



YEAR IN REVIEW  
**THE STATE OF SPEEDING**  
2020-2021

**UNITED STATES**



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## Section 1: The State of Speeding in the United States

**Nationwide Data: The NHTSA (National Highway Traffic Safety Administration) 2021 report shows road fatalities at their highest level in 16 years.**

An estimated **42,915** people died in motor accidents in 2021, the highest number since 2005. This represents a **10.5% increase** from the 38,824 fatalities in 2020.

2021 saw an increase in almost all sub-categories of traffic data from 2020:

- Fatalities in speeding-related crashes were up **5%**.
- Fatalities on urban roads were up **16%**.
- Bicyclist fatalities were up **5%**.
- Pedestrian fatalities were up **13%**.

The report also provides the comparison of regional estimates in 2021 compared to reported 2020 counts. **All 10 NHTSA regions experienced fatality increases.**

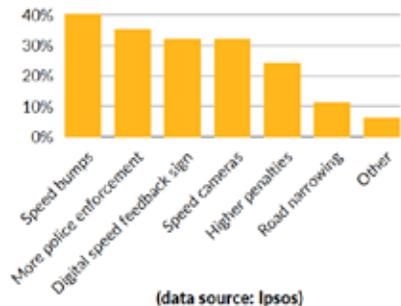
Percentage Increase in Estimated Fatalities in the First Half of 2021 From Estimated Fatalities in the Same Half of 2020, by NHTSA Region



## 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.**



### 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 10 mph 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

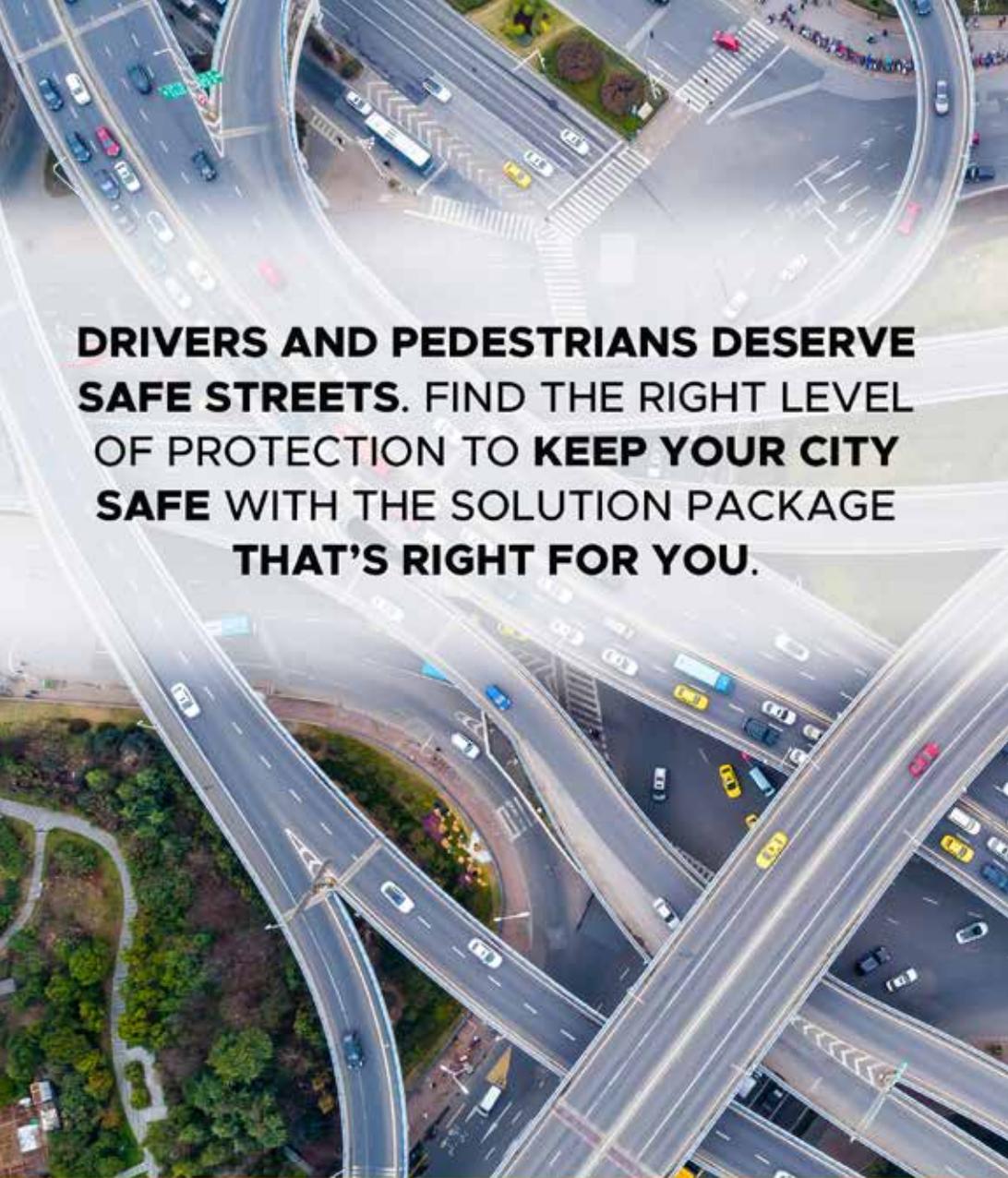


Cloud Data Collection

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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