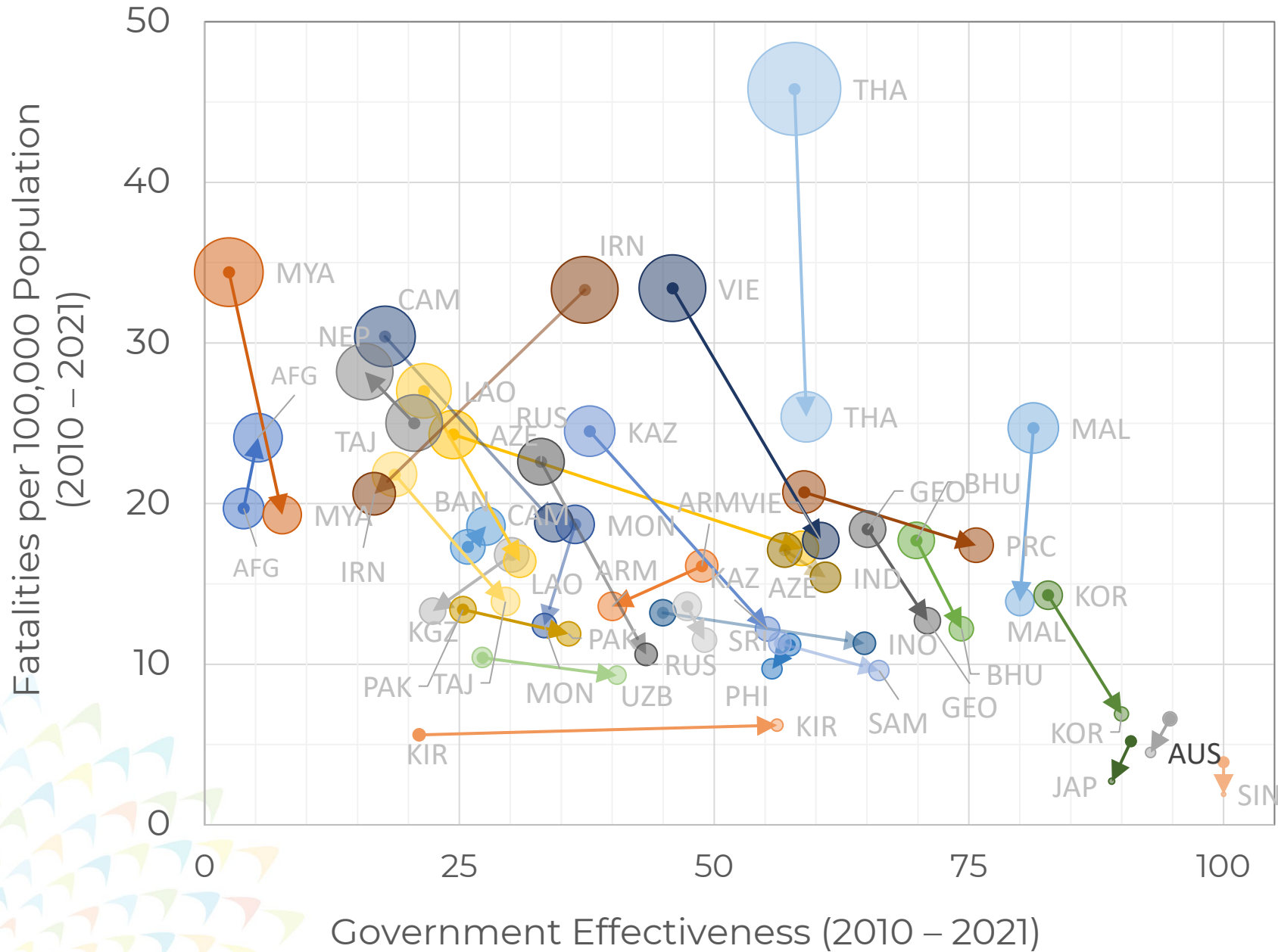


Data-Driven Road Safety Investments

Leveraging Connections, Collection, and Collaboration

Michael Anyala | Senior Transport Specialist (Road Asset Management), Transport Sector Office, ADB

A decorative graphic in the bottom right corner consisting of numerous colorful triangles in shades of blue, green, yellow, and orange, arranged in a pattern that suggests movement or data points.



