

FOCUS AREA

FEWER PEOPLE SPEEDING



DID YOU KNOW....
One out of every three collisions in our city involves speeding

MEASURES

Number of collisions attributed to speeding annually	479 (2010)
Speed-involved collisions resulting in fatalities	42 percent (2006-2010)
Identified corridors where 85th percentile speeds are at or below the posted speed limit	30 percent (2010)

Speeding creates undesirable conditions for everyone. People driving the speed limit sometimes end up being tailgated, dealing with aggressive drivers weaving in and out of traffic, or being pressured into driving faster. This often leads to road rage or worse – a collision. Conditions for walkers and bikers deteriorate with speed as well. Crossing a street where cars routinely speed can seem insurmountable to pedestrians and people on bikes; especially children and seniors.

From busy arterial streets like Rainier Avenue South to low volume neighborhood streets, speeding is a persistent traffic safety issue in Seattle. One out of every three collisions in our city involves speeding. Despite the fact that most drivers identify speeding as a threat to their safety, the majority also say they exceed the speed limit when they're behind the wheel.

Many of us cheat a little while driving. We've become accustomed to driving five miles per hour over the speed limit thinking that we won't get pulled over at that speed. What most of us don't realize is that by driving slightly in excess of the speed limit, we greatly increase both the risk of a crash and the severity of the crash.

Unfortunately, data shows that speeding has had a tragic toll on our roadways. Between 2006 and 2010, speeding was a factor in 42 percent of fatality collisions in Seattle.

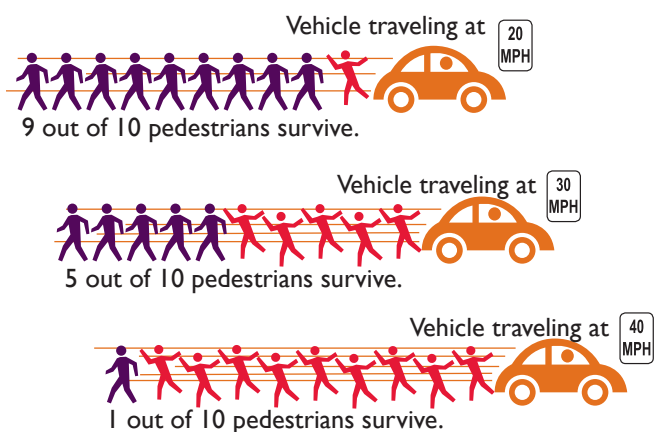
Speed is especially lethal for vulnerable users like pedestrians and people on bikes. A pedestrian hit at 40 miles per hour has an 85 percent chance of dying. Pedestrians are much more likely to survive a collision

with a vehicle at 20 miles per hour. Keep in mind that speed has very little influence on the likelihood of an injury when pedestrians or cyclists are hit by a vehicle – the chance of injury remains near 100 percent regardless of speed.

Speed makes it more difficult for drivers to recognize potential hazards and increases the time and distance it takes

to bring a vehicle to a stop. This accounts for the fact that speeding contributes to more than four out of every 10 fatality collisions in Seattle.

People who bike also need to be aware of their speed. Whether riding downhill, on a sidewalk, or on a multi-use path, biking at an appropriate speed ensures that other people feel comfortable. Riding at a reasonable speed helps people on bikes have sufficient time to react to unexpected conditions.



ACTIONS

Collision data tells us that more than half of speeding-involved fatality collisions occur on the weekends. More than 80 percent of the drivers involved in speeding crashes were male and nearly 40 percent were under age 25.

Lower speeds make our neighborhoods more livable and our commercial areas more shop-able, our walking routes to school safer and our streets less stressful. Through this Road Safety Action Plan, the City of Seattle and our partners will embark on a comprehensive approach to deter speeding and eliminate speeding-related collisions.

EDUCATION

Develop a Speed Safety Awareness Campaign Targeting Younger Drivers

Effective educational outreach is an essential component of traffic safety programs that successfully reduce crashes related to speeding. The City and our partners are working to create educational outreach materials to raise awareness about speeding. These efforts will target the people most commonly involved in speed-related collisions – men ages 16 to 24. Educational materials will emphasize enforcement efforts and highlight the safety benefits of driving the speed limit.

ENVIRONMENT

Post Appropriate Speed Limits

SDOT will ensure that speed limit signs are clearly visible and installed at appropriate intervals on arterial roadways. SDOT will also conduct traffic studies to evaluate the speed limit on arterial corridors throughout Seattle.

Improve School Zone Speed Limit Signage

Since 2007, SDOT has improved school zone signage for every public and private school in the city – more than 170 schools. Clearly visible school zone speed limit signage alerts drivers to the reduced speed limit

and improves the walking environment for Seattle students. SDOT's Safe Routes to School program will work to highlight school zone signage at an additional 10 schools per year through measures such as flashing beacons that emphasize the school zone speed limit.

Expand the Use of Dynamic Message Signs to Support Enforcement

Special enforcement messages will be posted on the City's network of Dynamic Message Signs while increased enforcement efforts are underway. Using these signs to provide public information about enforcement activities has the capability to reach hundreds of thousands of people and reduce speeding.



Utilize Traffic Calming

SDOT will implement measures to calm traffic on corridors where speeding is common. When appropriate, features like radar speed signs provide direct feedback to drivers about the speed at which they are traveling and have been shown to reduce speeds by three to five miles per hour. SDOT will continue to implement our Arterial and Neighborhood Traffic Calming Programs to reduce speeds. Through these programs, we work with the community to remind drivers to act responsibly and deploy traffic calming devices where appropriate.

