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STARS Project description

Names : Frederico Henriques & Joana Nogueira

City/University : Lisbon, IST & ISPA

Project name : ADYSE (ADapt Your Speed to the urban Environment)

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| <p>Context</p> <p>Identified site</p> | <p>Do you have identified a specific site where you want to implement your project?</p> <p>What do you know about this site: recent collisions? Data collected?</p> <p>What people think about this site (public perception, knowledge of people on speed/road safety...)</p> <p>Notwithstanding progress of past decades, the number of road accidents and victims in Lisbon is still very high when compared with other European capitals. Let alone human suffering associated to accidents, speed impacts the quality of the environment and quality of life. Our project is sustained by the conviction that one particular area of Lisbon, <i>Campo de Ourique</i> would greatly benefit from speed management measures.</p> <p>We identified a site at <i>Campo de Ourique</i> neighbourhood: <i>Coelho da Rocha</i> street (see Figure 1) between <i>Ferreira Borges</i> street and <i>Silva Carvalho</i> street. <i>Campo de Ourique</i> is an old residential and commercial neighbourhood of Lisbon. Its urban characteristics, particularly the street commerce, generates high travel demand for all the transport modes and high parking pressure (even though it is paid). <i>Coelho da Rocha</i> street it's a one way street, the current speed limit is 50km/h and there are no pedestrian crosses at the selected street section (about 200m long), except on the street ends. These mobility and urban characteristics cause many conflicts between pedestrians and road traffic.</p> <p>Data collected from SACRA research project (grant agreement number: PTDC/TRA/66161/2006) shows a considerable number of collisions at <i>Campo de Ourique</i> neighbourhood between vehicles and pedestrians as can be seen in Figure 2. At the selected street section there were three running overs and one multiple collision between 2004 to 2007.</p> <p>From informal surveys with local people opinion on speeding in that street there is the perception that some drivers are speeding even if they were driving at 50km/h (the legal speed limit), what conveys the message that people consider that the 50km/h limit is unsafe for that urban environment.</p> |
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Figure 1 – intervention site

