



# The state of **SPEEDING**



**CANADA**

Table of Contents

Section 1 - The state of speeding in Canada ..... page 3

Section 2 - Drivers’ impressions of speeding ..... page 7

Section 3 - Creating an effective speed reduction plan..... page 9

    Step 1: Collecting your data ..... page 10

    Step 2: A layered approach to speed reduction

        Single layer: Awareness ..... page 12

            Is a single layer enough?..... page 14

        Dual layer: Awareness + Enforcement..... page 15

            Awareness + Physical Traffic Calming.....page 16

        Tri-layer: Awareness + Enforcement +

            Physical Traffic Calming..... page 18





## **SECTION 1:**

The state of speeding  
in Canada



**Canadian Motor Vehicle Traffic Collision Statistics:** Transport Canada's National Collision Database (NCDB) houses comprehensive information on all motor vehicle collisions reported in Canada, gathered annually from the provinces and territories.

According to its most recent report, **the number of fatalities, injuries, and serious injuries** caused by traffic collisions on Canada's streets all increased last year.

With a goal of zero deaths, **even a decrease in fatalities wouldn't be sufficient to solve the needless tragedy** of lost lives caused by speeding and poor driving. But an increase shows movement in the **wrong direction** and is a **concerning trend that needs action**, planning, and solutions to reverse.



The report also shows the following concerning data:



- The **highest number of deaths** on Canada's roads are **adults 25 and older**.
- **More than 50%** of people who lost their lives on Canada's roads were drivers.
- **Drivers** were also **most likely to be injured** than any other road users including passengers, pedestrians and bicyclists.



Last year,  
Canada's roads  
saw:



**1,768 deaths**  
from motor  
vehicle crashes,  
a **1.3% increase**.



**8,185 serious**  
injuries, a **4%**  
**increase**.



**108,018 total**  
injuries, a **3.6%**  
**increase**.

With drivers  
themselves being at  
such great risk,  
it is imperative to  
change the way  
people drive to help  
protect themselves,  
other drivers, and  
everyone who uses  
Canada's roads.





## **SECTION 2:**

Drivers' impressions of speeding



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



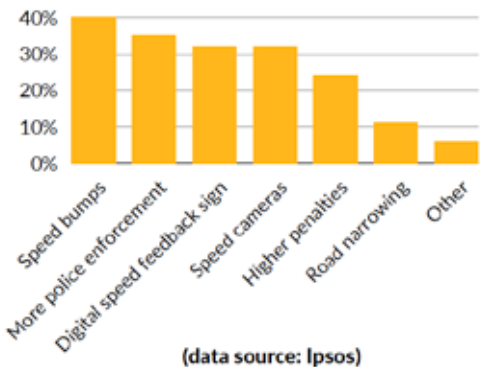
**78%** of respondents think that speed limits in their neighborhood are not always observed by drivers.



**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.







## **SECTION 3:**

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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 kilometers 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 Hanover, ON, **SafePace radar signs** are used to alert drivers and **warn speed violators** with bright “slow down” messaging. The police department has found that the signs “**work wonders**” on their speeding problems, significantly reducing speeds **wherever they’re installed**.

The data from the Cloud is **used daily** by police officers **to analyze and compare** speed data and **generate reports** and has been lauded by the town’s constable for its **efficiency and user friendliness**.





# Does just one layer work?

What difference did we make nationwide in the last year?

Over 1,500 new radar speed signs were installed on local streets across Canada.

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 <b>60 km/h</b> on residential streets.	14.4%	13.51% ✓
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% of vehicles captured travelling at over <b>100 km/h</b> on residential streets	0.38%	0.29% ✓
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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 100 km/h by province / territory



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.





## 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 Lincoln, ON, the city often received **complaints of speeding from residents**. In addition, they conduct **ongoing speed studies** and had streets with documented speeding that needed to be addressed.

They chose to use **SafePace radar signs** in conjunction with **recycled rubber speed humps** to address speeding and allay resident concerns. They use smaller SafePace signs on a **rotating basis** throughout local neighborhoods and **larger models mounted permanently on streets** with significant speeding.

