



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Traffic Safety Culture and Speed Management

2024 Connecticut Road Safety Summit

05.30.2024

National Roadway Safety Strategy

- Outlines USDOT’s comprehensive approach to significantly reducing serious injuries and deaths on our Nation’s highways, roads, and streets.
- Implementation status
<https://www.transportation.gov/NRSS/Implementation>
- Tracking Dashboard



NATIONAL ROADWAY SAFETY STRATEGY																	
ACTION TRACKING DASHBOARD Data as of: 2024-02-12																	
NRSS AREA				STATUS		QUARTER				FILTER							
Crosscutting		Safer Speeds		Preparing		Q1: January - March				ACTION TYPE		NRSS AREA					
Safer People		Safer Vehicles		In Progress		Q2: April - June				(All)		(All)					
Safer Roads		Post Crash Care		Complete		Q3: July - September				(All)		LEAD(S)					
						Q4: October - December				(All)		STATUS					
										(All)		(All)					
ACTION TITLE	NRSS AREA	MODE LEAD	2022				2023				2024				2025		
			6 Completed Actions				12 Completed Actions				Q1	Q2	Q3	Q4	Q1	Q2	Q3
Further institutionalize the Safe System Approach through interna implementation, comprehensive and consistent messaging, and assisting stakeholders in how to apply a safe system	Crosscutting	DOT-wide															



Safe System Approach

- The guiding paradigm of the NRSS
- Focuses on both human mistakes AND human vulnerability
- Designs a system with many redundancies in place to protect everyone