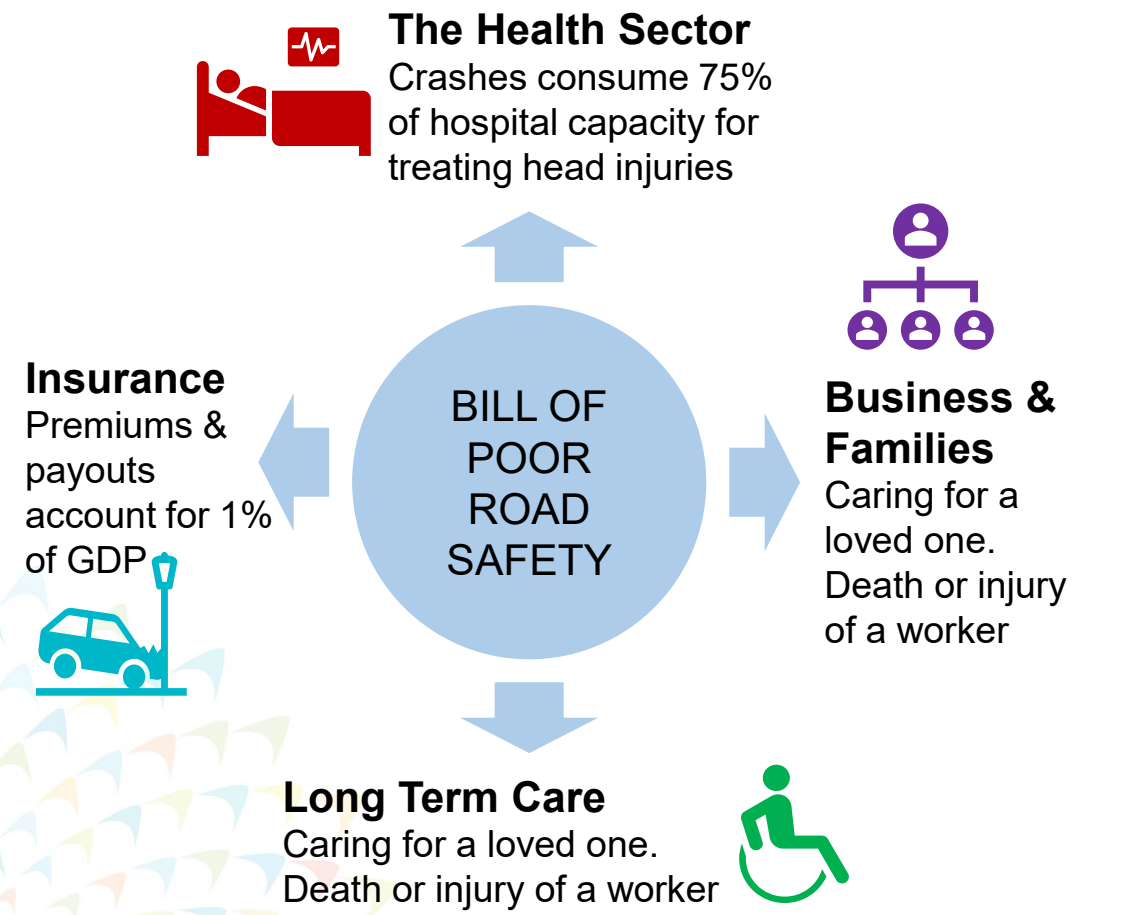
Emerging economies lose 3 – 5% of GDP annually

Just 3% of Current Annual Transport Investment Needs is Needed for Road Safety in Asia-Pacific

(1) ADB (2017). *Meeting Asia's Transport Infrastructure Needs*, (2) World Bank Group (2022). *Saving Lives Through Private Investment in Road Safety*.

