

HealthBridge Final Report

Name of Project: Livable Cities Program

Name of Partner: Work for a Better Bangladesh (WBB) Trust

April 2012-March 2013

Background

WBB Trust has been working on issues of urban transport planning since 2004, and since 2006 directly on ecocities, with the financial and technical support of HealthBridge. The health of the Bangladeshi population is greatly affected by the state of its cities. The government is very focused on ensuring that the city is supportive of cars rather than on pedestrians. Evidence of this can be found when looking at both the state of the non-motorized transportation (NMT) environment and at the budgets allocated NMT. Public transportation options, including national rail travel is poorly coordinated and there is a serious lack of routes in Dhaka and in the country. Parks and public spaces are poorly managed and under constant threat of privatization. Waterways are being polluted by industry and by human negligence. Car and truck drivers use high volume horns, which creates noise pollution and as a result people are losing their hearing.

Low-income countries, like Bangladesh, are facing important challenges as a result of increasing urbanization. The way our communities are built impacts non communicable diseases (NCDs), injury, air pollution, climate change, our ability to be gainfully employed, and our ability to interact and build relationships with our neighbours. As Bangladesh tries to tackle these major problems, ensuring cities are livable, which creates supportive environments for healthy behaviours, is critically important.

While much is negative in the current situation, the potential for positive action is also significant. With the experience gained from its many years of successful work in tobacco control, WBB Trust knows how to address policy issues and promote positive change.

Vision:

In all cities in Bangladesh:

- Children can play in the street and walk to school safely
- Everyone can walk to a local park to visit with the neighbours and enjoy nature
- Everyone can walk to stores and services
- Everyone can cross the street easily and safely
- Cycling is common for recreation and for transportation

- When people need to leave their neighbourhood, they can take public transit
- Everyone has access to clean drinking water
- Water is treated as a precious resource
- Lakes, rivers, parks and streets are free of pollution
- People hear children laughing not cars honking
- People breathe clean air
- People have access to healthy foods

Goals:

The overall goals of the project are:

1. Increase the number of people who choose to be active and to eat healthy foods.
2. Increase the number of people who live, work and play in livable neighbourhoods.
3. Increase the number of healthy public policies that support the creation of livable neighbourhoods.
4. WBB is a recognized leader in Livable Cities around the world.

Executive Summary:

WBB has successfully achieved many of its key objectives during the 2012-2013. In our 2012-2014 project, we decided on 5 key priority areas such as walking, rail, water, network development and park research. Throughout our work, we have achieved some key outcomes including an increased rail budget, agreement from the government to implement the walkability pilot projects, more zebra crossings including signs provided by the city authority, ramps provided in medians and improved footpath in some places at Dhaka, and several completed projects to develop river and canal banks as a recreational center as a means of protecting water bodies. In addition, we have 162 organizations are now interested to work on livable cities issues. We were trying to achieve the following components under the project:

Table 1: Project Summary Table for 2012-2014

Component		Status	Activities	Remarks
Walkability	• Government will form a Non-Motorized Transportation Cell for Dhaka	Not start to work on it		We will start to work on this issue in 2013/2014.
	• Policy and enforcement for:			
	- safe crossings	On going	View exchange meeting, demonstration,	Work in progress

			workshop, letter campaign, sent observation report to relevant agencies, face to face meetings, networking, media, materials produce and distribution, sent pedestrian alert to relevant agencies etc	
	- eliminate obstructions	On going	View exchange meeting, demonstrations, workshop, letter campaign, sent observation report, face to face meetings, networking, media, materials produce and distribution, sent pedestrian alerts etc	Work in progress
	- toilets	Not start to work on it		
	- Pedestrian Improvements (such as ensuring footpaths on all high traffic volume roads)	On going	View exchange meeting, demonstration, sent observation report, sent pedestrian alerts etc	Work in progress
	• Agreement to implementation of ADB pilot projects	On going	As per discussion with Lloyd Wright and Engineer S.K. Amzad Hossain, Project Director, Greater Dhaka Sustainable Urban Transport, BRT Gazipur-Airport (LGED Part) we know it is underway.	Gov. approved the project and it will implement during 2014.
Rail	• Separate budget for the Ministry of Rail	Achieved	Letter campaign, networking, raised voice in the meetings.	
	• Increased budget for rail	Achieved	Letter campaign, networking, raised voice in the meetings.	
	• Better functioning and coordinated system	Not start to work on it		
Water	• Water policy revised to ensure poor can access water	Not start to work on it		
	• Water policy and water law	On going	Meeting, workshop, networking, media,	

