

The problem

- Adjustments to traffic lights are often sensitive.
- The slightest increase in traffic congestion is immediately criticized by public opinion.
- Other goals, such as safety and policies regarding active road users, are often weighed against traffic flow.
- It is not easy for politicians to take a stand for measures benefiting cyclists that impact the flow of motorized traffic.

How to successfully implement ambitious changes at traffic lights?

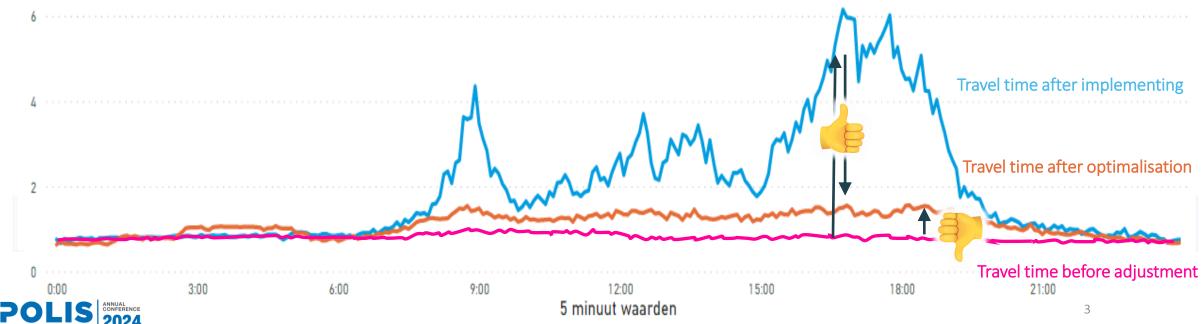




Make it really bad, than make it better

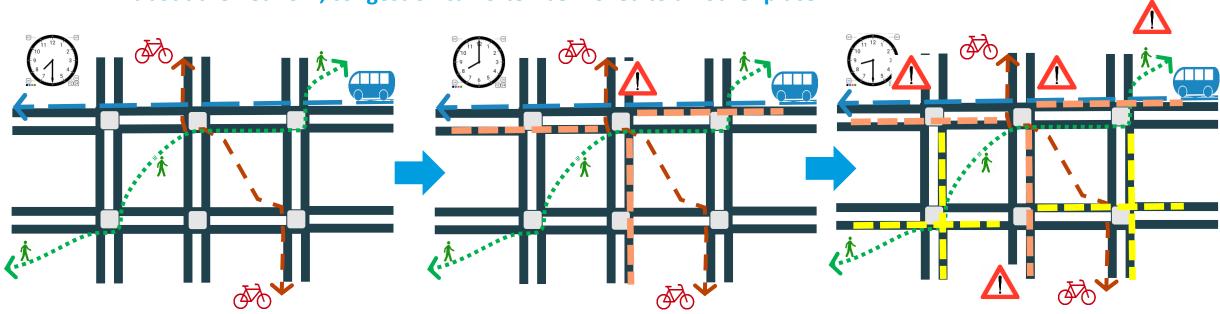
- People complain about change (more congestion) anyway.
- First experiencing heavy traffic congestion and then a reduction is better accepted than starting with light congestion and making no further adjustments







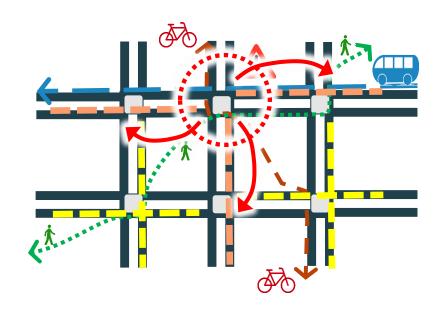
Think about the network, congestion can often be moved to an other place

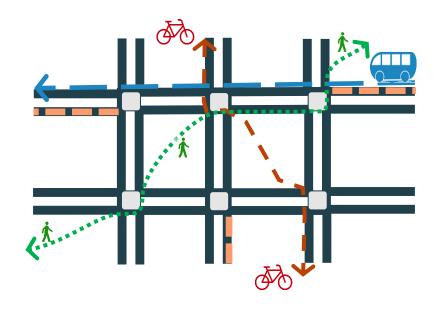


- Closer to city centers there are often more cyclists, pedestrians, buses, and still cars.
- More green at traffic lights for pedestrians and cyclists leads to increased congestion and grid locks.
- To avoid this pedestrians and cyclists and even busses usually have to wait longer.



