



CONVERGING COMMUNITIES

# ROAD USER WELLBEING



**HIGH IMPORTANCE**  
**MEDIUM IMPORTANCE**  
**LOW IMPORTANCE**

## SIGNIFICANCE

Entrusted with the development, operations and maintenance of six major intra-city highways within the Klang Valley, PROLINTAS is deeply committed to ensuring the safety, comfort and efficiency of every journey taken by commuters on its highways. PROLINTAS is dedicated to exceptional customer service, extending beyond corporate mandates to safeguard the wellbeing of all road users. Through the meticulous upkeep of our highways: AKLEH, LKSA, Kajang SILK, GCE, DASH and SUKE, PROLINTAS prioritises safety and comfort, providing secure, efficient and comfortable passage for all travellers.

Road User Wellbeing is a core value that underpins every decision and action undertaken. Recognising our responsibility as stewards of public safety, we ensure that every journey on any PROLINTAS highway is as secure and safe as possible.

### OUR APPROACH ROAD USER WELLBEING

The Group employs a systematic approach to ensure the wellbeing of road users, addressing critical issues methodically before turning attention to less urgent matters. As such, our focus is prioritised in the following manner:

01

#### IDENTIFYING ACCIDENT-PRONE AREAS AND MITIGATING ACCIDENT RISK

01: PROLINTAS uses data analysis, technology, and strategic partnerships to identify and mitigate risks associated with highway accidents. By targeting high-risk areas and fostering collaboration with stakeholders, we enhance safety initiatives, which encompass infrastructure upgrades and proactive measures to promote the wellbeing of road users.

02

#### UPGRADING AND EXPANDING HIGHWAY INFRASTRUCTURE

02: Upgrading highways is essential to meet traffic demands, enhance safety and boost transportation efficiency. Modernisation reduces congestion, shortens travel times, stimulates economic development and integrates advanced technologies for optimised traffic flow and improved services.

03

#### EMERGENCY RESPONSE PREPAREDNESS (ERP) DRILLS

03: Emergency Response Preparedness (ERP) drills are regularly conducted to address highway crises swiftly. Personnel training include handling accidents, fires and disasters, refining protocols, coordinating with services and evaluating communication systems to ensure road user safety and minimise traffic disruptions.



*The diligent monitoring of PROLINTAS Centralised Call Centre ensures the protection of road users through vigilant emergency breakdown services and highway patrol.*



## CONVERGING COMMUNITIES ROAD USER WELLBEING

01

### IDENTIFYING ACCIDENT-PRONE AREAS AND MITIGATING ACCIDENT RISKS

**P**ROLINTAS employs a meticulous data-driven approach to identify and address accident-prone areas along its highways, recognising the significant impact of road accidents on public safety and wellbeing. According to statistics from Malaysia's Department of Statistics, road traffic accidents remain a prevalent concern, with thousands of fatalities and injuries reported annually.

#### ADDRESSING RISKS & INITIATIVES IN 2023



**HOT SPOTS**



**ACCIDENT RISKS**



**INITIATIVES**



**OBJECTIVES**



**BENEFITS**



**OUTCOMES**



From km 5.0 to km 6.0 eastbound.

Traffic congestion caused by accidents may escalate the risk of subsequent collisions.



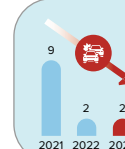
Chevron signs coupled with flashing blue lights strategically placed when approaching the hot spot.



Grab the attention of and alert approaching drivers of upcoming curves or bends.



Enable road users to be cautious, adjust their speed and drive accordingly.



The incidence of accidents decreased to two cases in both 2022 and 2023, marking a stark reduction from the nine reported cases in 2021.



Km 28.7 southbound.

Traffic congestion caused by accidents may escalate the risk of subsequent collisions.



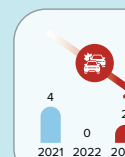
Chevron signs were painted on concrete New Jersey Barrier (NJB).



Enhance visibility, particularly during low-light conditions or inclement weather.



Assist drivers in promptly recognising alterations in road layout, enhancing overall road safety and navigation efficiency.



The number of accidents dropped from four in 2021 to none in 2022, while two cases were recorded in 2023.



From km 15.6 to km 15.7 westbound.

High frequency of accidents recorded since the opening: 14 accidents occurred between October 2022 & July 2023.



