

## **Final Report: “Moving from Conversation to Action: A Scalable Training Resource on Speed Management for Transportation Professionals and Community Stakeholders”**

*Project leads: Institute of Transportation Engineers (ITE) and Vision Zero Network (VZN)*

*Funding: Safe System Innovation Grant by the Road to Zero (RTZ) Coalition administered by the National Safety Council*

### **Summary of project goals:**

Recognizing the importance of managing speed for safety to advance the goal of Vision Zero – zero traffic deaths or severe injuries -- this yearlong project focused on helping the growing number of local community members and influential professionals working on Vision Zero identify and implement effective speed management strategies to advance the Road to Zero goal of safe mobility.

The goals with this grant opportunity were threefold:

1. Establish a scalable model for sharing on-the-ground safety successes in cities working innovatively to advance speed management to reach their local Vision Zero goals;
2. Build broader nationwide understanding, acceptance, and usage of proven speed management tools;
3. Use a series of on-demand and in-person contact points for sharing speed management best practices and success stories, and assess the most effective content delivery mechanisms.

Because speed management strategies – including designing roadways, setting speeds, and leveraging technology for safe speeds – have proven to be some of the most effective, yet often underused, strategies we in the Vision Zero toolkit worldwide, this project is aimed at helping key and diverse stakeholders build their understanding of and confidence to pursue these strategies. This builds on some of the core recommendations laid out in the significant national report, [\*A Road to Zero: A vision for achieving zero roadway deaths by 2050\*](#), which was released in 2018 and lays out a roadmap for eliminating fatalities and saving lives in the next 30 years.

### **Recap of activities and assessment of effectiveness:**

Following is a summary of key project activities and the project partners’ assessment of their effectiveness and lessons learned.

#### **National Scale Peer Exchange**

ITE and VZN hosted the National Scale Peer Exchange titled “Managing Speed for Safety: Advancing Vision Zero in Local Communities” on November 8, 2018 in New York City in conjunction with the annual Vision Zero Cities Conference. We chose to connect our speed management event with this conference because it draws a diverse range of Vision Zero stakeholders, including those in the public sector (primarily in the fields of transportation planning/engineering, public health, policymaking, law enforcement) and in community organizing (particularly local level advocates for sustainable transportation modes and members of Families for Safe Streets, who have been personally affected by traffic crashes).

The National Scale Peer Exchange, held at a space provided the NYC Department of Transportation, attracted 77 participants, exceeding the goal of set of 40-50 people. In fact, there was a waiting list of people that encouraged us to expand the size of the venue planned, so were able to accommodate all those who expressed interest.

The workshop participants came from diverse regions, professional roles and stakeholder groups. Many participants identified themselves as planners, engineers or policy advocates, while there were also participants from the fields of public health, policymaking and law enforcement. Most

came from an urban context, though a few were from the state-level and less urbanized areas. And most claimed to have a somewhat familiar knowledge of speed management for safety.

The [agenda](#) included case studies and presentations on the following topics: speeding as a safety problem, speed management programs, setting speed limits, and speed reduction measures for engineering and enforcement. Presenters from across the country joined to share their experience and expertise on these various topics, including representatives from the following agencies: NYC Dept. of Transportation, Portland Bureau of Transportation, Portland Police Dept., Seattle Dept. of Transportation, UNC Highway Safety Research Center, as well as project leads ITE and VZN.

Participants stated road design and enforcement were the primary speed management strategies believed to increase safety. Additionally, participants specified that policy, perceptions and opposition were the primary hindrances to safe speeds, while education, technical resources and funding would assist in overcoming hindrances. Technical guides, case studies, industry data, trainings, policy standards and public outreach were identified by participants as resources that could be developed to increase community support for safe speeds.

A [Summary Report](#) of the National Peer Exchange was provided to participants and posted online for the public.

#### ***National Peer Exchange Assessment of Effectiveness & Key Takeaways***

Based on the post-workshop survey, 73% of respondents stated that the workshop increased their knowledge of speed management and respondents would also share and/or incorporate strategies back in their community. Post-workshop respondents stated that engineering changes and reduced speed limits are the top strategies they would consider advocating for and/or implementing in their community.

