



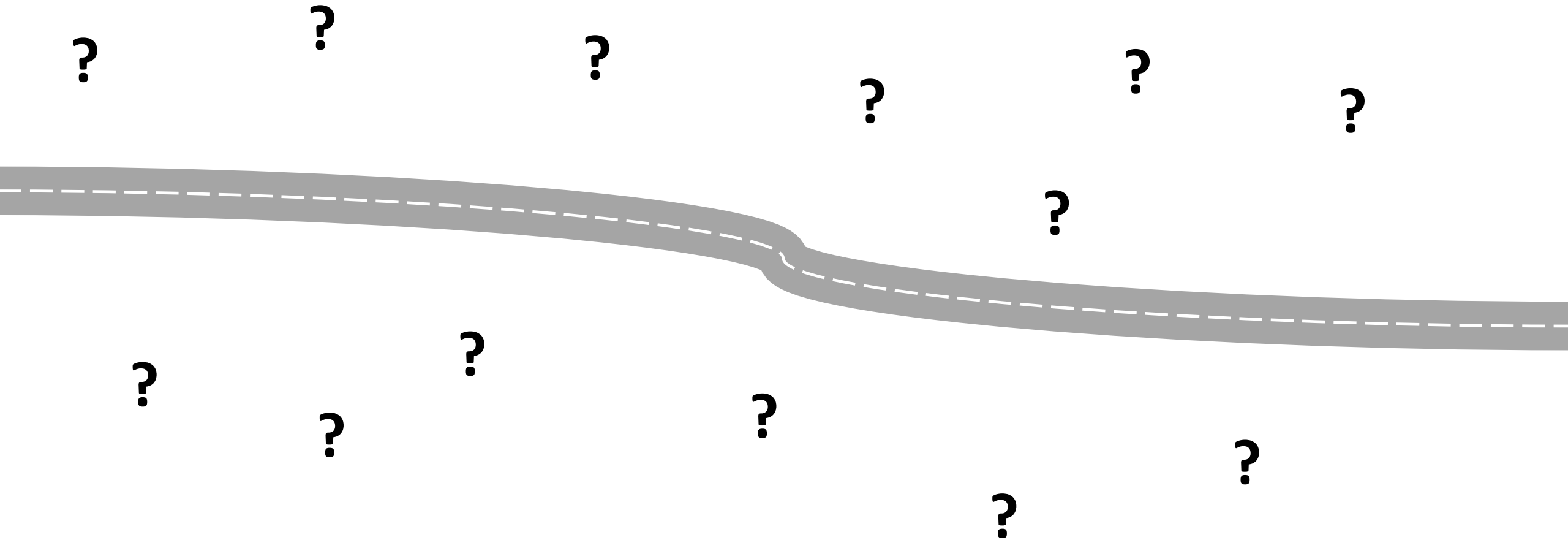
CAREC Road Safety and Sustainable Mobility Course

February 2024

2.3 Community Engagement in Support of Safer Roads

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Question: What are Roads For?



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For **PEOPLE** to get where they want to go.

Question: What are Roads For?



For facilitating **TRADE** and economic development.

Question: What are Roads For?



Enabling emergency and other **SERVICES** to reach us.



