



Public Awareness





What we consistently hear:

- Vehicles go over the speed limit
- People do not feel safe walking or biking on our roads
- This is an urgent issue

URGENT





Transition Zones:

Where rural highways with higher posted speeds (typically 50 mph) enter a village or town center

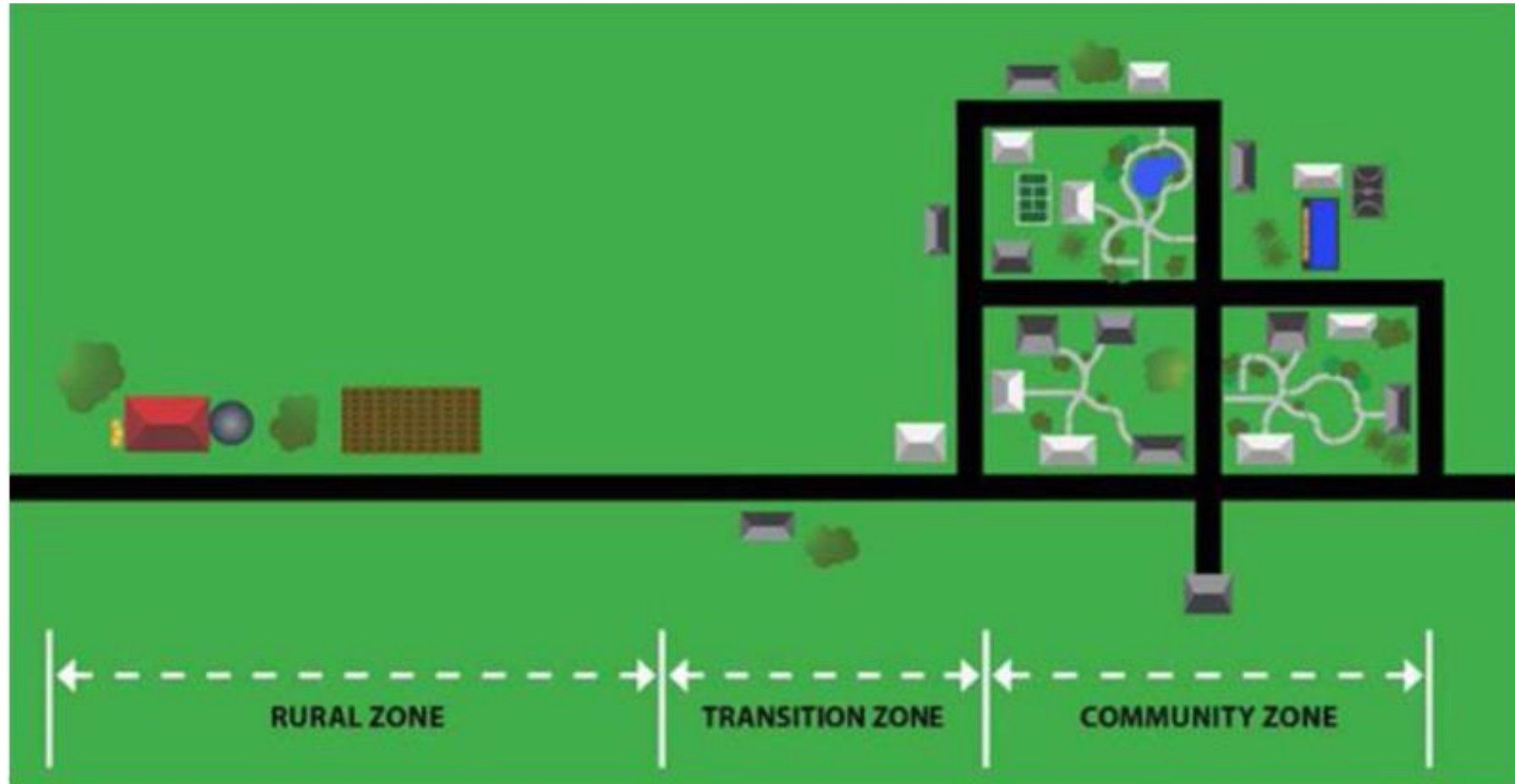


Diagram of a rural highway transition zone into a village or town center ([FHWA, 2018](#))



