

# Evidence-based Solutions for Safe Speeds

**GHSA 2025 Annual Meeting**

August 25, 2025



**Wen Hu**

Senior Research Transportation Engineer, IIHS





# 11,775 DEATHS

## 29%

of all fatalities in 2023  
were speed related

## Safe System – a proven approach

- ▶ Globally applied for decades
- ▶ Guiding paradigm in 2021 USDOT National Roadway Safety Strategy
- ▶ Time for action!



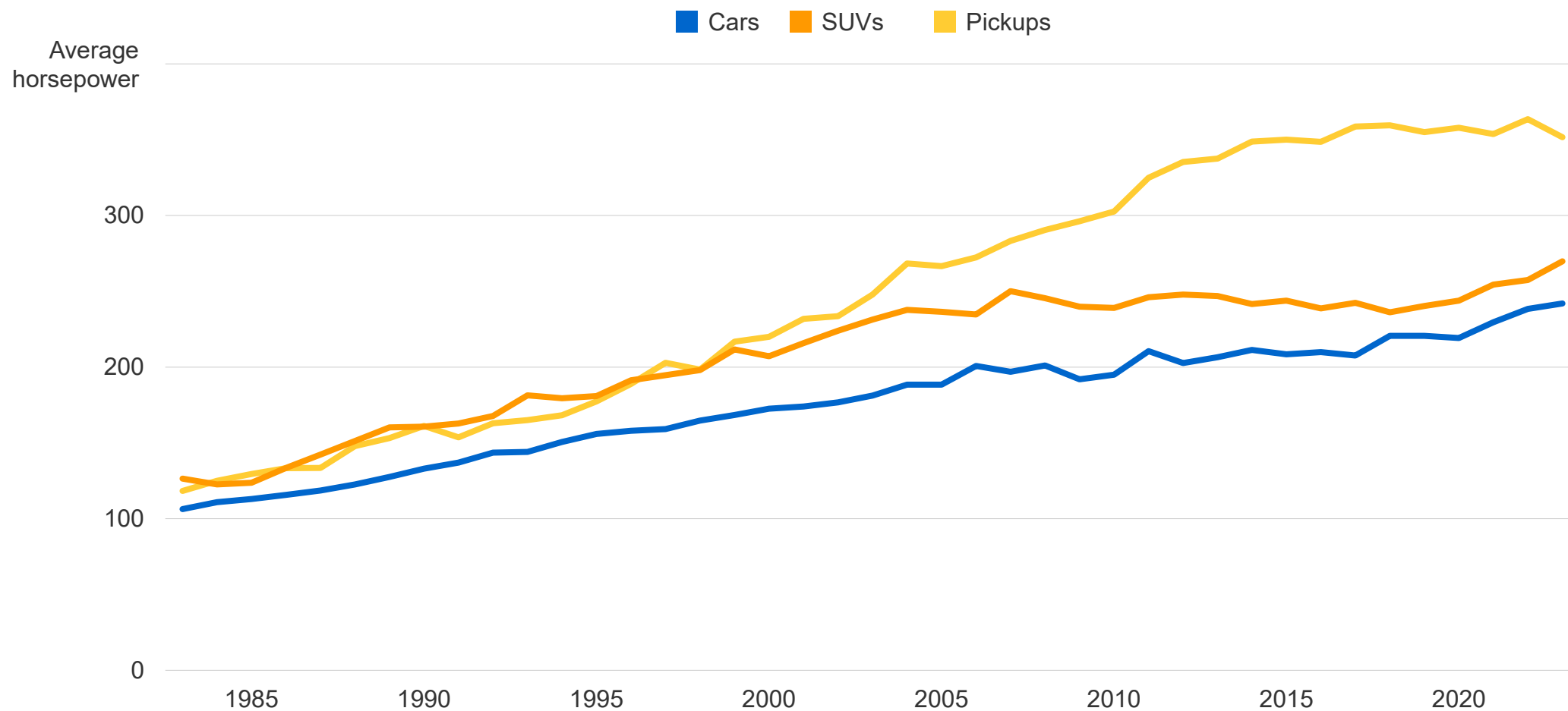
# Vehicles





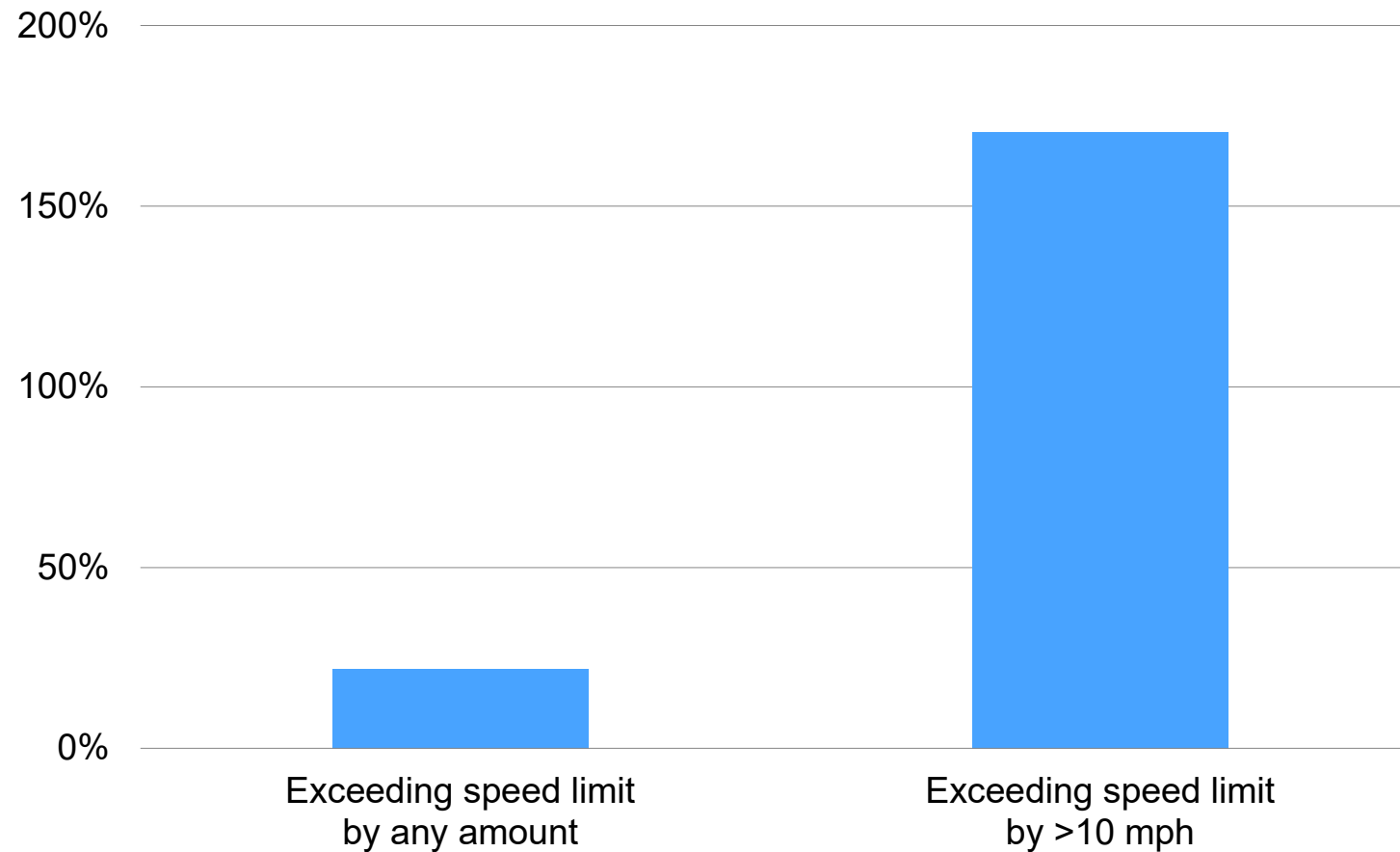
# Horsepower by vehicle type

1983-2023 model years



# Likelihood of speeding increased as power increased

Increase in likelihood of exceeding speed limit per 10 horsepower/100 pound increase



# Intelligent Speed Assist (ISA) basics

- ▶ Camera and/or GPS sensors detect speed limits in real time
- ▶ Intervenes when vehicle exceeds limit

Warning

Supportive accelerator pedal

Intelligent speed limiter



**States and cities  
are considering  
legislation  
to mandate ISA  
for repeat or  
egregious speeders**

Police 1 (online resource for law enforcement)

## **Washington to require speed-limiting devices for repeat reckless drivers**

The BEAM Act will require suspended drivers to use GPS-enabled speed limiters that cap speeds at posted limits starting in 2029.

May 13, 2025

Streets Blog USA

## **D.C. to Dangerous Drivers: We Will Slow You Down!**

Dangerous drivers would be forced to slow down thanks to in-car technology under first-in-the-nation bill that just passed in the Washington, D.C. City Council.

February 8, 2024

MOTORTREND

## **Virginia to Require Some Drivers to Install Speed Limit Devices**

Virginia is poised to make history as the first state in the nation to mandate speed-limiting devices for certain drivers with a heavy foot.

March 28, 2025

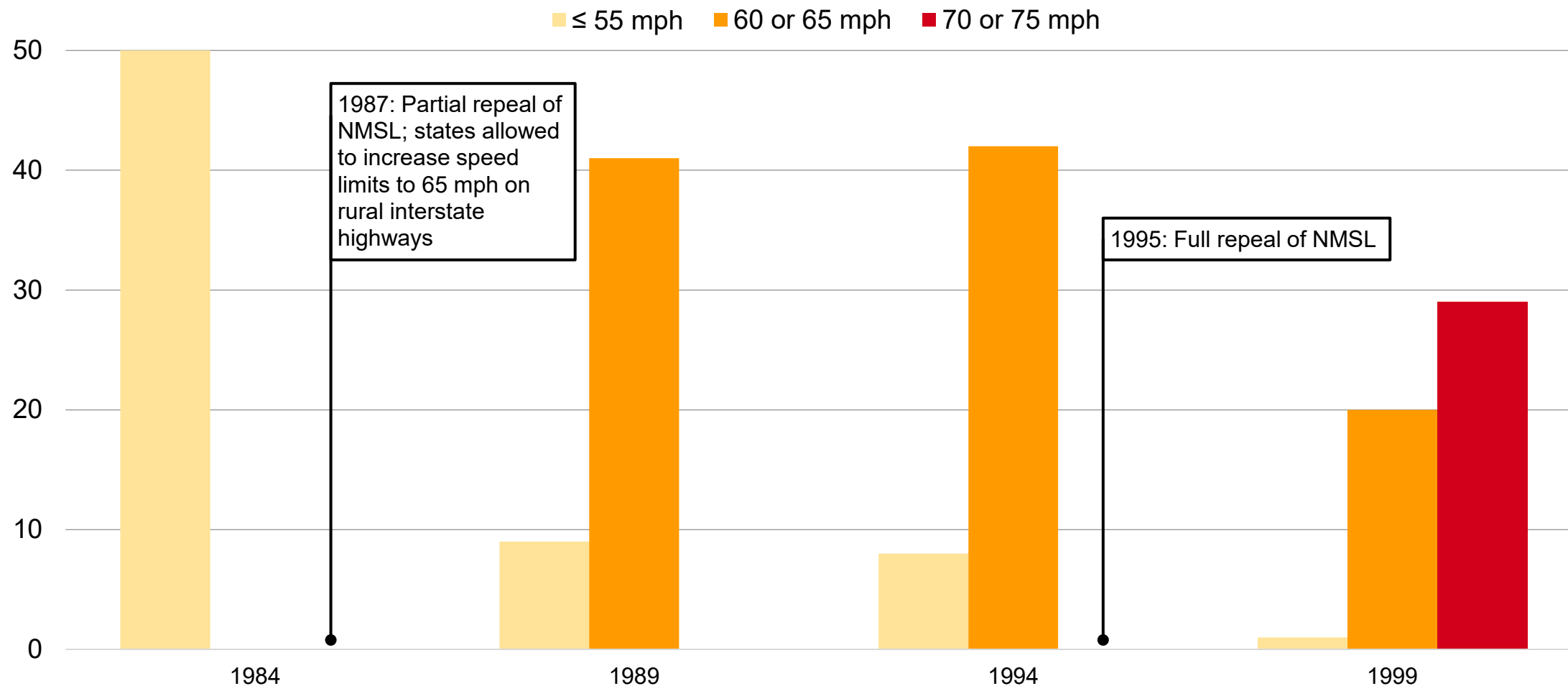


# Speed limits



# Trends in maximum speed limits

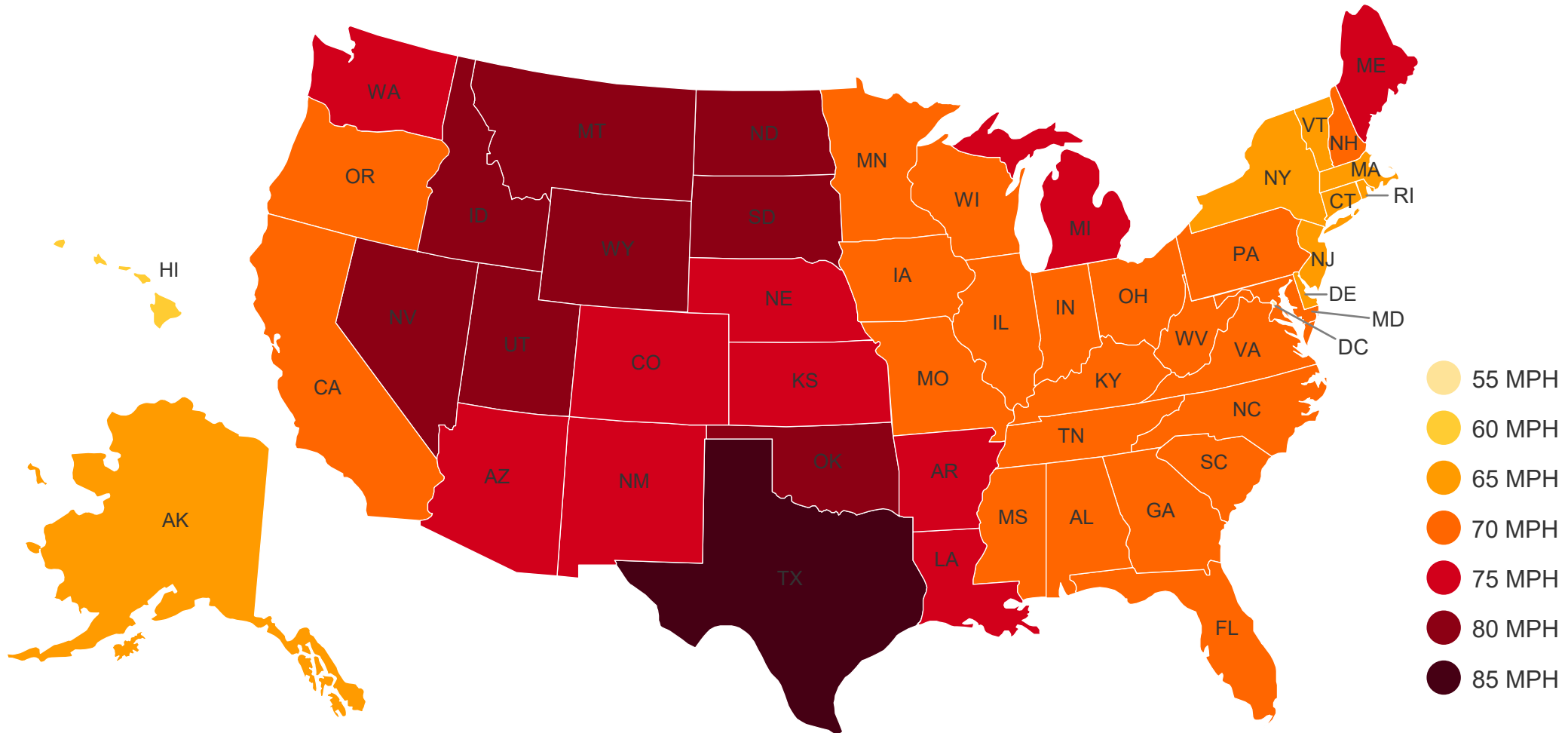
State totals by calendar year



Increasing since the repeal of the National Maximum Speed Limit (NMSL)

# Nine states now have maximum speed limits of at least 80 mph

July 2025







## Raising speed limits leads to more deaths

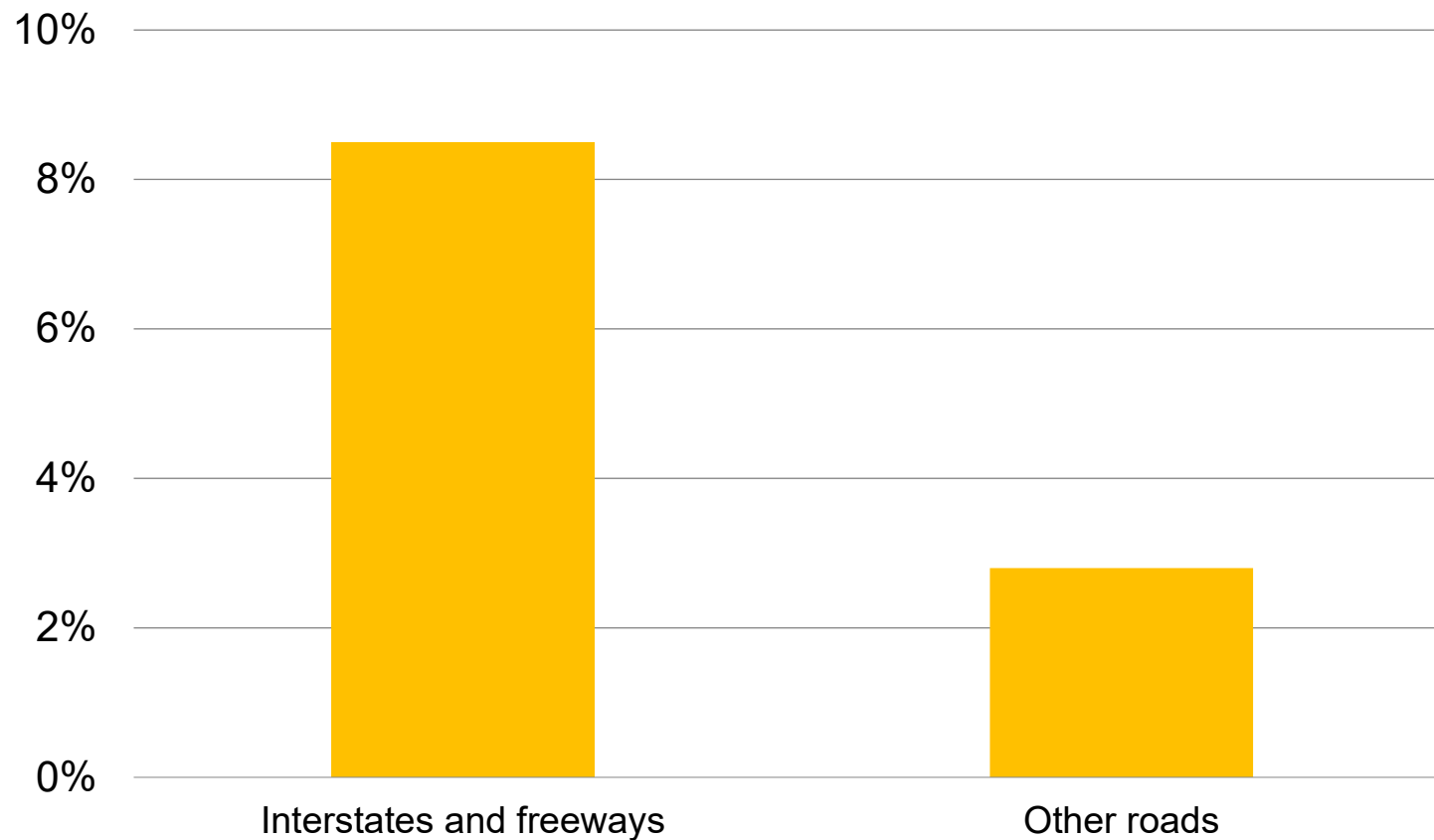
People often drive faster than the speed limit, and if the limit is raised, they go faster still.