	implemented (fines)		printing, letter, face to face meeting etc	
	<ul style="list-style-type: none"> Building Code Changes 	Not start to work on it		
Network Development	<ul style="list-style-type: none"> 100% of partners actively involved on 1 LC issue and 2/3 partners on 2 or more issues 	On going	Workshop, demonstrations, face to face meeting, materials distribution, letter campaign etc	
NCD/LC Research	<ul style="list-style-type: none"> Increased understanding of the park environment 	On going	Workshop, view exchange meeting, research, face to face meeting, letter campaign etc	

Goal 2: Increase the number of people who live, work and play in livable neighborhoods.

Completed Activities (What did you do and how much of it did you do?)	Reach - numbers (How many people were directly reached?)	Reach – percentage (What percentage of the target audience does this represent?)	Result/Immediate Outcome (What has changed as a result of this activity or combination of activities?)	Impact/Intermediate Outcomes (is anyone better off from having done these activities? How do you know?)	Variance (is this activity, result or impact different from what you projected?)
On average 15 face to face meetings with network members in each month	# 180 NGOs (100 NGOs are old and 80 NGOs are new)	30% (estimate approximately 600 Organizations could do LC Work)	162 organizations are now interested to work on livable cities issues	59 organizations wrote 123 letters advocating for LC issues on different topics such as decreasing tax on bicycle, making the new traffic law 2012 pedestrian and bicycle friendly, rail fare, separate budget for rail and establish people rights on water in law.	
3 newsletter distributed for a total of 3000*3=9000 copies	1200 NGOs, 700 to govt. officers, 64 Libraries, 50 institutions, teacher, students, individuals etc.)	100% (broader group of NGOs – not just those that could do LC work)	1200 NGOs have increased awareness of on-going activities related to LC.	200 organizations observed walking and cycling situation in their	

				community and sent us survey forms. We gave a presentation in Dhaka divisional workshop on NCD prevention on the basis of this information.	
Leaflet on Non communicable Disease (NCD) issue and significantly mention walking and cycling issues there.	92 NGOs	15%	81 NGOs have increased awareness of on-going activities related to LC.	Network organizations demanded more materials for arranging campaign	It was not our planned work but support prepare the matter
Leaflet on walking and cycling issue	100 NGOs	17%	Increased awareness in community level		
Leaflet on rail issue	30 NGOs	5%	Increased awareness in community level		
Sticker on walking and cycling issue	40 NGOs	7%	Increased awareness in community level		
Leaflet on water issue	30 NGOs	5%	Increased awareness in community level		
Poster on Non Communicable Disease (NCD) issue and significantly mention walking and cycling issues there.	96 NGOs	16%	96 NGOs have increased awareness of on-going activities related to LC.	Network organizations demanded more materials for arranging campaign	
Book printed	1000 books	28%	It will help to increase		It was not our

NCD Prevention: Food Habit and Exercise for Wellbeing (Bangle)		(disseminated)	awareness on cycling and walking issue.		planned work but we contribute because this book will create knowledge in the society how walking and cycling prevent NCDs.
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Goal 3: Increase the number of healthy public policies that support the creation of livable neighborhoods.

