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Module 12: Driver Agencies and Associations

Purpose:

To focus on communication and coordination among concerned professional groups and organizations

Learning Outcomes:

Upon completion of the modules the participant will be able to:

- Explain the importance of coordination and consistency between driving instructors, examiners, enforcement agencies and licence applicants
- Identify at least three kinds of professional associations related to driving, and two ways in which these groups can promote road safety outcomes
- Describe at least three functions of government agencies in promoting road safety.

Contents:

- A. Consistency and coordination among driver licensing, training and testing agencies
- B. Professional associations, safety organizations and other road user agency groups
- C. Government departments (or agencies) and stakeholder groups

Format:

1. Overhead Presentation

- General information on professional groups and organizations concerned with traffic safety

2. Group Discussion

1. Explain the importance of consistency and coordination among driver licensing, training and testing agencies.
2. List implications of not coordinating traffic safety activities among driver licensing, training and testing agencies, road user groups and government.
3. List professional groups and organizations in China having an interest in traffic safety (even if not currently active). Include: professional associations,

safety organizations and other road user agency groups, government departments (or agencies) and stakeholder groups.

4. Suggest a potential role for Chinese police officers in strengthening the capacity of the MPS (Ministry of Public Security) to raise awareness regarding - and improve - traffic safety, planning and management in China.

Consistency and coordination among driver licensing, training and testing agencies

The Insurance Corporation of British Columbia (ICBC) is a government agency (Crown Corporation) charged under provincial legislation with responsibility and accountability for the Graduated Licensing Program in BC. The GLP project, in consultation with appropriate government agencies, developed new policies and procedures in order to enact the legislation, once it was approved in 1997.

An important strategy in implementing an innovation is to inform individuals who will be affected by the change about the changes, and by involving them in the change process. Such actions provide an opportunity for the individuals to contribute to the process (as they often have expertise in the area). Involving individuals and organizations can also be an effective strategy for gaining support for a change, and a proactive way of addressing potential resistance to the changes.

This module provides some practical examples of ways ICBC communicated information consistently to key stakeholder groups, and worked collaboratively with them. The module also provides international examples of roles played by agencies and governments concerned with road safety.

Information consistency

ICBC devoted considerable effort and resources to the provision of information about graduated licensing to individuals and organizations that would be affected by changes, and to the development of tools that would help them be successful in the new system.

Information directed to the key groups such as the following relayed the same messages, linking training, testing and licensing of new drivers:

- New drivers/riders
- Driver training industry
 - Re GLP (workshops and bulletin)
 - Support for implementation (Course and IRK)
- Examiners and other ICBC staff

New driving guides

New driving guides were produced to ensure that new drivers (whether or not they took formal driver training) would have accurate knowledge, develop appropriate skills and understand the attitudinal components of driving on which they would be tested.

Test preparation

Brochures were widely distributed to explain how to prepare for driving tests, and a video was produced to demonstrate how the road test would be conducted. In addition, an information sheet was prepared to help new drivers and driving instructors interpret how road tests would be marked by examiners.

GLP Introductory workshops for the driver training industry

Over three-quarters of the 420 driving schools in BC attended one-day workshops in spring 1998 that were designed to introduce driving instructors and school owners to the curriculum, the course approval process, and the school application process.

Several additional workshops were conducted by members of the GLP project team with the introduction of each new phase of the project.

Regular communication with driver training industry

In the first industry consultations (1997) members of the driver training industry commented that there was a need for ICBC to keep the industry informed about graduated licensing and other topics that would affect them. In response to their comments, the GLP project started the production of an information update for industry *Driver Training Industry Bulletin* in September 1998 and this publication continues to be produced through the Driver Training and Certification unit of ICBC.

GLP Instructor Course and Resource Kit

Although the curriculum *Mapping a Safe Course* contains all the learning outcomes and standards for an ICBC-approved driver education course, resources were prepared to assist the driver training industry in implementing the curriculum. Two major products were a five-day course for instructors and a binder of lesson plans, activities and instructional guidelines, *the Instructor Resource Kit* (IRK).

Examiner training

As discussed in previous modules, driving examiners participated in extensive training activities with the implementation of new GLP tests, and the training programs have since been operationalized. The tests reflect the philosophy of GLP educational materials. Training workshops about graduated licensing were also held, as appropriate, for all ICBC staff whose work would be affected by changes in policies and procedures.

