



Traffic Audits

By Mike Spack

Government agencies have a lot of staff, elected officials, and volunteers who drive their streets getting from point A to point B. Typically, drivers are zoning out, often just listening to the radio. This is a huge untapped resource. Ten minutes of training and every employee of the agency could be performing traffic audits for you.

Basically, have them look for and report on things that even non-experts would understand are not quite right. Here are my top 10:

- 1) Trees blocking signs or hanging down onto walking paths/sidewalks.
- 2) Signs that should be replaced because they are faded or beat up.
- 3) Things on corners that block motorists view: hedges, trees, landscaping walls, signs, etc.
- 4) Burnt-out traffic signal indications.
- 5) Street lights: burnt-out bulbs, on during the day, off at night, etc.
- 6) Traffic backing up between intersections or spilling out of turn lanes.
- 7) Bad potholes or bumpy roads.
- 8) People running stop signs or signals.
- 9) A road where everyone is speeding.
- 10) Detours or construction zones that are wrong (e.g., wrong signs, bad lighting, not enough signs, etc.).



Turn everyone into an extension of your engineering staff. You could even give an annual award to your most prolific reporter!

Reference: Minnesota Technology Exchange, Spring 2008