Why focus on speeding?

- 9,378 speed-related fatalities
- 781 per month
- 25 per day
Why focus on speeding?

MOTORISTS EXCEEDING POSTED SPEED LIMITS

SOURCES: AAA FOUNDATION FOR TRAFFIC SAFETY & NHTSA

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 MPH+</td>
<td>49%</td>
</tr>
<tr>
<td>10 MPH+</td>
<td>40%</td>
</tr>
<tr>
<td>L. ACCESS</td>
<td>68%</td>
</tr>
<tr>
<td>ARTERIALS</td>
<td>56%</td>
</tr>
<tr>
<td>COLLECTORS</td>
<td>58%</td>
</tr>
</tbody>
</table>
April Speed Summit Organization Participants

[Logos of various organizations are displayed, including AAA, AASHTO, American Property Casualty Insurance Association, ATA, Auto Alliance, U.S. Department of Transportation, ITE, International Association of Chiefs of Police, The League of American Bicyclists, NCSR, NHTSA, DOT, SADD, USAA, and Vision Zero Network.]
What, Who, When?

- **What is it?** Competitive grant requiring formal proposal to develop, implement & evaluate a community-based speed management pilot program using proven & innovative countermeasures: engineering, enforcement, communications/education, advocacy, policy

- **Who may apply?** State Highway Safety Office or its governing agency, Dept. of Transportation

- **When may states apply?** RFP available online Jan. 1, 2020; proposals due March 1, 2020 using a prescribed template
Why apply?

- Grant of up to $200K funded by GHSA, IIHS & NRSF
- Pre & post-evaluation conducted by IIHS
- Communications & multidisciplinary campaign support
- Leadership role in changing the culture
Pilot Program Objectives

- Conduct 6-month pilot employing low-cost, temporary engineering techniques, HVE, communications/public outreach, advocacy & policy.

- Conduct outcome evaluation to assess impact on changing motorist speeding behavior.

- Conduct process evaluation to assess implementation.
Proposal Components

▪ Pilot & Control Sites
▪ Data Availability & Collection
▪ Pilot Program Countermeasures
▪ Timeline & Budget
▪ Lead State Agency & Partners
Community-based pilot & control sites
Communications, public education & outreach
Advocacy
Selection Criteria

▪ Quality & clarity
▪ Thoroughness in addressing SOW
▪ Innovation & creativity
▪ Multi-disciplinary approach
▪ Past speed management initiatives
▪ Other resources
▪ Possibility of rigorous evaluation
▪ Scalable
Speed Management for Safety

The Speed Management for Safety resource hub is an interactive website on speed management for all transportation professionals seeking to safely manage speeds. The Institute of Transportation Engineers developed this resource hub, with funding from the Road to Zero Coalition, to provide transportation professionals with tools when considering the intrinsic factors in advancing effective speed management and road design. Creating a comprehensive speed management program can be an element of a successful Vision Zero plan toward eliminating roadway-related fatalities in the United States by 2050.

“...in 2050, those crashes are less severe, in part because of changes to how we build roads. Roadways are designed to reduce speed in safety-critical areas and lessen the chances of the most severe crash types...”

The Road to Zero Vision Zero Initiative

Reducing Speeding-Related Crashes Involving Passenger Vehicles

Transportation professionals understand the critical connection of vehicle speed to fatalities and serious injuries, but the factors in designing a road for safe speeds, mobility, and comfort are complex. With the use of roads evolving, speed management must take into consideration policy, road design, and enforcement to provide a safe environment for vehicles.

Vision Zero

FHWA Safety Program

Speed Management Plan

Mission of the United States Department of Transportation

Ensure the United States by ensuring a safe, fast, efficient, and accountable, and connected transportation system for our national interests and economic security in the global American people today and into the future.

FHWA Safety Program

Managing Speed for Safety Critical to Vision Zero Success

One of the most important features of Vision Zero is to focus on managing certain key safety measures. The program is one of the most powerful ways for communities to make a difference and make a difference. Together, they’re working to make our roads safer for everyone, whether they’re walking, biking, or riding a motorcycle. Speed is a significant factor in many traffic crashes, and it can have a huge impact on how safe roads are.

Taming Speed for Safety: Portland Case Study

The focus on safe speeds extends beyond the traditional approach of influencing individual behavior. The Vision Zero Network encourages communities to focus upstream – more on policies and the built environment that influences behavior – in their work. Portland’s multi-pronged approach to taming speed is a model for other Vision Zero cities.