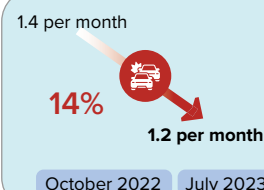
Geveko High Skid-Resistance Rollgrip was installed.



Optimise vehicle grip and traction, particularly in challenging conditions such as wet or slippery surfaces.



Assist drivers in promptly recognising alterations in road layout, enhancing overall road safety and navigation efficiency.



Accident rate has dropped by 14% from 1.4 per month to 1.2 per month.



From km 18.7 to km 18.9 northbound.

Traffic congestion caused by accidents may escalate the risk of subsequent collisions.



Geveko High Skid-Resistance Rollgrip was installed.



Optimise vehicle grip and traction, particularly in challenging conditions such as wet or slippery surfaces.



Assist drivers in promptly recognising alterations in road layout, enhancing overall road safety and navigation efficiency.



Installation of Geveko High Skid-Resistance Rollgrip was completed in December 2023.



## 02

UPGRADING AND  
EXPANDING HIGHWAY  
INFRASTRUCTURE

In 2023, PROLINTAS prioritised initiatives to enhance its highway assets, acknowledging the pivotal role of efficient transportation infrastructure in ensuring public safety and driving economic growth. The primary objective is to optimise traffic flow, improve safety measures and streamline operations across its extensive highway network.

## Fourth Lane Widening of Kajang SILK

**LOCATION**  
Sungai Ramal Interchange to  
UNITEN Interchange  
(Kajang SILK Phase 2)



To reduce traffic congestion and  
spillover.



To enhance road user safety.



To facilitate faster access  
for business activities and  
emergencies.



To create jobs for  
construction and  
maintenance workers.



To lower GHG  
emissions by reducing  
traffic congestion.



## COMPLETED

- Improvement works for Country Heights Interchange.
- Rephasing of traffic lights.



## IN PROGRESS

Widening of the road after the Sungai Ramal u-turn, left-turn ramp from Kajang Toll to Sungai Ramal and mainline from Sungai Ramal to UNITEN.



STAGE 1 &amp; 2

STAGE 3

STAGE 4

STAGE 5

## IN PROGRESS

Widening of mainline from Sungai Ramal to UNITEN.



## UPCOMING

- Rephasing of traffic lights.
- U-turn at Country Heights Interchange.
- Dedicated ramp from Kajang Toll to Bandar Baru Bangi.



## OUTCOME

Reduced traffic spillover to the mainline of Kajang SILK, resulting in smoother traffic flow.

Overall, the proposed lane widening project on the Kajang SILK Highway embodies a multifaceted approach to improving transportation infrastructure, fostering economic growth, enhancing safety and promoting environmental sustainability.





### SLIDING EMERGENCY MEDIAN OPENINGS (EMOS) FOR SWIFT SOLUTION

**W**ith a significant traffic volume reaching 208,203 Annual Daily Traffic (ADT) on the Kajang Silk route, it stands as PROLINTAS' busiest highway. In November 2023, Sliding Emergency Median Openings (EMOs) were introduced along the Kajang SILK Expressway, precisely at km 14.1 and km 9.0, to ensure enhanced safety measures for commuters.

## How it Works



EMOs serve as highly effective traffic management solutions.



They provide rapid access points for first responder vehicles.



These access points facilitate transitioning to opposite lanes during accidents, medical emergencies, and other critical situations.

### Did you know?

It takes **1** person approximately **5 minutes** to mobilise the Sliding EMO!

Conventional models require an average of 7 persons and over 30 minutes.

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Guiding Voices

Our Leadership

Sustainability at PROLINTAS

Our Materiality Matters

Accelerating Advancement

Elevating Lives

Converging Communities

Data & Assurance



## CONVERGING COMMUNITIES ROAD USER WELLBEING

### UNIFIED COMMUNICATIONS FOR SAFER ROADS

The Centralised Call Center (CCC) was established to revolutionise highway management, optimise efficiency, ensure road user safety and elevate the overall customer experience.



*Help is just a phone call away with our toll-free Road Assistance Hotline number, available 24/7.*



### CENTRALISED CALL CENTRE

#### COVERAGE

All six highways.

#### OBJECTIVE

To centralise hotline and call centre operations.



#### OUTCOME

Channeling calls or complaints to a unified number and email has streamlined traffic management, emergency response and improved customer service.

