



# Young Europeans Acting for Road Safety The Lisbon case

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# Outline

- Background
- The problem
- The proposal
- Brussels Camp
- The campaign
- Implementation
- Results and dissemination
- Conclusions



# Background: YEARS in Lisbon



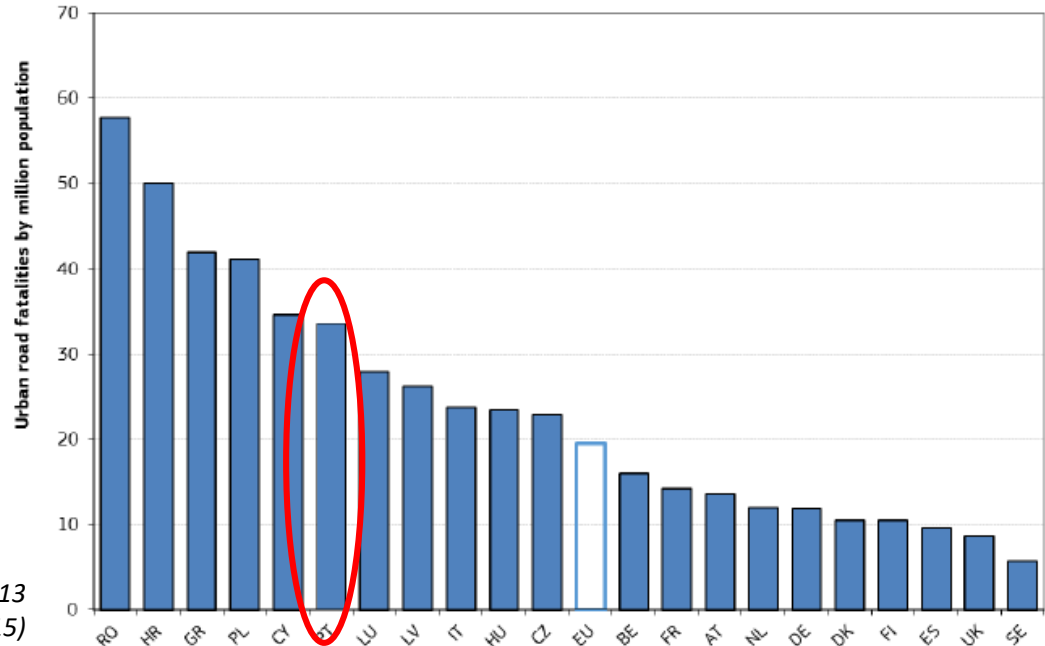


# Background: requirements

- Main project requirements
  - Young participants
  - Small budget
  - Urban context
  - High risk site
  - Lobbying authorities

# Background: Road safety in Portugal

- Portugal
- Road fatalities reduction of 60% (ETSC 2016)
- Negative trend in urban fatalities



*Fatality rates by EU Member States in 2013  
(Source: ERSO, 2015)*

# Background: Road safety in Lisbon

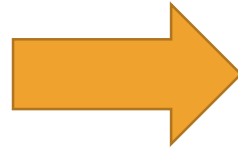
- “giving the city back to citizens”
- Quality of urban space
- Safety of soft mode users
- Accessibility



Aerial view of Saldanha, Lisbon (Source: [www.idealista.pt](http://www.idealista.pt))

# The problem: data analysis

- Data
  - ANSR
  - PSP
- Statistics
  - By year 2004-2011
  - Georeferencing
- Based on the PhD work of eng. Carvalheira and Prof. Picado (supervisor)



*The type and entity of the accidentality of the site should justify, and allow to propose a low-cost measure for improvement.*