Think about the network, congestion can often be moved to an other place





- Or you can choose to restrict traffic flow earlier in the network (or why not at the edge of the city)
- Good traffic flows for pedestrians, cyclists and buses
- The same traffic flow for cars with waiting time at the start of the route instead of in the middle



Buy time

- Protect courageous politicians, do your part to support their ambitious choices.
- The first 6 weeks are crucial to allow traffic to adjust, do whatever it takes to "survive" the first 6 weeks.
- Choose a strategic time to start (holidays, road works nearby, shortly after elections).
- Come with excuses: "technical issues", "need some time to investigate"



Smart technology: Keep your real goals in mind

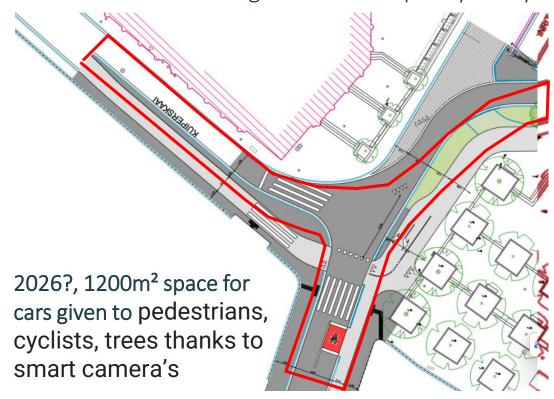
With smart mobility technologies, more efficient use of time and space is possible.

Instead of using this technology for better car flows

Keep car flows status quo and use the extra margins for more quality for cyclists and

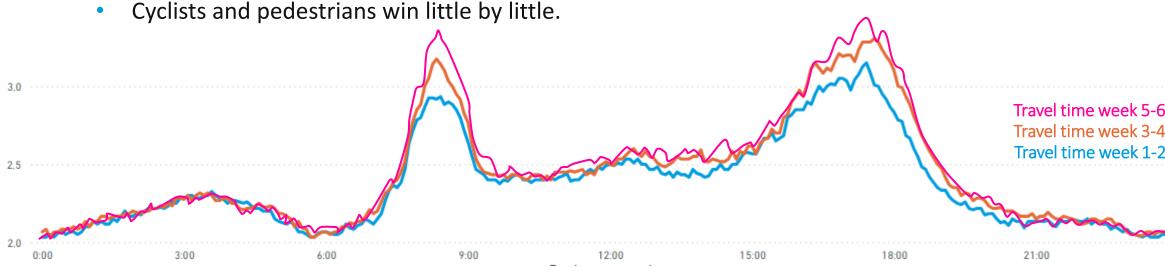
pedestrians.





Nobody knows how traffic lights really work, take benefit of that

- There are (sneaky) things you can do to benefit cyclists and pedestrians
 - Gradually discourage cut-through traffic by slightly adjusting green light times one step at a time.
 - Traffic congestion will gradually increase, but no one will notice or understand the real cause.



2024, increased congestion from the circulation plan led to longer waiting times for cyclists and pedestrians. After stabilization, we gradually reduced these waiting times. As a result cars had longer travel times.





Small measures increase public support

Don't forget small measures that won't face resistance from cardrivers.

- Right to turn right on red for cyclists
- Comfortable waiting space (with head start)
- Automatic recognition at a distance before the stopline for cyclists
- Reachable pushbuttons for all kinds of bikes

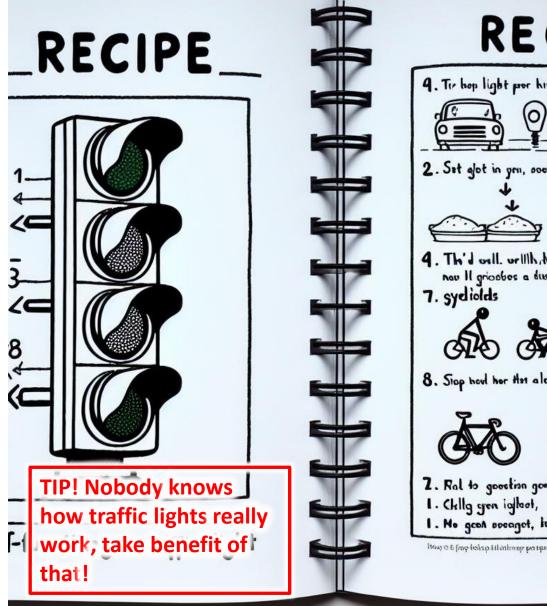


Preperation

Start with quick wins, prove your point, than aim big

Main recipe

- 1. Plan very ambitious:
 - 1. Have a (slightly less ambitious) fall back scenario
 - 2. Think about the network
 - 3. Use technology as a tool not as a purpose
- **2. Strategic moment:** Implement the plan at a strategic moment.
- **3. Hold on:** Keep the pressure off and hold on as long as possible.
- **4. Adjust when necessary:** When the pressure is too high, modify the plan so it works as intended in the backup plan.
- 5. Be the (silent) hero: Enjoy the better results as if it was your initial plan





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