Costs and Benefits of Road Safety are Disconnected

WHO PAYS



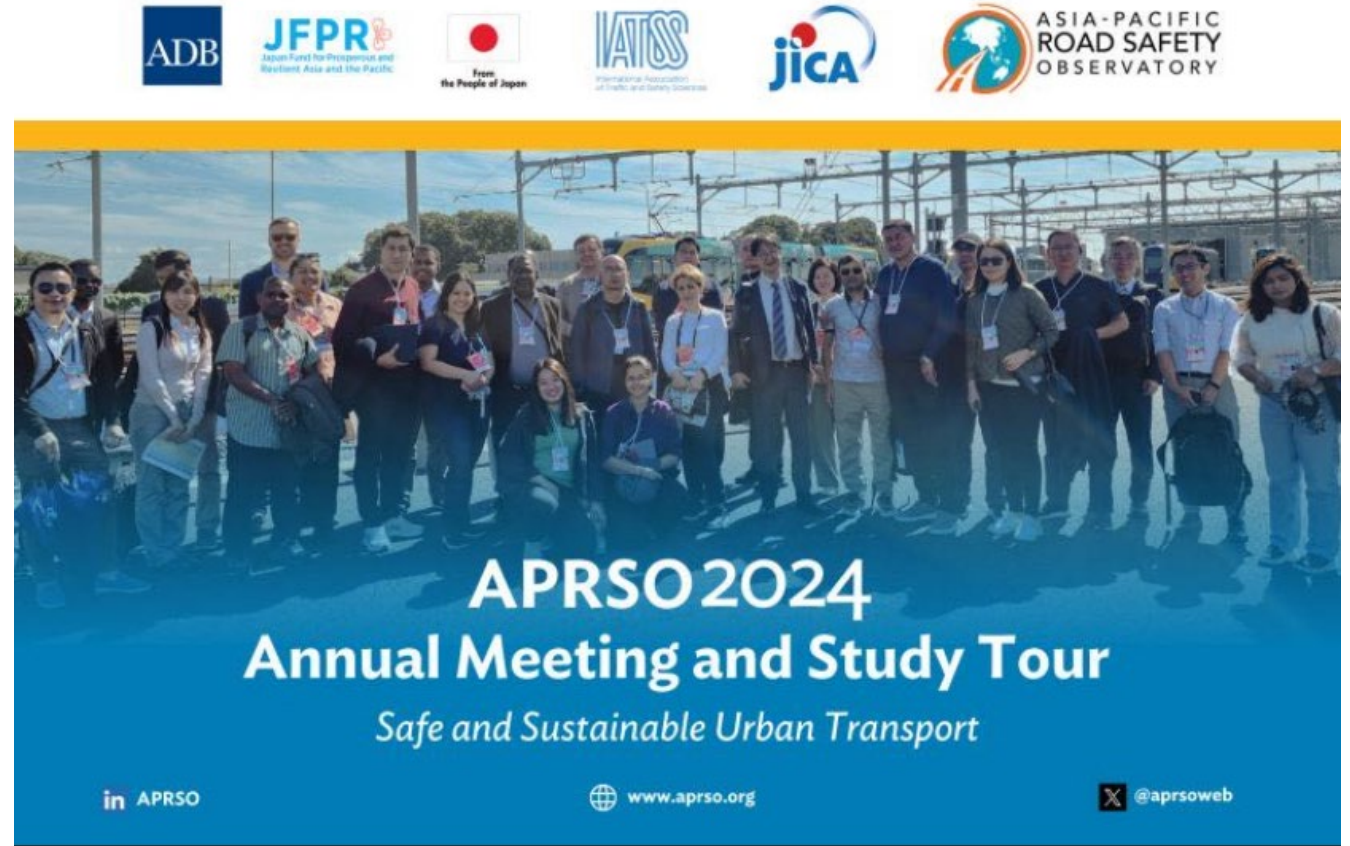
Source: Adapted from iRAP, ADB, and WB

WHERE IS THE SOURCE OF FAILURE & SOLUTIONS



Fostering Connections, Collection, & Collaboration through the Asia-Pacific Road Safety Observatory (APRSO)

- Established in 2020 by ADB, WB, UNESCAP, WHO, FCDO, FIA, and ITF.
- Focal hub for connecting road safety stakeholders in the region (27 member countries).
- APRSO has 27 country members
- Supports data collection and studies to impact road safety policies.