#### COMPONENTS

Starting 1 April 2023, a unified hotline and shared email address were implemented to facilitate road users and customers in requesting assistance, filing complaints, or offering feedback.





## CONVERGING COMMUNITIES ROAD USER WELLBEING

### GREENING OUR HIGHWAYS

Our efforts to safeguard the wellbeing of road users extend to their visual and physical comfort when using our highways and related facilities, ensuring they can enjoy a wholesome travel experience.

#### Shrub Species

*Dalbergia oliveri*  
*Fragrea fragrans*  
*Calliandra tergemina*  
*Mussaenda erythrophylla* 'Dona Luz'  
*Podocarpus macrophyllus*  
*Loropetalum chinensis* or equivalent  
*Acalypha siamensis*  
*Ficus nitida* gold  
*Pandanus sanderi*  
*Eugenia oleina*  
*Phyllanthus myrtifolius*  
*Bougainvillea* 'Elizabeth Angus'  
*Bougainvillea* 'Singapore White'  
*Codiaeum variegatum*  
(various species)  
*Melastoma malabathricum*



#### LOCATIONS

- Bukit Jelutong-NKVE Interchange
- Motorcycle lanes at GCE
- RSA Elmina at GCE

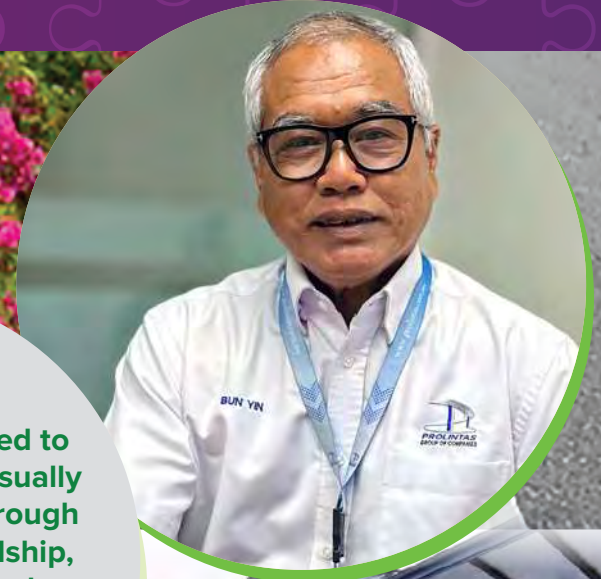


#### OBJECTIVE

Enhancing the visual aesthetics and sustainability of the highway entrance area and surrounding environments, including the motorcycle lanes.

“**PROLINTAS is dedicated to creating sustainable, visually appealing highways through environmental stewardship, focusing on ecological responsibility and protecting landscapes from soil erosion.**

En. Bun Yin A/L Ai An  
PROLINTAS Landscape Advisor



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CONVERGING COMMUNITIES

## ROAD USER WELLBEING

03

### EMERGENCY RESPONSE PREPAREDNESS (ERP) DRILLS

Maintaining a state of utmost readiness to swiftly and effectively address emergencies along our highways is imperative at PROLINTAS. Our commitment to perpetual vigilance is a foundational principle that underscores our dedication to ensuring the safety and security of all stakeholders, including our personnel and the wider public. The strategic execution of emergency response drills is a linchpin in our preparedness arsenal. These meticulously orchestrated exercises serve as invaluable opportunities to hone the skills of our personnel, refine our protocols and stress-test our contingency plans.

In 2023, we simulated three plausible scenarios across key locations at SUKE, LKSA and the RSA at GCE.

#### ERP DRILL #1: TRAFFIC ACCIDENT



May 2023



#### TEAM MEMBERS

- Konsortium PD Sdn Bhd (transportation company).
- Hazardous Materials (Hazmat) team, Fire and Rescue Department (Bomba).
- Royal Malaysian Police.
- Ampang Hospital Ambulance Service.
- PROLINTAS personnel.
- Other agencies.



#### SIMULATION

A collision between a diesel tanker and a sulfuric acid tanker resulted in the spillage of diesel fuel and hazardous materials. Additionally, a car veered off from the upper to the lower lane, rendering all lanes impassable.



