

Nudge30: a new tool for traffic calming

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content

- Nudge30 so far
- Potential JUST STREETS implementation of Nudge30 in a city as Cugir



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- **COGNITIVE**

- "only" +33%
- Difficult < 30
- Let's be reasonable / happy < 50
- No witch hunt / police state

- **INTUITIVE**

- Dangerous street
- Not for my kids



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FOR
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the way to walk

Figure 1.1 Probability of fatal injury for a pedestrian colliding with a vehicle

The graph illustrates the relationship between impact speed and the probability of a fatal injury. The x-axis represents impact speed in km/h, ranging from 0 to 70. The y-axis represents the probability of a fatal injury, ranging from 0% to 100%. A green curve shows the probability starting at approximately 5% at 0 km/h, remaining relatively flat until 30 km/h, and then rising steeply to reach 100% at 70 km/h. Key data points are highlighted with dashed lines: at 30 km/h, the probability is about 5%; at 40 km/h, it is about 38% (a +33% increase from 30 km/h); and at 50 km/h, it is about 85% (a +300% increase from 30 km/h). Icons of a walking pedestrian and a fallen pedestrian are used to represent the states at different speed levels.

Impact speed (km/h)	Probability of fatal injury (%)
0	~5%
10	~5%
20	~5%
30	~5%
40	~38% (+33% from 30 km/h)
50	~85% (+300% from 30 km/h)
60	~95%
70	100%

Source: World Health Organization

Nudge30

- Scientific study on potential of punctual road narrowing in 30 km/h context
- Phase 1: short time test 4 settings / 10 locations / >5000 vehicles
- Phase 2: 2 workshops: a) citizen b) tech staff municipalities, police, PTO,
- Phase 3: two week tests, 24/7 speed logging, resident & user survey
- Phase 4: initial implementations
- Phase 5: expansion





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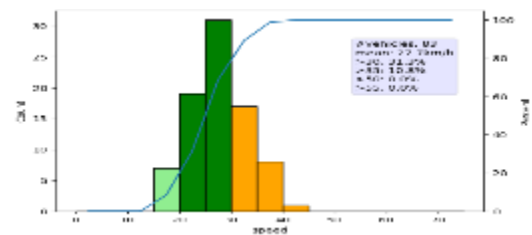
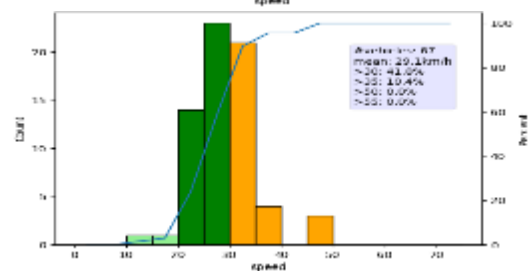
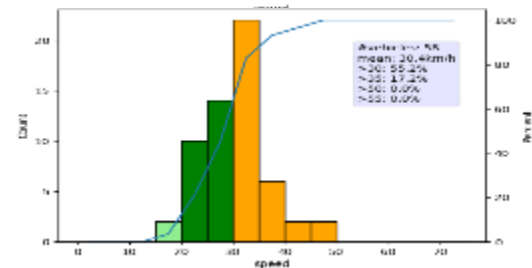
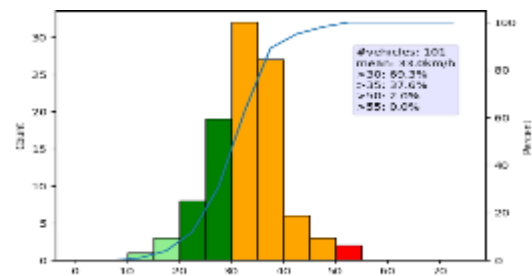
**HEROES
FOR
ZERO**

