



The state of **SPEEDING**

UNITED STATES



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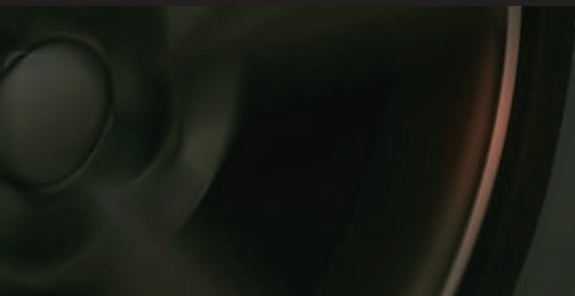
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SECTION 1:

The state of speeding in
the United States

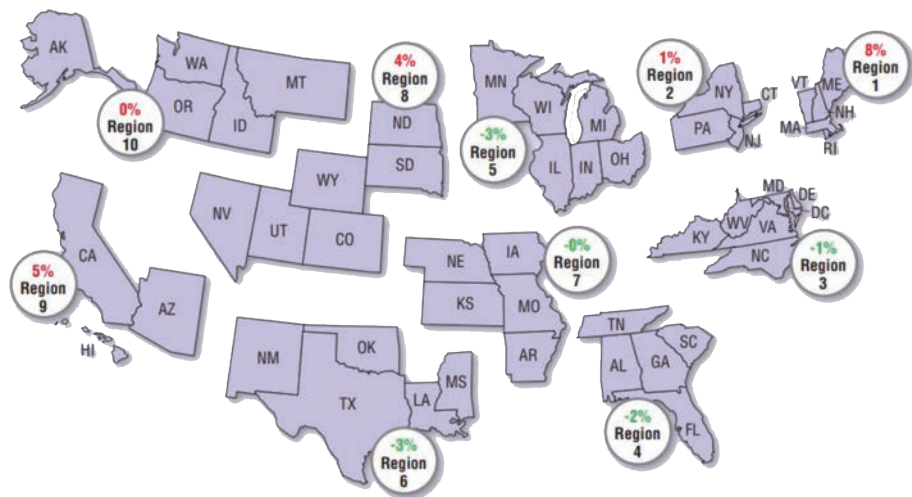


Nationwide Data: The NHTSA (*National Highway Traffic Safety Administration*) annual report shows **fatality numbers remaining static** without improvement at the **highest level evidenced in over 15 years**. Despite hopes that fatalities would decline amidst efforts to create safer roads, the number of fatalities for last year remains near the high peak evidenced in the previous year's report.



An estimated **42,795** people died in traffic crashes last year, continuing **an alarming and deadly trend** for the third year on U.S. roads.

Transportation Secretary Pete Buttigieg called the situation a **“national crisis of traffic deaths.”**



The report also provides the comparison of regional estimates compared to the previous year.

5 out of 10 regions experienced increases in fatalities and **5 out of 10** saw increases in fatality rate per 100 million VMT.

Pedestrians are particularly at risk, more than ever.



- Drivers struck and killed at least **7,500 pedestrians**, the highest number since 1981 and **an average 20 fatalities every day**.
- There were **2.37 pedestrian deaths per billion vehicle miles traveled (vmt)** last year, continuing a troubling trend of elevated rates each year since 2020.
- **Pedestrian deaths rose a staggering 77%** compared with a 25% rise in all other traffic fatalities.
- Pedestrian deaths surged **19% in just the last three years**.
- **7,624 pedestrians were killed** compared to 4,302 pedestrians in 2010. **Pedestrian fatalities last year accounted for close to 18%** of all traffic deaths, the highest proportion in the decade long study.
- Data projections for last year predict that **pedestrian fatalities may be higher than 8,000 for the first time since 1980**.
- Speed related pedestrian fatalities were the highest for pedestrians in the **35-44 year old** age range.

Speeding continues to be a challenge on U.S. Roads.