The National Peer Exchange was well received and had a high level of participation, including discussions between attendees and substantive questions from participants. Participants had many discussions on community comparisons in speed management relate to community engagement, data collection, engineering countermeasures and enforcement methods. Overall, the National Scale Peer Exchange provided participants an educational and engaging forum on speed management for safety.

Feedback for improvements included holding a longer session to spend more time on each topic covered and offering greater opportunity for peer exchange amongst the participants. And in hindsight, the agenda did feel quite packed and would have benefitted for more time for questions and discussion.

#### **Local Speed Management Trainings**

Two local communities were chosen out of 21 that applied to host speed management trainings. The communities selected were Austin, Texas and Durham, North Carolina, both of whose applications exhibited a strong interest in learning and implementing speed management strategies atop a solid base of Vision Zero and/or Complete Streets programs.

#### **Austin, Texas Local Workshop**

The first one-day workshop was held in Austin, Texas on February 27, 2019 with a full interactive [agenda](#). The day started with a policymaker breakfast with approximately 20 participants from members of the City Council and/or their staff members, as well as the Director of the Austin Transportation Department. The policymaker breakfast was an element of the

agenda planned for the City of Austin given their need to better understand the requests of elected officials and provide an outsiders introduction on speed management to policymakers not working daily in transportation. This afforded the chance to discuss the policy-level opportunities for and implications of speed management practices. Following a lengthy discussion of needs from a policymaker perspective and varying issues in different districts in Austin, ITE staff shared other model speed management programs in Seattle, Washington, Portland, Oregon, Minneapolis, Minnesota, and State of Massachusetts that could serve as models to Austin in various ways.

Following the policymakers' breakfast, Austin Transportation Department staff working in the Vision Zero, engineering, active transportation, policy, and safety divisions then attended the full workshop with more in-depth content to implementing and administering speed management practices internally. The full workshop included 36 participants, most of whom were from the Austin Transportation Department with a few additional representatives from city council offices and law enforcement. There was close collaboration between grant project leaders and the Austin Transportation in setting the agenda and preparing data and sample projects for hands-on exercises with the group.



*Austin workshop participants discuss approaches to setting speed limits.*

The workshop consisted of presentations and hands-on exercises to prompt discussion covering the following topic areas and based on the needs identified in Austin to move the needle toward a successful speed management program:

- Education: Speed management programs
- Facilitation: Speed Management Program Outline
- Education: Speed Management Plan and Policy
- Facilitation: Cameron Road Existing Speed Study Comparison
- Lunch and learn: Creative Speed Enforcement Programs for Austin Police
- Education: Arterial Speed Management Data, Design and Speeds
- Facilitation: Considering arterial street design and speed together on Cameron Road

For each of the topic areas, time was provided for group discussion and, for most, facilitated exercises to put the ideas into practice with small groups working on sample projects. The facilitated exercises got participants talking and working toward what speed management would look like, practices and policies that needed to be changed, and how it would be measured to reduce serious injuries and fatalities in Austin, Texas.

The facilitated exercises were particularly effective in engaging participants and potential actions, and also broke up the workshop between education and engaging participants. After discussing speed limit terms and approaches to setting speeds, one facilitated that was particularly helpful was when the participants were divided into 3 groups to conduct an engineering, expert systems and safe systems speed study on a high injury network road in Austin. Then all participants had to come back together to agree upon a safe target speed limit given existing and future road geometry conditions in a later facilitated charrette to implement traffic calming measures to achieve that safe target speed.

#### ***Austin, TX Workshop Assessment of Effectiveness & Key Takeaways***

Based on the pre and post workshop surveys, 70% of participants indicated that their perception of speeding as a safety problem increased due to the workshop discussions and 80% said the need increased for a speed management program in Austin. The top strategies identified to be considered for a speed management program for Austin included changing speed limit setting policies, reducing speed limits and engineering changes.

