There is a growing awareness that the current road safety situation constitutes a crisis with devastating health, social and economic impacts. Each year approximately 1.3 million people die globally as a result of road traffic collisions, equating to more than 3500 deaths each day. More than half of these people are not travelling in a motor vehicle.

In eThekwini approximately 61,000 accidents were recorded in 2011, in which over 460 people died, and resulted in more than 11,500 casualties. This equates to 170 traffic accidents each day in eThekwini, with on average at least one fatal accident per day. On average, 15 pedestrian collisions occur each day.

The eThekwini Transport Authority is responsible for the development, coordination and implementation of the Road Safety Plan in eThekwini. The Plan provides a broad programme of action. Needless to say the success of the plan is dependent on the commitment of all stakeholders.

UNITED NATIONS DECADE OF ACTION ON ROAD SAFETY

The United Nations declared the period 2011 to 2020 as the “Decade of Action” on road safety, and defined the following pillars for the development of actions on road safety:
The key accident statistics in eThekwini can be summarised as follows (average for the period 2008 to 2010):

- 67 000 accidents per year (185 per day)
- 22 000 casualties per year (61 per day)
- 560 fatalities per year (1.7 per day)
- 340 pedestrian fatalities per year (60% of fatalities) – almost a pedestrian a day.

Minibus taxis and Heavy Goods vehicles are overrepresented in fatal accidents and together account for 25% of all fatal accidents.

**VISION**
To create a city with a road safety culture that will lead to a reduction of injuries and fatalities on the roads and improve the community’s quality of life.

**MISSION**
To reduce the fatalities in eThekwini by a minimum of 15% over the next 5 years.

**AIMS**
- To address the road safety problems within the municipality in such a way that sustainable partnerships between the municipality, the business sector and civil society are formed.
- To use international best practice guidelines for the management of key road safety risk factors as recommended by the World Health Organisation.
- Provide a focus on road safety and to ensure that road safety underpins all transportation policy measures in the Council.
- Highlight the scale of the deaths and injuries that are occurring at present on the Council’s road network.
This graph shows the number of fatalities per road user group.

Pedestrian accidents represent 11.9% of accidents, but more than 60% of fatal accidents. Pedestrian accidents are thus a concern both in terms of numbers and severity.
Pedestrian fatalities remain the biggest challenge in eThekwini and represents close to 60% of all deaths. A high proportion of these fatalities are on freeways. On average 3% of all pedestrian accidents occurred on freeways, while between 18% and 25% of fatal pedestrian accidents occurred on freeways. Minibuses are involved in 10% to 11% of accidents and are overrepresented in fatal accidents (17% to 18%).

What has been ETA’s success in terms of Road Safety?

The eThekwini Transport Authority succeeded in making good progress with the reduction of fatal accidents in spite of the pressure put on the transport system, with a population growth in the city of approximately 450 000 over the past 10 years.

The following are key achievements that highlight the success of the previous road safety plan (2005-2010):

- There has been a 12% decrease in the total number of accidents reported in eThekwini in 2011 compared to 2008 data.
- Road safety management activities encouraged community involvement.
- Road safety infrastructure improvement (traffic calming and sidewalks) were implemented in the vicinity of all schools in eThekwini.
- Road safety education projects were successfully implemented in Primary Schools and resulted in a 21% reduction in child pedestrian accidents in the vicinity of schools.
- Road traffic data was used in the identification of hazardous locations.
PEDESTRIAN ACCIDENT OCCURRENCE
(2009 - 2011)

NOTE:
*Equivalent Accident Number
Fatal = 12
Serious = 8
Slight = 3
DAMAGE = 1

LEGEND
National Roads

3416 Total Pedestrian Accidents
98 Fatal Pedestrian Accidents
15191 EAN (Equivalent Accident Number)
PROACTIVE PARTNERSHIP STRATEGY

The Proactive Partnership Strategy (PPS) has been implemented successfully in various cities globally. It has been created specifically for use in municipalities and is based on sustainable partnerships between government, business and civil society. By creating and strengthening links between these three sectors, road safety interventions will improve via increased resources, better management, greater innovation and knowledge sharing. The PPS model has been used effectively in many Brazilian towns and is successful in helping communities to make effective progress on what can be realistically achieved in injury prevention.

