



# **SPEED MANAGEMENT STARS PROJECT**



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# INTRODUCTION

**University of Piraeus**

**Department of Maritime Studies (D.M.S)**

**BSc Degree in Maritime Studies**



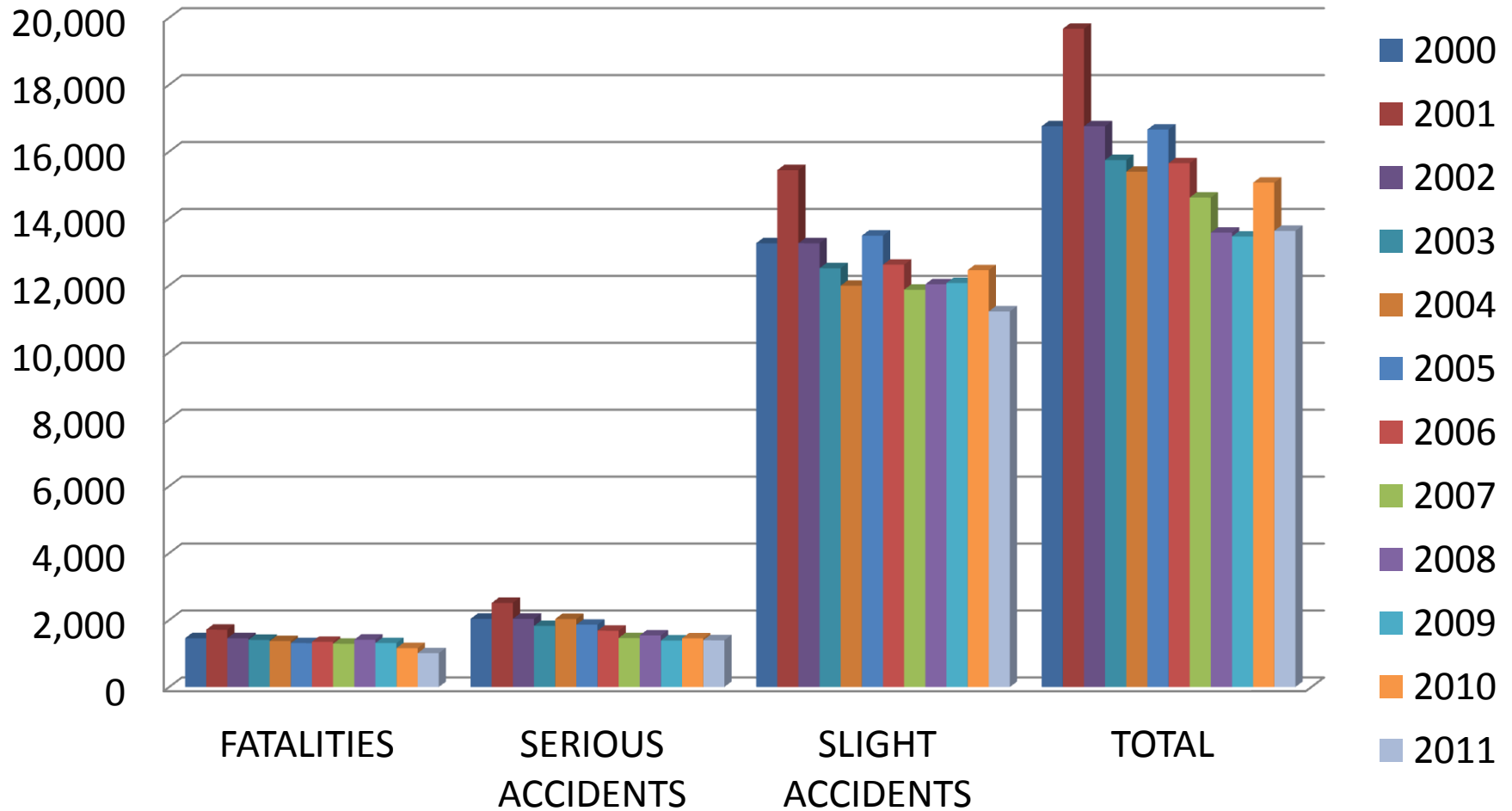
# MOTIVATION

- **Greek citizens have twice as likely the possibility to die by a road accident than the average European citizens.**