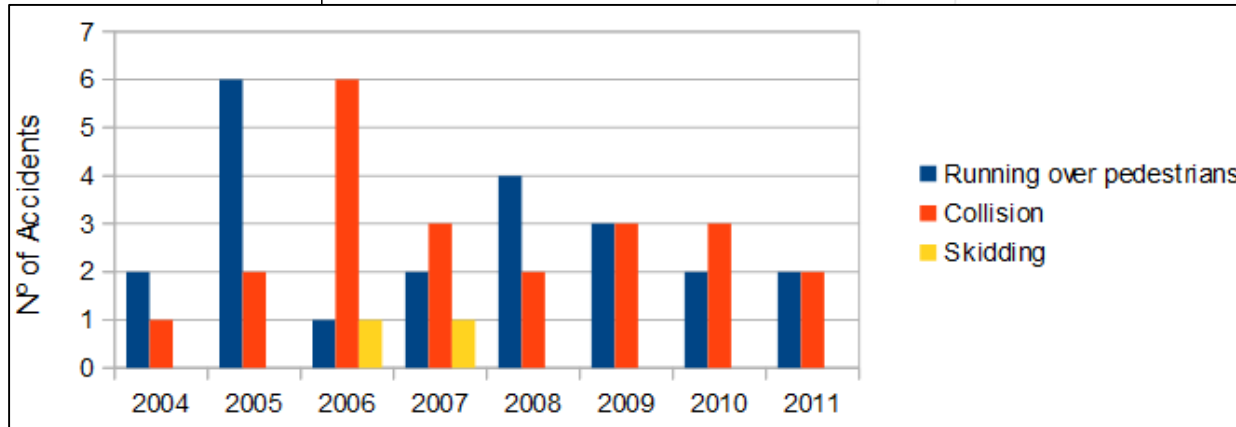
# The problem: identified site (1/2)



