

## **CONTEXT:**

The motivation

I lost my friend Peter in a car accident.

It was a shocking experience.

15 years later his mother still puts flowers at the site of the accident every year.

The presence of flowers is very positive for people who use this road.

People know the meaning of flowers.

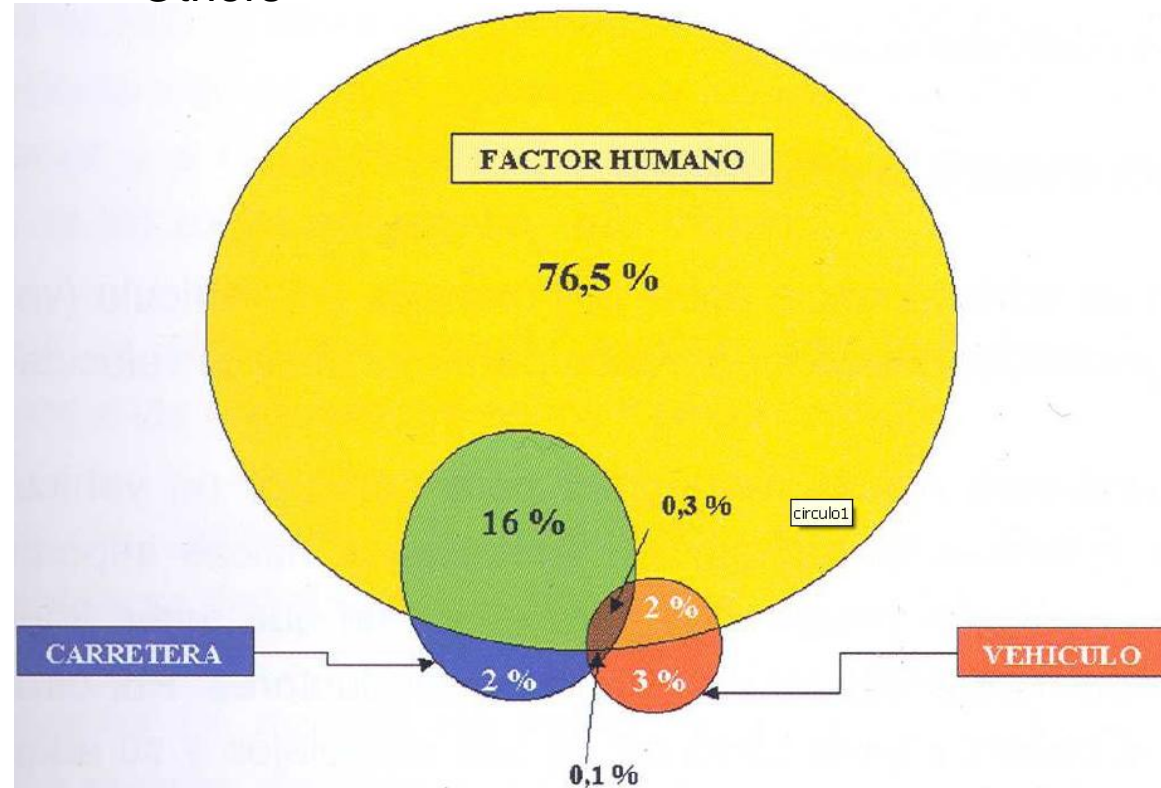
Fortunately he is the only student died since then.

Improvements → Infraestructural → Signposting of accident concentration stretches