Research shows that when speed limits are raised, speeds go up, as do fatal crashes.



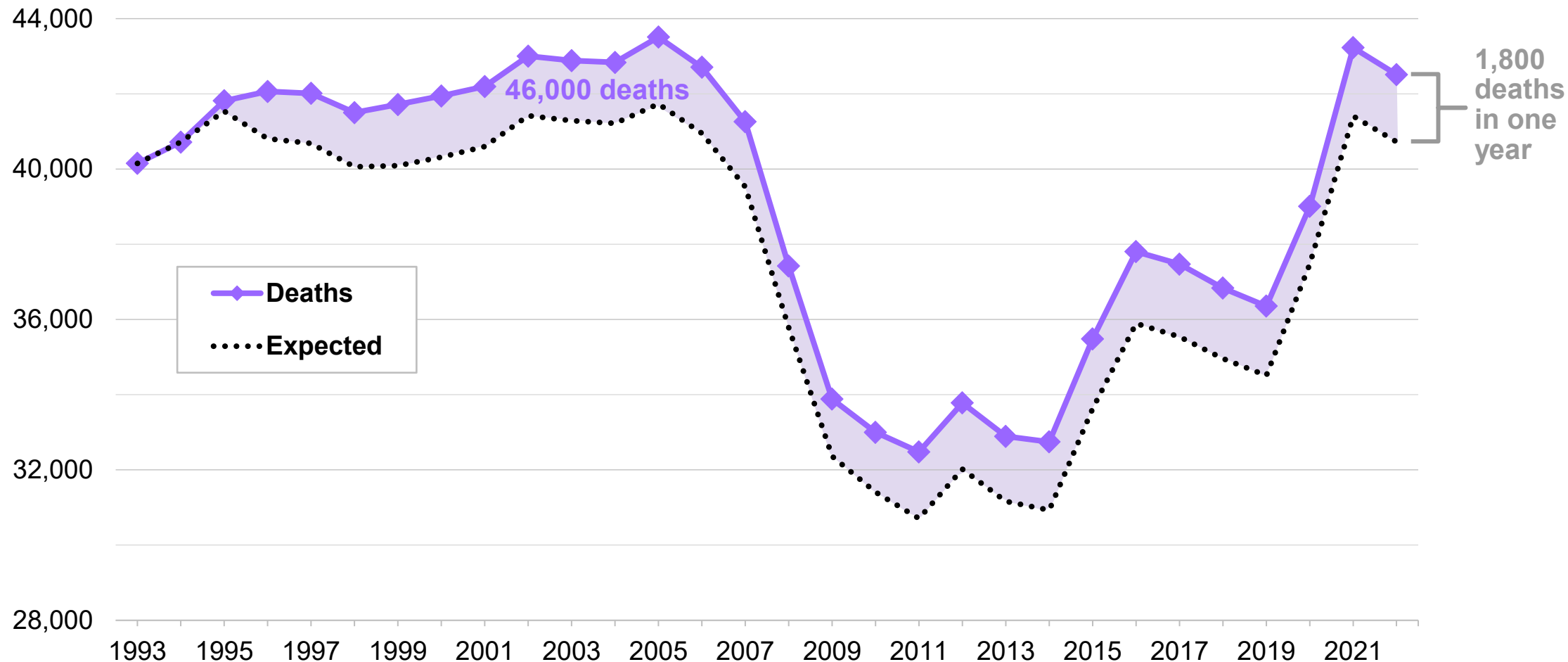
# Fatality risk increases with higher speed limits

Increase in fatality rates per 5 mph increase in maximum speed limit



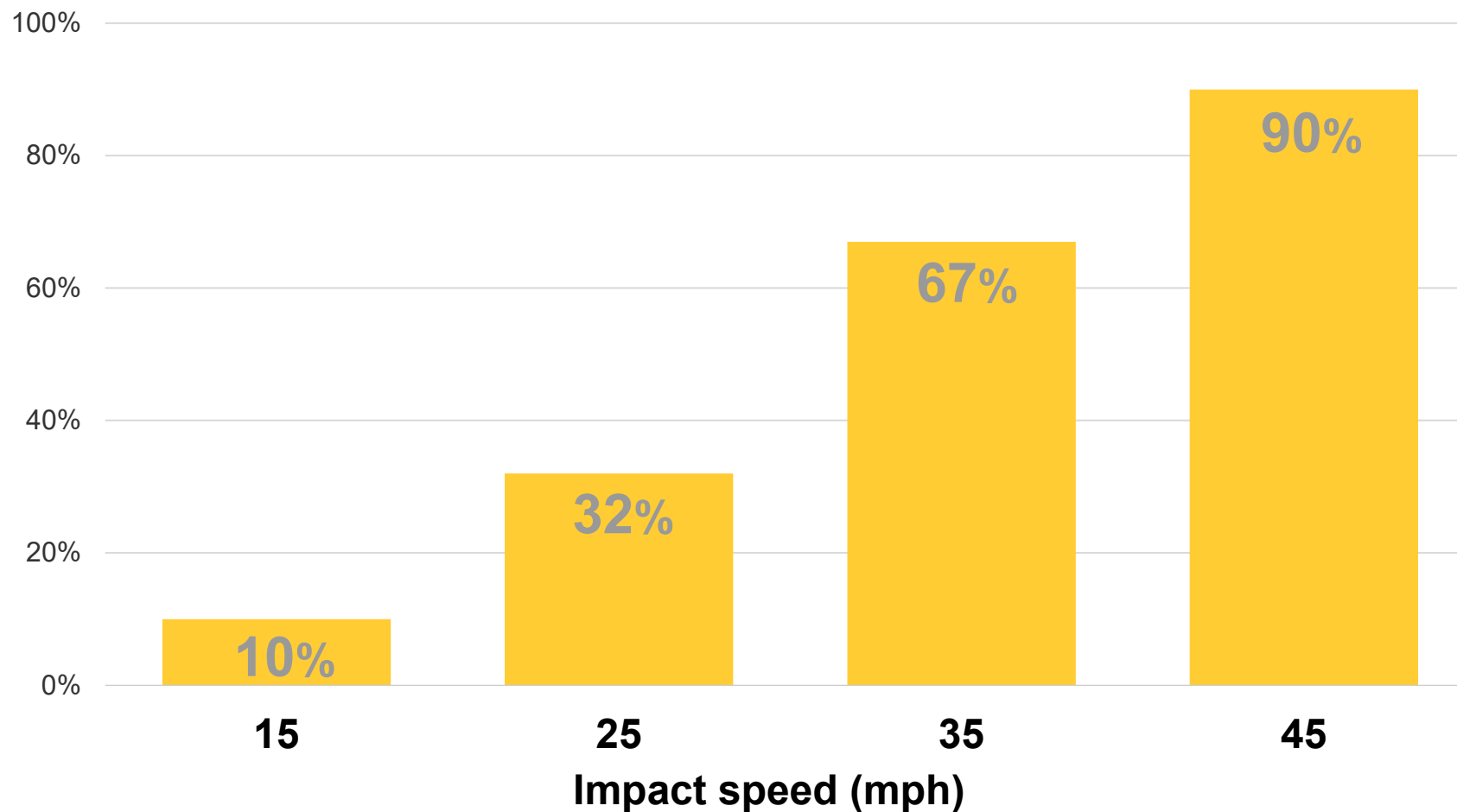
# Increases in maximum speed limits cost 46,000 lives in 29 years

Deaths and expected deaths if maximum speed limits had not increased



# Speed affects more than just vehicle occupants

Risk of serious injury to a struck pedestrian by impact speed



# Default speed limit in Fayetteville changes to 20 mph on Nov. 6

October 23, 2021

Speed limits to be reduced  
on 177 miles of L.A. streets

March 7, 2022

‘You are our priority’: Salt Lake begins  
installing new 20 mph speed limit signs

