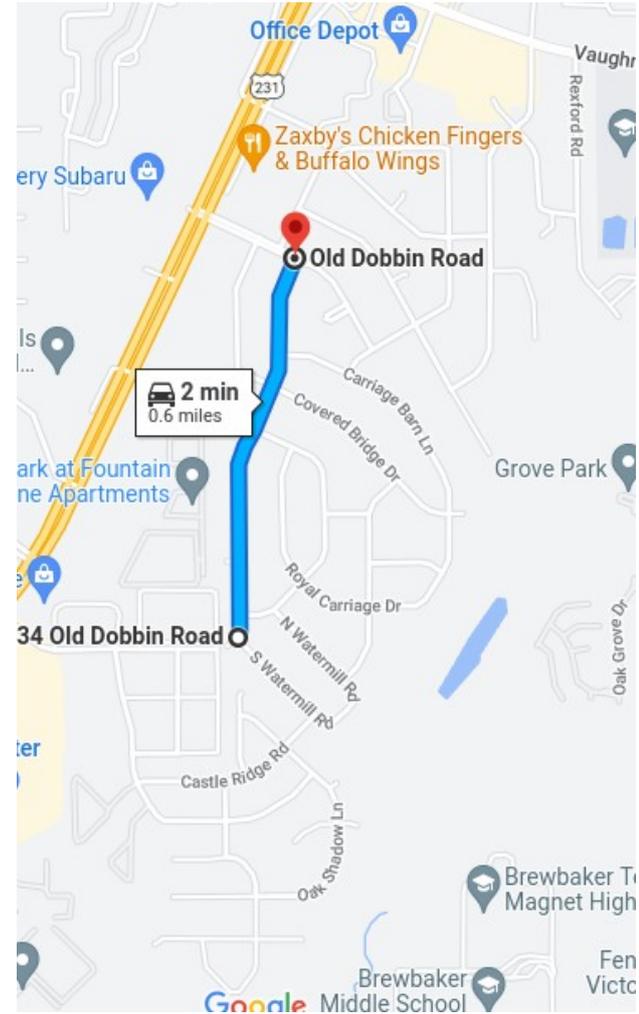


It's The Road, Not The Drivers

# The Problem

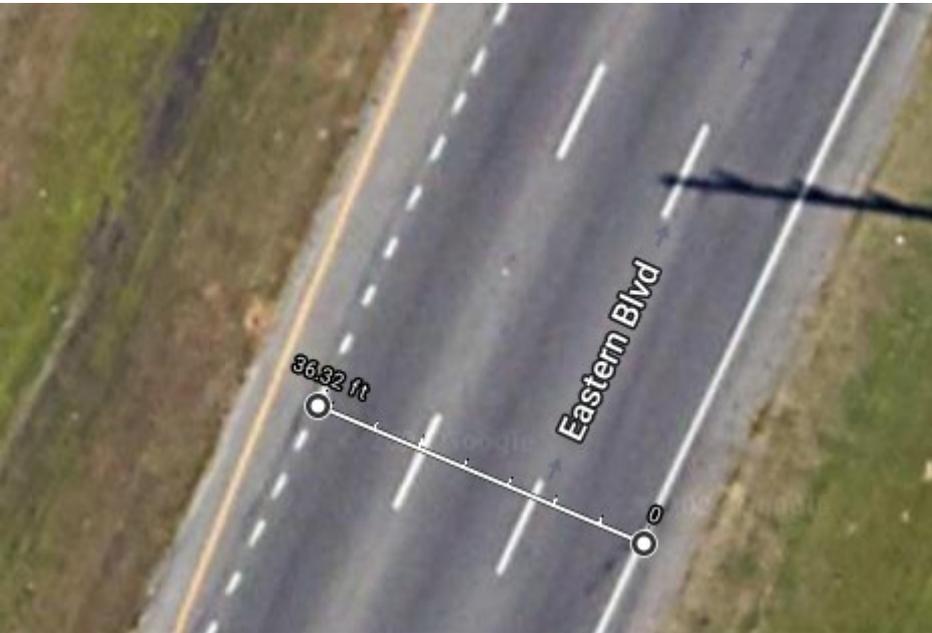
- Complaints about speeding and running of stop signs
- Old Dobbin Road

