

Traffic Calming – adding value

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Evidence from current research

- Study of Attitudes to Traffic calming in 11 different parts of UK
- Mixed Priority Routes – public attitudes at 9 demonstration sites before and after
- Inner City Road Safety Demonstration Project (East Birmingham)
- Docklands Light Railway – walking to stations
- (+ the Bypass Demonstration Project)

“What are the best and worst things about living round here?”

Best

- **Friendly people/neighbours**
- **Convenient to local facilities**
- **Safe**
- **Area specific amenities**

Worst

- **Crime**
- **Traffic**
- **Noise**
- **Litter**
- **Area specific nuisance**

What do people mean by 'traffic' problems?

- Pollution
- Speeding/road safety
- Difficulties crossing
- Parking
- Congestion – low on the list
- especially in lively areas

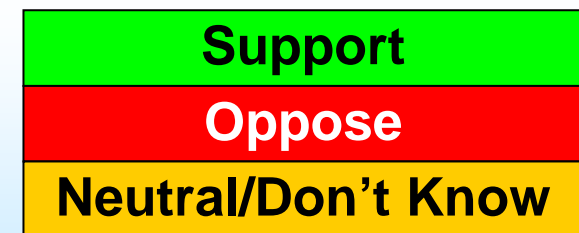
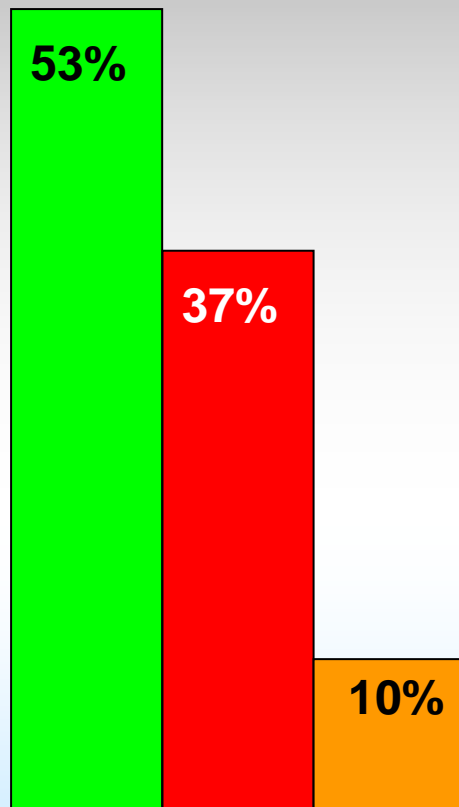
Results of National MORI Survey

1977 adults aged 15 across 195 sampling points in Great Britain in November 2004 indicated support for individual traffic calming features and traffic calming overall.



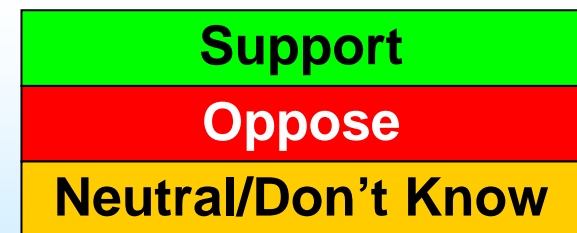
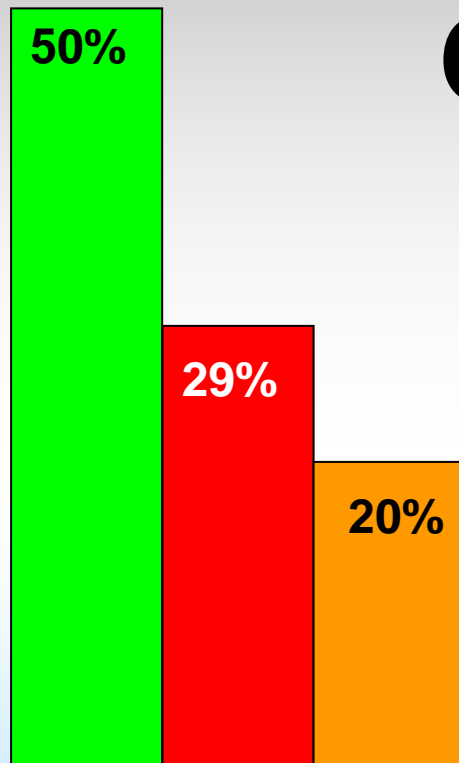
MORI Results

