



Partnership for Road Safety Foundation

April, 2023

Please describe how the goals and objectives of the program were met:

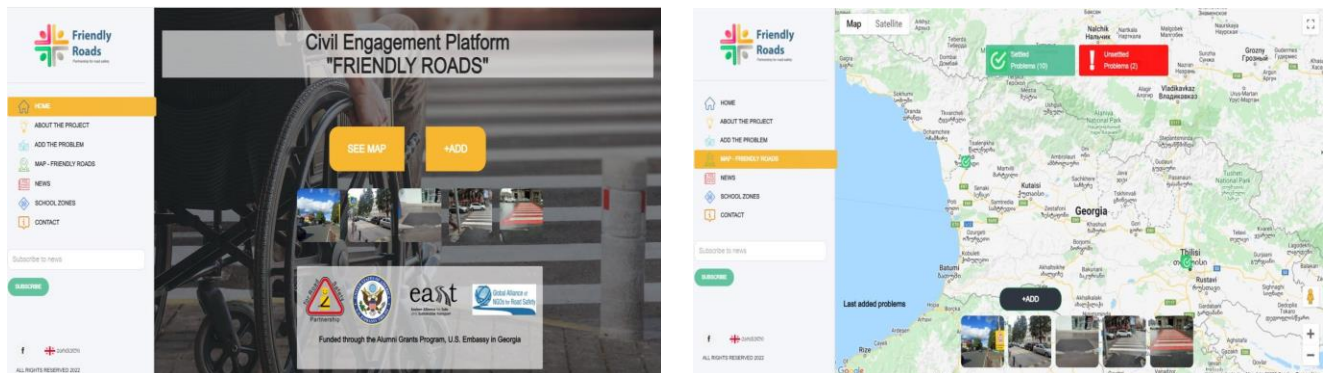
In order to meet the project goal **“The goal of the project is to improve road safety and accessible mobility for disabilities through the civic engagement and advocacy”** and the project objectives, the following activities were implemented:

Survey – Creating an appropriate adapted environment for disabled people, elders and children remain a big problem, and the road risk daily increases for them. The research was conducted using a mixed methodology - both quantitative and qualitative. There was found that there is no integrated road infrastructure for people with disabilities, the elderly. The quantitative data analysis revealed that 72.7% of the respondents had a problem due to their non-adaptation to the environment in Tbilisi. Respondents indicate what obstacles they encountered themselves, which are largely unregulated sidewalks, lack of ramps, and unadapted traffic lights. They face problems with the zebra crossing. In addition, it was noted that there are no tactile marks for disabled people. 75% of the respondents have experienced the fact when a person with a disability faced an obstacle on the road, 62.5% - related to an elderly person, and 65.7% - stroller, and 42.2% - child.

In addition, online research was conducted on "Assessment of opinions regarding low-speed commuting in a residential area", which aimed at clarifying the attitudes of the population to the determination of speed limits in urban settlements, as it is known that compared to European countries, our urban roads are 20 to 40 km/h higher, which increases the number of road traffic accidents and prevents increased mobility, such as pedestrians' mobility, cycling, travel of public transport, etc.

Creation of Platform – The online citizen engagement web platform www.megobruligzebi.ge has been created, foreign users can also use with the name www.friendlyroads.ge. The road map has been created on the web platform, where citizens can upload a photo and a video as well as information about problems and challenges on the roads, which will be automatically displayed on the platform after the authorization of the project team.

Since children are vulnerable groups as well, an additional section – school zones – was added to the map. In this section, the schools where safe school zones with the arranged and urban traffic speed limit to 30/km/h have been marked. The applications received on the online platform for the existing problems prevailed over the existing non-approved and unregistered infrastructures in schools, therefore, Partnership for Road Safety established close cooperation with various municipalities and also with the Department of Roads of Georgia, within the framework of which the mentioned places were arranged and adapted to create a safe environment.



