

QueTraffic: changing attitudes towards better and effective traffic for all

A project proposal written by

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ABSTRACT

The project QueTraffic is about changing attitudes towards better and effective traffic for all. This change of attitude will be gained by raising awareness, adopting better traffic strategies and by encouraging all stakeholders to help implement current Pakistani traffic rules through good governance and community participation.

1. INTRODUCTION

The project **QueTraffic*** is being proposed with a view to attracting and encouraging people to participate in raising awareness about vehicular traffic and to contribute towards solving the ever increasing problem of entangled traffic in Quetta city by devising and adopting better strategies and by encouraging all stakeholders to implement and observe existing Pakistani traffic rules and regulations. The target group for this project is Quetta City dwellers, coming from all sorts of background: they include people who use a motor vehicle as medium of transport, the pedestrians and cyclists. Due to bad traffic management, the afore-mentioned categories of people cause inconvenience to each other and in terms of economy and environment we all pay the price.

* In the acronym **QueTraffic**, pronounced Q Traffic, ‘**Que**’ is taken from Queue and ‘**Quet**’ from Quetta while “Traffic is self-explanatory. The intended effect here is to enhance the importance of achieving a well-organised “Queuing of Traffic in Quetta City”.

2. BACKGROUND

Generally speaking the situation of vehicular traffic in Pakistan is bad, very bad and sometimes in some places shockingly bad and frustrating! Living in **Quetta** in particular, would dawn on us that the **traffic system** is extremely chaotic, sluggish, faulty and dangerous and one feels utterly impotent as well as desperate either to solve it or move to some other part of the country. But where to go? As more or less it’s the same scenario all over the country. This does not only reflect the chaotic situation of the society and inability of the authorities to do something about it, but it also has a negative bearing on the economy and lives of the city dwellers as well. It does not portray either a very good image of our society to the outside world.

In short, until and unless we do not implement the existing traffic rules and that the drivers (including would-be ones) are not forced to go through proper theory and practical driving tests, no tangible change will ever take place. Skilled drivers and better driving conditions would only translate into a better social, economic and environmental conditions and it would be a win-win situation for every one. An organised traffic can only be achieved if we implement the existing rules, seek new alternatives and raise the level of awareness/consciousness around traffic related issues. It’s in this context that **QueTraffic** Project is proposed in order to augment and strengthen the pace of social change. What is intended here is to change the attitude of people towards traffic as this is the first pre-requisite step to our ultimate goal of energy-efficient, time-efficient, life saving and smooth/free flowing traffic.

In order to achieve our goal we need to address the following causes, among others, these are:

- Lack of will power on behalf of the authorities to enforce and implement existing traffic rules
- The presence of complex infrastructure, difficult but not impossible to modify
- Lack of strategies to bring about changes in the current state-of-affaires

- Lack of knowledge, attitude, skills and aspirations to effect changes in the practices
- We have failed to seek or are not seeking other radical alternatives to adjust and address bottlenecks in the traffic system (i.e., by devising ring/circular road(s), more one-way traffic routes, designated bus stops, road markings, clearly visible traffic signs, creation of parking spaces, possible widening of roads, footpaths and protecting the rights of pedestrians)
- Lack of financial resources for the above point!
- Lack of programmes, activities or literature that are needed for learning - not many professional driving schools etc. Hence:
 - Quasi non-availability of expertise in the related domain
 - Easy access to driving licenses either due to corruption or culture of favouritism and family links
- Role of political and religious institutions - not very positive
- Role of educational institutions – not very effective

The above factors have given rise to a general apathy and disregards towards observing traffic rules and have only exacerbated the situation further, hence we now observe:

- Lack of traffic awareness across the social strata – top to bottom or vice versa – has made the situation worse!
- Lack of willingness to sacrifice some of our short cuts in the greater interest of collectiveness, that is, we are not ready yet to allow or adopt more one-way traffic routes!

Last but not the least: we do not even have precise and accurate statistics as to the number of deaths and injuries caused due to bad traffic!