Road Humps



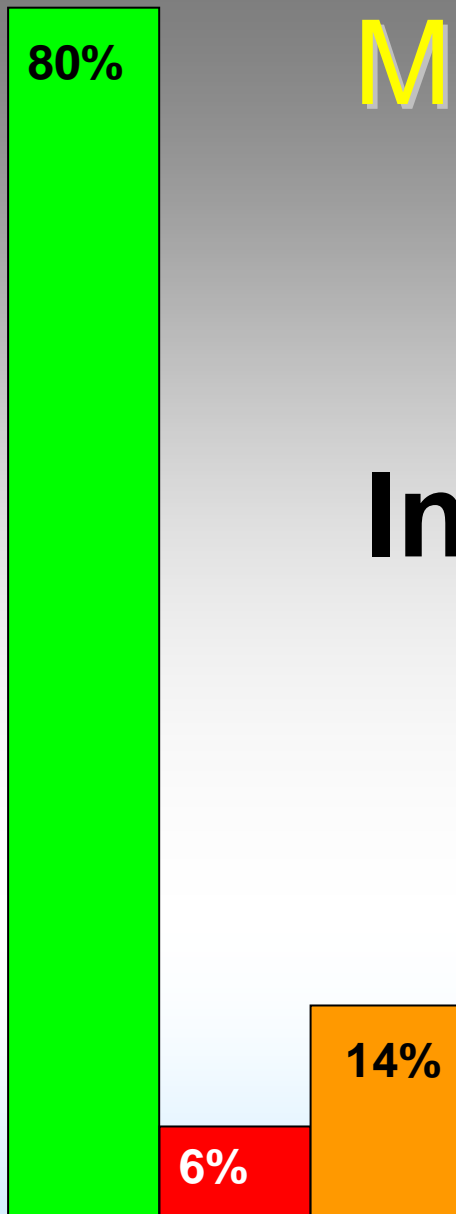
MORI Results

Chicanas



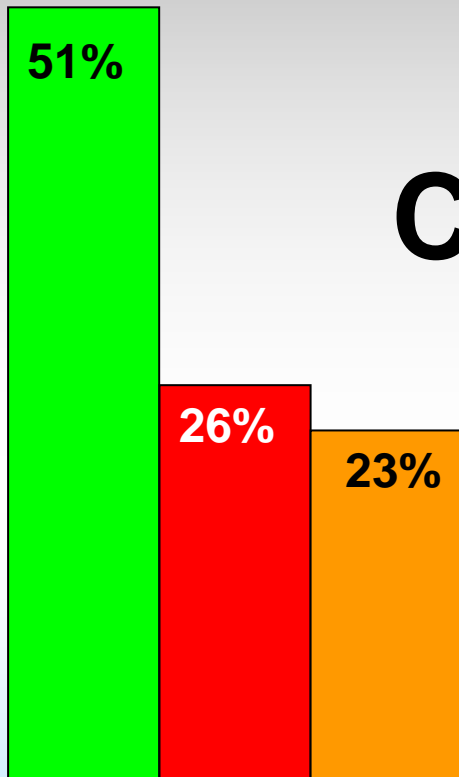
MORI Results

Interactive Signs



| |
|--------------------|
| Support |
| Oppose |
| Neutral/Don't Know |

MORI Results



Speed Cushions

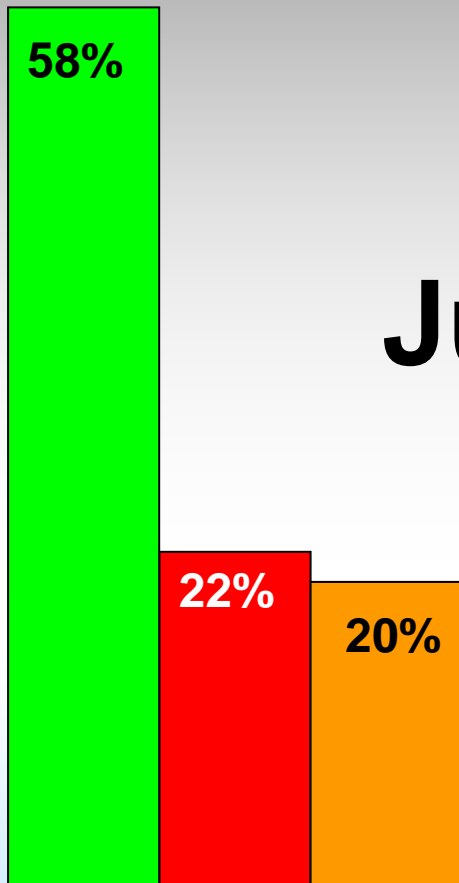


Support

Oppose

Neutral/Don't Know

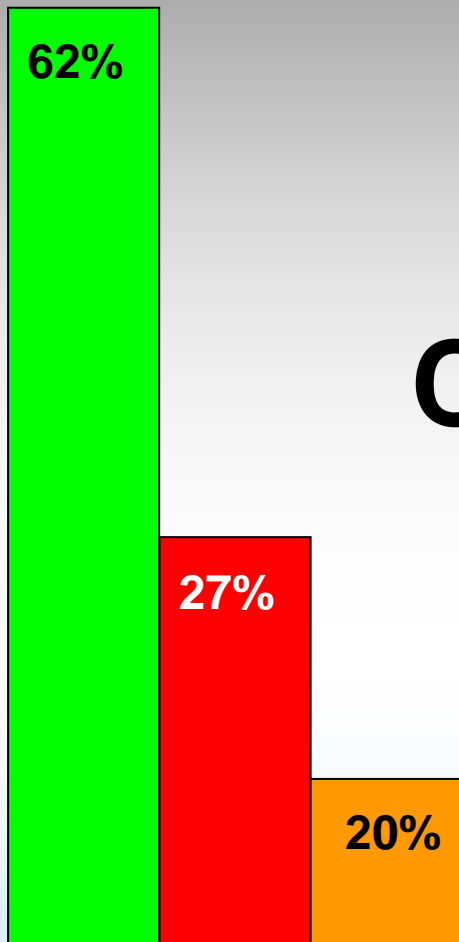
MORI Results



Raised Junctions



MORI Results

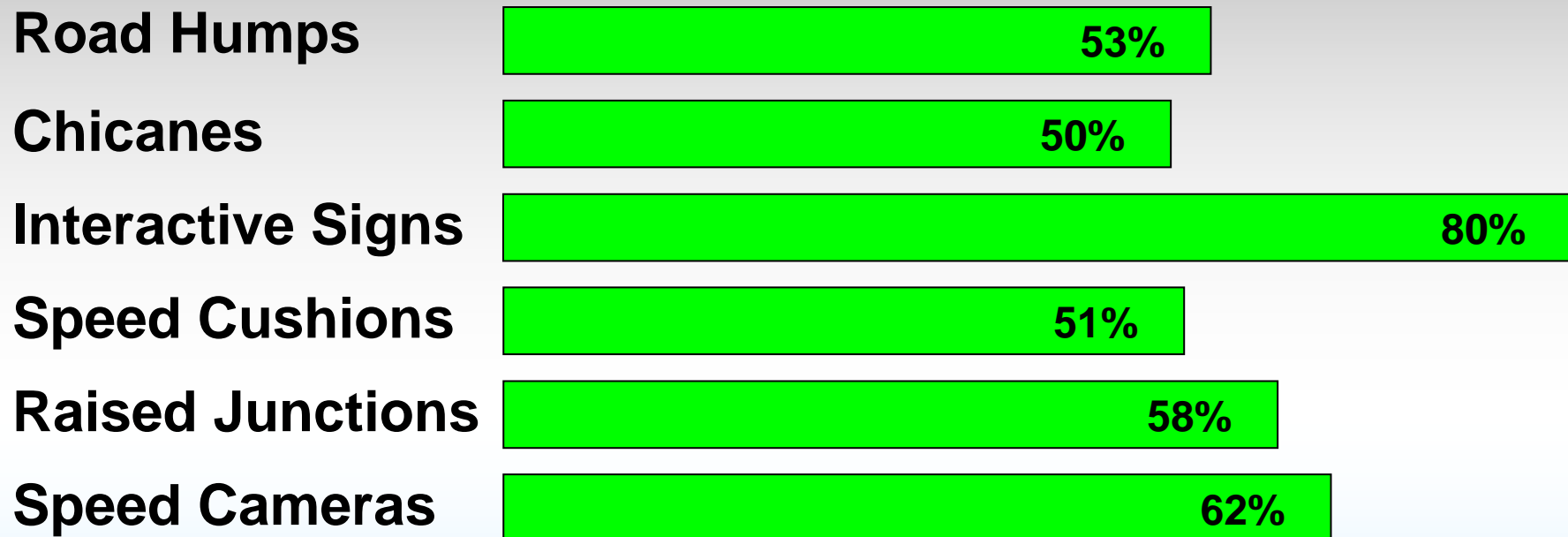


Speed Cameras

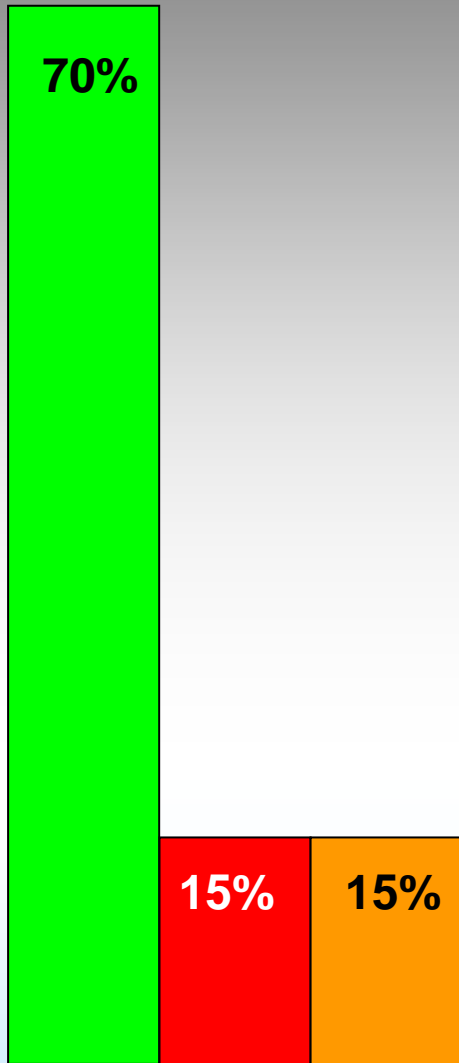