↓  
Human  
↓  
→ Others

→ Make people conscious  
→ Safety education

→ A traffic victim could be anyone of your environment or yourselves



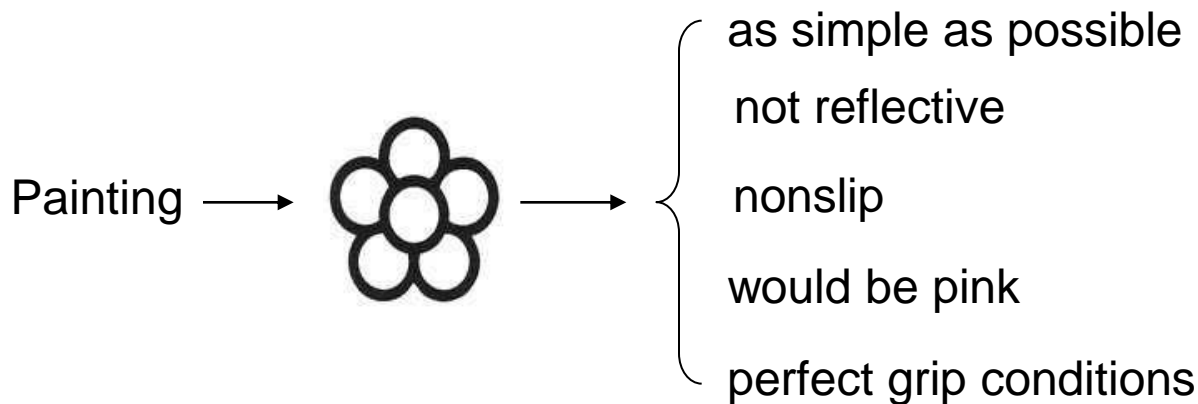
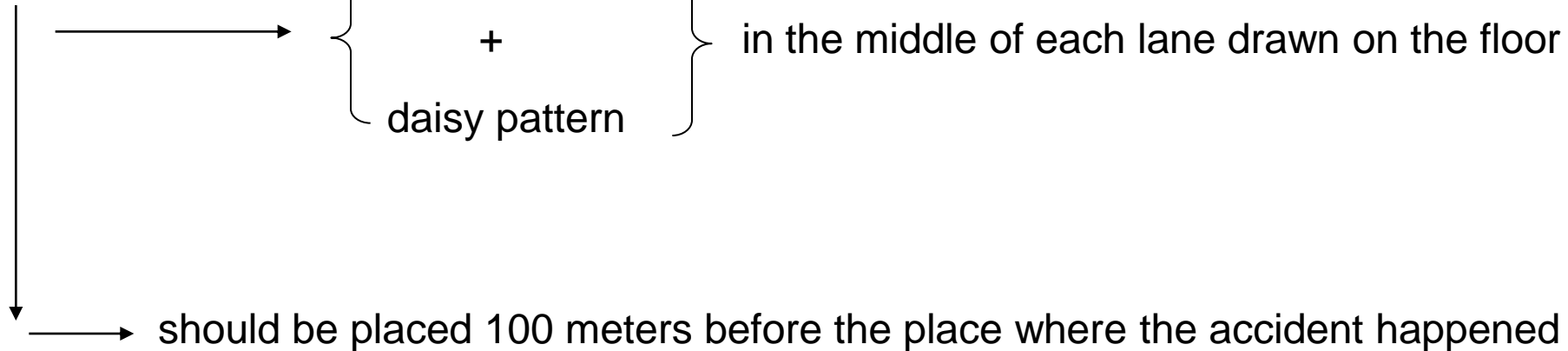
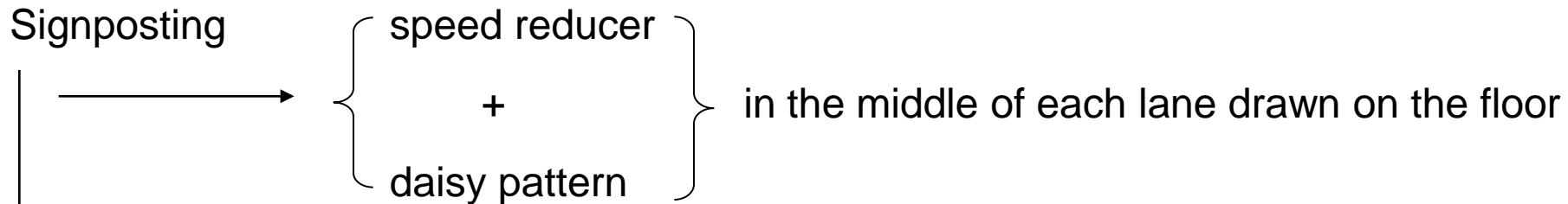


Do we know the meaning of these signs?

It affects our immediate driving way

We forget it a moment later

Point out the beginning of the section where a mortal accident happened





## CONTEXT:

The idea

Avenida de los Naranjos (Valencia)



Daisy pattern should be place in the middle of each lane of the road  
visible for drivers and pedestrians  
have diameter about 1 to 1.5 meters

Avenida del Paseo Marítimo (Valencia)