We should also appreciate the fact that we are dealing with a very serious situation whereby on one hand pedestrians, including elderly and toddlers, while walking in the middle of the road (!) get crushed by **unqualified drivers** because **the pedestrians walk in the middle of the road** and on the other hand animals and their cart drivers are so competitive that we see them co-habiting and racing with the transporting machines – a situation not compatible at all with the modern day life style! It's a very precarious situation and if not addressed now would become very chaotic and unbearable in the years to come, hence the ever increasing need for this QueTraffic Project to mobilise the people of Quetta to prevent this growing problem from turning into a monster.

The Society for Mass Education therefore feels the need to come forward and share its part of responsibility in addressing this issue. To begin with, it therefore sets its prime goal to:

3. GOAL:

“TO HELP IMPROVE THE TRAFFIC SYSTEM & REDUCE PEOPLE’S SUFFERING”

This project intends to search for local solutions to produce and cause to produce changes in our present traffic system and this change can only come about through the way we live and choices we make, by addressing the root causes of the problem, by empowering people of the region to participate in designing and adapting traffic

strategies that would reflect the needs of this small but very populous city of the least developed Balochistan province (please see Appendix B). Hence we propose to achieve our above mentioned goal through the following objectives:

4. OBJECTIVES: (for details please see Appendix A & B1)

- 4.1** TO RAISE AWARENESS AMONG PEOPLE IN GENERAL AND VEHICLE USERS IN PARTICULAR ABOUT THE BENEFITS OF AN ORGANISED, EFFICIENT AND EFFECTIVE TRAFFIC SYSTEM IN QUETTA CITY.
- 4.2** TO ENCOURAGE/ASSIST VEHICLE USERS TO GET THEMSELVES FAMILIARISED WITH TRAFFIC RULES.
- 4.3** TO CAMPAIGN FOR THE IMPLEMENTATION OF TRAFFIC RULES LOCALLY AND BY IMPLICATION NATIONALLY.
- 4.4** TO CAMPAIGN FOR VARIOUS ONE-WAY TRAFFIC SYSTEMS AND RING ROADS IN ORDER TO MAINTAIN & ENHANCE TRAFFIC FLOW.
- 4.5** TO CAMPAIGN FOR THE PROVISION/CREATION OF PARKING SPACES, AND FOR FUTURE DEVELOPMENT PLANS TO KEEP THIS PROVISION AS A MUST REQUIREMENT!

Initially this would be a two year experimental project and would be extended afterwards depending on the success of the project and availability of further funding. An established steering group made up of representatives from local community groups and other partner organisations who will be important players in facilitating and monitoring this project would direct the project. To broaden the horizon of those on board a brief training on traffic concepts will be given, illustrating foreign models but seeking local solutions, as the saying goes, “think globally and act locally.

5. THE PARTNERS (PROPOSED)

- Any Civil Society Organisation (NGO etc)
- Quetta Traffic Police
- City Government
- Transport Associations (Bus, Rickshaws etc) and/or
- Media

The partners proposed above would be contacted as soon as possible to find out whether they are willing to participate in this project; in case of their refusal other potential partners may be approached (Please see Appendix B1).

6. BENEFICIARIES

The vehicle users and people of Quetta City will benefit directly and indirectly from this project. The project area will be divided into 8 manageable traffic zones (a detailed map to follow).

7. TARGETS AND ACTIVITIES

Please see Appendices C1, C2 & C3 for this section (this is because the “Targets and Activities” section is in ‘landscape page set up’ while the rest of the document is in ‘portrait page set up’, hence, can not be put together as the two formats are not compatible).

8. THE SCHEDULE - each action when

For a general picture please refer again to Appendices C1, C2 & C3. However, in the first month after the start of the project a more detailed ‘Action Plan’, specifying time for each action, will be designed for all aims and objectives of the project that need to be delivered; this will be done in consultation with the team. The first month will also be utilised to recruit and train the staff members.

9. THE ORGANISATION

The Society for Mass Education was set up in 00/00/00 and is an independent, community owned organisation dealing mainly with mass awareness raising issues. SME has a team of dedicated, highly motivated and experienced staff and is fully capable to manage the proposed QueTraffic Project.

The Society for Mass Education represents a wide cross section of the society. Its board of directors (to be nominated later on) and its membership is drawn from local Govt., private, community and voluntary sectors. We therefore rely on a vast pool of expertise, knowledge and contacts (a database in this regard will be set up) – a capability which should prove of great value in achieving QueTraffic’s objectives!

