Third Development Plan Completion (2015-2021): Main Achievements

Africa Transport Policy Program’s (SSATP) Fourth Development Plan (DP4) Stakeholders Engagement Meetings Brussels, Belgium. June 16-17, 2022
The Genesis of SSATP

What do we do

DP3 Main Achievements:
- Thematic Area 1: Regional Integration
- Thematic Area 2: Urban Mobility
- Thematic Area 3: Road Safety
- Communications & Stakeholder Engagement

Overview of the Fourth Development Plan (DP4): 2021-2025
SSATP TEAM

• Practice Manager: Ibou Diouf
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The Genesis of SSATP

- **1987 - SSATP Creation** - Historically, SSATP started with championing Road Maintenance Initiatives (RMI) and evolved into an African program to promote sound policies and strategies in all aspects of transport.

- **1992** - Supported by a small group of donors, the nine founding member countries called on UNECA and the World Bank to: (i) continue as executing agencies and (ii) implement and extend the scope of the Program through seven components.

- **2000’s** - Donor support was enhanced through the adoption of a programmatic approach, which pooled funds into a multi-donor trust fund.

- **Donors** - EU, Switzerland, France, AfDB, WB, Canada, Germany, Italy, Norway, Ireland, Sweden, Belgium, UNECA, and AfDB.
SSATP Country Membership is Growing

Membership grew from 28 countries in 2003 to 42 today
What do we do

- A knowledge broker to share experiences among 42 Africa country members
- Advocacy to raise awareness of key transport issues and support for developing sound transport policies and regulations
- Bringing knowledge products and best practices to the beneficiary countries
- Drawing lessons from experiences and preparing working papers and guidelines
- Developing knowledge training programs and their deployment through Africa
Examples of SSATP policy development

- **Road sector reforms** – Policies for the commercialization of the road sector. Road user pay principles *(34 RFs are now established in Africa)* and corporatization of road network management (Autonomous road agencies).

- **Regional Integration**: Development of Corridor Management Authorities, Regional transport observatories, Corridor Truck Monitoring System.

- **Urban Mobility**: Support to the establishment of Urban Transport Authorities and deployment of Leaders in Urban Transport Training Program (LUTP).

- **Road Safety**: Establishment of the Africa Road Safety Observatory (ARSO).
SSATP Programmatic approach

PRE DP1
1987-2004
- Trade and Transport (T&T)
- Road Management Initiative (RMI)
- Urban Mobility (UM)
- Rural Travel and Transport Program (RTTP)
- Railway Restructuring (RR)

DP1
2005-2007
- Regional Integration and Transport (RIT)
- Road Management and Financing (RMF)
- Responsive Transport Strategies (RTS)
- Appropriate Transport Services (ATS)

DP2
2008-2014
- Regional Integration (RI)
- Transport Management (TM)
- Transport Strategies and Policies

DP3
2015-2021
- Integration, Connectivity and Cohesion (RI)
- Urban Transport and Mobility (UTM)
- Road Safety (RS)

DP4
2022-2026
- Regional Connectivity and Economic Integration (RCEI)
- Resilient Road Asset Management (RRAM)
- Sustainable Urban Mobility and Accessibility (SUMA)
- Road Safety (RS)
Thematic Area 1:
Regional Integration
Main Achievements
Regional Integration: Main Achievements I

OUTCOME 1. Promotion of effective policy and strategy formulation and implementation for corridor development at the country and regional level:

- Preparation of the strategic plan for the Central Corridor, with the Central Corridor Transit Transport Facilitation Agency (CCTTFA).

- Preparation of the strategic plan and revision of the MoU for the Maputo Corridor Logistics Initiative (MCLI).

- Revision of the Northern Corridor Treaty and Protocols, with the Northern Corridor Transit and Transport Coordination Authority (NCTTCA)

- Coordination with TradeMark East Africa (TMEA) to expand the scope of the East Africa transport observatories to better cover road transport, border crossing time, and railways.
OUTCOME 2. Development of the institutional capacity for an inclusive policy dialogue on regional integration:

- Joint workshops on transit regimes with International Road Union (IRU) and World Customs Organization (WCO); regional participants presented their good practices.

- Workshops on container terminal concessions and operational data for port efficiency indicators with the Africa port associations, namely the Port Management Association of Eastern and Southern Africa (PMAESWA) and the Port Management Association of West and Central Africa (PMAWCA).

