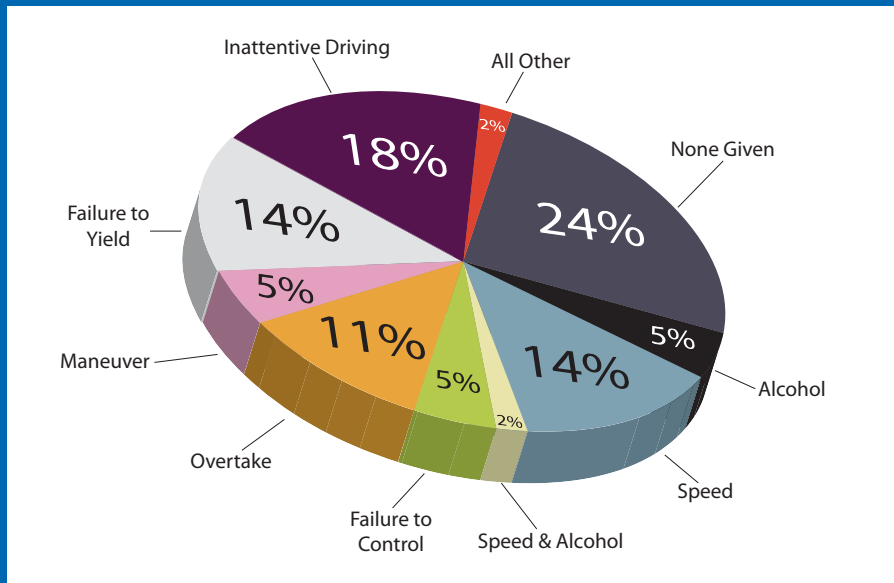




# Speed-Management Program



As indicated in NHTSA’s Countermeasures That Work (Fourth Edition, 2009), “The legal definition of speeding is exceeding the posted speed limit. Speeding becomes aggressive driving when a vehicle’s speed is too high for conditions or substantially exceeds the prevailing travel speeds of other vehicles.” Currently, the number of crashes in which speed is recorded as a Possible Contributing Circumstance (see above) is thought to be very low.

Virtually all crashes have a speed component; otherwise, drivers would simply come to a stop to avoid a crash. With additional law enforcement training on the importance of thorough traffic crash investigation, the number of reported speed-related crashes is likely to increase.

As speed-related crashes are more completely reported, speed will be understood as intrinsic to crash causation, even when combined with other driver factors, allowing enforcement and social marketing resources to be used more effectively.



## Program Justification, Performance Goals and Measures

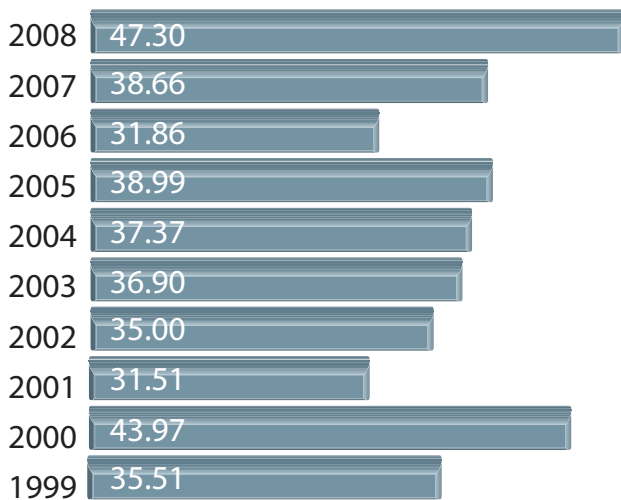
### Justification

When considering what a speed related crash is, a person should look at more than simply the “Speed” PCC alone when assessing problem. Other PCCs such as “Speed & Alcohol”, “Failure to Control”, “Overtake”, and “Failure to Yield” also have the speed related implications.

As law enforcement reports more crashes as speed related and methods of imputing crashes as speed related with other PCCs develop, a paradox is created and it is difficult to set a declining goal.

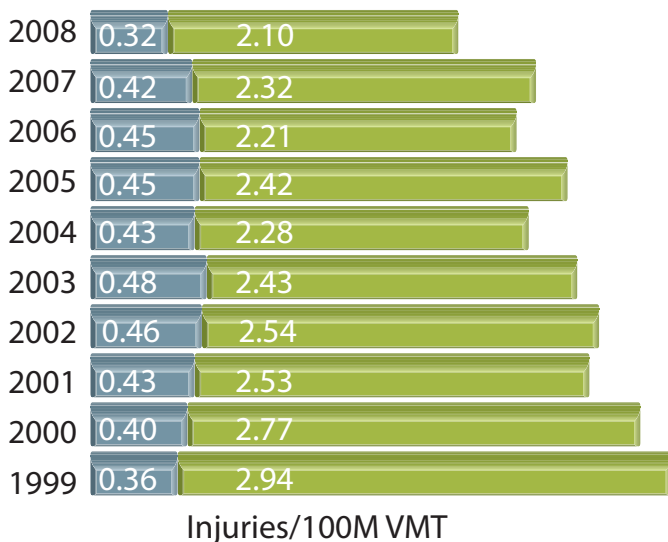
Speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 32% of all deaths and 24% of all injuries in 2008. In addition, in 2008, 187 people died and 11,213 were injured in 27,295 speed-related crashes. There were 242,944 convictions for speeding violations entered into driver records in 2007.

