



Education and Community Involvement



DESCRIPTION:

Educational traffic calming measures include working with neighborhoods to make residents aware of speed limits, traffic laws, and safe driving habits, and enlisting their support in practicing and promoting safe and lawful driving habits. Individual program components may include presentations at neighborhood meetings, local workshops, school programs, yard signs, neighborhood flyers or letters, and individual pledge letters to obey speed limits and traffic laws.

APPLICATION:

Public education is an important element in any traffic calming program. While most neighborhood traffic problems are perceived to be caused by

“outsiders,” the majority of traffic—and problem traffic—in a neighborhood is usually fellow neighborhood drivers. Public education programs seek to make all drivers more aware of their own driving behavior and the impact it has on others. As such, it is recommended that neighborhoods applying for traffic calming treatments first attend a traffic calming educational forum with the City.

Staff from the City of Albuquerque, Traffic Engineering Division and the Albuquerque Police Department are available to address neighborhood association meetings or other groups regarding safe driving and the traffic calming program. The Albuquerque Police Department offers “Slow Down Albuquerque” campaign yard signs free to residents who make a personal commitment to not speed on Albuquerque streets. Details are available at <http://www.cabq.gov/police/programs/slow-down-albuquerque>.

Advantages

- Heightens driver awareness of traffic laws and their own driving behaviors.
- Allows residents to meet, share their views, and move toward consensus on the issues.
- Communicates the identified issues to City staff.

Disadvantages

- May require considerable City staff time.
- Meetings need to be actively led to maintain focus.

Effectiveness Scorecard

	Speed	
	Volume	
	Cut-through	
	Crashes	
	Emergency Vehicle	
	Pedestrian	
	Bicycle	
	Noise	
	Cost	\$

Very Good
 Good
 Fair
 Poor
 Not Applicable



Quick Glance