10. COSTS & BENEFITS

10.1 Costs

At this stage, due to non-availability of requisite data for cost-benefit calculations, I am not in a position to give a detailed description here – my inability in terms of monetary analysis is due to my long absence from the country. But given the non-physical-development-nature of the project I can say with some degree of confidence that it would be a cost-effective project as lots of our energies would be concentrated on lobbying and raising awareness campaign work towards a capacity-building approach to people-centred development, therefore it can be argued safely that the intended outcomes and impacts would justify the costs of inputs. Normally, Cost/Benefit Analysis is carried out using only financial costs and financial benefits. However, in the case of this project the long term benefits we will reap are intangible and have an element of subjectivity.

Nonetheless I would refer you to **Appendix E** where I have only mentioned our needs for running the project leaving the cost columns blank. In terms of population, Quetta city is big and reaching out to people would mean access to reasonable number of staff members, we therefore propose at least 6 project/outreach workers.

10.2 Benefits

As a result of improved and organised traffic, few salient points of benefits would be:

A) In terms of human sufferings

- Few injuries or/and deaths, consequently
 - Less health care costs both for private and public sectors
- Positive impact on people's mental and physical health
- Effective and efficient economy
- More savings

B) In terms of environment

- More fuel savings
- Less spending on nation's fuel imports
- Less pollution as a result

11. MONITORING & EVALUATION

An effective integrated Monitoring and Evaluation plan would be developed in the first quarter of project to measure progress against the intended aims and objectives of the project. During this time we will also be collecting data for our baseline study as well as selecting project performance indicators.

11.1 Baseline study

In order to monitor and evaluate our progress efficiently we would need to acquire a baseline data; this collection of data would be carried out before the project is implemented. The gathering of data would thus constitute the beginning of the M & E process. That is why, in addition to consulting other data sources, we are proposing to conduct attitudinal survey so that we could get maximum help in establishing our baseline data, taking into consideration both qualitative and quantitative information. Generally speaking the performance indicators for evaluating impact are needed to help complete the baseline data, since, the data collected during the final evaluation can be compared with data collected during the baseline study (Please refer to Appendix B1)

11.2 The process of selecting indicators (or parameters)

This is something that needs to be discussed with project's team, stakeholders and partners for three obvious reasons: 1st, this is only a draft proposal therefore objectives and aims may be modified or changed; 2nd, my experience in this field is limited; 3rd, by consulting our partners and stakeholders we will not only make our M & E process

more participatory but also we will be able to properly define and refine the needed monitoring indicators (or parameters) to measure project's progress, this can be done by:

- brainstorming ideas
- assessing each one, narrow the list
- making an indicator monitoring plan

12. REPORTING - how often, to whom, including what

A monthly progress report highlighting each aim and objective will be produced to the Steering Committee while the donors/partners would get reports every six months: the first report will be focused more on outputs while the second & third reports, coming at the end of the year, will concentrate more on the outcomes. A final evaluation report will be given at the end of the project

All our activities would be strictly recorded, categorised and filed and this would be done to:

- Monitor and measure our progress against specified objectives
- Satisfy our donors/partners of our progress
- Monitor efficiency & performance of our project staff

13. APPENDICES

- A: Detailed Aims & Objectives
- B2: Reaching out to the community
- C1, C2 & C3 Targets & Activities (to be found in **attachment two**)
- D: Project staff & management structure
- E: Budget
- B1: Detailed descriptions involving reasons and strategies

Note. The following pages will lead you to Appendices, the remaining will be in a different page set up attachment:



Appendix A

OBJECTIVES AND AIMS

OBJECTIVE 1

TO RAISE AWARENESS AMONG PEOPLE IN GENERAL AND VEHICLE USERS IN PARTICULAR ABOUT THE BENEFITS OF AN ORGANISED, EFFICIENT AND EFFECTIVE TRAFFIC SYSTEM IN QUETTA CITY

Aims:

