



International Association
of Traffic and Safety Sciences



Traffic Culture, Insight and Views; *the other side of the coin !*

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Obviously;

Traffic Culture is a concern that is intimately associated with road users;

- ✓ the **Driver**
 - ✓ the **Passenger** and
 - ✓ the **Pedestrian**
- also the **people living around !**



Obviously too;

Traffic Safety;

is very much intimately related to

Traffic Culture;

of the Road Users; ... their:

→ **Features**

→ **Behavior and**

→ **Performance**

This is ABSOLUTELY TRUE

Therefore,

- Traffic Engineers → Design / Control
- Authorities → Decide / Invest
- Policy Makers → Legislate
- Traffic Police → Monitor / Enforce
- Educators → Teach
- Psychologists → Analyze / Advise
- The Media → Publicize

to



improve;

→ **Traffic Flow**

on the street network

→ **Behavior** and

→ **Performance**

of the road user

with the hope to;

→ **maximize Traffic Safety** and

→ **minimize Accidents' Consequences**

But (Internationally);

we face a central Question ?!

that is often Neglected !

particularly in many

Developing Countries !

is
TRAFFIC CULTURE
and its **Impact**
attributed **ONLY** to the
Road User **?!**

What do you think ?!

or

have you thought before of
the other side of the coin ?!

in fact;

**Practice Culture of the
Stakeholders**

“other than road users”

has serious impact on

Road Safety

Unfortunately;

- **Incompetent** Practice Culture by
‘Traffic Related Stakeholders’ very often
happens in many Developing
Countries;
- ✓ at city and national transport levels,
 - ✓ at least at 5 areas of related practice
and
 - ✓ can easily bring hazardous traffic



- ✓ **Traffic Engineering** Practice Culture
- ✓ **Authorities** Practice Culture
- ✓ **Policy & Decision** Practice Culture
- ✓ **Education** Practice Culture
- ✓ **Media** Practice Culture



Incompetent Practice Culture;

1. Traffic Engineering

- no qualified TEs or
- if they exist: not allowed to work
(job does not exist)
- or not independent (interference)
- or others do the job ! (e.g., architects,
road engineers, urban planners, urban
geographers, traffic police,...)



Incompetent Practice Culture;

2. Authorities (city / national)

- **unaware of TE profession**
- **do not institute TE job**
- **do not act on TE professionally**
- **assign TE to non-specialists**
- **do not keep or permit data**
- **allow 'adaptive reuse of land use'**



Incompetent Practice Culture;

3. Policy Making / Decision

- **unaware of TE profession**
 - **hence, unaware of need for TE practice legislation**
- **depend on non-specialized aid**
 - **hence, non-professional policies and decision**



Incompetent Practice Culture;

4. Education

- **teaching material lacks advice from TEs**
- **concentrate mainly on Traffic Law**
- **hence, lack on many features of ‘all’ road users’ behavior**

Incompetent Practice Culture;

5. The Media

- **do not** ‘ know of ’ **TE profession**
- **hence, introduce non-specialized interviews and TV shows**
- **and without noticing; support non-specialized solutions**
- **journalists on traffic do not have the right related background**



- ✓ **Incompetent** Traffic Culture of the
' Road Users ' leads to;
→ **Voluntary** road user ill behavior
- ✓ **Incompetent** Practice Culture of the
' Traffic Related Stakeholders ' leads to;
→ **Forced** road user ill behavior

Both Seriously Affect Road Safety

Reasons of Voluntary and Forced ill behaviour of the Road User



Reasons of Voluntary ill behaviour of the Road User

- ✓ illiteracy
- ✓ poor related education
- ✓ wrong or NO information
- ✓ poor driving
- ✓ lack of knowledge of traffic code
- ✓ lack of signing
- ✓ lack or difficulty of enforcement



- ✓ **bad habits**
- ✓ **carelessness**
- ✓ **selfishness**
- ✓ **Informal transit modes;**
 - repeated sudden stops to collect/drop passengers
 - speeding to maximize turnover
- ✓ **lack of concentration during driving**
- ✓ **'drugs' during driving ' trucks '**



Reasons of **Forced** ill behaviour of the Road User

- ✓ **side walk;**
 - **surface condition**
 - **occupied** (parking, vendors, cafes, shop displays, car mechanics, etc.)
 - **width** (wrong design, lack of space, etc.)
- ✓ **no pedestrian crossings**
- ✓ **pedestrian bridge with no escalators**
- ✓ **operators (truck/bus) extended driver hrs.**



- ✓ operators employ ill-chosen drivers
- ✓ long spaced U-Turns
- ✓ no road side signage
- ✓ wrong (inappropriate) signage
- ✓ bad road surface condition
- ✓ not enough parking space
- ✓ wrong positioning of Bus Stops
- ✓ repeated (un-designed) humps
- ✓ allow side activities close to shoulder



**Some Photos on
Consequences of
Voluntary and Forced
ill behaviour of the Road User
that affects **Road Safety****

WHO's Responsible in Developing Countries

→ of rectifying inappropriate

Traffic Culture of the Road Users ?!

and

→ of eliminating inappropriate

Practice Culture of the Stakeholders?!

First which is more difficult ?

→ Rectifying inappropriate

Traffic Culture of the Road Users ?!

OR

→ Eliminating inappropriate

Practice Culture of the Stakeholders ?!

Believe me the latter is more difficult !!

→ Changing mindset of practitioners and politicians is difficult; we need: **1,2,3, ...**

1. Syndicates of Engineers:

insist on change / protect TE profession

2. Universities:

demonstrate / quantify consequences

3. International Aid:

adaptive / practice oriented / should be

‘country driven NOT donner imposed’

→ Changing attitude of all road users is not easy; we need: 1, 2, 3, 4, 5,

1. TEs + others:

design and implement Programmes for improving road user behavior

2. Officials (city and national)

finance / support / sustain

3. Media

support dissemination

4. NGOs and

5. Volunteers (senior citizens, youth, etc.)

Necessary 'on site' **role** (with the people)

actively / regularly / continuously

Success Condition

→ **Officials / Media / NOGs / Volunteers**

MUST be Trained by TE professionals

→ **Governments**

MUST Allow and Support

..... more to be said here;

but;

I leave you to

think about it !

Thank You