



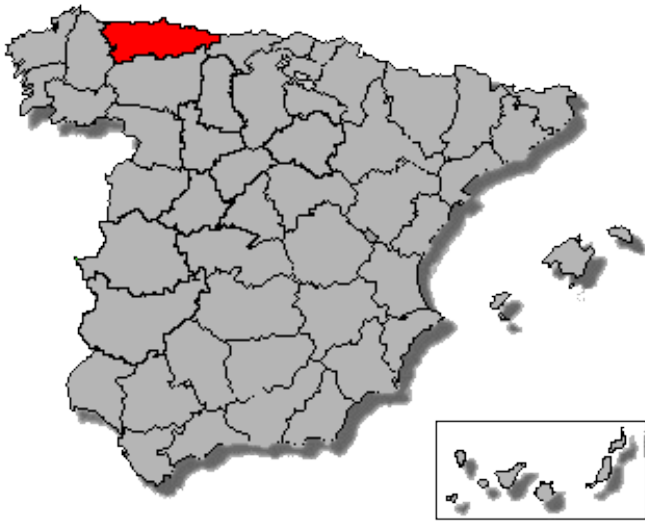
Speed Management

Stars Project

Diego Lozano Marcos
Alberto Martínez Rodríguez

Introduction

Asturias



University of Oviedo



Context



CAUTION

SECTION WITH
CONCENTRATION OF
ACCIDENTS

↑ 8 KM ↑

END OF THE SECTION
WITH CONCENTRATION
OF ACCIDENTS

Motivations

- Reduce Speed to avoid crashing in “black spots”
- Warn and raise drivers’ awareness about the danger of a section of the road



Our idea

Find a section in which a fatal accident has happened recently.

- Put a traffic sign with a strong message.
- Paint a red line on the verge next to the white one.

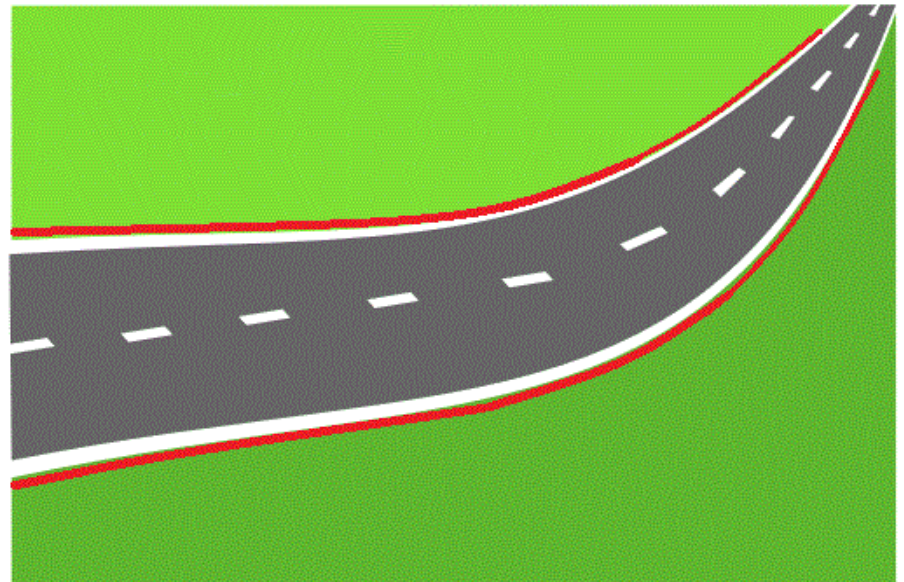


The traffic sign

“SECTION WITH DEATH VICTIMS.
DO NOT BE THE NEXT ONE.”

The red line

When am I driving in a
dangerous section?



Stakeholders

- Professors of the Transports Area
 - Daniel Mántaras
 - Pablo Luque
- Campus' headmaster
 - Hilario García
- ETSC
 - Intras
 - Mapfre Foundation
 - CNAE (Confederación nacional de autoescuelas)
 - Stop Accidents
 - Pat Apat
 - European Road Federation
 - Aecarretera
 - Erscharter
 - Road crash victims associations
- Local authorities (councils, police...)



Strategy (I)



- Talk with professors
- Ask for support from the Campus' headmaster
- Look for Stakeholders
- Find the place
- Make a questionnaire
 - Do you know the section?
 - If YES: Do you think it is well signed?
 - Inform about the campaign
 - Do you agree with it?

Strategy (II)



- Prepare the results
- Go to the council: inform, show results and stakeholders → Ask for support
- Talk to the traffic authorities → Ask for support
- Measure speed *before campaign*
- Modify the infrastructure
 - Put traffic signs
 - Paint the red lines

Strategy (III)



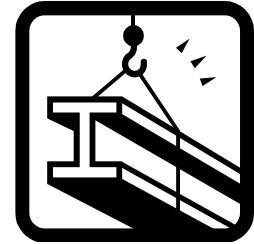
- Measure speed *after campaign*
- Write a pre-report with all the data
- Inform the local media
- Measure speed *after a month*
- Write the final report
- Send results to the council and stakeholders

Timing

"-----TIMING-----"	September	October	November	December	January	February	March	April	May
Stars Camp									
Talk again with proffesors									
Ask for support from the Campus' headmaster									
Look for stakeholders									
Find the place									
Make a questionnaire									
Prepare the results									
Go to the council									
Talk to the traffic authorities									
Measure speed <i>before campaign</i>									
Modify the infrastructure									
Measure speed <i>after campaign</i>									
Write a pre-report with all the data									
Inform the local media									
Measure speed <i>after a month</i>									
Write the final report									
Send results to the council and stakeholders									



Material



- Speed camera
- Traffic sign
- Reflecting red paint

Evaluation



- Questionnaire – People's opinion
- Measure Speed (before, after, and a month after)
 - Was the average speed decreased?
- Report
 - Use the taken measures and scientific statistics to quantitate the improvement



Speed Management

Stars Project

Diego Lozano Marcos
Alberto Martínez Rodríguez