

Strategies and Countermeasures for the Speeding Emphasis Area.

Strategy #1	Use the concept of establishing target speed limit and road characteristics to reduce speeding
Countermeasures and Programs:	
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.
1b	Design and redesign roadways for a target speed appropriate for the adjacent environment (see National Association of City Transportation Officials guidelines). Use speed management techniques as described in ITE Urban Thoroughfares report, such as traffic calming, re-designation of road space (road diets) or other redesign for roads with speeding crash problems.

Strategy #2	Educate law enforcement on contributing crash factors to improve crash data collection
Countermeasures and Programs:	
2a	Educate law enforcement on the use of crash data and the need for accurate information. Examples: Encourage periodic training for officers on crash reporting; better define contributing factors in instructions for law enforcement officers; highlight difference between failure to control speed and speeding over the limit.
2b	Ensure law enforcement and crash analysts understand the difference in speeding related contributing factors and their association with statutes when analyzing crash data.
2c	Encourage electronic submission of CR-3 and citations, with features to ensure all fields completed.
2d	Collaborate with law enforcement to explore methods to add estimated speed of vehicles to crash reports (including when vehicles are traveling at or below speed limit).

Strategy #3 Leverage data to improve engineering, education, and enforcement	
Countermeasures and Programs:	
3a	Develop a resource center for assisting law enforcement agencies with data driven development, including high crash (especially injury and fatality) mapping and mapping of contributing factors).
3b	Train and encourage law enforcement agencies to make effective use of data to plan and during patrol.
3c	Require STEP grant-funded enforcement programs to be data driven.
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.
3e	Encourage cities to implement safe design speed demonstration projects in various settings. This could include involving neighborhoods in community-based traffic calming.
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.

Strategy #4 Increase and sustain high visibility speeding enforcement. (Develop, catalogue, and disseminate tools and other resources to improve enforcement capabilities)	
Countermeasures and Programs:	
4a	Develop a best practices guide for speed enforcement techniques.
4b	Conduct a pilot program to test the effectiveness and acceptance of automated speed enforcement.
4c	Explore the effectiveness of Dynamic Display Speed Devices.

Strategy #5 Improve the effectiveness of educational techniques, tools, and strategies for speeding (target specific age groups)	
Countermeasures and Programs:	
5a	Redesign ticket dismissal courses and driver's education courses to improve driver behavior.
5b	Disseminate information from cities pursuing Vision Zero (e.g., 20 mph vs. 40 mph crash outcomes).
5c	Revisit parent-taught program design and document benefits of certified instructor training.

5d	Educate the public on the difference between posted speed limit, speed design, and safe driving speed.
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