SUMMARY

Subject Matter of the Graduation Thesis: IMPROVING THE LOCAL GOVERNMENTS’ ACTIVITIES IN THE AREA OF ROAD TRAFFIC SAFETY (by the Example of the City Administration of Pyatigorsk).

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The Information about the Contracting Authority: The City Administration of Pyatigorsk.

Topicality of the Research. The issues to ensure road traffic safety are among the most acute at present. Today, the practical significance of the road traffic safety is not in doubt in municipalities. It is in the municipalities that the maximum concentration of cars per capita is observed; here the most intensive contacts, pedestrians’ interactions with motorists take place.

A significant place in addressing issues of the road traffic safety is referred to local authorities. They are the closest authority to the population; they increase the social activity of the population in creating decent living conditions.

The Objective of the Research: is to gather and consolidate the local government’s activities in the area of the road traffic safety and work out relevant recommendations for improving it.

Tasks of the Research:
- to study the concept and content of the road traffic safety;
- to examine the administrative and legal framework in order to regulate the relations in the area of the road traffic safety;
- to describe the capacity of authorities and administration in the area of the road traffic safety;
- to characterize the current state of the road traffic safety in Pyatigorsk;
- to carry out the analysis of the activities of Pyatigorsk Administration in the area of the road traffic safety;
- to propose some guidance on improving the local government’s activities in the city of Pyatigorsk in the area of the road traffic safety.

The Theoretical and Practical Significance of the Graduation Thesis. The theoretical foundations which are outlines in the graduation thesis, promote the clarification and expansion of scientific information about the peculiarities of the road traffic safety system. In addition, the findings and practical recommendations obtained through the research work can be applied both in the work of the local governments of Pyatigorsk and in the work of local governments in other municipalities involved in the road traffic safety activities at the local level.

Findings of the Research. The activities of the Administration of Pyatigorsk within the transport infrastructure development and the road traffic safety are aimed at upgrading the road network in Pyatigorsk and raising the carrying capacity of the most congested sectors and intersections; at providing a reliable and safe road traffic and improving the user service level; at improving the management system of the road network objects; at ensuring the road traffic safety in Pyatigorsk. However, within the framework of the prevention of traffic violations and prevention of road traffic injuries, as well as drawing public attention to the issues of accidents, road fatalities and injuries, the local authorities carry out information work mainly with children and teenagers by introducing the forms and methods of propaganda of the desired road safe behavior.

Recommendations. In order to improve the road traffic safety practice at the local level of Pyatigorsk, it seems necessary to use the tools aimed at the formation of a safe model of citizens’ behavior. An information campaign is a set of measures to
influence target groups in order to form desirable or change undesirable patterns of the road safe behavior. The impact is made by: informing and transferring knowledge; explaining to change the attitude to a specific object or phenomenon; learning skills of the desirable road safe behavior; suppressing unwanted behavioral motives and stimulating the desirable ones. In order to develop and carry out an efficient information campaign, one must comply with the entire “technological cycle” which includes the preparation, implementation and analysis of its results.