#### OBJECTIVES

Evaluating our emergency response plan and traffic control system for highway accidents, improving collaboration, identifying weaknesses and ensuring legal compliance.



km 4.5 southbound



#### OUTCOME

##### Incident Management and Response Efficiency

- Successfully achieved rapid response in five minutes, beating the 10-minute KPI.

##### Traffic Management Plan Effectiveness

- Implemented measures, including contra-flow lane opening, preventing congestion despite the obstruction of two lanes.

##### Cross-Agency Coordination Effectiveness

- Demonstrated unified collaboration among BOMBA, Police, medical, transportation and PROLINTAS personnel, ensuring real-time decision-making.

##### Overcoming Unique Operational Challenges

- Successfully managed emergencies on an elevated highway, overcoming limited access and heightened risks, demonstrating our team's proficiency in challenging environments.



*PROLINTAS' ERP personnel: Always prepared to navigate through crisis situations, expertly and efficiently.*



## CONVERGING COMMUNITIES ROAD USER WELLBEING

### ERP DRILL #2: FIRE SAFETY TRAINING

October 2023

RSA Elmina



#### TEAM MEMBERS

- Fire & Rescue Department (BOMBA).
- RSA vendors.
- PROLINTAS personnel.



#### DRILL EXERCISE

Fire safety training programme for RSA Elmina, GCE.



#### OBJECTIVES

Empower food vendors with fire safety knowledge and skills to prevent, detect, and respond to emergencies, ensuring the safety of vendors and patrons.



#### OUTCOME

Our RSA vendors are trained to handle fire outbreaks.



Vendors and PROLINTAS personnel alike learnt how to effectively manage fire incidents occurring at the RSAs.



### ERP DRILL #3: FLOOD PREPAREDNESS

October 2023



#### TEAM MEMBERS

- Fire & Rescue Department (BOMBA).
- PROLINTAS personnel.



#### DRILL EXERCISE

The drill exercise prepares participants to work during flash floods by setting up barriers, diverting traffic, and fortifying vulnerable points along our highways to safeguard our road users.



#### OBJECTIVES

Addressing the risks of flash floods, where low-lying areas can be inundated within minutes. The training involved navigating rescue boats and moving waters, conducting submerged rescue missions, and prioritising safety in enhancing flood response effectiveness.



#### OUTCOME

The drill enhanced the emergency response capabilities of 30 personnel from the Highway Traffic Safety division, as well as the LKSA, GCE and DASH teams.



Participants at the ERP Flood Preparedness Drill Exercise listening intently to instructions.

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## CONVERGING COMMUNITIES ROAD USER WELLBEING

### OUR IMPACT STORY

#### COMMUNITY SAFETY AND WELLBEING

**E**nsuring the safety and wellbeing of the communities around our highways is paramount. We are dedicated to maintaining high safety standards to protect not just the road users but also the residents of nearby areas.

Our dedication extends beyond conventional safety measures, encompassing a comprehensive approach that considers the holistic welfare of the communities. By actively engaging in initiatives to fortify safety protocols, PROLINTAS seeks to create an environment where both road users and nearby residents feel secured and protected.

We recognise the interconnectedness of road safety and community welfare, and our efforts are strategically aligned to address this symbiotic relationship. Through collaborative partnerships and continuous improvement in safety infrastructure, we aspire to create a seamless experience for all stakeholders involved.

Being one of the leading highway operators in the Klang Valley, our commitment to fostering ethical values among teenagers and instilling a sense of responsibility and law-abiding behaviour is vital.

*As a responsible urban highway operator, we actively promote highway safety through regular updates on social media.*



In 2023, PROLINTAS collaborated with the Selangor Road Transport Department (JPJ) to champion the cause of road safety. This partnership was a comprehensive and dynamic programme designed to raise awareness and educate the public, especially the younger generation.

Key highlights included the innovative “Selangor Cares about Road Safety Educational Race” (SCORER) game, bespoke safety sessions focusing on motorcycles and bicycles for students, and a series of enlightening lectures and briefings about road safety. Furthermore, we hosted an engaging road safety exhibition offering insightful learning experiences. A notable feature of this carnival was the participation of at least 200 schoolchildren, including members of the JPJ Cadet Club, from various selected schools. This initiative educated them about the importance of road safety and actively involved them in the learning process, making it both memorable and impactful.