Speeding was cited as a factor in **29% of all fatalities**, a higher proportion than the prior **four years**.



The **nearly 600** speed-related **fatalities** represent a **7.9% increase** over the previous year.



The **faster** a vehicle is driving, the **higher the risk** of it killing someone it strikes. The risk goes from **10% at 23 miles** to **90% at 58 mph**.

The news is not all sobering though.

In the past year:



27 states saw **decreased fatalities** compared to 23 states that experienced increased fatalities.



The Strategy included a **multi-layer approach** addressing safer roads, safer people, and safer speeds.



The DOT recognized the **national crisis of traffic fatalities and injuries** with a comprehensive roadmap called the National Roadway Safety Strategy.

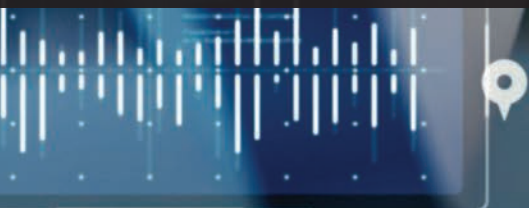


The DOT announced more than **\$800 million in grants** to help communities create safer streets.



SECTION 2:

Drivers' impressions of speeding



Survey Data: What do people across the country think about speeding in their neighborhoods?



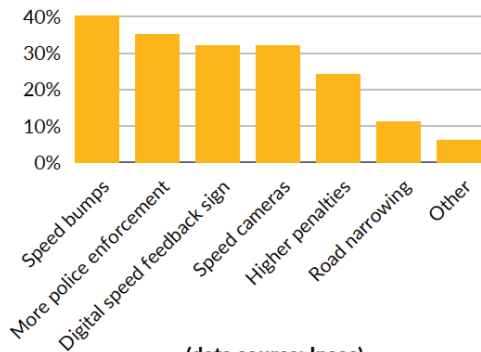
78% of respondents think that speed limits in their neighborhood are not always observed by drivers.



58% of respondents say they don't observe posted speed limits while driving.



When asked about methods to slow speeders down, residents considered **speed bumps, digital speed feedback signs, and speed cameras** most effective.



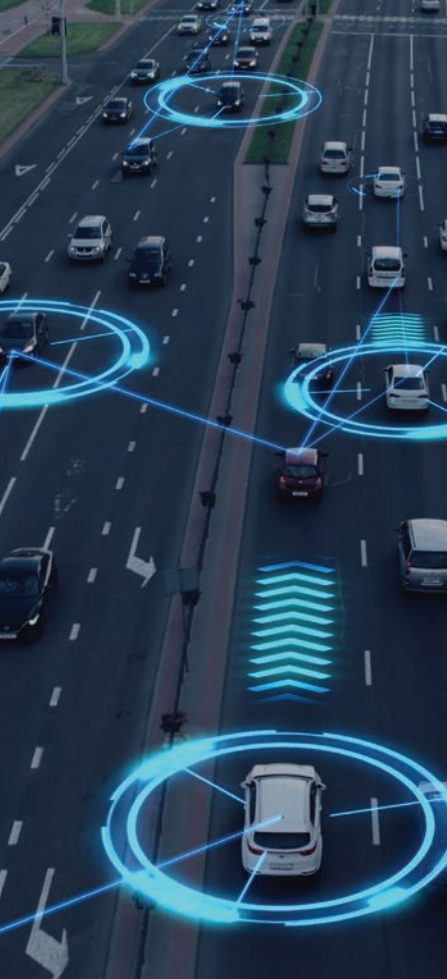
(data source: Ipsos)



SECTION 3:

Creating an effective speed reduction plan





Step 1: Collecting your data

BEFORE YOU BEGIN:

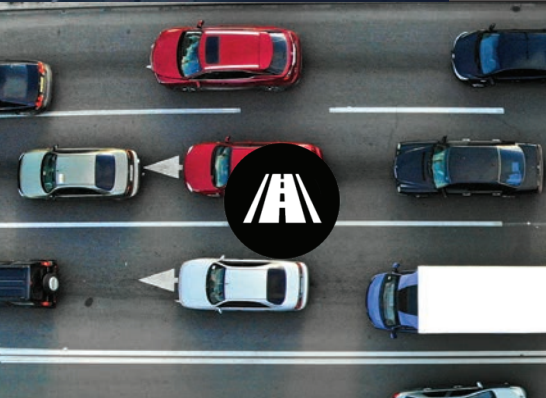
Can you identify **if**, **where**, and **when** speeding is happening?

