

The Alarm Was Sounded Long Ago



The Research and News Knows



Speed kills state's motorists

Effective Deployment of Radar Speed Signs

Article

Risk and expertise in the speed limit enforcement debate: Challenges, adaptations and responses

Evaluation of Dynamic Speed Display Signs

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Conversely, here are the 10 safest states:

10. Minnesota, 20 percent
9. Georgia, 19 percent
8. Ohio, 19 percent
7. Kentucky, 18 percent
6. Arkansas, 17 percent
5. Iowa, 15 percent
4. Nebraska, 15 percent
3. Virginia, 14 percent
2. Mississippi, 14 percent
1. Florida, 11 percent

This paper describes an analysis of the effectiveness of dynamic speed display signs (DSDSs) installed in several permanent locations. Sites evaluated included a school speed zone, two transition speed zones in advance of a school speed zone, two sharp horizontal curves, and two approaches to signalized intersections on high-speed roadways. Data were collected before the DSDSs were installed, about one week after installation to determine initial effects of the signs upon vehicle speeds, and again about four months after installation to determine how well the initial speed reductions were maintained. Researchers analyzed average speeds, 85th percentile speeds, and speed limit. In addition, the speed of a vehicle upstream again at the DSDS were affected higher-speed vehicles. Overall, average speeds in the school zone. Elsewhere, the effect was speeds reduced by 5 mph.

than did motorists traveling faster than the posted speed limit did appear to reduce their speed more significantly in response to the DSDS than did motorists traveling at or below the posted speed limit. The results of this project suggest that DSDSs can be effective at reducing speeds in permanent applications if appropriate site conditions apply.

reducing vehicle speeds is dynamic speed display signs (DSDSs). These devices are also known as driver feedback signs or simply as speed display signs. DSDSs detect and indicate to approaching drivers their current travel speed. DSDSs have proven to be very effective at temporary installations in reducing the speed of vehicles entering work zones. However, most tests have been limited to a few weeks' duration. It is not known whether DSDSs installed permanently can achieve similar speed-reducing effects, can achieve them under different types of roadway and hazard conditions (i.e., school zones, sharp

than did motorists traveling at or below the posted speed limit. The results of this project suggest that DSDSs can be effective at reducing speeds in permanent applications if appropriate site conditions apply.

In recent years, changeable message sign (CMS) and speed radar detection technologies have been combined in a dynamic feedback process in an attempt to present messages targeted specifically at motorists exceeding a speed threshold at a location. Tests conducted at work zones in Virginia suggested that this type of system can generate

According to the Minnesota crash facts, Office of Traffic Safety, the loss of life during that three-year period, folks, they think that the

Changing the Speed Limit to 65 MPH on Rural Interstates

PHD, AND JOANN K. WELLS, BA

Speed limits in 1987 were conservatively estimated to be 15 percent higher than they would have been if the states had retained the 55 mph limit (95% CI = 6, 24). Among states that retained the 55 mph limit, fatalities on rural interstates were 6 percent lower than expected (95% CI = -23, 13). (*Am J Public Health* 1989; 79:1392-1395.)

percent immediately before the change to 54 percent and the percentage exceeding 70 mph went up.

Highway Safety Administration (NHTSA) in January 1989 on the effects of the higher limit noted that it was too early to assess the effect of the new speed limit on highway safety. The report's analyses are sophisticated of the report's analyses (a total of 1,000 fatalities on other roads, rural interstate mileage, for each year since 1980 rural interstate fatalities were 16 percent lower than expected.)

An American Automobile Association (AAA) sponsored analysis of the effect of the 65 mph limits in Indiana showed a significant effect on fatalities.⁵ However, individual state analyses often are misleading because the number of crashes on rural interstates are few and the statistical variation associated with these counts can be quite large. In Indiana, for example, there are about 90 fatalities annually on rural interstates. By chance, this count would vary by as much as 20 percent (the standard error of a Poisson distribution with



Speed: Changing Behavior

Benefits:

- Constant Education
- Continual Behavior Modification
- Unintended Response



"These signs are fact finding" MSP

"It puts the drivers on notice" MSP

The Signs



Next Steps

- What is happening across the United States?
- What else do you have left to try?
- Start the conversation.

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