Improving “Red Spots”- Within the project, up to 70 problematic places, so called “red spots” in Tbilisi and Zugdidi have already been solved, where adapted crossings were built with zebra crossings.

a) Adapted crossing with ramps

Improving “Red Spots”- Within the project, up to 30 problematic places, so called “red spots” in Tbilisi and Zugdidi have already been solved, where adapted crossings were built with zebra crossings.



b) Safe school zones (Speed limits were reduced to 30 km/h in school areas; the special European signs were installed and other infrastructural interventions were made to ensure the safety of child movement)





At the end of the project, the 40 more school zone problems in Tbilisi and regions were solved, which were reported by the citizens and analyzed in cooperation with state agencies and relevant decision-maker bodies.

Meetings with Decision-Makers – Since the project started, the working meeting with decision-makers and local and central authorities were organized in order to create cooperation for infrastructural problems solving. The meeting participant group consisted of the representatives of the Public Defense office, organizations working on human right protection, disabilities, experts, and media representatives, as well as the central and regional municipalities involved in the project, the Department of Transport at Tbilisi City Hall and Roads Department of Georgia.

In order to introduce the project and platform among the decision-makers and increase their role in the problem-solving process, the project team actively worked with the regional and central decision-maker bodies. The meeting with the representatives of the City Council was organized to present the platform and project activities in Tbilisi, as well as in Zugdidi.

Meeting with the Zugdidi Mayor and the Deputies. Road's platform was introduced and the agreement on future cooperation was planned within the project.



Meeting with Head of transport department and deputies in Zugdidi. Roads platform was introduced and the agreement on the future cooperation was planned within the project.

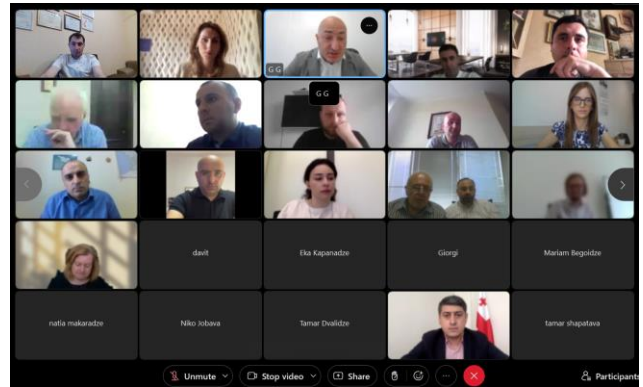


Meeting with the Head of the Transport Commission and Deputy in Tbilisi City Council. The Friendly Roads platform was introduced and the agreement on the future cooperation was planned within the project.



Online Training for Municipal Representatives - a partnership of the Foundation for

Road Safety and the National Association of City Transportation Officials (NACTO - NACTO is an association of 91 major North American cities and transit agencies formed to exchange transportation ideas, insights, and practices and cooperatively approach national transportation issues), a 1-week certified online training course "Urban Street Design standards" was organized for representatives of the municipality. About 30 representatives from Tbilisi and various municipalities took part in the training. Materials developed by NACTO on street design and adaptation standards were translated for the participants and distributed electronically to the participants.



Events - A meeting about road safety was held with the students in the 21st public school of Tbilisi. Within the framework of the meeting, the students were introduced to the rules of traffic, in particular the risks on the roads, and recommendations on safe movement. At the end of the event, the children's film "Nutsa and Luka's Traffic Rules" was shown.



The meeting was held with students of St. Giorgi School, on "Road from home to school?". At the meeting, students were introduced to traffic rules, students participated in the preparation of fun group tasks, and at the end of the event, the children's film watched "Nutsa and Luka's Traffic Rules".



Gela Kvashilava, the founder of the Partnership for Road Safety, participated in the "Day without a car" within the framework of European Mobility Week. The event was attended by representatives of the United Nations, Tbilisi City Hall, and non-governmental organizations.



