

Slow Down!

Calming Neighborhood Traffic

Vehicle Speed & Chance of Survival

- 90% chance at 20 mph
- 60% chance at 30 mph
- 20% chance at 40 mph



Buffered bike lane, 5th Avenue



Curb extension, Golden Hill



Roundabout, Encinitas



High-visibility crosswalk and pedestrian refuge island, National City

Slower Traffic Saves Lives

Slow down! is a cry heard on neighborhood streets throughout San Diego County. Traffic calming is a collection of design techniques engineers can use to encourage cars to drive slowly and make it safer for people walking and bicycling.

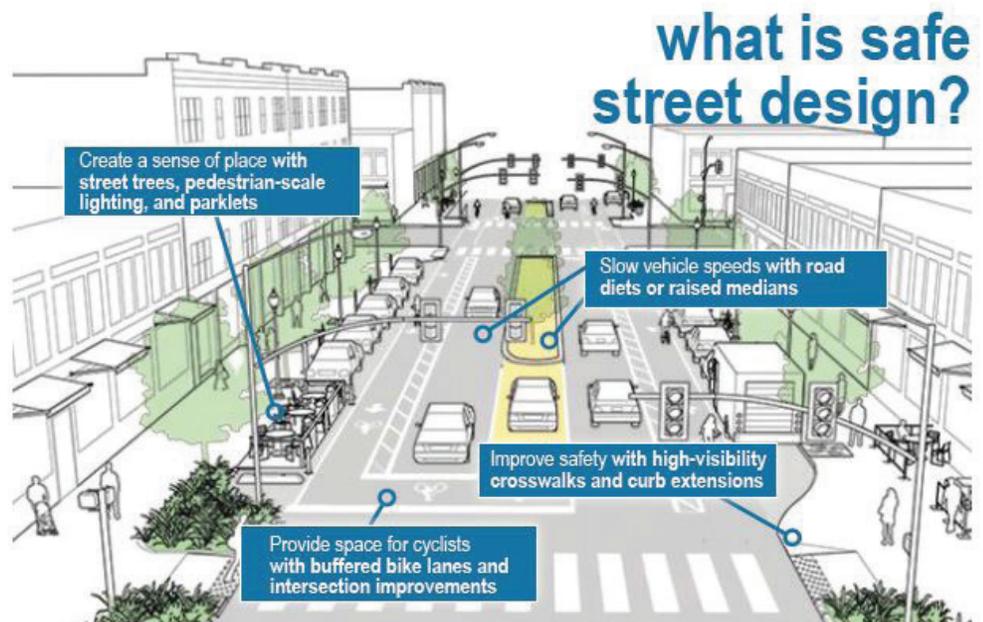
This fact sheet shows examples in and beyond the San Diego region to help you know what we're talking about.

Buffered Bike Lane. Buffered bike lanes are painted bicycle lanes paired with a buffered space separating the bicycle lane from the adjacent travel lane and/or parking lane. The extra distance between the moving cars makes biking feel safer and more comfortable.

Curb Extension. A section of the sidewalk that is extended out into the street at intersections. The extra space reduces pedestrians' crossing distance, makes people on foot more visible to drivers, and reduces vehicle speeds around corners.

Raised Median. A raised concrete surface that provides a refuge for people crossing the street, especially wide streets. They can be placed mid-block or at intersections and help to reduce vehicle speeds while turning. They have been proven to reduce pedestrian crashes 40%.

Roundabout. A raised circular island built at intersections that often replace a traffic signal or stop signs. They reduce vehicle speeds but keep traffic moving, and create safer conditions for people crossing the street. They have been proven to reduce crashes with injuries by 80%.



National Association of City Transportation Officials, Urban Design Guide, 2013

Complete Streets Mean Business

Examples of successful projects

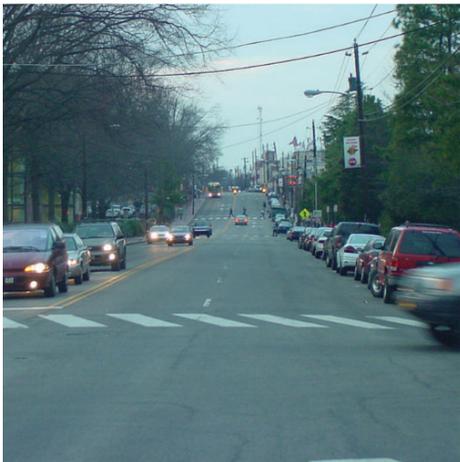
Hamburg, NEW YORK: Two roundabouts were installed on Main Street in downtown Hamburg along with narrower travel lanes, new crosswalks, curb extensions, street trees, and bike lanes.

- Project goals: Reduce pedestrian crash rates, maintain and improve vehicle capacity
- Four years after completion, \$7 million of private funds were invested in surrounding area
- Crashes decreased 66%, and injuries decreased 60%



Faster travel times, fewer crashes, and lower delay have contributed to an increase in economic activity. Business owner, Golden, CO

Before



After



Raleigh, NORTH CAROLINA: The corridor forms the northern border of North Carolina State University and links downtown to the state capital. The City widened sidewalks, removed two travel lanes, added two roundabouts, and new bicycle lanes.

- Project goals: Reduce pedestrian crash rates, improve traffic congestion, and increase bicycling safety.
- Tax receipts among businesses increased 21 percent
- The number of pedestrians increased 5 percent.
- Vehicle crashes were reduced 23%.

Golden, COLORADO (South Golden Road):

Four two-lane roundabouts were installed along the South Golden Rd. corridor in 1999.

- Project goals: Improve pedestrian safety, reduce vehicle speeds, make the street more attractive.
- Average number of cars: 12,000 vehicles per day
- Number of injuries fell from 31 to 1
- Sales tax revenues from local businesses rose 60% following installation,
- 75,000 sq. ft. of retail and office space were constructed.
- Pedestrian access to businesses was improved.

Before



After