1. Commission survey into the attitudes of drivers and law enforcement agencies
2. Encourage discussion about the findings of the survey
3. Interact with Traffic Dept., law enforcement agencies and legislative bodies in order to facilitate this project.
4. Work with traffic police, teachers, parents and pupils to raise awareness as to the role of an effective traffic system
5. Raise awareness about existing traffic rules and how these can improve our daily lives if respected.
6. Raise awareness with regards to the other foreign traffic models (UK, France)
7. Promote the work of the team amongst all community groups
8. Promote the project outside of Quetta
9. Promote the activities of the volunteers and encourage membership
10. Organize debates amongst various educational institutions of Quetta City
11. Organize walks, workshops, seminars and traffic weeks
12. Work with traffic police officers within the community to gauge and advise on the image portrayed

OBJECTIVE 2

TO ENCOURAGE/ASSIST VEHICLE USERS TO GET THEMSELVES FAMILIARISED WITH TRAFFIC RULES

AIMS

1. Increase membership to QueTraffic Motor Club
2. Provide advice and assistance throughout their membership with us (in collaboration with Traffic Police)
3. Monitor the progress (knowledge of traffic rules) of all vehicle users registered with the project
4. Establish communication network with similar schemes to identify best practices
5. Create and train in conjunction with Traffic Police a network of voluntary traffic representatives who once trained would help the community at large!
6. Raise awareness about reducing pollution levels

OBJECTIVE 3

**TO CAMPAIGN FOR THE IMPLEMENTATION OF TRAFFIC RULES
LOCALLY AND BY IMPLICATION NATIONALLY.**

Aims

1. Campaign for the issuance of driving licenses to deserving drivers only
2. Campaign for compulsory passing of driving theory tests
3. Campaign for compulsory practical driving tests
4. Encourage present drivers to sit driving theory and practical tests!
5. Campaign for Professional Driving Schools (PDS)

OBJECTIVE 4

**TO CAMPAIGN FOR VARIOUS ONE-WAY TRAFFIC SYSTEMS AND RING
ROADS IN ORDER TO MAINTAIN & ENHANCE TRAFFIC FLOW.**

Aims

1. Campaign for additional one-way traffic routes
2. Campaign for an inner city ring/circular road (recommendations to follow)
3. Campaign for proper bus stop facilities at regular intervals
4. Campaign for compulsory bus-stop-only-passenger-pick ups

OBJECTIVE 5

**TO CAMPAIGN FOR THE PROVISION/CREATION OF PARKING SPACES
AND FOR FUTURE DEVELOPMENT PLANS TO KEEP THIS PROVISION
AS A MUST REQUIREMENT!**

Aims

1. Encourage private sectors to create/provide parking spaces
2. Campaign for the legislation of such a provision
3. Establish a Focus Group for this purpose
4. Campaign for widening of roads and/or making of rounded road junctions

Appendix B2



REACHING OUT!



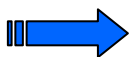
Marketing to Target Groups:

- **Schools: raise interest in staff and younger group**
- **College/Uni: raise interest in staff and older group**
- **Local community organizations**
- **Exhibitions:**
 - **Public Places**
 - **Community meetings**



Advertise Project to Target Groups:

- **Local newspapers**
- **Local organizations**
- **Radio/T.V.**
- **Internet Web Page**
- **Places of worship**



Develop Networks:

- **Potential driver database**
- **Organizational contact database**
- **Develop Partnerships with other local Organizations**



Identify Target Groups:

- **Consult and interview drivers of various categories**
- **Consult and discuss with provincial legislative body**
- **Research**

Note: For Appendices C1, C2 and C3 refer to Part II

Appendix D

PROJECT STAFF & MANAGEMENT STRUCTURE

Appendix D PROJECT STAFF & MANAGEMENT STRUCTURE			
Lead Organization	The Society for Mass Education		
Project Name	QueTraffic		
Start Date	Proposed date: 00.00.00		
Partner Organizations (Proposed)	NGO, Traffic Police, City Govt and Transport Association		
Project Staff			
Please provide the following information about project staff:			
Job Title	Name of Post Holder	Start Date	Finish Date
Project Manager / Team Leader	?	?	?
Project Co-ordinator	?	?	?
Admin Officer	?	?	?
Project Worker	?	?	?
Project Worker	?	?	?
Project Worker	?	?	?
Project Worker	?	?	?
Project Worker	?	?	?
Project Worker	?	?	?
Project Worker	?	?	?
Project Management Structure			
The roles of project staff and reporting lines up to and including the Management Committee of the organization:			
<pre> graph TD EC[EXECUTIVE COMMITTEE] DP[Donors / Partners] TL[TEAM LEADER] SC[STEERING COMMITTEE] ADM[ADMINISTRATOR] PCO[PROJECT CO-ORDINATOR] PW[PROJECT WORKERS] COM[COMMUNITIES] EC --> TL DP --> TL TL --> SC TL --> ADM TL --> PCO SC --> PCO ADM --> PCO PCO --> PW PCO --> COM </pre>			