Coordination and collaboration

The following section demonstrates ways that corporation representatives and organizations were involved in the graduated licensing initiative in BC in the areas of driver licensing, training and testing:

- Internal advisory groups
- External stakeholders
- Driver training industry
- Other organizations

Internal advisory groups

The development of driving guides was overseen by a group of ICBC employees with selected areas of expertise. In addition, four motorcycle instructors were contracted by ICBC to help develop the content of two riding guides. The internal advisory groups included:

- Content experts who contributed current information on safe driving/riding practices and instructional methods
- Policy experts who ensured that the content of the guides was aligned with the acts and regulations governing driving/riding and licensing in the province
- Corporate law experts who reviewed the content of all guides to check for issues of legal interpretation
- Test experts (driver examiners) who assisted with the development of new licensing tests
- A Business Advisory Team of managers who reviewed each guide from the perspective of their various business areas (e.g., Licensing Operations, Customer Contact, Communications)

External stakeholders

Representatives of a number of groups with a special interest in road safety were asked to serve as external advisors to the content of the guides. Groups represented included: cyclists, railway safety experts, and professional driving and riding school representatives.

Other groups of external stakeholders were kept informed about graduated licensing. For example, GLP is enforced by police forces throughout BC as they enforce other types of driving laws. As new drivers can receive a fine, penalty points or sanctions if they violate one of the graduated licensing conditions, local police forces and the RCMP were kept informed of changes in laws related to GLP.

GLP Instructor Course challenge process

According to policy, all driving instructors are required to take the GLP Instructor Course in order to be able to offer an ICBC-approved driver education course. As some driving instructors believed they were already capable of delivering a course in compliance with GLP principles, an alternative way of achieving GLP certification was developed. This “challenge” process respected the perspective of some members of the driver training industry while maintaining an equivalent standard for instruction in approved courses.

Inter-organizational initiatives

To support the importance of quality driver training, ICBC initiated a program that allows high school students who have successfully completed ICBC-approved driver training courses to earn credits toward high school graduation.

Professional associations, safety organizations and other road user agency groups¹

¹ Unless otherwise indicated, information from this section is provided on the organization’s web site

A number of professional associations, safety organizations and other road user agency groups are concerned with driving safety in various jurisdictions. Such agencies take various roles in road, including:

- Communication
- Advocacy
- Partnering
- Educational forums
- Training
- Public awareness campaigns
- Laws and regulations
- National perspective
- Support for victims/families
- Practical services (e.g., roadside assistance)

This section provides a range of international agencies providing such services.

United Kingdom: Brake, LARSOA, PACTS, RoSPA

Brake is a non-profit organization primarily funded by sponsorship from commercial companies and by donations from individuals. The organization promotes safe use of roads by addressing the skills and attitudes of road users, enforcement of traffic rules and appropriate punishment and education of road users who break the law. Brake produces guidance on these topics and advise policy makers, the media, professional transport companies and all road users about the importance of prioritizing safety on the road.

Programs include:

- Road Safety Week in the UK
- The Road Risk Forum, a network of road safety professionals
- Brake Care – emergency and counselling services to support people affected by road death and injury

LAROSA is a national road safety organization that represents the Road Safety Officers and supports them in meeting their statutory role – to reduce the number and severity of road accidents, through education, training and publicity policies and programs.

The Association seeks to influence national debate, Government policy and action, and public opinion, working with other organizations to achieve common goals. Examples of these are:

- Advising Government/contributing to consultation on road safety policy and identification of achievable national targets
- Providing opportunities for working in partnership with the private sector to achieve the best value for money, particularly in commissioning and producing resources
- Working with the media to provide expert knowledge and advice in promoting publishing documents which identify and promote good practice
- Working with the Government to develop national road safety campaigns

PACTS (The Parliamentary Advisory Council for Transport Safety) is a registered charity and an associate Parliamentary Group. Its charitable objective is "To promote transport safety legislation to protect human life". Its aim is to advise and inform members of the House of Commons and of the House of Lords on air, rail and road safety issues. It brings together safety professionals and legislators to identify research-based solutions to transport safety problems having regard to cost, effectiveness, achievability and acceptability.

PACTS has four functions:

- It provides an independent technical advisory service for Parliamentarians on a wide range of transport safety matters.
- It lobbies and persuades, identifying and promoting research-based solutions to transport safety issues through parliamentary access and contacts.

- It promotes wider publicity and information on safety through conferences, seminars, the annual Westminster Lecture on Transport Safety, publications and this website.
- It responds to Government, Parliamentary and public proposals for safety improvements.

RoSPA (The Royal Society for the Prevention of Accidents) is a registered charity which was established over 80 years ago. Some of its work is funded by grant and sponsorship but most relies on the support of its growing membership.