These efforts are a testament to PROLINTAS’ unwavering commitment to providing efficient transportation solutions and contributing significantly to the wellbeing and ethical growth of the communities in which we operate. Through such initiatives, we aim to cultivate a more informed, safety-conscious generation and foster a culture of responsible road usage.



*Doing our part to educate schoolchildren about the importance of road safety by engaging them in various interactive activities.*



*Over 200 participants including students from seven schools participated in the Road Safety Advocacy Carnival.*





## CONVERGING COMMUNITIES ROAD USER WELLBEING

### PARTNERSHIPS AND COLLABORATIONS



#### SAFETY FIRST ON THE ROADS

### ROAD SAFETY ADVOCACY CARNIVAL IN COLLABORATION WITH THE SELANGOR ROAD TRANSPORT DEPARTMENT (JPJ)



#### OBJECTIVE

To increase **road safety awareness** and foster **good road etiquette** among **students**.

#### ACTIVITIES

Selangor Cares About Road Safety Educational Race (SCORER).



**Traffic regulations**

Advocacy segments for motorcycles and bicycles.

Lectures and briefings on road safety.



**200**  
participants



Students from **7** schools near our highways participated in the programme.

- SMK Seksyen 18 Shah Alam.
- SMK Seksyen 24 (2).
- SMK Seksyen 19 Shah Alam.
- SMK Subang Taman Subang Baru.
- SMK Bukit Gading Sungai Plong.
- SMK Bandar Baru Sungai Long.
- SMK Taman Medan.

- JPJ Cadet Club members
- JPJ Selangor officers
- Teachers
- Private agencies
- NGOs
- Government representatives

#### ASPIRATIONAL TARGETS



- Reduce accident rates.
- Net zero fatalities from road accidents.

**ZERO  
ACCIDENTS**



SCAN  
ME



<https://www.prolintas.com.my/prolintas-jpj-selangor-tingkat-kesedaran-keselamatan-jalan-ray-a-dalam-kalangan-pelajar-sekolah/>

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CONVERGING COMMUNITIES

## ROAD USER WELLBEING

### OUR PERFORMANCE

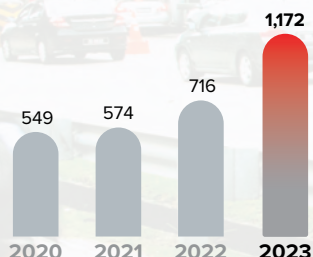
The Group monitors the effectiveness of our initiatives on Road User Wellbeing via metrics such as the accident and fatality rates and our response time to incidents on our highways.

#### ACCIDENT RATES 2020-2023

Accident Rate Per Million Vehicles

4.6 5.3 4.2 5.2

Number of Accidents

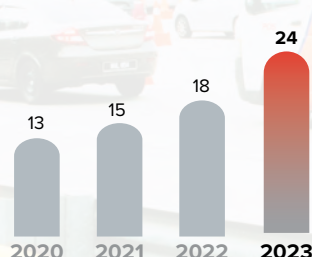


#### FATALITY RATES 2020-2023

Fatality Rate Per Million Vehicles

0.10 0.14 0.10 0.11

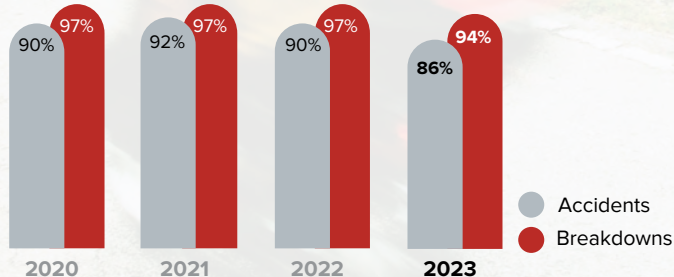
Number of Fatalities



#### RESPONSE TO EMERGENCIES 2020-2023

Percentage of Response Within Target Time

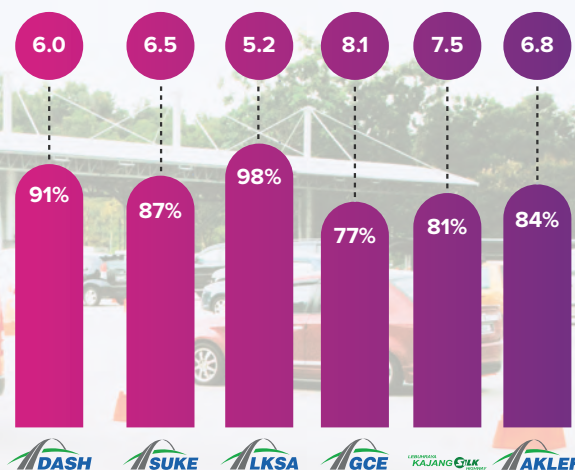
10 Minutes



### ACCIDENT & BREAKDOWN RESPONSE RATES IN 2023

#### ACCIDENTS

Minutes (Average)