Before you decide how to address speeding concerns, you need to determine if, where, and when cars are speeding on your roads.



Mid-street or intersection speed tracking and cloud data access

Conduct detailed traffic studies and get granular analytics and speed data with Traffic Logix mid-street or intersection data solutions.



Mid-street data solutions:

Collect, monitor, and analyze up-to-the-minute mid-street traffic data.



Intersection data solutions:

Obtain and evaluate detailed intersection data with the worlds' best AI data collection system.

Once you have
your data:



If speeding is **not** a concern on your streets, take no action. Keep your traffic collectors to use for future concerns.

If speeding is **determined to be a problem** on your streets, there are **many** ways to encourage drivers to **change their behavior**.



At **Traffic Logix**, we provide a **variety of solution packages** to meet your multifaceted traffic calming challenges and concerns.

Step 2: A layered approach to speed reduction

Single layer: Awareness

Research has shown that when drivers simply see their speed displayed, most of them will slow down and maintain safer speeds, even miles down the road.



Radar Speed Sign

Traffic Logix offers a vast range of awareness signs to slow cars and protect your streets. These include standard speed display signs, “slow down” driver responsive signs, interactive custom message signs, and variable message boards.

In Pleasant View City, UT, **SafeFace radar signs** are used to **alert drivers** and remind them to slow down and drive safely.

The signs have helped to **reduce dangerous collisions** on the city’s beautiful mountain roads, **flashing “slow down” messaging** based on driver speeds.

They are mounted on **portable speed trailers** and rotated based on need.



Does just one layer work?

What difference did we make nationwide in the last year?

Over 5,000 more radar speed signs were installed on local streets across the United States.

With more **Traffic Logix radar speed signs installed**, speeding problems on local streets have been mitigated.



One Year Comparison:

% of vehicles captured travelling at over 40 mph on residential streets.	31.28%	29.61% ✓✓
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% of vehicles captured travelling at over 60 mph on residential streets	9.84%	6.59% ✓✓
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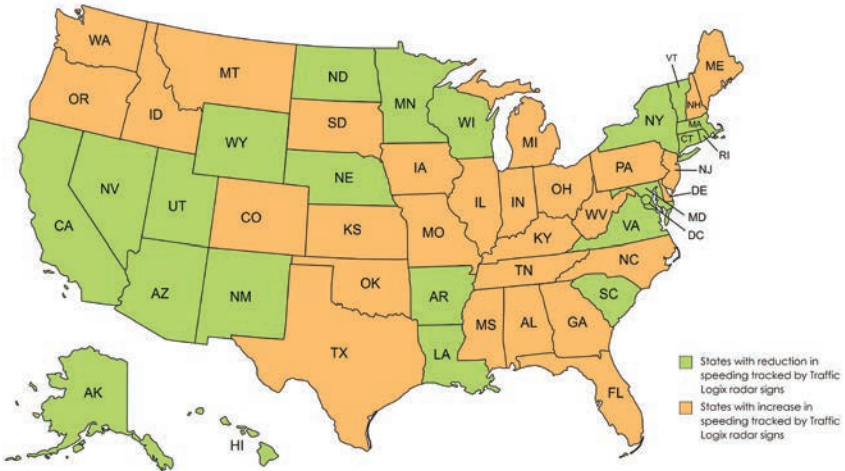


All Traffic Logix radar signs collect data, which can be utilized to evaluate whether a one-dimension approach to raise awareness is effective in reducing traffic speeding on your roads.

