

**Speeding Emphasis Area  
Strategies, Countermeasures and Action Plans**

<b>Strategy Number</b>	<b>Description</b>
<b>1</b>	Use the concept of establishing a target speed limit and road characteristics to reduce speeding.
<b>2</b>	Educate law enforcement on contributing crash factors to improve crash data collection.
<b>3</b>	Leverage data to improve engineering, education, and enforcement.
<b>4</b>	Increase and sustain high-visibility speeding enforcement. (Develop, catalog, and disseminate tools and other resources to improve enforcement capabilities.)
<b>5</b>	Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups).

## STRATEGY 1

Use the concept of establishing a target speed limit and road characteristics to reduce speeding.

### Countermeasure

Focus	Number	Description	Action Plan
Target speed	1A	Encourage use of target speeds for arterial, collector, and local roadways; encourage use of target speeds with pedestrian, land use, and roadway context, including options for target speeds of 35 mph or less on arterials and the evaluation of existing speed limits to appropriate target speeds.	✓

## Target Speed Countermeasure (1A) Action Plan

**Encourage use of target speeds for arterial, collector, and local roadways; encourage use of target speeds with pedestrian, land use, and roadway context, including options for target speeds of 35 mph or less on arterials and the evaluation of existing speed limits to appropriate target speeds.**

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Identify a lead organization</li> <li>2. Identify agencies (e.g., TxDOT, municipalities, and counties) and stakeholders (e.g., representatives of people with disabilities, pedestrian and walking advocates, business district leaders, low-income communities, and transit providers) to explore benefits and barriers to implementation of slower target speed concepts.</li> <li>3. Provide information about setting speed limits based on target speed concepts related to kinetic energy, crash severity, and safe systems concepts (e.g., USLimits2).</li> <li>4. Explore potential changes to Sec. 545.356 of the Transportation Code, "Authority of Municipality to Alter Speed Limits," to clarify that cities may use target speed limits and that designers can select a design speed to use in geometric decisions based on safe operating speeds in a complex environment.</li> <li>5. Implement a pilot program to implement pilot arterial and collector target speed zones and related design treatments for encouraging target speed compliance, including the use of interim, low-cost street redesigns.</li> <li>6. Evaluate the effectiveness of and keys to success for pilot target speed zones and related design treatments for controlling speed.</li> <li>7. Write guidance on road design to achieve target speed based on lessons learned, best practices, and proven countermeasures.</li> <li>8. Build and retrofit streets with target speeds that consider pedestrians, land use, and roadway context.</li> </ol>
<b>Participating Organizations</b>	Transportation agencies (TxDOT, municipalities, and counties); safety, pedestrian, and biking advocates; transit providers; representatives of people with disabilities and low-income communities; FHWA; and legislature and political leaders
<b>Effectiveness</b>	***
<b>Cost to Implement</b>	\$\$\$
<b>Time to Implement</b>	Long (5+ years)

Element	Description
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Misperception that congestion or commuter delay is a bigger problem than crashes, when crashes in fact impose a much higher cost on Texans. (References: Farm and City [<a href="http://www.farmandcity.org/2017/09/05/how-much-do-traffic-crashes-cost-the-people-of-texas-a-162-billion/">http://www.farmandcity.org/2017/09/05/how-much-do-traffic-crashes-cost-the-people-of-texas-a-162-billion/</a>] or U.S. Department of Transportation [<a href="https://www.transportation.gov/sites/dot.gov/files/docs/briefing-room/305216/infrastructure-initiative-booklet.pdf">https://www.transportation.gov/sites/dot.gov/files/docs/briefing-room/305216/infrastructure-initiative-booklet.pdf</a>].)</li> <li>• Public perception of the need for speed and lack of understanding of how safe, multimodal streets can provide greater access, shorter trips, and even quicker vehicle trips when crashes are avoided.</li> <li>• Institutional inertia, which requires leadership, taking concerns seriously, and working through issues, to allow the possibility of arriving at results that may seem heretical to many dedicated professionals at various levels of the transportation system.</li> <li>• Lack of local experience with pedestrian-compatible operating speeds, in terms of users, decision makers, and practitioners.</li> <li>• Interpretations of the 85th percentile rule, which some might perceive conflicts with this.</li> <li>• Texas laws. Texas law bars cities from using 20-mph speed limits on neighborhood streets. Sec. 545.356 of the Transportation Code requires difficult reporting requirements that some cities say are impossible to meet and thus are seen as a limiting factor for establishing 25-mph speed limits, which this section is intended to allow. Some cities believe that target and design speeds cannot be set lower than the speed limit, essentially creating a de facto lower limit on the safety of designs at 30-mph design speed.</li> <li>• Reasonable interpretations of this sentence from the TxDOT Procedures for Establishing Speed Zones: “New or reconstructed roadways (and roadway sections) should be designed to accommodate operating speeds consistent with the roadway’s highest anticipated posted speed limit based on the roadway’s initial or ultimate function.”</li> </ul>