Not prevent the victim's families and friends from paying any tributes to them

IMPLEMENTATION FIELD: Streets, city bypass and crossing roads of Valencia City

## **PARTNERSHIPS:**

My teachers

Victims associations: Stop accidentes

Asociación de prevención de accidentes de tráfico

Asociación española de la carretera

Associations linked with ETSC: INTRAS

Fundación MAPFRE

Confederación nacional de autoescuelas

European Road Safety Charter: Mutua Madrileña

Abertis Infraestructuras.SA

ALSA

ENDESA

Police

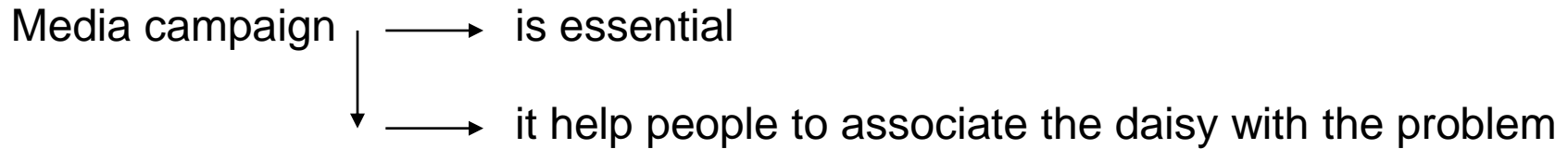
Local authorities

How? → { a few days later the fatal accident  
consent of victim family  
the maintenance company can do it

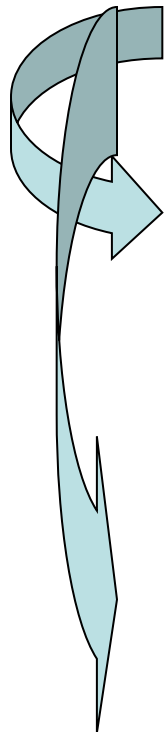
The daisy → { would be painted only once  
worn out by the traffic  
remain until it finally disappears  
disappear in about 1 or 2 years

Speed reducers → would be dismantled after a year





### Shocking advertisement



#### ACTION

- Simple
- Camera is not moved
- Not sound nor music

#### REACTION

- Easier to remind by people
- More importance to the content than to the action

→ Easier to pass the idea from television advertising to the advertising leaflets

- Picture 1 {  
An accident scene inside the city. From 3 to 6 seconds  
No comment  
No sound nor music. Only the natural sound of traffic crash
- Picture 2 {  
In with a usual traffic scene a woman dressed in black appears  
She is tying a flowers bunch around traffic lights. From 6 to 10 seconds  
Comment: Not all flowers of the city are sowed in gardens  
No sound nor music
- Picture 3 {  
In the same usual traffic scene  
A flowers bunch around traffic lights appears  
with a daisy painted in the middle of the lane. From 6 to 10 seconds  
Comment: Please, make this flower be the last one to be painted  
No sound nor music

Picture 4 {  
Black screen. From 1 to 2 seconds  
No comments nor sound and no music

Picture 5 {  
Is the same than picture 3  
Comment: If you do not speed up,  
nothing will force you to slow down the speed of your car  
The natural sound produced by crash tires with speed reducers  
No music



Rubber



Asphalt

For residential streets

Speed limit around 30 kilometres per hour

Remind: Speed humps would be dismantled after a year.



For avenues, city bypass, crossing roads and arterial streets

Speed limit around 50 to 80 kilometres per hour

Remained on the road after a year of using them

Contributing to slow down the speed until its effects are worn out by the traffic

Comfortable for drivers

Reduce the noise produced by tires crashing into them



## MATERIAL:

Others materials we can use

Rumble streets



Vehicles are guided

Prevent lack of attention



Protect cyclist

## MATERIAL:

Others materials we can use

Speed cushions



Places where speed limit needs to be maintained

Allow emergency vehicles with a wider axle to straddle the cushions

Not increasing response times

Often less costly than speed humps

Similar effectiveness

Pedestrian crossing over speed cushion

Obtain similar profit than speed cushions

If we reduce the wide of rumble strips

It allows emergency vehicles run easier as well

Cheaper than speed cushion?

Painting

One or two daisy patterns

Chosen speed reducer

Maintenance company

Marketing

Depends of the local authorities wants to assume

- 1-. To make drivers aware of the fact that traffic accidents are real and close to them
- 2-. To reduce vehicle speed on roads where an accident happened before

Is speed reduction effective on that fateful place?

If it not reduce the number of accidents,  
at least, it might reduce the seriousness of those

- 3-. It affects to the development in accident rates in Valencia?

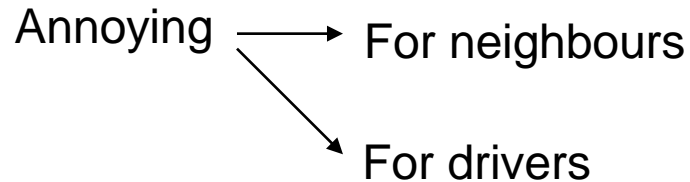
### MEASURES:

- Can not measure the speed of road before
- Need look for older speed measures
- Compare it with the speed measures what I can do

1-. Problems with speed reducers:

Expensive product

Noise by the collision of vehicle tires with them



2-. What happen if the idea does not work?