July 27, 2022

## A growing list of cities have lowered speed limits

D.C. cuts speed limit to 25 mph in  
major routes to curb fatal crashes

September 18, 2022

Hoboken’s 20 mph speed limit  
takes effect this week

September 14, 2022

## 20 mph speed limits coming to many Falls Church residential streets

October 18, 2023



## Speeding fell after default limit was lowered in Boston



## Reduction in odds of speeding

**Exceeding  
25 mph**

**↓3%**

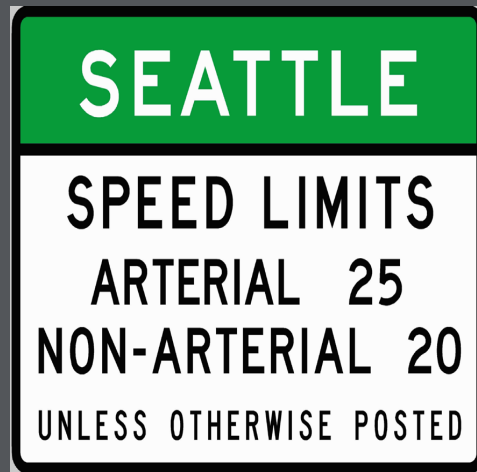
**Exceeding  
30 mph**

**↓8%**

**Exceeding  
35 mph**

**↓29%**

## Odds of a crash involving injury declined in Seattle



## Reduction in odds of a crash involving injury on arterials

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**Downtown**

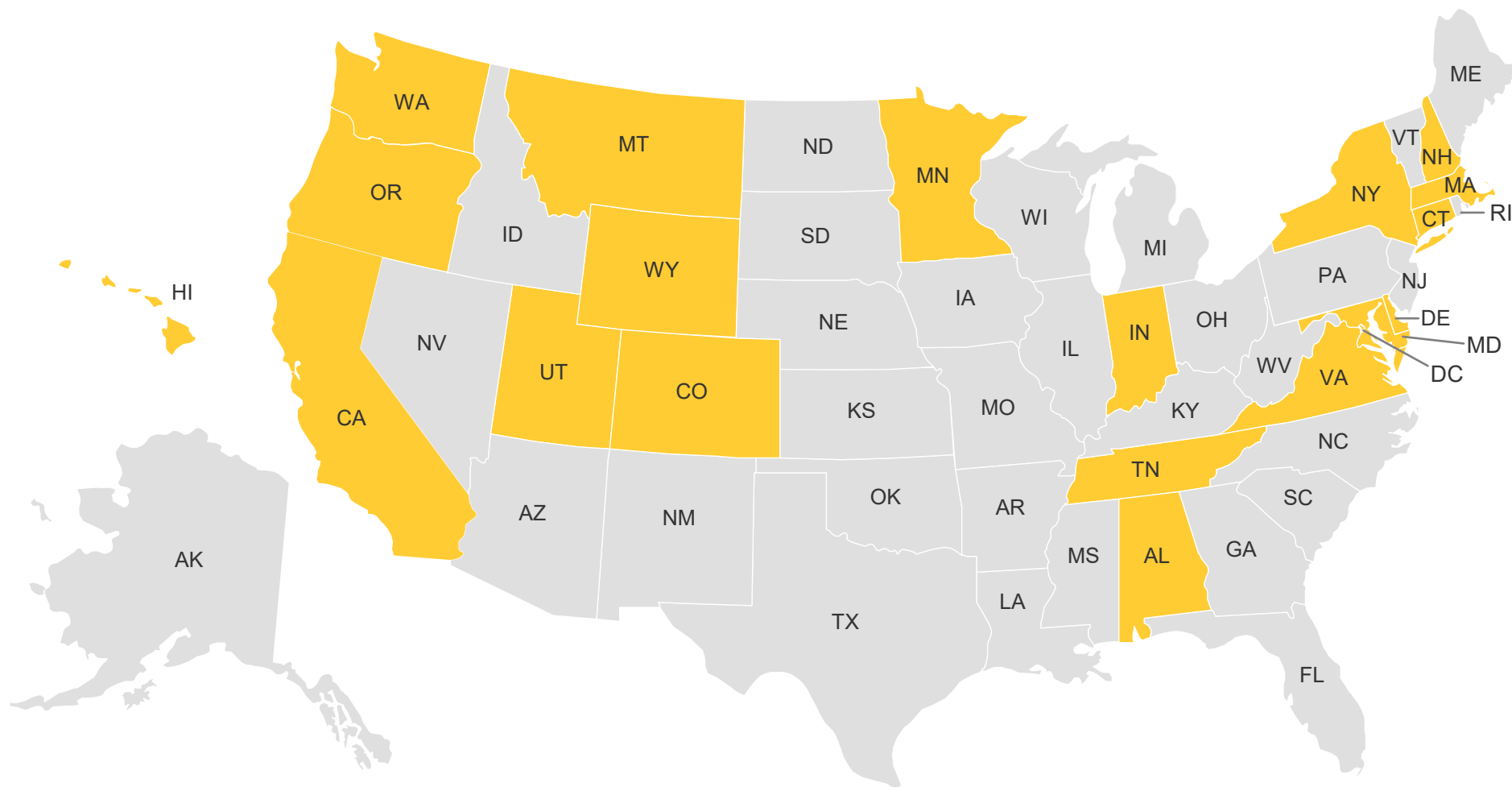
**↓20%**

**Outside  
downtown**

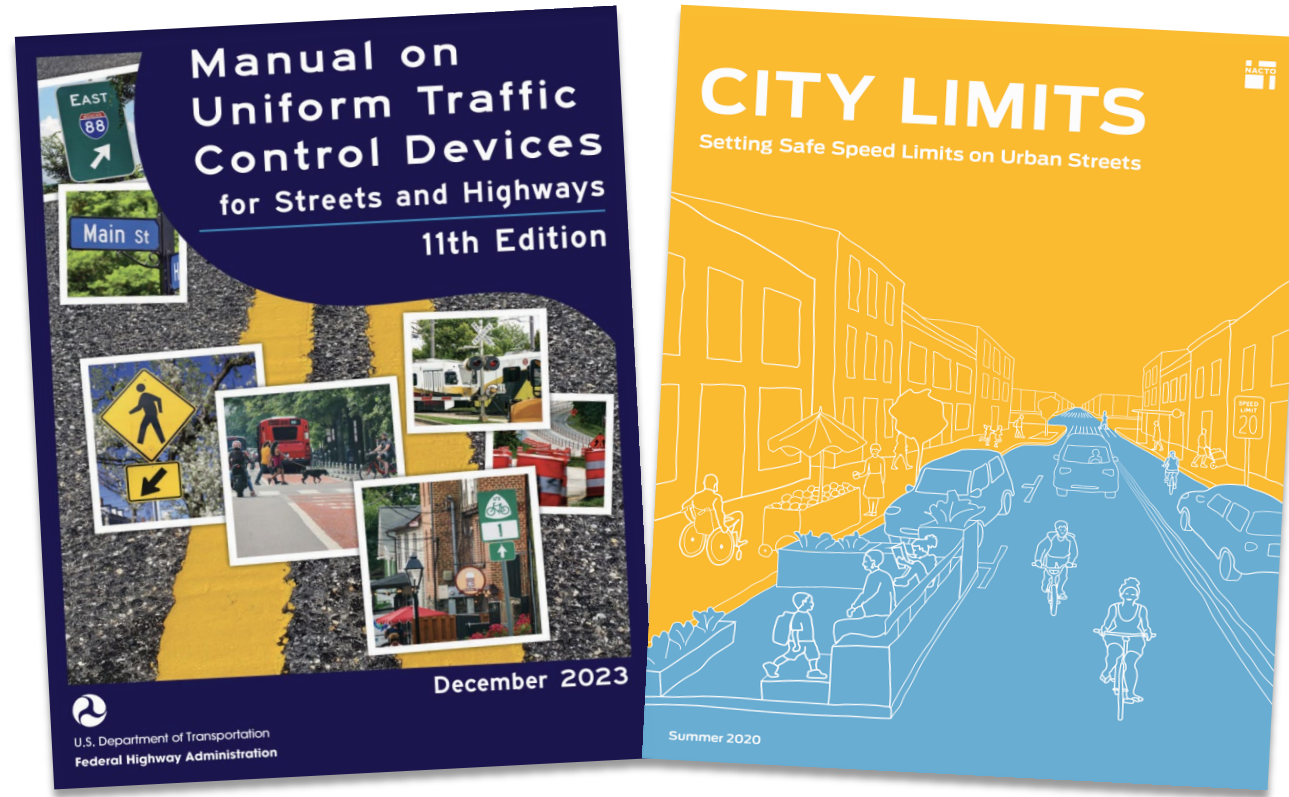
**↓11%**

# 19 states + DC give more flexibility to localities to lower speed limits

July 2025



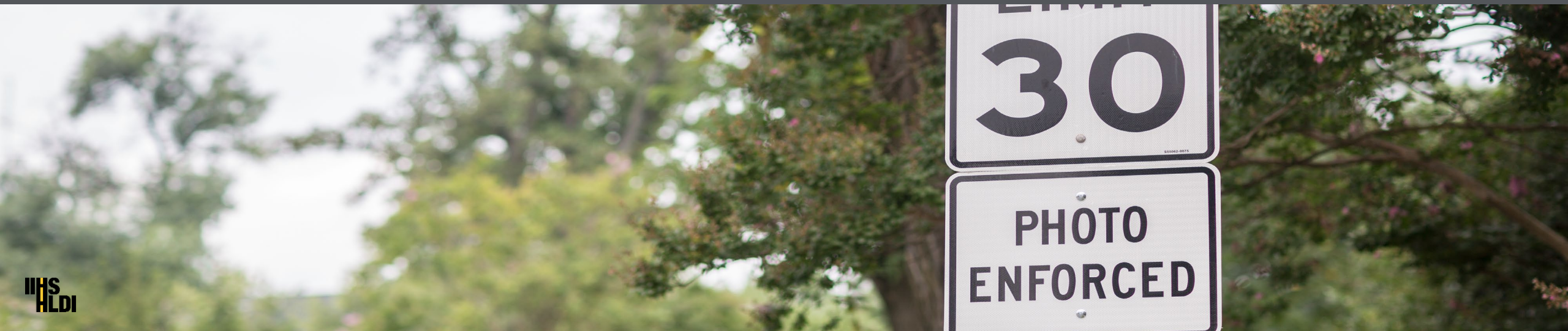
# Alternative speed limit-setting methods in residential and densely populated areas to prioritize safety of all road users



Setting speed limits around 85th percentile speed can be a hurdle for localities seeking to lower speed limits



# Speed safety cameras



# IIHS evaluation of Montgomery County, MD speed safety camera program

SPEEDING  
10 mph  
↓ **70%**

6 to 8 months  
after

SPEEDING  
10 mph  
↓ **62%**

7 years  
after

SERIOUS INJURY  
CRASHES  
↓ **39%**

7 years  
after

# Speed safety cameras

**Smart implementation**

**Community support**

**Changes in legislation**



# Automated enforcement program checklist

Outlines best practices for establishing successful red light and speed safety camera programs with broad public support.



ADVOCATES  
FOR HIGHWAY  
& AUTO SAFETY



## AUTOMATED ENFORCEMENT PROGRAM CHECKLIST

For red light cameras and automated speed enforcement

Automated enforcement is an effective tool to make roads safer. Research shows that red light cameras reduce violations and injury crashes, especially the violent front-into-side crashes most associated with red light running. Speed cameras have been shown to reduce vehicle speeds, crashes, injuries and fatalities. Both types of programs should be designed, implemented and administered properly. Poorly run programs are less likely to be durable and may undermine support for automated enforcement generally.

Speed and red light camera programs augment traditional enforcement to improve traffic safety by deterring dangerous driving behaviors. Automated enforcement does not require traffic stops, and well-designed programs can improve safety for all road users in a neutral manner.

Successful programs are transparent and have a strong public information component. Communities should take into account racial and economic equity when making decisions about camera placement and fines. Automated enforcement programs should be data-driven and should prioritize safety, not revenue. In fact, communities should expect that revenue will decline over time as fewer drivers run red lights or violate speed limits.

This checklist assumes your community is already legally authorized to set up a program. It provides a minimum list of considerations to help you follow best practices. The goal is to operate a successful program that reduces crashes and prevents deaths and injuries while maintaining strong public support. Automated enforcement can be integrated into broader efforts to discourage unsafe driving that include optimizing speed limits for safety and improving roadway design.

### FIRST STEPS

- ☐ Identify problem intersections and roadways.
  - Assess violation and crash data.
  - Conduct field observations.
  - Collect resident and roadway user input.
- ☐ Consider what role automated enforcement should play as part of a comprehensive traffic safety strategy.
- ☐ Make any engineering or signage changes needed to improve drivers' compliance with the law.
  - Ensure the road geometry conforms with guidelines from the American Association of State Highway and Transportation Officials, National Association of City Transportation Officials guidance or state road design manuals, as appropriate.
  - Remove sightline obstructions of signals and signage.

**For red light cameras:**

- Ensure that yellow light timing conforms to the Manual on Uniform Traffic Control Devices and Institute of Transportation Engineers guidelines.

**For automated speed enforcement:**

- Ensure the speed limit is appropriate and accounts for all road users. Follow guidance and use tools from the Federal Highway Administration, Institute of Transportation Engineers, and the National Association of City Transportation Officials.
- Ensure the speed limit is appropriate for special conditions, such as work zones and school zones.
- Assess whether engineering changes could be made to promote compliance with the speed limit.
- Ensure adequate posting of speed limits.

- ☐ Establish an advisory committee comprised of stakeholders.
  - Consider including law enforcement, transportation department employees, victim advocates, equity and civil rights advocates, school officials, community residents, first responders, health officials and the courts.
  - Outline the committee's role. This may include developing guiding principles related to safety, equity, and transparency, as well as other aspects of the program.
  - Ensure committee meetings are open to the public and deliberations are transparent.
- ☐ Meet with the media, including newspaper editorial boards, to build support and educate the public.

### IMPLEMENTATION

- ☐ Hold a kickoff event with advisory committee members. Introduce a well-developed and sustained public education campaign focused on improving safety by changing driver attitudes and behavior.
- ☐ Connect the program to overall roadway safety in the community and identify the goal of zero tickets resulting from changes in driver behaviors.
- ☐ Install prominent warning signs.
- ☐ Start with a probationary period during which only warnings are issued.
- ☐ Follow current guidance from the U.S. Department of Transportation for implementation and operation of automated enforcement devices.
- ☐ Allow for due process. Minimize the number of days between the violation and citation issuance.

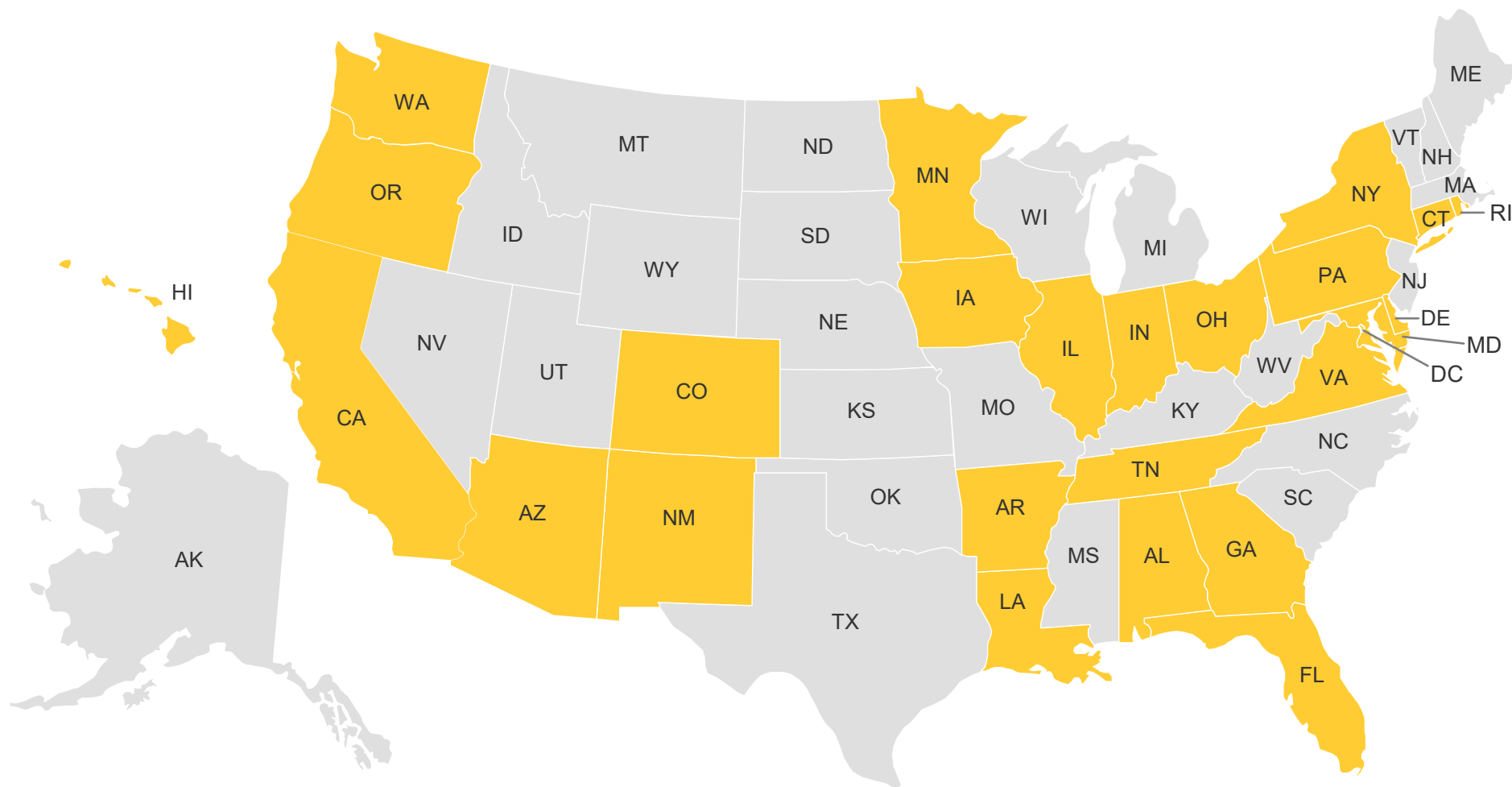
### LONG TERM

- ☐ Publicize changes, including new camera locations. Reinstatement the probationary period before ticketing begins at new locations.
- ☐ Monitor program operation and publicize results. Undertake periodic reviews and ensure racial, economic and other equity issues and public concerns are addressed.
- ☐ Require regular field reviews. Verify monthly camera calibration and synchronization with signals.
- ☐ Require regular evaluations of the traffic safety benefits of the program by collecting crash and infraction data. Before-and-after include control intersections and roadways that are not subject to spillover effects.
- ☐ Regularly meet with the advisory committee and media to review program status and sustain public support.
- ☐ Continue to improve programs based on new and updated guidance and best practices and look for opportunities to expand automated enforcement use.
- ☐ Consider other changes, including roadway design improvements, in order to reduce opportunities for unsafe driving.

AAA - Advocates for Highway Safety | Governors Highway Safety Association  
IHSA - Illinois Highway Safety Association  
NSC - National Safety Council  
May 2021

# 25 states + DC currently use speed safety cameras

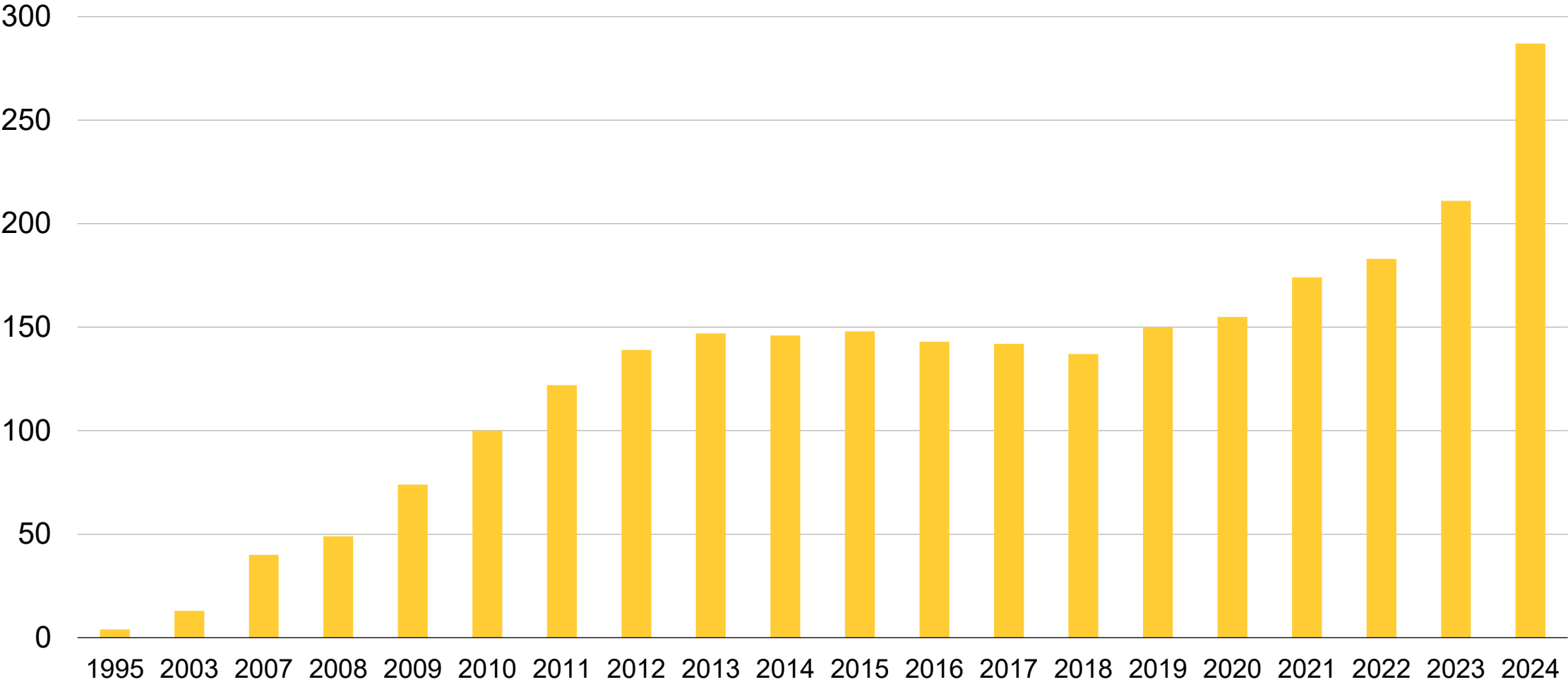
August 2025





# U.S. communities with speed safety cameras

1995 to 2024



# Roadway engineering









# Traffic calming





# Roundabouts

Almost one-quarter of crash deaths occur at intersections

Conversion of stop sign and traffic signal intersections to roundabouts leads to

- ▶ **35%-47% reduction** in all crashes
- ▶ **72%-80% reduction** in injury crashes
- ▶ **90% reduction** in fatal and incapacitating injury crashes





# Left-turn traffic-calming treatments





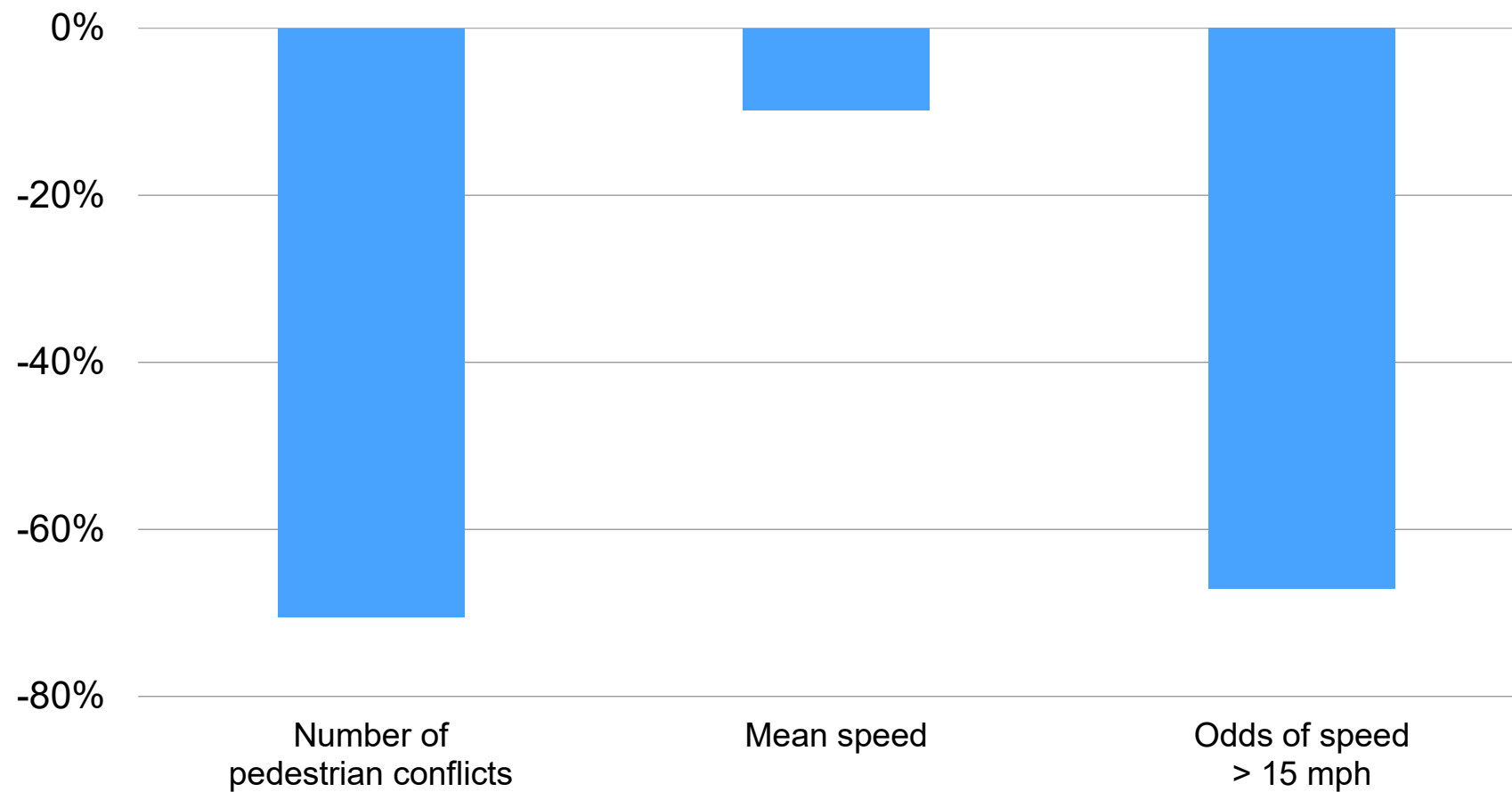






# Left-turn traffic-calming treatments reduce pedestrian conflicts and speeds

Washington, D.C.





