



A rural speed management pilot program in Bishopville, Maryland

Virginia Highway Safety Summit

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Dangers of speed

- ▶ It increases the **distance a vehicle travels** from the time a driver detects an emergency to the time the driver reacts
- ▶ It increases the **distance needed to stop a vehicle** once the driver starts to brake
- ▶ It increases the **risk** that an evasive steering maneuver will result in **loss of control**
- ▶ It increases the **crash energy** exponentially

- ▶ Speeding has been a factor in **more than 25% of crash deaths** for decades

Patch

Pandemic Revs Up Bad Driver Behavior, U.S. Traffic Fatalities

February 11, 2021

San Francisco Examiner

Reckless driving has increased since pandemic

April 15, 2021

THE VERGE

The pandemic was the bloodiest year for driving in over a decade

June 4, 2021

The Washington Informer

Uptick in Speeding, Reckless Driving During Pandemic Hasn't Let Up

August 9, 2021

4 WASHINGTON

Pandemic Didn't Slow Down Drunk Driving or Speeding

October 30, 2021

Johns Hopkins Bloomberg School of Public Health

Global Health **NOW**

Reckless Driving: An Unexpected Pandemic Trend

September 4, 2019



In 2020, fatalities increased

In speeding-related crashes

17%

Addressing speeding is challenging

Inconsistencies between perception of speeding and speeding behavior

A 2020 national survey (AAA Foundation for Traffic Safety)

Respondents who thought it was <i>extremely, very, or moderately</i> dangerous to drive	Respondents who admitted doing so in the past 30 days
15 mph over the speed limit on freeways 80%	45%
10 mph over the speed limit on residential streets 88%	35%

Speeding needs stronger national leadership



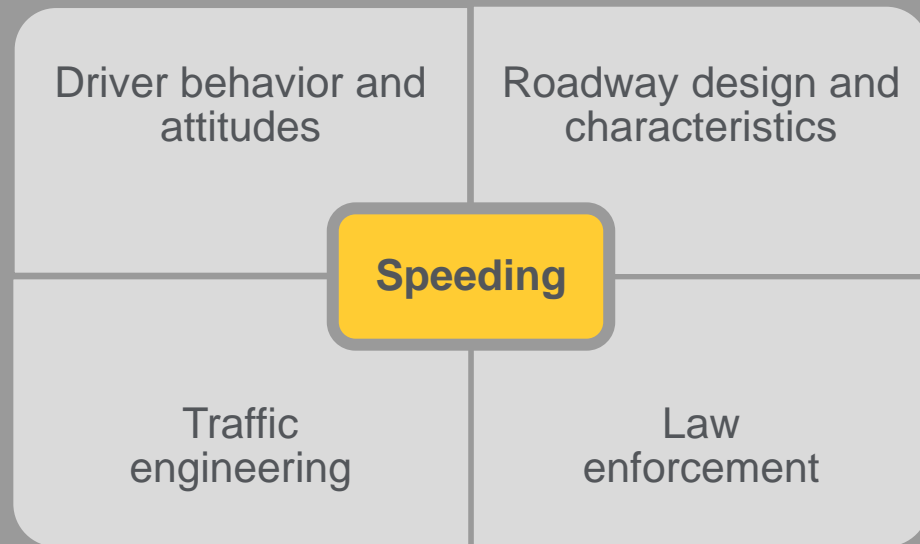
NHTSA sponsors national mobilizations on seatbelt use and alcohol-impaired driving



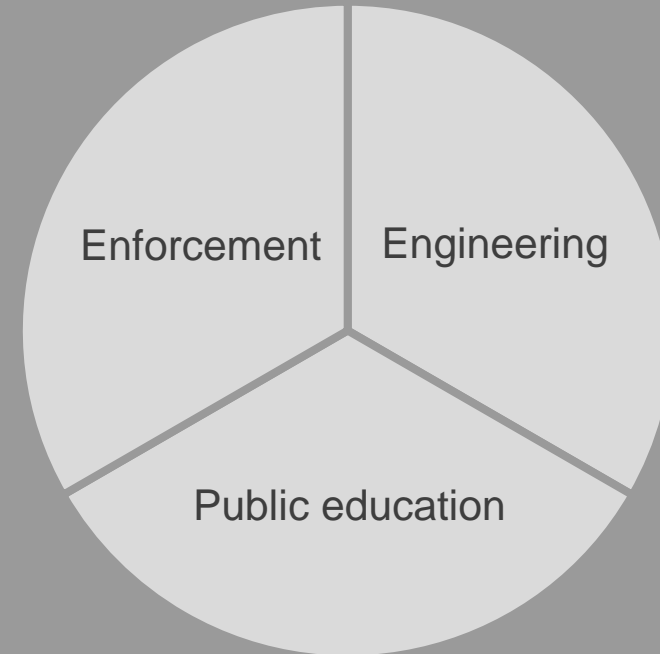
- ▶ Speeding has not received similar national efforts
- ▶ NTSB issued a recommendation to NHTSA to develop a national high visibility enforcement mobilization program on speeding