Appendix E (Budget)**Project Name:** QueTraffic**Name of Lead Organization:** The Society for Mass Education (presumed!)**Duration of Project:** Two years: 00/00/00 – 00/00/00**Details of project expenditure**

Salaries of staff	200X-0Y	200X-0Y		Total
Project Manager				
Project Co-coordinator				
Admin officer				
Project worker x 6				
Total salary costs				

Start-up costs				Total
Office rent				
Furniture				
IT equipment				
Any other item				
Total start-up costs				

Running costs				Total
Telephone/electricity/Gas/water				
Consultancy Fee				
Transport cost				
Total running costs				

Training costs				Total
Staff training				
Volunteer training				
Total Training costs				

Total project costs				Total
Salary costs				
Start-up costs				
Running costs				
Training costs				
Total				
Matched Funding*				
Total Grant Requested				

* Partner Organizations will be requested to contribute towards funding this Project.

Appendix B1

The need for Partner Organizations?

The task of raising awareness and getting rid of bad driving habits of people through attitudinal change is a huge one and demands a concerted effort by all concerned players of Govt as well as Civil Society. We need to keep in our mind the complex dynamics of our society we live in; we will be dealing with the predominantly a tribal set up where the mindset of people is such that, that they do like dictating and don't like being told/dictated; even raising awareness in a more sophisticated and professional way is, sometimes considered, an act of dictation by some. That is why we need participation at all levels in order to make this project a success. This will allow us to have financial, moral, political and authoritative support and at the same time we will have the opportunity to get involved with our partners and have access to a large pool of contacts and expertise as well.

Hence having right partners on board is very crucial to the success of this project.

The Volunteers: Working with and through volunteers would be an important and crucial part of our project. After a brief training, they would facilitate us in implementing our aims and objectives and they will mainly represent the Traffic Zones they live in. We will need between 20 to 25 volunteers for each zone and they will work with the project worker assigned to their zone. At a later stage we intend to get one volunteer for every main street – depending on the success of zone volunteers. These street volunteers would be managed by the loosely structured committee of their respective Traffic Zone volunteers. QueTraffic will also have a volunteer in every Quetta city schools.

The street volunteer will help us, after brief training about traffic rules and concepts, to help raise awareness about traffic issues and organize their street traffic, for example, in terms of which side of the road to be used for permanent road side parking, and help us raise funds for road markings and traffic signs for their streets only. We are confident this general mobilization, at street level, will have a cumulative effect and we are looking forward to concentrate on this a lot. We will also be taking on board the area/local councillors to help us in this regard.

This all sounds very ambitious and unrealistic but in fact it is not as this chaotic traffic is every one else's problem and with little focused awareness raising sessions we should be able to find a dedicated team of volunteers!

Motor Drivers' Club (QueTraffic Motor Club)

The task of this club would be to attract as many drivers as possible and then provide them with the necessary traffic and driving information and training. These newly trained and motivated drivers would not only observe the traffic rules but would also be expected to raise awareness regarding these issues and influence their family and friends to follow the traffic rules.

The best driver would be presented with the "Quetta Driver of the Year Award" and the following ten drivers would be categorized as the "Top Ten Drivers of the Year". One

hundred drivers for this purpose would be picked up at random; they would be monitored for a specified period of time by our professional instructors and tested. Though the incentives given above seem to be too small but the **impact** it would have in the long run on the lives of the people of Quetta will be huge. We should remember that when we drive it's not only about how to drive the car but also about knowing the traffic laws, which if followed and if we are forced follow to the book will make the life much easier!

As we move along new items of interests would be introduced to make this club attractive and useful to vehicle users!

