



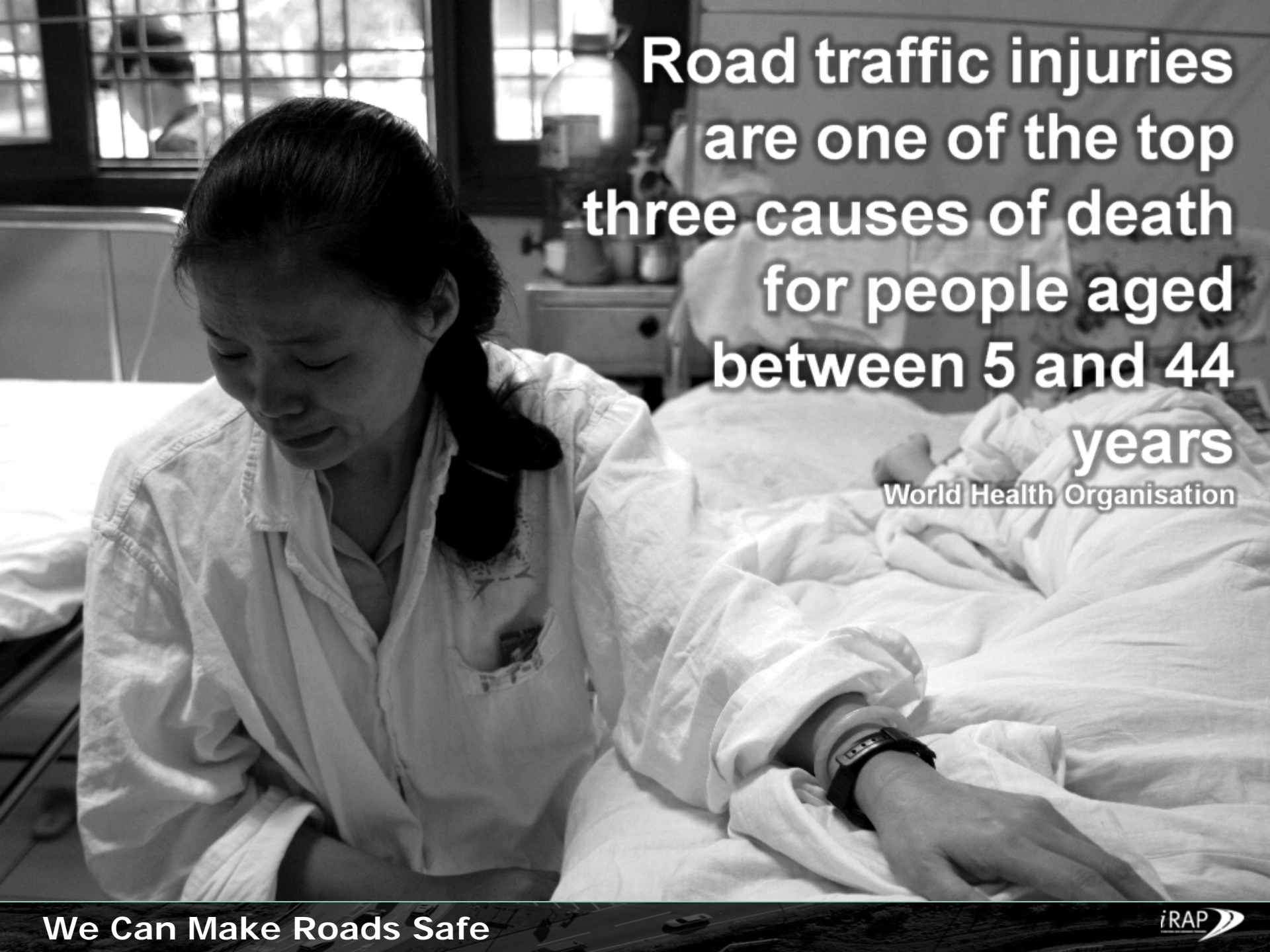
We Can Make Roads Safe



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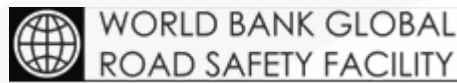
**Road traffic injuries
are one of the top
three causes of death
for people aged
between 5 and 44
years**

World Health Organisation

About iRAP

Not-for-profit working in partnership with government and non-government organisations to:

- assess high-risk roads and create targeted safety plans
- provide training, technology and support
- track road safety performance.

