



Speed



Stop Speeding Before It Stops You.

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GTSAC Speed Team takes action to curb speeding

Speeding is defined as operating a vehicle in excess of the posted speed limit, or driving too fast for conditions. Speeding contributes to one-third of the traffic fatalities in Arizona and four out of five of those crashes occur below the posted speed limit. With that said, it is imperative to identify and develop strategies to reduce the other contributing factors in these crashes primarily related to driver behavior. For example, alcohol or drugs contributed to 35% of these crashes and driving fatigued contributed to 7%.

The Speed Team objective is to reduce the incidence of speeding, reduce the number of chronic speeders and reduce the effects of speeding-related crashes. The Team is comprised of a comprehensive group of traffic engineers, local law enforcement, DPS, public officials and communications experts.

Traditional enforcement activities include high visibility patrol, saturation patrols, use of aircraft monitoring, and the incorporation of manned speed measuring devices such as radar and/or laser. In recent years Arizona law enforcement has also incorporated automated speed enforcement using both fixed and mobile systems. (Automated speed enforcement is discussed further in the Photo Enforcement Technologies User Group.)

Did you know?

Four out of five speed-related crashes in Arizona occurred at or below the posted speed limit.

What you can do:

- Become more aware of speed limits
- Reduce speed in construction zone
- Adjust speed for unexpected road and weather conditions
- Maintain a safe following distance – Two Second Rule!



GTSAC and the SHSP

In most areas of life, a zero is an undesirable number, but not when it comes to traffic fatalities. Here, zero is the only acceptable number, because Every One Counts!

The Governor's Traffic Safety Advisory Council (GTSAC) is working together to develop strategies to achieve its goal of Zero Fatalities on Arizona's roadways. Among the Council's accomplishments is the Arizona Strategic Highway Safety Plan (SHSP), which provides a blueprint for state and local transportation agencies developing comprehensive highway safety plans in the context of education, engineering, enforcement and emergency medical service (the 4Es), as well as management and operations. The plan has identified six key emphasis areas: restraint usage, speeding, young drivers, impaired driving, roadway/roadside and data improvement.



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Resources Available to You

USLIMITS2

www2.uslimits.org

USLimits2 is an expert system designed to address the establishment of speed limits in speed zones on all types of roadways from rural two-lane roads to urban freeway segments. It is based on input from a panel of experts in the USA that included traffic engineers, enforcement personnel, decision makers, and researchers from different parts of the country. USLimits2 is an easy to use web-based tool available at no charge. This tool can guide public agencies in the setting of reasonable speed limits. To use, the user inputs information about a roadway and the expert system will generate a reasonable speed limit.

NHTSA Speed Campaign Kit

www.trafficsafetymarketing.gov

National Highway Traffic Safety Administration developed a Speed Marketing Campaign for States and local jurisdictions to use in coordination with on-going enforcement and educational efforts. On this website you notice there are two messages "Stop Speeding Before it Stops You" and "Obey the Sign or Pay the Fine" campaign. The first one is to be used as a social change message and the second one during targeted enforcement periods. Each message has templates for press releases and fact sheets as well as TV and radio public service announcements, logos, posters and billboard artwork.

Speed Management Workshops

Speeding is a complex problem, involving the interaction of many factors including public attitudes, road user behavior, vehicle performance, roadway design and characteristics, posted speed limits and enforcement strategies. Accordingly, an interdisciplinary approach involving engineering, enforcement, and public policy/education is needed to reduce speeding-related crashes, fatalities and injuries. This comprehensive approach is speed management.



Speed management involves a balanced effort that includes: defining the relationship between speed, speeding and safety; applying road design and engineering measures to obtain appropriate speeds; setting speed limits that are safe and reasonable; applying enforcement efforts and appropriate technologies that effectively target crash producing speeders and deters speeding; effectively marketing communication and educational messages that focus on high-risk drivers; and, soliciting the cooperation, support and leadership of traffic safety stakeholders.

Speed Management Workshops are an instrumental tool to get together engineering, law enforcement, public policy and judicial stakeholders and discuss speed as a holistic approach. Resources are available at through NHTSA and FHWA. If you are interested in hosting a workshop please contact Karen King, FHWA Safety Engineer, at 602-382-8965 or Karen.king@fhwa.dot.gov

A speed limit must be safe, appropriate, protect the public, and be enforceable. It can be argued that a rational speed limit is one that is safe, that most people consider appropriate, that will protect the public, and that can be enforced. Artificially low speed limits can lead to poor compliance as well as large variations in speed within the traffic stream. Increased speed variance creates more conflicts and passing maneuvers, which can lead to more crashes. Credibility is important in achieving compliance in order to protect the traveling public with safer road conditions.



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