Within the framework of the 7th UN Global Road Safety Week, a summary presentation "Streets for Life" was organized at Alte University. The meeting was chaired by Gela Kvashilava, the founder of the "Partnership for Road Safety", who spoke about the global challenges of road safety and the platform of friendly roads, which aims at citizen participation.



Regarding the reduction of speed limits on urban roads, an open street action/event was organized, where we informed the drivers with special banners about zebras, special cookies in the shape of traffic signs, and informational flyers/stickers were distributed, as well as representatives of the Tbilisi Transport Agency who joined the event.



Gela Kvaslava participated in the UN road safety conference where he spoke about the risks on the roads and the global crisis.



On May 16-22, the 7th UN Global Road Safety Week was celebrated in more than 120 countries. The main messages, such as #Slow down #StreetsForLife #streetsforlife aimed at reducing speed limits on urban roads to 30 km/h means creating a much greener and safer environment. In particular, low-speed transport creates green, healthy, emission-free and safe cities. 30 km/h streets protect all road users, especially vulnerable groups such as children, pedestrians, cyclists, disabled people and the elderly. In addition to reducing the risk of injury and death, 30 km/h streets also support physical activity by making streets safer and more attractive for pedestrians and cyclists.



A meeting with media representatives was held as part of the 7th UN Global Road Safety Week



Discussion Meeting - Partnership for Road Safety organized a presentation of the Friendly Roads platform, where non-governmental organizations, media and other stakeholders were introduced to information about the platform, as well as the rules for its use to identify problems on the roads. At the end of the event, a discussion was held about the non-adapted crossings and existing problems in Tbilisi.



Media Outreach

Presentation of the Friendly Roads platform on TV –
https://www.youtube.com/watch?v=eHkJZHEOO_o



Introduction of accessible and safe school zones - Friendly Roads
https://www.youtube.com/watch?v=ZW3NXb_Lcos&t=46s



<https://www.facebook.com/FriendlyRoads/videos/356805403002187>



Road safety and development of the transport sector in the country

<https://1tv.ge/audio/ghia-studia-mopedebis-sheghavatiani-registraciis-vadebi-iwureba/?fbclid=IwAR3Qwc7h1JUivvhs8kDM03CvcGIYGQdPK50ZN1FOGY450b2h7RbsZ46B-J4>



Gela Kvashilava, the founder of the "Partnership for Road Safety", was a guest in the Euronews Georgia program, who spoke about road safety issues and existing problems.

<https://www.facebook.com/euronewsgeorgia/videos/1077738246200042>



Irakli Izoria, the Director of Partnership for Road Safety talks about the problems of road safety.

<https://www.facebook.com/DilaFormulaze/videos/1644498762610167>



The article describes how the PfRS with the Zugdidi municipality improved three spots identified by the people with disabilities in Zugdidi. 10 more places are planned for the next year.

<https://www.bpn.ge/article/98369-zugdidsi-shshm-pirtatvis-damatebit-adaptirebuli-garemos-mocqoba-igegmeba>

ზუგდიდში შშმ პირთათვის დამატებით ადაპტირებული გარემოს მოწყობა იგეგმება



Irakli Izoria, director of the "Partnership for Road Safety", talked about the importance of school zones - what road safety means for students.

<https://www.youtube.com/watch?v=J9Qt1reISms>



Gela Kvashilava, the founder of the "Partnership for Road Safety" talked about what type of infrastructure should be arranged for safety and what is the current situation in terms of road safety on the roads surrounding schools in Georgia.