A comprehensive program is necessary to address speeding

Speeding is a complicated issue



A comprehensive program is necessary



Many speed management programs do not always involve all the necessary strategies

These programs tend to be implemented in urban areas

Speed Forum, April 2019





- ▶ Two speed management pilot programs selected for funding

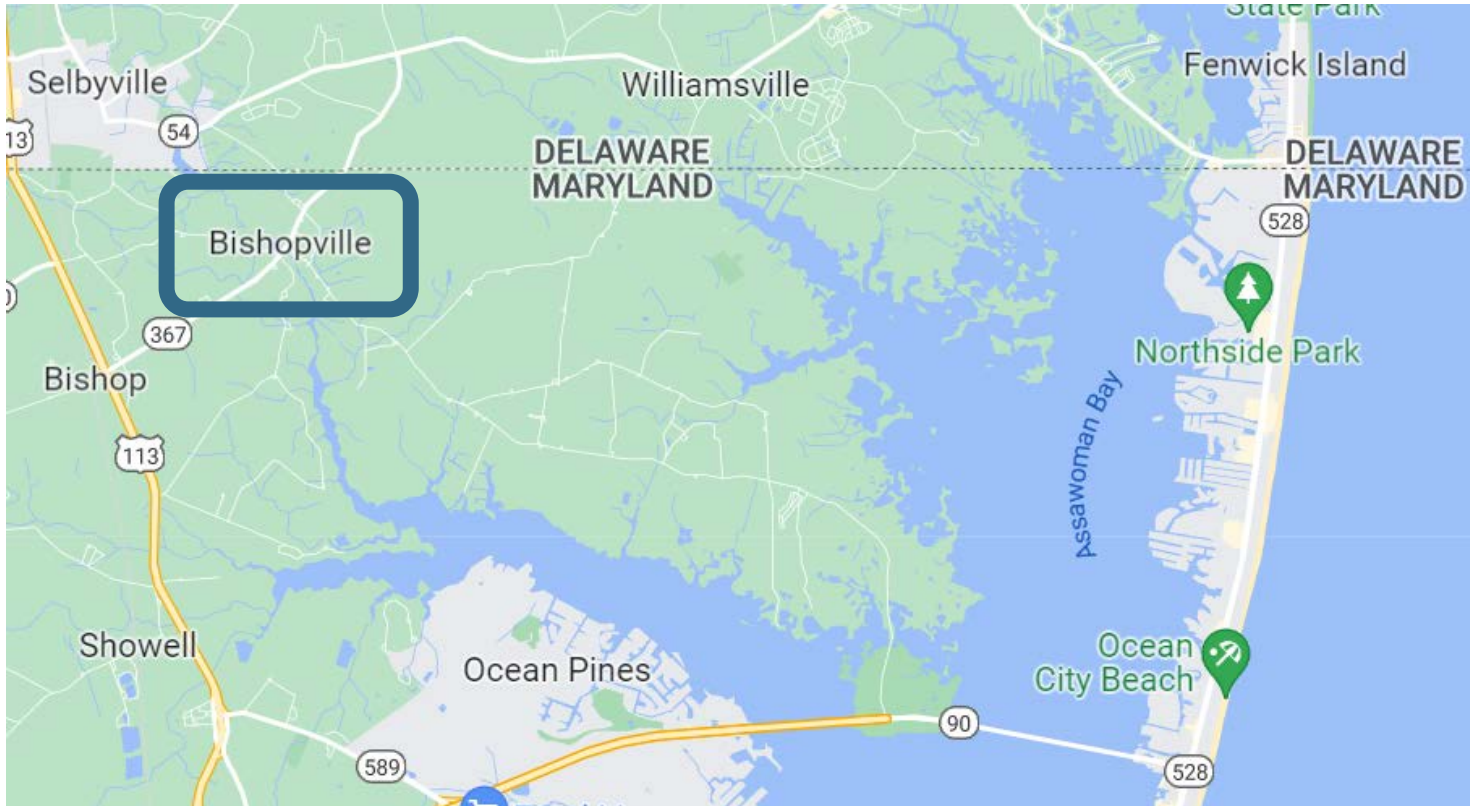
On a rural road in Maryland

In an urban area (Richmond) in Virginia

\$100,000 for each state