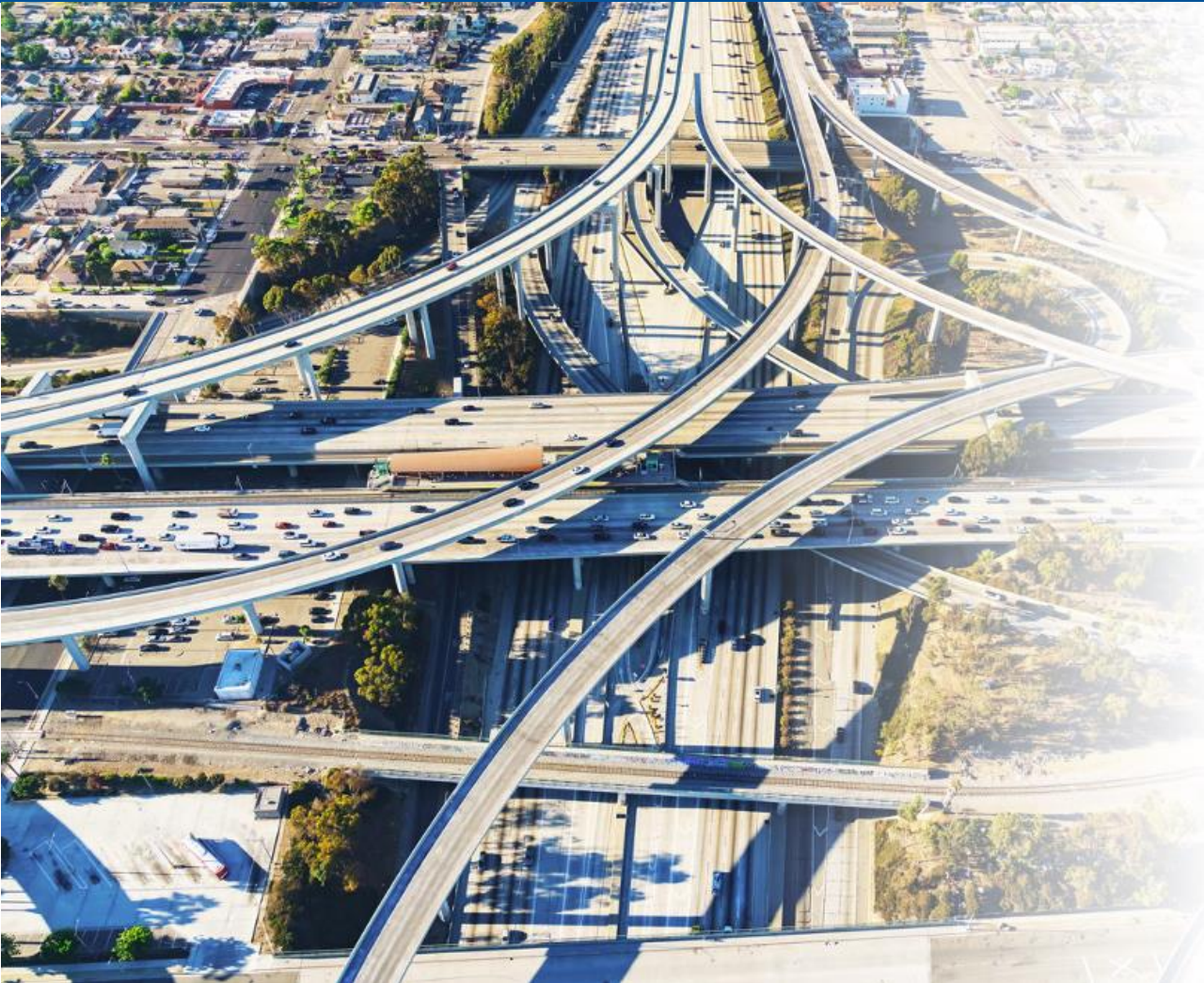
Question: What are Roads For?



For **COMMUNITIES** -
encouraging cultural
and social
development



Where roads are just for cars PEOPLE can be forgotten



Community engagement helps us design more successful road infrastructure – meeting all needs.

People's needs must be remembered for safety's sake

“Tysons now has four Metro stations, but workers trying to get from those stations to nearby offices often have no choice but to cross wide, high-speed roads without any crosswalks.”

www.ggwash.org



New roads impact people



This family in Tajikistan is waiting to cross the road that separates village homes from their school.

What will be the impact of a new multi-lane, high speed road on their lives?

Road reconstruction impacts people

This village in Ukraine was entirely cut off from access to the highway – and access to farms, services, schools, and neighbours – by a road rehabilitation project.

The road was much more dangerous for local villagers too.

What impact do you think there was for community and economic development?



Road reconstruction impacts people



This can happen when we think only of cars

Project donors require consultation for good reasons!