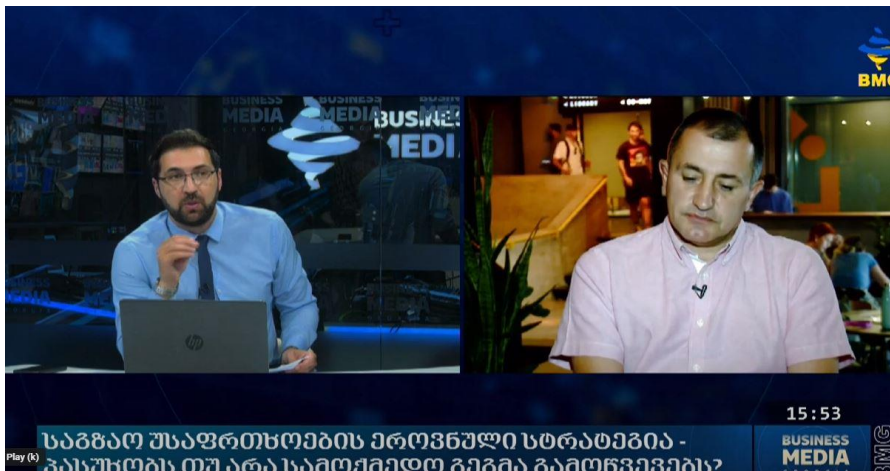
<https://commerciant.ge/ge/post/tbilisshi-saskolo-zonebi-moewyoba-sagzao-usafroeba-moswawleebistvis>



თბილისში სასკოლო ზონები მოეწყობა - საგზაო უსაფრთხოება მოსწავლეებისთვის

National Road Safety Strategy - how the Action Plan meets the challenges

<https://www.facebook.com/www.bm.ge/videos/355793870033994>



The TV program on road problems

<https://www.facebook.com/tvborjomi/videos/739528647193528>



Challenges and recommendations established by the State Audit Service in terms of road safety, so-called black spots on highways, information on the use of the citizen engagement platform www.megobruligzebi.ge.

<https://www.youtube.com/watch?v=HqNQAmSWthw&t=7s>



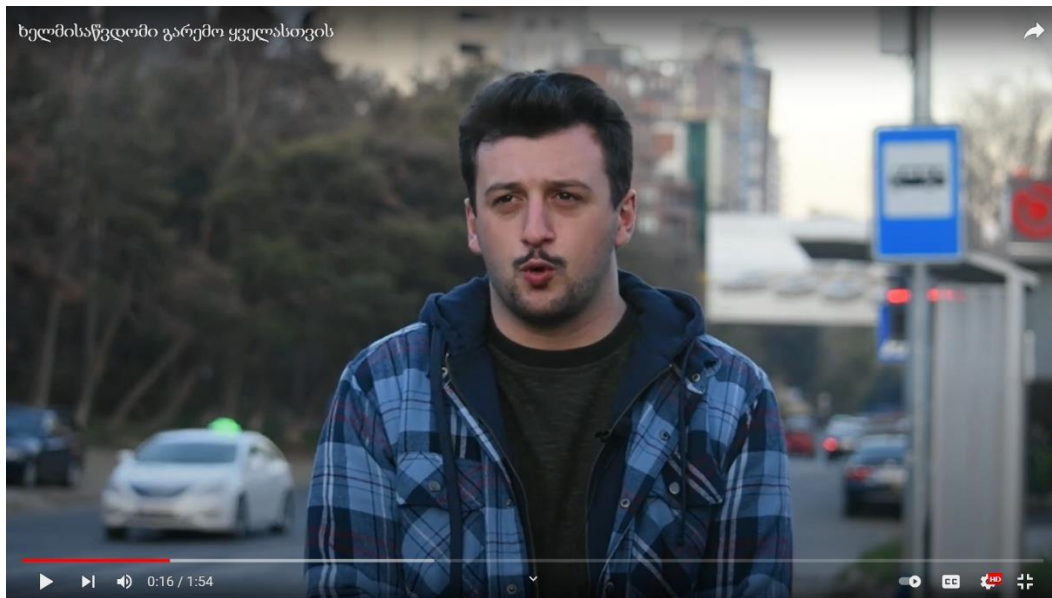
The first killer on the road, both globally and in Georgia, is speeding, - Irakli Izoria, an expert on transport and road safety issues, and director of the "Partnership for Road Safety", said at a press conference held at the media holding "Kvira" press club.

