

STARS Project description

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City/University: Haifa/Technion

Project name (if any): Froid Street

<p>Context</p> <p>Identified site</p>	<ul style="list-style-type: none"> - Our location is in Haifa, it connects two main city centres. Known for its speed problem. - Since 2008 there were 25 Incidents, with 48 injuries and 20 are speed related!!! - The road is known to be dangerous in the city, but people still speed.
<p>Ideas</p> <p>Objectives</p>	<ul style="list-style-type: none"> - Our Idea is to join forces with the company that already plan to improve the road, reduce the speed limit and in the future even maybe change the junction at the end of the road. We want to add Rumble Stripes. There are already speed measurements signs that also show the speed to the driver and blinks when the driver speeds. - We think about running a campaign to improve the general awareness of speeding. - Research how the changes affect the situation in the road.
<p>Strategy</p> <p>Partners</p>	<ul style="list-style-type: none"> - We cooperate together with a company called "Yaffe-Nof"; they are responsible for all the roads in Haifa. Next week we have a meeting with a representative of a Danish company called LKF, they have signs and marks for roads and we want to use some of their products. - Our partners are Prof. Shalom Hakeret from the Technion. "Or-Yarok" association and "Yaffe-Nof" company. - ETSC can help us in the future if we will contact more associations and company, for support and budget. - So far we contacted "Yaffe-Nof" company and did a little research about the incidents on our road in the last years. And we have an idea to a campaign.
<p>Communications</p>	<ul style="list-style-type: none"> - We plan to develop communication in the future. - After we will see some results or have problems with authorities we will contact the local press.



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Evaluation	<ul style="list-style-type: none">- "Yaffe-Nof" company have already done a pre-evaluation by putting speed measurement signs, and we wait for their results to see how it affects the traffic.- We hope to receive the information from "Yaffe-Nof" soon, and in the worst case scenario, we can lend a speed measurement camera from our University.
Observations	<ul style="list-style-type: none">- We hope to pass the approving committee until the end of May, and the implementing of the changes (improvements) until the end of July.- Meanwhile we will try and lift our campaign until August.