Introduction

Most large cities in the world, especially in developing countries are faced with a serious crisis in urban transport. Reasons this part of the city have attracted a lot of attention. Traffic is one of the ways of creating designs that restrict the use of all or part of a network of city streets, trying to cope with the crises of public transportation and reduce traffic congestion and its consequences. A review of the literature indicates that the main objective of creating traffic in crowded areas, reducing the number of these areas is the use of personal vehicles. In this context, it is the general view of those who bring a personal vehicle in the area are causing traffic congestion must also pay the price for it.

Different views about the problems of urban transport in the city are the experts and officials. A number of people are watching the traffic as an economic issue. And believe that people use as telephones, electricity, gas and water are paying the price for it. And even pay extra fee rush hour, so are the costs of using city services, adhere to free market economy. Some other minor issues, urban congestion and delays know. And management solutions, including management of downtown parking restrictions, based on license plate numbers of vehicles, the traffic design methods of traffic restrictions, prohibitions on motor vehicle traffic in some parts of the day of the week, fuel taxes, and the car to self and others suggest, the price of urban road network, including time costs, vehicle fuel, is peace of mind. However, if drivers are forced to use the road network could cost a lot; they probably would use public transportation.

After nearly 30 years of implementation of the Traffic plan in Tehran, a recent decision of the Supreme traffic, several large cities, including Shiraz, Iran in the near future plans to implement traffic in the downtown area. City of Shiraz, Fars province, with a population of about 1.3 million, is among the seven largest in Iran. In recent decades, air pollution and traffic congestion caused by excessive motor vehicles in the city center. However, very few studies to date concerning the level of success and satisfaction of the people and businesses in the project area traffic, reduction of air pollution and economic impacts - social science is published in the project, it seems to

continue to run the 30-year-old Tehran traffic plan, the plan shall indicate the acceptability and success.

The purpose of this study is to investigate the use of a field with a range of people in city traffic plan will be reviewed. Urban management authorities, however, seem to believe that the design of traffic on air pollution, reducing travel time to the city center and easily people will have a significant impact. The basic question is that people's attitudes towards the project in what city? Do you agree with the scope of the project and to support it?

Materials and methods

The data used in this study was collected using a questionnaire. The questionnaire was designed with 40 questions and three main sections. The first part of the questionnaire consisted of general questions regarding the respondents' profile, the second section included questions on traffic and urban transport and the third section included questions regarding their views on the implementation of the project area is traffic in the city. The questionnaire consists of questions that are nominal and ordinal. The order of the questions in a scale range is from strongly disagree to strongly agree are designed 5th dimension. The research population is all the areas of population and housing census 9 in 1385 in Shiraz municipality comprises which are in the framework of 344.533 households and 1,214,808 people (Statistical Center of Iran, 1387) using the appropriate sampling distribution of households in the 9 urban areas of Shiraz, Lane sampling rate of 305 samples are measured.

Finding and results

Respondents were asked about general issues, problems, and policies related to the implementation of Shiraz Traffic plan. About 70 percent of people have said that currently the city center and the surrounding traffic is too dense and the air pollution is an issue. Most of these (75%) believe that the creation of the plan can reduce air pollution, traffic, noise and bustle and congestion in the city center. While nearly 31 percent of those polled believe that a personal vehicle to travel to downtown with no problem. Greater percentage (nearly 40%) in the city has difficulties with traveling by

private vehicle. Still, a large percentage of the populations (over 50 percent) prefer to use a personal vehicle to go downtown. Nearly 70 percent of those polled believe that traveling by public transport to the city center are time-consuming than travel by personal vehicle.

The cost of travel to the city center, only 18% of the travel expenses were not significant. And more than half of the respondents, the cost of travel to the city center, are seen as important and prefer to use their personal vehicle for travel is within the scope of the project and have evaluated it cheaper. . Of these, 23% have said that they want the price to pay for the use of private cars for travel to the city center. In other words, they want the price to pay to enter the area because they think of a plan, the smoother traffic and eliminate delays.

Nearly 76% of the samples with the statement that "private vehicles park is enough to downtown," disagree or totally disagree. However, a relatively higher percentage of respondents (36.7 percent) believe that "access to public transportation to travel to the place where they live or work downtown, is provided. A relatively high proportion of individuals with the statement that "public transportation including buses, minibuses and taxis to travel to downtown and back is enough to" disagree or totally disagree. The results also show that a high percentage of respondents (68.1 percent) with the statement that "the state of public transport and city traffic are satisfied," disagree or totally disagree.

About the impact of the traffic pattern in the range of about 60 per cent believe that the situation will improve public transport. The high percentage (56.3) applies to the project using just the right amenities for its users to know. In this regard, a significant number of responses Guyana (67.6 percent) believe that "traffic restrictions downtown, attractive and comfortable pedestrian environment provides." In this case, only the revenue from traffic plan to improve public transportation and city traffic is controversy regarding the most. Almost the same proportions of people agree or disagree with this case. However, a relatively higher percentage of people believe that the limited traffic area (limited entry into the city center), leading to reduced business activity in downtown.

Conclusion

Expansion of the urban population, the increasing number of vehicles with the lack of infrastructure development, urban transport, urban transport policy limit for solving some particular problems of traffic congestion and environmental problems are inevitable. Thus, some cities in the world, including Iran, the design of the traffic years, along with other urban transport policies are carried out. This policy requires political will and actions of the city government for its successful implementation is efficient management. In some cities around the world in order to inform public opinion and avoid public opposition to the referendum, leaving the implementation of this policy. In most cases, particularly where problems of urban transport in the central area of the city have reached a critical stage, often these initiatives are welcomed by the community.

The application of this method, which began in Tehran, Iran, the country's other major cities are growing. Shiraz is one of the cities that are going to apply this policy in the near future. This study aimed to understand the attitudes and opinions on the implementation of this policy and the factors that influence agreement or disagreement with this proposal has been undertaken.

The results of this study show that a high percentage of the population agrees with the policies in the metropolitan area. Several factors can explain this agreement. First, people believe that the current traffic in the city center and the surrounding air is too dense and the generally believe that the project can reduce air pollution, noise, congestion and overcrowding in the city center, leading to a just and equitable use of resources is. Although a significant number of people from personal vehicles to get to the city center are but they say it is associated with many problems. Meanwhile, those who use public transportation, that this mode of transport to travel due to heavy traffic congestion is too long. It seems that a significant proportion of people who are prepared to pay for private vehicles entering the area will have a traffic plan. Of course the price is important in the field of municipal officials and policy makers should seriously consider it. People also their willingness to create space and comfort for a walk in the city center with the implementation of this policy has shown.

Expected to apply and develop policies to encourage walking in the metropolitan area in the space to be more non-polluting and low noise.

Based on the results, a significant percentage of people are not satisfied with the quality and quantity of public transport and therefore without applying the policy to strengthen public transport may cause problems with. Therefore, it is recommended that the plan may replace personal vehicles, public transportation is provided whenever possible. In fact, many respondents expect that the project will happen and thus any laxity in this regard would be inconsistent with the demands and expectations.

There is also a perception among the public that this policy may result in recession of the city center. Although this problem is in cities that have adopted this policy, but improved public transport and the convenience of downtown spaces may help to stimulate more activity in downtown.