The idea not reduce speed average

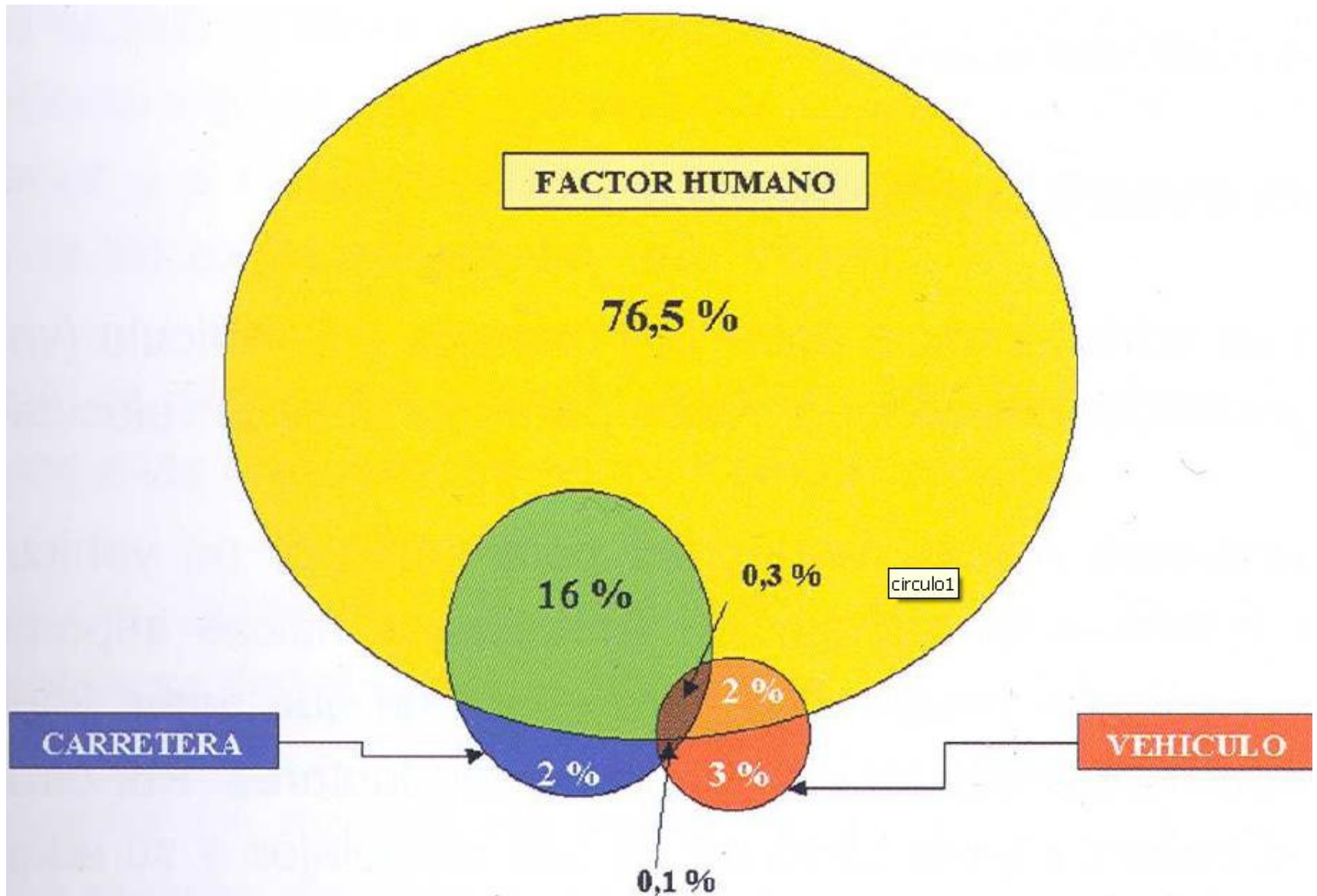
Media champain is not effective

The problem is localiced



## DIFICULTIES:

Finally the idea is implemented



## DIFICULTIES:



The available turning radius has been reduced at this intersection

## Finally the idea is implemented OTHER IDEAS TO REDUCE SPEED:

Curb extensions at midblock crosswalk



A chicane on a one-lane road

**DIFICULTIES:** \_\_\_\_\_ Finally the idea is not implemented