Deploy Neighborhood Speed Watch Trailer

SDOT will deploy the mobile speed watch trailer to 50 locations per year. The speed watch trailer detects and displays the speed of oncoming vehicles. Placing the speed watch trailer on our streets provides another reminder to drive responsibly.



Design Roadway Modifications to Discourage Speeding

People naturally drive slower on narrow streets. Conversely, people tend to drive faster on wider streets. Reducing speeding can be accomplished by ensuring that our travel lanes are not overly wide, by ensuring that signal timing does not encourage high speeds, and by installing traffic calming devices when appropriate.

Support “Neighborhood Safe Speeds Bill”

Provide support toward the passage of state legislation that would allow cities to reduce speed limits to 20 mph on non-arterial streets more easily. This bill, originally proposed in 2011, has broad implications for our residential streets; especially those streets that will become part of our Neighborhood Greenways system.

ENFORCEMENT

Launch Safe Driving Emphasis Patrols



The City will launch “safe driving emphasis patrols” throughout Seattle with a focus on corridors with a data-demonstrated speeding problem. These patrols will be preceded by robust outreach through numerous media channels to inform drivers about the patrols and the rationale behind

these efforts in advance. These patrols will enforce all traffic laws but emphasize speeding. Known as high visibility enforcement, this effort to inform and enforce has been proven effective at reducing impaired driving and increasing seat belt use. This strategy is currently being employed by the State of Washington and their local partners through Target Zero.

Deploy Aggressive Driving Response Unit to Patrol Hotspots

SPD’s Aggressive Driving Reduction Unit (ADRU) will be deployed to collision hotspots throughout the city to target speeding, following too close and aggressive driving violations. ADRU deployments will be publicized in advance. The results of the patrols will be posted on the SPD Blotter.

Install Permanent Photo Enforcement in Four School Zones

Automated enforcement of the speed limit has been demonstrated to be a highly effective tactic to reduce collisions. NHTSA reports that fixed photo enforcement of speed can reduce collisions by 20 to 25 percent and reduce speeds significantly (NHTSA Countermeasures That Work, 2011). Four new cameras will be installed in 2012 by the Seattle Police Department.



DID YOU KNOW...

Automated speed limit enforcement has been demonstrated to be a highly effective countermeasure and can reduce crashes by 20 to 25 percent

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Support Expanded Use of Automated Photo Enforcement

The State of Washington currently allows automated photo enforcement of speed in school and construction zones only and is currently considering an expansion of this enforcement tool. To determine whether this technology would be effective in other locations, the Seattle Police Department partnered with the Washington Traffic Safety Commission for an automated speed enforcement pilot project. The Traffic Safety Commission's evaluation of this tactic found promising results. At Seattle's two pilot locations, Elliott Avenue West and 35th Ave Southwest, the speed of the majority of drivers dropped considerably. Therefore, the City will work with the State to expand the use of photo enforcement systems on our streets.

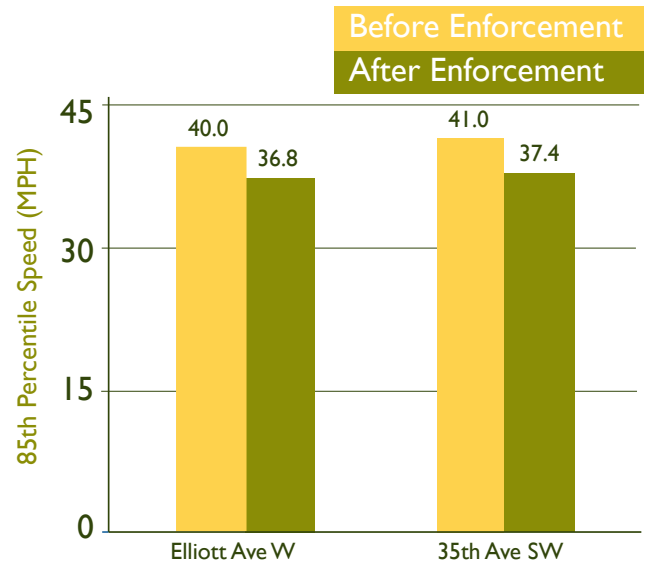




Photo courtesy of Seattle Neighborhood Greenways.

HIGHLIGHTED PROJECT

Neighborhood Greenways

Neighborhood Greenways can lower speeds on our neighborhood streets. The community-based Seattle Neighborhood Greenways and SDOT have partnered to identify good places for new greenway construction. Seattle's first Neighborhood Greenway in Wallingford includes a median island, signage, new pavement markings, and many other improvements. Neighborhood Greenways do more than just calm traffic. They also provide a connected network of streets throughout the city where speeds and traffic volumes are lower, making it safer and more comfortable for people of all ages and abilities to walk and bike. According to the Federal Highway Administration, a Neighborhood Greenway in Columbia, MO, developed in coordination with the community and the U.S. DOT, saw not only increases in pedestrian and bicycle activity, but also substantial reductions in speed and traffic volumes. Several years after construction, the majority of neighbors like the Columbia, MO Greenway and consider it a true neighborhood amenity!

With this in mind, Seattle will be building more Neighborhood Greenways in 2012.

To see what's happening near you, visit: <http://www.seattle.gov/transportation/greenways.htm> and www.SeattleGreenways.org