

For Immediate Release

## **Study Says Traffic Speeds Reduced by 10 Per Cent Cambridge Traffic Calming Strategies Show Positive Results**

Cambridge, Ontario. Friday, November 30, 2007...Strategies to reduce vehicle speeds in key areas in Cambridge are working according to the latest report to the General Committee of City Council. The new study evaluates traffic calming measures instituted this summer and reveals that drivers have slowed down as much as 9 km/h in areas such as Concession Road near Coronation Public School.

"It is good news to see that this decision to implement relatively new concepts in traffic management here in Cambridge has resulted in positive changes with regard to road speeds," says Mayor Doug Craig.

The City of Cambridge Council approved the plan to install horizontal deflections, pavement markers and other strategies to enhance safety and calm vehicular traffic in July 2006. Changes occurred to Concession Road, Lang's Drive and Walter Street this summer concurrent with road construction, which sought to reduce speeds and calm traffic. The move also introduced new lanes for bicycles in selected areas and provided on-street parking near Coronation Public School for student pick-up/drop-off.

"While this is a subject that continues to require attention to ensure that people keep to the speed limits, it's a sign that things are improving," says Ed Kovacs, the City's Commissioner of Transportation and Public Works. Kovacs stresses the importance of getting the message out to the public about the need to obey posted speed limits..

Traffic calming is a set of strategies used by transportation engineers, which aim to slow down or reduce traffic speeds and/or volumes, thereby enhancing safety for pedestrians and bicyclists as well as improving the environment for residents. Calming measures are common in Europe, especially Northern Europe but are relatively new to North America.

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The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2007, the population reached over 124,000 people with a multicultural mix and a strong foundation of support services. Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

For more information on the area or the corporation visit [www.city.cambridge.on.ca](http://www.city.cambridge.on.ca)

The City of Cambridge press room is located at

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