# Why Old Dobbin?





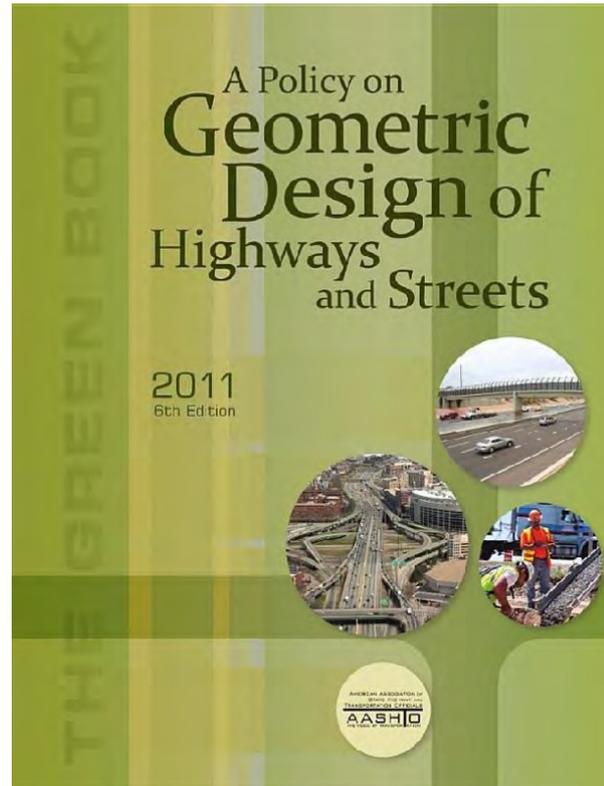
# See... Same Measurements



# Frame Of Reference

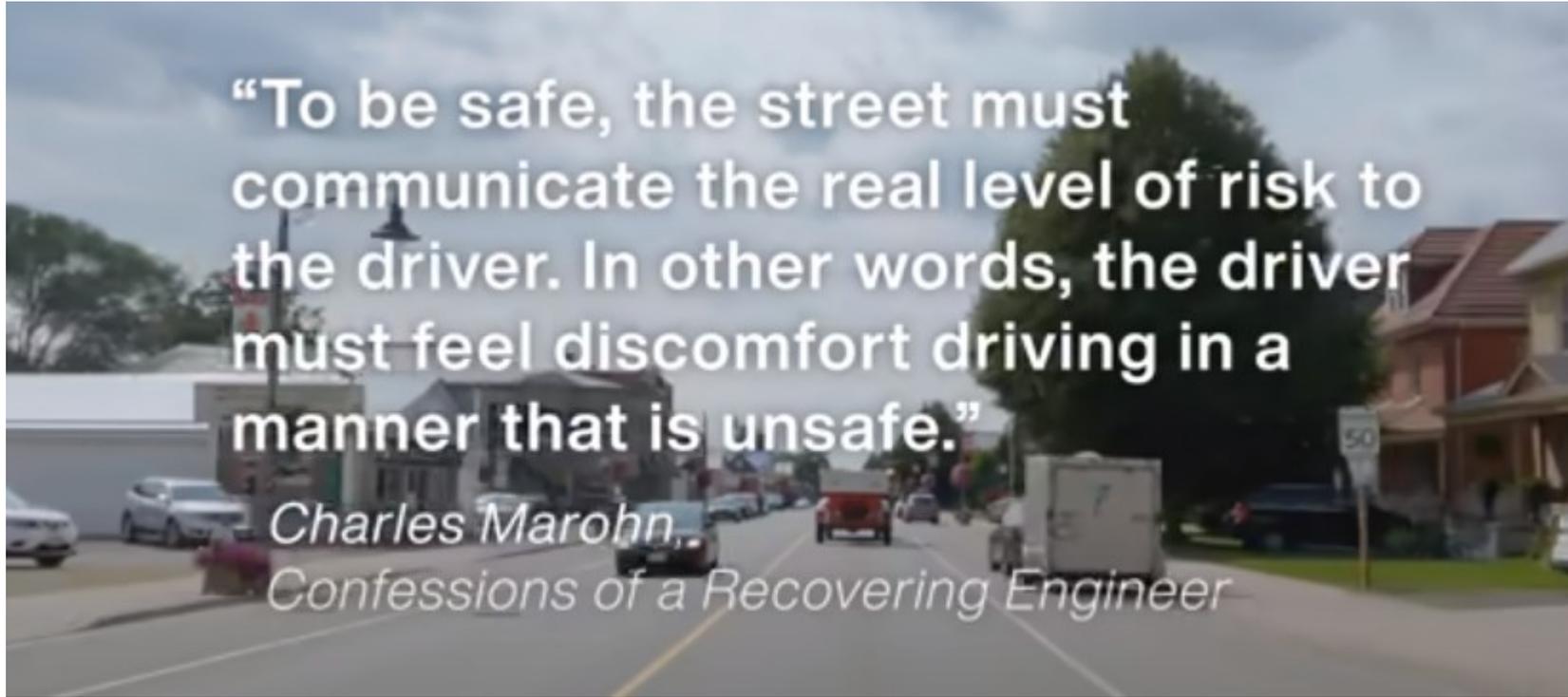


# Origin Of The Problem



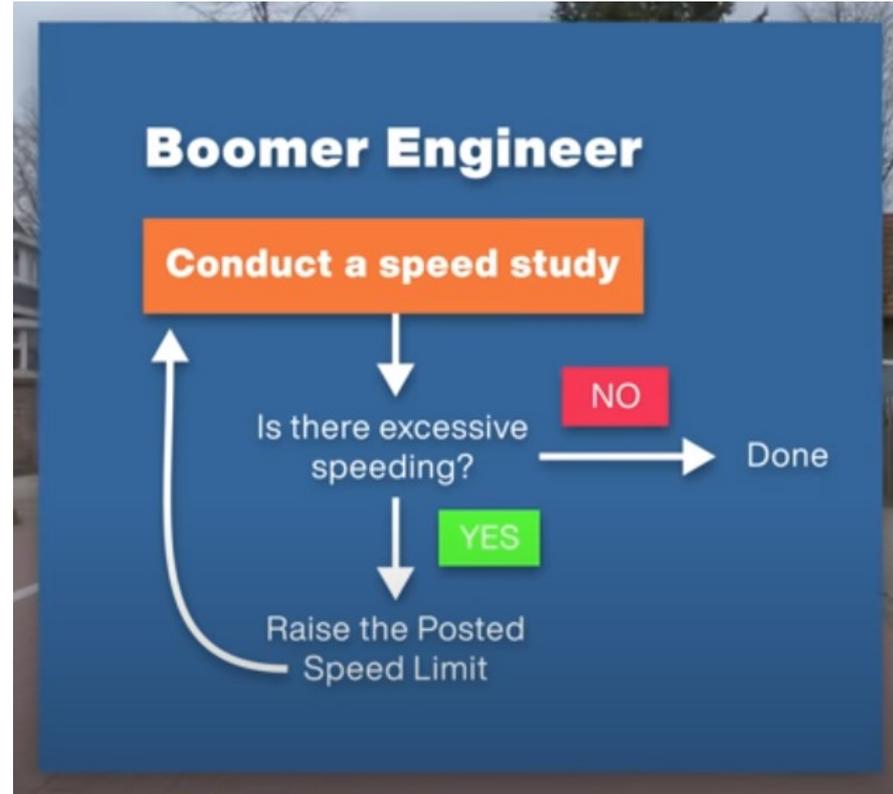
• Source: academia.edu

# Confessions of A Recovering Engineer



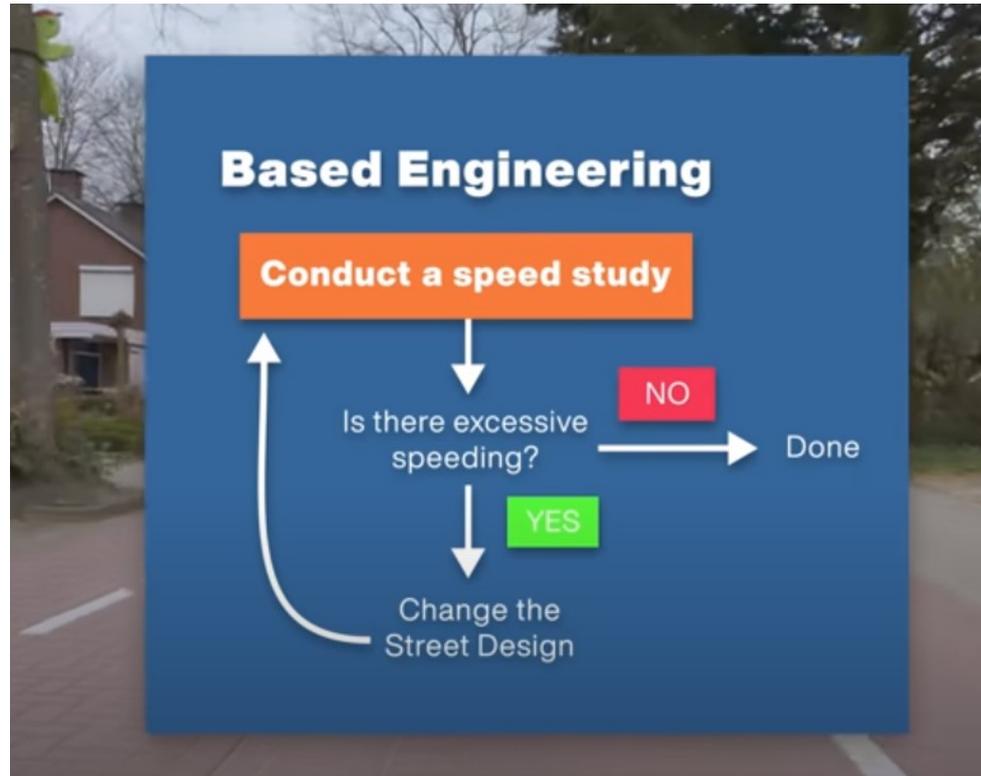
