

# IMPACT EVALUATION OF THE ROAD SAFETY INITIATIVES IN LIBERIA



## Liberia Road Safety Initiative

### LOCATION:

4 counties (Montserrado, Margibi, Bong, Nimba) in Liberia

### IMPLEMENTING AGENCIES:

Ministry of Public Works (MPW) and Ministry of Transportation (MoT)

### TIMELINE:

2019–2022

### 4 INTERVENTIONS TO IMPROVE ROAD SAFETY IN LIBERIA:

1. Driver education and compensation
2. Passenger empowerment
3. Speed enforcement
4. Road design

### BENEFICIARIES:

Drivers, Passengers, Police officers

For more information about

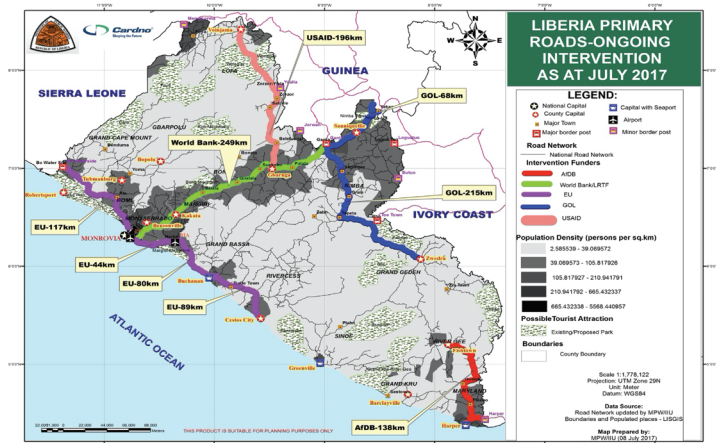
- Liberia Road Asset Management Project (LIBRAMP), visit <http://projects.worldbank.org/P125574/liberia-road-asset-management-project-libramp?lang=en&tab=overview>
- Southeastern Corridor Road Asset Management Project (SECRAMP), visit <http://projects.worldbank.org/P149279?lang=en>

## Context

Road safety has become an important issue for Liberia, which has the highest estimated road traffic death rate in the world, with 35.9 fatalities per 100,000 population, and where ECONOMIC losses from road traffic crashes are estimated to cost as much as 7% of GDP. In October 2018, the Government of Liberia launched the Road Safety Action Plan, a \$22.1 million program aimed at preventing deaths and minimizing crashes, which will be implemented through a National Road Safety Secretariat.

The World Bank supports the country through the Liberia Road Asset Management Project (LIBRAMP) and the Southeastern Corridor Road Asset Management Project (SECRAMP). The Impact Evaluation (IE) will focus on these two projects. The LIBRAMP offers a scope to test road safety strategies on the Suakoko Highway that inform which road safety interventions to implement on the corridor from Ganta to Zwedru (SECRAMP).

Mainly, the interventions consist in testing the driver's behaviors and the incentives to adopt safe behaviors on the road; and the role that passengers play in limiting the risky choices of the driver. In addition to that, the IE will address the role of policing through an experiment



on speed enforcement, and test the importance of road design in shaping behaviors through physical road safety environment.

## Impact Evaluation Research

The proposed IE seeks to understand the incentives of the different actors on the road (drivers, passengers, and police officers) as well as the role played by the environment (road design) and, subsequently, to learn which road safety policies would be the most effective at reducing road traffic crashes in Liberia.

This IE consists in experimental design focused on car-taxis, motorcycle-taxis and truck drivers with about six treatment arms and four different control groups across four interventions: driver education and compensation, passenger empowerment, speed enforcement, and road design.

## Policy Relevance

There is an urgent need to reduce the number of road traffic deaths and injuries in Liberia. The Government of Liberia is exploring road safety strategies and has allocated funding for road safety interventions. A Road Safety Action Plan has been finalized and approved by the Government. The IE research team will work to directly link to activities proposed in the Road Safety Action Plan, with a goal of building evidence on which parts of the Plan are

more effective, so that the Government of Liberia can use this information in making scale up or down decisions, as well as quantify estimates of the reduction in road deaths and injuries.

More specifically, this IE will allow the government to understand the forces at stake and the incentives of actors involved on the road (driver, passengers). Recovering the forces at stake is key, since it has direct implications on the type of policy that should be adopted to reduce the number of crashes due to unsafe driving. The intervention we developed will allow us to test whether drivers know the behavior they should adopt to avoid crashes but lack incentives to do so, or if they are unable to adopt a safe behavior because they do not know which behaviors lead to a higher probability of crashes. Through the passenger empowerment intervention, we will also be able to determine the potential impact of an awareness campaign.

In addition, this is an opportune time to invest in a road safety impact evaluation in Liberia. As this is the first major rehabilitated road in Liberia, with thousands of kilometers of rehabilitation planned for the future, it will inform decision-making on all road development going forward, across government agencies and MDBs working in Liberia and throughout the region.

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ieConnect has over 30 ongoing impact evaluations across 19 different countries. The IEs focus on urban mobility, transport corridors, road safety, and rural roads sectors with thematic emphasis on gender, female economic empowerment, and fragile situations. From the ieConnect program we will learn how to improve the availability and quality of data that can be used for measuring the impact of transport projects and generate evidence that can be used to improve decision making for transport investments in the long-term. The ieConnect for Impact program is a collaboration between the World Bank's DIME group and the Transport Global Practice. This program has been funded with UK aid from the UK government.