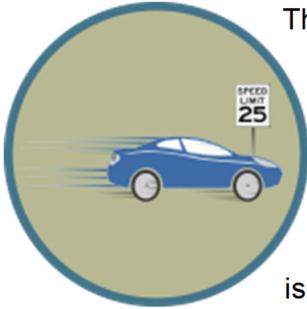
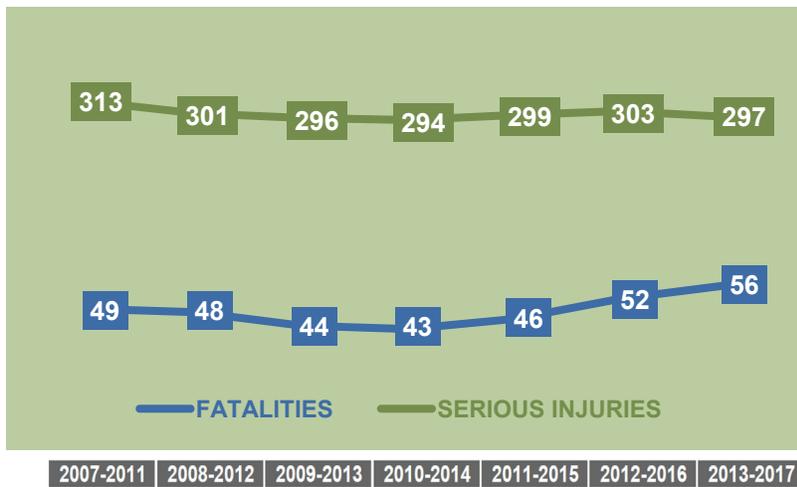


## Emphasis Area: Speed



The Speed emphasis area refers to crashes where drivers are known to operate their vehicles at speeds that are unsafe for the conditions. Speed was identified as a contributing factor in slightly over a quarter (25.1%) of all the region's fatal and serious injury crashes between 2013 and 2017. Crashes involving higher rates of speed are known to be more severe because the energy of vehicles increases exponentially as speed increases, subjecting the people involved in crashes to more harmful forces on impact. Speed is an emphasis area because speeding is a widespread driving behavior that is largely condoned by the public.

### SPEED-RELATED 5-YR AVERAGE TRENDS



Crash Trend for Speed-Related Fatalities

**▲ 14%**

5-Year Rolling Average from 2011 to 2017

#### Performance Measures:

Number of fatal crashes due to speed

Number of serious injury crashes due to speed

#### Targets:

2% reduction in speed-related fatalities each year between 2017 and 2023, from 56 to 50

2% reduction in speed-related serious injuries each year between 2017 and 2023, from 297 to 263

#### Strategies:

Assist communities with implementing countermeasures that promote speed zone compliance

Support jurisdictions with implementing enforcement programs targeting speeding

## Emphasis Area: Speed

### Performance Measure #1: Number of fatal crashes due to speed

**TARGET:** 2% reduction in speed-related fatalities each year between 2017 and 2023, from 56 to 50

### Performance Measure #2: Number of serious injury crashes due to speed

**TARGET:** 2% reduction in speed-related serious injuries each year between 2017 and 2023, from 297 to 263

#### Strategy #1: Assist communities with implementing countermeasures that promote speed zone compliance

Action	Measure
Assist local agencies by identifying speed crash locations through network screening	# communities assisted # locations identified
Encourage local jurisdictions to conduct speed-zone studies, to determine if posted speed limits are appropriate for current conditions	# speed zone studies conducted
Promote Street Supplies to evaluate speed reduction treatments	# program uses
Assist communities with identifying countermeasures that influence speed in school zones	# communities assisted

#### Strategy #2: Support jurisdictions with implementing enforcement programs targeting speeding

Action	Measure
Participate in regional and local safety meetings, coalitions and committees	# meetings attended
Promote partner messaging	# messages promoted