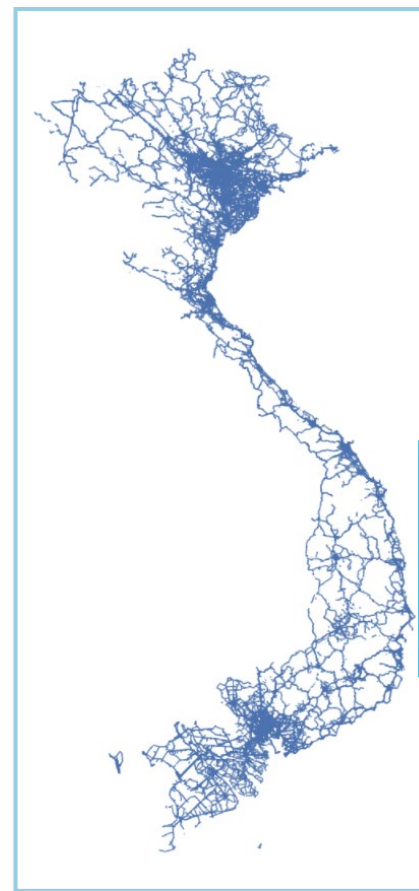
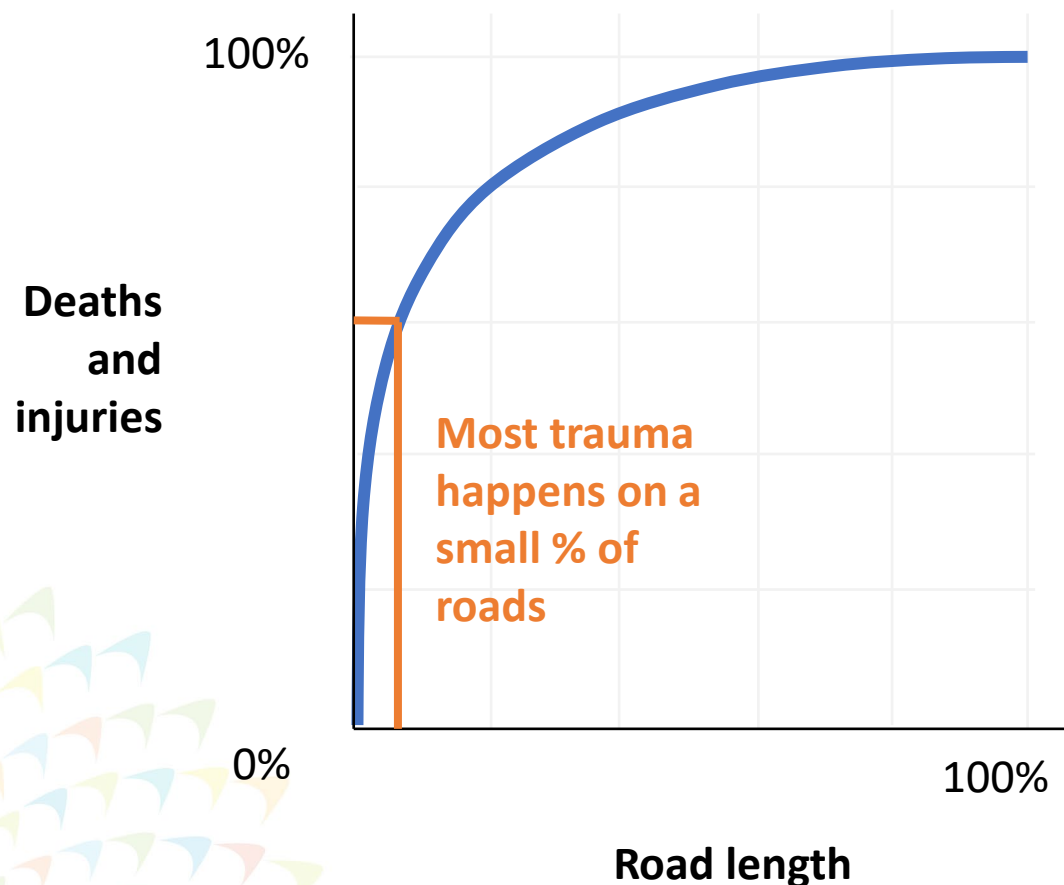
Source: ADB

