



YEAR IN REVIEW
THE STATE OF SPEEDING
2020-2021



CANADA

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Section 1: The State of Speeding in Canada

Canadian Motor Vehicle Traffic Collision Statistics: 2020

Transport Canada's National Collision Database (NCDB) contains data on all reportable motor vehicle collisions in Canada that the provinces and territories provide each year. According to its most recent report, the year 2020 saw a small decrease in the number of fatalities and serious injuries, and saw a significant decrease in the number of injuries.

- In 2020, the number of motor vehicle fatalities was 1,745; down 1% from 2019 (1,762).
- The number of serious injuries decreased to 7,868 in 2020; down 12% from 2019 (8,917).
- The number of total injuries decreased to 101,572 in 2020; down 28% from 2019 (140,801).
- The number of fatalities per 100,000 population decreased to 4.6 in 2020 (from 4.7 in 2019), and is the lowest on record.

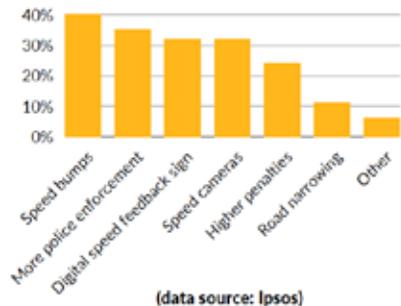
However, the report also shows concerning data in these categories:

- **The number of fatalities per billion vehicle kilometers travelled increased to 4.7 in 2020 (from 4.4 in 2019); despite significantly less KMs driven, the fatalities only went down slightly.**
- **2020 saw a large increase in the percentage of occupants who were killed or seriously injured when not wearing seatbelts. 33.2% of driver fatalities were not wearing seatbelts in 2020, compared to 25.2% in 2019, which equates to a 32% increase.**

Section 2: Drivers' Impressions of Speeding

Survey Data: What do people in North America think about speeding in their neighborhoods?

- **78%** of respondents think that speed limits in their neighborhood are not always observed by drivers.
- **58%** of respondents say they don't observe posted speed limits while driving.
- When asked about methods to slow speeders down, **speed bumps, digital speed feedback signs, and speed cameras** are the measures considered effective by most respondents.



Section 3: Building an Effective Speed Reduction Plan

3a - Collecting Your Data:

Can you identify **if, where, and when** speeding is happening?



Speed Tracker



Cloud Data
Collection

There's a simple way to keep track. Speed Tracker is a small, wireless data collector that gives you detailed stats on driver behavior and speeds that you can access online via SafeSpace Cloud.

If speeding is determined to be a problem on your streets, there are many ways to elicit change in driver behavior. At Traffic Logix, we provide a variety of solution packages to meet your multifaceted traffic calming challenges and concerns.

3b - Single-Layer Solutions: Awareness



Radar Speed
Sign



Cloud Data
Collection

Awareness is a powerful thing. Simply reminding drivers when they're speeding has been shown to change the way they drive, even miles down the road.



Since all of our radar speed signs gather data, let's take a look at how effective the single-layered awareness solution is and if more powerful and versatile solutions could suit your traffic calming needs better.

3c - Does Just One Layer Work?

In 2021, over 1,500 new radar speed signs were installed on local streets across Canada.

What difference did we make nationwide 2021 vs. 2020?

	2020	2021
% of vehicles captured travelling at over 60 km/h on residential streets	14.4%	13.51% 
% of vehicles captured travelling at over 100 km/h on residential streets	0.38%	0.29% 

With more Traffic Logix radar speed signs installed, speeding problems on local streets have been mitigated. But are radar signs always enough?

Increase or Reduction in Speeders over 100 km/h by Province / Territory from 2020 to 2021



While radar signs are often an effective way to slow speeders, there are many instances when they aren't sufficient in protecting local streets. If not installed correctly or when used to address speeding problems that require a more multifaceted approach, they may not be sufficient to reduce top speeds.

Adding **enforcement and/or physical traffic calming elements** can create far better protection against speeding, crashes, and life threatening injuries on your roads.

3d - Two- and Three-Layer Solutions

Two-Layered Solution: Awareness + Enforcement **or** Awareness + Physical Traffic Calming



Radar Speed Sign



Speed Camera



Cloud Data Collection

Speed cameras discreetly capture images from multiple lanes with pinpoint accuracy. When used with speed awareness signs, this solution package adds the element of warnings that can be issued by police or private communities as well as the ability to further target enforcement.



- One community saw a **91% reduction in speeders just 8 weeks after installing speed cameras.**
- In another, maximum speeds were reduced by **16 km/h while violations went down by 73%.**



Radar Speed Sign



Speed Humps, Tables, Cushions



Cloud Data Collection

Physical traffic calming devices installed on your roadways leave speeders no choice but to slow down. With radar speed signs, you also get valuable traffic data and the added visual reminder to drivers to slow down.



