

## **ABSTRACT**

The fundamental objective of transportation is to ensure that people and goods are safely and effectively moved from one place to another.

Kenya has a high rate of fatalities and injuries in relation to personal and public vehicle ownership in the world with an average of 8 deaths from 35 crashes that occur daily. Nearly 3000 people are killed on the Kenyan roads annually, of which, more than 600 people are killed along the Salgaa, Sachan'gwan to Kibunja stretch as a result of regular and high frequency of accidents. This has serious implication for the nation both socially and economically. The issue of road safety requires serious investigation and research in order to be managed.

In a perfect world all roads would be 5-Star (i.e. the safest roads) for all groups of road users. 5-star for pedestrians, 5-star for cyclists; 5-star for motorcyclists and 5-star for vehicle and public transport occupants. Although there is an overwhelming financial case for investing in safer roads a 5-Star world for all people on all roads will remain as an aspiration for the future

Improvements have been made to the road section between Salgaa Police check and Kibunja shopping center along Nakuru- Eldoret A8 highway to reduce if not eliminate loss of life, most notably by changing the road design, provision of road signs and road markings.

The global 3-star or better campaign provides decision makers with the knowledge and investment business case to eliminate 1 and 2-star roads and save lives

This study revealed that many countries and project managers are now setting targets to increase the percentage of travel on 3-star or better roads and establishing 3, 4 or 5-star standards for new and upgraded roads in an effort to uphold road safety for all. The star rating provides a powerful metric to specify and track road safety performance at the network and project level, just as road authorities set targets for pavement roughness or other asset performance. These objective, evidence-based metrics provide simple, repeatable and realistic targets for countries and organizations to embrace.