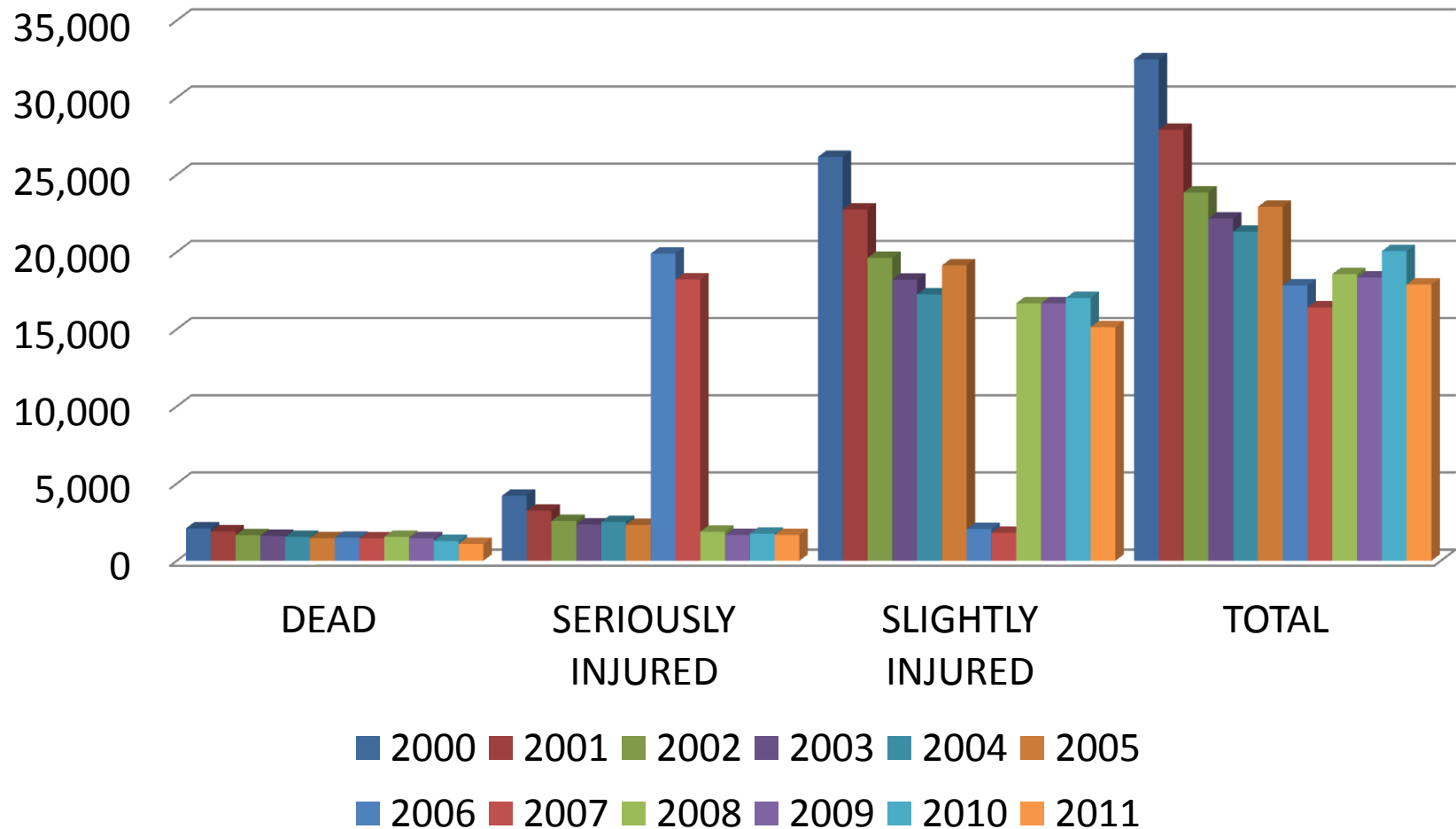
- **Young drivers are over presented in traffic collision statistics with risk 2 to 3 times higher than those of experienced drivers.**