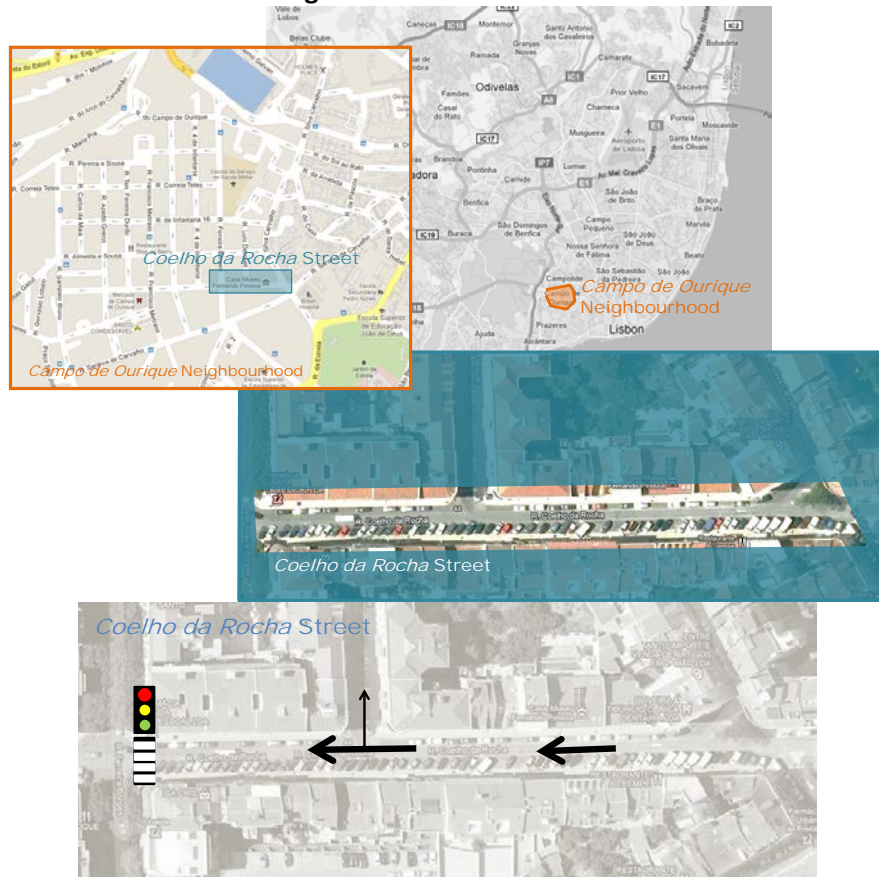
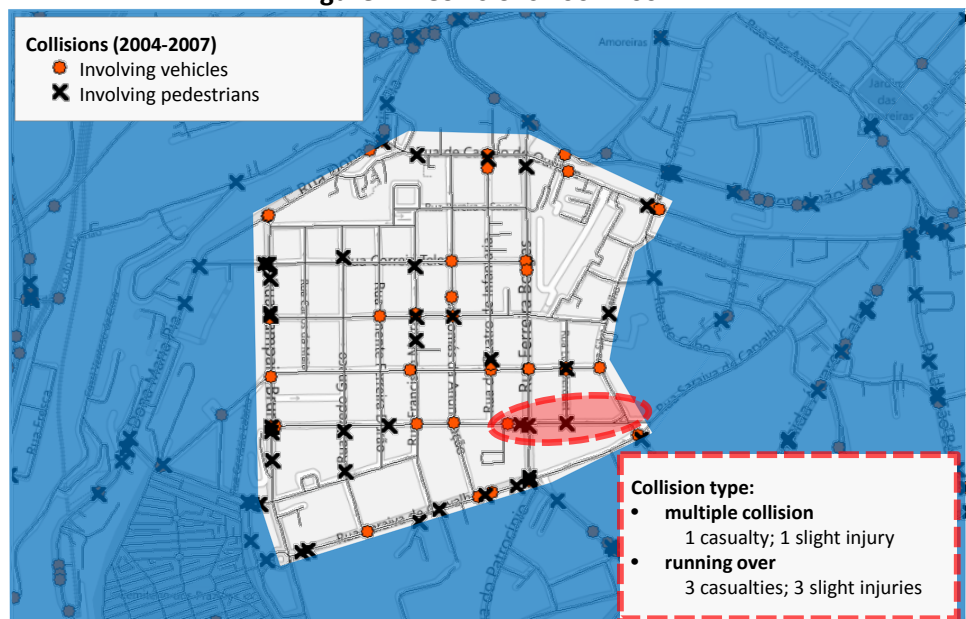
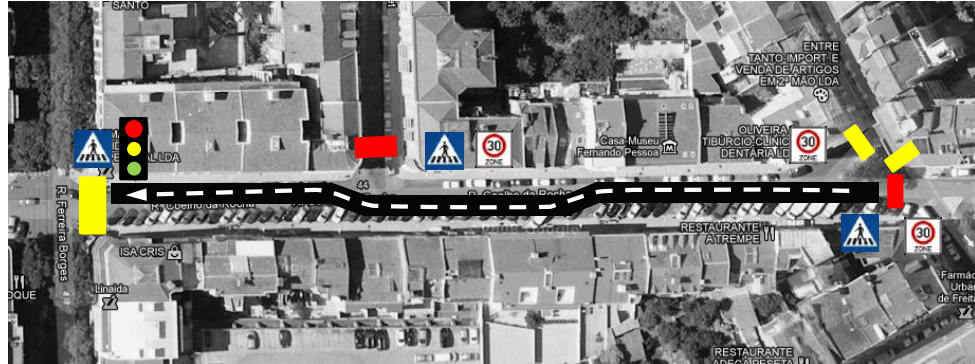