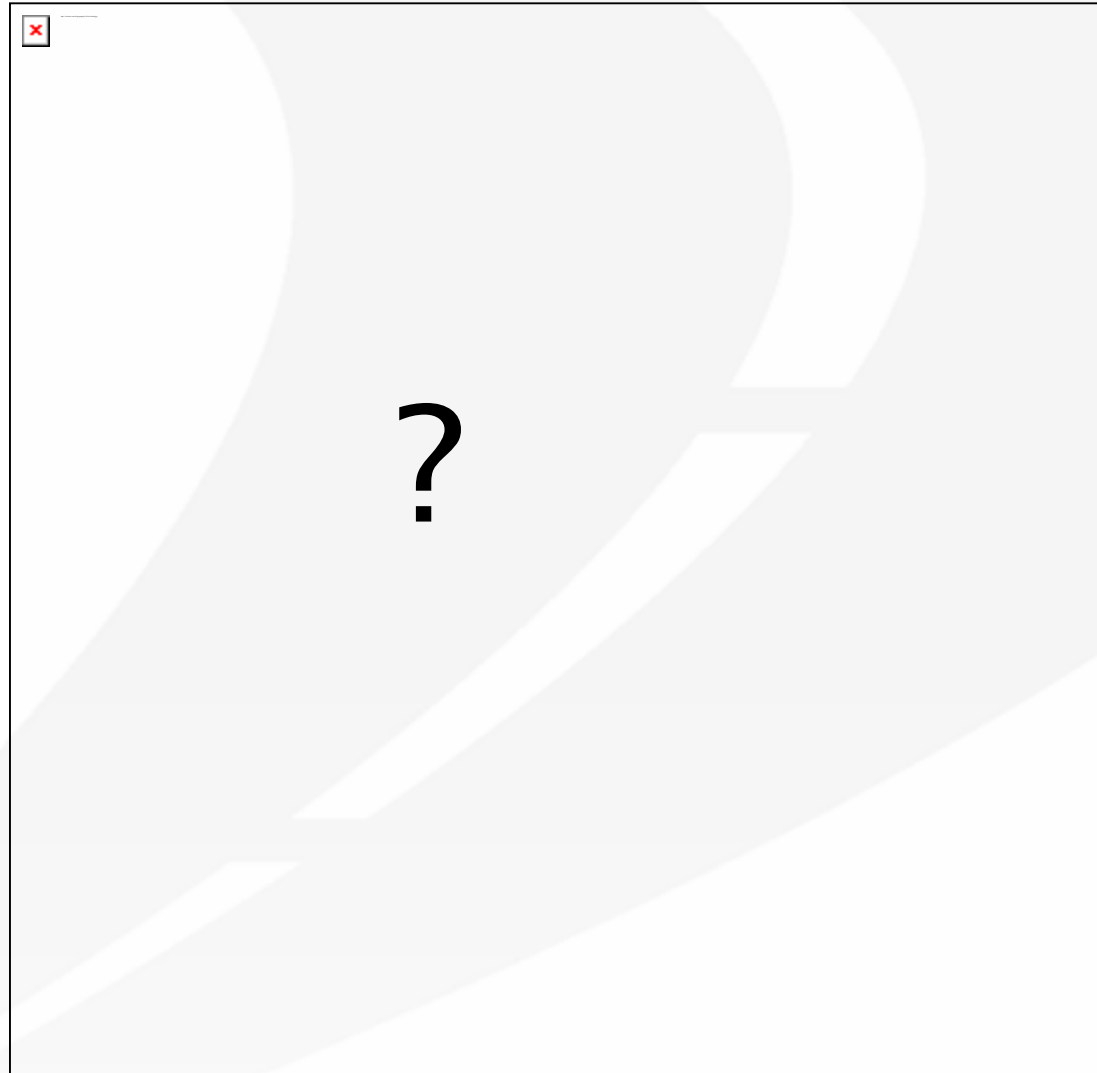


The Safe System

A shared responsibility



How do we make decisions without crash data?