## Road Accidents in Greece from 2000-2011

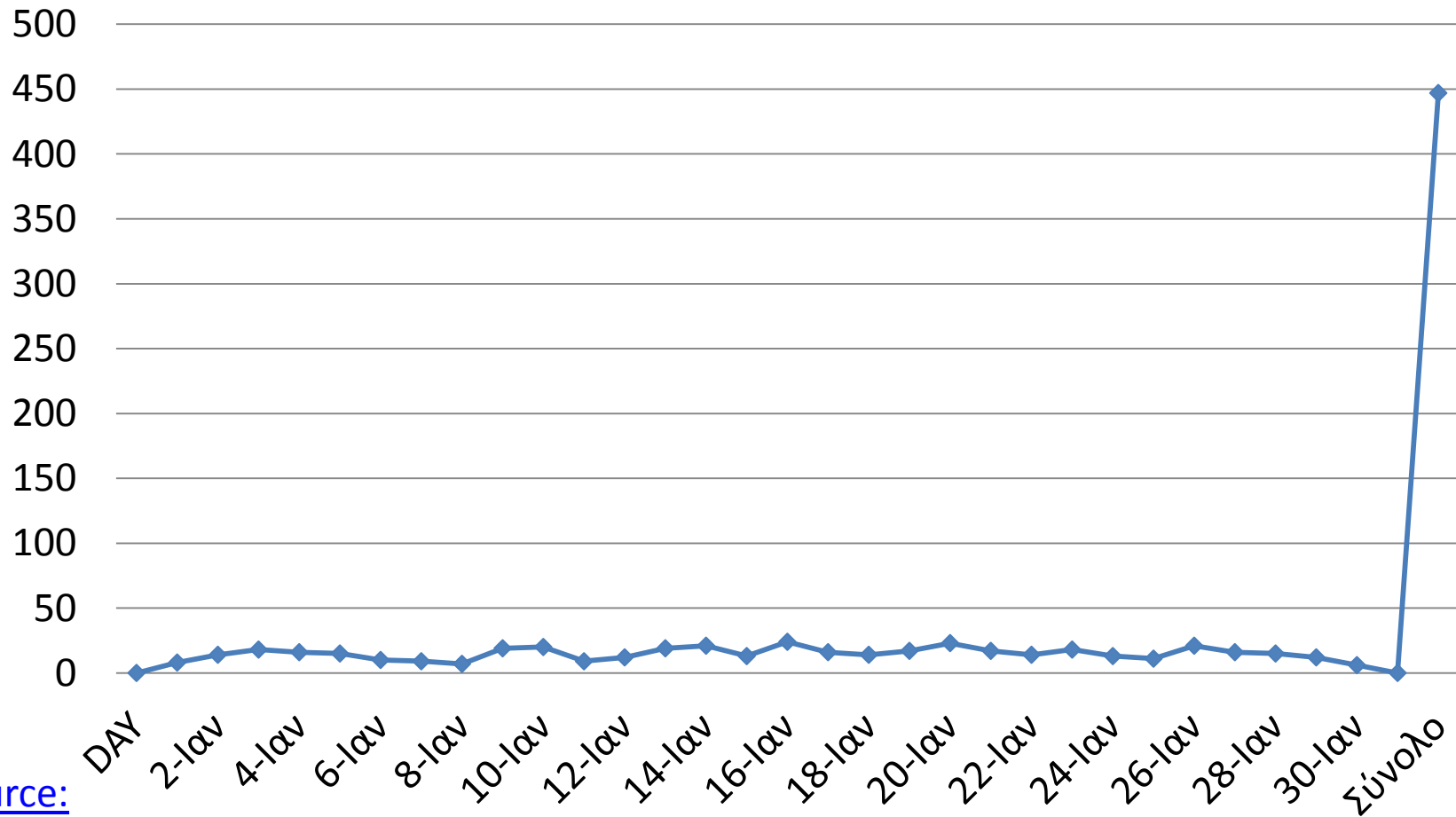


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[http://www.astynomia.gr/index.php?option=ozo\\_content&perform=view&id=2892&Itemid=86&lang=&lang=](http://www.astynomia.gr/index.php?option=ozo_content&perform=view&id=2892&Itemid=86&lang=&lang=)