BRUSSEL MOBILITEIT
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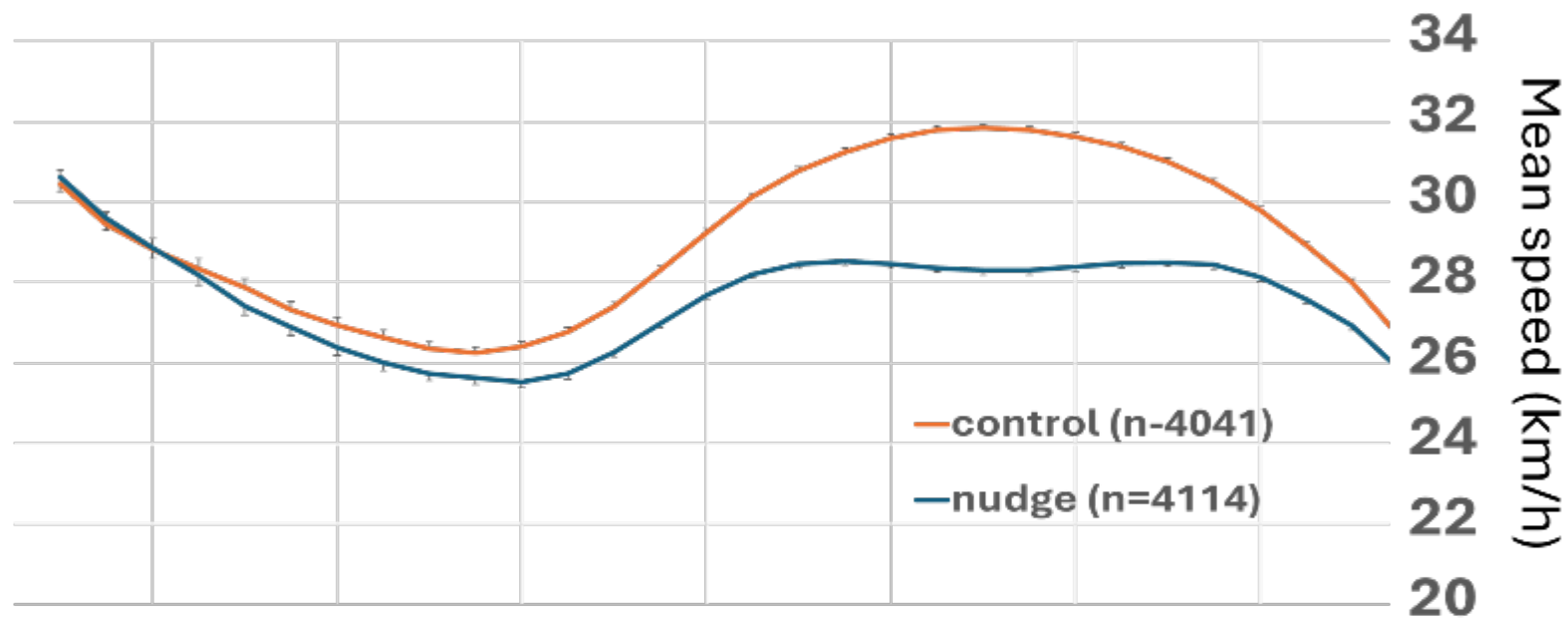