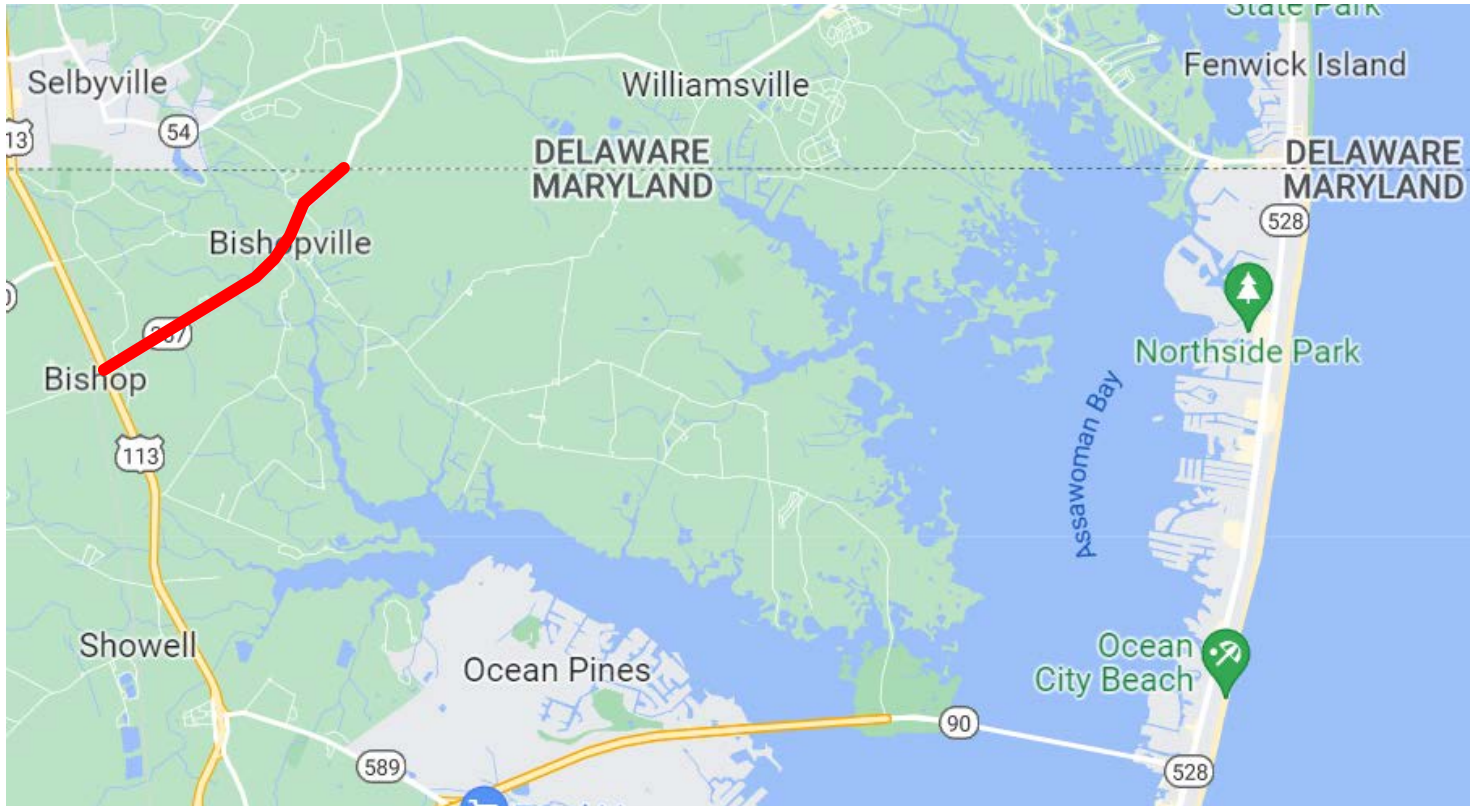
- ▶ Combined countermeasures: engineering, enforcement, communications/education

Maryland speed pilot program



- ▶ A 2.4-mile corridor on MD 367 in Bishopville
- ▶ Program took place in summer 2021

MD 367-Bishopville Rd



- ▶ Rural two-lane undivided road with no access control
- ▶ A popular route for beach traffic in summer
- ▶ Speeding a known problem

Engineering treatments



White and yellow striping
widened from 5' to 10"