- Inputs to the second update of the *One Stop Border Post Sourcebook* led by JICA.

- SSATP support to the Africa Ports Forum 2021.
OUTCOME 3. Promotion of efficient logistics services through the development of the appropriate institutional and regulatory framework:

- **Container Terminal Concession Guidelines** (WP107), providing guidance for Government and port authorities on the *do’s* and *don’ts* of concessions.

- **West and Central Africa Trucking competitiveness** (WP108), laying out a reform framework for trucking services.

As part of the launch of the Truck Monitoring System (TMS), development of disaggregated performance indicators: (i) border crossing times and patterns and (ii) road transport indicators.

Updated monthly, the TMS is a platform that generates road transport indicators from GPS data compiled from a fleet of close to 100,000 trucks operated throughout Eastern and Southern Africa.
Regional Integration: Key Knowledge Products

1. **West and Central Africa Trucking Competitiveness** (April 2018)

2. **Container Terminals Concession Guidelines** (June 2017)

3. Inputs to the second update of the **One Stop Border Post Sourcebook** led by JICA

4. Truck Monitoring System (TMS) – (Ongoing)
Thematic Area 2: Urban Mobility
Main Achievements
Conceptual Framework for Approaching African Transportation Decarbonization

**ENABLE**
Establish an effective and responsible governance system with adequate:
- institutions,
- human resources,
- financing.

**AVOID**
Minimize the need for individual motorized travel through adequate land-use and transport planning and management.

**SHIFT**
Increase or maintain shares of more socially & environmentally sustainable modes (public transport, walking, cycling).

**IMPROVE**
Improve the efficiency and safety of transport modes & services while minimizing their environmental footprint.

- Governance efficiency
- Land use efficiency
- Multimodal transport system efficiency
- Road space use & vehicle efficiency
**Outcome 1. Enable**

- Regional and local support on the establishment of Public Transport Authorities: Guidance document for the establishment of Public Transport Authorities in African cities and specific support:
  - Support in asserting CETUD prominence in Dakar, Senegal
  - Support to the government of Côte d’Ivoire for creating an urban mobility authority in Abidjan
  - Support to the institutional strengthening for urban transport in Ouagadougou
  - Policy dialogue to support the establishment of an urban transport authority in Freetown, Sierra Leone
Outcome 1. Enable

- Regional and local support on the **Financial Sustainability and Commercial Viability of BRT Projects in Sub-Saharan Africa**:  
  - Factor analysis of financial sustainability and commercial viability of BRTs in SSA  
  - Sector market analysis on private sector appetite and risk tolerance  
  - Solutions tailored to provide better financial sustainability and commercial viability of BRTs in SSA
Outcome 2. Avoid

- Regional support for the development of sustainable urban mobility policies aligned with the EASI Framework
  - 12 African cities with developing strategic urban mobility plans based on the EASI Framework and conducted case studies for each country
  - Organization of national forums at the country level to mobilize stakeholders and discuss vision and strategies
  - Support to the government of Mauritania on urban transport improvement
Outcome 2. Avoid

- Capacity building Leaders in the Urban Transport Planning (LUTP) sessions in the Sub-Saharan African region, both in English and French in Nairobi and Lusaka (anglophone audience), Abidjan (francophone audience).
Outcome 3. Shift

- Regional and local support on the development and implementation of **roadmaps for improving Informal public transport in African cities**.
  - *Development of Roadmap to improve informal transport, with the preparation of the report: “Myths and Realities of “Informal” Public Transport in Developing Countries: Approaches for Improving the Sector”*
Outcome 4. Improve

- Support urban decision-makers and technical staff with the necessary knowledge to adopt and implement key measures to improve traffic conditions in African cities
  - Development of knowledge in partnership with the African Development Bank - Study on traffic impact assessments (TIA)
  - Development of Guidelines on traffic and parking management in African cities
  - Support to design a traffic and parking management strategy in Freetown
- Support urban mobility in secondary cities:
  - Support development of policy recommendations in secondary cities in 12 African countries
  - Support the Government of Ghana, developing a framework for addressing urban mobility issues in secondary cities in Ghana
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<thead>
<tr>
<th></th>
<th>Title</th>
<th>Date</th>
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<tbody>
<tr>
<td>1.</td>
<td>Establishing a Public Transport Authority (PTA) in African Cities</td>
<td>November 2018</td>
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<td>2.</td>
<td>Urban Mobility and COVID-19 in Africa</td>
<td>August 2020</td>
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<td>4.</td>
<td>Knowledge Brief: Key Insights into Transforming the Informal Transport Sector</td>
<td>February 2021</td>
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<td>5.</td>
<td>Myths and Realities of “Informal” Public Transport in Developing Countries: Approaches for Improving the Sector</td>
<td>May 2021</td>
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<td>7.</td>
<td>Innovation in Fare Collection Systems for Public Transport in African Cities</td>
<td>(June 2021)</td>
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<tr>
<td>10.</td>
<td>Market Analysis on Financial Sustainability and Commercial Viability of BRTs in Sub-Saharan Africa</td>
<td>(June 2021)</td>
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Highlight of key Knowledge Sharing and Capacity building

