

Decreasing driving speed

in rural roads in Germany by an appealing billboard

Presented by
Oleksandr Savliev
Octavio S. Jimenez



Technische Universität München

Contents

- Introduction
- The concept
- Billboard Example & Designs
- Partnership
- Strategy
- Calendar of activities
- Evaluation of results
- Difficulties



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



**Daddy, don't be speeding!
I need you alive!**

Should we talk to driver's heart?



Possible Design



VIOLATING **RED** ONCE, YOU MIGHT SEE THE WHITE FOR EVER

...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 Verkehrssicherheitsrat.
- Get in touch with Deutsche Interessengemeinschaft für Verkehrsunfallopfer, 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 questionnaire 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 lobbying procedures.
- Evaluation problems.



Thanks for your Attention!

Oleksandr Savliev
Octavio S. Jimenez

