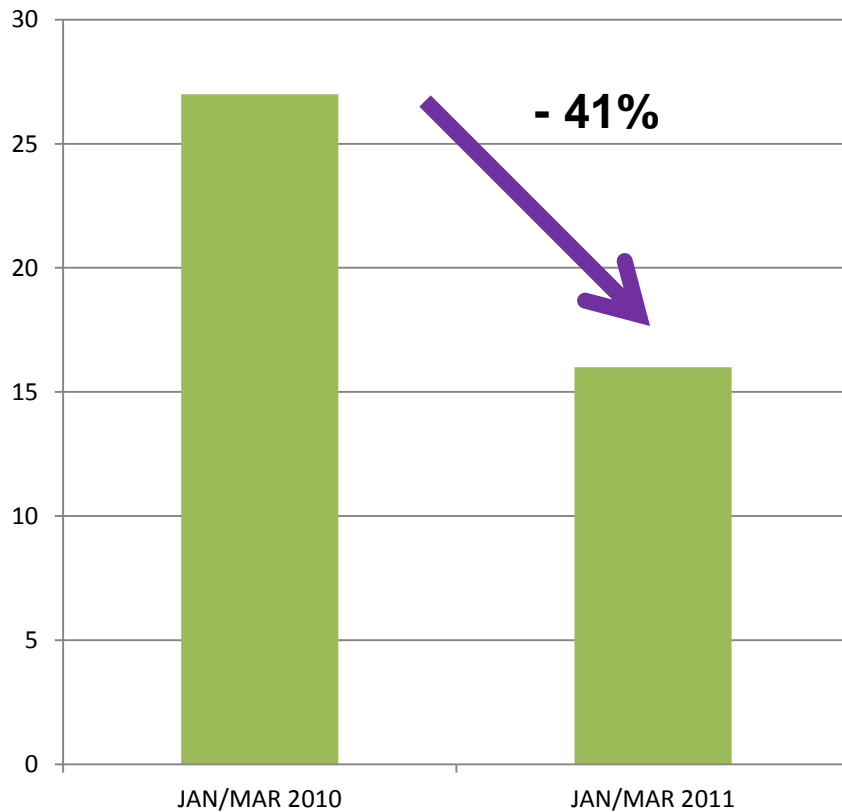


Depois

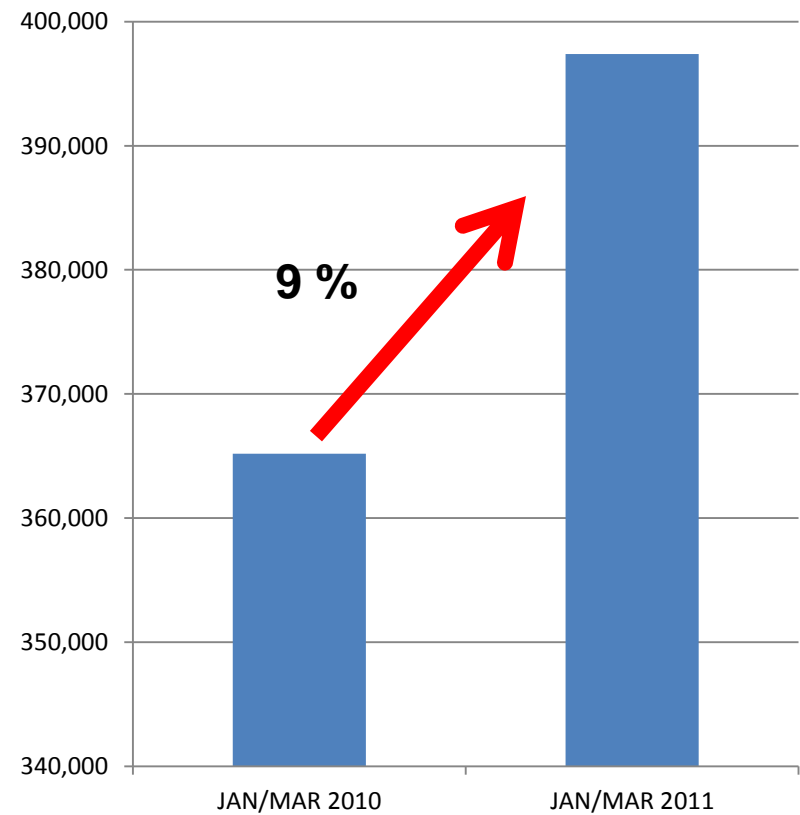




FATAL CRASHES



CITY FLEET



Quality Awards



SAFE TAXI



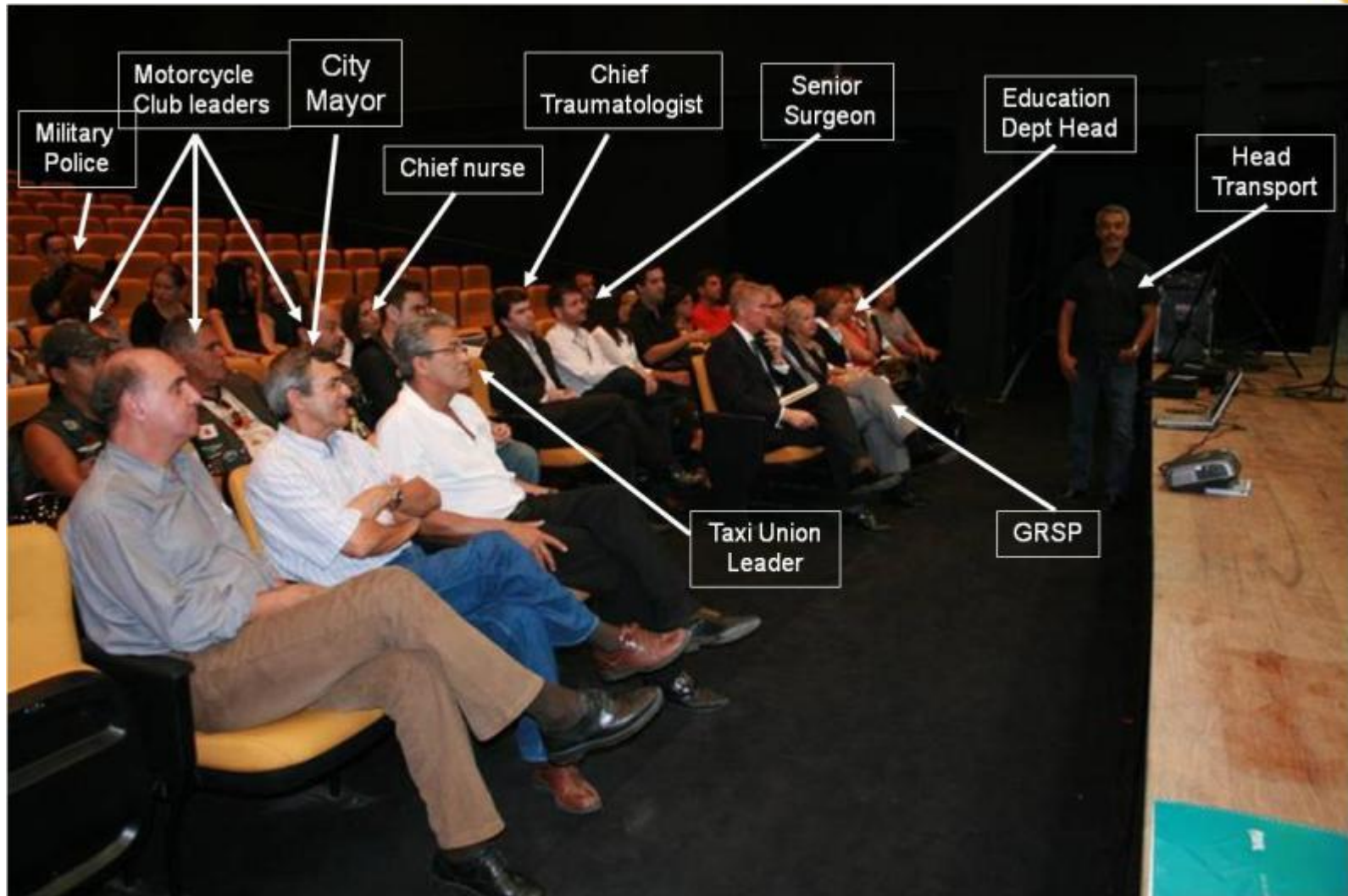
SAFE SCHOOL BUS



SAFE SCHOOL



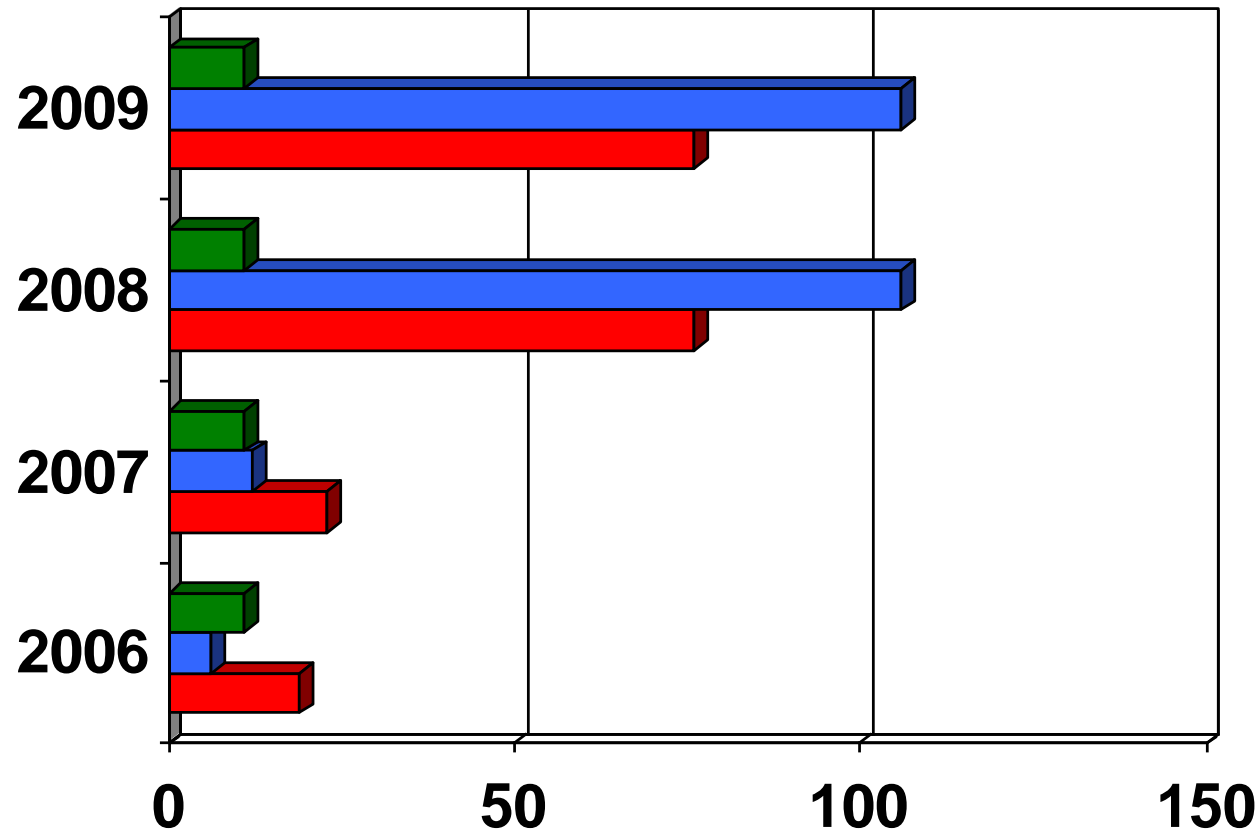
Annual Review Meeting



3 Year rolling results



Growing the number of Partners