| |
|--------------------|
| Support |
| Oppose |
| Neutral/Don't Know |

Percentage support for specific measures

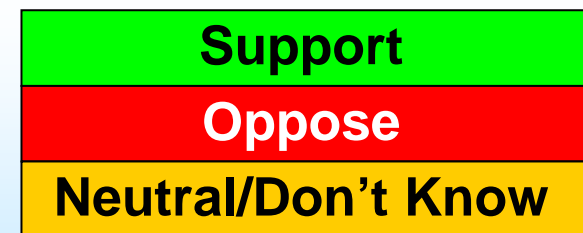


MORI Results

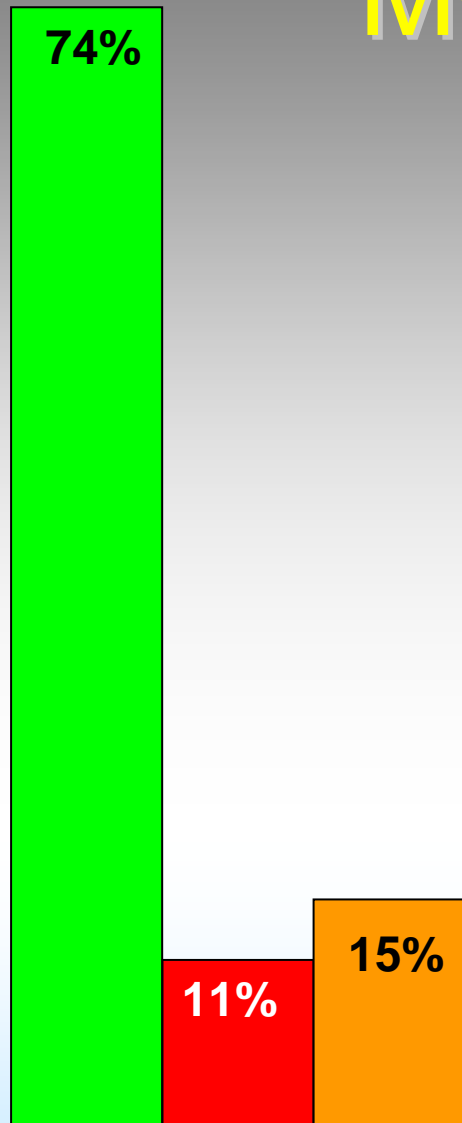


**Support for
Traffic Calming**

**Overall support for
traffic calming**

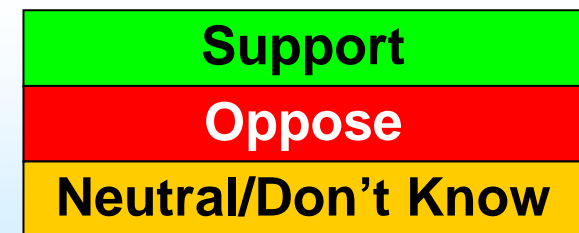


MORI Results

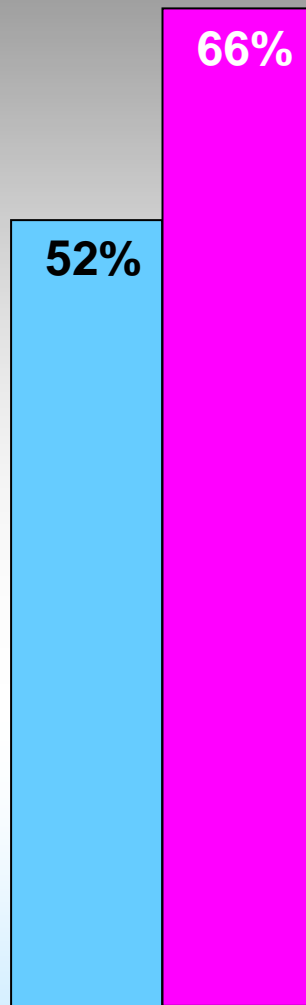


Support for Traffic Calming

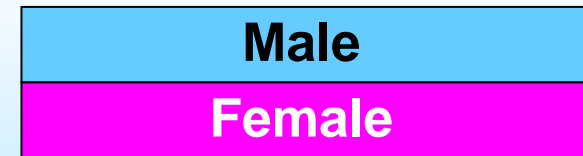
When informed that
“it reduces
accidents by a
third”



MORI Results



**Differences
by sex in
support for
road humps
aged 15 – 34
years old**



Other differences

- By age
- By region
- Family structure

- Support for individual features differed by a range of factors



So why does traffic calming have a bad name?

“When I’m using the wheelchair I hate the speeding cars.”

“When I’m driving I get cross about how long I have to wait at traffic lights”



Individual choices are not civic choices

Best for You

- **More parking**
- **Cheaper parking**
- **Reduce car theft**
- **Stop cycling on pavements**

Best for the neighbourhood

- **Safer crossings**
- **Lower speeds**
- **Less vandalism**
- **Less dog mess**

Need new techniques to emphasise civic choices



Not the usual suspects



Feedback makes a difference



CONCLUSION

- Traffic Calming sells houses
- Traffic Calming is good for business
- Traffic Calming is good for crime prevention
- Traffic Calming is good for Regeneration and Social Capacity
- **TRAFFIC CALMING IS THE NEW BLACK**