MINNESOTA TOWARD ZERO DEATHS

Toward Zero Deaths Special Project Report:
Roving Vehicle Speed Feedback (VSF) Signs

Speed is a persistent issue on our roads. What is new in the toolbox to change driving culture?

There was a request from Minnesota State Patrol District 2800 lieutenants to provide live feedback to drivers of their speeds. In the absence of law enforcement, there is no way for drivers to be told their current speed beyond their own equipment.

The dynamic speed signs currently installed at the edge of communities seem to have a lasting effect on some drivers.

If it works in transition areas, will it work on the highway?

Speed trailers have been used for speed management, but they can be a hazard in the right-of-way and are cumbersome to deploy.

"It is an education tool and an enforcement enhancer, it puts the driver on notice" - Major Joe Dwyer, Minnesota State Patrol

This sign design was chosen because data is collected continuously – in addition to being a traffic calming effort.

Benefits:

- Provides data for up to four weeks on one charge
- Records when speed violations are occurring
- Records peak travel times and vehicle counts
- Determines when to target enforcement
- Captures data via Bluetooth technology
- Temporary signs deploy in minutes and require no wiring

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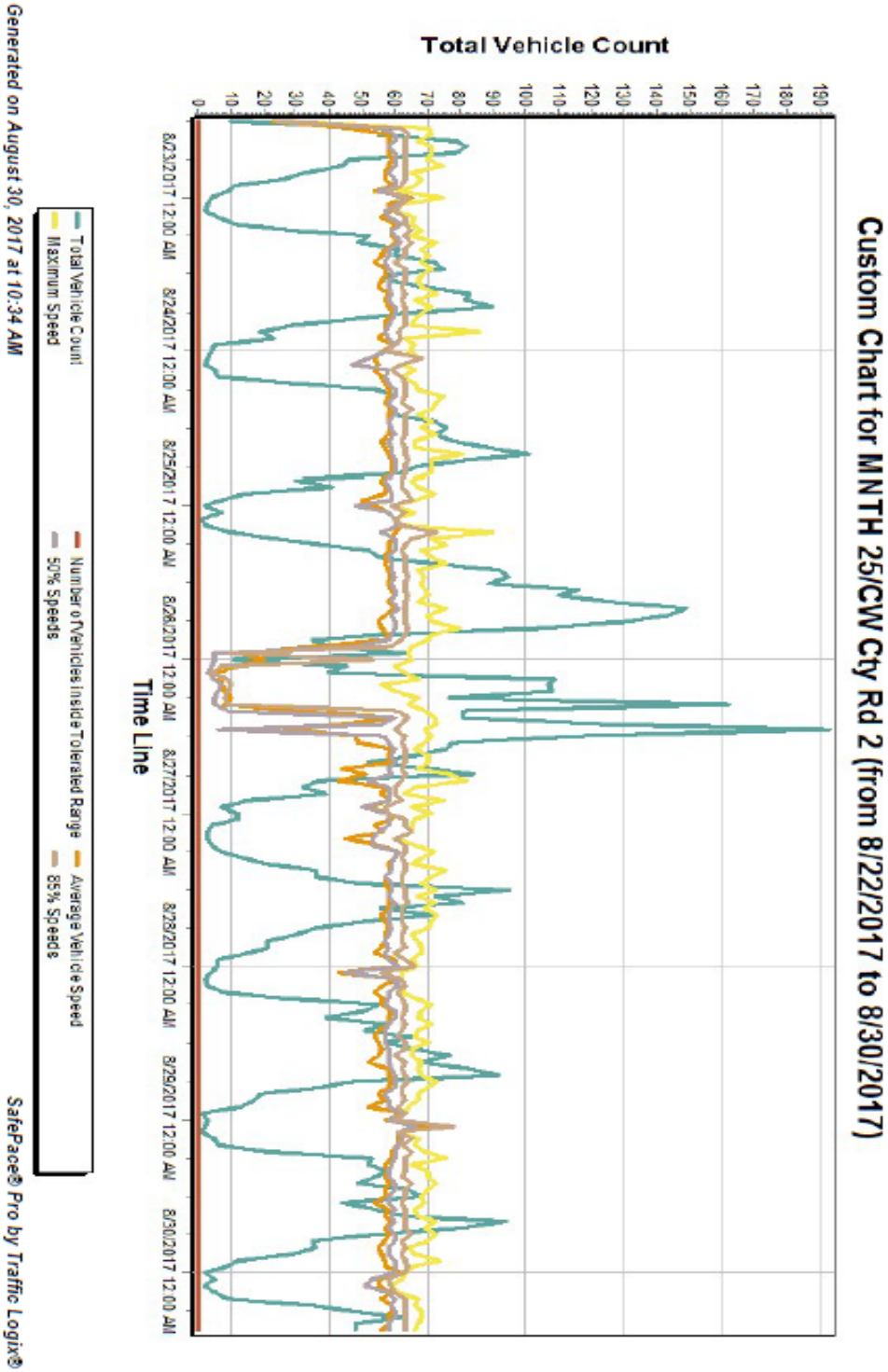

User Comments

This offers a way to respond to complaints without expending more resources with unknown effectiveness.

This new effect also has had "unintended consequences" of officer enthusiasm for speed enforcement.

This is a large and clear depiction of the current speed of the driver, offering enforcement another reason to cite the driver being they have had "fair warning."

The lieutenants of the Minnesota State Patrol District 2800 have coordinated with Toward Zero Deaths stakeholders and have found the signs to be a welcomed addition to behavior changing speed enforcement strategies.

Initial project results demonstrate this is a new tool that would allow Engineering to partner with Education and Enforcement to drive deaths to ZERO.

Contact

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