- Delivery of capacity building program Leaders in the Urban Transport Planning (LUTP) sessions in the Sub-Saharan African region
- National forums on urban mobility for 12 countries
- Supported the development of a master’s degree program in transport planning to prepare the next generation of African urban planners and urban transport practitioners in partnership with ENPC in France and INP-HB in Yamoussoukro, Côte d’Ivoire
- Co-organized a series of webinars in collaboration with UITP to discuss the issue of informal public transport and identify possible solutions for reforming the sector.
- Informal transit reform webinar in collaboration with the Transport Research Board (TRB) and other development partners
- Innovation in fare collection for public transport webinar organized in partnership with the French Development Agency (AFD)
Thematic Area 3: Road Safety
Main Achievements
**Objective: Bringing Knowledge to our Countries**

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<tr>
<th>Enable</th>
<th>Enable AUC and UNECA to encourage countries achieve UN Decade of Actions for Road Safety (2011-2020)</th>
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<tr>
<td>Promote</td>
<td>Promote effective policy and strategy formulation and implementation at the country level</td>
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<td>Stimulate</td>
<td>Stimulate good practices in road safety management by promoting systematic implementation of the African Road Safety Action Plan (2011-2020)</td>
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<td>Integrate</td>
<td>Integrate road safety policy and pillar-based interventions in road development programs</td>
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OUTCOME 1. Enable

Improved capacity of African countries to manage and monitor performance in road safety

- Organization of a side meeting of African ministers of transport at the Brasilia High Level Road Safety Conference in 2016.
- First African Ministerial Road Safety Forum in collaboration with the government of Morocco in Marrakesh 2018; 22 Ministers of Transport and Health participated.
- Establishment of the African Road Safety Observatory (ARSO).
African Road Safety Observatory- ARSO

- Established in 2019
- A regional platform for data exchange, learning and data standardization
- Helps to monitor regional road safety performance
- AUC led initiative with development partners’ support
- Yet to be formally integrated into AUC by law
- SSATP on the frontline in supporting ARSO’s operations

Partners

[List of logos and names]
Africa Road Safety Observatory: Progress thus far

1. A set of indicators were identified and agreed upon to monitor road safety performance.
2. National Data Coordinators nominated for each country.
3. Data collection and analysis underway.
4. Collaboration with WHO to ensure crucial linkages with the Health sector (on-going).
5. Collaboration with iRAP on the use of big data to collect information.
7. Working with GRSP on training of police in data collection (Kenya and Uganda).
8. Two General Assembly held so far.
9. 10 years Road Map developed.
OUTCOME 2. Promote

Promotion of effective road safety policy and strategy formulation and implementation at the country and regional levels: Demand driven support to Clients

- Introducing the safe system approach into country’s strategy
- Development of a road safety strategy for the city of Addis Ababa
- Support to the government of Côte d’Ivoire in developing a national road safety strategy.
- Supporting the government of Sierra Leone and the municipality of Freetown in developing urban road safety strategies
- Supporting the government of Gambia in developing the road safety component of its new national transport strategy
OUTCOME 2. Promote

Promotion of effective road safety policy and strategy formulation and implementation at the country and regional levels: Demand driven support to Clients

- Providing technical assistance for developing a road safety strategy for the city of Accra, Ghana.
- Technical Assistance to several African countries to develop national road safety strategies:
  - Mali (2017)
  - Guinea Bissau,
  - Togo
  - Benin
- Supported the validation workshop for the Nigerian Road Safety Strategy in Abuja.