• Source: Not Just Bikes

# Old Way For Speed Limits



• Source: Not Just Bikes

# New Way For Speed Limits



• Source: Not Just Bikes

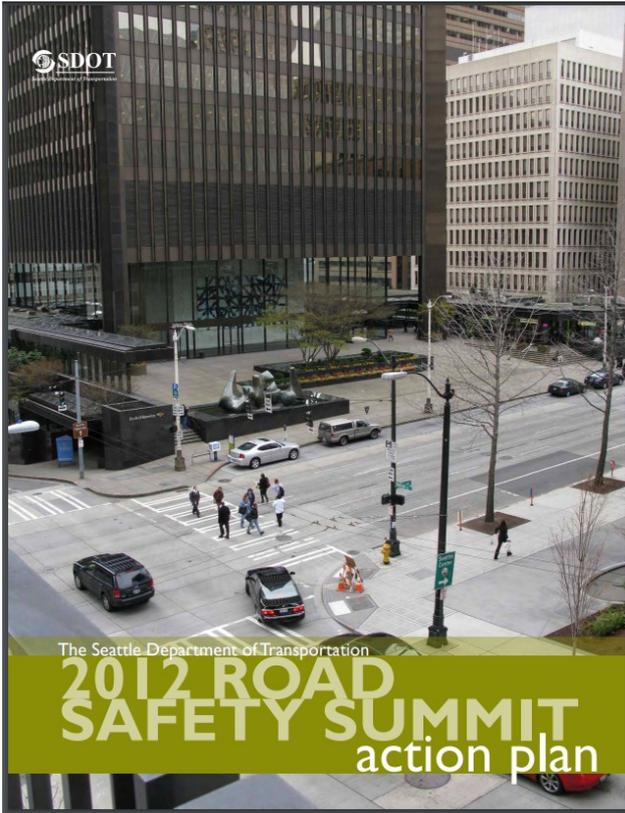
# Meanwhile in Pike Road



# Down The Street in Pike Road



# What Seattle Did