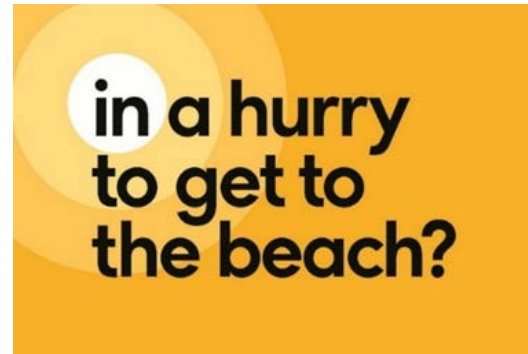


Two radar-based speed
feedback signs

Public outreach



Flyers distributed to local businesses and residents



Roadside signs placed along the MD 367 corridor

Paid media and high-visibility enforcement waves

- ▶ Four waves throughout August

Five days per enforcement wave

Media wave preceded each enforcement wave and continued through the end of wave

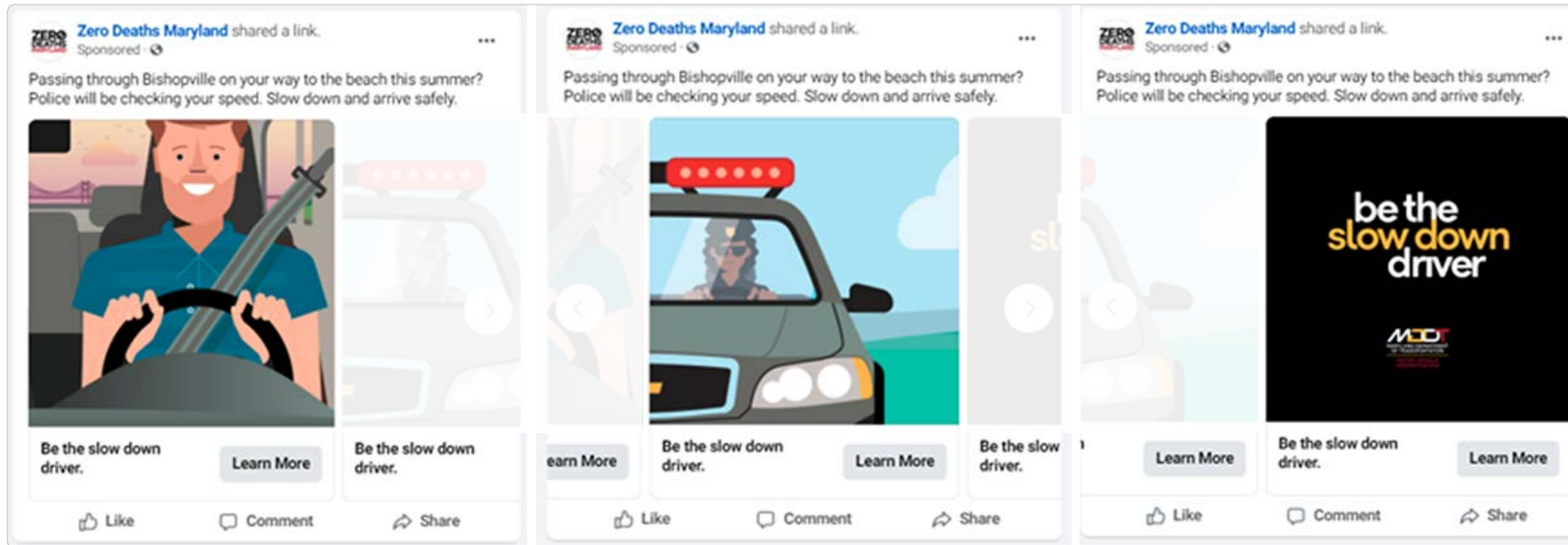
- ▶ Enforcement

Requested no tolerance for 10 mph or more over speed limit – discretion left to officer making stop