Timely themes in Austin included identifying the following opportunity and challenge areas:

- Strong basis for action due to memos written by ATD to City Council in 2017 and 2018 laying out the importance of Vision Zero and, specifically, speed management (including traffic calming/design changes). These have helped build a basis of expectation amongst practitioners and policymakers about the importance of speed management.
- A challenge was identified of balancing neighborhood-driven requests vs. data-driven priorities (showing greater injury severity, problems). While Vision Zero approaches tend toward the latter, there is a political pressure to offer some degree of neighborhood responsiveness (though perceived safety problems may or may not align with documented safety problems).
- An opportunity to design a neighborhood speed management component of an overall citywide speed mgmt program, incl. addressing egregious behaviors and most vulnerable road users (ex: kids).
- An opportunity to integrate speed management into existing plans, such as Street Design Guide & Transportation Criteria Manual, the citywide Comprehensive Plan, and the Council's Strategic Direction.

#### **Durham, North Carolina Local Workshop**

The second training was held in Durham, NC on April 22, 2019. This full-day event included not only Durham representatives, but also a broader range of stakeholders, including those from other N.C. cities (Raleigh, Chapel Hill, Greensboro) and the N.C. Department of Transportation, and community-based safety advocates.

Similar to the Austin event, the Durham event consisted of a mix of group discussions, hands-on, practical exercises in speed management strategies, as well as presentations from participating organizations and others with expertise from outside the groups. See agenda [attached](#).

The workshop was initiated with a welcome from Durham City Council Member Vernetta Alston, who emphasized the city's commitment to Vision Zero and managing speed for safety.

Key topic areas for discussion and hands-on training included the following: The value of developing speed management programs and plans, with models shared from U.S. and international sources; examples of successful attempts in local U.S. communities; benefits/drawbacks to various speed setting standards; updates to speed-setting guidelines being recommended by the National Committee on Uniform Traffic Control Devices (NCUTCD), which, if adopted would offer more clarity and flexibility from the federal level to those at the local and state levels on setting speeds; integrating Community Engagement & Equity in Speed Management Efforts; speed management design countermeasures with an emphasis on Complete Streets; and effectively collecting and managing speed management data.

#### ***Assessment of Effectiveness & Key Takeaways RE: Durham, NC Training***

Timely themes in Durham included identifying the following opportunity and challenge areas:

- Opportunities exist to strategize how best to incorporate speed management strategies and priorities into the city's Vision Zero Action Plan, being developed now. This could mean a separate Speed Management Action Plan that accompanies the VZ plan, or they could be integrated.
- Because so many of Durham's (and other N.C. cities') high-injury locations exist on state-owned roadways, there is opportunity and need to improve coordination and alignment toward speed management strategies to move to the shared goal of Vision Zero.
- Durham city leaders recognize the importance of prioritizing equitable strategies and outcomes in their Vision Zero work; this can be integrated into speed management planning and implementation as well. (See more in detailed Durham workshop notes)
- Stronger political and public understanding of the importance of managing speed for safety – and buy-in for proven strategies – will need to be built, which is a long-term process, but which many communities are seeing progress in doing.

Durham workshop recipients were surveyed after the event. Of the respondents (14 people), 78% said their belief increased that Durham needs a comprehensive speed management program and plan, while 21% said their belief was unchanged.

And of the respondents, 57% said their perception of speeding as a safety problem increased, while 42% said their perception remained the same. We acknowledge the response rate is relatively low, but think it was due to the number of guest from other cities that attended the Durham workshop at the request of city staff that could not comment on Durham specific speed management.

#### **Creation & Promotion of Speed Management Resource Hub**

ITE led the development of a new, robust information site for useful speed management resources on its website. The goals were, first, to make these helpful resources accessible to transportation professionals, particularly practitioners, as well as other key stakeholders (policymakers, community advocates, public

health professionals) and, second, to facilitate hands-on, distance-learning opportunities for key speed management players. As part of this grant proposal, there is acknowledgement that while there are certainly research, data, and resources focused on speed management that exist, there has been a disconnect between how those on the ground working toward Vision Zero (exs: local planners and engineers, advocates, policymaking staff) have access to these resources and how easy-to-understand and use they are.

The [Speed Management for Safety resource hub](#) provides a comprehensive overview of factors and resources available to transportation professionals when evaluating, designing, implementing, and enforcing safe speeds. The resource hub is not meant to be a stand-alone resource on all aspects of speed management, but instead is intended to expose all transportation professionals to speed management concepts and available resources. Areas of focus include the following: Speed as a Safety Problem, Setting Speed Limits, Measures for Managing Speed, and Creating a Speed Management Program.