By merging and scrutinizing this data, you can assess whether a single-layered awareness approach is sufficient to calm traffic on your roads.

Is a single layer always enough?

Increase or reduction in speeders over 60 mph by state over one year:



Although **radar signs are typically effective** in decreasing speeds, there are situations where they may not provide adequate protection for local streets.

Whether it's due to **poor choices about installation** or addressing speed issues that require a **more comprehensive approach**, radar signs alone may not sufficiently reduce the highest speeds.

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



There are times when **more versatile, multi-layered solutions** could better suit your traffic calming needs.



Dual layer: Awareness + Enforcement.

Speed cameras discreetly capture images from multiple lanes with pinpoint accuracy.

When used with speed awareness signs, this dual layered solution package adds the element of your choice of warnings and/or penalties.



Radar
Speed Sign



Speed
Camera

Our awareness cameras can be legally used on any roads while our automated speed enforcement cameras offer end-to-end ticketing where automated speed enforcement is allowed.

In Mendota Heights, MN, **radar speed signs helped improve driver awareness** and provided **analytics and statistics** on driver behavior.

But the city also added a **second layer with awareness cameras and mailed warnings**, without penalties, to speed violators.

This second level of reinforcement **drastically reduced speeding** and **enhanced safety** on their streets.



Dual layer: Awareness + Physical Traffic Calming.

Physical traffic calming devices installed on your roadways leave speeders no choice but to slow down.

We offer a variety of recycled rubber solutions including speed humps, cushions and tables. We also offer flexible curbing used to construct traffic circles, road narrowing, and bike lanes.



Radar Speed Sign



Speed Humps, Tables, Cushions

In Hamilton, ON, **both SafePace signs and recycled rubber speed humps** are used throughout the city to enhance safety, reduce crashes, and limit the need for police enforcement.

The **signs alert drivers** to their speeds, reminding them to slow down, while the **speed humps provide physical traffic calming** to encourage safer driving.

The city provides **all sign data right on their website** so residents can see whether their speeding **concerns are valid** as well as the difference that the solutions make in protecting their streets.

Used in conjunction with **Traffic Logix** radar speed signs, rubber traffic calming solutions provide a **visual reminder** along with the **physical disruption** to speed.

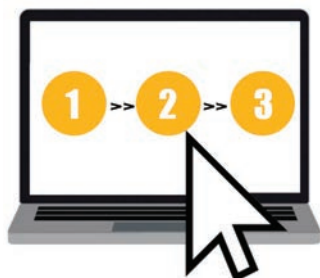


Speed humps were found to have a **53%-60%** reduction in the odds of injury or death among children struck by vehicles. (American Journal of Public Health)



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)

Build your own solution in just **3 easy steps!**



This unique tool will allow you to **customize Traffic Logix traffic calming solutions** to fit the specific dimensions and traffic concerns of **your** roads.

www.trafficlogix.com/byos

Tri-layer: Awareness + Enforcement + Physical Traffic Calming

Our innovative three-tiered package integrates radar signs and camera technology with environmentally friendly physical traffic calming measures, compelling drivers to adhere to posted speed limits and pay closer attention to their surroundings.



Radar
Speed Sign



Speed
Camera



Speed Humps,
Tables, Cushions


This comprehensive approach also includes warnings and/or penalties for drivers who refuse to comply with posted speed limits.



A complete **3-layer solution package** is the most comprehensive way to manage speeding on your streets and work toward the goal of **Vision Zero** with streets that **protect** even the most vulnerable users and **eliminate** needless **injuries and fatalities** every day.



TRAFFICLOGIX



Drivers, pedestrians, and cyclists deserve safe streets. Choose the **ideal solution package** that addresses your **unique needs** to provide the appropriate level of protection and **maintain safety on your streets.**

Let's get in touch



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