Speed Management on North Carolina Roads
Draft Recommendations
Child Fatality Task Force
October 22, 2012
Presentation Outline

- Historical Context
- Approach
- Recommended Strategies
NC Trend in Serious Crashes
Speed Matters

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Changing Behavior

The graph shows the percentage of speed-related incidents, drivers not using restraints, and alcohol-impaired drivers from 1985 to 2010. The percentage of speed-related incidents has significantly decreased over the years, while the percentage of drivers not using restraints and alcohol-impaired drivers has also decreased but at a slower rate.
Changing Behavior in NC

![Chart showing changes in fatal and serious injuries and observed driver belt use over time.]
Process

1) Problem identification
2) Literature review and review of current practice
3) Speed symposium – International experiences
4) Stakeholders workshop – NC focus
5) Recommendations
Stakeholders

- Injury Prevention & Public Health
- Engineering & Planning
- Law Enforcement & Adjudication
- International Experts
- Transit
- Research
- Safety Programs (State and National)
- Media & Communications
Nature of Issues

- SR crashes more severe; more fatalities & injured
- Treatment targets are often diffuse
- Many miles of roadway; only small percentage can be treated each year
- Designs and limits and environments often not in sync
- Enforcement resources stretched
- Minimal use of publicity to supplement enforcement
- High enforcement tolerances
- Criminal adjudication system costly and broken
- Efforts have not been coordinated
Bottom Line in NC

Drivers are not getting the message from:

• roadway design & operations,
• enforcement,
• adjudication,
• media
Overarching Themes

• All hands on deck
  – Comprehensive and cooperative public health approach to speed management

• Investment
  – Early successes (frame the message)
  – Return on Investment

• Persistence
  – Complex and multifaceted problem
  – Large network
Speed Management Objectives

- Communicate better, raise profile of safety impact of speed
- Establish limits with a better balance of reducing harm as well as maintaining mobility
- Design roads to support limits established
- Enhance deterrence through better enforcement, penalty, and publicity strategies
Speed Management Objectives

- Adopt policies and laws to allow proven strategies & new technologies and to support cooperative efforts
- Measure/monitor speeding as risk factor and effectiveness of strategies
- Try promising new measures (driver rewards, Intelligent Speed Adaptation, Variable Speed Limits)
Speed Management Strategies

• Engineering
• Enforcement
• Public Information/Education
• Management
Engineering Strategies

- Conduct a speed and safety review of all new designs; design to an established operating speed
Engineering Strategies

- Prioritize use of design features that limit or manage speeds to the appropriate level.
Engineering Strategies

- Standardize speed limit setting procedures across the State using injury minimization as a core principle
Engineering Strategies

- Lower maximum *default rural speed limit* from 55 to 45 mph
Engineering Strategies

- Implement method for prioritizing speed limit and safety assessment reviews
Engineering Strategies

- Use variable speed limits on freeways and other roadways where a single limit may not always convey the safest speed.
Enforcement Strategies

- Use automated speed enforcement to supplement traditional enforcement
Enforcement Strategies

- Lower speeding enforcement tolerances (publicize)
- Randomly deploy, marked, parked, visible enforcement to a large extent of the network where serious crashes occur
Enforcement Strategies

- Shift from criminal to standardized, civil penalties for most speeding violations
- Improve availability of accurate driver history data to enforcement officers and the courts
PI & E Strategies

- Develop a coordinated message strategy for public outreach that can be used by all stakeholders (Framing the Issue)
PI & E Strategies

- Utilize earned, paid, and social media campaigns to enhance deterrence and support enforcement strategies
PI & E Strategies

- Educate court officials on the importance of their role in traffic safety
Innovative Strategies

- Implement a driver reward approach to encourage following limits
Innovative Strategies

- Implement Intelligent Speed Adaptation
- Reduce exposure through demand-management strategies and minimizing excess capacity
Management Strategies

- Establish an on-going speed monitoring program
- Realign SHP and NCDOT divisions to same counties/areas
Next Steps

- Identify strategies of interest
- Form speed management work group
- Identify roles and responsibilities
- Develop implementation plan
- Feasibility studies, additional research & implementation needs
Be a Leader!