

# ON THE ROAD

**DEGAROUTE® BASED  
ROAD MARKINGS  
MARCH 2018**



## TACTICAL URBANISM INCREASES ROAD SAFETY IN MEDELLIN

Once known as a city of violence, Medellín, Colombia has completely reinvented itself over recent years and is now considered internationally to be one of the most innovative cities in the world. With a population of 2.5 million, the city is the second-largest urban agglomeration in Colombia and has been identified as one of the best cities to live in South America. As Medellín continues to advance, so does the transportation infrastructure keeping its growing population safe.

Through their Municipal Development Plan, Medellín has shown a strong commitment to the implementation of a sustainable mobility system by enhancing their trans-

port infrastructure and applying targeted urban interventions to "reclaim the city." As part of this comprehensive plan, the city has integrated a network of preferential bus lanes, dedicated bike lanes for cyclists, restricted parking areas and colorful walkways and zebra crossings for pedestrians. These interventions have all proven to have a positive effect on reducing the number of conflicts among road users and are also receiving positive feedback from citizens.

In this newsletter, you will learn about one project in particular that completely transformed a dangerous intersection with the use of DEGAROUTE® based area markings.

## EDITORIAL



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## DEAR READERS,

As the megatrend of rapid urbanization becomes a reality worldwide, many cities are working towards the development of a more sustainable mobility plan for their transport infrastructure. Since urbanization is expected to lead to more than 60 percent of the world's population living in cities by 2030, improving transport systems for drivers, cyclists and pedestrians have become a focus for a number of cities. One city that has already made sustainable mobility a top priority is Medellín, Colombia. As part of their Municipal Development Plan 2016–2019, Medellín's Secretary of Mobility has initiated tactical urbanism as a way to reclaim areas of the city that were once prone to high accident rates and redesign them to create more inhabitable spaces for their citizens. By analyzing accident data across the city and gaining input directly from their citizens, Medellín has fostered a plan accepted by all.

In this newsletter, you will learn how DEGAROUTE® based MMA area markings have contributed to Medellín's mobility plan.

Jochen Henkels

Débora Rebuelta

# VIBRANT COLORED DESIGN IMPROVES MOBILITY FOR ALL ROAD USERS



As part of Medellín's Municipal Development Plan, the intersection of La Consolata was identified as an area in need of a road marking intervention project. Based on a study conducted by the Secretary of Mobility, this particular intersection has incurred 63 points of road conflict due to the multiple maneuvers that were allowed from the all roads converging at this point. Prior to the intervention, from January 2013 and August 2017, 45 accidents had been recorded, which is an average of 9.5 per year.

This staggering number of accidents at the La Consolata intersection

prompted the city of Medellín to completely redesign the flow of traffic in order to bring greater safety to drivers, cyclists and pedestrians. Working closely with Fundación Orbis and gaining the input from local citizens about design, the city incorporated a number of pedestrian plazas, medians and crosswalks by using DEGAROUTE® based two-component MMA area markings manufactured by Pintuco.

A total of 223 gallons of brightly colored DEGAROUTE® based area markings were used to hand apply 501m<sup>2</sup> (5,392 ft<sup>2</sup>) of vibrant mark-

ings, including a newly installed median along Avenida Nutibara which now restricts the number of vehicles moving across multiple lanes of traffic. Through the installation of crosswalks and pedestrian plazas, the local residents now have a safer way to cross the once dangerous intersection. The city of Medellín has been using DEGAROUTE® based road markings for the majority of applications throughout the city due to their long service life and excellent durability under high traffic.

## 2017 EVONIK ROAD SAFETY AWARD – WINNER

Granted last year for the second time, the “Evonik Road Safety Award” is designed to support sustainable road safety initiatives and projects worldwide as part of the company’s corporate and social responsibility. During the opening ceremony of Medellín's Mobility Week, Evonik presented this award to the city for their project, “Sustainable Mobility – A Task for All.” Evonik acknowledges the contribution the

city has been making to provide safe infrastructure that ensures the mobility and accessibility of all their citizens. The €10,000 prize was awarded to the city of Medellín and was used for the road marking intervention featured in this newsletter. “We are very happy to be the recipient of the 2017 Evonik Road Safety Award,” stated Juan Camilo Gomez, Human Mobility Manager, Medellín. “It is a pleasure we can be an exam-



ple of good practices in safety and sustainable mobility based on a social model, encouraging the participation of our citizens.”

### IMPRINT

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