## Victims in road accidents in Greece 2000-2011



# 2012 ANALYSIS OF ROAD ACCIDENTS IN ATTIKI ( 1 – 31 JANUARY)



Source: [http://www.astynomia.gr/index.php?option=ozo\\_content&perform=view&id=10533&Itemid=86&lang=](http://www.astynomia.gr/index.php?option=ozo_content&perform=view&id=10533&Itemid=86&lang=)

- Due to these factors we decided to participate in the STARS project and got affected by a particular incident:

A student, who attended the HAEF (Hellenic American Educational Foundation), crossing the street, got hit by a careless driver who didn't give any attention to the traffic lights and over passed the speed limit.



**HE LOST HIS LIFE**

- The result of this incident was the construction of the pedestrian bridge 'Bridge of Dreams – the Bridge of Children'







Our project consists of two alternative ideas which we are going to analyze.



# PLAN A

## CONTEXT:

### AREA SELECTION:

#### Campion School

- Many pedestrians , especially children have been killed and injured on their way to school or their way back home
- Improper marks on the street (low quality of road paint)
- Traffic light lasts to long to turn green as a result many anxious and reckless drivers overpass it
- This junction allows cars to move to all its directions



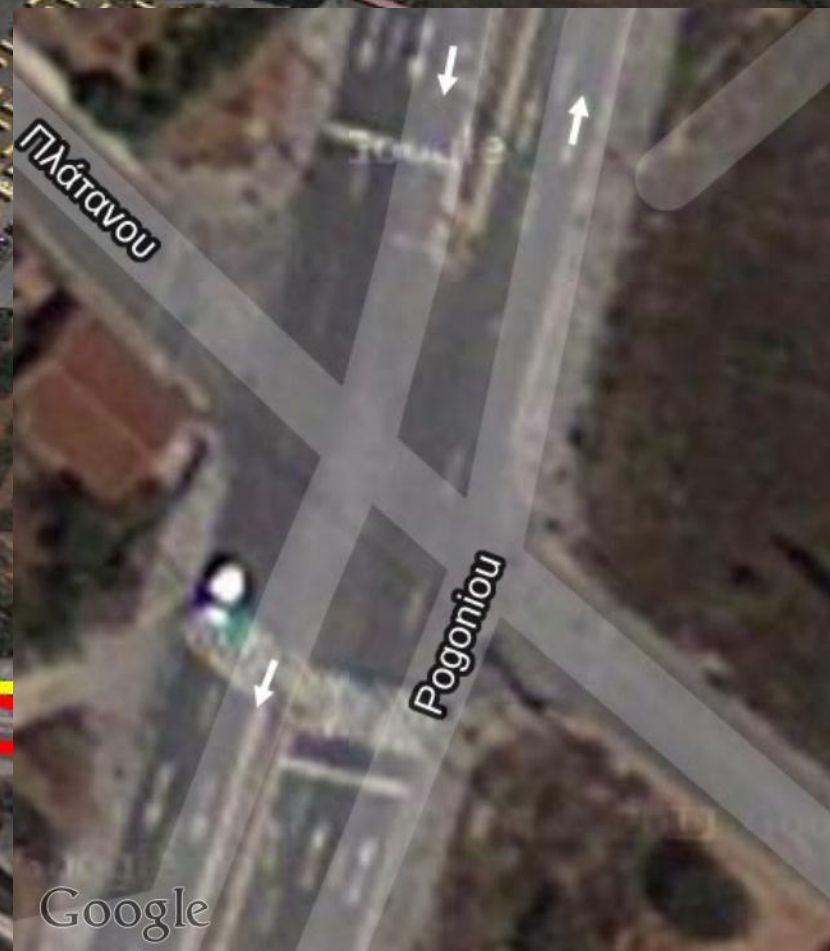


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Google

# Our Idea...

## Implementation of both Communication and Infrastructure project

### Awareness communication campaign:

1- Make a questionnaire which is offered to the locals, the students, the parent councils and could include questions like:

