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Titles with questions						
Betteridge's law of headlines: "Any headline that ends in a question mark can be answered by the word no" "Will we soon learn a pill! Was Life Created? Does It Matter What! You Beffeve? "Will the world end in Viking appearance of the Us defend itself "Will the world end in Viking appearance of the Use o						

2

How does speed affect travel time?

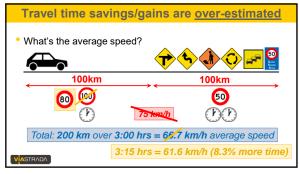
- 1. Overall travel time is based on average speed
- 2. Average speed is weighted by time, not distance
- 3. You can't usually travel **all** of the time at maximum speed

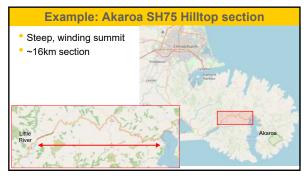
 —Due to other traffic, intersections, curves, incidents, etc
- 4. The **slower** sections of travel will be weighted more

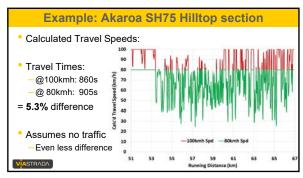
 Changing the maximum speed will have **less** effect overall











Are we even asking the right question??

Are travel times the only "efficiency" benefits?

There are numerous other reasons for lowering speed:

- Road safety savings to society
- Encouraging active modes
- Health/environmental benefits
- Amenity to local residents
- Economic benefits to local businesses
- Etc...







Likelihood to	walk	or ot	her a	ctive	mode	S
Influence of traffic spe child to walk:	ed on a	reside	nt's de	cision t	o allow	their
35% 90% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1					ı	■ Child Safety © Traffic Speed
- Trumper (2013)						
VIASTRADA	No/Little	Some	Moderate	Large	Major	

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Noise effects... Freiburg, Germany - Lärmschutz = noise prevention - Also reduced speeds on some motorways 100 Lärmschutz