- ▶ “Be the SLOW DOWN Driver” media campaign

Social media

Facebook, Instagram, and Snapchat

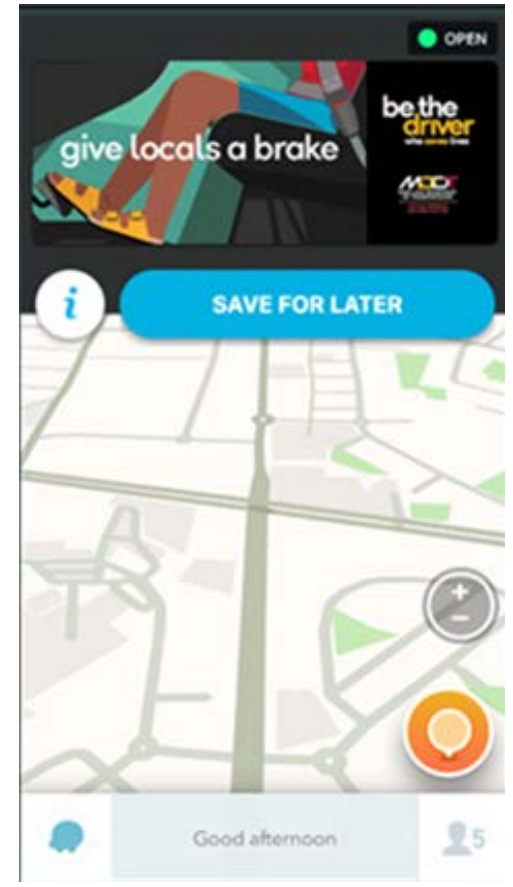




Full page inserts in *The Dispatch*



Billboards



Waze ads

June 2021

July

August

September

October

Week 1

Week 2

Week 3

Week 4

Week 1

Week 2

Week 3

Week 4

Week 1

Week 2

Public outreach

Engineering treatments installation

Paid media & enforcement
Wave #1

Wave #2

Wave #3

Wave #4

Program ended

Public awareness of the speed pilot program

Before surveys				After surveys							
June 2021	July				August				September	October	
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4		Week 1	Week 2
			Public outreach	Engineering treatments installation	Paid media & enforcement Wave #1	Wave #2	Wave #3	Wave #4			
									Program ended		

Public awareness

- ▶ Whether residents were aware of program elements



Widened edge
and center lines



Speed
feedback signs



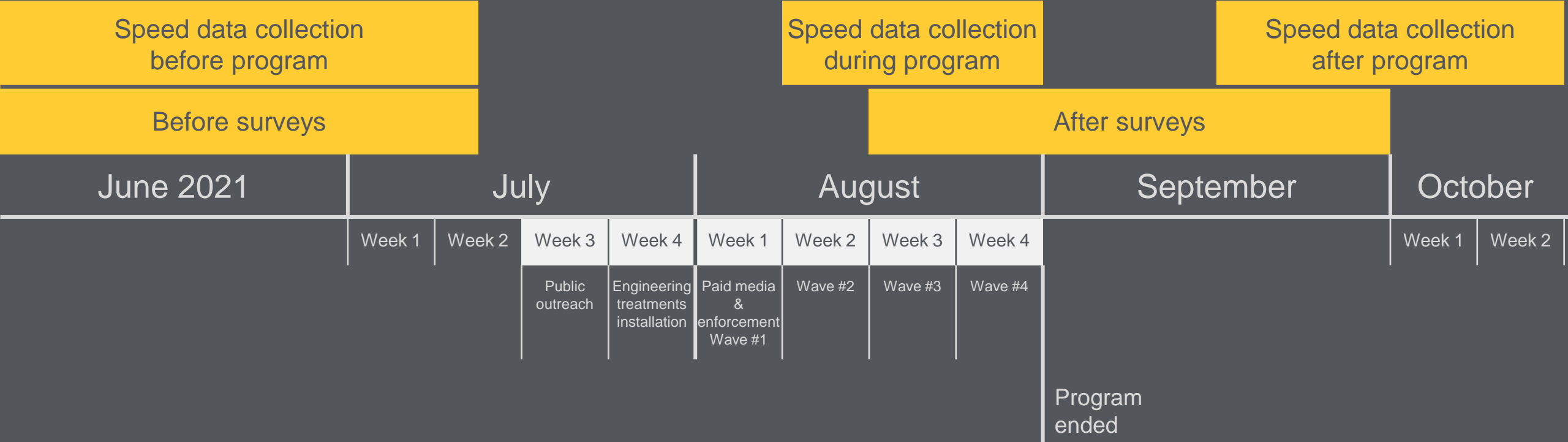
Special police
enforcement



Message

- ▶ How much of a problem was speeding on MD 367
- ▶ How likely drivers who speed would get stopped by police on MD 367

Program effects on speeds



Effects on speeds

- ▶ Measures of speeds

 - Mean speeds

 - Odds that a vehicle exceeded speed limit by any amount

 - Odds that a vehicle exceeded speed limit by more than 10 mph

Next steps

- ▶ Evaluation of the Maryland program will be released in May
- ▶ Speed management program in Richmond, Virginia will begin
 - Speed cameras in school zones
 - “OUR TOWN, SLOW DOWN” media campaign
 - Engineering countermeasures: speed tables in residential areas

Insurance Institute for Highway Safety
Highway Loss Data Institute

iihs.org



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THANK YOU



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