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Many Centralville residents identify speeding vehicles as a concern. The neighborhood includes some of the state's top crash locations, [according to MassDOT](#), at the VFW intersections of Bridge and Aiken Streets. Additionally, drivers who are avoiding traffic on main streets may cut through smaller residential streets without decreasing their speed. **Traffic speed is a public safety issue** for both drivers and pedestrians, and it has other community consequences too. Speeding in residential areas can discourage kids from playing in front yards or walking to school.

Corey recommends a combination of speed reduction (known as “traffic calming”) measures and increased enforcement, especially at first. Active enforcement for a short period aims to reduce the need for ongoing enforcement, as drivers more consistently follow the new norms. As an [American Psychological Association article](#) summarized, “people determine how fast to drive by using cues from the road and neighborhood. Alter the environment ... and people will drive more slowly.” Each of the suggested options below involves tradeoffs with other aspects of community life. An integrated approach will help us maximize the positive outcomes from each.

Traffic calming for larger routes

- More crosswalks for safe pedestrian crossing and to “pause” traffic flow
- Adding “bulb-outs,” extending the sidewalk slightly into the street, to narrow the traffic lane and increase pedestrian visibility
- Adding or increasing plantings in islands for larger roads, particularly along the high-crash areas of VFW Highway (which doubles as a method for reducing our urban heat islands)

Traffic calming for smaller streets

- Enhanced crosswalks and bollards (protective posts) at key intersections
- Additional electronic speed-feedback signs in spots where drivers regularly exceed the speed limit
- Where possible, add landscaping features along the road to cue drivers to reduce speed

Enforcement

- Collaborate with Lowell Police Department's traffic enforcement units on strategic locations to increase enforcement temporarily
- Prioritize officer visibility, rather than adding traffic cameras, to provide another visual cue for safer driving

Public safety campaigns and signage

- Increase signage and social media messaging on two connected themes:
 - Speed limits as safety precautions for drivers and car accidents
 - Pedestrian safety messaging to improve pedestrians' use of marked crosswalks and drivers' yielding to those crosswalks
- Engage residents and neighborhood groups to identify target locations for signage and for electronic-feedback speed signs

Learn more about Corey's other recommendations at CoreyForLowell.com or on Facebook and Instagram.