# Putting it together





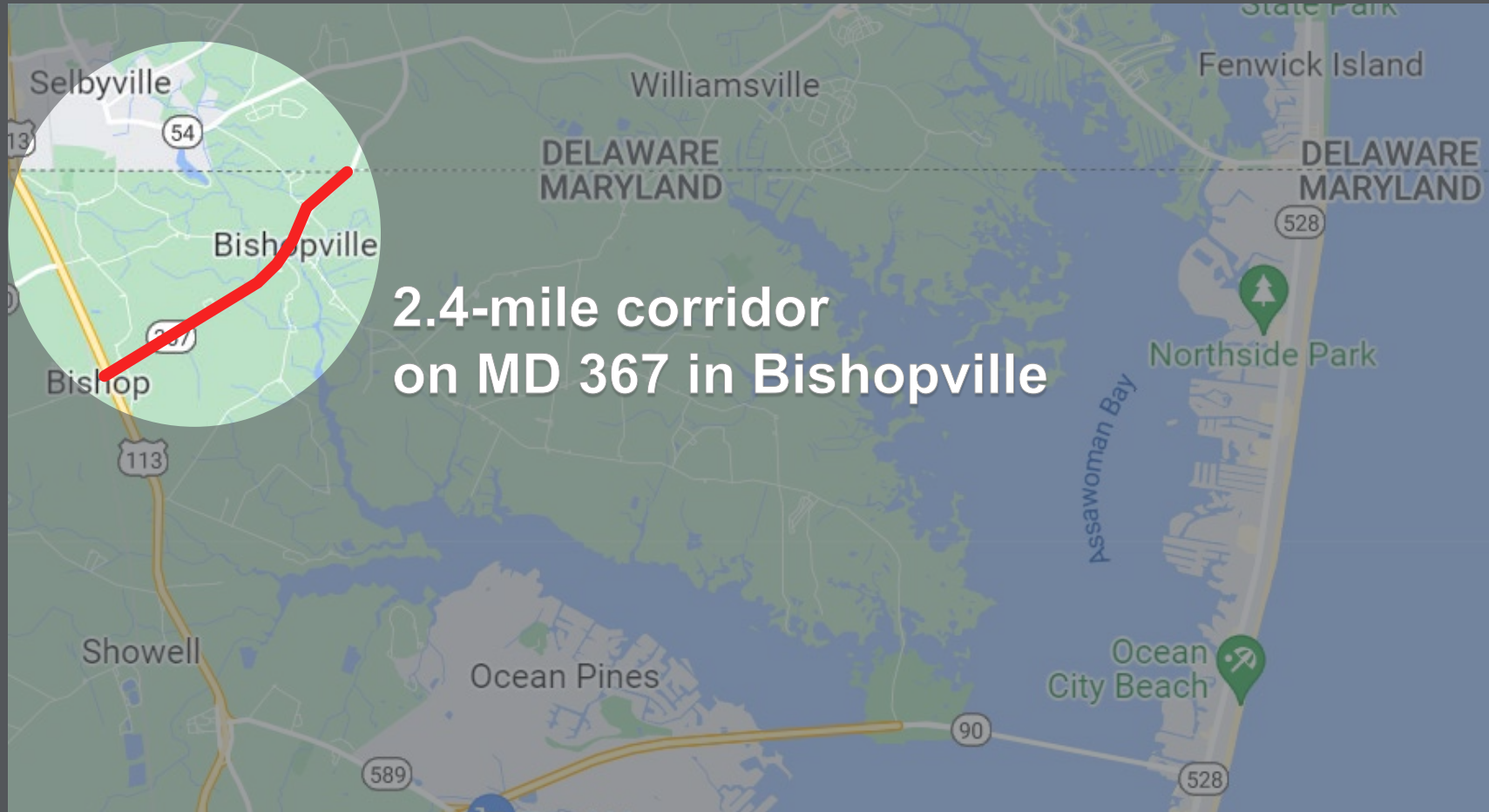
# Speed management pilot program

- ▶ Maryland received \$100,000 in grant funding
- ▶ Countermeasures include
  - Roadway improvements
  - Increased speed enforcement
  - Public outreach



# Maryland speed pilot program

## Summer 2021





# Narrowed lanes

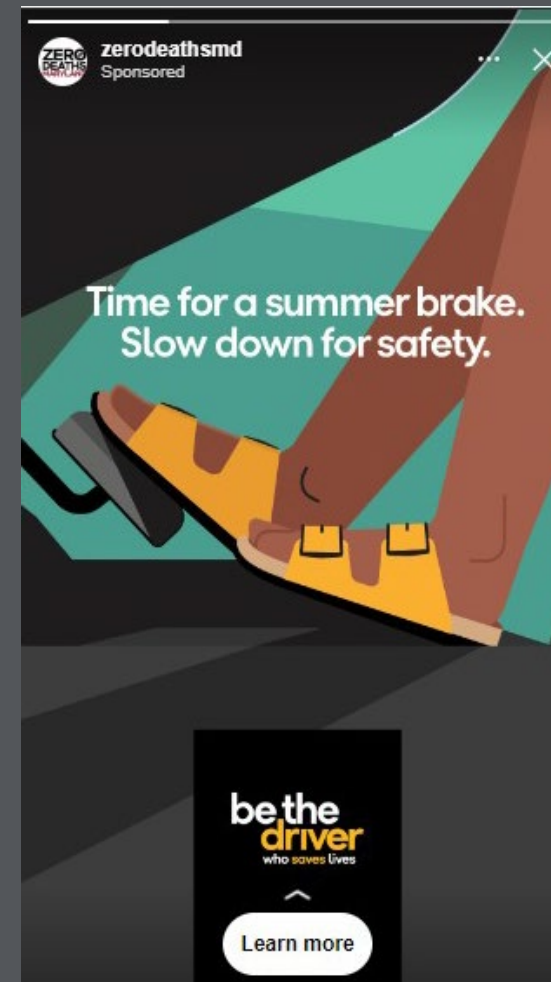
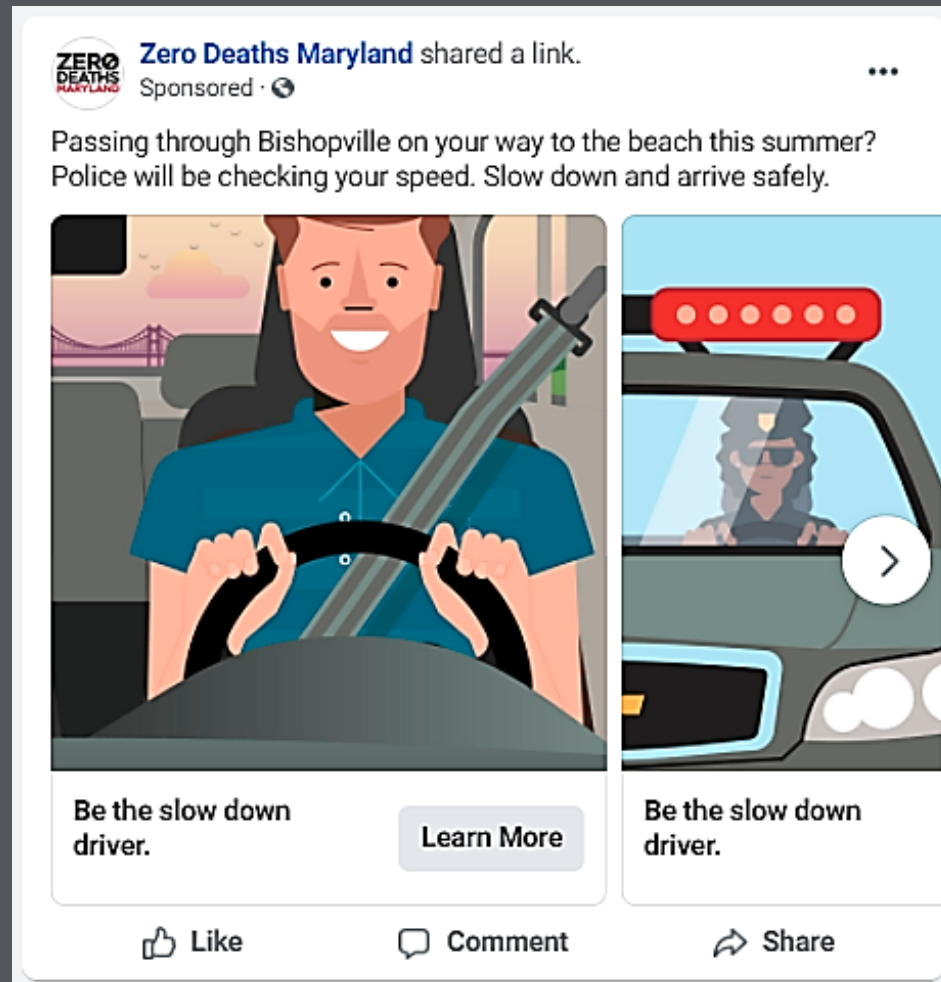
Stage Rd

SPEED  
LIMIT  
45

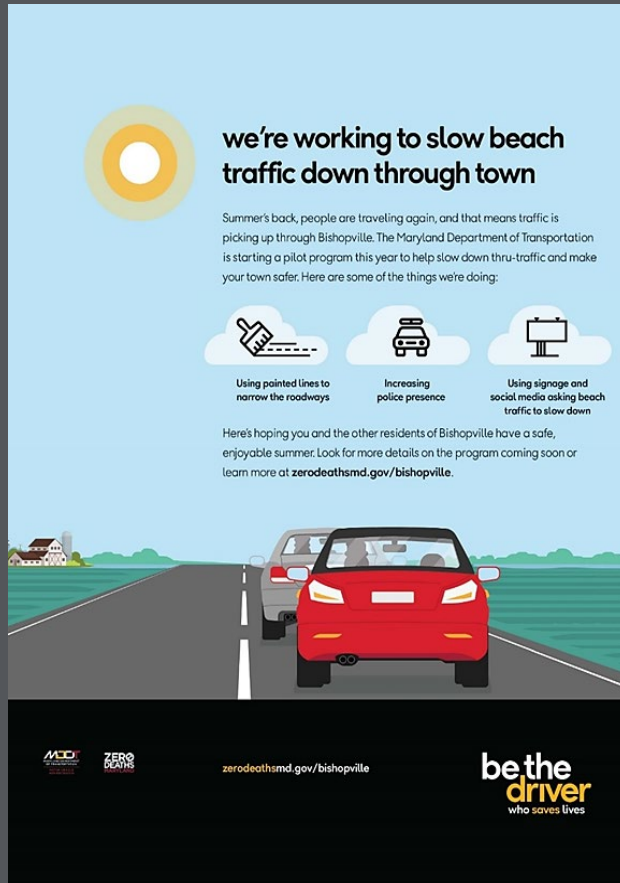


# Social media

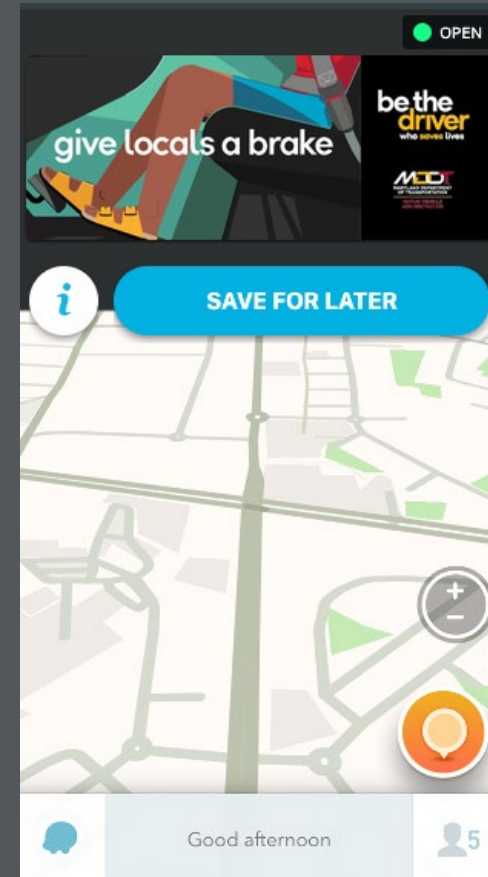
Facebook, Instagram and Snapchat



## Other outreach



Full page inserts in  
*The Dispatch*

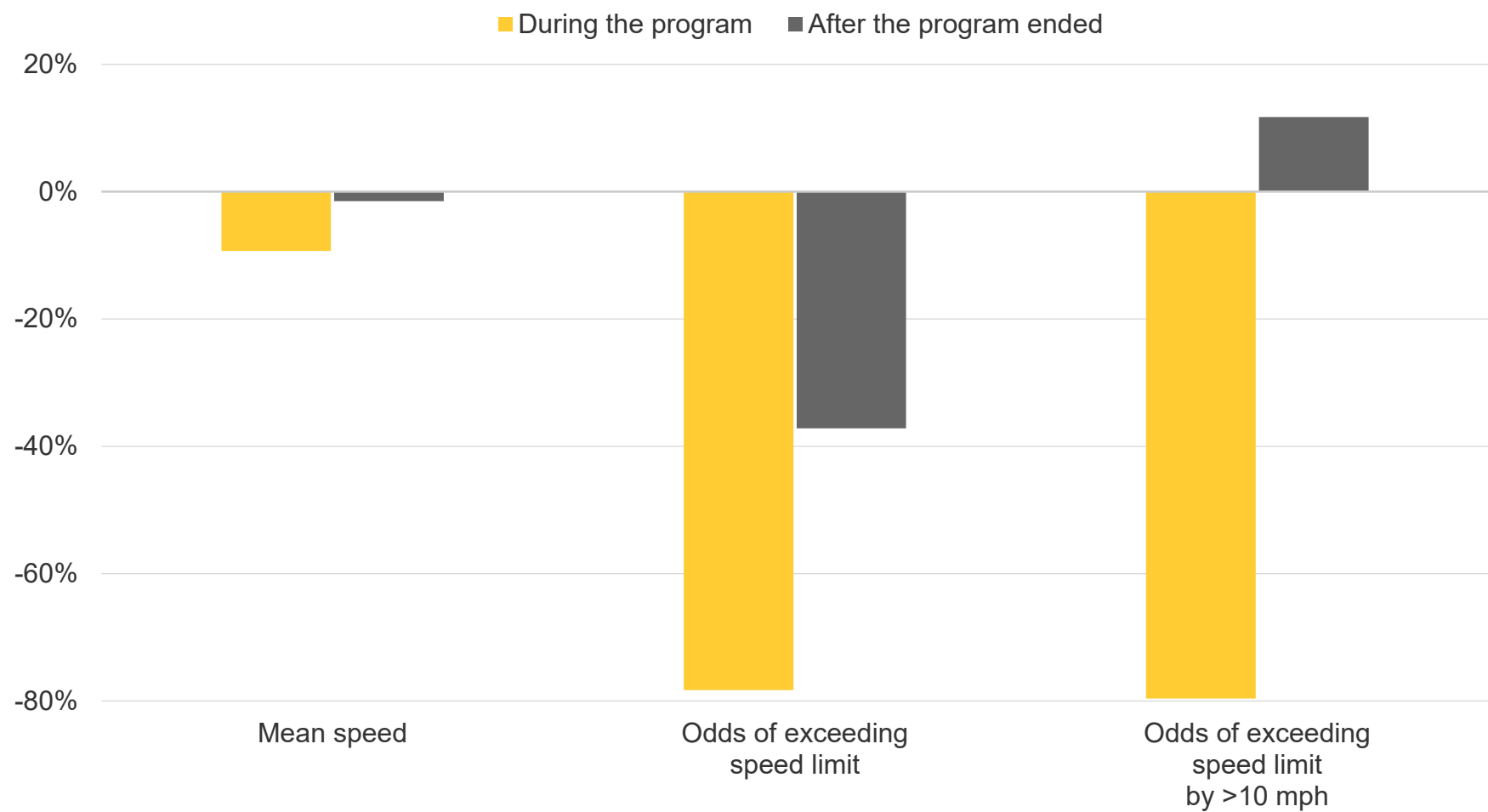


Waze ads



# Percent change in mean speeds and odds of exceeding speed limit

Relative to what would be expected without pilot program



# 30x30

*Reduce roadway fatalities 30% by 2030*

Take effective actions based on the **Safe System** approach  
Build a path to **sustainable road safety**