## STRATEGY 2

Educate law enforcement on contributing crash factors to improve crash data collection.

### Countermeasures

Focus	Number	Description	Action Plan
<b>Law enforcement education</b>	2A	Educate law enforcement on the use of crash data and the need for accurate information. (Examples are to encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; and highlight the difference between failure to control speed and speeding over the limit.)	✓
<b>Education on contributing factors for law enforcement and crash analysts</b>	2B	Ensure law enforcement and crash analysts understand the difference in speeding-related contributing factors and their association with statutes when analyzing crash data.	
<b>CR-3 electronic submission</b>	2C	Encourage electronic submission of the standard crash report form (CR-3) and citations, with features to ensure all fields are completed.	
<b>CR-3 fields for estimated speed</b>	2D	Collaborate with law enforcement to explore methods to add the estimated speed of vehicles to crash reports (including when vehicles are traveling at or below the speed limit).	

## Law Enforcement Education Countermeasure (2A) Action Plan

**Educate law enforcement on the use of crash data and the need for accurate information. (Examples are to encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; and highlight the difference between failure to control speed and speeding over the limit.)**

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Identify stakeholders to tailor a program to local agencies. This program may be similar to the Selective Traffic Enforcement Program (STEP) program. (Participating organization: TxDOT)</li> <li>2. Document the importance and use of crash data, and the identification of contributing factors and other crash characteristics especially when aggregated. Provide examples of providing value back from aggregated statistics, including obtaining data-driven funding. Create a data dictionary for the CR-3. (Participating organization: TxDOT)</li> <li>3. Set up liaisons and develop training programs (dual lines of communication). (Participating organization: TxDOT)</li> <li>4. Set up a pilot program, get feedback from all involved, and analyze with law enforcement at all levels (the San Antonio Police Department has been identified as a pilot agency). (Participating organizations: TxDOT with the San Antonio Police Department and City of San Antonio Transportation and Capital Improvements)</li> <li>5. Establish standardized metrics statewide to aid in consistent implementation. (Participating organization: TxDOT)</li> <li>6. Roll out the statewide TxDOT program for law enforcement to implement. (Certify the program for Texas Commission on Law Enforcement credit and investigate linking it to STEP.) (Participating organization: TxDOT)</li> </ol>
<b>Participating Organizations</b>	See above for each step.
<b>Effectiveness</b>	***
<b>Cost to Implement</b>	\$
<b>Time to Implement</b>	Short to medium
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Lack of buy-in from all stakeholders.</li> <li>• Identifying stakeholders.</li> <li>• Setting up liaisons.</li> </ul>

## STRATEGY 3

**Leverage data to improve engineering, education, and enforcement.**

### Countermeasures

Focus	Number	Description	Action Plan
<b>Mapping resource center</b>	3A	Develop a resource center for assisting law enforcement agencies with data-driven deployment, including mapping of high-volume crash locations (especially injury and fatality) and contributing factors.	✓
<b>Law enforcement training</b>	3B	Train and encourage law enforcement agencies to make effective use of data during planning and patrols.	
<b>Selective traffic enforcement</b>	3C	Require STEP grant-funded enforcement programs to be data driven.	✓
<b>Reduction of operating speeds</b>	3D	Produce a report on the potential crash, death, and serious injury reduction of shifting all surface streets in urban districts under TxDOT control to a lower operating speed, including feeder/frontage roads.	
<b>Safety design demonstration projects</b>	3E	Encourage cities to implement safe design speed demonstration projects in various settings. This could include involving neighborhoods in community-based traffic calming.	
<b>Partnering with school districts</b>	3F	Encourage partnerships of agencies with school districts to implement safe streets projects across the state, while also providing the students with knowledge of the crisis of traffic deaths and the potential solutions that modify their behavior and decisions.	