The goal here was to better package and promote existing resources – including many new and timely items that have been released more recently. ITE also published its June ITE Journal around the theme of speed management and those articles are archived on the [resource hub](#).

One of the most successful part of the resource hub were 4 original case studies on speed management for safety that were profiled by ITE and can be found on the main page of the [resource hub](#).

The new web portal has been promoted widely by ITE to its 15,000 members in over 90 countries through its various membership channels, social media magazine and other forums, as well as by VZN through its monthly e-newsletter, social media, listserves, website, and at events and on webinars. Complete website statistics on the resource hub are [linked here](#).

#### ***Assessment of Effectiveness & Key Takeaways of the Community of Practice Portal***

The resource hub was one of the most successful and will be one of the most long lasting part of the grant from Road to Zero Coalition. ITE intends to maintain and update the resource hub indefinitely as new resources on speed management come available. Many other organizations have promoted the resource hub and ITE has been asked to speak on the resource hub by many partner organizations.

#### **Community of Practice Portal**

To encourage greater discussion, collaboration, and shared learning amongst practitioners about effective speed management strategies, as part of the grant project, ITE developed and maintains a new, dedicated discussion space on speed management and other Vision Zero practices through the ITE Community website, which is actively used by over 13,000 transportation professionals on a monthly basis.

This portal provides a place for practitioners to ask each other questions, share experiences, and move the practice of speed management forward amongst their professional peers.

As of the time of the writing of this report, 116 persons had subscribed to the portal and approximately 15% were active in discussions. Both ITE and VZN will continue to promote it in order to grow its usage and effectiveness. People can join via this [Google Group](#).

#### ***Assessment of Effectiveness & Key Takeaways of the Community of Practice Portal***

There seems to be value in the portal, based on people's usage so far: Questions are being asked, answers shared, information passed amongst practitioners from across the country. So, the intended effect of serving as an information-sharing vehicle is working. Still, the numbers of users have been admittedly lower than anticipated, particularly given the strong promotion when

it was launched. ITE and VZN will continue to promote it and think of creative approaches to draw people to access this resource.

### **Webinars on speed management**

As part of the project, both ITE and VZN led several webinars focused on timely speed management issues. The goals were to reach broad audiences with expert advice and on-the-ground examples of speed management techniques that are working in the U.S. to help provide support and confidence to the growing number of practitioners and communities eager to engage in this field.

Vision Zero Network hosted the following webinars as part of this project:

- A webinar on 11/14/2018 -- Lowering Speed Limits to Manage Speeds: Experiences in U.S. Cities-- focused on the recent changes in the City of Boston, lowering the prima facie speed limit from 30 to 25mph, as well as the accompanying study by the Insurance Institute of Highway Safety (IIHS), which showed that the change did effectively lower speeds to safer levels. 47 attendees participated on the call (some of whom reported being on the call with a group of colleagues). The webinar was recorded and posted on the VZN website and promoted in the monthly e-newsletter, as well as, later, on ITE's Online Resource Hub. VZN also provided a blog post during quarter 2 related to the City of Boston speed reduction work: <https://visionzeronetwork.org/cities-can-look-to-boston-iihs-for-inspiration-to-reduce-speed-limits/>.
- A webinar on 2/20/2019 focused on national trends and recommendations to manage speed for safety. Entitled "Rethinking Speed Management for Safety: A Fresh Look, Proven Strategies. Featured presenters from the Governors Highway Safety Association (GHSA) sharing results from report, released just a month before: Speeding Away from Zero: Rethinking a Forgotten Traffic Safety Challenge. The webinar drew 99 participants. The Vision Zero Network also developed a blog post to accompany the webinar recording, both of which are shared on its website and were promoted in its monthly e-newsletter: <https://visionzeronetwork.org/webinar-recap-rethinking-speed-management-for-safety/>

ITE hosted the following webinars as part of this project:

A webinar was held on April 11, 2019 -- Speed Management Strategies in US and around the Globe focused on international best practices in speed management strategies. It drew 200 participants. Of those 136 responded to a post-webinar survey, 29% "strongly agreed" that the webinar met their expectations, and another 65 "agreed" that it met their expectations. And, 35% "strongly agreed" that the webinar content was relevant to their current job; and another 59% "agreed" with that. Feedback included the following comments:

- "Very timely particularly with options that are looking at improving safety and also not over designing roads for the future. Particularly enjoyed the discussion on tactical urbanism!";
- "There were some new strategies that I learned about today";
- "I am so glad you were able to make this webinar free which allowed me to be able to view it, as we have run out of training funds for the year. Ideas shared here can be shared with my municipality and potentially have a positive impact on my city."
- Statistics on this webinar can be [found here](#).