Completed Activities (What did you do and how much of it did you do?)	Reach - numbers (How many people were directly reached?)	Reach – percentage (What percentage of the target audience does this represent?)	Result/ Immediate Outcome (What has changed as a result of this activity or combination of activities?)	Impact/ Intermediate Outcomes (Is anyone better off from having done these activities? How do you know?)	Variance (is this activity, result, or impact different from what you projected? If so, how?)
Improving Public Transportation system and car control					
1 View exchange meeting -1 paper -1 presentation -1 press release	# 50 representatives from NGO's, 25 journalists, 17 representatives from Universities, CSO's, Government offices and Institutions.	# 8% NGOs representatives # 5% journalists	Participants recommend increasing the number of buses including better management and discourage car use by controlling parking in Dhaka.	Dhaka Metropolitan Police (DMP) tried to stop illegal car parking on road and footpath. Ministry of communication increased renew fee of	

			Media gave good coverage on that issue.	license for motor car, jeep and microbus significantly	
1 Seminar with department of URP-BUET on the event of planning week -1 presentation (Support to prepared) -1 press release	# 8 NGOs # 19 journalists # 170 teachers and students	#1% NGOs #4% journalists	Speaker recommended to improve public transportation system, control cars and stop to build elevated expressway Raised awareness among young planners.	City authority fixed some places including color marking and signs for stopping bus for passenger boarding conveniently.	
4 Demonstration programs organized for demanding improved public bus system and car control -distributed 600 copies of leaflet per program - 4 press releases	# 16 NGOs each event # 15 journalists per event	# 3% NGO representatives # 3% journalists	Speakers recommended that government improve public bus system and control cars		
Published 4 reports in Weekly 2000 (Bangla) on public transport and car control issue	Weekly 2000 (Bangla)=20,000	0.0125% of Bangladesh population (But this magazine is very influential in our country	Raised awareness among policy makers and bureaucrats about issues.		

2 Radio program for demanding improved public bus system and car control for reduction congestion	800,0000 listeners	Estimated 5% of Bangladesh population	Raised awareness among general public about issues.		
Sent 9 letters to relevant agency/authority for demanding to improve public bus system and car control Sent letter to give fixed place for stopping buses in the	# 18 stakeholders per letter	# 100% (Policy makers, bureaucrats and CSOs representative who is relevant in this sector)	Raised awareness among policy makers and influential personality		
Sent car parking alert ¹ (Regularly)	# 6 government agencies		Relevant policy makers and bureaucrats are informed about the road where car parked illegally and create obstruction. Supported Dhaka Metropolitan Police taking action against illegal parking.		
2 face to face meeting			Make relation with new executive director of DTCA		

¹ Taking picture from road with vehicle numbers and upload in dedicated facebook page then sent letter to relevant agencies with link. Visit the following link to see the scenario <http://www.facebook.com/media/set/?set=a.199252280211955.51297.100003815546917&type=1>

<p>-Executive Director (New), DTCA (former DTCB) -Mr. Abdullah Al Mamun, Executive Director, Roads and Highways</p>			<p>and sharing about our concern. Support to Mr. Abdullah Al Mamun to organized a workshop on transportation system; and we raised our issue on that program</p>		
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Pedestrian and Bicycle Facilities					
<p>1 view exchange meetings on Pedestrian right issue specially on safe crossing at grade on Dhaka' s road -1 fact sheet -1 presentation -1 press release</p>	<p># 48 NGOs each event # 29 per event # 7 Different stakeholders</p>	<p># 8% NGOs # 6% journalists</p>	<p>Speakers demanded to draw zebra-crossing in the whole area of Dhaka city for ensuring safe and convenient movement of pedestrian.</p>	<p>City authority provided more zebra crossings including signs, ramp in median in different part of Dhaka city. Traffic police have begun enforcing the zebra crossings by stopping vehicle before zebra crossing in some places.</p>	
<p>2 press conference on pedestrian issue specially walking condition after high court rules. -1 presentation -2 paper -2 press release</p>	<p># In average 26 NGOs # In average 32 journalists</p>	<p>#4% NGOs per program #5% journalists per program</p>	<p>Speakers raised the question that city authorities initiatives are not sufficient to ensure safe walking after high court declarations.</p>	<p>City authority improved footpath in some places at Dhaka and it's continuing. Media gave good coverage on these issues.</p>	
<p>7 demonstration for</p>	<p># 18 NGOs each</p>	<p>3% NGOs each</p>	<p>79 instances of media</p>		