## Mapping Resource Center Countermeasure (3A) Action Plan

**Develop a resource center for assisting law enforcement agencies with data-driven deployment, including mapping of high-volume crash locations (especially injury and fatality) and contributing factors.**

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Use three years of crash data to determine areas with historical overrepresentation of crash activity, and plot the high-volume crash areas on maps for distribution to all law enforcement agencies in Texas. (Participating organizations: TxDOT and DPS)</li> <li>2. Change STEP grant operational plans to focus high-visibility enforcement efforts on high-volume crash areas rather than areas of low compliance. (Participating organization: TxDOT)</li> <li>3. Roll out the resource center statewide with the fiscal year STEP request for proposals. (Participating organization: TxDOT)</li> <li>4. Begin enforcement October 1 of the following fiscal year. (Participating organization: TxDOT)</li> </ol>
<b>Participating Organizations</b>	See above for each step.
<b>Effectiveness</b>	Uncertain
<b>Cost to Implement</b>	\$\$\$
<b>Time to Implement</b>	Medium
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Start-up and sustained funding.</li> <li>• Finding an appropriate host for the resource center.</li> <li>• Securing buy-in from law enforcement agencies.</li> </ul>

## Selective Traffic Enforcement Countermeasure (3C) Action Plan

**Require STEP grant-funded enforcement programs to be data driven.**

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Use three years of crash data to determine areas with historical overrepresentation of crash activity, and plot the high-volume crash areas on maps for distribution to all law enforcement agencies in Texas. (Participating organizations: TxDOT and DPS)</li> <li>2. Change STEP grant operational plans to focus high-visibility enforcement efforts on high-volume crash areas rather than areas of low compliance. (Participating organization: TxDOT)</li> <li>3. Roll out the requirement statewide with the fiscal year STEP request for proposals. (Participating organization: TxDOT)</li> <li>4. Begin enforcement October 1 of the following fiscal year. (Participating organization: TxDOT)</li> </ol>
<b>Participating Organizations</b>	See above for each step.
<b>Effectiveness</b>	***
<b>Cost to Implement</b>	No additional
<b>Time to Implement</b>	Short
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Law enforcement agencies diluting or overconcentrating enforcement.</li> <li>• Agencies selecting inappropriate enforcement zones.</li> </ul>

## STRATEGY 4

**Increase and sustain high-visibility speeding enforcement. (Develop, catalog, and disseminate tools and other resources to improve enforcement capabilities.)**

### Countermeasures

Focus	Number	Description	Action Plan
<b>Enforcement best practices</b>	4A	Develop a best practices guide for speed enforcement techniques.	✓
<b>Automated speed enforcement</b>	4B	Investigate the effectiveness and acceptance of automated speed enforcement.	✓

## Enforcement Best Practices Countermeasure (4A) Action Plan

### Develop a best practices guide for speed enforcement techniques.

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"><li>1. Research current practices. (Participating organizations: DPS and TTI)</li><li>2. Experiment with different speeding enforcement techniques. (Participating organizations: DPS, law enforcement agencies, and TTI)</li><li>3. Develop a speed enforcement handbook. (Participating organizations: DPS and TTI)</li><li>4. Present findings to law enforcement agencies. (Participating organizations: DPS, law enforcement agencies, and TTI)</li></ol>
<b>Participating Organizations</b>	See above for each step.
<b>Effectiveness</b>	**
<b>Cost to Implement</b>	\$\$
<b>Time to Implement</b>	Medium
<b>Barriers</b>	<ul style="list-style-type: none"><li>• Funding to develop the guidebook.</li><li>• Funding to present findings.</li><li>• Law enforcement agency jurisdictions.</li></ul>