Professional Driving School(s):

These schools would be an important **focus** of our project as this is here that we would seek to train (assemble) our existing and would-be drivers. When we say assemble we mean to use the analogy of a factory where different components of a machine are assembled to make one whole operational piece. In fact our traffic system is also like those loose components in a factory which are operational but individually and not in collective harmony - our drivers also operate individually and are not concerned at all about reaping the collective benefits of a good traffic system. This is not their fault as they have not been trained by a driving school and are not forced by concerned authorities to observe the existing traffic rules.

This formation of drivers at a Professional Driving School will not only address our chaotic traffic system but would also take the pressure off those Traffic Police Personnel who spend their duty hours standing in the scorching sun, while inhaling heavy pollution and dust, desperately trying to keep the traffic moving.

We will seek to establish our own driving school by recruiting the most professional and dedicated driving instructors but at the same time we would help others to start their own driving schools – in order to create competition and healthier learning environment. Through campaigns we would also seek to influence the law enforcement agencies to test the competence of the existing driving schools and check whether they are teaching theory as well as practical aspects of driving and traffic laws.

The other advantage of PDS for this project and for other PDSs would be sustainability element in it, that is, not only for us to make our project sustainable and carry on for as many years as possible but also to provide job opportunities for few more families to live on.

Our PDS will interact actively with our QueTraffic Motor Club members and provide them with necessary support.

The PDSs staff will have an in-depth understanding and knowledge of traffic rules and the issues surrounding a poor management of traffic.

The provincial or federal govt. needs to establish (if not done yet) a Driving Standard Agency (DSA) to monitor and manage an effective traffic in cities. A professional driving school licensed and monitored by DSA to operate can play a very important role in changing the traffic visage of our cities.

The Attitudinal Research

At the start and completion of the project, it is intended to conduct attitudinal research through surveys, interviews and discussion groups to:

- Establish baseline data against which to measure the impact of the Project
- Identify from the end of Project data any significant shifts in practice and attitudes
- Explore the reasons why the present traffic system is not working

Attitudinal surveys are normally carried out as these allow for some quantification of qualitative change. The verification of results depends on having an idea of change over time. It requires clarity about the issue we are addressing before **and** after any set of interventions. The situation **before** a programme or activity is the baseline, and is the starting point for results monitoring. What the situation is expected to be at its end is the target.

The research will facilitate an assessment of the success of the measures undertaken through the Project and will assist in setting longer-term goals for better and effective traffic solutions.

METHODOLOGY ?

This is something that needs to be looked at more carefully later on; we will need an expert opinion about how and what to be included and how to run statistical analysis. The best way forward would be to delegate/subcontract this task to some professional consultants in this domain. However we would suggest:

- making driving profiles of few existing representative drivers and then study their pros and cons
- devising self-completion questionnaires for a representative sample of stake holders
- conducting interviews and
- organizing discussion groups with drivers, Traffic Police and other stakeholders

Questionnaires:

The questionnaire with drivers, traffic police officials and community representatives would be short and easy to complete with many questions answered through tick boxes. (for drivers with or with-out driving licenses)

Interviews:

The interviews would be held with the drivers, Traffic Police officials, politicians and community group representatives

Discussion Groups:

It is suggested at least four small discussion groups are held with the frontline Traffic Police officers, with a good cross section of drivers, with legislative bodies, with politicians and community representatives. The issues covered in these discussion groups would (could) be:

- Their understanding of the need for an effective and smooth traffic system, the extent to which they feel this has happened to-date, how important they think that action is taken on this issue – the priority they give it
- Their experience and perceptions of what contribution they think they can bring to improve our traffic system – identify positive examples from their experience

- What they think deters the law enforcement agencies to implement the rules and the vehicle users to follow those rules and what should be done to deal with these barriers
- What about the driving test procedure – how easy it is to get driving licenses!
- What about those drivers who don't even hold a driving license? Why are they not prevented from driving illegally?
- What do they think should be done to tackle the above two points
- What role do they think training through a Professional Driving School has in changing attitudes
- What role, do they think, serving officers have in addressing traffic related issues
- What role, do they think, an efficiently managed public transport will have to help ease the flow of general traffic (question directed to politicians and community groups as well)
- Are there ways in which the communities can help tackle these barriers?
- The role of the religio-political bodies
- What about the role of the legislative bodies?
- The judiciary's role to implement the laws by prosecuting those who commit motoring offences!
- The role of the educational institutions
- The role of clearly displaying traffic signs and visible road markings
- etc., etc., ...many more related questions can be formulated later on

End of Stage One

Produce Interim Report on the findings from all the elements described above. Ask for comments on the draft report from the key contributors.