The humps are used as a **physical traffic calming tool** in conjunction with the speed display signs to **slow vehicles down** and **keep local streets safe**.



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](http://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

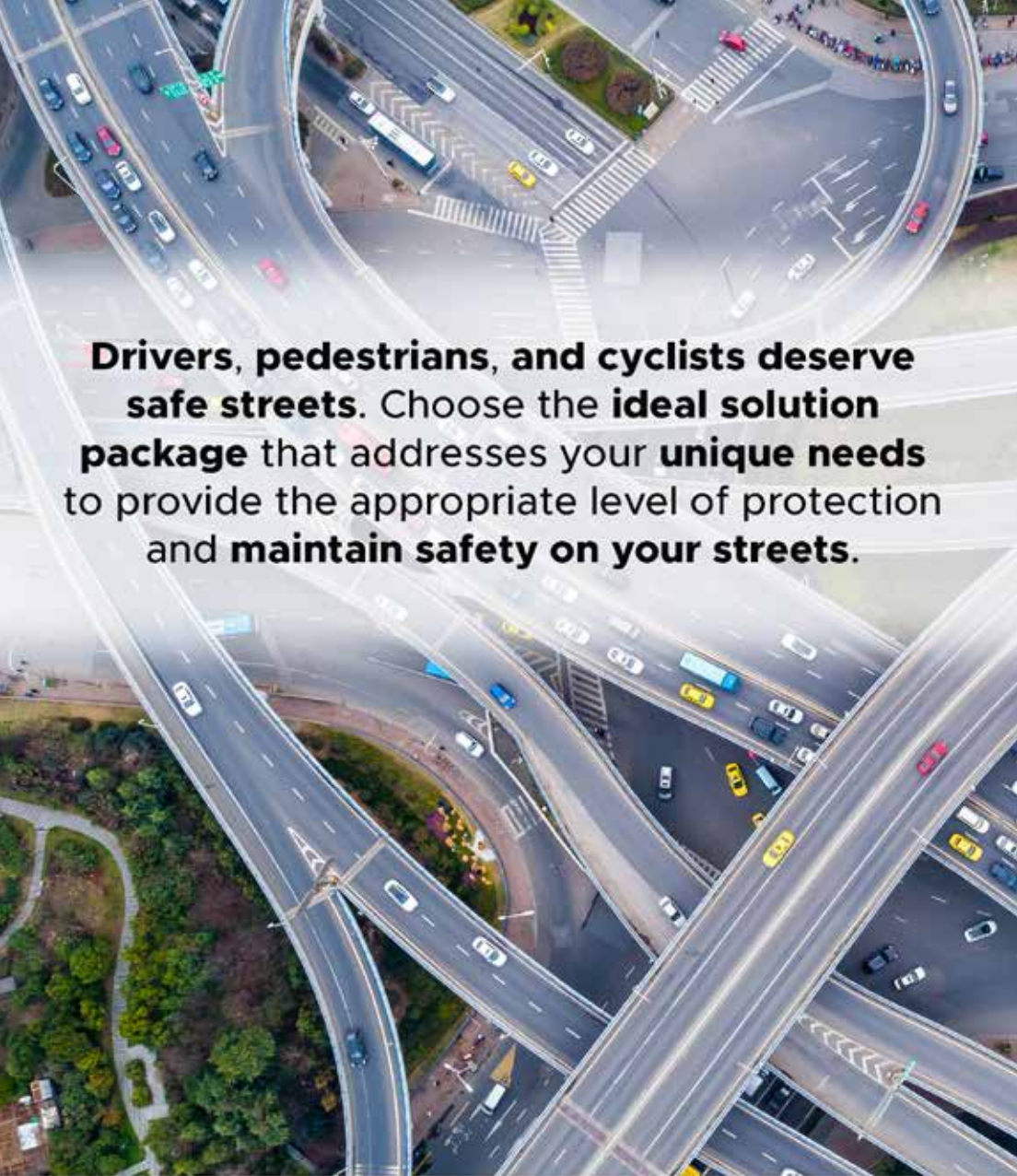
This comprehensive approach also includes warnings and/or penalties for drivers who refuse to comply with posted speed limits.



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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