

Driver Feedback Sign (DFS) 700

Doncaster MBC Case Study



Switching Sites

Doncaster Metropolitan Borough Council has found a convenient way to bring traffic calming measures to several sites across the town.

It's a common problem for every local authority. How should you deal with a site where there is an identified casualty issue that's not serious enough to justify a full-blown scheme but still needs attention? And how can you introduce effective warning or calming measures without drivers eventually becoming complacent?

Simple solution

Doncaster MBC may just have found the solution to these questions with the purchase of four portable 3M™ Driver Feedback Sign 700 units. With the potential to turn the signs to face traffic from either direction, and to move them easily to any one of nine current locations, the portable DFS 700 can be installed for immediate impact, removed then reintroduced, without the risk that familiarity will breed contempt amongst drivers.

Key to the easy removal and installation of the DFS 700 is the use of NAL retention sockets, which are commonly used for the erection of street furniture where there is a risk of knock-downs. The sockets feature a side chamber cover and plug to protect pedestrians when no post is in place, and it's a very simple process to remove these, lower a post into the socket, lock it into position with a setscrew, and replace the side chamber cover.

The big advantage for Doncaster's DLO workforce is that the DFS and post can be removed as one unit, meaning that the DFS is always set at the right height each time it is positioned in a new location. This makes for a much smoother installation process compared with fixing the DFS to a permanent feature such as a streetlight pole.

Six months on

The four DFS units have been used at nine different locations, and Doncaster already has plans to increase this to 12. According to Andy Stewart of Doncaster MBC the initial results have been encouraging. *"We did a little trial with some of the units, using them in covert mode to log traffic speeds without displaying this data to drivers. Then we used them in full display mode and there was a small but appreciable reduction in speed at two of the four locations. However, this was as much a test for us in using the full capabilities of the units as it was of the units themselves, and we plan to do more thorough, long-term data analysis in the future."*

With easy relocation guaranteed, there are plenty of opportunities for Doncaster to carry out comparative analyses and every opportunity too to site the DFS 700 at times and locations where their impact will be greatest.