



call 678-339-2326 ext 2 www.driverfeedbacksigns.com

.....the **FIRST** affordable traffic calming device
making roads safer!

[home](#) [about us](#) [products](#) [effectiveness](#) [speed & safety](#) [images](#) [contact us](#)

FACTS ABOUT SPEED and SAFETY

Speed Monitor Displays convey single message, and are effective!

Highlights from the Utah Department of Transportation study conducted by Brigham Young University*

- When the SMD (Speed Monitoring Display) was present, average speeds decreased 6 percent.
- Mean speed reductions by 4-5 MPH
- Speed Monitor Displays also slow down vehicles with radar detectors
- Survey of 622 motorists had 79% responding that SMD conveys the message: "Check your speed and slow down". 87% believe a Speed Monitoring Display encourages drivers to go the speed limit.

*Mitsuru Saito, "Efficacy of Speed Monitoring Displays in Increasing Speed Limit Compliance", Report UT-03.12, July 2003

MPH Converted to Feet/Second

It's hard to imagine how many feet you travel in a vehicle at different speeds. To give you an idea of how quickly you move down a neighborhood street at even slow speeds, here is a conversion chart. Consider that in many subdivisions, a lot size is generally around 100 feet long on the street.

MPH	=	Feet/Second	Time to Travel 150 Feet
20		29.3	5.12 seconds
25		36.7	4.09 seconds
30		44.0	3.41 seconds
35		51.3	2.92 seconds
40		58.7	2.55 seconds
45		66.0	2.27 seconds
50		73.4	2.04 seconds

FAST FACT*

A vehicle traveling 40 MPH will still be going 36 MPH when they hit a person who suddenly appears in the street 100 feet ahead of them. The average driver going 25 MPH would be able to come to a full stop within 100 feet!

*A.J. McLean, "Vehicle Speeds and the Incidence of Fatal Pedestrian Collisions", Federal Office of Road Safety, Australia

FATAL INJURY CHANCES*

Studies have proved that slowing traffic down will greatly reduce the chances of a fatal accident involving pedestrians and automobiles. A small change in speeds has a dramatic effect. See the statistics below.

MPH	FATAL INJURY CHANCES
44	83.0%
31	37.0%
15	3.5%

*Gary Davis, "Method for Estimating Effect of Traffic Volume and speed on Pedestrian Safety for Residential Streets", pp 110-115

NEIGHBORHOOD PROPERTY VALUES AFFECTED BY SPEEDERS!*

A study determined that for existing neighborhoods, when typical speeds were lowered 5-10 MPH, noise levels for the neighborhood went down. Correspondingly, home buyers perceived the neighborhood as quieter and safer. Home values increases by 2% based on this added value to the overall worth of the neighborhood.

Additional benefits of slower speeds were that of fuel savings and lower emission levels by the vehicles.

*M.Modra, "Cost-Benefit Analysis of the Application of Traffic Noise Insulation Measures to Existing Houses", EPA 1984

***"Speeding is the cause of 32%
of all highway fatalities"***
- Insurance Institute for Highway Safety



LINKS OF INTEREST

Federal and State Sites

- [Gov. Highway Safety Association](#)
- [Grants assistance](#)
- [Catalog of Federal Domestic Assistance](#)
- [Transportation Research Board](#)
- [United States DOT](#)
- [Manual on Uniform Traffic Control Devices \(MUTCD\)](#)
- [American Traffic Safety Services Association](#)
- [Institute of Transportation Engineers](#) - A treasure trove of studies on traffic calming measures in all types of environments
- [Links to each state DOT website](#)
- [Effect of Speed Monitoring Displays in Increasing Speed Limit Compliance in Highway Work Zones](#) -- Study from Mitsuru Saito, Ph.D., P.E. of BYU for State of Utah DOT

