ERIC LIU
GRACE CHEN
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BRADLEY DAY
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SAFED

CHALLENGE

How can we improve visibility and traffic awareness for motorists and pedestrians in bustling nighttime areas of San Diego?

SOLUTION

Our solution combines infrastructural changes and social awareness campaigns supplemented by an attachable device that enhances visibility for drivers. These combine to create better experiences for drivers while improving pedestrian safety.

STATS

WHOSE FAULT IS IT?

20 JAYWALKERS **EVERY 5 MINUTES**

DEADLIEST TIMES
9PM - 3AM THUR - SAT

1/3 OF THE **FATAL 15** ARE IN POPULAR NIGHTLIFE AREAS

58% OF PEDESTRIAN COLLISIONS OCCUR AWAY FROM THE **INTERSECTION**

SAN DIEGO #5 FASTEST-GROWING U.S. LOCATION FOR RIDESHARING

3-Minute Loading Zones

‣ Passenger loading/unloading from 10PM - 3AM, Thur - Sat
  ‣ *Parallel parking during day*
‣ 4 car-lengths - mainly located near businesses closed evenings
‣ Color-changing solar-powered LED ground indicators
‣ Safe area for motorists, encourages passengers to exit curbside
‣ Patrolled by SDPD & integrated into ridesharing apps
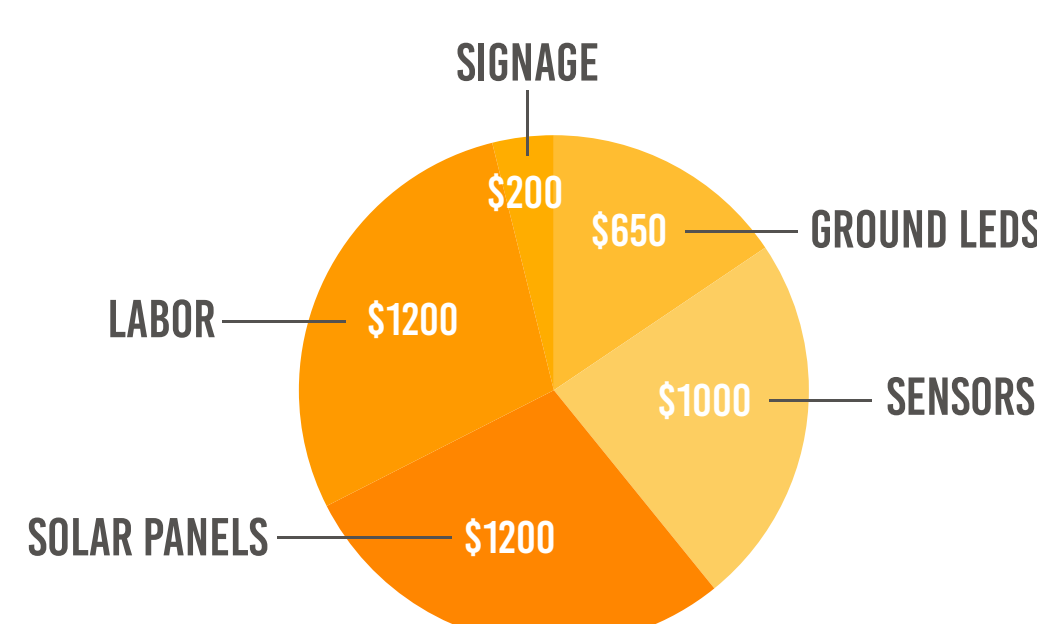‣ Regulates flow of traffic

Rideshare Notifications

‣ Audio & visual messages
‣ Passengers notified before leaving ridesharing vehicle
‣ Simple implementation

'VisiLite' (Door Attachable)

‣ Increases the visibility of and for exiting passengers
‣ Reflector on open car doors increases situational awareness for approaching motorists
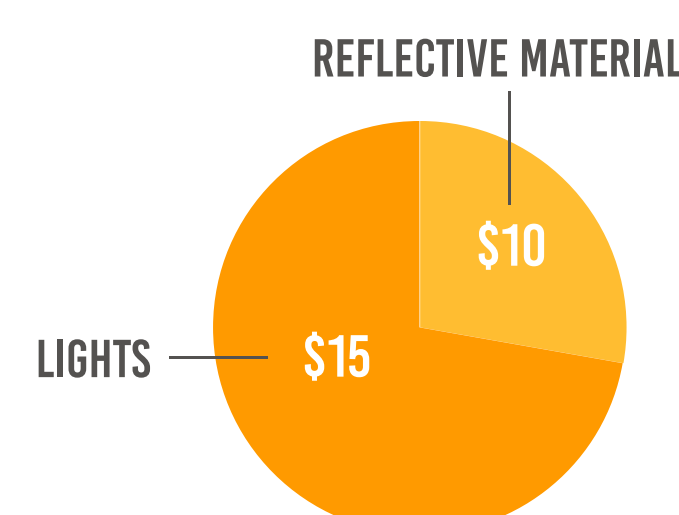‣ Easy attachment and removal
‣ Magnet-activated sensor

REFLECTOR
LIGHT

RESEARCH

INSIGHTS & OBSERVATIONS

‣ Most accidents in Pacific Beach are caused by pedestrian fault

‣ Exiting rideshare passengers hinder vehicle flow and place themselves in direct traffic

‣ Many pedestrians feel overconfident about their personal safety

‣ Varying levels of visibility due to unreliable streetlights and other infrastructural flaws

INTERVIEWS

‣ "Patrons in the area consume alcohol and are intoxicated. Streetlights often go out... [some] lights were out for a few weeks. We're out here with the intention to cite jaywalkers and make sure people aren't too crazy. We have [many] incidents on the 1100 and 1200 block (*Fatal 15*)."

-- Sgt. Robert Bowman, SDPD

‣ "Implementing pedestrian-crossing light indicators improved safety a lot. [Many] people are on vacation so citations are ineffective. Many [rideshare] drivers are distracted using the app and dropping people off; they don't see a problem with stopping in the middle of the street since they're '[rideshare] drivers'."

-- Ofc. Micah Vaneslar, SDPD

‣ "The most popular areas are Pacific Beach (PB) and Downtown. A route consists of driving people into the area, driving others within the area, then driving people further out to their homes. I get pinged about every 15 minutes. To increase safety, maybe close down streets at certain times. PB used to have a pedestrian culture, but it's now car-dominated and should return to that pedestrian culture like it is in downtown."

-- T.W., former Lyft Driver

ESTIMATED COST OF IMPLEMENTATION

LOADING ZONE $4200/AREA

SIGNAGE $200
GROUND LEDS $650
LABOR $1200
SENSORS $1000
SOLAR PANELS $1200

CONSUMER MARKET*

ONE VISILITE $10
SET OF 3 $25

*POTENTIAL EXPANSION TO RIDESHARING COMPANIES - MANDATED IMPLEMENTATION DURING ONBOARDING PROCESS

REFLECTIVE MATERIAL $10
LIGHTS $15