A webinar was held on May 2 -- Speed Limit Setting Practices – which drew 325 participants, had over 500 registrants and had a waiting list for the recording of over 100 people. Of the 244 survey respondents, we learned that 29% "strongly agreed" and 65% "agreed" that the webinar met their expectations. And of those, 42% "strongly agreed" and another 50% "agreed" that the webinar content was relevant to their current jobs. Some of the feedback included the following:

- “I liked that this webinar provided a sample across practice and policy-making, and for different roadway settings and classifications.”
- “This was an informative webinar - the multiple perspectives of the various presenters was a plus.”
- “It was good to learn of USLIMIT2, which I did not know about. This alone made the webinar a success for me.”
- “It is good to see that there is a shift in thought regarding setting speed limits as we design for more types of users as well as getting out of the unintentional feedback loop of designing for higher speeds while remaining practical with rural and arterial settings.”
- Statistics on this webinar can be [found here](#).

### ***Assessment of Effectiveness & Key Takeaways of Webinars***

The webinars were well-attended, ranging from a low of 47 to a high of 325 participants on each. They generated questions during the Q&A period, as well as follow-up questions, showing a good level of engagement from participants.

According to our final survey of project participants, which assesses engagement and impact (more below), the webinars were the most well-used activity within the grant project. Our survey -- sent in late May 2019 to 1,310 participants and yielding an 11% response rate of 141 responses -- showed that a majority participated in one or more of the webinars (77% of respondents to the survey). The two most well-attended webinars, in terms of numbers, were ITE’s May speed management webinar (62% of respondents) and its April webinar (36.4%).

### **Online Resources (Blogs, Case Studies) and Promotion (Social Media, Outreach)**

Thanks to the grant support, Vision Zero Network had capacity to more actively promote its own and others’ speed management resources (including the ITE web portal and community of practice listserve). Its own main channels included its website (4,500 visitors/month), its monthly e-newsletter (more than 2,500 subscribers), social media (nearly 6K Twitter followers) its city listserves (40 cities), and at events, including webinars (regularly drawing between 40-120 people). Of particular note, VZN runs two active listserves – one for public sector staff, with more than 215 subscribers, and another for advocates, with 120 subscribers – both active listserves to share ideas and experiences about Vision Zero. These are areas where we saw an uptick in discussion and peer exchange on the topic of speed management.

In addition, VZN developed new content during the grant period to encourage greater activity on the speed management front, particularly amongst the organization’s base of local public sector leaders and practitioners, as well as community advocates, working on Vision Zero. An example is this one, shared February 2019: “Time for Feds, States to Get Serious About Speed Management,” (link [here](#)), which includes background on the importance of speed management, links to many resources, as well as recommendations for leaders, practitioners, and advocates to advance safety through speed management at the local- state- and federal-levels.

And ITE sent out regular emails to its list promoting the activities and topics made possible by the grant. These multiple emails were sent to as many as 13,000 people at a time, and saw open rates of between 27%-61%. ITE’s webpage content focused on speed management and developed via the grant generated much attention; some pages logged as many as 2,300 views (main technical resources page). Other high-ranking pages included: Setting speed limits page (673 views) and Measures for managing speed (418 views).

### **Evaluation of efforts’ effectiveness (surveys, testimonials)**



Based on our final survey results of project participants, which assesses engagement and impact (more below), web-based resources were particularly valued as part of the grant project. Amongst survey respondents, 44% (or 62 of 141 respondents) said they accessed the web materials. Of those, 84% cited using ITE’s speed management resources online, and 55% used Vision Zero Network’s resources online.

