

D4SD

Project SafeD Keeping the Roads Safe

STATS



20 JAYWALKERS
EVERY 5 MINUTES

An icon of three stylized pedestrians walking is positioned to the right of the number 20.



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

A location pin icon is positioned to the left of the text.



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

CHALLENGE

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

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SafeD's Solution

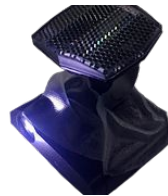
RESEARCH

- 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

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.

'VisiLite' (Door Attachable)



3-Minute Loading Zones



Rideshare Notifications



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Contact the SafeD Team!



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We are looking for ...

- **Collaborators** with expertise on monitoring traffic accidents
- **Feedback** about how we might evaluate the performance of our solutions
- Help **connecting** to the community

Join our team!

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D4SD Slack: **#safeD-2017**

safeD-team.github.io