Photo: CNN.com

- Not consulting properly can cause delays
- There could be protests
- There might be damage to the reputation of the donor or lender
- There could be legal challenges
- There could be extra costs fixing problems
- Project outcomes can be impacted
- Worst of all, **lives can be lost**

Why listen to people?

To understand their needs as road users:

- Where they need and want to go
- Where and when they need to cross or access the road
- Whether they have special needs – including unmet needs for mobility



Why listen to **businesses**?



Small and medium enterprises provide over half of all formal jobs worldwide.

Their access to customers, deliveries and services can be affected by road projects.

Local communities depend upon them.

There are many types of businesses



Different businesses have different needs



Customers visiting



Delivery of goods and services



Employees getting to work

Road projects impact local businesses



How have these businesses been affected by road construction?

- Customers visiting
- Deliveries of goods
- Employees getting to work

Farming is also a business



Agriculture accounts for over **20% of total employment** and generates more than **10% of gross domestic product (GDP)** in most CAREC countries. It is a major source of livelihood for a significant percentage of households in all CAREC countries. – *Cooperation Framework for Agricultural Development and Food Security in the CAREC Region, Nov. 2022*

Road designers need to know -



Where and when do livestock need to cross roads?

Where farm vehicles need to go?

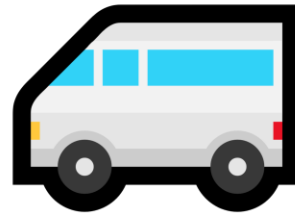


Animals on the road can be a major hazard

Shepherding is also an important rural business



We all need **public services**



And they need to access us – especially in an emergency

Public service access is vital

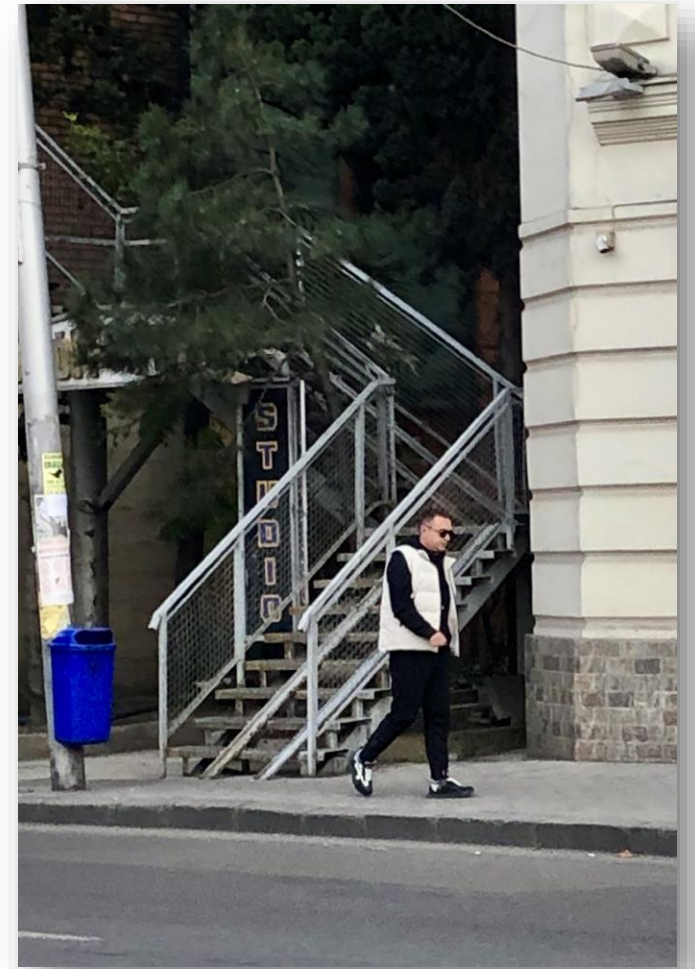


Consultation and access are important **during all stages of a road project**

We must remember roads are for **Everyone**



Can everyone manage these?



What is Community Stakeholder Engagement?

