

# The 5<sup>th</sup> ADB Transport Forum

13-15 September 2016

Manila, Philippines

## RURAL ROADS IMPROVEMENT PROJECT

### Community Based Rural Road Safety Output

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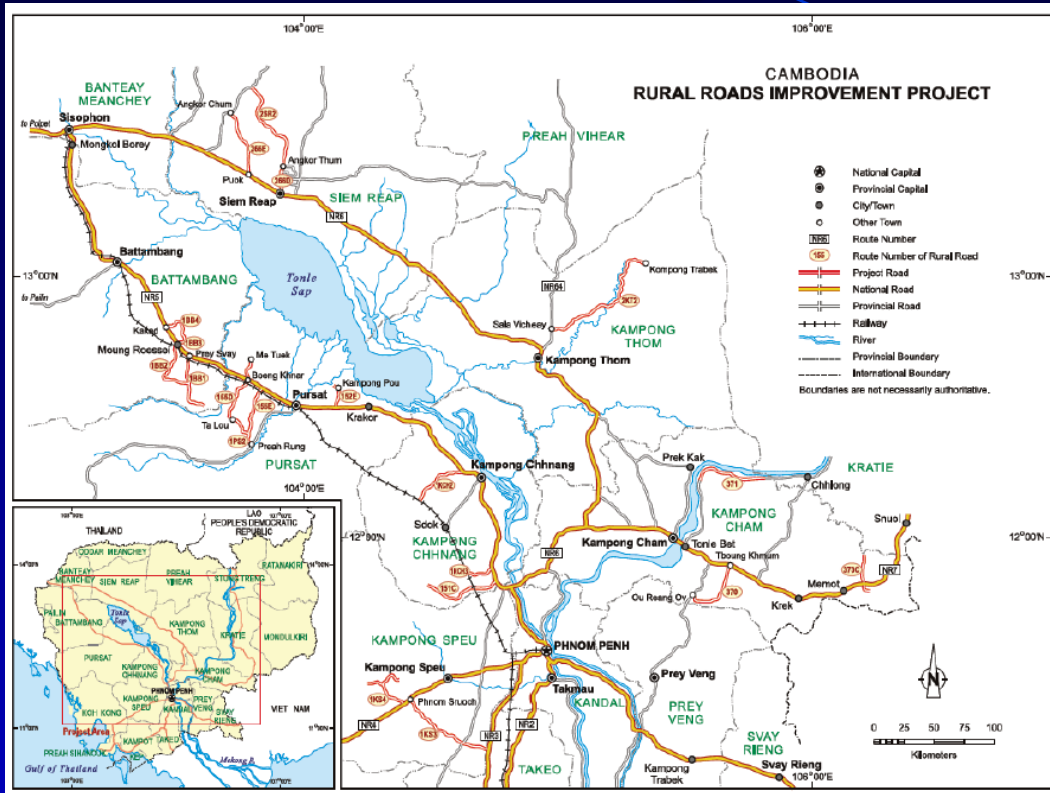
**His Excellency Chan Darong**

Director General of Technical Affairs

Ministry of Rural Development, Cambodia



# Project Outline



- About 540 km of rural roads rehabilitated
- Road safety output = \$1.25 million
- through consulting services

- Increasing road crash deaths yearly: 15 per 100,000 persons in 2015
- Country's 80% rural population
- 82% crashes: motorcycles
- 90% crashes: due to user behavior
- Major causes: drunk driving; not wearing helmet



# Overall Approach of Output

- An approach with dynamic ideas
- International expertise blended with local culture

Consultant performance: **U**

*Integrity*

*Dedication*

*Innovation*

*Application*

*Therefore, ADB's extensive support for output design and implementation...*



# Three Stream Approach

Safe School  
Zone

Educate students, teachers, police, parents on dedicated safe school zone implementation

Data  
Collection  
Analysis

Data collection and analysis for policy making, educational movie clip making

Social  
Enforcement

Engage elders, commune chiefs, monks, parents in social enforcement of better behaviors



# Lessons learned

MRD has been somewhat successful in this first intervention but, long way to go...

Limited capacity of international consultants

Successful examples of developed countries have little application

We need to improve critical mass of Cambodia

Work hard for 20 years...for changes!



**Thank You!**