Traffic Calming Measures

Treatment	Change in 85 th percentile speed (mi/h)	Cost	Maintenance	Application	Transition Zone Approved?	Use in VT
Transverse pavement markings	-2 to 0	\$	Regular painting	community entrance	yes	Moderately common
Transverse pavement markings with speed feedback signs	-7 to -3	\$\$\$	Regular painting	community entrance	-	-
Lane narrowing using painted center island and edge marking	-3 to +4	\$	Regular painting	entrance or within community	yes	Moderately common
Converging chevrons and "25 MPH" pavement markings	-4 to 0	\$	Regular painting	community entrance	yes	Moderately common
Lane narrowing using shoulder markings and "25 MPH" pavement legend	-2 to 4	\$	Regular painting	entrance or within community	yes	Moderately common
Speed table	-5 to -4	\$\$	Regular painting	within community	no	Moderately common
Lane narrowing with center island using tubular markers	-3 to 0	\$\$\$	Tubes often struck needing replacement	within community	no	Moderately common
Speed feedback sign (3-months after only)	-7	\$\$\$	Troubleshooting electronics	entrance or within community	yes	Common
"SLOW" pavement legend	-2 to 3	\$	Regular painting	entrance or within community	yes	Not common
"35 MPH" pavement legend with red background	-9 to 0	\$	Background faded quickly; accelerated repainting cycle	entrance or within community	yes	Not common
Gateway signs (from 2007 Iowa study)	-13 to -3	\$\$	Ongoing maintenance	Community entrance	yes	Common
\$ under \$2,500 \$\$ \$2,500 to \$5,000 \$\$\$ \$5,000 to \$12,000						



Public Awareness Techniques

	Pros	Con
Neighborhood Campaigns	Visual interest slows people down Can foster positivity and a sense of community	Efforts tend to get stalled at the yard-sign stage – it's not effective if it's insulting!
Walk-to-School Day	Reinforces speeding dangers for parents and drivers Another potential partnership with energy committee?	Only practical for families within reasonable walking distance
Walkability Audit	Creates awareness – a team building exercise	Favors a more built environment
Master Planning	Creates awareness – a team building exercise	Favors a more built environment Can be expensive – as well as implementation options
Speed Studies	Can be informal – can work literally everywhere!	You might have to wait for a formal one – and it will likely be allocated in a built environment
Town-wide and broader	Changes minds through peer-to-peer outreach	...eventually. The drop in the ocean approach



Walkability Audit with AARP VT – June 11, 2025

- 30 + people
- 3 popular and “problem” routes: Brainerd St., Peacham Rd., Hill St.
- Purpose: “Learn how to assess and report on the safety and walkability of a street, intersection or neighborhood — and inspire needed change.”
 - Who is using the streets?
 - Street safety and appeal
 - Streets and crossings



Photo: Greg Prior



Walkability Audit with AARP VT – June 11, 2025

- Full report mid-July
- Preliminary impressions:
 - Vehicles go over the speed limit
 - People do not feel safe walking or biking on our roads
 - This is an urgent issue



Walkability Audit with AARP VT – Next steps



Photo: Greg Prior

- Review the final report
- Report back to TSC and general public
- Include recommendations based on walk audit findings



Public Awareness Next Steps

- Report out TSC Traffic Calming Work to date using variety of media: social media, Front Porch Forum, town newsletter, town government meetings
- Continue public awareness techniques as volunteer time and interest allows:
 - Neighborhood campaigns
 - Walk audits in other areas of town
 - Speed studies in other areas of town
 - Master planning
 - Walk to School Day

