

# SABOA Conference

## Initiatives to improve Road Safety in South Africa

06 March 2014



# Content

1. Background & Context
2. Road safety culture interventions
3. Programs in place to improve Road Safety?
  - Vehicle safety
  - Driver behavior
4. Are we successful?
5. Statistics
6. Conclusion



# Company background

- Operate scheduled bus services in the Cape Town Metropolitan area
- 153 years old
- 1045 buses in the peak...
- Our bus fleet travels more than 5 times around the earth every day of the year....
- 220 000 daily passengers
- 2 600 Employees
- Heavily congested routes



# Tipping Point & Primary problem

- Deteriorating environment
- Drivers extremely exposed
- Conscious decision to focus on Road Safety
- Four main factors in causing collisions
- Main problem: Driver behavior
- External institutions focus is more on mechanical
- Internal audit: Which programs impacts on Road Safety...



# Road Safety culture Interventions

1. Road Safety became an agenda point at every meeting
2. Internal road safety awareness campaign



# ROAD SAFETY CAMPAIGN

**FRAGILE**



Deliver your people Safely

- Depot wide campaign
- Strategically located posters
- Ongoing reinforcement of roles & responsibilities



# Road Safety culture interventions

1. Road Safety became agenda point at every meeting
2. Road Safety internal awareness campaign
3. Internal publications used to promote road safety culture



# Programs supporting Road Safety

Two main focus areas are...

1. Vehicle Safety (Bus)
  - Post trip inspection
  - Weekly Safety Inspection
  - KM base service intervals
  - Aggressive fleet replacement
2. Driver Behaviour
  - Preventative measures
  - Recognition
  - Monitoring/Reporting
  - Counselling/Discipline





# Driver Behaviour

- **First focus area:**

## 1. Preventative Measures

- Improved Recruitment tests
- Driver Training (K53 includes “Accident Prevention’ and ‘Defensive Driving’ techniques).
- New, two day course on **Road Safety**, every two years or as penalty.
- AARTO



# Driver Behaviour

- **Second focus area:**

## 2. Recognition

- Compliments from Public/Staff
- Driver of the Year Competition
- Pat on the Back



# Driver Behaviour

- **Third focus area:**
- 3. Monitoring and Reporting**
  - Public Complaints
  - Inspection reports
  - Traffic Fines
  - Accident reports/stats keeping



# Measuring Collisions

2014/01/27 - 2014/02/02

	Tollgate	Simonstow	Philippi	Eastgate	Arrowgate	Sibanye	Southgate	Total	MyCiti
Collisions	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Rear-End	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Pedestrian	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Depot	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Terminus	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Wet	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Third Party	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Fatalities (Accidents)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Bus On Bus	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Per 100,000 Kms	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Non-Collisions	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
- Retracting Steps	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Total	0	0	0	0	0	0	0	0	0
Fatalities (Count)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%



# Driver Behaviour

- **Third focus area:**

## 3. Monitoring and Reporting

- Public Complaints
- Inspection reports
- Accident reports/stats keeping
- Technology (DriveCam camera system)



# Driver Behaviour

- **Fourth focus area:**

## 4. Counselling & Discipline

- 'Pat on the Back'
- Supervisors trained in counselling methods
- Negotiated disciplinary and behavioral code
- Zero tolerance for recklessness



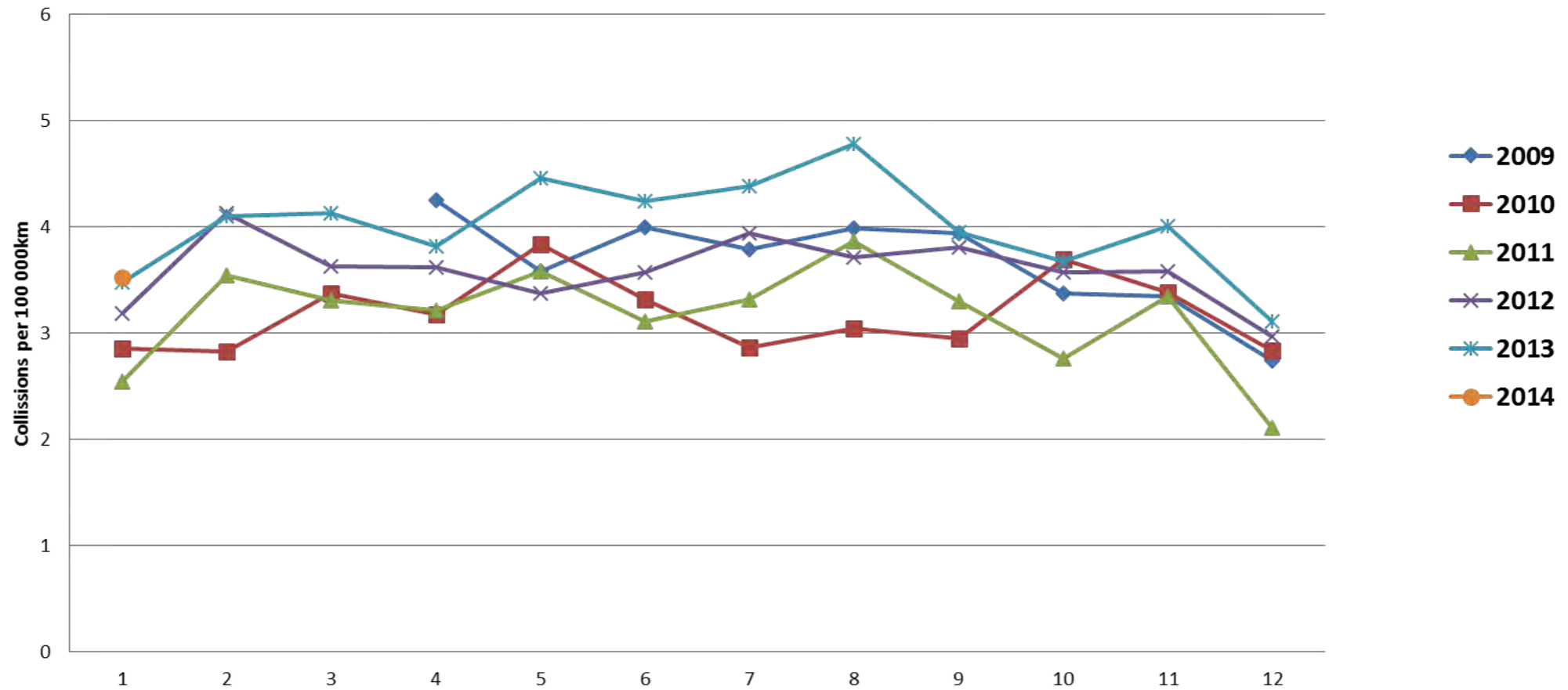
# Are we making progress?