Photo. Workshop to launch the Accra Road Safety Strategy held on October 30, 2018.
**OUTCOME 3: Stimulate**

*Encourage good practices in road safety management by promoting systematic implementation of the Africa Road Safety Action Plan 2011-2020: Helping countries build capacity, strengthen institutions*

- Support to the government of **Senegal** to develop a *legal framework* for the establishment of an autonomous road safety lead agency.
- Support to the National Transport Safety Agency (NTSA) of **Kenya** and the **Sierra Leone** Road Safety Authority (SLRSA).
- Strengthen the capacity of RS practitioners in Africa through the **African Road Safety Leadership**
  - ✔ total 70 persons from **30 countries** benefited from the in-person courses.
  - ✔ An additional virtually training organized for 30 people.

*Photo. Participants of the 3rd African Road Safety Leadership Program held in Midrand, South Africa.*
Main Achievement

OUTCOME 4. Integrate

Promote systematic implementation of the Africa Road Safety Action Plan 2011-2020, collaborate with International organizations on African Road Safety Agenda

- SSATP advocates for more resources for road safety activities in transport projects - collaboration with ARMFA
- Collaboration with the Safer Africa project: SSATP as a member of the management board contributed to increasing awareness and knowledge on RS governance in Africa.
- Support to the Africa-Europe Transport and Connectivity Task Force on Road Safety.
- Support to Network of African Road Safety Legislators to advocate for road safety (AGM 2019)
- SSATP collaborates with other Road Safety Observatories
2. Road Safety Data in Africa: Developing Capacity for Data Collection (December 2021)
3. Road Safety Culture in Africa: Results from the ESRA2 Survey in 12 African Countries (January 2021)
4. Africa Status Report on Road Safety 2020 (December 2021)
5. Study of Road Safety Lead Agencies in Africa (May 2022)
Communications & Stakeholder Engagement

Main Achievements
Devised and implemented a new communications and stakeholder engagement strategy and action plan aimed at supporting the successful implementation of SSATP’s DP3 by advocating for and raising the profile of the Program, its policy recommendations and knowledge products.

Ensured consistent communication and visibility of the Program and its key donors and partners across SSATP backed initiatives, publications and events.
Communication & Stakeholder Engagement

Achievements

Updated branding puts Africans at the Heart of SSATP’s Mission

Created fresh new look and feel for SSATP; updating its branding:

- Organized a design thinking workshop to redefine and translate the mission, values, and aspirations of the Program in a way that speaks to all audiences, both visually and through updated brand messaging and copy.

- Penned a new slogan that encapsulates SSATP’s ultimate goal and mission: “Changing the face of transport in Africa.” This slogan later served as the driving force behind all the ensuing communications activities and influenced SSATP’s updated look and feel towards the second half of the DP3.

- Developed a brand guide to clarify the SSATP brand and ensure its consistency of use.
Launched newly revamped **SSATP website** in English and French in line with new look:

- **Website content resonates with audiences from Africa:** 248.72% increase in the total number of new users coming from Africa, up from 1,831 to 6,385 when comparing a similar 6-month period at the start and end of the DP3.

- While the third largest rise in audience came from Africa, **users from the continent are spending the most time on the website.** The duration of their sessions went up from 49.08% during the July 1-Dec 31, 2016 period to 60.66% between July 1-Dec 31, 2021.

Figure. Google Analytics for SSATP website comparing audience and usage metrics for the periods of July 1, 2016-December 31, 2016, and July 1, 2021-December 31, 2021.
SSATP engages with a wide audience through social media

- Grew SSATP’s presence on social networks, most notably the SSATP LinkedIn community and the World Bank’s Facebook and Twitter channels.
- SSATP partnered with key donor partners and stakeholders to launch advocacy campaigns and disseminate event and publication announcements using their social media channels.
- Efforts to increase social media presence exemplified by the #Roads4Life storytelling contest and road safety advocacy campaign, which garnered significant social media engagement: the campaign organically reached more than 16.9 million people worldwide in only two months.
Communication & Stakeholder Engagement Achievements

SSATP boosts dissemination of its knowledge products targeting key audiences

- Leveraged new technologies to ramp up the dissemination of SSATP knowledge products, including new blogs, publications, upcoming webinars and newsletters.

- Organized knowledge dissemination webinars together with key partners: UITP, AFD, TRB, UNEP, GIZ Regional Peer Network on Transport and Climate, Inter Academy Partnership (IAP), the Network of African Science Academies (NASAC), and FIA.

- Launched the new SSATP Insider newsletter to keep stakeholders abreast of the Program’s latest news, publications, learning opportunities, etc.