## FOCUS AREA - FEWER PEOPLE SPEEDING

### 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

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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

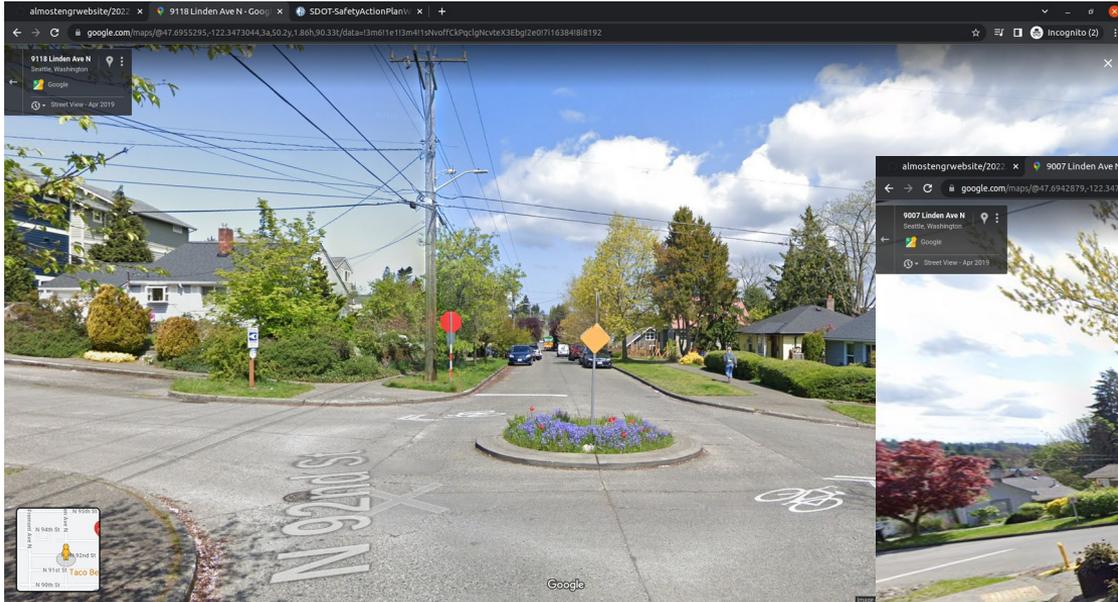
Automated enforcement of the speed limit has been demonstrated to be a highly effective tactic to reduce collisions. NHTSA reports that fixed photo enforcement of speed can reduce collisions by 20 to 25 percent and reduce speeds significantly (NHTSA Countermeasures That Work, 2011). Four new cameras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