We know vehicles kill vulnerable road users



We know vehicles kill vulnerable road users



We know severe roadsides kill



We know undivided roads kill



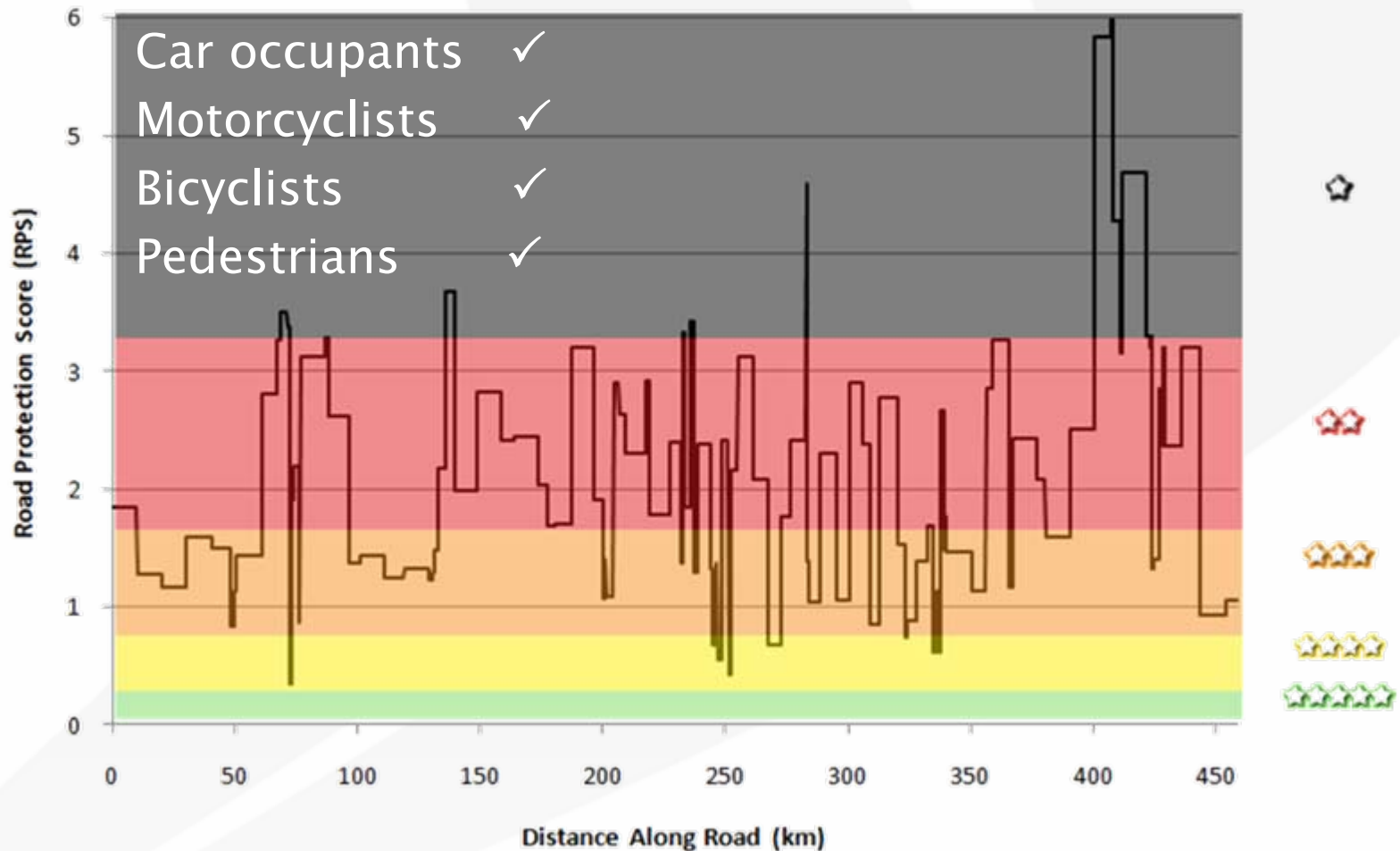
Road inspections and rating

- Detailed digital images
- 30+ features assessed every 100m



Star Ratings:

