Proposal: Drive-Well Day

Improving Driver Behavior in Bengaluru



Objective

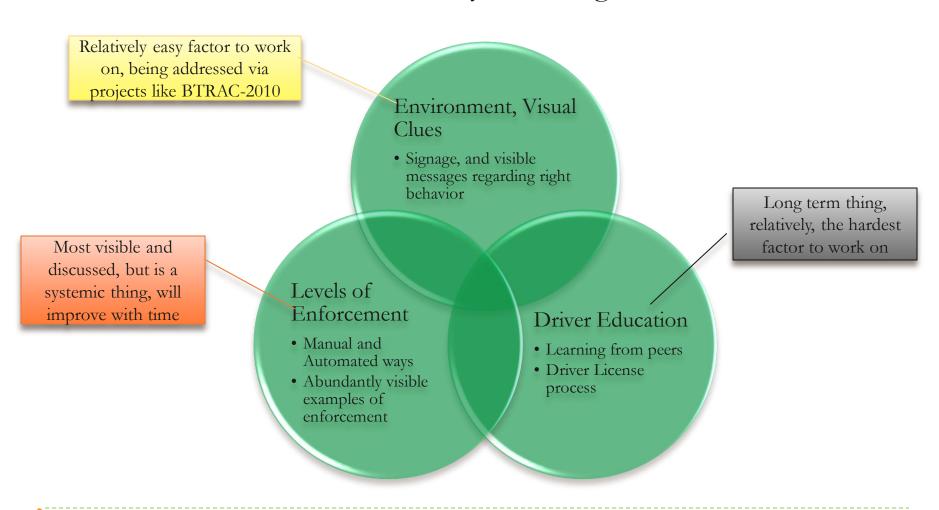
Praja.in wants to bring together Traffic Police and <sponsors> to improve driving behavior on the roads of Bengaluru.

To this end, we propose a recurring-event based campaign to spread the message of good behavior and strict enforcement.



Driver behavior on our Roads

Our behavior is influenced by the 3 high level factors





The proposal: Drive-Well Day

- A campaign to improve "environmental clues" and increase "visibility" of enforcement
 - Will consist of focused events that send short and crisp messages

A joint and sustainable public and traffic police cooperation initiative

Environment, Visual Clues • Signage, and visible

 Signage, and visible messages regarding right behavior

Levels of Enforcement

- Manual and Automated
- Abundantly visible examples of enforcement

Driver Education

- Learning from peers
- Driver License process



The proposal: A Monthly Event

A Joint and sustainable public and traffic police cooperation initiative centered around recurring (ideally, monthly) events

Public

- Corporate support for props, messaging and publicity
- Volunteers on event day

Traffic Police

- Focused enforcement around the message of the month
- Controlled means to allow public to enforce on the event day

Monthly Event

- Small behavioral messages
- Joint and vigorously visible push, by public as well as traffic police

Short Messages, Examples

- Always keep junctions clear
- No driving on pavements
- Don't block opposite lanes
- Functional tail and brake lights
- (Traffic Police is best equipped to identify short and crisp, non-motherhood and high impact messages)

Motherhood messages, Examples:

- Obey speed limits
- Obey traffic lights
- Follow Lane Discipline
- Avoid Honking



Benefits

Traffic Police

- Increased visibility for enforcement efforts
- Enhance citizen-friendly image

Public

- Social support for good drivers
- Chance to mingle with traffic police

Sponsors

• Improve social responsibility scores, and brand visibility in the city



Roles & Responsibilities (suggested)

Traffic Police

- Provide space for messaging
- Take responsibility for interfacing with other local government agencies if needed.
- Provide basic training to volunteers
- Allow sponsor's name on messaging on the event day
- A joint press release with the sponsor per monthly event

Sponsor>

- Sign up to support the monthly day concept.
- Commit to providing volunteers, at least 100 per event day
- Sponsorship cost would involve supporting things like (*to be finalized*) printing of messages, and event day attire for traffic police and volunteers.

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- Provide an Community Space on Internet to for hosting work-plan, discussions and content for the monthly events
- Help Traffic Police and Sponsor agree on scope of engagement and description of mutual commitments



Next Steps

- Buy-in from Bangalore Traffic Police
 - DONE
- ▶ Buy-in from at 1 sponsor for the first event
 - DONE
- ▶ Engage sponsor with BTP for Arrangements, Terms and Conditions
 - **DONE**
- Launch via first Drive-Well Day
 - ▶ 30th September!
- Sponsor for next Driver-Well Day
 - In progress, may need to tune the concept based on how the first one goes.



Thank you

Look forward to your responses.

Email admin@praja.in