Targeted Investment = Large Impact

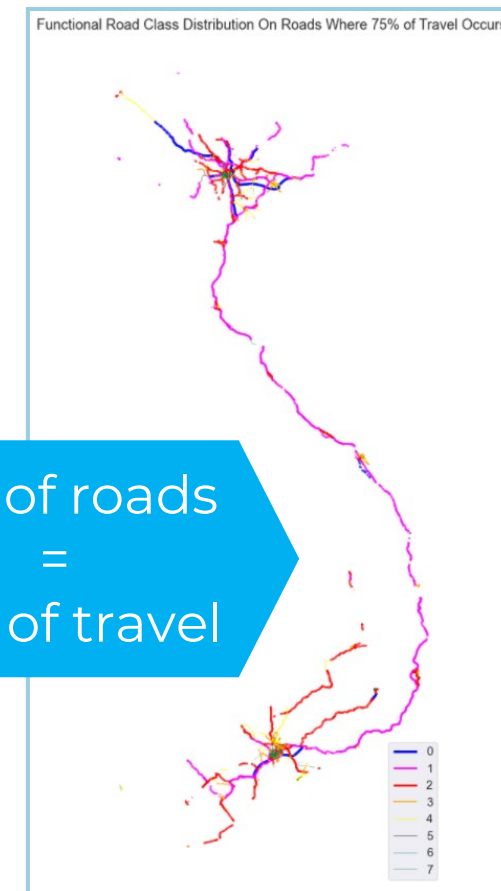


Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.


Very large impacts can be achieved by targeting a small percentage of a nation's roads



