

My project for ShLOW

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What is the challenge?

To conduct:

a local road safety communication campaign

that will be focused on the problem of speeding in the specific area.

What is the target?

Inhabitants of the local housing area
(os. Ślichowice I and Ślichowice II) in Kielce, Poland.

- People with the average income that use car very frequently
- Many young people and kids
- Various work environments

advantages of this target group:

possibility of reaching the open-minded people, who can share their opinions in different environments,
a way of setting standards for youngsters,
local action = the feeling of prestige and integration.

Why that specific area?

Among the characteristics of its inhabitants, it is:

- one of the biggest living areas of Kielce (located in its west part)
- with **one main road (Grunwaldzka st.)** that connects it with the city center.

Grunwaldzka street:

- one of the most dangerous streets in Kielce,
- wide street - two lanes in one direction,
- several pedestrian crossings (3 ppl killed during last year),
- road crossings (more than 80 road accidents),
- closure of hospital (older people, ambulances).
- speed limit – 50 km/h - is not obeyed

Location



advantages of setting this specific area of action:

- it is a road that leads from or back home (less concentration)
- it is easier to communicate the problem,
- easier to measure the change in speed
- personally related problem
- possibility of influencing the road behavior in other regions
- easier to provide the facts (get „science behind the words”)

What to communicate?

1. The problem of speeding:

- focus on Grunwaldzka street
 - number of fatalities
 - number of accidents
 - characteristics of ped. crossings

2. Science:

- Average speed (measured precisely before the campaign – I assume 70km/h)
- Raise of speed = raise of fatalities
- Accidents are mainly caused by average drivers, not pirates (avoid the thinking – I'm not a road pirate)

What to communicate?

- Pedestrians in the accidents are without any chance, when you drive 70km/h
- Changing the speed from 70 to 50 will lengthen the time of reaching home by max 40 sec.

3. What people can do with it?

- Obey the traffic rules
- Check out the website concerning the campaign (I plan on developing one)
- Integrate with the community
- Communicate the support

I don't want to fill the information they will be provided with with death. The only negative feeling I'll focus on will be the feeling of shame. I will show the possible solutions to the problem that can be implemented by people. (SITUATION → PROBLEM → SOLUTION)

How to reach people?

- Leaflets left in the cars in the end of the weekend (possible financial support – insurance companies; local government and authorities)
- Signs on the streets that leads from the local area to the Grunwaldzka street reminding about the campaign (possible support by housing co-operative)
- In church – homily about the road safety and responsibility (of drivers and passengers) (90% consider themselves as catholics, Church considers speeding as a sin)
- Local shopping mall located in Ślichowice, that is visited by several hundreds of people every day – communication through leaflets and signs on the exit roads
- Newspapers and other local media

How to check the results?

- Measure the average speed* in one point of Grunwaldzka street before the campaign, during, after and (optional) after the renewal of the campaign.
- Communicate the progress to the people
- Gather the information they have left on the website (considering the project)

*I plan to measure the speed with the use of speed control radar that can be borrowed from ITS

SWOT analysis

STRENGTHS:

- I know the area, road users and housing co-operatives
- Chance to prepare an article in the local newspaper
- Ability to personally prepare the leaflets

WEAKNESSES:

- I may be not influential enough
- People will not want to listen to such a young person

OPPORTUNITIES:

- growing interest in the road safety
- the willingness to take part in the campaign by the companies as a part of their promotion strategy
- city may want to start promoting themselves with the use of traffic safety

THREATS

- the general acceptance of speeding
- possibility that companies may be afraid of joining the project as the campaign against speeding may be not that supported by society.