- i) Do you believe that the pedestrian crossing is safe?
- ii) In the past have any accidents occurred?
- iii) Are you interested in helping us improve zebra crossing?



**2-** Visit CAMPION school in particular junior (ages 5-11 years old) and senior school (ages 12-14 years old) in order to inform the students by a presentation on road safety and speeding with the cooperation of specialists.

**3-** At the end of the presentation we are interested in presenting a new type of board game which includes road marks, joint crossings, etc., tips for safer using of road networks. This game gives the opportunity to youngsters to have fun as well as educate themselves on the topic of road safety and speed.

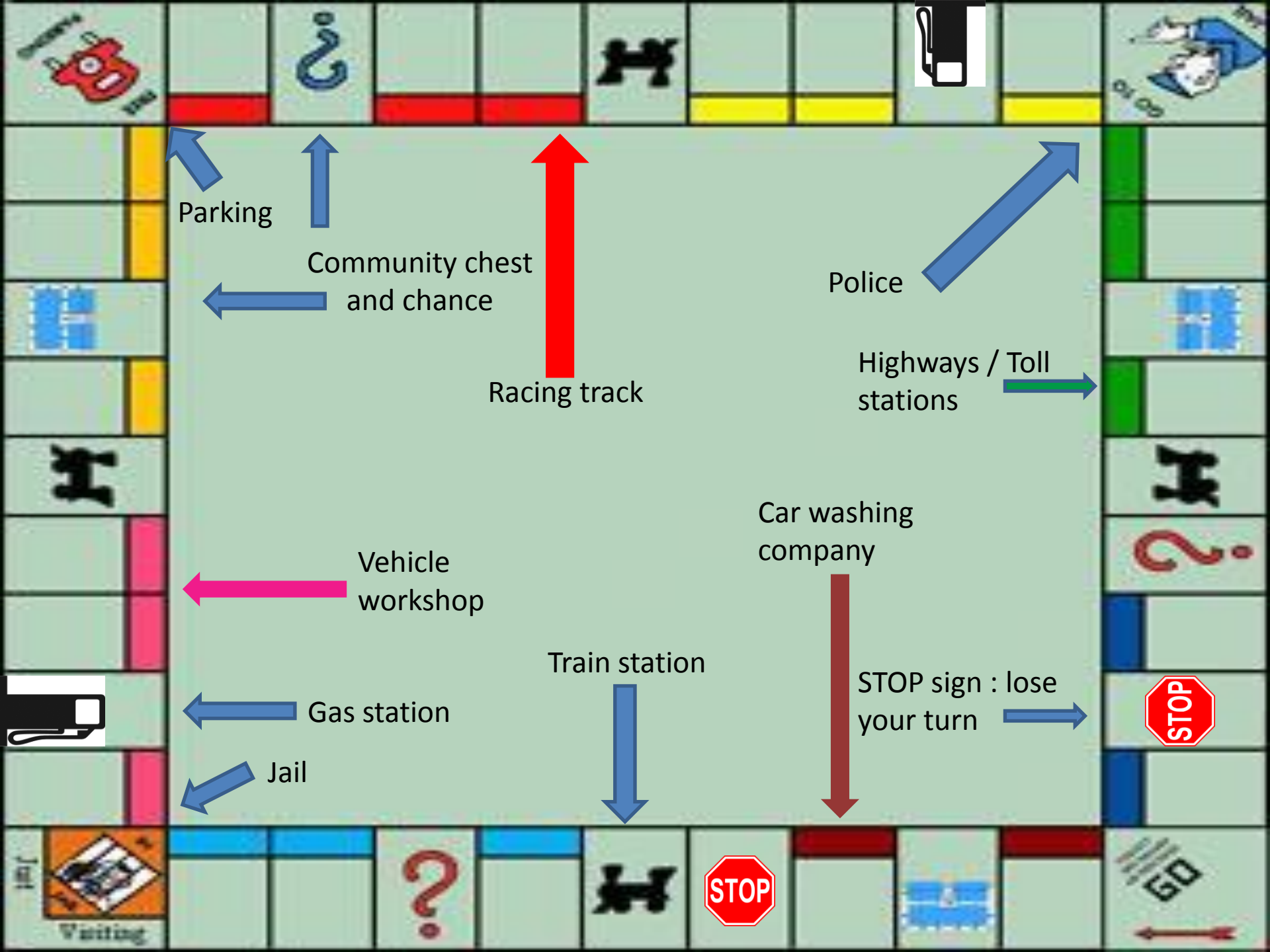
**4-** We will also help the students understand that they must cross the street only by the zebra lining and not from other parts of the road. We want them to understand the majority of the problem.