- Speed humps were found to have a **53%-60% reduction in the odds of injury or death among children struck by vehicles.** (American Journal of Public Health)
- **85th percentile speed was reduced by an average of 18% with speed humps, 19% with speed cushions, and 18% with speed tables.** (FHWA study on speed reduction)

Three-Layered Solution: Awareness + Enforcement + Physical Traffic Calming



Radar Speed Sign



Speed Camera



Speed Humps, Tables, Cushions

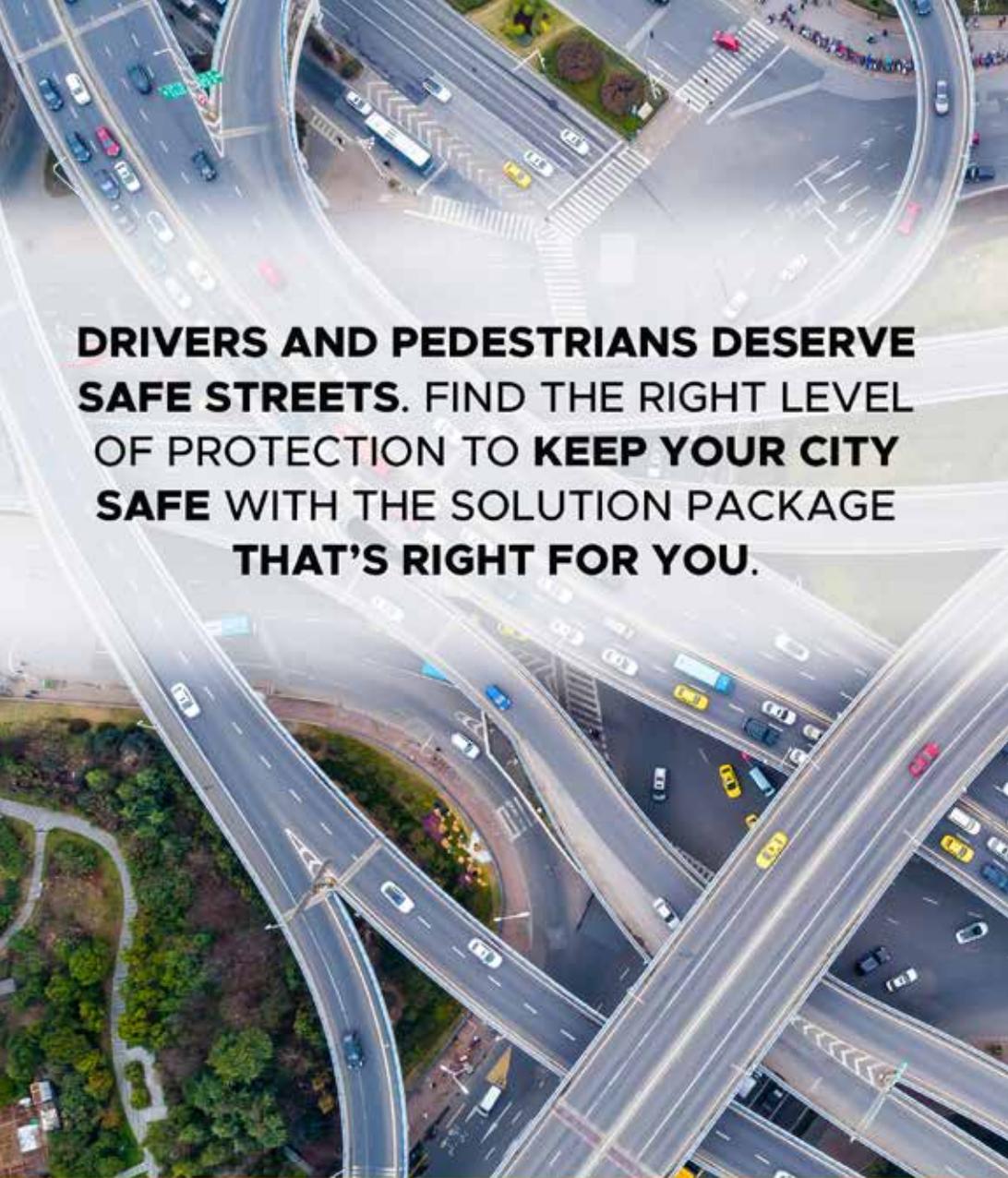


Cloud Data Collection

This trailblazing three-layered package combines radar sign and camera technology with recyclable physical traffic calming, compelling drivers to slow down and pay more attention to posted speed limits, while warning drivers who refuse to comply.



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**DRIVERS AND PEDESTRIANS DESERVE
SAFE STREETS. FIND THE RIGHT LEVEL
OF PROTECTION TO **KEEP YOUR CITY**
SAFE WITH THE SOLUTION PACKAGE
THAT'S RIGHT FOR YOU.**

LET'S GET IN TOUCH



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