



# Virginia Strategic Highway Safety Plan

## Speeding Emphasis Area Plan

### **Priority Strategies**

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

### **Emphasis Area Tasks**

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term), those that can be done in the next three to five years (longer term), and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

### **Action Test**

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4E	Action	Time Frame
1	#3	Enforcement & Education	Conduct high visibility speed selective enforcement mobilizations/patrols and conduct speed focused operations through local law enforcement and Virginia State Police.	Ongoing
2	#4	Education	Educate to change the behavior of speeders and the overall driving population with persuasive messaging regarding the dangers of speed.	Ongoing
3	#4	Education	Recruit new and effective partners to make sure the speed program is reaching diverse communities and to ensure equity is at the forefront to decrease speed related fatalities.	Near Term
4	#2	Enforcement & Education	Update and institutionalize context sensitive speed limit setting practices, with law enforcement collaboration, including within work zones and evaluate and enhance messaging on the benefits and use of such practices.	1 to 2 years
5	#5	Engineering	Investigate the additional use of the Active Traffic Management System (ATMS) and Variable Speed Limit (VSL) practices on freeway corridors to harmonize speed and prevent weather and queue-related crashes.	Ongoing
6	#3	Enforcement	Develop guidelines and collaborate with localities implementing automated speed enforcement in school zones, and encourage automated speed enforcement for appropriate work zones.	1 to 2 years
7	#3	Education	Educate the judicial community on the need for consistent application of the law on speed-related offenses. <i>Source: 2017-2021 SHSP</i>	Ongoing
8	#3	Enforcement & Education	Support the training of police officers on speed enforcement and best practices and current law.	Ongoing
9	#5	Enforcement & Education	Identify and evaluate advanced tools and techniques to reduce speeding and where necessary, work with the General Assembly to explore the use of these tools.	Ongoing
10	#2	Education & Engineering	Disseminate information and conduct training on DRPT Multimodal System Design Guidelines (2020) and VDOT Complete Streets policy to apply practical design alternatives assessments based on multi-modal travel demand and safety performance. <i>Source: New idea</i>	Short term
11	#2	Enforcement & Education	Disseminate information and train law enforcement on using network vehicle speed and related crash data (VTTI Study) to support proactive presence and engagement with motorists and riders. <i>Source: New idea</i>	Short Term