MANAGEMENT STRUCTURE

In line with the Proactive Partnership Strategy, working groups are proposed that will address the different areas of road safety. The structure of the working groups is shown in the adjacent figure:
IMPLEMENTATION PLAN

A total of 9 key programmes have been developed to address the road safety issues in eThekwini.

PROGRAMME 1: PARTNERSHIPS AND WORK GROUPS
The establishment of sustainable partnerships between the municipality, the business sector and civil society. These partnerships will be formed through dynamic and continuous improvement processes guided by the principles of the United Nations Decade of Action as well as the South African National Road Safety Strategy 2011-2020. By creating and strengthening links between these three sectors, road safety interventions will improve via increased resources, better management, greater innovation and knowledge sharing.

PROGRAMME 2: DEDICATED ROAD SAFETY AWARENESS AND MARKETING CAMPAIGN
Drive marketing campaigns and research appropriate technological interventions to raise public awareness.

PROGRAMME 3: CBD AREA PEDESTRIAN SAFETY
23% of pedestrian fatalities occur in the CBD, which is a high conflict area. This problem will be pursued through appropriate engineering measures, enforcement measures, technology, awareness and partnerships.

PROGRAMME 4: PUBLIC TRANSPORT ACCIDENTS – PROACTIVE FEEDBACK TO ASSOCIATIONS AND THE TRANSPORT INDUSTRY
The special intervention project proposed for the public transport industry comprises an integrated and co-ordinated approach to regulate and manage the industry and to enhance Public Transport Development Training.

PROGRAMME 5: ARTERIAL AND DISTRIBUTOR ROUTES AND SPEED MANAGEMENT
Address the major arterials and distributors with highest accidents and assess interventions to determine engineering interventions. 60% of all accidents occur on distributor roads.

Combined engineering solutions with a programme of speed cameras to address speeding along arterial routes and major distributor routes will be considered.

PROGRAMME 6: SAFETY IMPROVEMENTS ON FREIGHT ROUTES
The M7 has been identified as a route which experiences a high rate of freight accidents. A detailed assessment of the M7 will be carried out to determine the appropriate interventions that can be implemented to reduce heavy vehicle related accidents. Enforcement measures will also be investigated and implemented.

PROGRAMME 7: SAFETY AROUND SCHOOLS
The current safety programme around schools will continue, including the awareness campaigns. The programme of the Province, ETA and the Metro Police will be integrated to better utilise existing resources to reach a higher penetration among scholars.

PROGRAMME 8: SAFETY ON RESIDENTIAL ROUTES
20% of all accidents occur on local and collector routes in residential areas. Engineering and Non-Motorised Transport (NMT) improvements will be considered on roads with high accident numbers in accordance with council policy. The provision of sidewalks and traffic calming will be the focus of this programme.

PROGRAMME 9: PEDESTRIAN SAFETY ON FREEWAYS
The improvement of pedestrian safety on freeways will be taken up with the South African National Roads Agency Limited (SANRAL) through regular liaison. Pedestrian fatalities on freeways make up 25% of pedestrian fatalities and interventions most likely through engineering and education will be pursued in conjunction with SANRAL. There are locations where informal communities live close to the freeways, and tend to cross the freeways at grade. Appropriate measures need to be considered to reduce potential fatalities amongst these communities related to them crossing freeways.
These programmes are to be implemented in phases over the five-year period:

<table>
<thead>
<tr>
<th>No.</th>
<th>Projects and Programmes</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
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<td>3</td>
<td>CBD area pedestrian safety</td>
<td>Design and planning</td>
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<td>Minibus taxis</td>
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<td>5</td>
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Note: The table represents the implementation phases for each programme over the five-year period. Each programme is listed with its corresponding projects and the schedule for each phase (Q1, Q2, Q3, Q4) across the five years (Year 1 to Year 5).
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<tr>
<th>Programme</th>
<th>Year 1</th>
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ETHEKWINI TRANSPORT AUTHORITY

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