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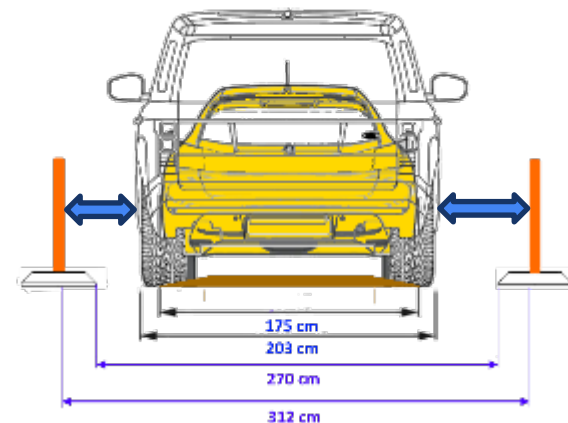
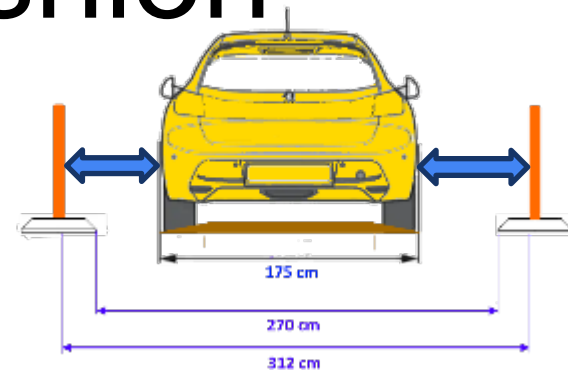
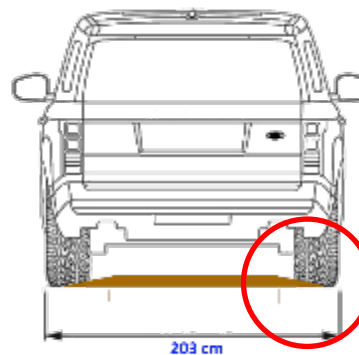
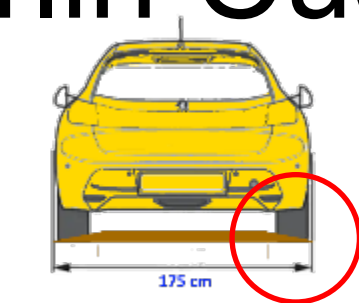
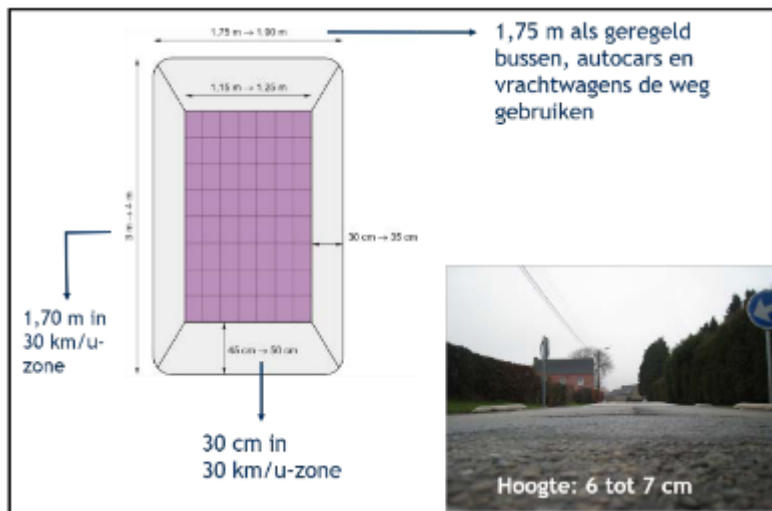
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Speed moderation effect of Nudge30



Nudge30 vs Berlin Cushion



Do you want those islands
to come back after the test
period?



■ yes ■ don't know ■ no



CONCLUSION Nudge 30

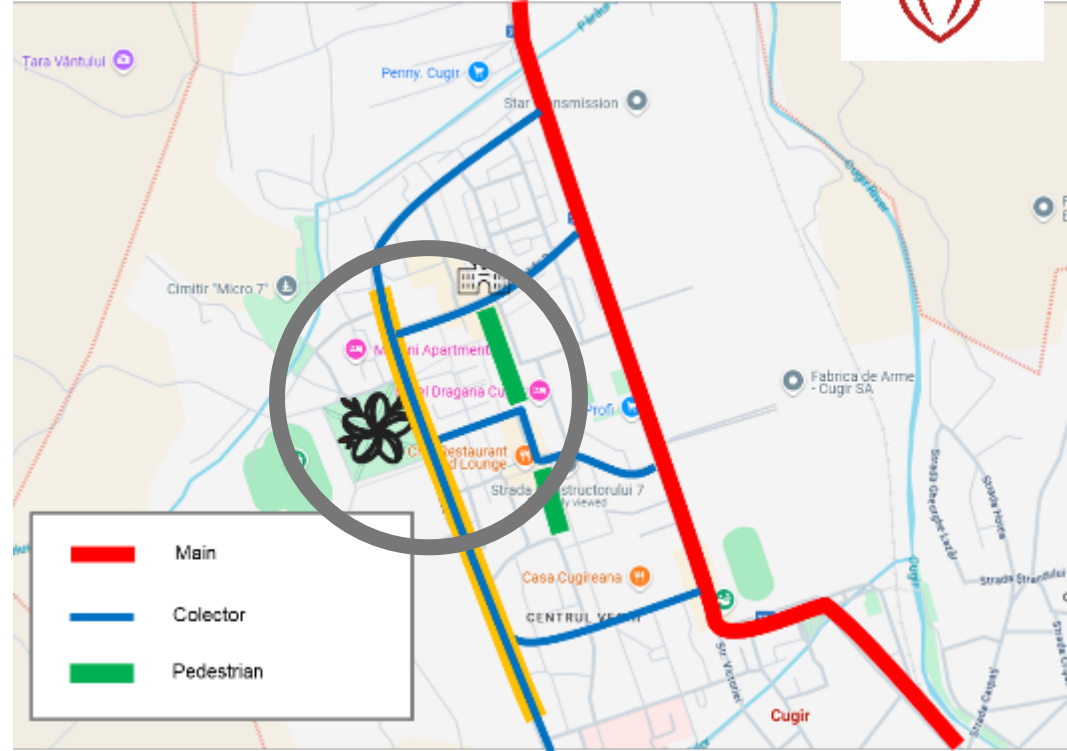
- **Important: 270 cm !** Narrowing down to 300 or 350 cm does not work in 30 zone
- Very short islands (100 - 200 cm)
- Very cheap (~300 euro / set)
- Effective
- Less deceleration / acceleration vs speed bump
 - => less noise
 - => less fuel consumption / CO2
 - => less vibrations