*Aerial view of the identified site (Source: Google)*

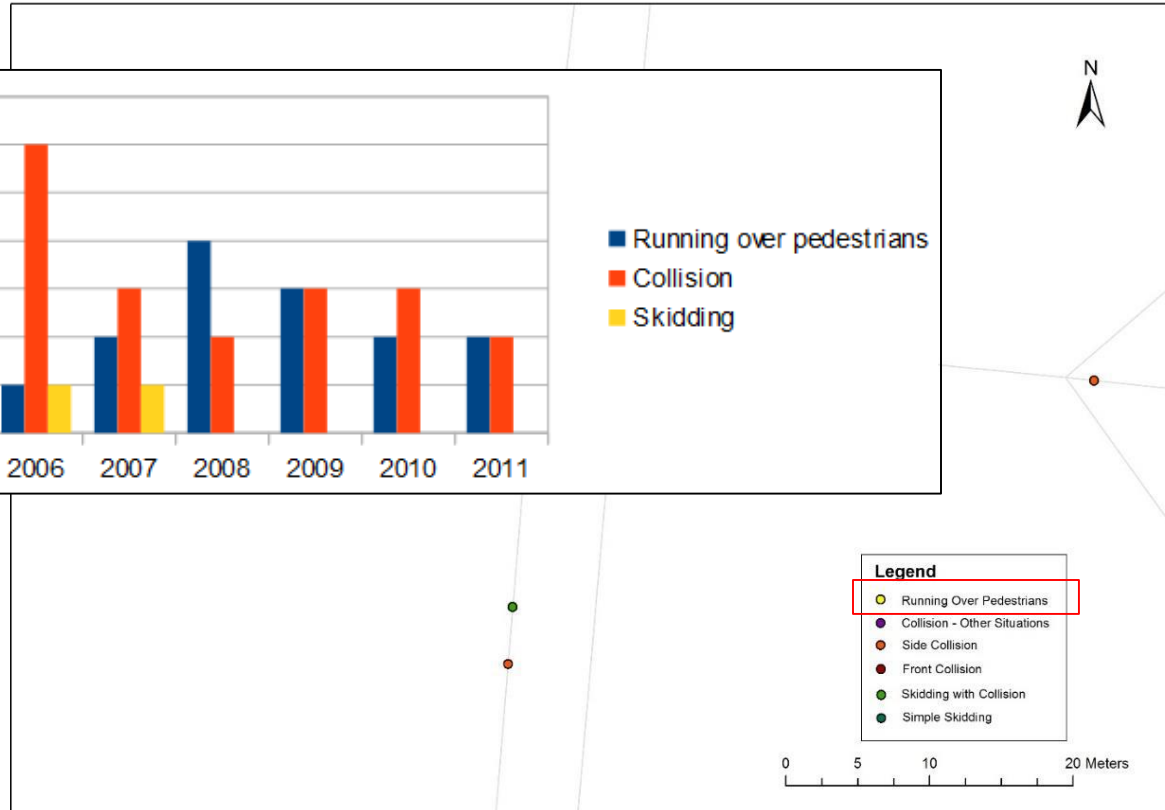


# The problem: identified site (2/2)



Accidents by category,  
2004-2011

Location and type of  
accidents, 2004-2011.



# The problem

Incentive users to  
respect the signalization



Low-cost measure



Horizontal signalling



Source: Google

# The proposal: horizontal signaling (1/2)



Thanks to: Sr. António Pereira

# The proposal: horizontal signaling (2/2)

- Coloured tyregrip layer
  - All 4 roads
  - At intersection
  - 15 m length

and

- Transverse rumble strips
  - Av. Alm. Reis (SB & NB)
  - Approaching distances



Source:  
<https://www.ennisflintemea.com/>

- Brussels
- 24 – 28 October 2016
- Lectures from road safety experts
- How to campaign and advocate
- Project feedback



*Source: etsc.eu*



# The campaign (1/2)

## SUPPORT



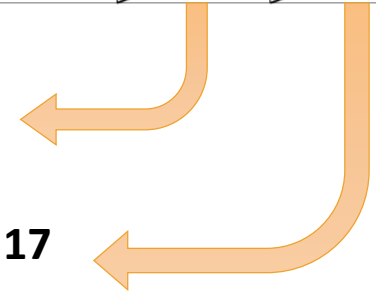
## SPONSORS



	out/16	nov/16	dez/16	jan/17	fev/17	mar/17		jul/17	out/17	nov/17
CML	Yellow	Yellow						Yellow	Orange	Orange
JF Arroios			Yellow	Yellow					Orange	Orange
AFESP				Yellow		Yellow		Yellow	Orange	Orange
Trafiurbe								Yellow	Orange	Orange
Ennis Flint								Yellow	Orange	Orange
SDT	Yellow			Yellow		Yellow				

**Intervention Part I: 28 October 17**  
Rua Febo Moniz / Av. Almirante Reis

**Intervention Part II: 18 and 19 November 17**  
Av. Almirante Reis / Rua de Angola



- Sat. 28 October 2017
- Sat. 18 November 2017
- Sun. 19 November 2017
  
- PSP traffic conditioning
- Adverse weather
- Peak hours





- 3 November 2017

## Participants

- Eng. Elisabete Portalegre (DMMT/DGMT)
- Marta Nascimento (YEARS project)
- Laura Khammash (YEARS project)
- Dr. Ana Raposo (AFESP)
- Dovilė Adminaitė (ETSC)
- Margarida Martins (JFArroios)
- Fernando Salgueiro (JFArroios)
- Social communication team (JFArroios)



Source: JFArroios



- Objectives
  - Raise awareness among young people regarding road safety
  - Implementation of low-budget measure
  - Lobbying the local authorities
- Take-home lessons
  - Action needs continuous commitment
- Further dissemination steps
  - Difficulties in retrieving updated accident data
  - Meetings and direct contact with the public

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DOI:10.1680/muen.2008.161.2.111
- Carvalheira, C., Picado-Santos, L (2015). Evolução do Sistema de Segurança Rodoviária em Meio Urbano Desenvolvido na Rede Urbana de Lisboa (Evolution of the road safety management system for the Lisbon’s urban network). Actas do XVIII CILA – Congresso Ibero-LatinoAmericano do Asfalto (in Portuguese), pp 6-26. Bariloche, Argentina.
- ERSO - European Road Safety Observatory. 2015. "Traffic Safety Basic Facts 2015: Urban Areas".  
<http://www.dst.dk/en/Statistik/dokumentation/Declarations/urban-areas.aspx>.
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