**5-** More than two visits will take place at the school in order to keep the youngsters interested.

**6-** Get in touch with the local media ( TV, local newspaper, radio)

**7-** Create our own homepage and blog (blog already created)

**8-** Upload our news to our pages on the Social Networks (Facebook, YouTube )



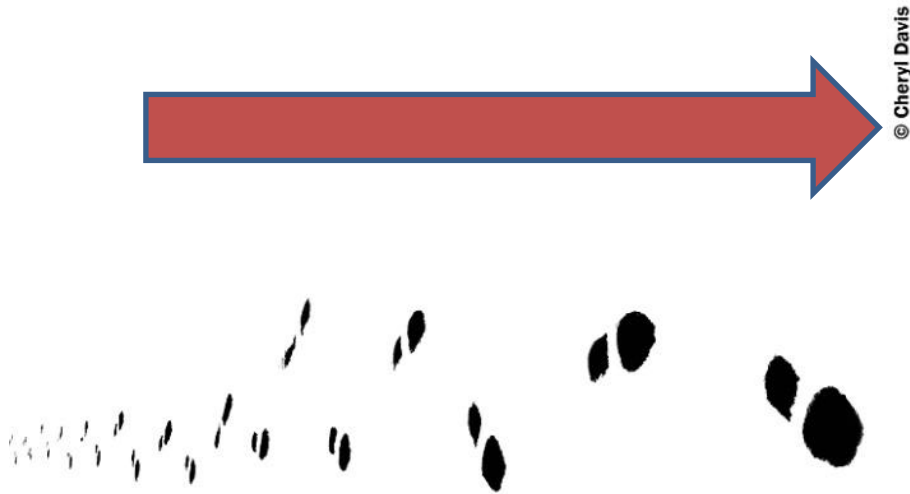
## Infrastructure part

- The entrance – exit of the school, which is on the central point of the road has to be improved.  
We want to repaint the old level crossing in order to be more visible
- Adjust 5 solar lines of road lights (cat's eyes) on the surface of the street before and after the zebra crossing,
- Adjust solar road bollards, two on each side of the pavement edges.
- In between those solar road bollards the placement of ramps for people who need it (injured, people with special needs, the elderly etc)
- Also adjust 2 solar warning lights combined with 2 signs writing 'reduce speed limit when flashing' to **inform the drivers to slow down to 20 km/h only at the school activity hours**





- Paint footprints which lead pedestrians and especially students from their school to the improved special designed crossing, which we would modify in the shape of a huge footprint.
- This shape would pass the communication message of our campaign which would be named “ Watch your step”



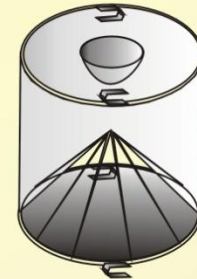


- It is worth to mention that bollards like these are low cost and also environmental friendly because, they do not consume any electricity.