demanding walking and cycling friendly environment in Dhaka -distributed 600 copies of leaflet per program -3 press releases	event # 19 journalists per event	event 4% journalists each event	coverage. Increased awareness among participants for importance of bicycle facilities.	Denmark based organization Final Cut Pro incorporated this program clip on their film “Human Scale” .	
7 divisional workshop on NCD prevention (walking and cycling issues were well discuss on those program) -1 presentation -3 press releases	# 29 each event	# In average 5% NGOs each event	Participants committed to work for improve walking and cycling environment -200 work plan from each participants to act on there locality.		NCD divisional workshop was not our planned work. But we support to the Health Rights department to organize and facilitate the workshop.
4 Radio Program on Pedestrian, Cycling and Public toilet issues	2000,0000 listeners	Estimated 12% of Bangladesh population	Raised awareness among general public about issues.		
21 letters send to the relevant agency/authority to ensure safe and convenient pedestrian crossing at grade and one is specially for demanding decrease import tax on bicycle and another letter	# 18 stakeholders per letter # 41 NGOs participate to letter campaign to reduce import tax on	# 100% (Policy makers, bureaucrats and CSOs representative who is relevant in this sector) #7% NGOs	Raised awareness among policy makers and influential personality Gov. take time to approving road transport and traffic act 2012. Also they will organize a workshop and invite us for opinion for farther		

campaign organized to change the road transport and traffic act 2012 (draft) for making walking and cycling friendly)	bicycle # 26 NGOs participated to letter campaign on traffic law	# 4% NGOs	development. Dhaka North City Corporation called us for consultation to improve walking environment in there area.		
2 face to face meeting with Gov. officials- Mr. Anisur Rahman, Project Director, CASE component, DTCA Engineer Nuruzzaman, Traffic Engineering Circle, Dhaka North City Corporation			They are sensitized on walking and cycling issues and makes commitment to support us.		
Sent pedestrian alert regularly	# 6 government agencies		Relevant authorities are more sensitized about pedestrian accident and also know the way to prevent that.		
Observed footpath and road crossing condition and sent findings with recommendation to relevant agencies. Already two areas covered- 1. Dhanmondi					

2. Wari					
1 proposal developed on cycle promotion in Dhaka			UNDP Bangladesh could not give fund but linking us with others such as Embassy of Switzerland. Still we are looking for fund.		
1 meeting with representatives of The Netherlands based organization “Safe Crossing” to work on safe pedestrian crossing			The Netherlands based organization “Safe Crossing” funded another organization to implement pilot project for safe pedestrian crossing at grade.		This proposal was not originally planned for.
1 meeting with ambassador of Embassy of Switzerland about promoting cycle in Dhaka.			He wanted our proposal and committed to keep it in their relevant section. We sent them but didn’t get response yet.		
Rickshaw					
Not working directly but raise this issue in others program				Government provided separate lane for rickshaw in some road’s in Dhaka.	It is not in our short time mission. This result came on the basis of our long time movement.
Noise					
2 demonstration program (one program organized on the eve	# 17 NGOs # 24 journalists	# 3% NGOs # 5% journalists	Speakers demanded to empowering traffic police to enforce the law for	# Authority was run separate mobile court to control sound pollution.	

of international awareness day of sound pollution -600 copies leaflet distributed among citizens per program -2 press releases			protecting sound pollution		
1 Radio Program on Reduce Noise	400,0000 listeners	Estimated 3% of Bangladesh population	Raised awareness among general public about issues.		
Rail					
3 view exchange meeting -2 presentations -3 papers -3 press release	# Rail Minister of Bangladesh Gov. were present in a view exchange meeting # In average 48 NGOs each event # In average 35 journalists each event # 12 Different stakeholders each event	# 8% NGOs each event # 7% journalists each event	Participants discussed on rail development issue such as allocate separate budget for rail ministry, increasing rolling stock, build double and dual rail line, maintaining time schedule, Dhaka-Tongi third and fourth rail line, modernization of rail workshop etc.	Government allocate separate budget for rail ministry for rail development in 2012-13 fiscal year and that is bigger then previous allocation Rail Minister of Bangladesh Gov. declared to introduce new trains and expand rail network significantly within 2013.	
1 press conference on railway workshop issue. -1 paper -1 press release	#17 NGOs # 22 journalists	#3% NGOs #5% journalists		Directorate of rail informed us to protect land of rail from	