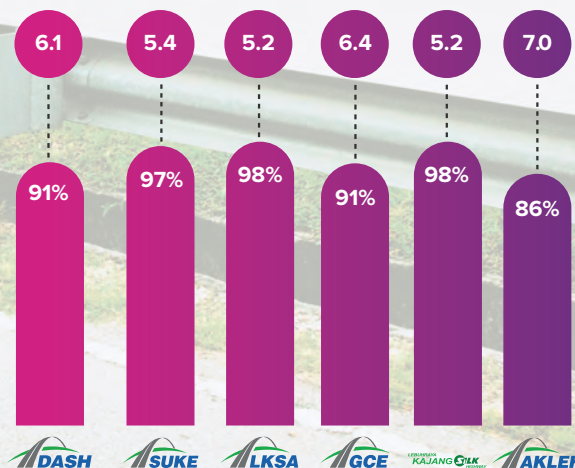
Overall PROLINTAS  
6 Highways

6.6 Minutes  
(Average)

86%  
Response  
Within  
Target Time

#### BREAKDOWNS

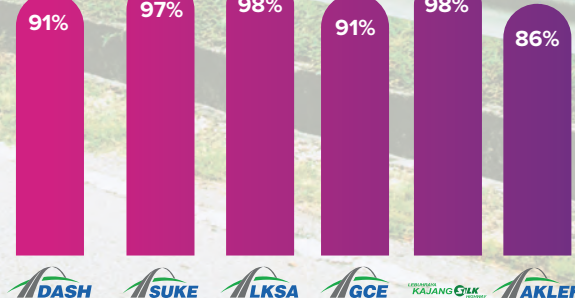
Minutes (Average)



Overall PROLINTAS  
6 Highways

5.9 Minutes  
(Average)

Percentage of Response Within Target Time (10 minutes)

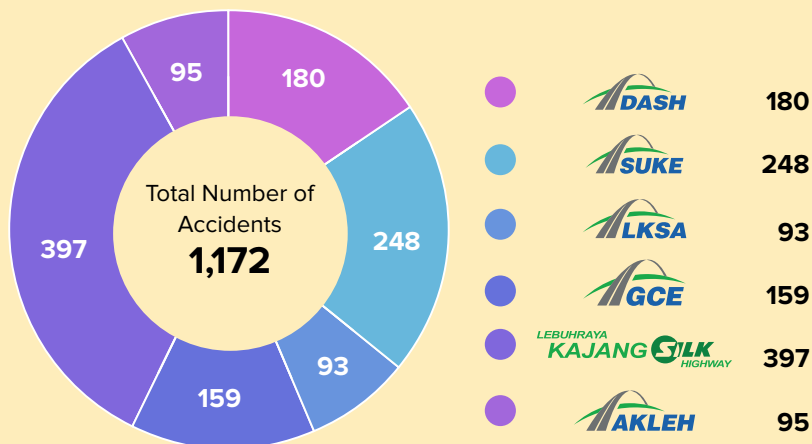


94%  
Response  
Within  
Target Time



## CONVERGING COMMUNITIES ROAD USER WELLBEING

### TOTAL NUMBER OF ACCIDENTS IN 2023 BY HIGHWAY



### ACCIDENT AND FATALITY RATES IN 2023 BY HIGHWAYS

Total Accident Rate  
**5.2 per million vehicles**

Total Fatality Rate  
**0.11 per million vehicles**

**ACCIDENT RATE**  
per million vehicles

**FATALITY RATE**  
per million vehicles



### GOING FORWARD

Our commitment to road safety is rooted in prioritising the wellbeing of all road users. Through continuous improvement and collaboration with stakeholders, we strive to ensure that highways remain safe and conducive to daily life, promoting positive experiences for everyone. Moving forward, this commitment will persist, fostering trust, sustainability, and prosperity within the communities we serve.

