



National Summit for Rural Traffic Safety Culture 2010

What can we do to change the culture of speeding?

Breakout Group B4

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Challenges and Barriers

CHALLENGES/BARRIERS

- Virtual vs. Reality of Speeding
- Reasons for speeding vary
- Speeding could be 5 -50 mph over the limit
- Type of vehicle such as motorcycles, pick-ups, SUV's, etc.
- Speeding is freedom from responsibility
- Lack of awareness of consequences of speeding
- Reporting issues w/Law Enforcement
 - May not cite for all offenses i.e. Speeding, Reckless, FTML
 - May issue warning rather than citation
- Speed limit signage can send mixed messages to motorists
- Drivers speed and get away with it
- Speeding is normative



Challenges and Barriers

CHALLENGES/BARRIERS

- People believe in 'going with the flow'
- Judicial discretion
- Inexperienced drivers may speed and not realize the danger
- No formal Driver's Education in many jurisdictions
- Parents may not know how to teach safe driving behaviors
- Engineering issues (many unknown factors -See research page)
- De-funding of safety programs



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Promising Approaches

- Insurance discount for safe driving
- Changing the culture by consistent enforcement
- Technology changes
- Publicize selective enforcement to increase awareness and compliance



Success Stories/Best Practices

- Military introduced advanced training for motorcyclists and saw reduction (44%) in fatalities
- Rumble strips and signage at dangerous curves
- Speed cameras reduce speeding
- Consistent use of speed cameras make a difference
- Sustained driver's education including at license renewal time
- Motivation and incentives
- Consistent enforcement
- Convey messages of speed compliance



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Information Gaps/Needed Research

- Will increasing expectation of fines change compliance?
- Renew research that is 10-25 years old
- Which license requirements are important?
- Who are the people we need to influence to slow down?
- How to change the factors people feel justify speeding



Information Gaps/Needed Research

- Cars with limited speed capability
- Do drive cams and other technology change driving speed?
- What is effective in reaching high risk groups?
- Which engineering changes, change culture
- What are the cultures of the engineering community?
- More sessions like these to understand speeding and culture.



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In closing...

- We could have gone on and on and on.....really fast.



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