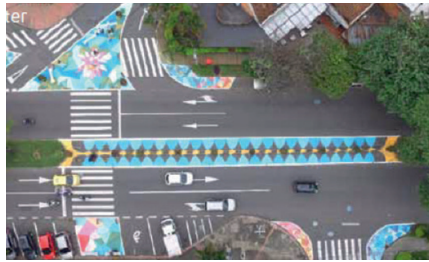
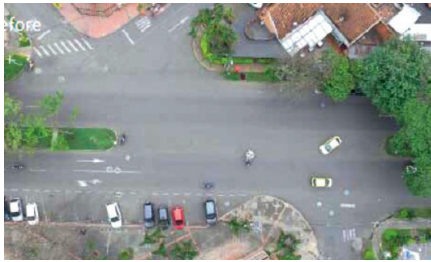


# ROAD SAFETY MEDELLIN, COLOMBIA



## PROJECT OBJECTIVE

Medellin has shown a strong commitment to the implementation of a sustainable mobility system by enhancing their transport infrastructure and applying targeted urban interventions to “reclaim the city.” As part of the Municipal Development 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.

As part of Medellin’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 Medellin to completely redesign the flow of traffic in order to bring greater safety to drivers, cyclists and pedestrians. The city incorporated a number of pedestrian plazas, medians and crosswalks by using DEGAROUTE® based two-component MMA area markings.

SITE		APPLICATION	
COUNTRY	Colombia	SYSTEM	Area marking
LOCATION	Medellin City	SURFACE	Asphalt
INTERSECTION	Intersection of La Consolata	EQUIPMENT	Manual
APPLICATION DATE	2018	THICKNESS	> 1.5 mm (> 59 mils)

## FURTHER PROJECT DETAILS

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