http://kvira.ge/753737?fbclid=IwAR1HIVleercSivA7_c40T6Y5iKofhKEdoEoJynrj7CkVnHtcK1ouwmlIdUKo

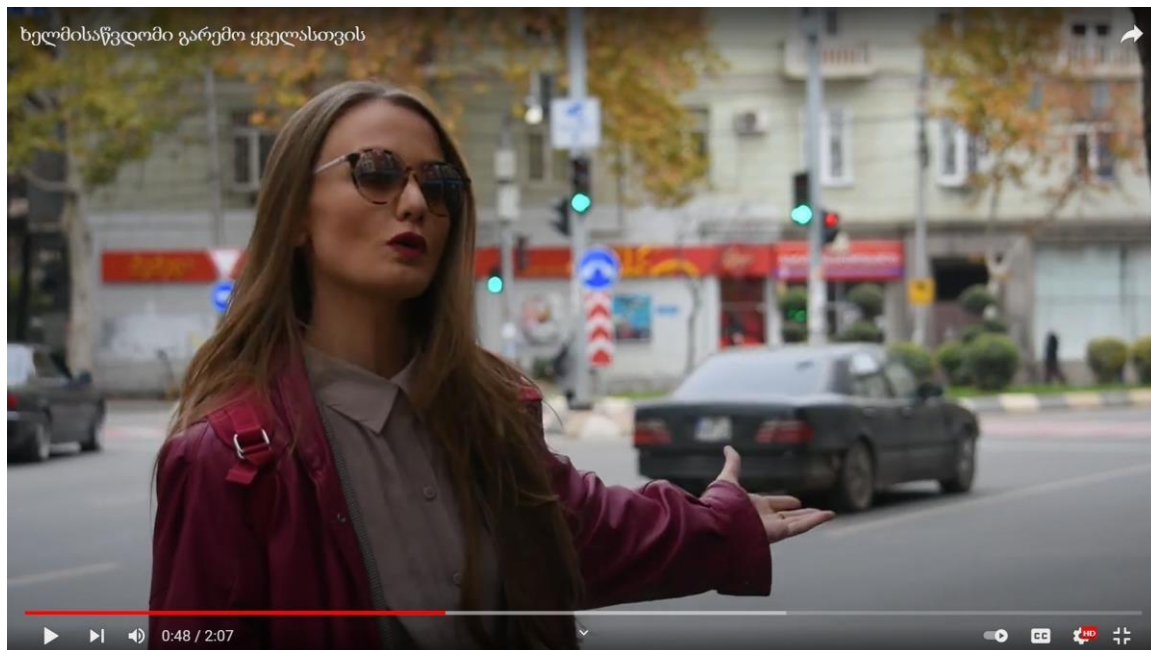


Videos - In order to increase the citizens' engagement, videos were created that aimed at improving the needs of people with disabilities, elders and children. In the first video, pedestrians in the streets talk about the problems they face in the city. In the second video, the celebrities tell about their challenges related to the infrastructural and road safety problems in the city. Participants in both videos call on decision-makers to address the issues they have raised.