10% of roads = 75% of travel

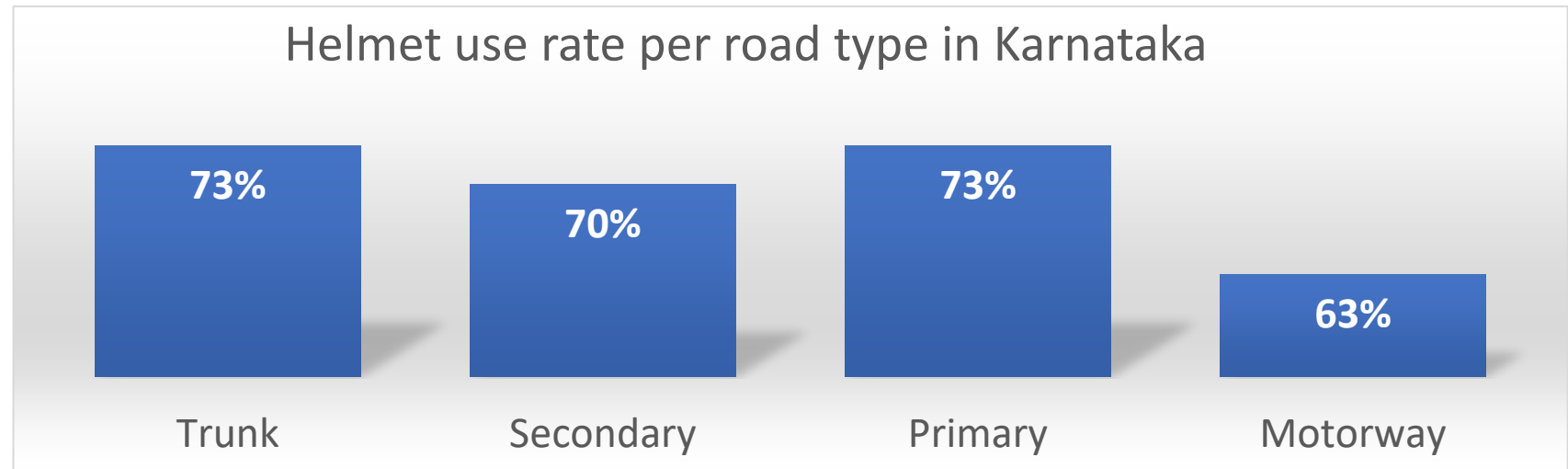


AI Helmet Detection Study

TARGET 7 2030 | **100%** 

Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.

Country / region	Motorbikes (Millions)	Persons (Millions)	Helmets (Millions)	Helmet use rate (%)
Vietnam	7.42	8.66	6.65	77%
Malaysia	1.06	1.17	0.93	79%
Luzon (Philippines)	3.37	3.97	3.40	86%
Karnataka (India)	0.57	0.67	0.48	72%
Tamil Nadu (India)	0.15	0.18	0.10	57%



Source: ADB

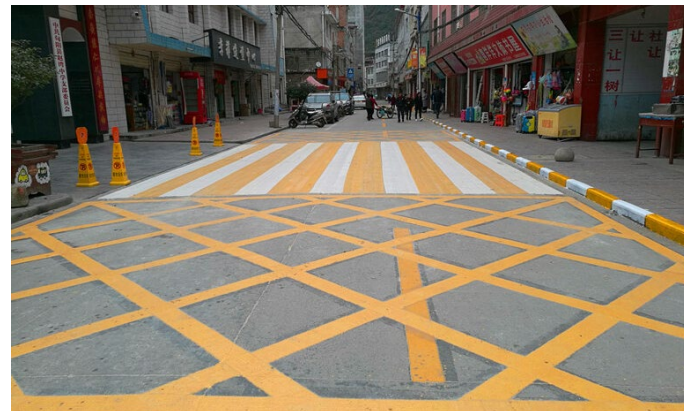
Shaanxi Road Safety Demonstration Project



陕西省交通运输厅
DEPARTMENT OF TRANSPORT OF SHAANXI PROVINCE (DTSP)

ADB

- ✓ USD 344m project implemented by the Shaanxi Provincial Transport Department and Asian Development Bank (ADB).
- ✓ Realignments, paved shoulders, safety barriers, reduced speed limits, traffic calming and pedestrian crossings across >800km of roads.



Deaths and injuries down by 33% and 53%

32 lives and 868 injuries saved annually

3-stars or better roads increased by 52%

200 professionals in training

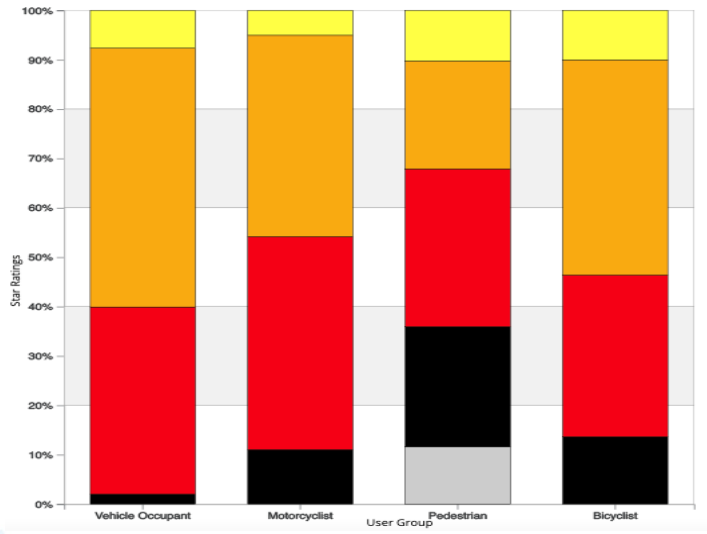
2,400 students, teachers, parents and residents in activities