<p>12 different demonstration for development rail on various issues-</p> <p>1. One is on the eve of national cleanliness and security week of rail</p> <p>2. Others citywide to change the decision to rail fare</p> <p>-600 leaflet distributed among the citizens</p> <p>-2 press release</p>	<p># In average 11 NGOs per demonstration</p> <p># 7 journalists per demonstration</p>	<p># 2% NGOs each event</p> <p># 1% of journalists each demonstration</p>	<p>Increased awareness of general public, policy makers.</p>	<p>encroacher in Rajbari.</p> <p>Gave comments on rail book for publishing.</p> <p>Collected and repair 56 old repairable rail coaches.</p> <p>Gov. started to build 64 KM double rail line from Tongi to Bhoirob Bazar</p> <p>Gov. started to build new rail line from Majhgram to Pabna</p>	
<p>21 letters sent to the relevant agencies/authorities on rail issue</p> <p>Letter campaign with network organizations (one was for allocate separate budget for rail ministry and another one for banning decision to increase rail fare)</p> <p>Sent letter for collect</p>	<p># 14 stakeholders per letter</p> <p># 5 stakeholders per letter</p> <p># 38 NGOs were participate to letter campaign to allocate separate budget for rail ministry</p> <p># 28 NGOs were participate to letter campaign for banning</p>	<p>#100%</p> <p># 28% (Policy makers and bureaucrats)</p> <p>#6% NGOs</p>	<p>Raised awareness among policy makers, NGOs and influential personality on related issues.</p>		

old repairable rail coaches from stations and repair in workshop for increasing rolling stock.	decision to increase rail fare 20% rather than 50% declared parliament standing committee on rail ministry or 100% by rail ministry	# 5% NGOs			
19 face to face meeting with policy makers and bureaucrats on rail issues -New rail minister -Station manager of Kamlapur Railway station -Chief of traffic section of rail -Mr. Amjad Hossain, ADG, Rail _Mr. Ibrahim Khalil, ADG, Rail. -DG of rail, -Mr. Shajahan, ADG, Rail.			Raised awareness among policy makers and bureaucrats about issues.		
3 Radio Program on Railway development issues	12,000.000 listeners	Estimated 9% of Bangladesh population	Raised awareness among general public about issues.		
Prepared 3 articles: (published minimum 7	Somokal circulation = 150,000		Raised awareness among general public and policy		

newspaper) highlighted newspaper 1 article in Somokal 1 article in Destiny 1 article in Jugantar 1 article in Itfaq 1 article in Inqilab 1 article in Vorer Kagoj 1 article in JaiJaiDin	Jugantar circulation = 200,000 Ittefaq circulation= 150,000		makers about issues.		
Water					
1 workshop on Dhaka's lake and water bodies collaboration with Delhi based organization Centre for Science and Environment -1 presentation - 1 press release	# 21 NGOs # 5 journalists # 9 others stakeholders	# 3.5% NGOs. # 1% of journalists	Participants discussed about policies/laws/best practices to protect water bodies in Bangladesh.	Ministry of LGRD completed and running some projects to develop rivers and canal banks as a recreational center for protecting water bodies.	
1 view exchange meetings on water issue collaboration with rain water forum- -1 presentation -1 press release	# 25 NGOs each event # 9 per event # 5 Different stakeholders	# 4% NGOs # 2% journalists		Ministry of LGRD circulate DO (delivery order) letter to the relevant agency to take action to protect Gulshan lake from encroacher.	
6 demonstration on water issues- 1. One was in Dhaka	# In average 9 NGOs # In average 8	# 2% NGOs. # 2% of journalists	Increased awareness of general public, policy makers related on water	Eco-village will introduce rain water harvesting system on their building.	