Insurance Institute for Highway Safety  
Highway Loss Data Institute

**iihs.org**



/iihs.org



@IIHS\_autosafety



@iihs\_autosafety



IIHS



/company/iihs-hldi



@iihs\_autosafety

**THANK YOU**



**Wen Hu**

Senior Research Transportation Engineer

whu@iihs.org



# **SMAC TALK: A PUBLIC HEALTH APPROACH TO SLOW SPEEDS**

***Dr. Janine Koffel  
August 25, 2025***

# Why a Public Health Approach?

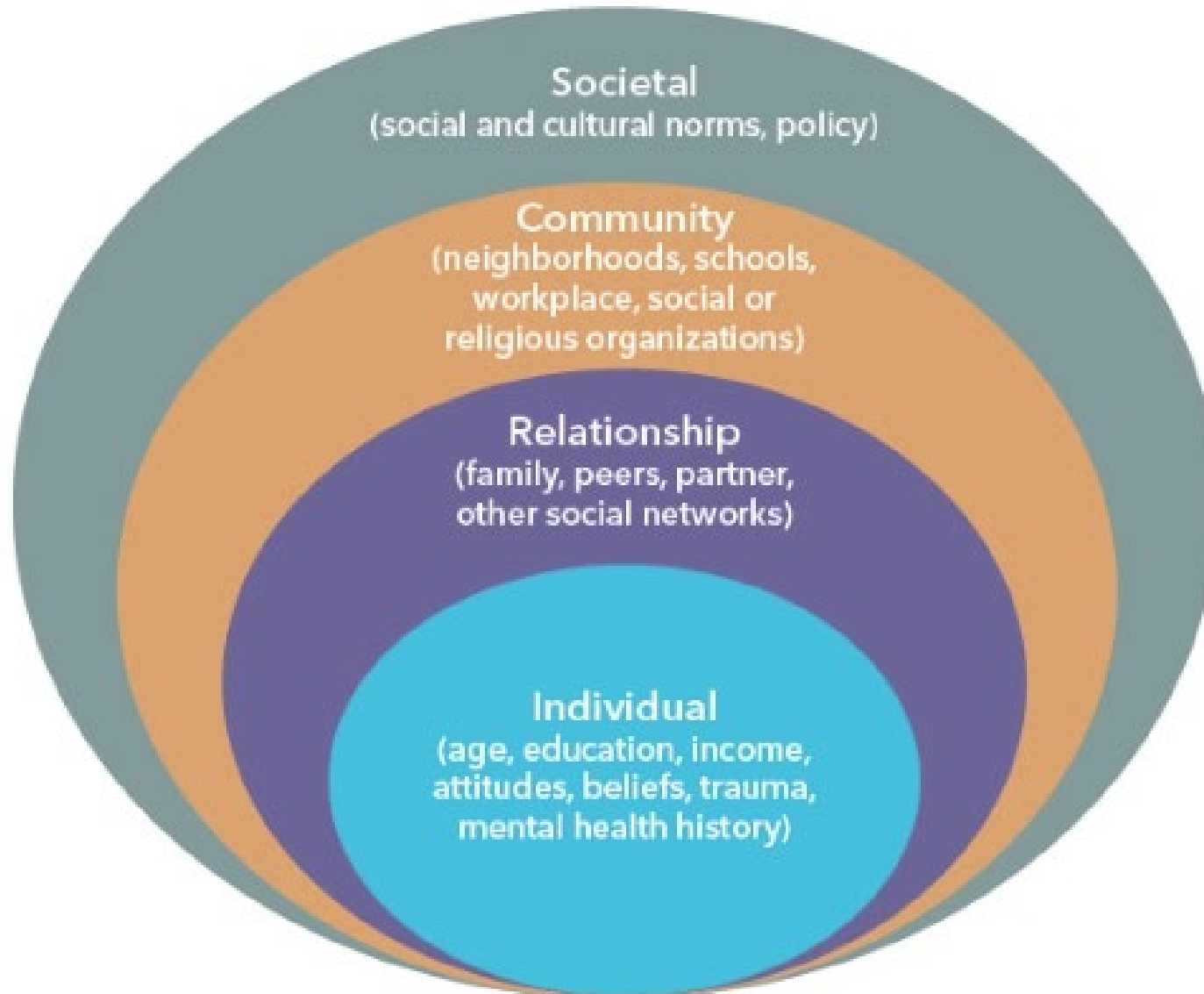
Traffic crashes are preventable—not accidents

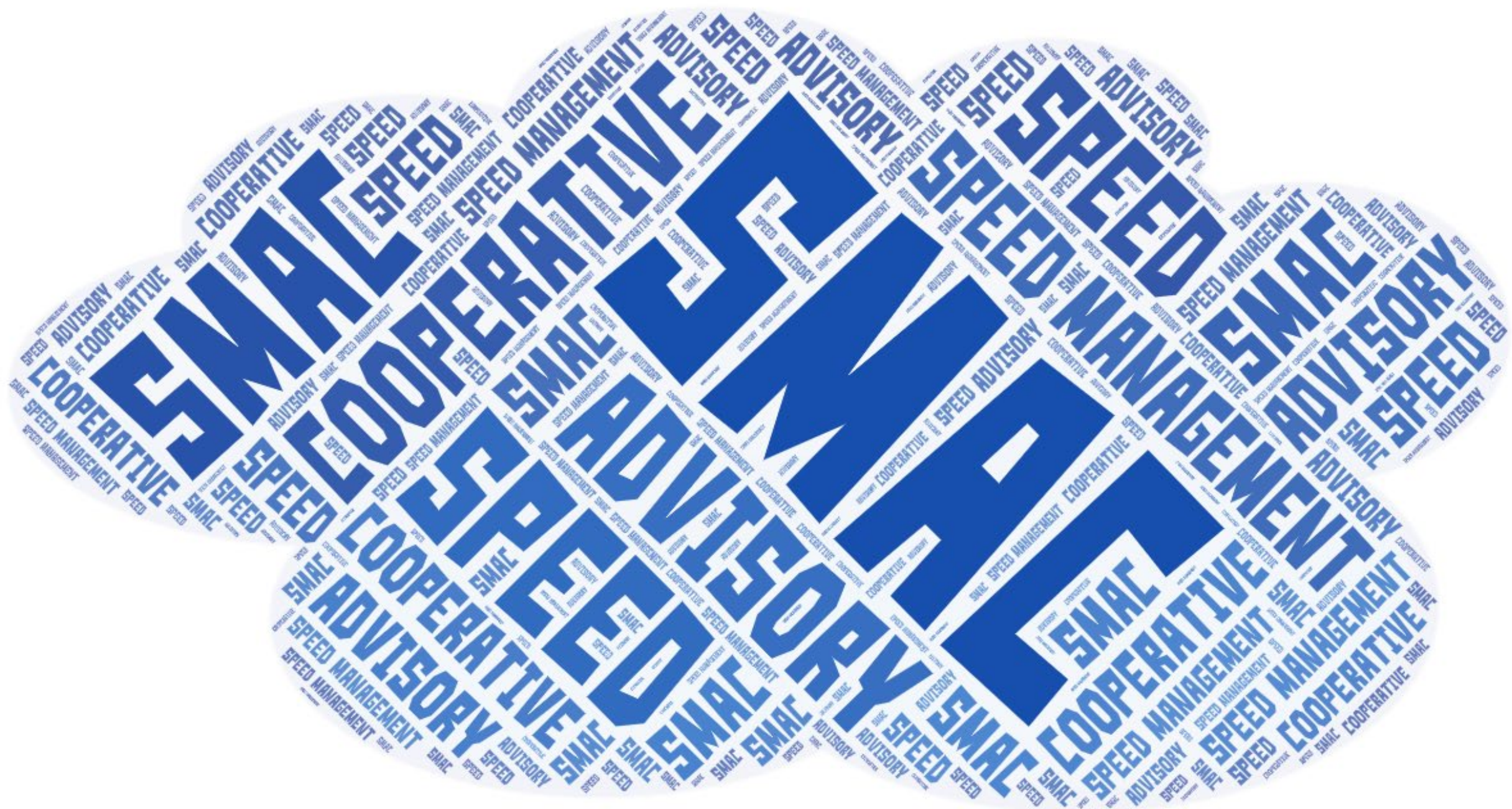
Address root causes, change risky environments, and support people

Deploy a strategic, comprehensive, collaborative prevention approach

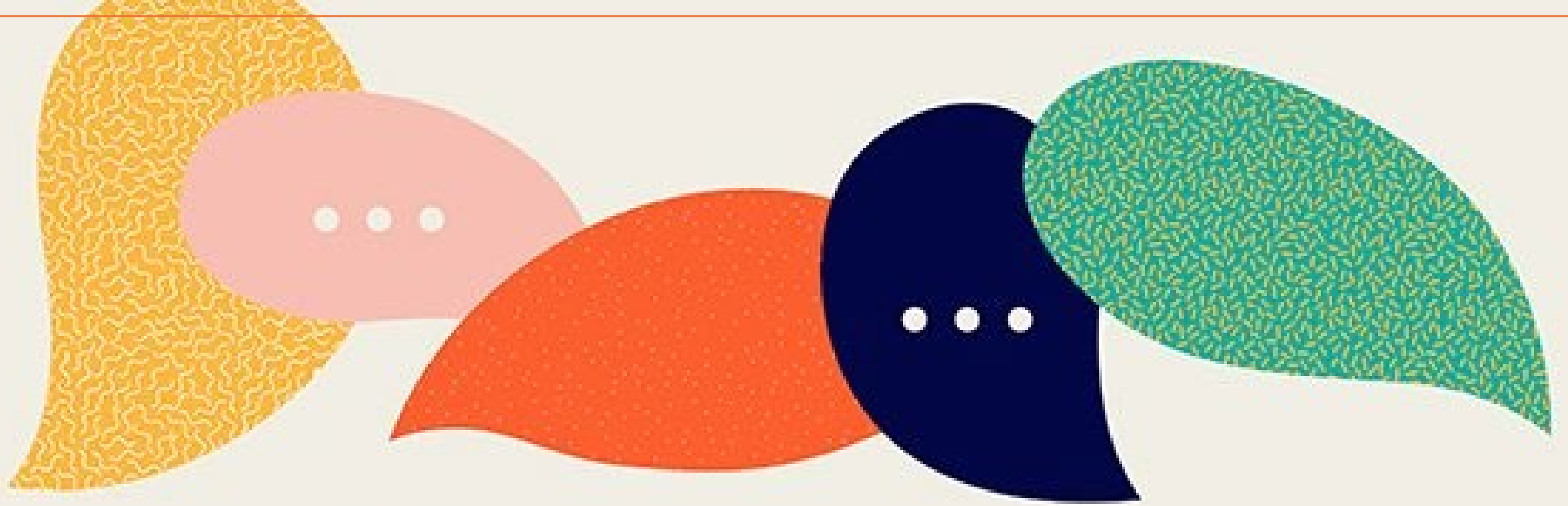


# The Social Ecological Model







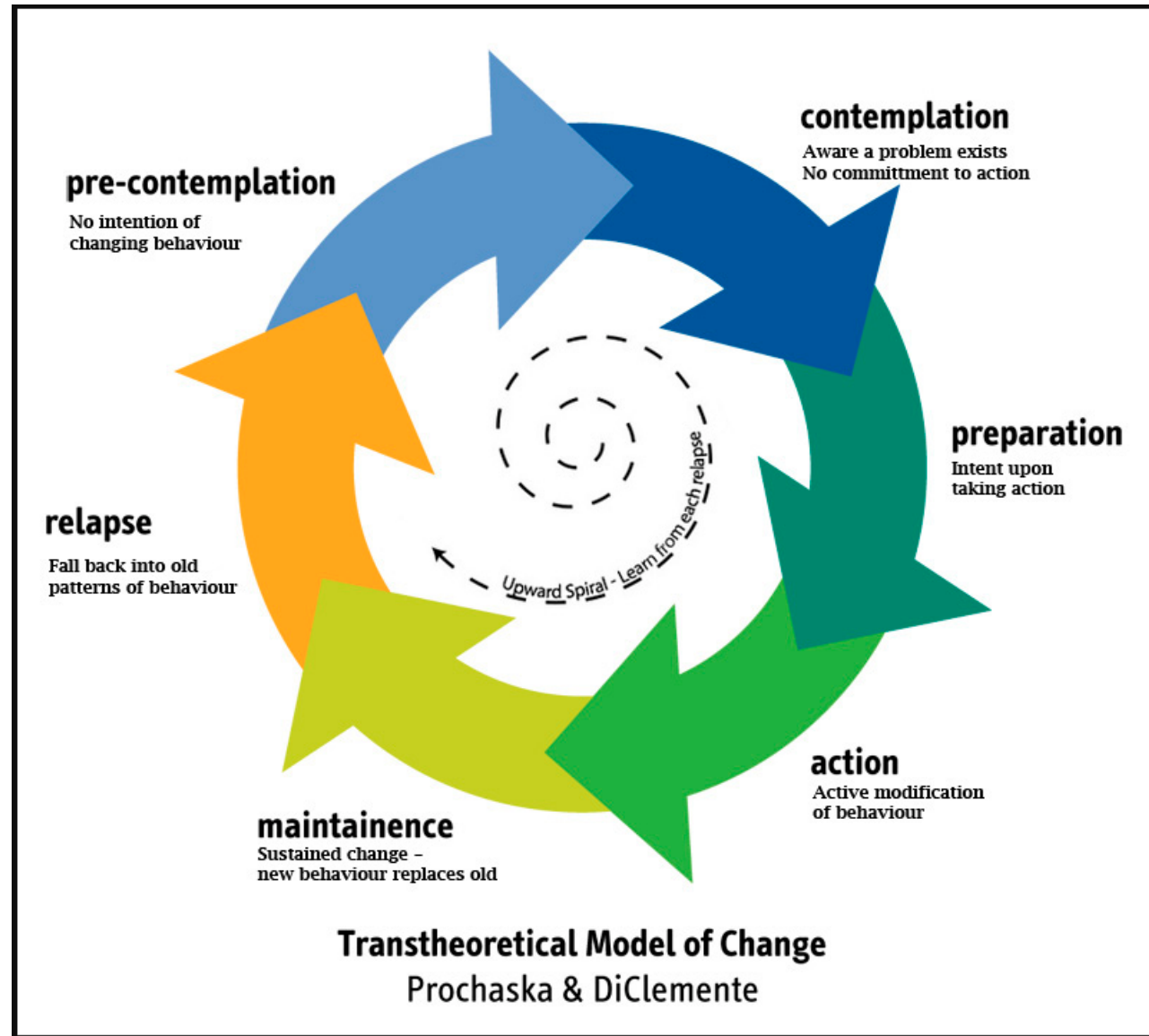




# Understanding the Flow of Prevention

- **Upstream: Change the conditions that create risk**
  - *Goal: Prevent risks from arising in the first place.*
- **Midstream: Shape Behavior and Access**
  - *Goal: Influence individual choices and community norms.*
- **Downstream: Respond and Reduce Harm**
  - *Goal: Minimize harm and support recovery.*

# Six Stages of Behavior Change

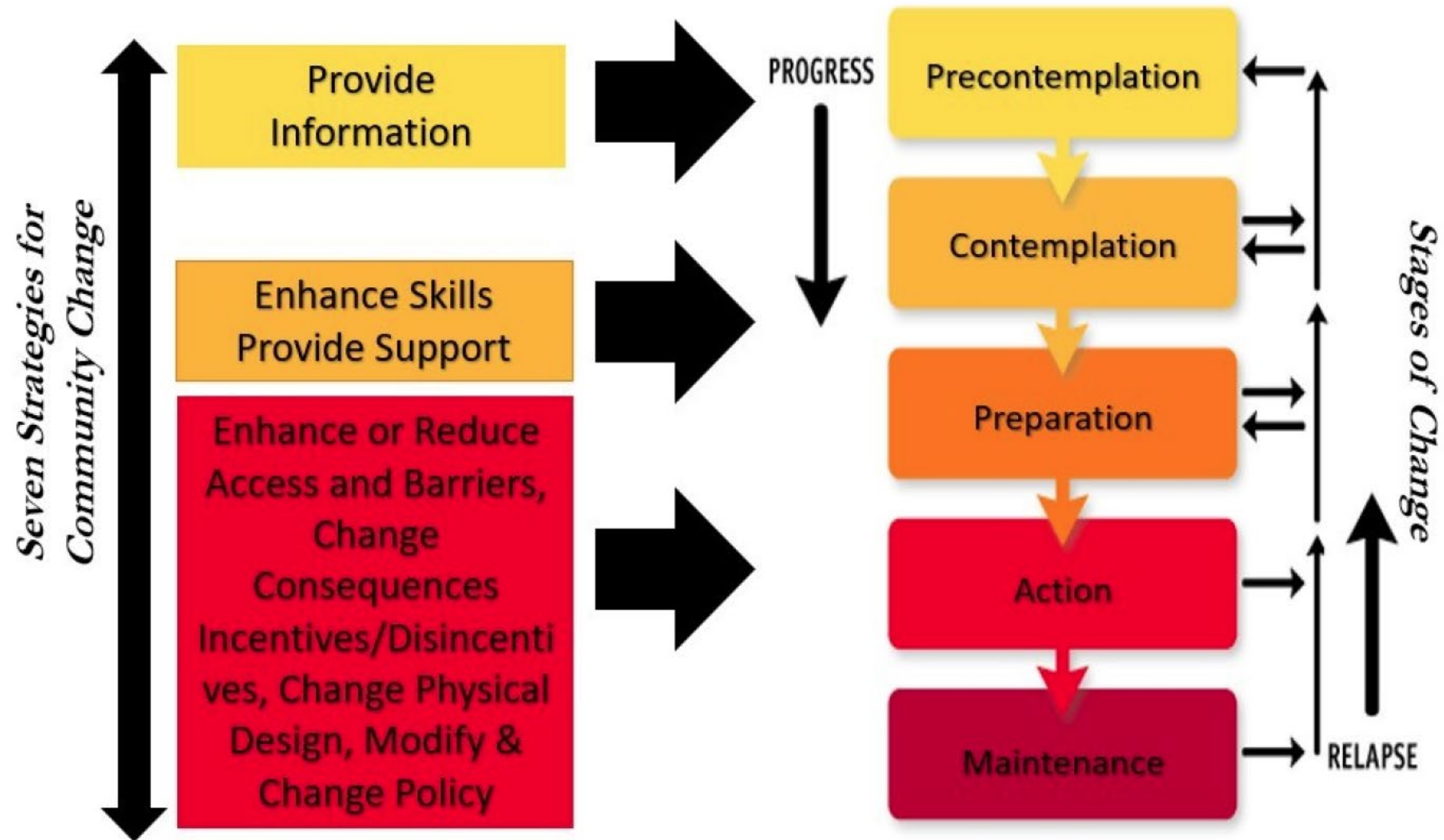


# Seven Community Change Strategies





# If you know the Stages of Change, you know the Seven Strategies for Community Change.



Create change for individuals and Communities today!

