# **Decreasing driving** speed

# in rural roads in Germany by an appealing billboard

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# Introduction

- •One of the main causes of traffic accidents is loosing driver's awareness about the danger a road bears.
- •Therefore, there is a need to "sharpen" this awareness.





# The Concept

- •Awareness of the drivers can be increased by communicating to them.
- •One of possible ways of communicating to drivers is installing a billboard on the roadside.
- •The billboard on the roadside will act as a psychological speed bump.





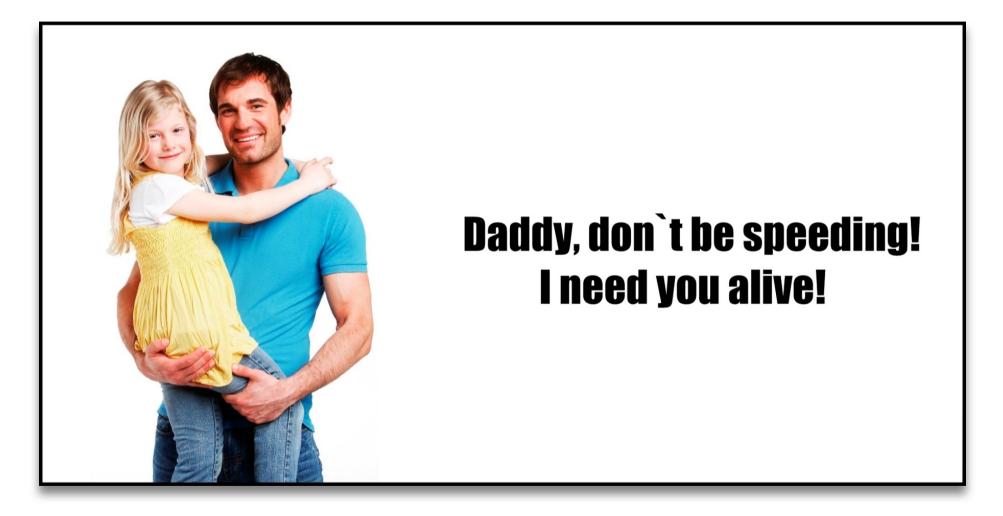
#### **Example of a billboard**







### **Possible Design**



Should we talk to driver's heart?





#### **Possible Design**





... or should we scare them?



# Partnership

•Chair of Traffic Management and Control of TUM and particularly Univ.-Prof. Dr.-Ing.Fritz Busch .

•ETSC as an adviser during the project.





# Strategy

- •Use the contacts in order to get the idea heard by the officials (e.g. Munich Municipality).
- •Make a cost analysis and reasonability analysis of the project.
- •Get in touch DVW German Association for Road Safety, DVR- Deutscher Verkehrssichehkeitsrat.
- •Get in touch with Deutsche Interessengemeinschaft für Verkerhsunfallopfer, NPOs to get to know concerned people.





#### **Calendar of Activities**

- •October 2010 Cost analysis.
- •October-November 2010 Meeting the officials.
- •December 2010 February 2011 Lobbing the authorities.
- •March 2011 Implementing the measure.
- •April 2011 Result analysis.





## **Evaluation of results**

- •Developing a questionere about the people's perception of the billboard.
- •Trying to make a particular analysis of the statistical data before and after the measure.

#### •Conducting a CBA.





# Difficulties

- •Get in touch with German authorities.
- •Non-cooperative authorities.
- •Language barrier.
- Being not familiar with German regulations and lobbing procedures.
- •Evaluation problems.





# Thanks for your Attention!

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