

[ON THE ROAD

**DEGAROUTE® BASED
ROAD MARKINGS
JANUARY 2020**



SWAN MARKINGS FOR INTERSECTIONS

The city of Orlando is known for being more than just the home of the famed Walt Disney World — it is also a problematic city for pedestrians. A non-profit organization known as Smart Growth America published a 2019 study entitled “Dangerous by Design,” in which it identified Orlando as the most dangerous metropolitan region in the country for pedestrians. An average of three pedestrians are injured here each day, with at least one death per week.

As a result, one of the most important priorities of the city of Orlando is to create a safe environment for pedestrians, and that commitment has given rise to various traffic

safety projects. One of these is an artistically designed pedestrian crosswalk at the busy intersection of Summerlin Avenue and East Washington Street — a location in the Thornton Park district that is particularly dangerous, both for drivers and pedestrians. Now, instead of the usual stripes, black-and-white swan images draw attention to the crosswalk. The unusual markings serve as visual warning not just for drivers, but for pedestrians too. Here as elsewhere, after all, pedestrians staring at their smartphones has become a dangerous trend on the streets — one resulting in serious accidents more and more often.

EDITORIAL



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DEAR READERS,

Pedestrians often have a hard time navigating the streets. Being the weakest participant in traffic makes them unusually susceptible to accidents. According to the World Health Organization (WHO), over 270,000 pedestrians lose their lives globally each year. In the United States, which is the subject of this edition of our newsletter, a pedestrian dies in a traffic accident once every 1.5 hours on average. Most accidents occur in urban areas when people cross streets or intersections. Crosswalks are a proven tool for increasing pedestrian safety in cities, and they don't always have to be in the classic striped pattern — traffic safety is getting creative too. In Thornton Park, a popular, lively suburb of the Disney city of Orlando, Florida, pedestrians now walk on swans when they cross the street.

In this newsletter you will learn more about the project and the role that DEGAROUTE® has played in it.

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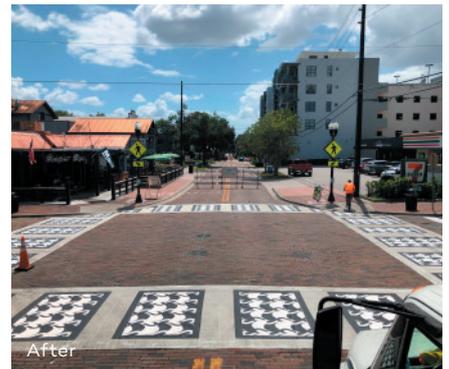
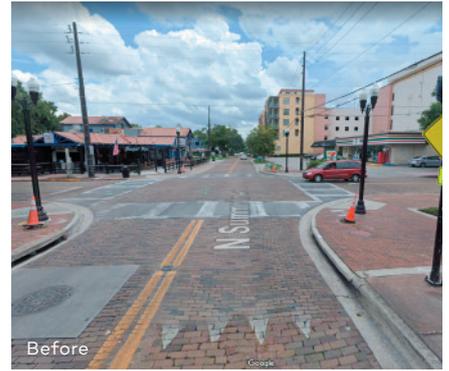
SIMPLE, LASTING APPLICATION

Led by Orlando District 4 Commissioner Patty Sheehan, the project was a collaborative effort between the Thornton Park Main Street District and the City of Orlando. Color-Safe® markings — a product made by Transpo Industries and based on DEGAROUTE® reactive resins were used in the crosswalk, where they offer a high-quality, easy-to-apply option with a proven long service life. Due to their high durability and color stability, these cold-plastic markings have held up extraordinarily well, looking as though they were just applied yesterday, even after long periods of time.

The black-and-white swan design was applied using stencils. The city was able to apply all of the road markings in just one day, minimizing the amount of time that the traffic

lanes had to be blocked and allowing traffic to return to the intersection quickly.

According to Guy Harrigan, the Florida regional sales manager at Transpo Industries (New Rochelle, NY), “Use of DEGAROUTE® based Color-Safe® markings is growing — the potential seems endless right now. You’re only limited by your imagination, and we’ve found that to be true in this and in other projects in Florida and North Carolina where our product has been used for crosswalk markings.” As Transpo Industries President Karen Dinitz adds, “The project leaders decided to go with Transpo and Color-Safe® because Color-Safe® is known to last a long time and because our team stands for expert support.”



NEW PEDESTRIAN CROSSWALK DRAWS ATTENTION

Since it was dedicated in September 2019, the new crosswalk has garnered considerable attention and received highly positive coverage on local television news. For one thing, it’s attractive. For another — and this is far more important —

the unusual design causes drivers to approach the intersection with more caution than before and to pay more attention to pedestrians rushing toward the crosswalk. Improvements have been observed in pedestrian behavior as well.

According to Commissioner Sheehan, pedestrians now stop before they reach the crosswalk and look at more than just their phones. “I think the new crosswalk is doing exactly what it was intended to do,” Sheehan says. In other words, it makes a dangerous intersection safer for everyone involved. The black and white swans, incidentally, are an homage to the residents of Lake Eola, a well-known, popular lake in a park of the same name in downtown Orlando. Not only do swans live there, but the lake is also home to swan-shaped paddle boats and the Walt Disney Amphitheater.



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