# Layered Strategies Work Best

- No single intervention is enough.
- We need coordinated, layered approaches across all levels.
- Everyone has a role:
  - Youth, Parents, Families
  - Healthcare providers
  - Public safety agencies
  - Human service and charity organizations
  - Education and youth development organizations
  - Communities of Faith
  - Media
  - Recreation and arts-related organizations
  - Economic and philanthropic organizations
  - Environmental agencies and organizations
  - Elected leaders at all levels

# Sustainable Change through Multiple Lines of Effort by Multiple Stakeholders

- Upstream: Systems and Root Causes
  - ***Focus: Social, political, structural conditions and systems.***
- Midstream: Shape Behavior and Access
  - ***Focus: Influences road user behavior, built environment.***
- Downstream: Respond and Reduce Harm
  - ***Focus: Accountability and recovery, emergency response, trauma care, post-crash support***

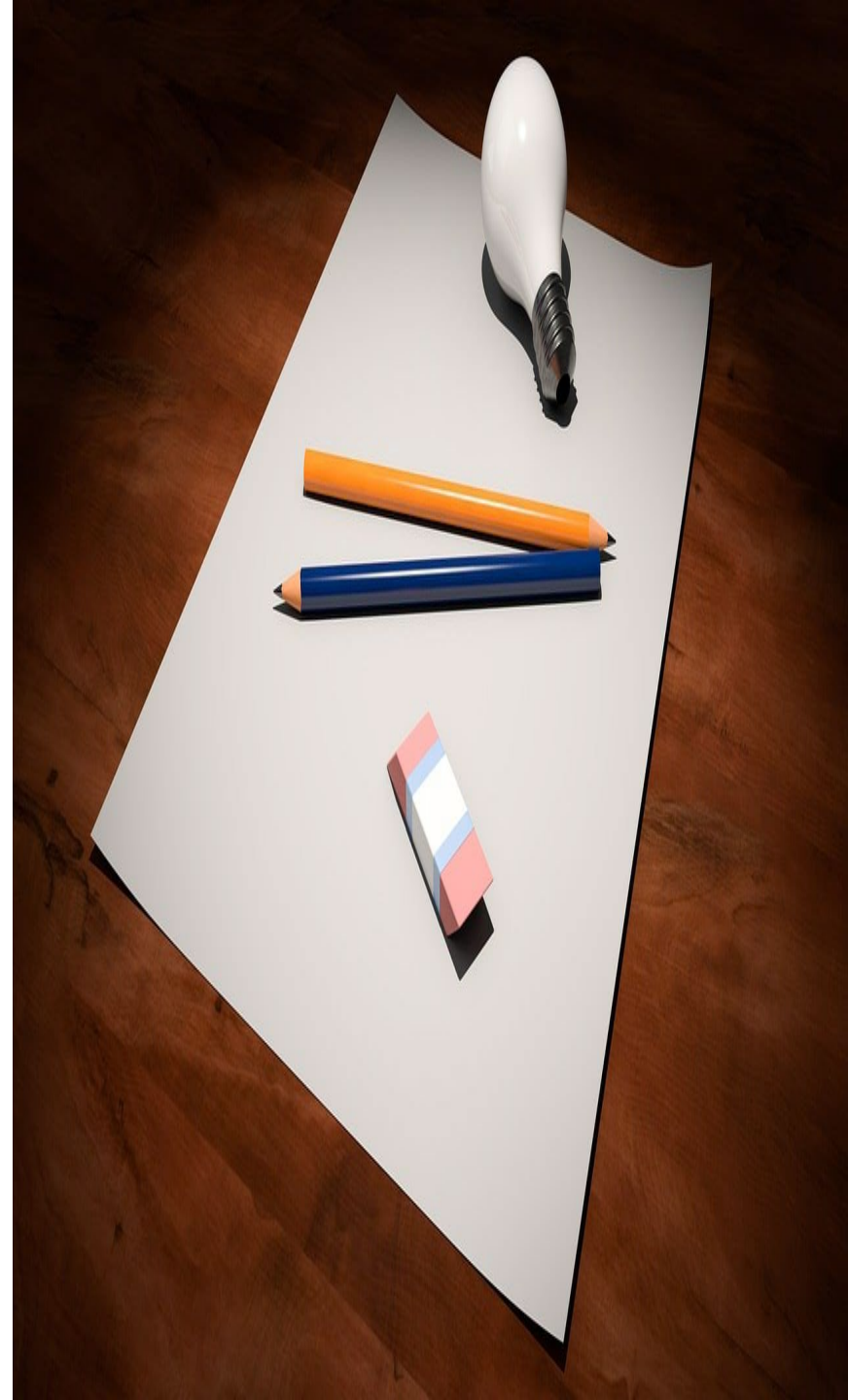


# Be Part of the Solution!

Start conversations about  
systemic solutions

Join or support local safety  
coalitions

Share what works—and  
advocate for policies that  
prioritize lives



# Thank you!

**Dr. Janine Koffel**

Program Manager

Washington Traffic Safety Commission

[jkoffel@wtsc.wa.gov](mailto:jkoffel@wtsc.wa.gov)

(360) 725-9871



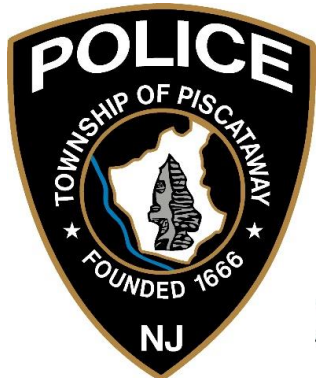
# Managing Speeds for Better Travel and Fewer Risks

PISCATAWAY PROMOTES



**Presented by: Ptl. Bill Kloos #1184**

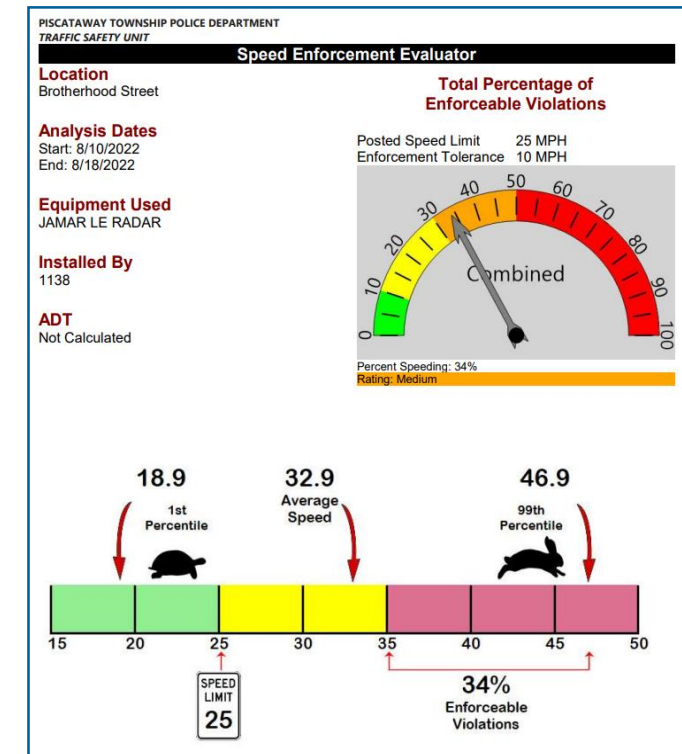
**Piscataway Township Police Department**  
*Traffic Safety Division*





# Catalyst- Complaints & Observations:

- Consistent complaints from residents regarding speeding on 25 mph residential streets
  - No system to track complaints
- Outdated speed enforcement equipment
- Data from traffic counters indicating that vehicles are speeding
- Enforcement efforts statewide remain lower since the pandemic
- Department staffing levels and call volume

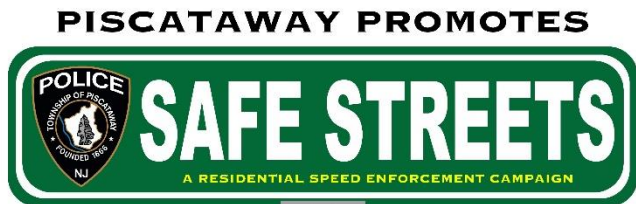


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# Crash Analysis Data:

- Piscataway Township: +- 19 Sq. Mi., 60K+ residents, 15+ schools
- From 2010 – 2021- 9.09% of collisions on 25 mph roadways- attributed to unsafe speed
  - County average= 4.43%    State average= 4.85%
- In 2021, 11.55% of collisions on 25 mph roadways- attributed to unsafe speed
  - State average= 3.61%



RUTGERS



# Crash Analysis Data (continued)

- These collisions most often occur between 4-6 p.m. (15.99%)
- Young drivers (16 – 20 YO) involved 29.2% of the time
  - State average= 18.66%
- Piscataway Police statistically experiences the highest call volume between 4-6 p.m.



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# Assessment of Crash Analysis Data:

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- These crashes most often occur during the busiest hours of the day
- Officers are left with minimal time to conduct speed enforcement efforts at these times due to call volume
- Lower enforcement coincides with data indicating more collisions

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# Past Speed Enforcement Efforts:

- Radar trailers
- Variable Message Boards
- Selective speed enforcement efforts (not supported by data)
  - *Typically, less than 100 speeding summonses issued annually*



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# Development of a Comprehensive Speed Enforcement Campaign: 7

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## • Goals:

- Promote a safer community by reducing collisions related to vehicles traveling at unsafe speeds on 25 mph roadways
- Address constant resident speeding complaints
- Rebuild Piscataway Township's reputation for having no tolerance for speeding on residential streets

## Funded By:





# Initial Objectives of Campaign:

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- Reduce the amount of collisions attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 3%
- Reduce the amount of collisions by young drivers (16-20 years old) attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 4%

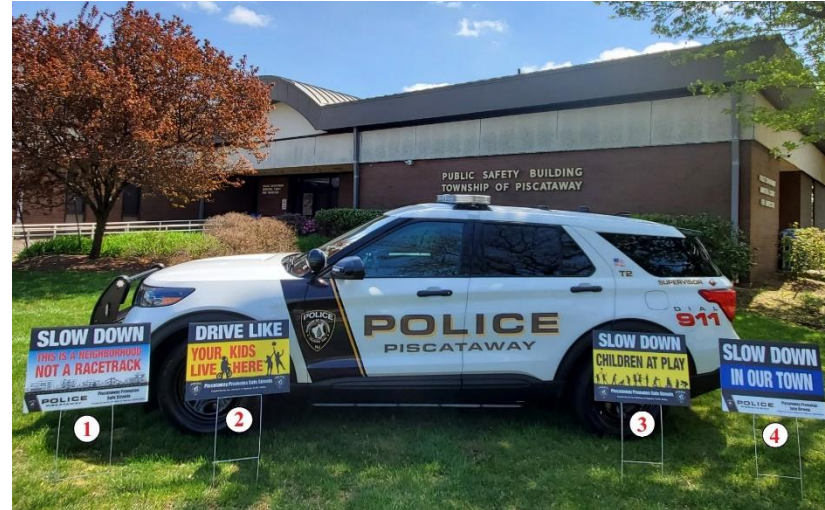
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# Multi-Faceted Campaign:

- Multifaceted high visibly speed enforcement campaign including:
  - Infrastructure improvements
  - Education
  - Community Engagement
  - Selective Speed Enforcement

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# Infrastructure Improvement Effectiveness:

## • Lakeview Avenue Speed Reduction Project:

- Highest volume of speed related collisions in town
- Prior to any speed mitigation efforts, 34% of vehicles travel over 40 mph on 25 mph roadway
- Following 1 month of radar signs in both directions, vehicles traveling over 40 mph dropped to 14%
- Following 1 month of rigorous enforcement efforts, vehicles traveling over 40 mph dropped to 10%



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**STALKER®**



# Teen Safe Driver Education:

- Educational seminars held at local high schools, places of worship, and community center
  - Goal= Ensure young drivers understand the risks associated with speeding
  - 2023 - 2025- Over 35 educational seminars held

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# Meaningful Public Engagement (MPE):



to



PISCATAWAY PROMOTES



- Involve the community to gather support of the program
- Develop contacts with members of the community
- Learn residents' concerns
- Positive publicity for agency



# MPE: Campaign Lawn Signs

- Free lawn signs made available to residents
- 2023= 1,000 signs distributed
- 2024= 500 signs distributed
- 2025= 500 signs distributed



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*Signs now feature QR code to webpage and campaign logo*





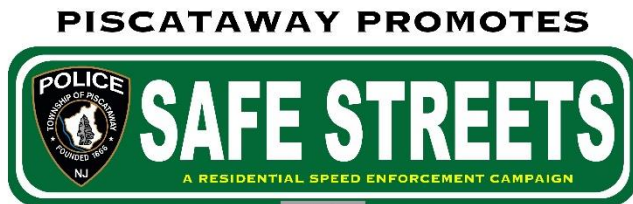
# MPE: Open Public Forum

## • Schedule:

- Brief presentation about program
- Open floor for general feedback and questions
- Broken into groups based upon street to discuss street specific concerns with officers

***GOAL: To shape the future of this residential speed enforcement campaign by engaging with and incorporating the input of community members!***

**Residents= Lived Experiences**



# MPE: Open Public Forum Feedback

## INCORPORATED IN 2025 CAMPAIGN:

- Rumble strip placement
- Post cards sent to focus streets
- Notification to delivery companies

### PISCATAWAY PROMOTES



## SPEED ENFORCEMENT EFFORTS ARE COMING TO YOUR NEIGHBORHOOD



8 pole mounted radar signs have been installed. 5 additional signs will be installed in 2025.

**PISCATAWAY PROMOTES**



**SAFE STREETS**

A RESIDENTIAL SPEED ENFORCEMENT CAMPAIGN



1,500 campaign lawn signs encouraging drivers to slow down have been distributed to residents at no cost. These signs are available at many community events. Campaign lawn signs will again be available in 2025.



Since This Campaign Began:  
417 Selective speed enforcement details  
3,874 Motor vehicle stops conducted  
**4,208 Total summonses issued**  
2,405 39:4-98 Speeding summonses issued



35 seminars / events have been held, which focused on teen safe driving. In 2025, the Traffic Safety Division is partnering with *Piscataway High School – Students Against Destructive Decisions Club*, as they embark on their own teen safe driver campaign, “Pway You Know, Drive Safe, Drive Slow.”