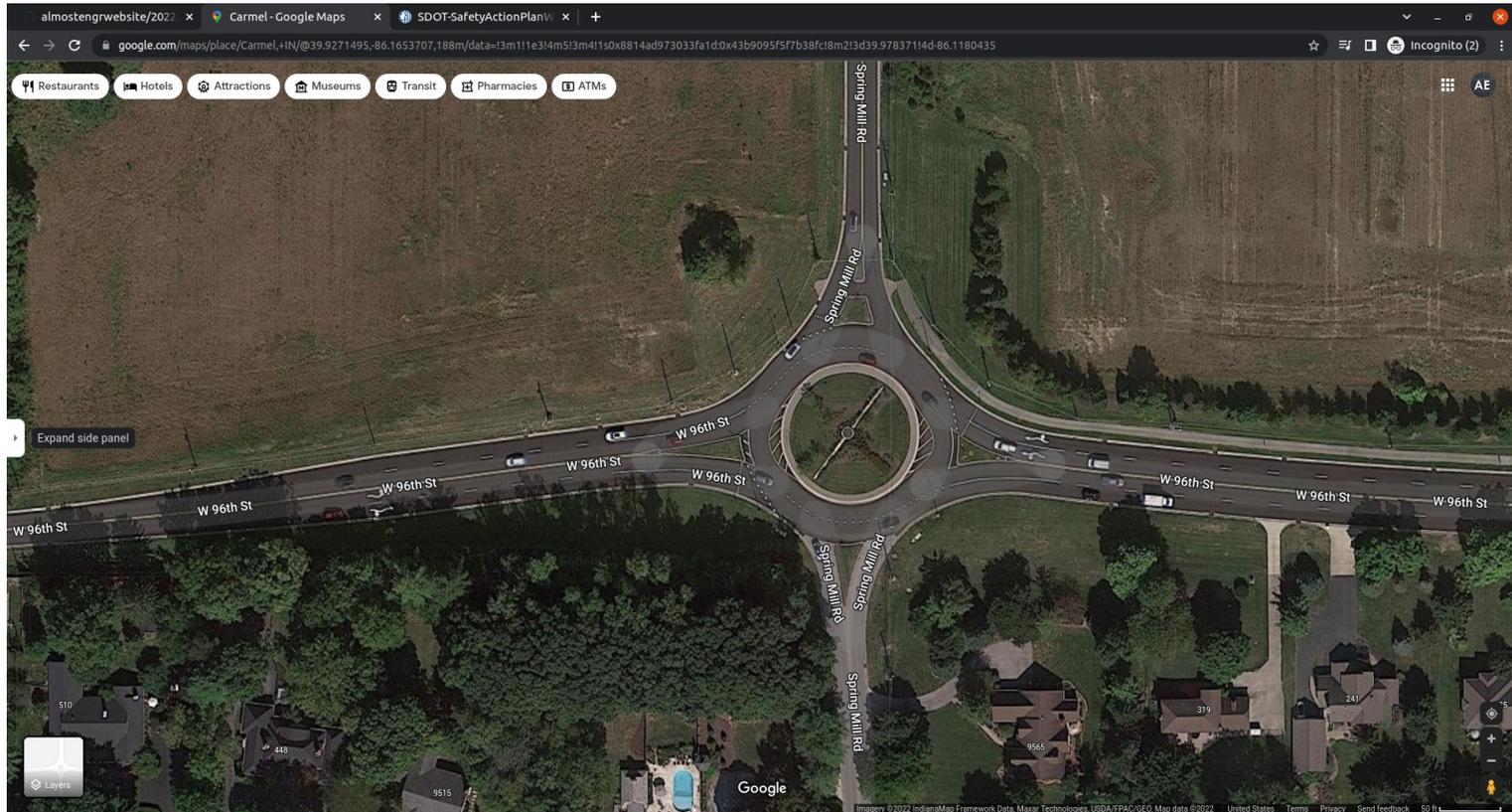
**DID YOU KNOW...**  
Automated speed limit enforcement has been demonstrated to be a highly effective countermeasure and can reduce crashes by 20 to 25 percent

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# What Seattle Did



# Go Around To Carmel, IN



# Conclusion

- Residential roads need redesign, especially Old Dobbin Rd
- More physical objects to slow speeding drivers
- Leverage knowledge from previous decades