### Speed-Related Crashes/100M VMT



As illustrated below, both speed related fatal injuries and ‘A’ injuries have been declining since 1999.

### Speed-Related Fatal ‘A’ Injury/100M VMT



### Performance Goals and Measures

#### Speed Related Crashes

2003-07 Baseline	36.76/100M VMT
2008 Current	47.30/100M VMT
2010	42.69/100M VMT
2012	38.53/100M VMT

#### Combined Fatalities and Serious ‘A’ injuries

2003-07 Baseline	2.78/100M VMT
2008 Current	2.42/100M VMT
2010	2.19/100M VMT
2012	1.97/100M VMT

#### Driver Possible Contributing Circumstances (PCC)

*Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver PCC in 2000 to only 10% of driver PCC by 2010.*

2000 Baseline	16.2% of driver PCCs
2008 Current	20.0% of driver PCCs
2010	18.1% of driver PCCs

## Program Management

Coordinate, plan, and manage the state Speed Management Safety Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.

Act as a liaison between local communities, law enforcement agencies, Regional Program Managers, and various divisions of the DOT.

Work with Speed Management Working Group to develop and implement localized action plan that identifies specific speeding and speeding-related crash problems and the actions necessary to address problems and to establish the credibility of posted speed limits.

(402) 2010-40-01	\$75,000
(State) 2010-49-01	\$11,000

## Public Information, Education and Outreach

Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meets needs.

Develop aggressive driving PI&E and/or outreach materials.

Target information to the correct audiences.

Put information on Website to reduce production costs.

Promote speed-management as a public policy priority by creating a network of partners to carry the speed management message through use of communications with the Regional Program Managers and Law Enforcement Liaisons.

(402) 2010-40-02	\$150,000
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Support Law Enforcement Liaison outreach to enforcement agencies to encourage participation in mobilizations and other safety activities.

(402) 2010-40-02	\$175,000
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Collaborate with organizations to improve working relationships among law enforcement, prosecutors, judges and the criminal justice system to enhance the effectiveness of programs. Provide incentives and visible recognition for outstanding fieldwork in the areas of reducing impaired driving, speeding, safety belt law, etc.

(402) 2010-40-02	\$50,000
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## Training and Capacity

Develop a training and evaluation plan, and support training for advanced traffic enforcement skills development.

Provide speed-management program information and training opportunities for traffic court judges and prosecutors that outline the negative effects of speeding on the quality of life in their communities.

(402) 2010-40-03	\$50,000
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## Law Enforcement

Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign.

(402) 2010-40-05 \$1,150,000

Plan to pilot a “Data Driven Approaches to Crime and Traffic Safety” (DDACTS) Program Grant in one or more urban areas.

(402) 2010-40-05 \$50,000

Plan and implement a multi-agency corridor project providing overtime funding increasing excessive speed and aggressive driving enforcement.

(402) 2010-40-05 \$650,000

Non-overtime Equipment Grants and Recognition for LE.

(402) 2010-40-06 \$150,000

## Paid Media

Paid media using speed message to targeted audiences.

Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited.

(402) 2010-40-07 \$250,000

## Evaluation Programs

Evaluate the number of crashes, fatalities, and injuries and compare to prior data.

Identify counties that have low conviction rates for speeding tickets.

Conduct surveys to determine program effectiveness and public knowledge and attitudes about the speed management program.

Track the use of the safety materials provided, eliminate materials that are not used.

Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

(402) 2010-40-09 \$80,000

## Speed Management Program - Budget Summary

2010-40-01-PT	Program Management - Federal	\$75,000	402
2010-40-02-PT	PI&E	\$375,000	402
2010-40-03-PT	Training & Support - Technical	\$50,000	402
2010-40-05-PT	Enforcement	\$1,850,000	402
2010-40-06-PT	Equipment	\$150,000	402
2010-40-07-PM	Paid Media	\$250,000	402PM
2010-40-09-PT	Evaluation	\$80,000	402
2010-49-01	Program Management - State	\$11,000	State
	<b>402 Total</b>	<b>\$2,580,000</b>	
	<b>Total 402PM</b>	<b>\$250,000</b>	
	<b>Total State</b>	<b>\$11,000</b>	
	<b>Program Total</b>	<b>\$2,841,000</b>	