**POLICE**  
PISCATAWAY



TRAFFIC SAFETY DIVISION



SEE REVERSE FOR  
UPCOMING EVENTS

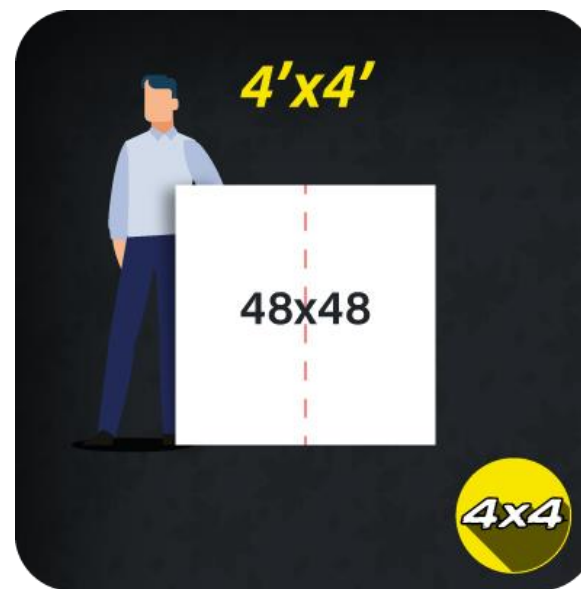
FUNDING FOR THIS INITIATIVE  
IS PROVIDED BY THE  
NEW JERSEY DIVISION OF  
HIGHWAY TRAFFIC SAFETY



# MPE: Open Public Forum Feedback

INCORPORATED IN 2025 CAMPAIGN:

- Lawn sign configuration
- Rutgers University partnership
- Date of event



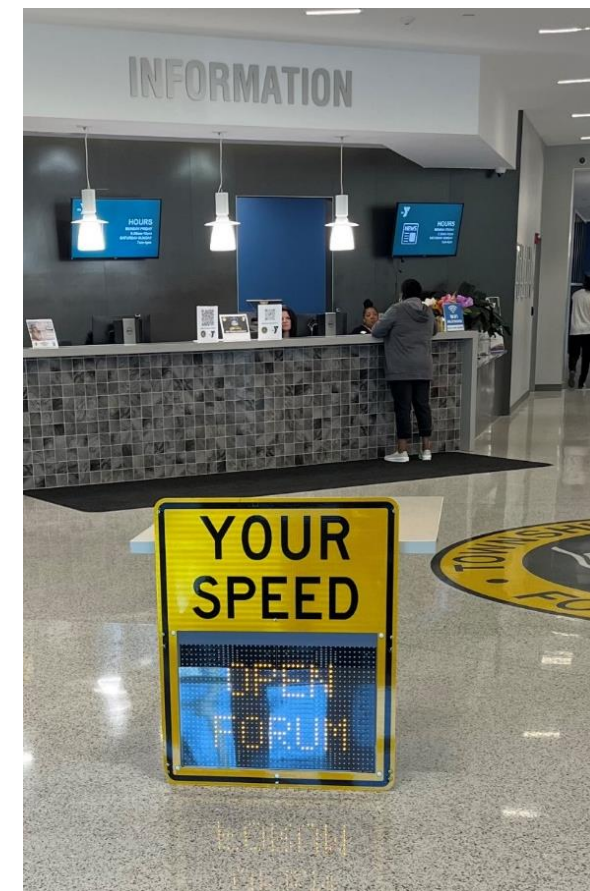
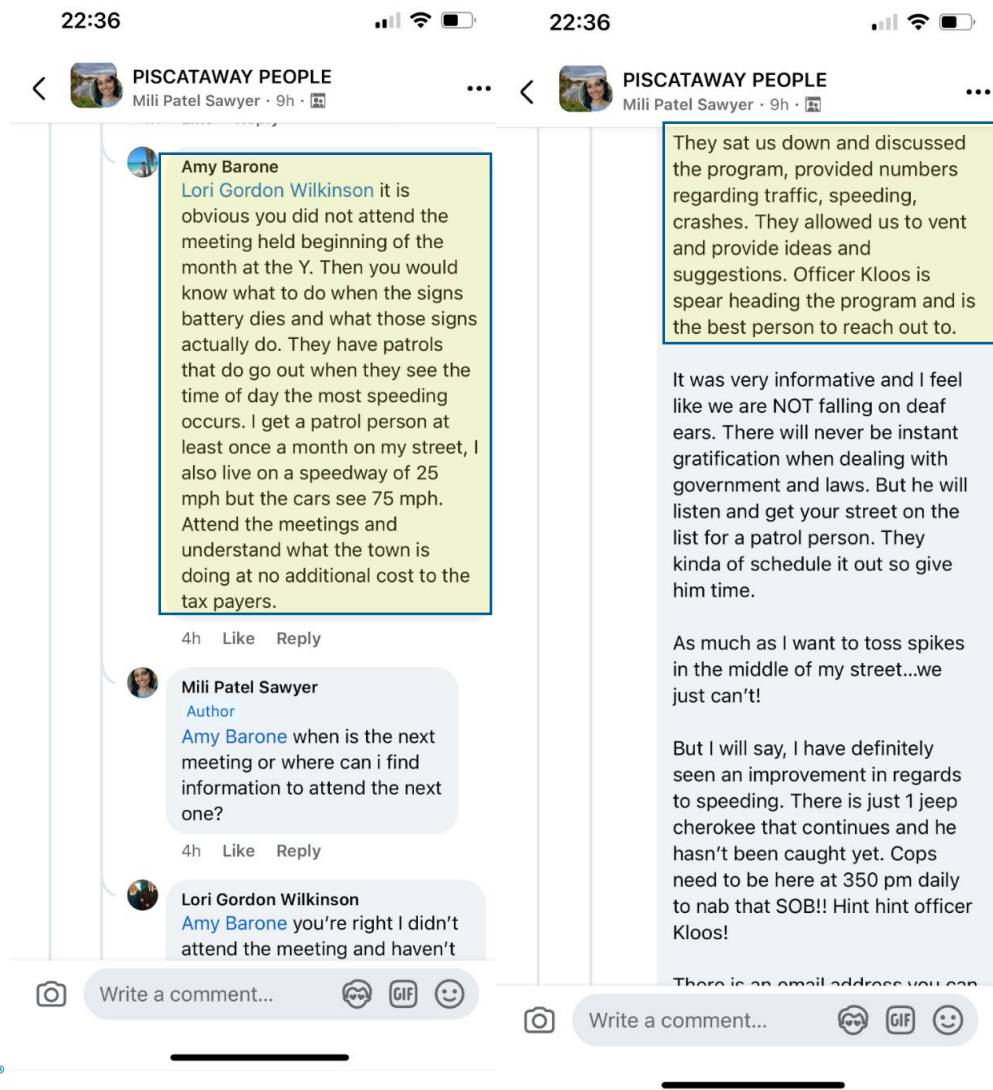
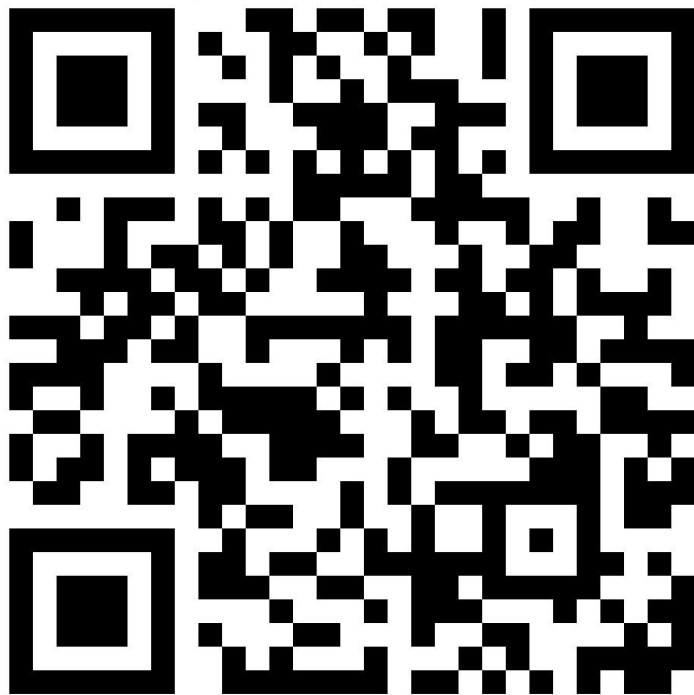
RUTGERS





# MPE: Open Public Forum Reviews

Video of Event:





# MPE: Community Roadway Safety Assessments

- Hosted in each sector of community
- Opportunity for officers to engage with public in environment where speeding is occurring



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# MPE: Community Roadway Safety Assessments



PISCATAWAY PROMOTES





# MPE: Collaboration with Youth In Community

## Partnership: Piscataway High School Students Against Destructive Decisions- (SADD)



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# MPE: Collaboration with Youth In Community

## U Got Brains Challenge



PISCATAWAY PROMOTES



**CHALLENGE:** Create the best teen safe driving awareness campaign in NJ



# MPE: Collaboration with Youth In Community

## Events Hosted



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# MPE:

## Collaboration with Youth In Community

### Teen Safe Driver Academy



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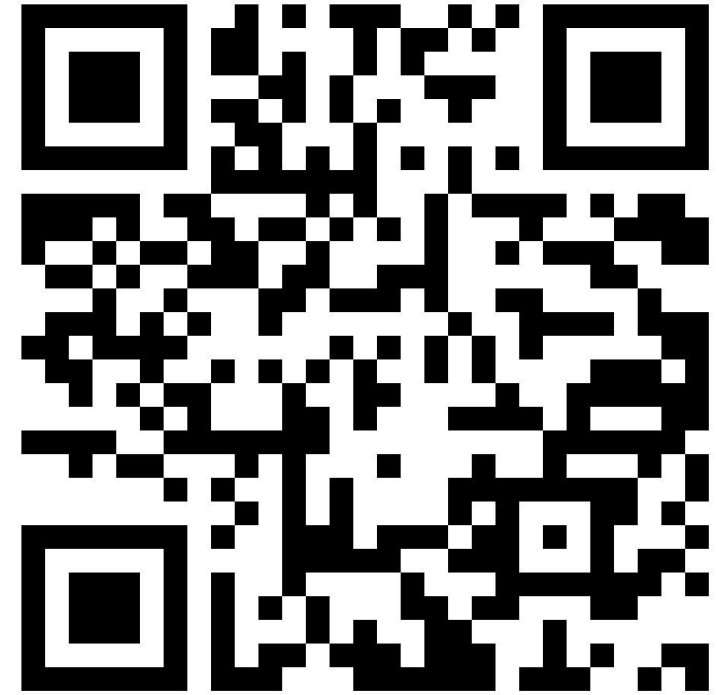
# MPE:

## Collaboration with Youth In Community

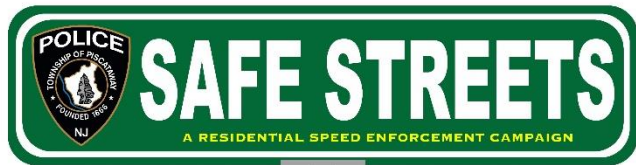
### New Lawn Sign Design For 2025



**Video About Campaign:**



PISCATAWAY PROMOTES

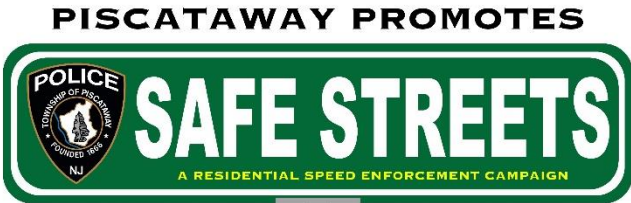




# MPE: Collaboration with Youth In Community



## The Results:

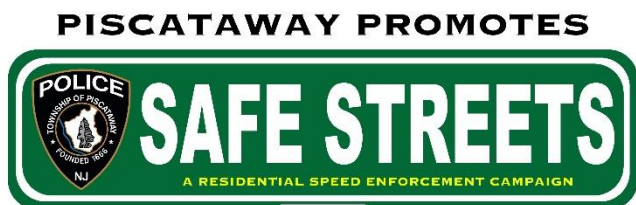




# MPE:

## Assistance of Organizations & Liaisons

- **Outside Organizations:**
  - Boy Scouts Troop #67
- **Resident Street Liaisons:**
  - Volunteers that represent specific streets
    - Distribute lawn signs
    - Collect & report community concerns





# MPE: Community Events



- National Night Out

PISCATAWAY PROMOTES



- Coffee With A Cop



- Piscataway Street Fair



- Piscataway Senior Center



# MPE: Webpage & Engagement Portal



The screenshot shows the Piscataway Township website. The header includes the township seal, weather (70°), and social media links. The navigation bar lists Home, Departments, EGov, Government, Information, Services, and Contact Us. The main content area features a banner for 'PISCATAWAY PROMOTES SAFE STREETS' with a green and white sign graphic. Below the banner, text announces the continuation of the campaign in 2024. A sidebar on the left lists 'Related Pages' such as Applications, Forms, & Reports, Community Programs, and Safe Streets.

## Contact Us

Please use the below contact form for the following topics only:

- General feedback on the Piscataway Promotes Safe Streets speed enforcement campaign
- Requests for:
  - Radar sign
  - Speed enforcement efforts
- Volunteering as a Resident Street Liaison

The submitted form will be sent to the Piscataway Township Police Department's Traffic Safety Division for review and may assist with driving the direction of this campaign.

If you need to contact the Piscataway Township Police Department about any other matter, please visit the [department contact page](#).

First Name\*

Last Name\*


Address\*

Phone Number\*

Email Address\*

Detail your request\*

☐ I'm not a robot

 reCAPTCHA

**SUBMIT**

 noreply@revize.com | Traffic PD 7/1/2024

**Safe Streets Request**

First-Name = Rajkumar  
 Last-Name = Krishnamurthy  
 Address = 64 Gramercy Drive  
 Phone-Number = 8487028800  
 Email-Address = [rajkumar.krishnamurthy@gmail.com](mailto:rajkumar.krishnamurthy@gmail.com)  
 Details = Dear Sir/Madam, I'm Raj, recently moved to Piscataway from Edison. My current address is 64 Gramercy Dr Piscataway. My house is near intersection of Fuller Ave and Gramercy Dr. In past two months I have witnessed two accidents near my house intersection. Later incident happened on Jun-27th. Case Number - 24015694 where driver damaged my property by running his car over my lawn. My family is scared to even come out of the house. Kindly request you to setup speed humps and rumbles near all intersection on both ways. Client IP = 68.194.115.52

## Public Engagement Portal:

- Requests for radar signs
- Requests for enforcement
- General feedback
- Questions about campaign
- Volunteering as resident street liaison



## PISCATAWAY PROMOTES





# MPE: Campaign Brochure

- **Distributed at:**
  - Community events
  - Local shops
  - Township buildings
  - All motor vehicle stops
  - With mailed summonses

PISCATAWAY PROMOTES



**PISCATAWAY PROMOTES**

**SAFE STREETS**  
A RESIDENTIAL SPEED ENFORCEMENT CAMPAIGN

**STOP SPEEDING BEFORE IT STOPS YOU!**

Motor vehicle crashes involving vehicles operating at unsafe speeds occur in Piscataway at a rate greater than the county and state average.

Young drivers (between the ages of 16-20) are disproportionately involved in these collisions.

**Speed limits are put in place to protect the community!**

**Speed Kills!**  
It's more than just breaking the law!

**When you speed you risk:**

- Losing control of your vehicle
- Safety equipment (airbags & seatbelts) becoming less effective
- Reduced reaction time
- Losing your life or ending others'
- Increased degree of crash severity
- Paying for damages and medical costs

-12,330 Speed-Related Deaths in 2021  
-29% of All Traffic Fatalities in 2021 Were Speed Related (NHTSA 2021)

The Piscataway Township Police Department- Traffic Safety Division is committed to making residential roadways safer for all pedestrians and motorists in our community.

**SAFE STREETS**  
A RESIDENTIAL SPEED ENFORCEMENT CAMPAIGN

**Campaign Elements:**

- INFRASTRUCTURE IMPROVEMENTS:** Pole mounted radar signs installed throughout the community, which display vehicle speed to drivers.
- EDUCATION:** Educational seminars held at local schools and places of worship to educate young drivers on the dangers of speeding.
- COMMUNITY ENGAGEMENT:** Free lawn signs available to residents with messages encouraging drivers to slow down. Open public forums held to discuss vehicle speeding issues in the community.
- SELECTIVE SPEED ENFORCEMENT:** Directed high visibility speed enforcement efforts conducted by officers on residential roadways.

Funding for this initiative is provided by the New Jersey Division of Highway Traffic Safety.

**PISCATAWAY PROMOTES**

**SAFE STREETS**  
A RESIDENTIAL SPEED ENFORCEMENT CAMPAIGN

For More Information About This Campaign Visit:  
[https://www.piscatawaynj.org/departments/police\\_department/safe\\_streets.php](https://www.piscatawaynj.org/departments/police_department/safe_streets.php)



# MPE: Social Media Posts

**Piscataway Township Police Department** May 23 · 🌐

The Piscataway Township Police Department- Traffic Safety Division would like to thank all of the residents that recently attended the Piscataway Pr... See more



👍❤️ 58

9 comments 1 share

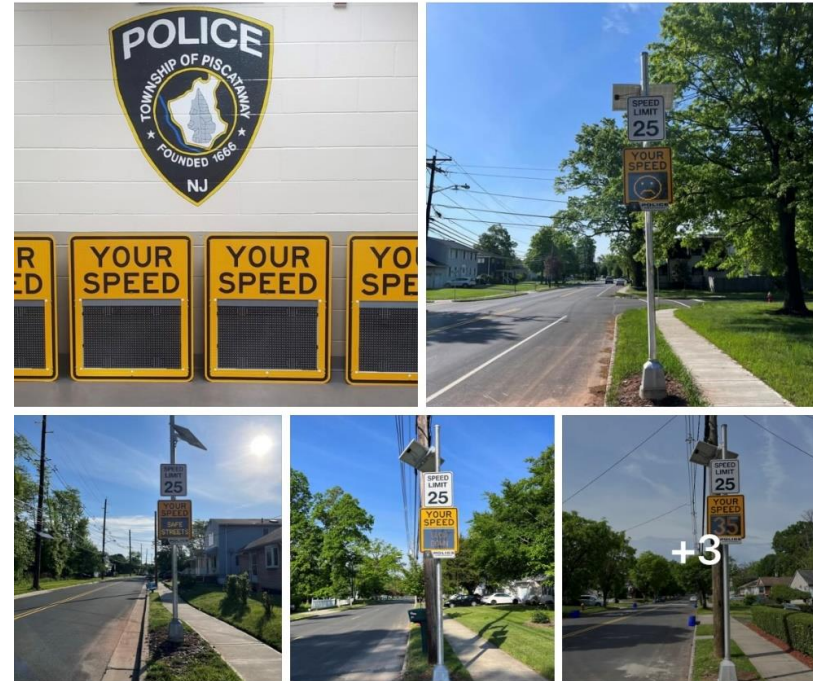
👍 Like 💬 Comment 📧 Send ➦ Share

**PISCATAWAY PROMOTES**



**Piscataway Township Police Department** May 30 · 🌐

The Piscataway Township Police Department - Traffic Safety Division is pleased to announce that solar-powered radar signs have recently been i... See more



👍❤️ 79

20 comments 5 shares

👍 Like 💬 Comment 📧 Send ➦ Share

**Piscataway Township** Jun 8 · 🌐

Pick up a free Safe Streets sign from the [Piscataway Township Police Department](#) (PTPD) at today's Piscataway Street Fair on Stockton Street behind [The YMCA at the Piscataway Community Center](#).