Providing information, advice, resources and training, RoSPA is actively involved in the promotion of safety in all areas of life - at work, in the home, and on the roads, in schools, at leisure and on (or near) water. RoSPA aims to campaign for change, influence opinion, contribute to debate, educate and inform - for the good of all. RoSPA works towards its aims with central and local government, the caring services, the police and with public and private sector organizations large and small.

The aim of RoSPA's Road Safety Department is to raise awareness about the causes of road accidents and to seek and promote effective measures that will help prevent such accidents or reduce their severity. The Department works to ensure that accurate and appropriate information, education, training and publicity resources and services are available to all road users and to road safety professionals.

United States: AAMVA, MADD

The Association of Motor Vehicle Administrators (AAMVA) is a non-profit, educational organization representing state and provincial motor vehicle and law enforcement agencies throughout the United States and Canada. AAMVA's stated mission is:

- improving the administration of motor vehicle and law agencies by providing educational forums for jurisdictional members to exchange ideas
- to more effectively serve the driving public by encouraging jurisdictions to implement uniform laws and regulations, and
- to foster excellence in service to a diverse customer base by providing service delivery best practices.

AAMVA's work includes programs and products, workshop and conference agendas and presentations, and provides updates regarding road safety from the federal government and other jurisdictions. AAMVA departments include

- Driver Services
- Vehicle Services
- Government Affairs
- Member Services

MADD (Mothers Against Drunk Driving) is a non-profit grass roots organization with more than 600 chapters nationwide. MADD is not a crusade against alcohol consumption.

Their focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes.

MADD was founded by a small group of California women in 1980 after a 13-year-old-girl was killed by a hit-and-run driver. He had been out of jail on bail for only two days for another hit-and-run drunk driving crash and had three previous drunk driving arrests and two convictions. He was allowed to plea bargain to vehicular manslaughter. Although he was sentenced to two years in prison, the judge allowed the offender to serve time in work camp and later a halfway house. Since 1980, MADD has continued to grow and pursue the efforts initiated by its founders.

MADD's programs include:

- Poster/essay contests
- *Underage Drinking* video
- National Elementary School Project
- Student activist training
- *Driven Magazine*

Canada: CAA, CCMTA, Other examples

The CAA (Canadian Automobile Association) is an advocate for Canada's motoring and travelling public. As a federation of automobile clubs in Canada, CAA represents the rights and interests of Canadian motorists.

Over the years, CAA has responded to the changing needs of motorists and travellers by offering new products and services. Today's CAA offers a variety of services including Emergency Roadside Service, auto touring and travel services, discounts with preferred companies and insurance services. Through public awareness campaigns and government lobbying, CAA works to ensure safe and enjoyable driving for all Canadians.

CAA's community-based programs are designed to improve quality of life and are committed to the development of integrated, strategic initiatives to improve safety on Canadian roads and highways. These include information handouts on topics such as child safety and safe driving tip sheets. Other programs include government advocacy on behalf of its members.

CCMTA (Canadian Council of Motor Transport Administrators) is a non-profit organization comprising representatives of the provincial, territorial and federal governments of Canada which, through the collective consultative process, makes decisions on administration and operational matters dealing with licensing, registration and control of motor vehicle transportation and highway safety.

Other examples of (non-government) agencies and associations with an interest in road safety are:

- Cycling British Columbia
- Propulsion International (a publishing company)
- Professional driving associations, e.g., BC Driving School Association

Government departments (or agencies) and stakeholder groups

Government departments and publicly funded agencies have designated responsibility for road safety throughout the world. They function in many different ways in order to achieve the goal of traffic safety, and often work in collaboration with agencies and stakeholder groups. Functions of government illustrated in the examples below include:

- Commission studies
- Convene consultations among key stakeholder groups
- Allocate money and other resources
- Consult with the public
- Monitor public opinion
- Develop issues and evaluate standards??
- Collect and disseminate safety data
- Coordinate research and development
- Enforce regulations (e.g., transportation of hazardous materials)
- Support development of compatible motor carrier regulations across borders
- Foster partnerships among agencies
- Support hotlines to report dangerous safety violations

Sweden

Vagverket, the Swedish National Road Administration, was charged in 1997 with conducting an investigation leading to proposals for the design and introduction of a graduated driver education system. The work was to be carried out with a reference group composed of branch organizations, governmental agencies, public authorities and representatives for youth groups and private driving committees. A steering group of Vagverket managers set the guiding principles for the investigation and functioned as decision-makers. A number of task groups in areas such as professional driver education and safety measures were formed to support the head project group.