Safer Designs Often Cost Just 5% More to Implement

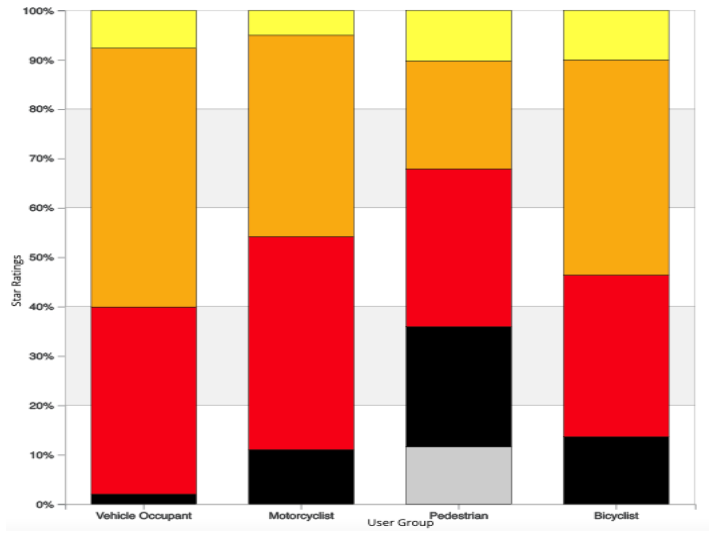
TARGET 3
2030



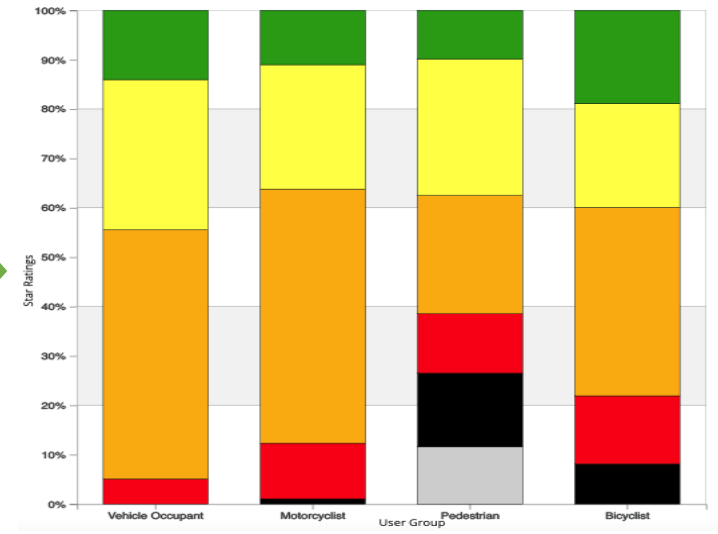
Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.



Existing road



Design version 1 –
business as usual



Design version 2 –
with audit and iRAP interventions



Least safe

Safest

Source: ADB and iRAP

We Can Find Solutions to Most Problems

Problems

Infrastructure

- Engineers hesitant to implement treatments not in design standards
- “Expensive”

Other

- Resistance to cross-departmental collaboration
 - Separate funding
 - Different KPIs
 - Lack of incentives
- Stakeholder and political support



Solutions

- International evidence base (ChinaRAP/iRAP)
 - Local, capable technical team
 - Pilot project evidence
 - Measurable outcomes / economic analysis
 - Ministry endorsed a guideline document for road safety treatment
-
- National program/agenda aligned
 - Leadership
 - Champion within government
 - Bring the right people to the table
 - Communication for collaboration
 - Relevance of content to other stakeholders/partners

Thank You

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