Figure 2 – Collisions 2004-2007



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| <p>Ideas</p> <p>Objectives</p> | <p>What is your idea? Measures? Explain why you think it is relevant</p> <p>What are your objectives (short term? Long term?)</p> <p>Expected results?</p> <p>As was said, within <i>Campo de Ourique</i> neighbourhood we have selected a particular one-way street with high parking pressure, <i>Coelho da Rocha</i> Street. We aim at contributing to reduce its effective speed by implementing chicanes in order to change drivers' perception and lead them to adapt their speed to the urban environment.</p> <p>We intend to decrease the speed limit from 50km/h to 30km/h and to take advantage of the high parking demand in the street to implement chicanes through the reversion of parking modes parking, i.e., alternate angle parking with parallel parking among both sides of the street (see Figure 3 and 4)</p> <p>Our main goals are to reduce speed, increase pedestrians' real and perceived safety, reduce the number of collisions and give awareness to road safety issue in Portugal.</p> <p>In a short-term we expect to reduce the speed and improve road safety on our chosen site and increase the awareness through the local press and social networks. In the long-term we hope to have an effective impact that highlights the need to run speed management actions in other streets of Lisbon.</p> <p style="text-align: center;">Figure 3 – Current and proposed parking scheme</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Current parking scheme</p> </div> <div style="text-align: center;"> <p>Proposed parking scheme</p> </div> </div> |
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Figure 4 –Proposed chicane scheme and proposed pedestrian crosses
(yellow – existing pedestrian crosses; red – proposed pedestrian crosses)



(yellow – existing pedestrian crosses; red – proposed pedestrian crosses)

Strategy

Partners

- How will/are you implement your project?
- Which material will/do you need?
- Which partners (University, companies, local authorities...)? Do you have already contacted some, any feedback?
- What and where ETSC could help you?
- What did you do so far?

Our project will be implemented through application of infrastructural measures and data analysis. It requires few collaborations, most of them already formally established.

To implement our project we will need: a) vertical barriers; b) vertical traffic signs with reflectors and; c) paint for parking lines and for pedestrians crosses. Moreover, to assess the effectiveness of our speed measures we will need speed radars (available at *Instituto Superior Técnico*), noise measure equipment and gas emission measure equipment (available at *Instituto Superior Técnico*), as well as questionnaires that we are developing.

We have established a partnership with local authorities (Lisbon City Council) which formal approval of partnership has been communicated to us on April 26. Lisbon City Council is developing a plan to implement a 30 Zone at *Campo de Ourique* neighborhood. Thus we will study together with Lisbon City Council technicians the integration of ADYSE project with the 30 zone plan.

For funding our project we found a sponsor: AFESP, Portuguese Association of Road Signs and Safety (www.afesp.pt). AFESP will, amongst their associates, provide all required materials and carry out the infrastructure works

ETSC participation has been key to increase the profile of the project and therefore “open doors”. It is our perception that its mains role in the next near

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| | future tasks will be similar, <i>i.e.</i> , interest and your visit will be important. |
| Communications | <ul style="list-style-type: none"> - Will/Do you develop any communication tools to promote your activities (for infrastructure projects)? - Will you contact local press? Any communication activities done so far? <p>We will promote the project in the media and social networks in order to cover a wide public and increase the awareness level of the need to reduce speed to ensure road safety, especially in urban areas. By now, we have contacted <i>Agência Lusa</i> (Portuguese news agency) to publicize ADYSE project, which is analysing its interest. Also, we will create a Facebook page, a page at <u>Simple Considerate Safety Blog</u> (http://consideratesafety.wordpress.com), and contact other Portuguese media. Moreover, AFESP will advertise ADYSE on their website and invited us to present the project in its annual seminar (October 2012).</p> |
| Evaluation | <ul style="list-style-type: none"> - Have you/Will you conduct a pre evaluation before you start any actions? - How will you assess the effectiveness of your measures? (very important) <p>To assess the effectiveness of our speed management measure we will conduct a pre and post evaluation on three main subjects:</p> <ol style="list-style-type: none"> 1. Traffic (we will count and measure): <ol style="list-style-type: none"> a. Traffic demand; b. Pedestrian crossings; c. Speed measure; 2. Risk perceptions (we will run interviews): <ol style="list-style-type: none"> a. Pedestrians; b. Drivers; c. Traders; 3. Environment (we will measure if we get the required equipment, otherwise we will compute it): <ol style="list-style-type: none"> a. Noise; b. Gas emissions |
| Observations | <ul style="list-style-type: none"> - Any comments? Difficulties (so that we can do our best to help you) - Approximate timing <p>We are happy with ADYSE progress and in a couple of weeks we will meet with our partners (Lisbon City Council and AFESP) and define a timeline to run pre-implementation assessment and to implement the infrastructural measure.</p> |