

Case Study: Mission Zero Accidents, Kerala

Setting a benchmark with India's first safe corridor project

KSTP is a project wing under the Kerala PWD that takes on road safety upgrade and maintenance activities in SH Kerala. They commissioned 3M Traffic Safety Systems to improve conditions, traffic flows and road safety on selected roads in Kerala with a focus on vulnerable road users.

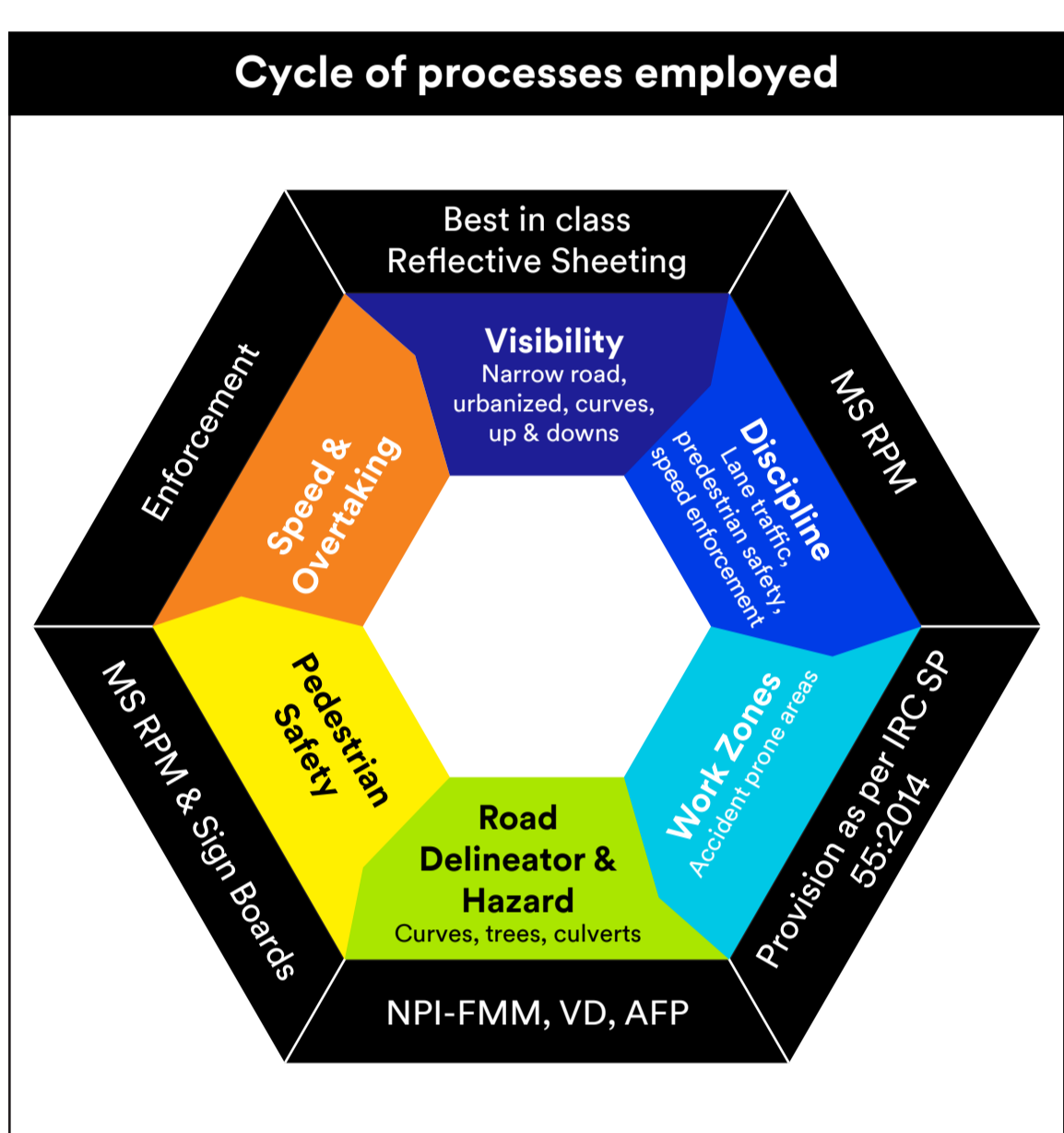
It was a massive undertaking that saw the entire project sectioned into 2 phases with the first phase having three components: road network upgrading and safety improvements, road safety management and institutional strengthening, and the second phase comprising upgrade packages to nine projects, an RMC project and the country's first Safe Corridor project.

Road safety challenges

- High road and work zone accident rates in Kerala
- Narrow, undivided roads in an urbanised state
- Large vehicle population
- Motorists lack lane traffic discipline
- Undivided road

Solutions offered

- A Safe Corridor model project was demonstrated by 3M India, setting a road safety benchmark based on international standards in the country
- Accident data was analysed for root causes and solution discovery
- Stakeholders were addressed with 3M solutions being applied to road safety pain points
- 3M India went the extra mile to provide door-step support to customers in areas such as tender evaluations



Products Used

- [Retroreflective Sign Sheeting](#)
- [Pavement Markings](#)
 - [Aluminum-backed Flexible Prismatic Sheeting](#)
 - [Raised Pavement Markers](#)
 - [Delineators](#)

Case study snapshots



Raised Pavement Markers to enhance night-time visibility of speed regulating strips.