Complimentary Business Sites



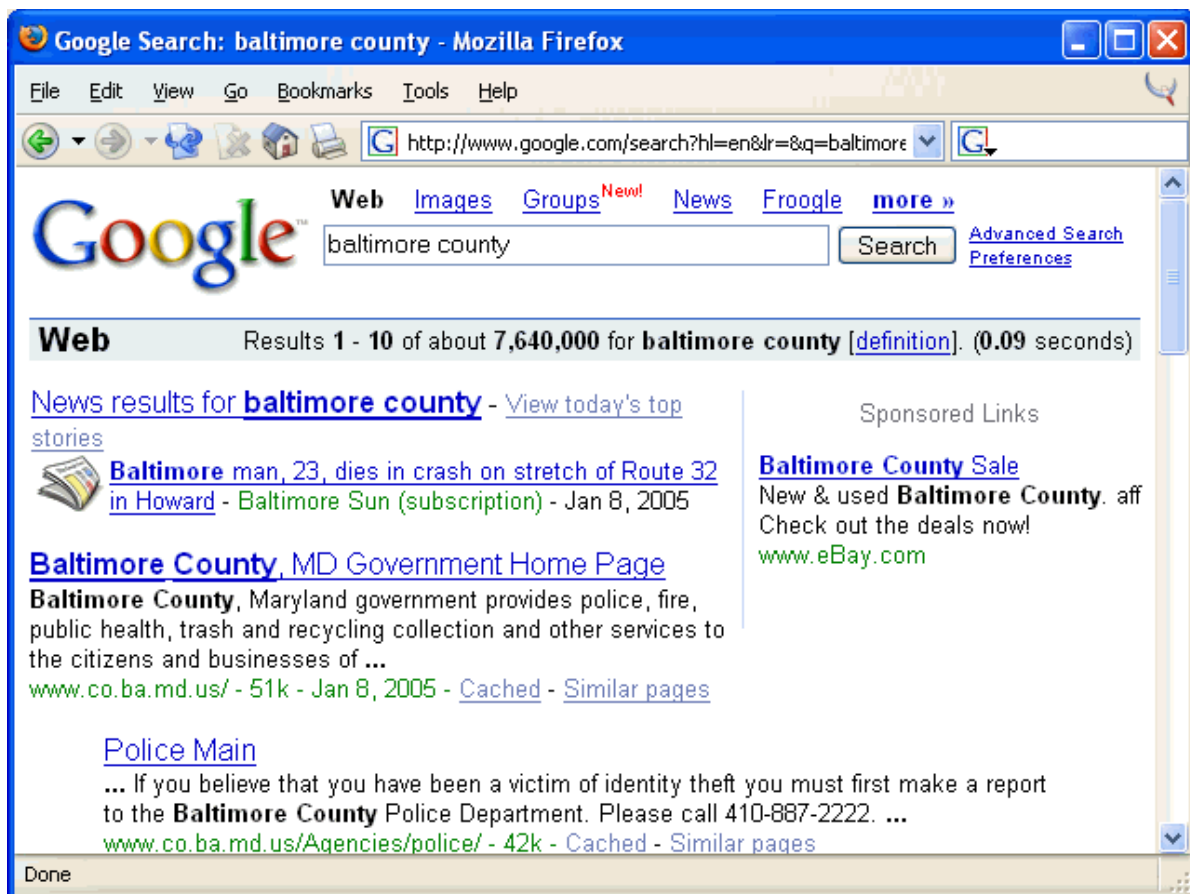
- [Safe Teen Driving Club](#)



❖ How can I find out what my local government is doing about neighborhood speeding issues?

Almost every incorporated city and county government has a website. A quick 'google' search will usually turn up the link to connect to yours. Once at the home page, you can find a section on city or county government departments. There is usually a department for public works, traffic, or transportation. In these sections are the people responsible for setting the rules about traffic calming solutions, and the process involved for a neighborhood to become eligible for government intervention. There are three states where all traffic related decisions are made at the state DOT level.

Listed below is a sample connection for Baltimore County, Maryland.



From the home page, scroll down and click on the **Transportation** link.

On the new web page, click on the **Roads** link.

Now click on the **Traffic Calming** link. This will bring up a detailed PDF file containing the process for getting local assistance with neighborhood traffic problems. There is also a phone number for contact as well.