For more information on PTPD's Safe Streets program: [https://www.piscatawaynj.org/departments/police\\_department/safe\\_streets.php](https://www.piscatawaynj.org/departments/police_department/safe_streets.php)



👍❤️ Casey Annuzzi and 42 others

1 comment

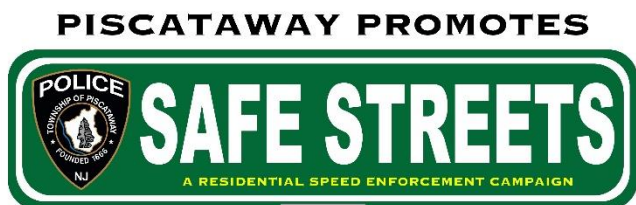
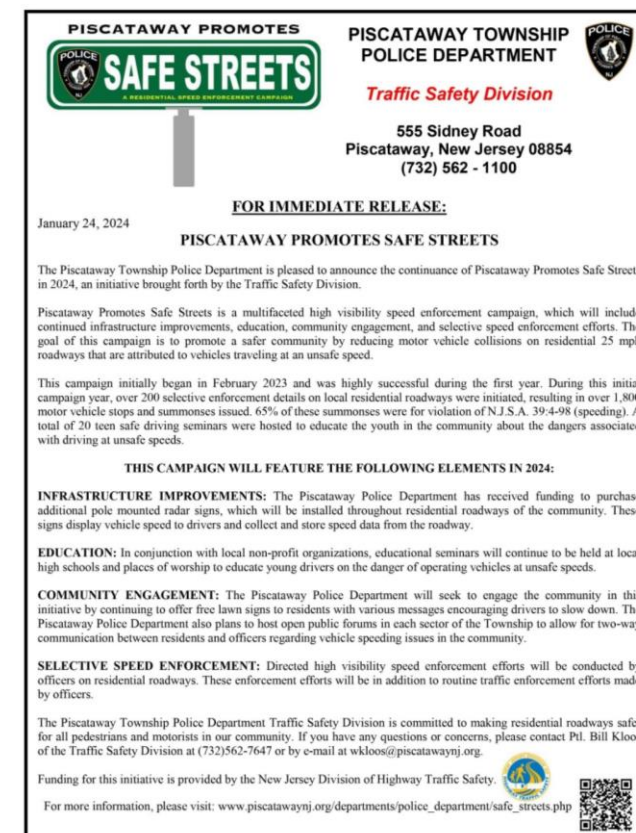
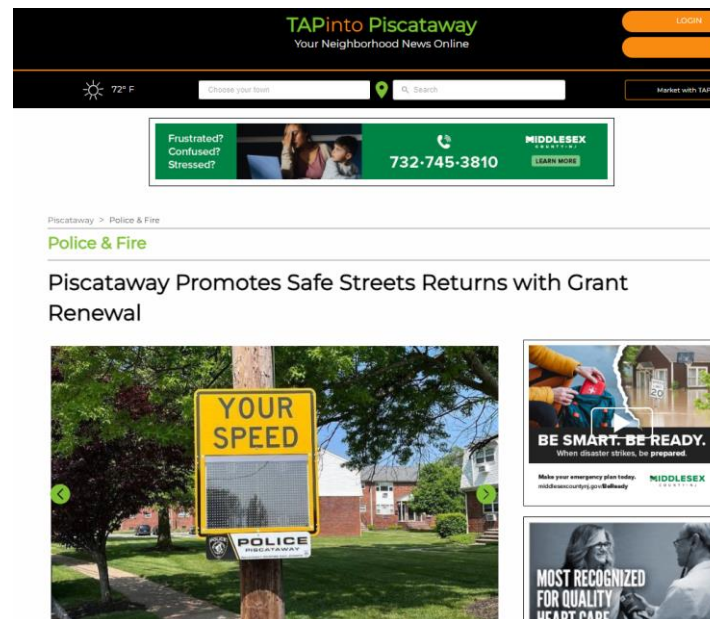
👍 Like 💬 Comment 📧 Send ➦ Share





# MPE: Press Coverage & Videos

- Press release issued at start of campaign year
- Numerous news articles published
- Posted on Township websites & newsletters





# Selective Speed Enforcement:

- High visibility speed enforcement efforts on residential roadways
  - Officers assigned to a specific street at a specific time for speed enforcement (based on data)
  - Educational material distributed to all motorists stopped
  - Goal of enforcement- change the behavior of drivers speeding in residential communities to enhance public safety



PISCATAWAY PROMOTES



## Enforcement Schedule

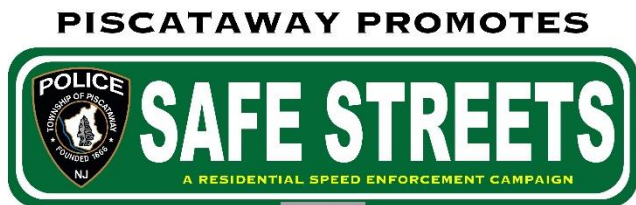
Date Range: 2023-03-21 - 2023-05-02

Direction: Both

	Best Speed Enforcement Time			
	Closing Traffic		Away Traffic	
	Start Time	Stop Time	Start Time	Stop Time
Monday	15:00:00	16:00:00	10:00:00	11:00:00
Tuesday	15:45:00	16:45:00	10:45:00	11:45:00
Wednesday	15:00:00	16:00:00	05:00:00	06:00:00
Thursday	15:00:00	16:00:00	05:00:00	06:00:00
Friday	13:00:00	14:00:00	05:00:00	06:00:00
Saturday	13:00:00	14:00:00	08:00:00	09:00:00
Sunday	14:00:00	15:00:00	12:00:00	13:00:00

# Selective Speed Enforcement Results:

- Over 450 details initiated
- Motor vehicle stops: 4,477
- Summonses: 4,852
- 57% of summonses issued for 39:4-98 (2,773)





# Initial Results of Campaign:



- **GOAL:** Reduce the amount of **collisions** attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 3% in 2023

- **RESULT:** Crashes attributed to vehicles traveling at unsafe speeds decreased from 9.95% in 2022 to 4.61% in 2023 (5.34% reduction)



- **GOAL:** Reduce the amount of collisions by young drivers (16-20 years old) attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 4% in 2023

- **RESULT:** Crashes attributed to vehicles traveling at unsafe speeds involving young drivers decreased to 20% in 2023- historically 29.20% (9.20% reduction)

PISCATAWAY PROMOTES



# Real-time Results of Campaign:



- From 2010 – 2021- 9.09% of collisions on 25 mph roadways- attributed to unsafe speed

- County average= 4.43%    State average= 4.85%

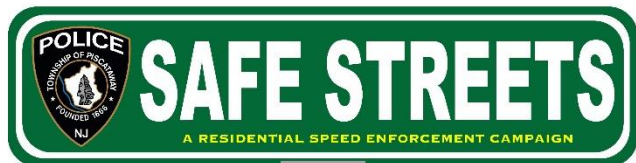
- **RESULT: These crashes are now at or below the county and state averages**



- Young drivers (16 – 20 YO) involved 29.2% of the time  
State average= 18.66%

- **RESULT: These crashes are now at or below the state average**

PISCATAWAY PROMOTES





# National Highway Traffic Safety Administration Peer Exchange

## "The Model of A Local Traffic Safety Campaign"

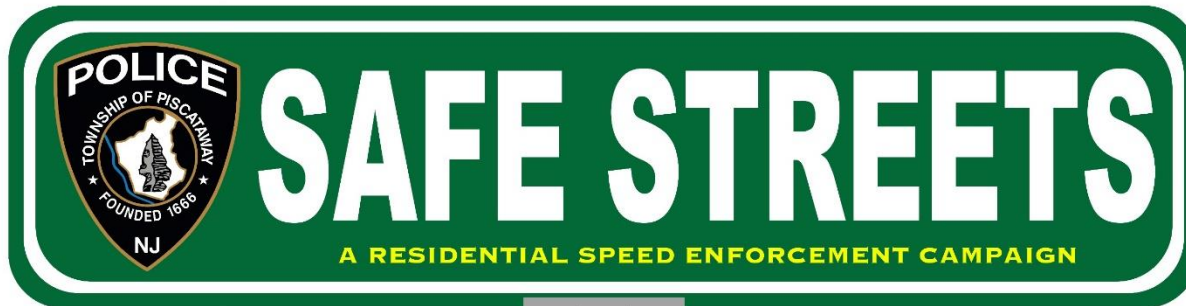


**PISCATAWAY PROMOTES**





PISCATAWAY PROMOTES

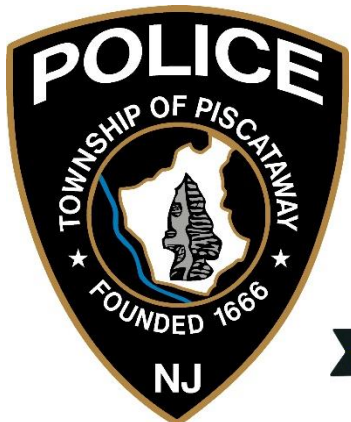


**CONTACT INFORMATION:**

**Office- (732)562-7647**

**Cell- (732)257-5296**

**E-mail: [wkloos@piscatawaynj.org](mailto:wkloos@piscatawaynj.org)**



**Presented by: Ptl. Bill Kloos #1184**

**Piscataway Township Police Department**

***Traffic Safety Division***



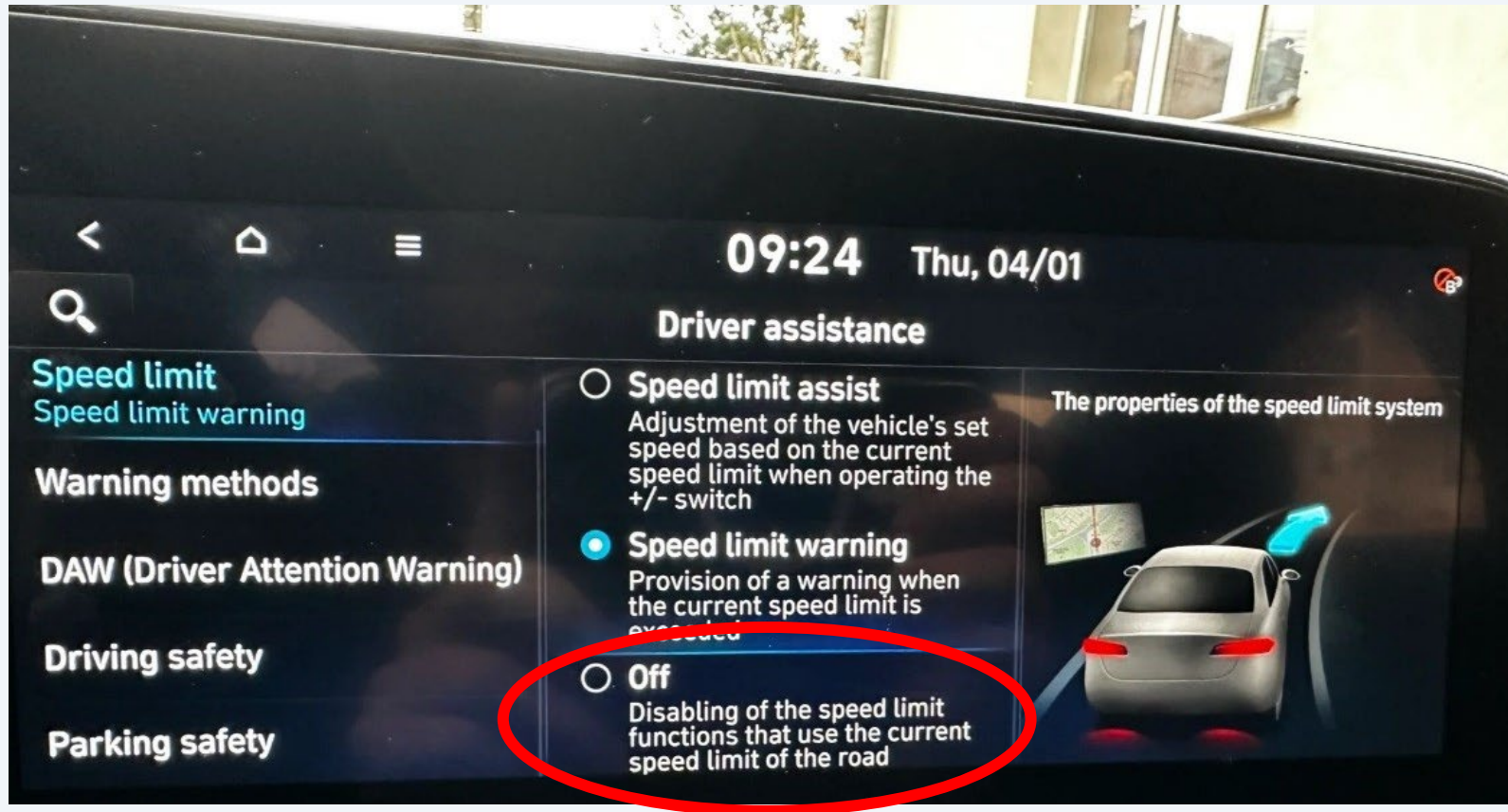


# Managing Speeds with ISA Technology

Michael Travaris, President  
LifeSafer



# Passive Systems



Can be turned off

Alerts get ignored and awareness drops after repetitiveness



Do not prevent speeding



# What is *Active* Intelligent Speed Assistance?

**An aftermarket vehicle safety device that prevents speeding**

## **Real-Time**

ISA automatically limits a vehicle's maximum speed to the current speed limit

## **Reliable**

ISA has demonstrated effectiveness in reducing speeds for decades in fleets

## **Flexible**

ISA is compatible with nearly every vehicle on the road today, including hybrids and EVs



## **Easy**

ISA is simple to install, use, and remove. It is non-intrusive & non-distractive

## **Educational**

ISA teaches proper speed habits and helps establish long-term safe driving behaviors

# Safety with flexibility

## Optional features make active ISA safe and convenient

- Digital displays can show current speed, speed limit, and upcoming changes
- Configurable offsets for the flow of traffic
- Optional override if there's the need to accelerate above the limit for a short period
- Acceleration control to limit dangerous speed changes and drive behavioral change
- Not dependent on cellular connectivity to function; ISA devices contain a localized map of roads and limits
- Tamper detection and notification if the device is removed or altered



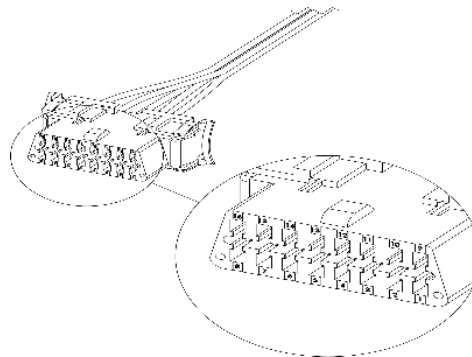


# Active ISA devices are easy to implement

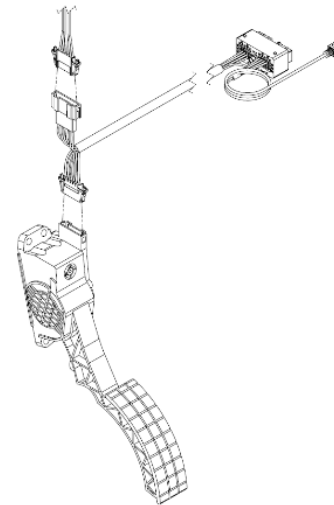
30-45 minute install by a certified expert

2-3 simple connections

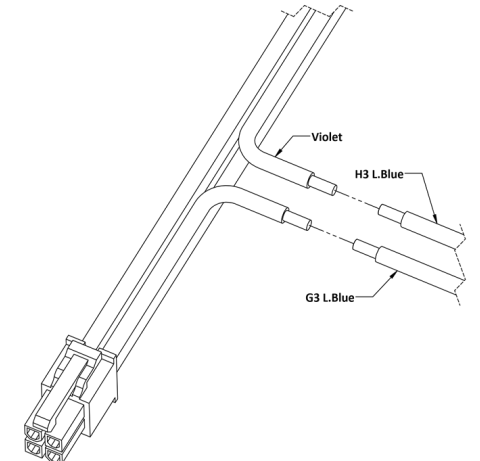
Tamper-resistant



OBD Harness



Pedal harness interceptor



Brake Pedal connection

# When we address speeding, we reduce multiple downstream safety problems

- Lower speeds lead to lower crash frequency and reduced severity of impacts
- Pedestrians, cyclists, and motorcyclists are dramatically safer at lower impact speeds
- By enforcing speed compliance, we teach proper driving habits that will have an amplifying impact on everyone
- Not every driver needs an ISA device – just some



**Active ISA devices can have immediate impact on public safety**



# Where active ISA has the greatest impact



## NEW DRIVERS

Teens (ages 15-19) & individuals with limited driving experience



## FLEET OPERATIONS

Municipal & commercial organizations that manage many vehicles



## REPEAT SPEEDERS

Individuals with a speeding or reckless driving habit

**Our shared mission is to reduce crashes, serious injuries, and fatalities**