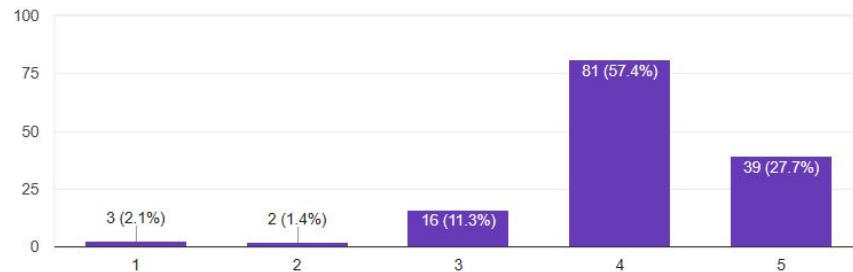
And, when asked what resources on speed management they would you like to see developed or expanded, the survey respondents ranked the following highest: More case studies 84% and more webinars 60% (more full results below). Personal testimonial are [linked here](#).

### ***Key Overall Takeaways from the Grant Activity***

Overall, the grant project proved quite successful, based on the level of engagement and the feedback shared. We surveyed all of those we had contact information for (1,310 people) and received an impressive 11% response rate (141 people). Most notably, 85.1% of all respondents rated the grant materials 4 or 5 (highest ranking on the 5-point scale). And 82% of respondents said their knowledge of speed mgmt. increased.

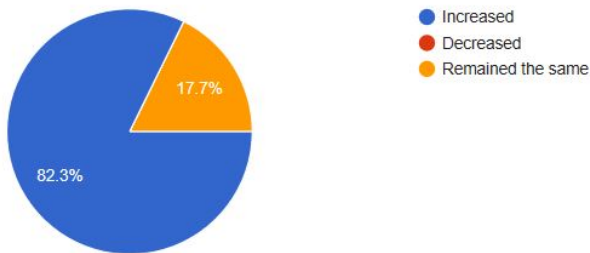
Please rate your overall impression of the resource(s) and/or event(s) you noted above.

141 responses



Has your knowledge of speed management increased, decreased or remained the same based on content you engaged with?

141 responses



**Following is another highlight from the survey responses:**

***Question: How do you anticipate using the information you learned about speed management in your work/in your agency?***

- More confidence in using strategies 56%
- Plan to pursue 40%
- Greater buy-in among team 21%
- Agency considering applying some strategies 18%

And following is a sampling of responses to the open-ended answers to the question of what participants found most valuable of the various grant activities:

- hearing challenges/successes worldwide to connect speed mgmt. with traffic safety
- hearing examples from & experiences of other cities, agencies/groups informing my work
- specific infrastructure examples
- utility and efficacy of individual measures and strategies
- better understanding of how speed limits are set using 85<sup>th</sup> percentile, and other approaches
- best practices shared on speed reduction e.g. Portland case study and partnership with law enforcement
- the body of resources on data, speed as it relates to crashes and tools, strategies available
- realizing speed mgmt. is not just about lowering speed limits requires multi-modal street and sidewalk design, public education about speed, and enforcement of traffic laws in addition to engineering analysis.
- Networking with other cities
- Good to know industry moving away from 85th percentile
- Resources to achieve Vision Zero
- Speeds should be set to accommodate most vulnerable users as opposed to most numerous users

**Next Steps and Potential for Continued Progress**

ITE and Vision Zero Network saw great value in the grant program and are eager to continue to build on the efforts to grow understanding of and engagement in effective speed management programs across the U.S. We are exploring whether communities may be interested in working with our organizations to hold workshops and lead training efforts in an ongoing way. It was satisfying to see this feedback from one of the survey respondents: “Good partnership between ITE/VZN.”

We also learned, from the final survey, what areas people are most interested for future efforts. Following summarizes some of the key learnings we’ll take forward:

***Question: What resources on speed management would you like to see developed or expanded?***

- More case studies 84%
- More webinars 60%
- More guidance setting speed limits 58%
- More guidance for speed setting in rural communities 30%
- In-person trainings/workshops 27%

***Question: What topics would you suggest be covered in future efforts to promote speed management for safety?***

- Roadway redesign to reduce speed 72%
- Impact of reduced speed limits 63%
- Comparative analysis of varying speed measures 60%
- Traffic calming 56%
- Data collection/analysis to inform speed setting 53%