## Automated Speed Enforcement Countermeasure (4B) Action Plan

### Investigate the effectiveness and acceptance of automated speed enforcement.

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Gather data from other states that use automated speed enforcement. (Participating organization: TTI)</li> <li>2. Conduct a public opinion poll in relation to automated speed enforcement, making sure to include a summary of potential impacts prior to gathering opinions (engage law enforcement). Potential impacts include safety benefits of automated speed enforcement, separate revenue that goes toward safety improvements, and tolerance levels of enforcement (targeting higher speeds). (Participating organizations: TxDOT and TTI)</li> <li>3. Develop an informational packet on the societal cost of crashes, the benefits of automated speed enforcement, and the results of the automated speed enforcement poll. (Participating organizations: TxDOT and TTI)</li> <li>4. Present findings of automated speed enforcement to the TxDOT Legislative Affairs Office, city government affairs departments, the Texas Municipal League, safety advocates, the Legislative Transportation Committee, and legislators willing to champion a bill. (Participating organizations: TxDOT, cities, law enforcement agencies, and safety advocates)</li> <li>5. Enact statewide legislation. (Participating organization: Texas Legislature)</li> <li>6. Evaluate effectiveness. (Participating organizations: TxDOT and TTI)</li> </ol>
<b>Participating Organizations</b>	See above for each step.
<b>Effectiveness</b>	**
<b>Cost to Implement</b>	\$\$
<b>Time to Implement</b>	Medium
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Legislative support.</li> <li>• Privacy issues.</li> <li>• Rural mentality.</li> </ul>

## STRATEGY 5

**Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups).**

### Countermeasures

Focus	Number	Description	Action Plan
<b>Driver's education</b>	5A	Revisit driver education courses, including parent-taught program design; document the benefits of certified instructor training; and enhance ticket dismissal courses, particularly with regard to speed choice and speeding.	✓
<b>Public education</b>	5B	Educate the public on the difference between the posted speed limit, speed design, and safe driving speed.	✓

Note: renumbered from the original listing.

## Driver's Education Countermeasure (5A) Action Plan

**Revisit driver education courses, including parent-taught program design; document the benefits of certified instructor training; and enhance ticket dismissal courses, particularly with regard to speed choice and speeding.**

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Estimate the level of effort and cost of the study (review earlier studies).</li> <li>2. Identify sources of potential funding.</li> <li>3. After securing funding, prepare a request for proposals and select the provider.</li> <li>4. Conduct the study.</li> <li>5. Review the 2007 study for gaps in the new study and share the findings.</li> </ol>
<b>Participating Organizations</b>	TxDOT, FHWA, research agencies, driver education providers, and DPS
<b>Effectiveness</b>	***
<b>Cost to Implement</b>	\$\$
<b>Time to Implement</b>	Medium
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Current legislation not in line with increasing certified instructor training.</li> <li>• Countermeasure wording, which needs to be revised to more action-oriented verbiage. The wording needs to be expanded to include the actual effectiveness of educational techniques.</li> <li>• Pushback from parents and homeschool organizations.</li> </ul>

## Public Education Countermeasure (5B) Action Plan

**Educate the public on the difference between the posted speed limit, speed design, and safe driving speed.**

Element	Description
<b>Steps for Implementation</b>	<ol style="list-style-type: none"> <li>1. Collect data. (Participating organizations: TxDOT and TTI)</li> <li>2. Investigate crash involvement.</li> <li>3. Prepare statistics for use in the campaign.</li> <li>4. Transfer the information to law enforcement and safety advocates. (Participating organization: DPS)</li> <li>5. Provide funding for campaign and grants. (Participating organization: TxDOT)</li> <li>6. Form a coalition focused on speed (sustain momentum). (Participating organization: TxDOT)</li> <li>7. Execute the coalition and evaluate it. (Participating organizations: TxDOT, TTI, DPS, and the safety coalition)</li> </ol>
<b>Participating Organizations</b>	See above for each step.
<b>Effectiveness</b>	* to ***
<b>Cost to Implement</b>	\$\$
<b>Time to Implement</b>	Short to medium
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Legislative funding for the coalition and public/private funding.</li> <li>• Public acceptance.</li> <li>• Coalition/grassroots effort.</li> <li>• Showing problem via media/public service announcements.</li> </ul>