The same set of speed regulating strips in the day.



Installation of 3M Flexible Median Markers onto road medians

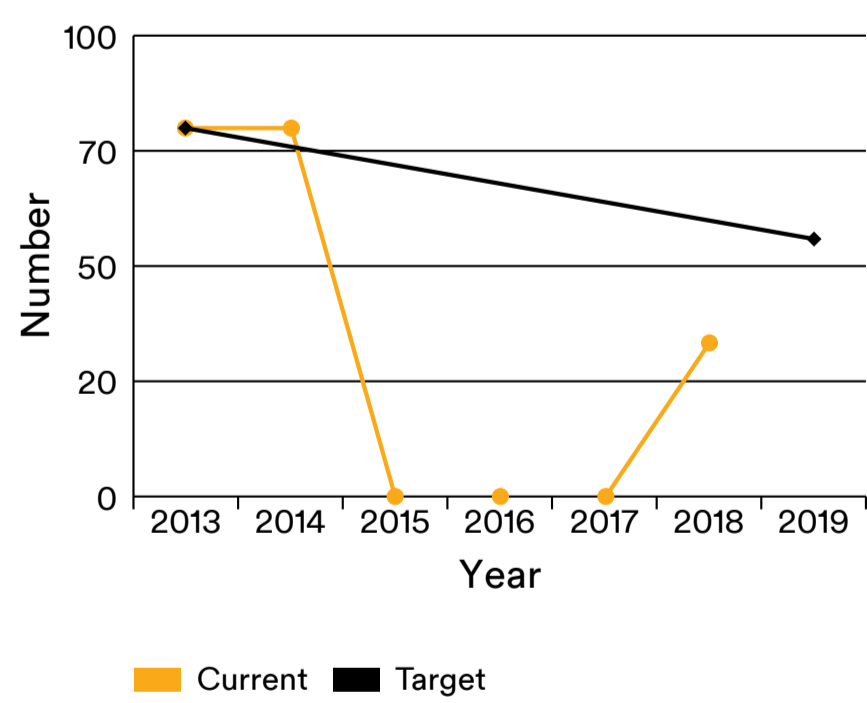


Utilising the highest grade reflective sheeting for the best visibility.

Results

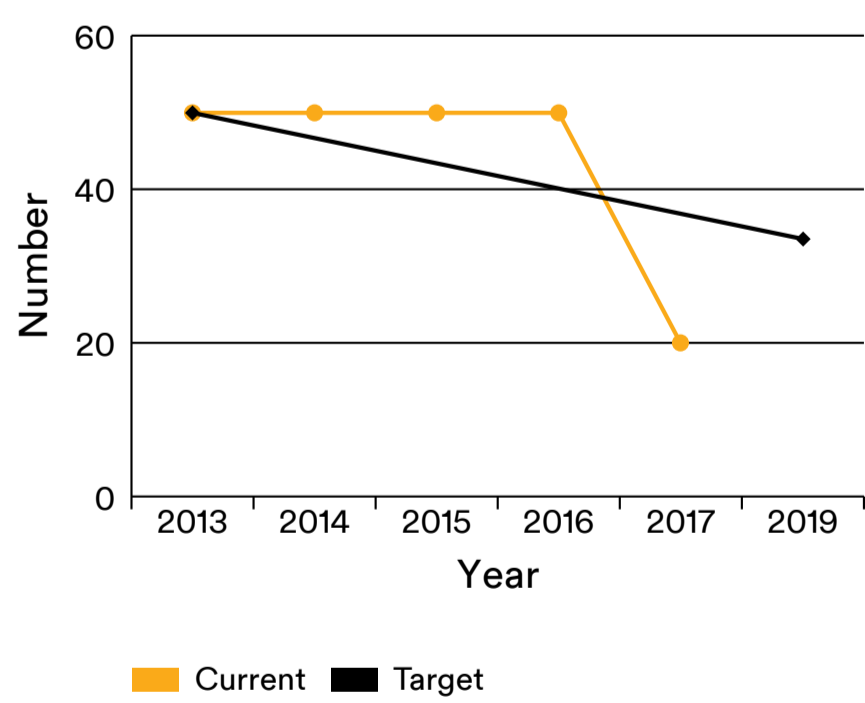
Progress to Date

A REDUCTION IN ANNUAL FATALITY COUNT OF TOTAL AND VULNERABLE ROAD USERS ON DEMONSTRATION CORRIDOR (NO. OF FATALITIES/YEAR OF WHICH WOMEN)



Progress to Date

REDUCTION IN NUMBER OF VULNERABLE FATALITIES/YEAR



Above: Progress in reduction of annual fatality counts by the World Bank.



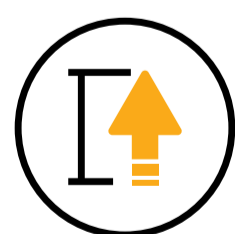
Reduction in accident rates and head-on collisions



Kerala government planning 10 new similar projects



Nationwide media coverage on the program



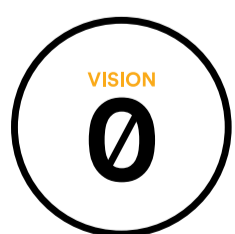
Road safety specifications upgraded for the state



Enhanced pedestrian safety speed enforcement



Improved road safety visibility and lane discipline



Similar programs in the pipeline on the road to Vision Zero

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