DATA COLLECTION PROCESS

There is key information to collect throughout the data collection process. This data will help determine the success of the traffic calming demonstration. The type of data to collect is listed to the right. Trailnet can be hired to aid in the data collection process.

If organizers choose to collect data during the traffic calming demonstration and on a non-demonstration day, the following items should be considered:

Weather
Collecting data on days with different weather could skew the results.

Location
If the data is being collected for a certain area, the results should be gathered in the same location.

Data Collection Time
Data should be collected at the same time of day.

Organizers should share collected data with Trailnet at planning@trailnet.org, if possible. Trailnet will create a case studies folder of data collected using pop-up demonstrations.

Survey Responses
Surveys are helpful because they gather qualitative data to understand people's perceptions of safety and their general feelings from the demonstrations.

Speed Data
Speed data gathered on a demonstration day and a non-demonstration day will determine the effectiveness of the traffic calming demonstration.

Tip - While observing speed during the demonstration and non-demonstration day, individuals should consider measuring speed out of the sight of drivers, such as behind trees. People driving tend to slow down if they know their speed is being measured.

Stop Sign Data
Complete stops, rolling stops, and no-stop data should be collected on a demonstration day and non-demonstration day to see if the traffic calming demonstration aided in drivers' compliance of stop signs.

- Complete stop: vehicle comes to a complete stop before the stop sign with no forward momentum.
- Rolling stop: vehicle briefly stops before the stop sign, but the vehicle is still in motion and moving less than 5 mph
- No stop: person driving does not decrease speed and drives through stop sign

Comments
Many residents will have comments during the traffic calming demonstration and organizers should either create comment cards to allow people to leave additional feedback or use the butcher paper found within the traffic calming lending library materials so people can freely leave comments during the demonstration.