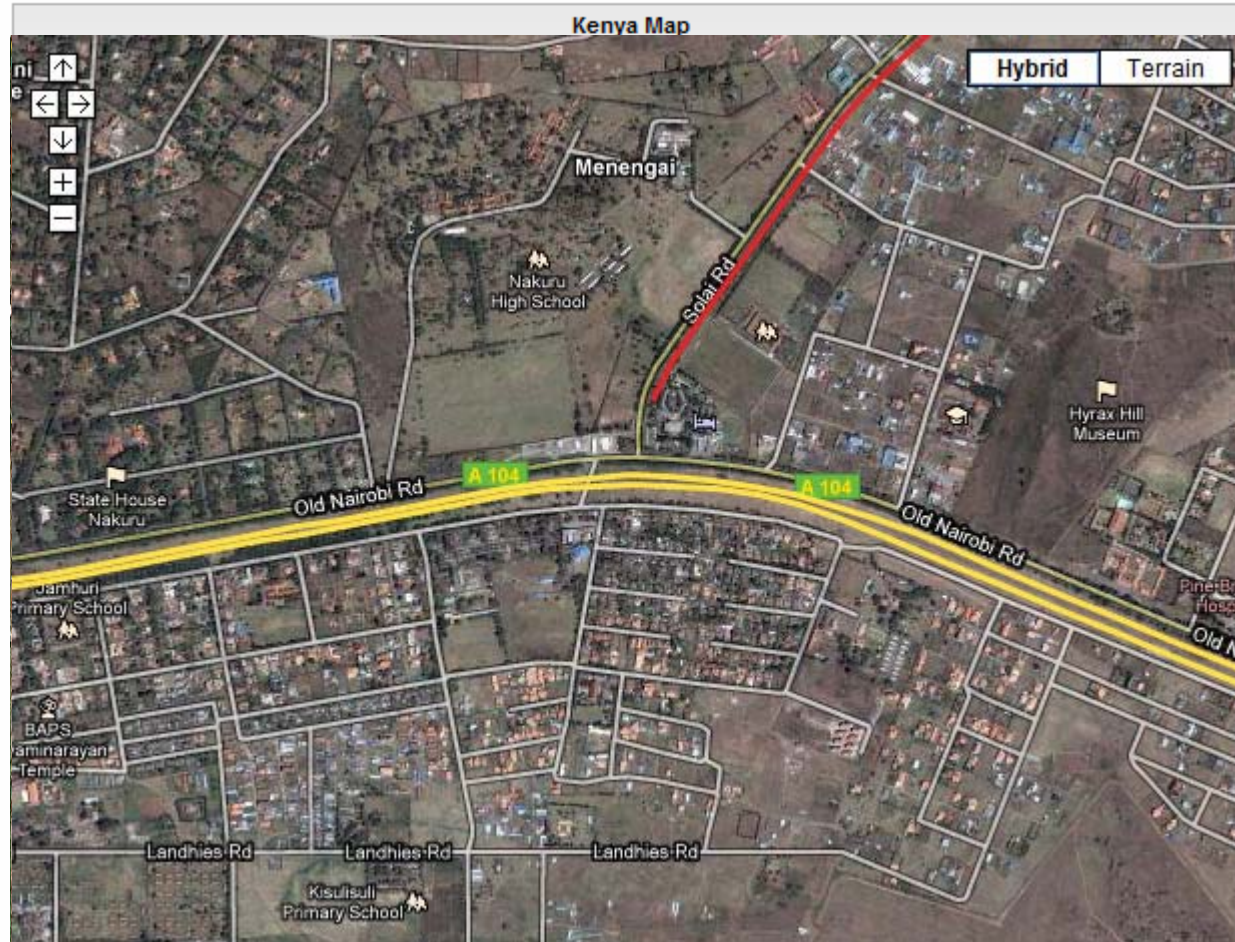
Simple and objective measure of the level of safety which is 'built-in' to the road



Star Ratings

iRAP Kenya Road Safety Report

View: Car RPS Star (Smoothed) ▾



Kenya Fast Facts

Population	37,953,840
GDP per Capita	KSh 125,921
Road Network	63265km
Fatalities (2008)	4000
Serious Injuries (2008)	44000
Est. Crash Cost	KSh 1
Traffic Mix	-



70 proven countermeasures

- Engineering 'triggers' and sense checks
- Deaths and serious injuries prevented calculated
- Minimum criteria set (e.g. BCR > 5)
- Economic return determined



Selected countermeasures

\$US
Benefits over 20 years

Sites/
Length

KSI
Saved

\$ / KSI
Saved

BCR

Safety barriers

Kenya

200 km

13300

\$900

21

Safer Roads Investment Plans

iRAP Malaysia Safer Roads Investment Plan (summary view)



We Can Make Roads Safe

A Decade of Action for Road Safety

5%

Target high-risk roads

-25%

Target high-risk roads

1,000,000

Deaths and serious injuries prevented each year

US\$70,000,000,000

Annual economic benefit

Thanks to the gTKP for supporting this presentation

The Global Transport Knowledge Partnership:

One stop for global transport knowledge

The screenshot shows the homepage of the Road Safety Toolkit. At the top, there is a navigation menu with links for Home, Crash Types, Road Users, Treatments, Governance, and About. Below the menu is a large banner image of a road construction site with the text "Make Roads Safe. Reduce Road Traffic Injuries." and a search bar. The main content area features logos for IRAP, gTKP, and the World Bank Global Road Safety Facility. A central text block states: "The Road Safety Toolkit provides free information on the causes and prevention of serious road crashes. Building on decades of road safety research, the Toolkit helps engineers and planners develop safety plans for car occupants, bicyclists, pedestrians, heavy vehicle occupants, motorcyclists and public transport users. The Road Safety Toolkit is the result of collaboration between the International Road Assessment Programme (IRAP), the global Transport Knowledge Partnership (gTKP), the World Bank Global Road Safety Facility and ARRB Group." To the right, there is a "Quickfind" section with a search bar and a list of topics: Car Occupants, Central Turning Lane - Full Length, Intersection - Right Turn Lanes (Signalised), Parking Improvements, and Vehicle Maintenance & Roadworthy Checks. Below this is a "Stay informed" section with a "Sign up here" button. At the bottom, there are two featured sections: "Did you know?" with a traffic cone icon and a "Latest Case Study" with a folder icon. The footer includes the ARRB logo, copyright information for IRAP 2009, and links for "Help Us Improve this Service" and "Legal Notice".

www.irap.org/toolkit



www.gtkp.com



We Can Make Roads Safe