<https://www.youtube.com/watch?v=5pBmwcFSCTg&t=10s>

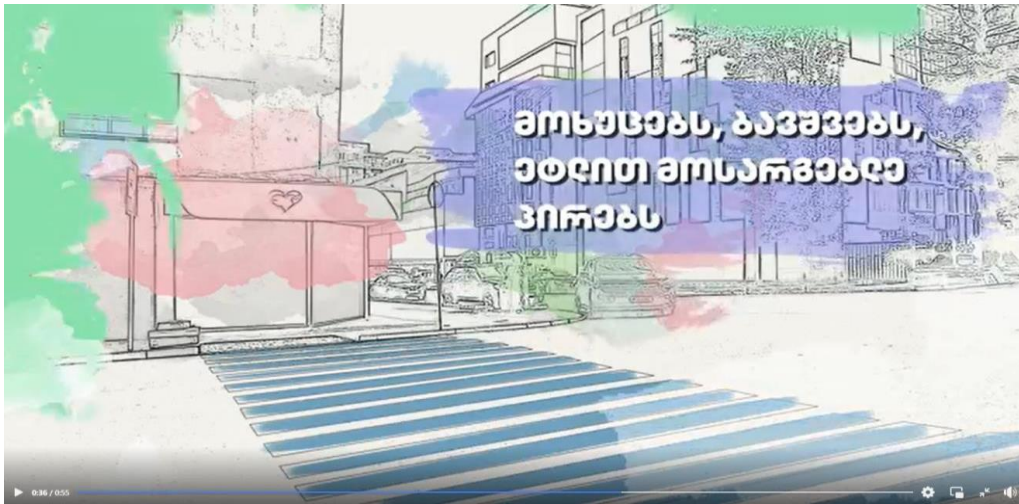


<https://www.youtube.com/watch?v=BYB3c6CePJ0&t=1s>



The social animation video describes the real challenges on the roads that existed in the city. During the implementation of project, all the mentioned problems were resolved by Tbilisi City Hall.

<https://www.youtube.com/watch?v=qeiVgTLnWAw>



Social Media – The Facebook page Friendly Roads

(<https://www.facebook.com/FriendlyRoads>) has been created especially for this project. The Facebook page is currently active. In addition to the platform, the facebook is a communication channel with citizens.



Within the project, a special project logo has been created.



Please give us descriptive information about the project beneficiaries, both direct and indirect.

The project aimed to involve citizens from all regions of Georgia and all ethnic backgrounds. The direct project beneficiaries are disabled people, elders and children from the whole country.

The indirect project beneficiaries are:

- Policy makers at local and national level, including government agencies such as the traffic police, Ministry of Regional Development and Infrastructure and the Transport Agency of the Ministry of Economy and Sustainable Development, Ministry of Health, Labor and Social Affairs of Georgia, local municipalities;
- Parliament of Georgia - Human Rights and Civil Integration Committee, Healthcare and Social Issues Committee
- Civil society organizations
- Wide public

Please give an illustrative examples of the program's success:

The main success of the project is the platform <https://megobruligzebi.ge/> (მეგობრული გზები – friendly roads) that addresses the problem of the road safety and accessible mobility for disabilities, old people, children and all the vulnerable citizens. The project provides the integration of the society and the improvement of their needs related to the accessible infrastructure on the roads and safe mobility.

In order to raise public awareness about the needs of people with disabilities, an animated video and 5 social videos were prepared and distributed through social media (Facebook, Instagram, LinkedIn, Twitter). The video describes specific real problems in the city that hinder the population from moving around the city. After the video was posted, the problems mentioned in the video were solved - a zebra crossing was drawn and a ramp was made.

Up to 30 problems in the cities were resolved due to the citizens' reports and their engagement on the platform <https://megobruligzebi.ge/>. 40 school zones were arranged with the traffic sign, speed bumps and safe zebra crossings. The road safety infrastructure and transport accessibility were improved for disabilities through co-working with the civil society and local government;

The project activities and platform were communicated with public through the different channels, such as tv and radio programs social media campaign, web-page.

Please describe how you monitored and evaluated the project and which indicators you used for that?

In order to evaluate the project, the relevant evaluation indicators were worked out. Three main indicators are the information and data about the infrastructural and road safety problems reported on the web-platform, which is accessible and visible for everyone and can be defined as the quantitative data. The number of citizens' reports and their engagement indicates to the successful implementation of the project. The second indicator is the number of "red spots" that is improved and resolved in the collaboration with the local decision-makers. Besides the mentioned, the very positive oral feedback from public, media and authorities highlight the necessity of the existence of the platform and successful activities.

Any problems encountered and how they were solved:

The only one minor obstacle was election in Tbilisi that caused changes of decision-makers in the government bodies. However, the communication over the project was successful that resulted the positive impact of the road safety and infrastructural problems.

Thank you for your cooperation!