Golden Arrow Bus Services



# Statistics

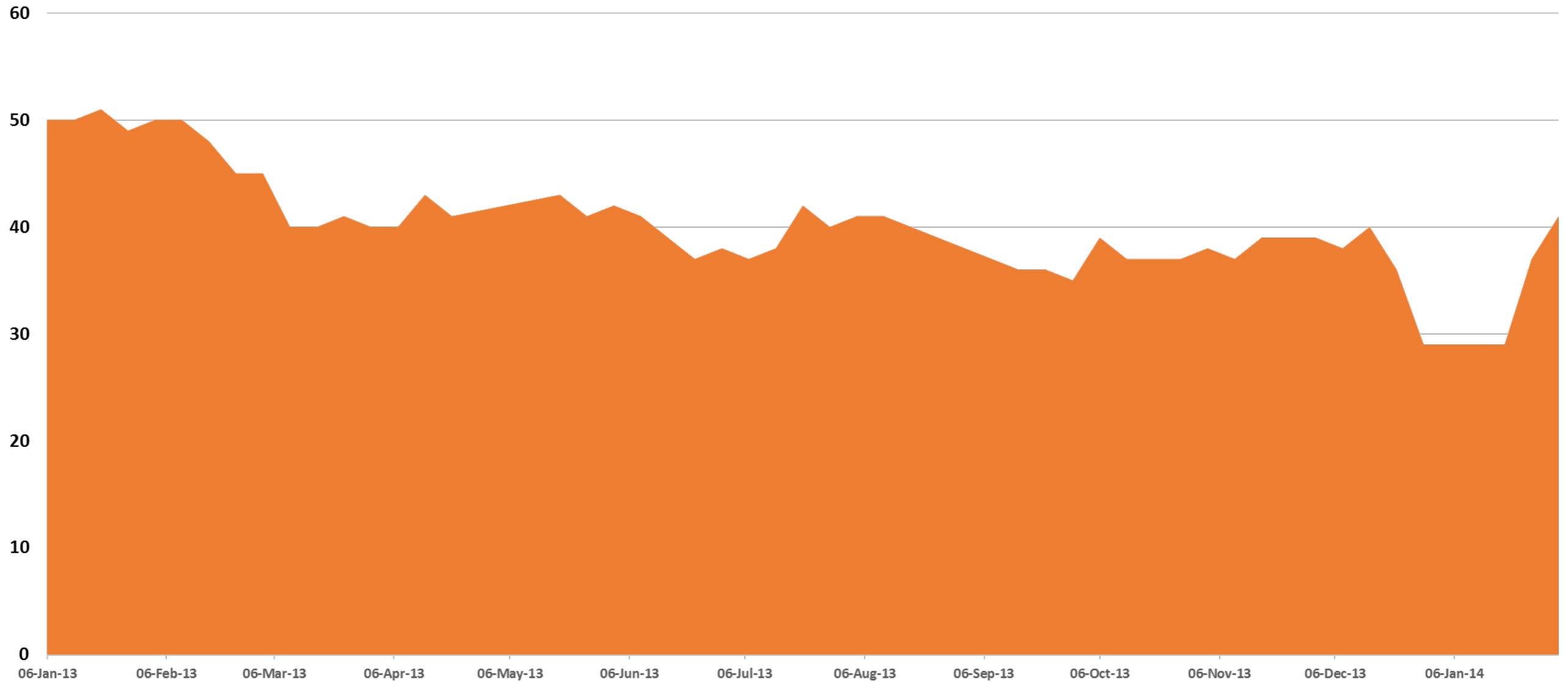
Collisions per 100 000km





# Blameworthy Rate: Collisions

Blameworthy rate: Collisions



# Are we making progress?

- ✓ The number of third party claims are 26% less year on year;
- ✓ The average third party claim is 15% lower, per incident, than last year – reduced severity of accidents;
- ✓ Value of claims paid is 30% lower than same time last year;
- ✓ For the first nine months of this Financial Year, our accident cost, year on year, is down by 30%;
- ✓ The rate of incidents recorded on the DriveCam system has decreased from 3.7 per driver per day, to less than 1.



# Conclusion

- It is time consuming;
- It takes effort;
- Have to focus on a safe bus and a safe driver;
- We have not stemmed the increase in collisions;
- Have reduced the blameworthy accidents;
- We have reduced the severity of collisions;
- Have reduced accident costs.
- Hopefully, save life's...



# Questions?