Solar battery  
charger

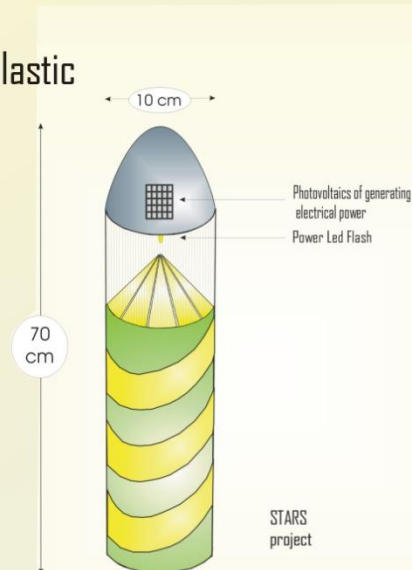
Power LED flash



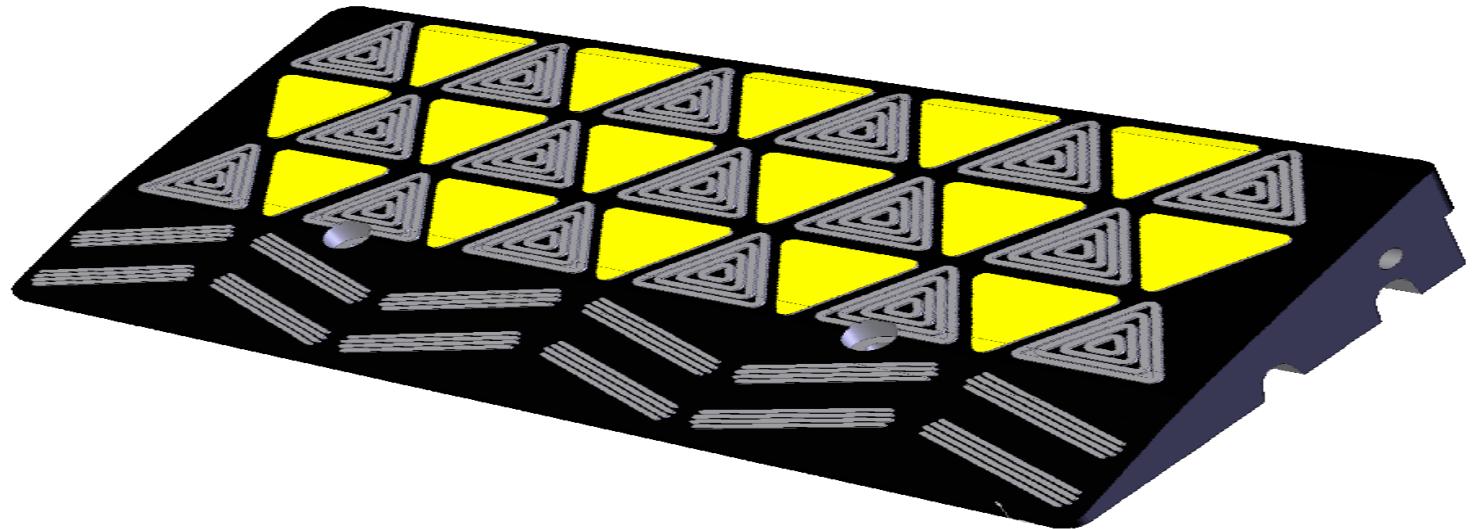
Transparent box with  
a conical reflector



Steel or plastic  
tube



- These bollards are made of steel and use solar power to charge a battery inside. Due to the small led consumption a small battery is enough to give power to the led for the whole night. Don't need any power cable to connect.
- The ramp will be made of rubber and will be easy to fit
- The warning lights will be also solar





- **Plan B**

In Greece drivers have a huge problem with the visibility of road signs, and also this problem is faced in our previous location.

