

The Traffic Choices project.

An evidence-based approach to helping neighbourhoods identify cost effective local traffic management schemes to improve road safety

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The 'challenge'

- Budget for lay people to propose small-scale road safety schemes – but not traffic 'experts'
- Highways engineers complain of high public contact time explaining basic issues eg legality /appropriateness/costs etc...
- Consequent perception gap – defining the 'problem' to identifying 'solutions'
- Long lead time to scheme implementation (eg 4 years to get a Zebra Crossing) and consequent public dissatisfaction)

Opportunity

- To introduce an evidence-based approach to suggest most cost effective schemes
- To offer a non-jargonised website to aid lay people through the process
- To reduce officer workloads
- Speed up scheme identification and approvals – ie a win-win-win situation (mission impossible!)