Nudge30 in Cugir ?

- Strada Rozelor



Strada Rozelor, Cugir July 2021

Non-inviting sidewalk

Poor surface
No cycling infrastructure

Sidewalk Parking

Strada Rozelor, Cugir
June 2024

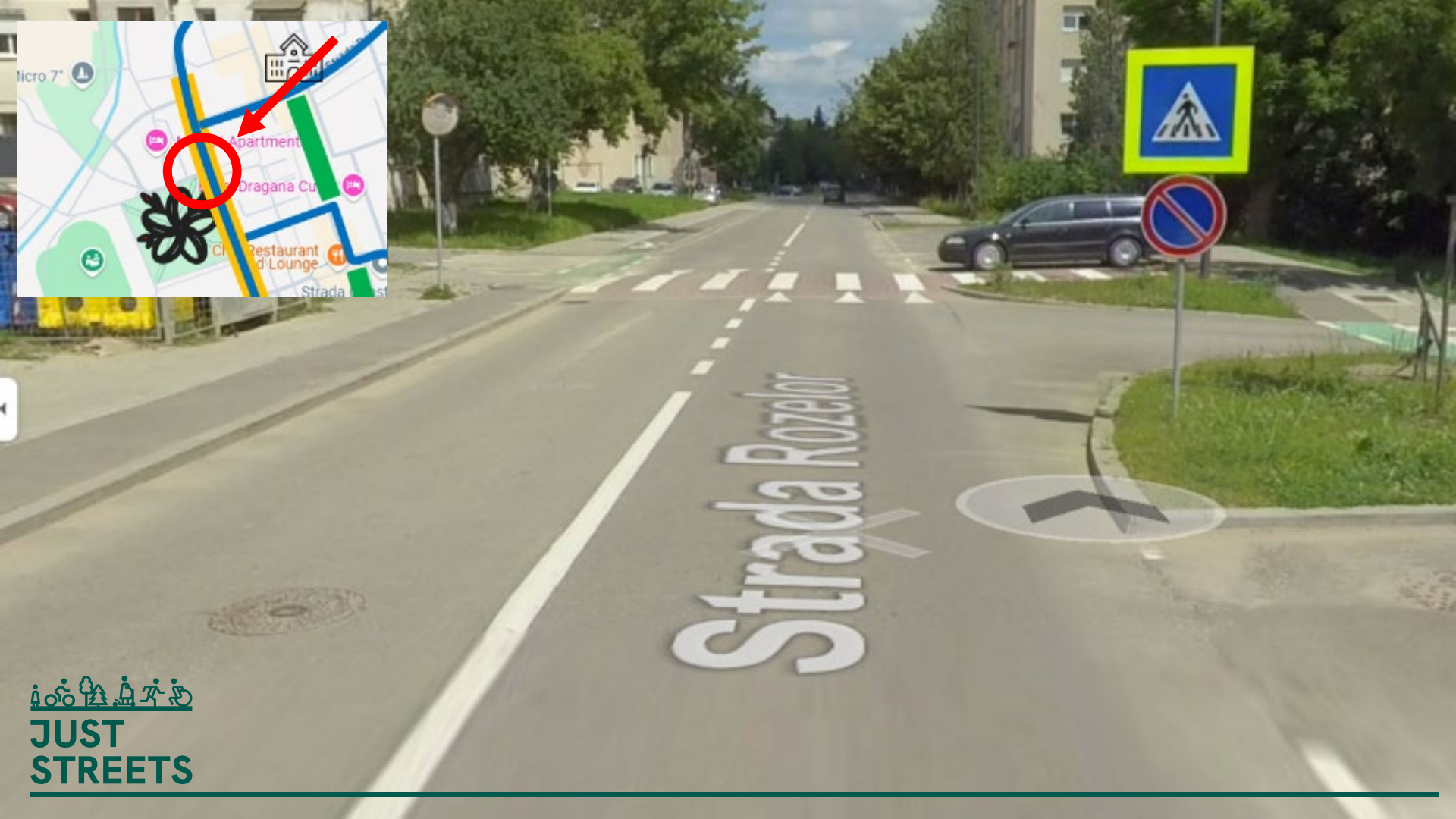
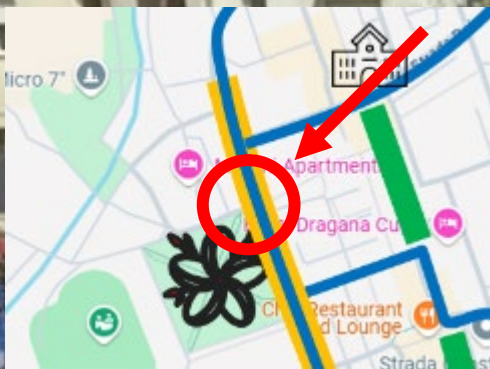
Zebra on platform