Stage Two – after Project Evaluation

The research would follow a similar format to that adopted for Stage One to assess the impact of the Project.

The final report would draw conclusions on the effectiveness of the intervention and make recommendations for future development.

The above four studied categories would provide us with reasonable amount of data to reach to some conclusive findings as to the real causes and solutions of our traffic problems hence a groundwork for our recommendations. Again we need to reiterate here that the modalities of this survey need to be discussed with some professionals and our partners so that we could have a very professional outcome out of it!

In order to measure the impact of the intervention, the people involved in the initial survey will also be consulted towards the end of the project in the final survey.

Difficulties: We do realize the fact that we may face problems and things may backfire while working with the traffic police and in particular trying to influence the law enforcement agencies/political parties to change their attitude towards implementing the existing traffic rules. However we would seek to rely on professional as well as diplomatic approach and help to deal with such situations. A lot of advocacy would be needed here!

Some of the stakeholders might argue that addressing traffic related issues in Quetta city would be beyond the scope of this project as the society we are living in is not yet ready to embark on such an ambitious journey and that “The Society for Mass Education (or your

organisation)” **itself** does not have the capacity to capacitate the stakeholders it (SME) intends to target! Well, this could be another pessimistic and pathetic line of argument and reflects the present state of affairs in the society where we criticize every positive step that is taken in the right direction for the right cause but the fact remains, as the Chinese saying goes: “the journey of 1000 miles begins with the first single step and we, The Society for Mass Education, are willing to take that first step and pave the path for the future generations to complete the mission despite the difficulties and hurdles we might face en route to our destination; we are optimistic and want to contribute our few cents towards solving this ever growing problem.

Let’s join forces and help our people to help themselves.

Another negative line of argument would be: “what is the use of such a time- and resource-wasting traffic project for a city whose inhabitants are constantly being bombarded on daily basis by people of rural areas from all directions and that these rural drivers will retard/slow down this process of social change towards a better and effective traffic”. Well, the argument is valid as these rural drivers/vehicle users constitute a significant percentage of traffic, but that does not mean we should sit idly and wait for a divine intervention! Of course, the role of rural drivers in causing traffic disruptions has always been there and would not go away straight away, but if we address our traffic problem and implement strictly the rules, then believe me these rural drivers would not only learn through experience and by interaction with us - the city dwellers - but also they will have no choice other than to follow the strictly applied rules! Anyhow, let’s first get our acts together and clean out the mess created and caused due to decades of official as well as social negligence and, then think of, rural factor(s).

We are well aware of our socio-political culture where tribal norms rule and sometimes we consider ourselves above the law. In the presence of such a mindset we know that we will not be spared either and that we will have to work very hard and with utmost dedication, courage and altruism to achieve the goals of this project and bring about the necessary change in our attitudes.

CONCLUDING REMARKS:

In order to achieve its goal this project seeks not only to facilitate and advocate but also to act as a pressure group to bring about a long awaited needed change in the attitudes of drivers, law enforcement agencies and common people at large. We also appreciate the fact that the implementation phase of the project would be a more challenging and daunting one given the prevailing socio-political inert situation, but with our consistent and pragmatic approach we would and should be able to make some headway into addressing these issues – at least we would have taken the first step.

As we are striving for an attitudinal change therefore evaluation of impact will be more subjective rather than objective and that the tangible outcomes would be felt in the years to come.

We therefore request you to support our project financially as well as morally to see it through. Your help in this regard would be acknowledged not only by us but also by the people of Quetta City.

P.s: Please note in **OBJECTIVE 4** “TO CAMPAIGN FOR VARIOUS ONE-WAY TRAFFIC SYSTEMS AND RING ROADS IN ORDER TO MAINTAIN & ENHANCE TRAFFIC FLOW” does not mean creation of physical one-way routes or ring roads, what is intended/meant here is the designation of certain existing routes for such purposes.