By September 1999, the Committee's preliminary proposal for radical change in driver licensing was referred for consideration to about 40 bodies for comment, and was debated in the media. If the proposal is implemented, the government will direct the changes to be undertaken. (Source: Vagverket factsheets)

Western Australia

In 1998, a framework for action to tackle the loss and disablement of young bodies was published under the auspices of Transport -The Office of Road Safety in Western Australia, *The Way Ahead: road safety directions for Youth in Western Australia*. This work was the result of collaborative work among several agencies: the Ministerial Council on Road Safety, the Road Safety Council, the Road Safety Council Officers Support Group and the Office of Youth Affairs. The initiative involved a co-ordination of government and community resources and programs. At the time the framework was published, the Road Safety Council was finalising proposals for an improved driver training and licensing system and seeking input from the public regarding the proposed system.

It was anticipated that introduction of the new system would occur progressively and incrementally, and that the first stage of implementation would occur in early 1999. (Source: *The Way Ahead*, 1998)

United States

The primary mission of the Federal Motor Carrier Safety Administration (FMCSA) of the US Department of Transportation is to prevent commercial motor vehicle-related fatalities and injuries. Administration activities contribute to ensuring safety in motor carrier operations through strong enforcement of safety regulations, targeting high-risk carriers and commercial motor vehicle drivers; improving safety information systems and commercial motor vehicle technologies; strengthening commercial motor vehicle equipment and operating standards; and increasing safety awareness. To accomplish these activities, the Administration works with Federal, state, and local enforcement agencies, the motor carrier industry, labor safety interest groups, and others.

Programs of the FMCSA include (excerpted from web site):

Motor Carrier Safety Assistance Program	Provides states with financial assistance for roadside inspections and other commercial motor vehicle safety programs.
Regulatory Compliance and Enforcement	Ensures that the Federal Motor Carrier Safety Regulations and the Federal Hazardous Materials Regulations are enforced.
Commercial Driver's License Program (CDL)	Develops, issues, and evaluates standards for testing and licensing commercial motor vehicle drivers...States are audited every three years to monitor compliance with Federal standards; noncompliance could result in loss of Federal funding.
Data and Analysis	The Administration collects and disseminates safety data concerning motor carriers... This information provides a national perspective on carrier performance and assists in determining Administration and state enforcement activities and priorities.
Research and Technology Program	<ul style="list-style-type: none"> • Identifies, coordinates, and administers research and development to enhance the safety of motor carrier operations, commercial motor vehicles, and commercial motor vehicle drivers. • Promotes the use of information systems and advanced technologies to improve commercial vehicle safety, simplify government administrative systems, and provide savings to states and the motor carrier industry.
Border and International	<ul style="list-style-type: none"> • Supports the development of compatible motor carrier safety requirements and procedures throughout North America in the context of the North America Free Trade Agreement (NAFTA). • Supports programs to improve the safety performance of motor carriers operating in border areas through special grants to states for enforcement activities and, in cooperation with other Federal agencies, it supports the development of state safety inspection facilities. • Participates in international technical organizations and committees to share best practices in motor carrier safety.
Other	<ul style="list-style-type: none"> • Enforces regulations for the safe transportation of hazardous materials by highway and rules governing the manufacture and maintenance of cargo tank motor vehicles. • Established task force to identify and investigate those household good carriers which have exhibited a substantial pattern of consumer abuse. • Toll-free hotline for reporting dangerous safety violations involving a commercial truck or bus.

Canada

The mission of Transport Canada is to develop and administer policies, regulations and programs for a safe, efficient and environmentally responsible transportation system. A number of programs encourage sharing information and expertise among road safety agencies. For example, the National Safety Code (NSC), which is the result of cooperation among all jurisdictions and the truck and bus industry, provides a comprehensive set of standards for commercial trucks and buses. (Source: road safety vision, CCMTA, 1998).

In British Columbia, PTEC (the Pacific Traffic Education Centre) is a driver training and public education organization funded in partnership with Justice Institute of BC (a post-secondary educational institution) and ICBC.

Slides

Slide 1

Information Consistency

- New drivers/riders
- Driver training industry
 - Re GLP (workshops and bulletin)
 - Support for implementation (Course and IRK)
- Examiners and other ICBC staff

Coordination and collaboration

- Internal advisory groups
- External stakeholders
- Driver training industry
- Other organizations

Slide 2

Slide 3

Roles: Agencies and associations

- Communication
- Advocacy
- Facilitating partnerships
- Educational forums
- Training
- Public awareness campaigns
- Laws and regulations
- National perspective
- Support for victims/families
- Practical services (e.g., roadside assistance)

Slide 4

Functions: Government

- Commission studies
- Convene consultations among key stakeholder groups
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- Consult with the public
- Monitor public opinion
- Develop issues and evaluate standards??
- Collect and disseminate safety data
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- Enforce regulations (e.g., transportation of hazardous materials)
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