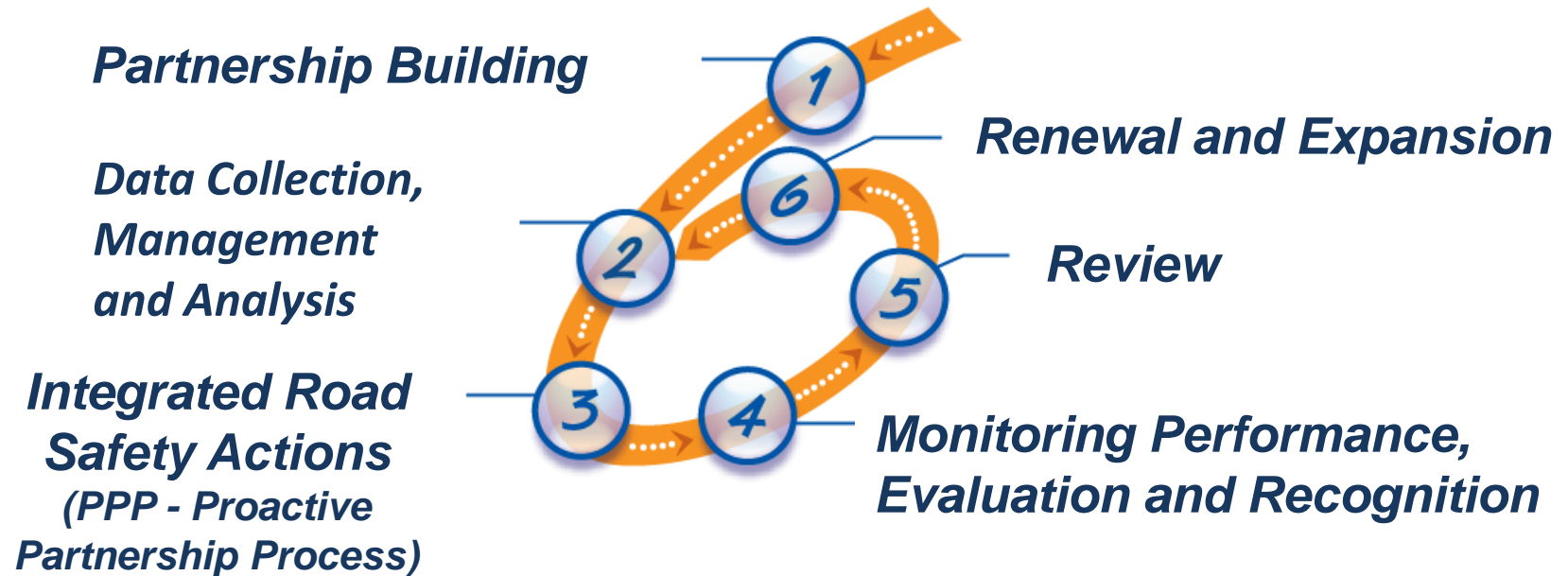


Public Sector

Private Sector

Civil Society

The PPS cycle



Prince Michael International Road Safety Award



**Moscow, 18 November
2009, from left:**

**Eduardo Cury, Mayor
São José dos Campos**

**His Royal Highness
Prince Michael of Kent**

José Cardita

Andrew Pearce

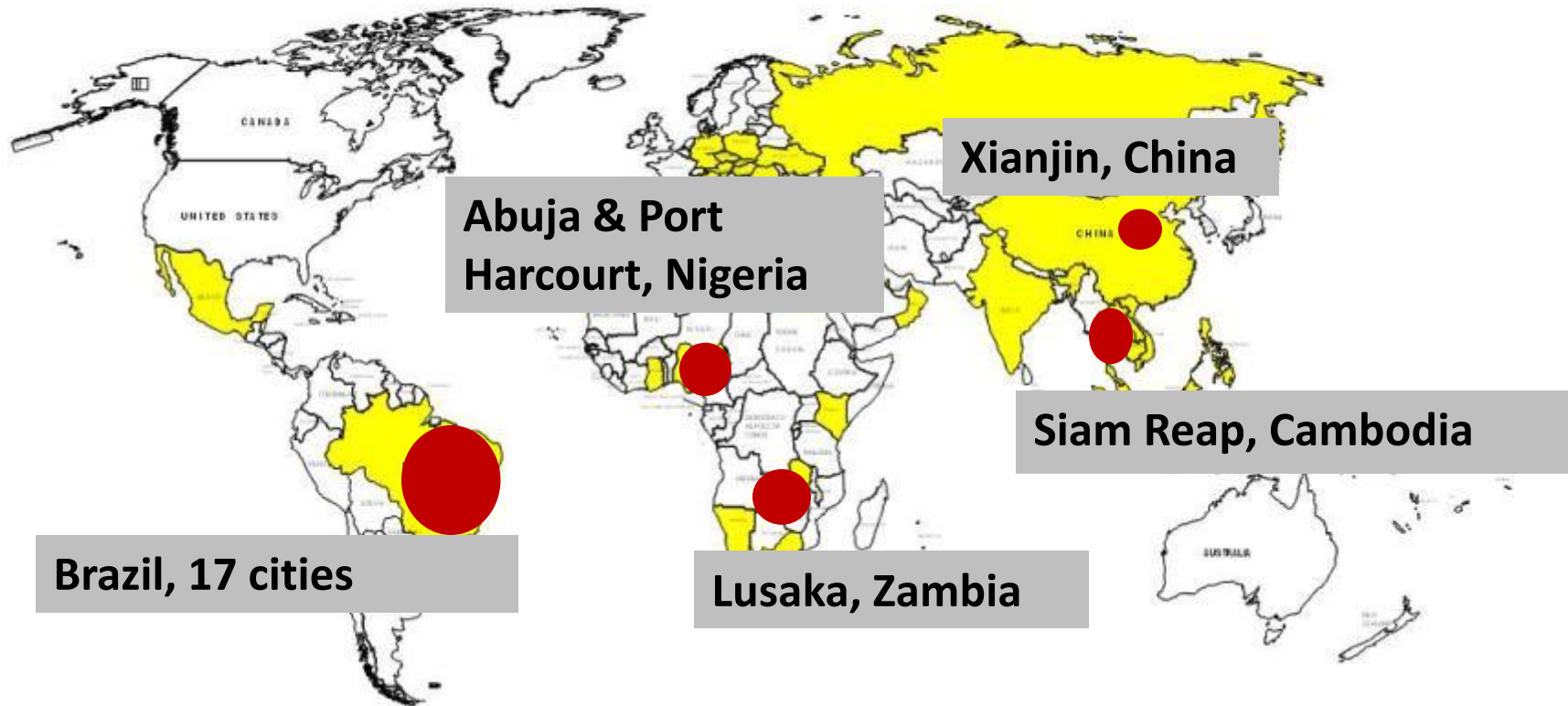
Success is an empty hospital bed



Why does it work?

- People value the quality of life in their city
- Road safety has no real enemies, and is a perfect subject for partnership work
- As people become more informed and more involved, they become more in control and more accountable
- It saves resources – big time!

Expanding the City Network



Summary

- Multi-Sector Partnerships work
- Transfer of cultural development knowledge from the business sector is possible
- Global expansion of the Proactive Partnership Strategy is happening
- Join the fun!

How Can We possibly fail?



On the way home today....



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Thank You!

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www.grsroadsafety.org

End PPS

Backup material

2009



GRSP's Decade - Summary



CREATING
GREATER
IMPACT

- Driving through the UN resolution
- Align to the Decade of Action
- Build and maintain a great global team
- Focus on partnership building, good practice delivery, global co-ordination
- Working on strategic themes and with strategic partners

2010