Engaging the various individuals or groups who:

- **Are affected or likely to be affected** (directly or indirectly) by the project, OR
- **Who may have an interest** in the project.
- Who are disadvantaged and most **vulnerable**



Stakeholder Engagement must be

TIMELY

Starting early and lasting **throughout the life** of a project.

INFORMED

Providing sufficient information prior to engagement

FREE

Free from fear, intimidation, coercion or manipulation

INCLUSIVE

Accessible, diverse and culturally appropriate

PARTICIPATORY

Enabling dialogue, feedback and influence



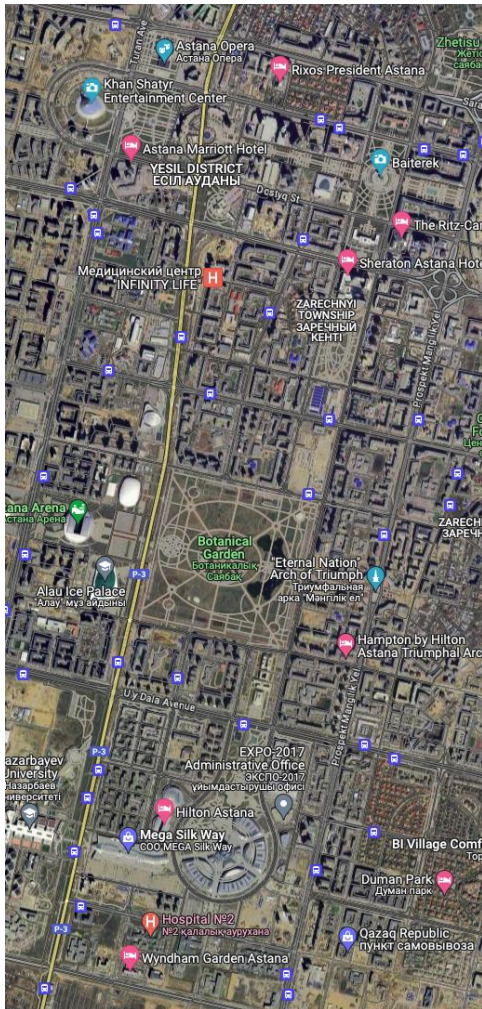
STEP 1: Identify the Stakeholders



Different stakeholders and different road users have different needs – and different needs for information

Recommended: EBRD Community Engagement e-learning course
<https://ebrdelearning.com/community-engagement-ebd-stakeholders-e-learning-course>

Stakeholder Mapping helps to:



- Provide a framework for analysis and reporting
- Ensure you don't miss any important stakeholders
- Target engagement, prioritizing those who need most attention
- Understand and respond to specific needs and concerns
- Explain the purpose of your activities to others, by using visual mapping tools



Photo: CMG Practice

Think about residents, businesses, services, schools, community groups and NGOs

Vulnerable stakeholders are a priority

People can be vulnerable if:

- They are on low incomes, large families, or live in deprived areas
- They have disabilities or mobility issues
- They are highly dependent on the land or natural resources impacted by your project
- They are discriminated against in society
- They are affected by conflict
- They are 'vulnerable road users' like cyclists



Step 2: Reach out to those affected



- Prioritise those affected (directly or indirectly) by the project
- Pay special attention to vulnerable groups and those most affected
- Go to them – don't wait for them to find you
- Make sure you speak their language
- Find out how **they** want to communicate
- NGOs, Community Groups, and community leaders can be very helpful

Reach out to those affected



Be proactive to reach people. Make information easy to find.

Step 3: Communicate meaningfully



- DON'T organize meetings no one can go to
- Use ways to communicate that will reach different groups
- Make sure you speak to all the important stakeholders

Ask yourself:

- Are **women** being reached by your communications?
- Are you reaching **vulnerable groups** and people most affected by your plans?



