

## Project plan

**The project: Installing a special roadside sign on black spot sections that shows a variable number of local road casualties as a way to raise public awareness about speeding and risk of driving and to decrease the drivers' speed**

**1 Problem:** According to the statistic from 2008 practically 50% of road fatalities in the Czech Republic are caused by speeding. Around 1000 people die on Czech roads per year. The Czech media presents almost every day headlines about numbers of fatalities. The goal of this proposal is to choose "speeding" black spots and to place the special roadside signs there that show the number of fatalities and injuries caused by speed in this section in form of a digital up-to-date display.

### 2 Objectives:

Overall objectives:

- to decrease speeding on black spots and to raise awareness about speeding and risk of driving;

Specific objectives:

- to create a GISmap for blackspots because of speeding in the Czech Republic,
- to convince authorities to implement a special traffic sign which shows a number of fatalities and injuries at the specific place,
- to create an internet page about the project with this information: GISmap of blackspots, speed management and describing the new roadside sign,
- articles in local newspapers about the new measure;

### 3 Target group:

The recipients of this project: road drivers;

Who will benefit from it: road users, local inhabitants, local authorities and companies;

Who will hear about it: road users, local inhabitants and the general public;

### 4 Activities / time schedule:

	Steps	Background
<b>July</b>	GISmap of blackspots	student-licensed software on universities' PC's, statistic data from Police of the Czech Republic
<b>August</b>	creating a proposal of a final form of roadside sign	psychological: tutorial by CDV (Transport Research Center), technical: tutorial by CTU and graphical: tutorial by CDV and graphic specialists
<b>September</b>	creating an internet page	a final map of blackspots, a final proposal of roadside sign, internet page for better demonstration
	contacting the chosen authorities and municipalities	
<b>October</b>	contacting companies, which makes traffic signs	
	handling with municipalities, authorities and companies	
	1st Speed measure on blackspots chosen for installing the trafficside signs	assistance by CDV
<b>November</b>	contacting the local journalist	
	installing the traffic signs and 2nd Speed measure	assistance by CDV
<b>December</b>	press release	
<b>January</b>	3rd Speed measure	assistance by CDV
	Final report	



**5 Expected Impact:**

Raise awareness about speeding and road-driving: evaluation: information in media, internet statistics;  
Decrease of speed on selected places: evaluation: measure before, short after implementing and a control measure (1st, 2nd and 3rd Speed measure)

Risks: no interest from municipalities or regions, technical problems regarding the creation of the roadside sign, rejection by local police and building office.

