

ROAD OF CONFIDENCE

**DRAFT PILOT PROGRAMME OF THE
IMPROVEMENT OF TRAFFIC SAFETY ON THE
NATIONAL ROAD NO 8**

STAGE I – YEAR 2007

ROAD OF CONFIDENCE

Idea

Human health and life are the values of overriding importance.

We are jointly responsible for the safety on Polish roads.

We are doing everything within our power to use our potential and implement measures which contribute to the decrease of quantity of incidents on roads and the risk of loss of health or life by their users and those living in the vicinity of roads.

The „Road Eight – Road of Confidence” Programme implemented on the National Road No 8 is, *inter alia*, the aspect of such activity.

ROAD OF CONFIDENCE

Objectives

Strategic objective

REDUCTION OF THE NUMBER OF CASUALTIES OF EVENTS AND ACCIDENTS ON THE NATIONAL ROAD NO 8 IN 2007...

... ON EIGHT OTHER NATIONAL ROADS NO 1,2,3,4,5,6,7,9, IN 2008 ...

... ON EIGHTY REMAINING NATIONAL ROADS IN 2009.

ROAD OF CONFIDENCE

OBEJCTIVES

Operational objectives – 2007

I.

- Informing the society about the intention to introduce the Programme and its constituent parts
- Informing the local communities living in the vicinity of the National Road No 8 about the Programme elements, which will have direct and indirect impact on their everyday living
- Initiation of a short social discussion on the Programme proposed
- Obtaining social acceptance of the Programme implementation

II.

- Implementation of the „ROAD EIGHT – ROAD OF CONFIDENCE” Programme in the communicational - from 15.06.2007 and engineering – from 22.06.2007 aspects
- Implementation of intensive engineering activities 22.06.2007 – 30.11.2007
- Implementation of intensive and effective campaign communicating the introduction of the Programme and its constituent parts – 15.06.2007 – 30.08.2007

III.

- Analysis of the Programme measures effectiveness – conclusion, suggestion of modifications, amendments

IV.

- Possible repetition of the campaign in the November – December 2007 period

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ROAD OF CONFIDENCE – Implementation of objectives

Methods

- **Engineering activities**
- **Programme communication**

ROAD OF CONFIDENCE – Methods

Engineering activities I

Speed limitation

- **Making the speed limits on the National Road No 8 more realistic and reintroduction of the reputation/significance !!! of road signs.**
- **Placement of increased number of photo-radars on the whole Road No 8.**
- **Increasing the effectiveness of imposing and enforcing fines.**

ROAD OF CONFIDENCE – Methods

Engineering activities II

Separation of pedestrian traffic from vehicle traffic

- **Implementation of safe (on-ground, ground and underground) passageways and their visible marking and lighting.**
- **Fitting of safety railing for pedestrians in the vicinity of buildings and establishments open to the public located directly at Road No 8.**
- **Fitting of railing separating pedestrian traffic from vehicle traffic along the sidewalks in small towns crossed by the Road No 8.**

ROAD OF CONFIDENCE – Methods

Engineering activities III

Safer road intersections

- **Fitting of traffic lights regulating traffic at the most dangerous intersections.**
- **Construction of safe zones ("shelters") at road intersections.**

ROAD OF CONFIDENCE – Methods

Engineering activities IV

Improvement of road readability

- **Fitting of reflecting road studs at all intersections and all dangerous road bends.**
- **Improvement of readability of road signs and road markings along Road No 8**

ROAD OF CONFIDENCE – Methods

Engineering activities V

Elimination of dangerous objects

- **Elimination of (permanent / stationary) objects which are located at shoulders and which pose a threat to safety.**
- **Surrounding (permanent / stationary) objects which pose threat but cannot be liquidated with energy-intensive barriers.**

ROAD OF CONFIDENCE – Methods

Programme communication

- **Press campaign**
- **TV and radio campaign**
- **Outdoor campaign**
- **Indoor / BTL campaign**
- **Internet campaign**
- **Campaign in cinemas, youth clubs**
- **Information meetings**
- **Information publications / distribution of free materials**
- **E-consultations**
- **CB radio campaign**
- **Cooperation with the church**
- **Happenings**
- **Competition**

ROAD OF CONFIDENCE – Programme communication Stages

- **Preliminary communication** - **March / April / May**
- **Main communication** - **15 – 30 June**
- **Follow-up communication** - **10 – 20 July and 10 – 20 August**
- **Communication of initial effects** - **10 - 20 October**
- **Periods between communication bought complemented with PR activities in the media**

Period of preliminary communication activities 20 March 2007 – 15 June 2007

Period of main communication activities 15 June 2007 – 30 August 2007

ROAD OF CONFIDENCE – Programme communication

Range of communication

Range map

Total projected range
12 000 000 people



ROAD OF CONFIDENCE – Programme communication

Draft visualisation projects



ROAD OF CONFIDENCE – Programme communication

Draft visualisation projects



ROAD OF CONFIDENCE – Programme communication

Draft visualisation projects

Road Eight – A road of confidence



ROAD OF CONFIDENCE – Programme communication

Draft visualisation projects - stands



ROAD OF CONFIDENCE – Programme communicaion

Programme partners

- **Potential partners**
 - **Police**
 - **National Road Safety Council**
 - **Road Transport Inspection**

ROAD OF CONFIDENCE – Programme communication

Efficiency survey and communication

- **Ongoing monitoring of progress in programme implementation**
 - Analysis of monthly reports from divisions and regions of the General Directorate for National Roads and Motorways (GDDKiA) handling Road No 8
 - Analysis of monthly reports from the police
- **Delivery of a press conference in September to sum up the first stage of implementation of the experimental programme *Road Eight – A ROAD OF CONFIDENCE***

ROAD OF CONFIDENCE Programme
communication

**THANK YOU FOR
YOUR ATTENTION**