2. Others countrywide -600 leaflets were distribute among the citizens -1 press release	journalists		issues.		
15 letters sent to relevant agencies/authorities to save the water bodies	# 16 stakeholders per letter	# 100% (Policy makers, bureaucrats and CSOs representative who is relevant in this sector)	Raised awareness among policy makers and influential personality		
-6 Radio Program	24,000,000 listeners	Estimated 18% of Bangladesh population	Raised awareness among general public about issues.		
1 face to face meeting with project director of lake development project, RAJUK (city development authority), Dhaka			He more sensitized about the importance of lake	He sent his representative to our workshop on water bodies for give a presentation.	
Urban Structure (Park, Open Space)					
1 view exchange meetings on Park issue- -1 presentation -1 press release	# 47 NGOs each event # 27 per event # 9 Different stakeholders	# 8% NGOs # 6% journalists		Dhaka City Corporation was planning to introduce a ticket system in Dhanmondi lake park, requiring people to pay to get into the park. As a result of our efforts, the	
11 letters sent to relevant	# 12 stakeholders per letter	# 100% (Policy makers,	Raised awareness among policy makers and		

agencies/authorities to save the park, open space and playground Sent letter for canceled decision to introduce ticket system for entire in Dhanmondi lake park		bureaucrats and CSO's representative who is relevant in this sector)	influential personality	Ministry sent letter to Dhaka City Corporation with cc us to do not introduce a ticket system.	
-2 Radio Program	8000,000 listeners	Estimated 9% of Bangladesh population	Raised awareness among general public about issues.		
- India Tour					
CSE 3 days workshop on pollution and mobility crisis and solution			Maruf attended and share experience by a presentation about transport issues.		

Professional Development:

1. Funding source finding and proposal writing skills developed of Livable Cities team.
2. Maruf Rahman attended on CSE's workshop on pollution and mobility crisis and solution in India and learned theoretically and practically. Also presentation skills developed. He also is continuing study in MSS on social welfare and research and this is final year.

Effectiveness

Mentioned an effective measure to achieve goal by Promoting Livable Cities Program in Bangladesh through advocacy, research and awareness campaigns in this part.

Rail: In 2012-13 fiscal year; Government of Bangladesh allocate separate budget and that increased rather than any fiscal year. After separation of Railway Ministry significant amount of separate budget is very important to develop railway system in Bangladesh. In order

to achieve this outcome, we conducted a letter campaign country-wide with our network organizations. We called above 50 organizations for letter campaign before 2012-13 budget and 38 of them sent letter to the Prime Minister. We also discussed the issue in several forums before the national budget was passed. Also we have planned to organize demonstration program country-wide on this issue but when we collect information from ministry of finance they take preparation for allocate separate budget then we postponed the planned programs.

Lessons Learned

It is important to be well informed about the situation and identify the proper channels for policy change. We've had great success with organizing big letter campaigns as a way of helping us to achieve target. Also sometime a single letter can work effectively. We gathered practical knowledge on rail, pedestrian, cycling, water and noise pollution issues from literature and field then sent to key person. Also we created public support to make pro people policies to policy makers' collaboration with allies.

Sustainability

Day by day strengthen the ministry of rail and started to work with trade union for increasing their capacity to bargain for developing the railway system in Bangladesh. Some groups are started to work on walking and cycling issue. Other environmental groups including media working on noise pollution and water issue.

Recommendations

Our program is functioning at a high capacity and we are meeting our objectives. We will continue to work on existing issues and incorporate new issue like park. Also we have planned to gather information regarding public transit to identify some key issues because we will start to work on public transit next year.

List and copies of Materials

Books;

Ashokramok Rog Protirodh Bhabna: Shustho Shundor Jiboner Janno Khaddyabhash s Byam (NCD Prevention: Food Habit and Exercise for Wellbeing) (in Bangla)

Leaflet;

Leaflet and sticker on Non communicable Disease (NCD) issue and significantly mention walking, cycling, rail and water issues.

Poster;

Non communicable (NCD) issue and significantly mention walking and cycling issues.