Because of this fact some of the trees that are planted on the pavement cover these signs. Our proposal is to cut the branches of the trees that bother the drivers sight by convincing the local authorities or the school to do so. Probably by collecting the signatures of the local citizens and by creating a questionnaire in order to be informed and implement this project.

Just before these speed limit signs we want to place special rumble strips in order to remind the drivers that they have to reduce their speed so as they can notice them.

We want to find different measures for the illustration of the infrastructure part.



**TREES AND BRANCHES MAY KILL**  
**TAKE CARE**





# PARTNERSHIPS

- To gain credibility will ask the head of:
  - i) The principal of the school situated on the selected area
  - ii) ETSC STARS project manager Ilyas Daoud
  - iii) Martina Aitken PAU Education Project Manager and Axel Druart European Project Director of YOURS (Youth for road safety)
  - iv) Panos Mylonas – Road Safety Institute
- Our University Professors (S. Papadimitriou and other)
- Local Authorities (councils, police,



- European Road Safety Char

Pfizer

Interamerican

Attiki odos

Aek f.c.

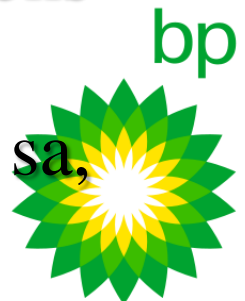
Imako media s.a.

Bp-Hellenic Fuels s.a.

Ups

Intracom Holdings

- We want to focus on the enterprises – associations that have not renewed/recently renewed their commitment ( eg. Pfizer, toyota hellas, avin oil sa, coca cola hellenic)



# DIFFICULTIES

- Get in touch with local Authorities
- The idea not accepted by the local authorities and society
- Problems with the implementation of the project due to the financial factors that occur in Greece because of the Economical Crisis
- Driver's behaviour doesn't easily change
- Authorization is not obtainable
- Evaluation problems (bureaucracy)
- Lack of statistical analysis
- needed for the effectiveness of the project
- Problems with speed reducers (expensive product)
- What happens if the idea doesn't work? (the awareness communication campaign and the reduction of speed)



# EVALUATION

- To make drivers aware of the fact that traffic accidents are aware and close to them
- To reduce speed in areas where accidents have happened before (if speed reduction is not effective at least reduce the number of accidents )
- POSSIBLE ACTIONS THAT COULD IDENTIFY THE EFFECTIVENESS OF OUR PROJECT:
  - Measurements with a camera to see from which part of the street pedestrians cross the road (before the implementation of the project)
  - Measurements with a camera to see how many pedestrians use the existing improved level crossing (after the implementation)
  - Measurements at night to see the effectiveness of the solar road lights plus solar road bollards.
  - A questionnaire after the communication campaign addressed to the teachers of the students in how useful, and corresponding to the age of the children this campaign was.

# Strategy and Timing

- **February – March :**
  - ✓ Come in touch with the local authorities, university professors
  - ✓ Look for stakeholders: Send email for sponsorships. If possible set up meeting with the candidate partners. Prepare the cost analysis and reasonability analysis of the project
  - ✓ Make a questionnaire
  - ✓ Implement the board game for the communication part of the program, and also adjust measurements before the project.
- **April – June**
  - ✓ Go to the council: inform, show results and ask for their support
  - ✓ Talk to the traffic authorities and ask for support
  - ✓ Measure speed before campaign
  - ✓ Measure Get in touch with the local media
  - ✓ Write a report about the whole of the data which have been collected, continue the last part of the communication project and adjust the last measurements.
- **July – September**
  - ✓ Measure speed after campaign
  - ✓ Inform the local media
  - ✓ Write the final report
  - ✓ The last results including the results from the questionnaires will be send to the partners and interested authorities.



# EXPECTATIONS

- We expect from the ETSC to help us contact:

The local Authorities (if we cannot contact – persuade them to help us)

Sponsors for the budget of the project

- If necessary ask ETSC for recommendation letters to try convincing people that this project is really useful for reducing speed and creating a new perception on peoples mind about speeding through communication, discussion and why not action

**Thank you for your attention**

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