Inviting sidewalk

30 km/h zone

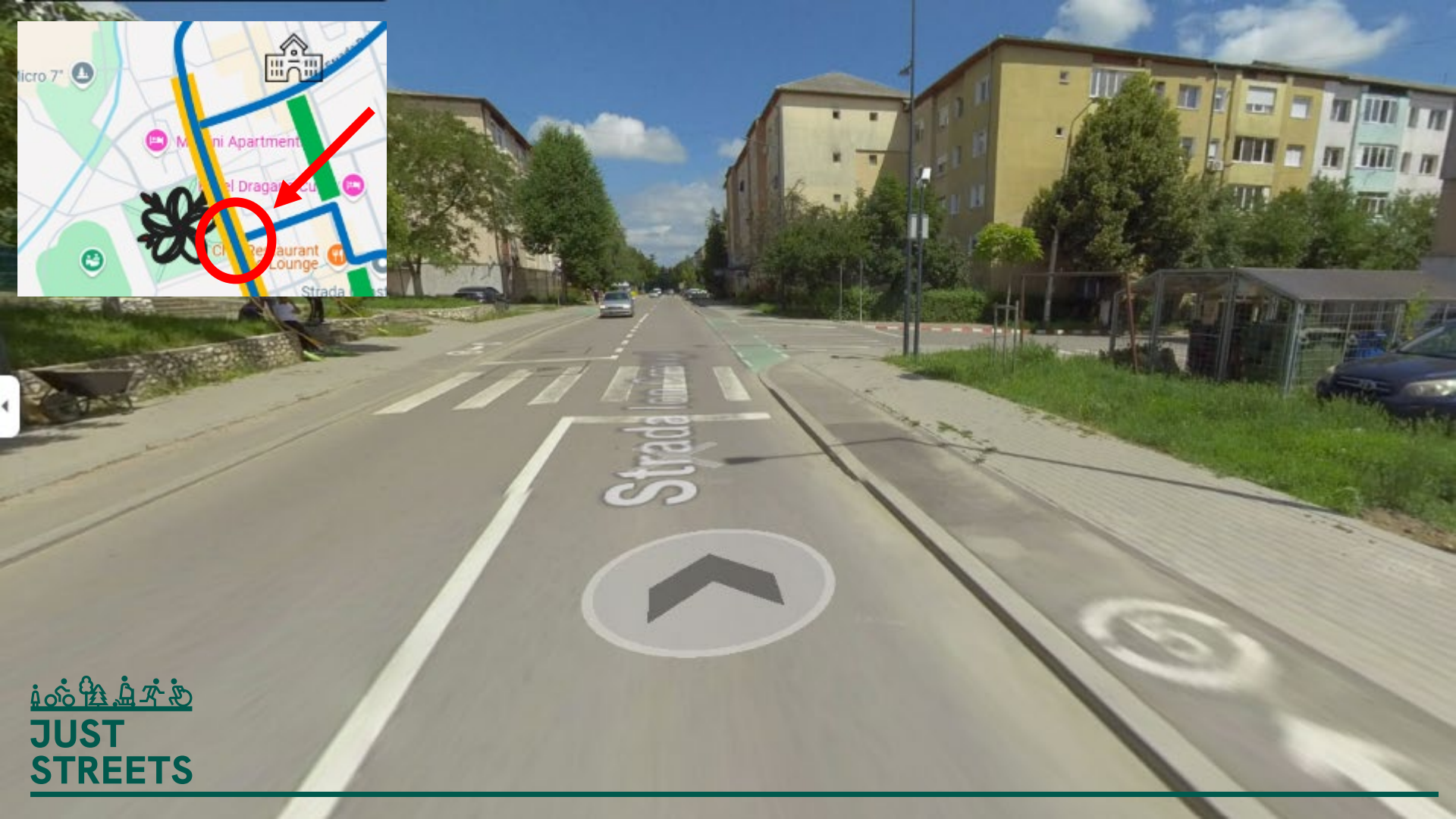
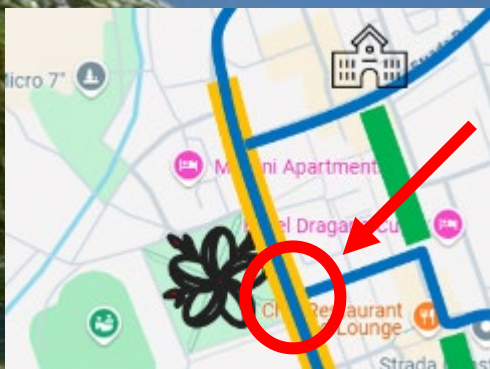
Dedicated
cycling infrastructure