Anticipate concerns – put yourself in their shoes

Key Areas	Typical Questions
Describe the project	What are you doing, and where? When will it start and for how long? Who will you employ?
Cumulative effects	Are there other projects in this area we should know about?
Benefits	Will you invest in our community? What does this mean for me or my group?
Negative impacts & compensation	Will this cause damage or disruption? Who will compensate us and when?
Safety & security	How will you protect my family's health or mobility? What lasting dangers might there be?
Complaints	How do I make a complaint? What happens if there is damage?
Legacy	What will happen to us when you leave?



Make sure you have answers that are **locally relevant**.

Identify who can give you the information you need, and have it ready.

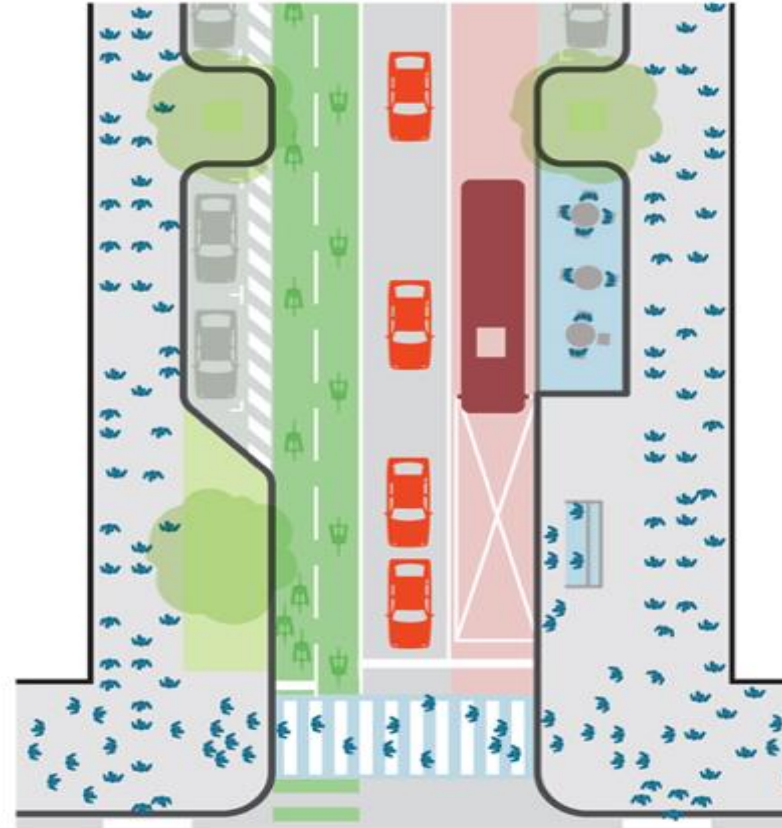
Describe plans in **everyday** language



Not everyone is an engineer!

- Use pictures
- Use simple diagrams
- Use location maps

Pictures can be better than words



Make it easy to complain



It is better to hear complaints than make mistakes

- Have a clear process
- Respond quickly and properly
- It's helpful to handle different types of complaints separately (e.g. noise, loss of access, damage)

Don't be discouraged by complaints. People are more likely to contact you when they are unhappy than when they are satisfied!

Complaints mean that people trust you and your project.

Keep good records

Type of record	Information that should be included								
	Descriptive details of attendees	Personal details (e.g., name, contact details)	Permission to hold and use data	Signature required ¹	Location (where it was held)	Attendance data (how many people)	Commentary and/or narrative	Actions agreed	Status (e.g., open or closed)
Meeting log	X				X	X		X	
Attendance sheet	X	X	X	X	X	X			
Meeting minutes	X	X			X	X	X	X	
Grievance log	X	X	X		X				X
Grievance record	X	X	X	X	X		X	X	X
Requests log	X		X		X				X
Requests record	X	X	X		X		X	X	X
Permissions sheet		X	X	X	X				
Narrative report	X				X	X	X	X	
Photographs	X	X	X		X				
Interviews	X	X	X		X		X	X	
Film and audio	X	X	X		X				

Records are important for evaluation and monitoring, learning lessons and making future improvements

Thank You!