Unfortunately, still many drivers
> 30 km/hr on this straight segment



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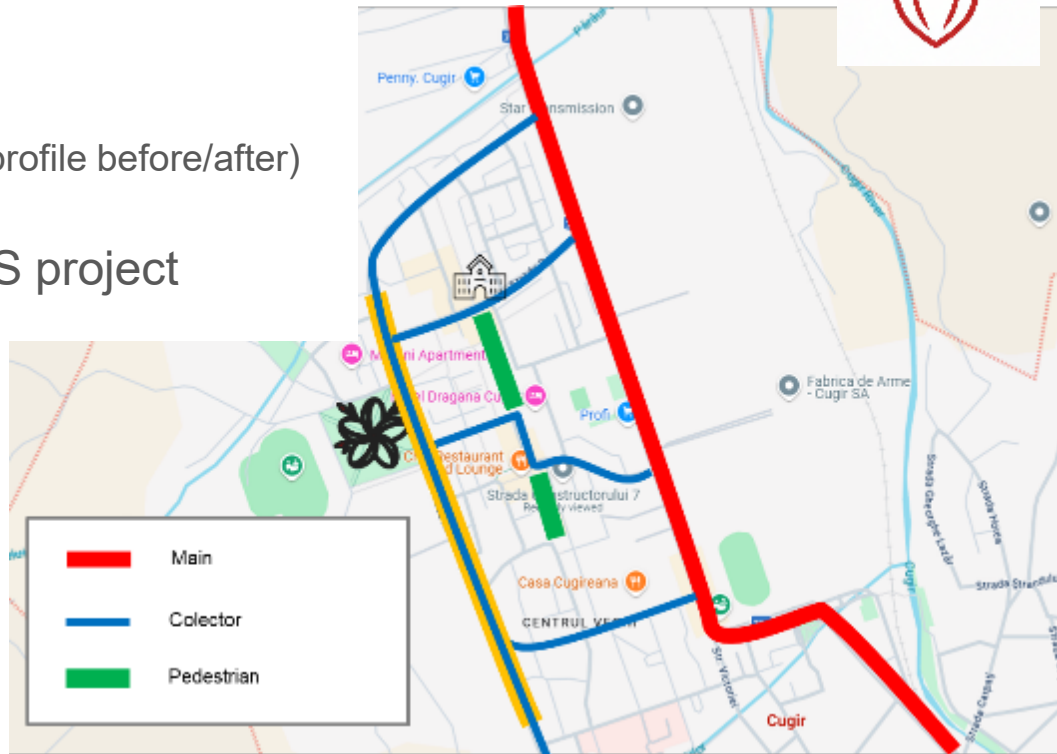
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Nudge30 in Cugir



- Strada Rozelor
- Ideal place for testing
 - Scientific study (speeds, speed profile before/after)
 - User acceptance
- Fits perfect in JUST STREETS project
- Ideally combined with default 30km/hr in the whole of Cugir





Thank you!