Deaths and serious injuries are unacceptable

Humans make mistakes

Humans are vulnerable

Responsibility is shared

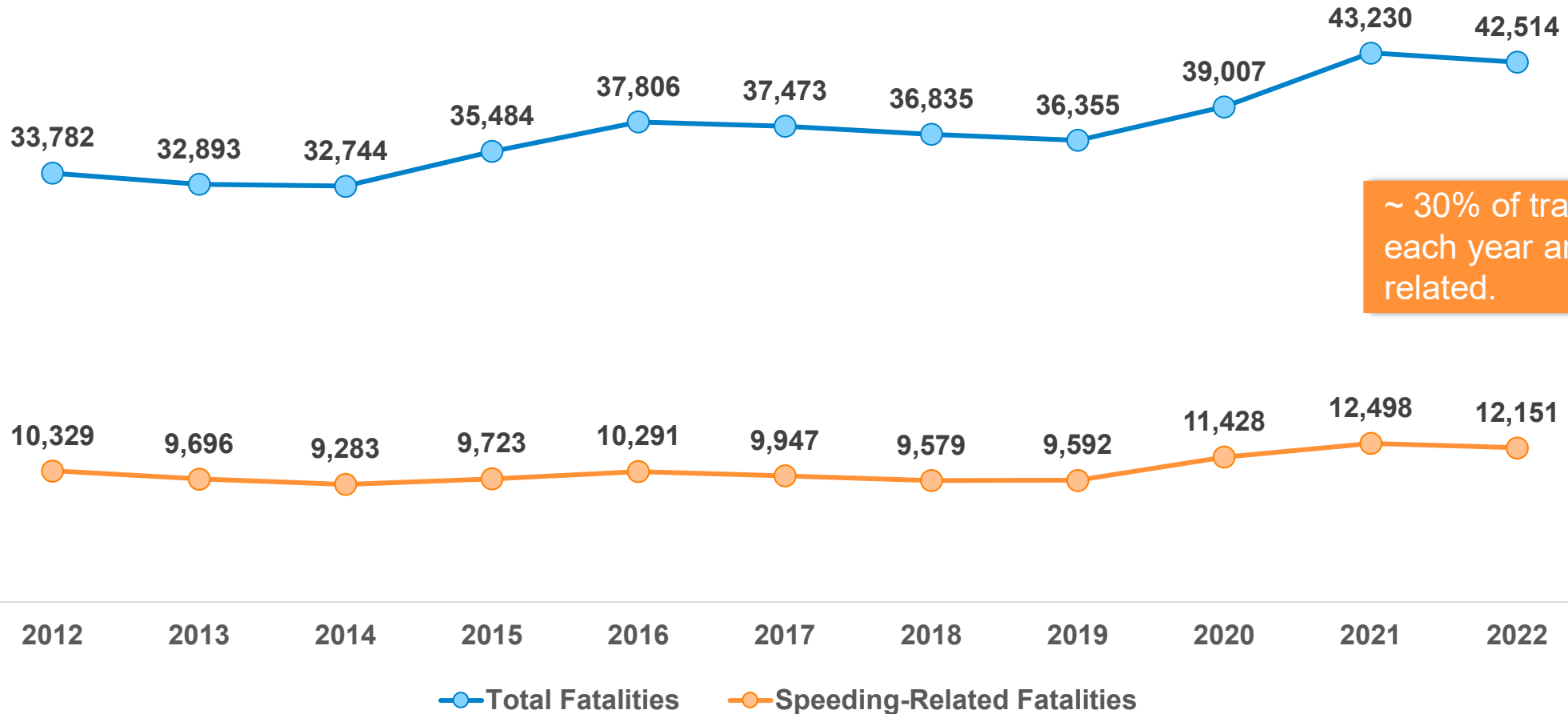
Safety is proactive

Redundancy is critical

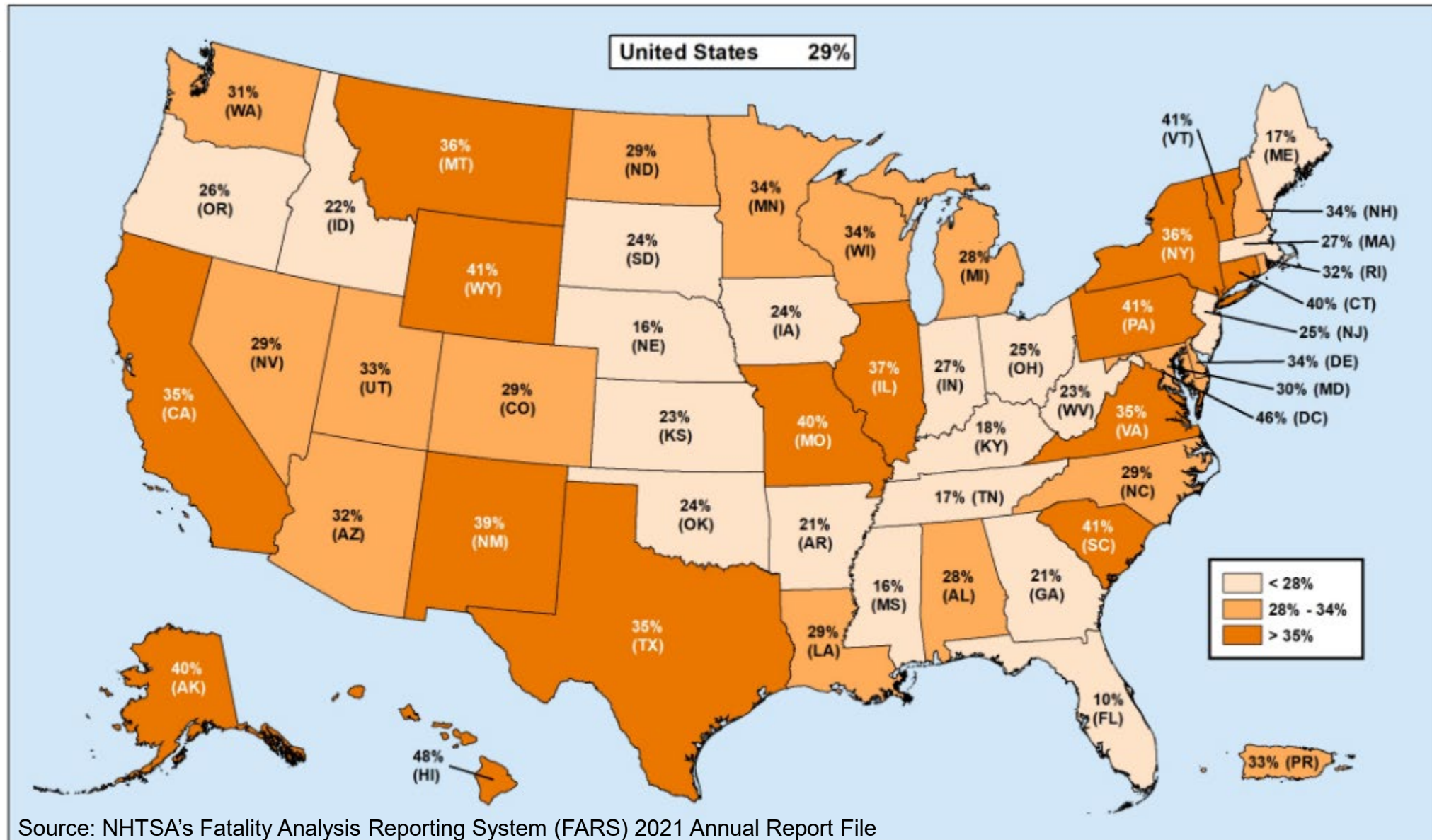


“Law enforcement and the work of our Nation’s law enforcement officers are critical to the prevention and reduction of traffic-related fatalities and injuries. Traffic enforcement must have equity – the consistent, fair, just, and impartial treatment of all people – at its foundation.” NRSS January 2022, p. 9

US Traffic Fatalities Total & Speeding-Related, 2012-2022



Percentage of Speeding-Related Traffic Fatalities, by State, 2021



Speeding-Related Fatal Crashes

Speeders aren't only speeding –

- 37% of drivers also had BAC=.08+
- 29% of drivers *under the age of 21* tested positive for alcohol
- 32% of drivers did not have a valid driver license compared to 15% for non-speeding drivers
- 51% of passenger car drivers were unrestrained compared to 23% of non-speeding passenger car drivers
- 33% of motorcycle riders were speeding compared to 22% of passenger car drivers*

* MC riders had the highest percentage of speeding drivers than any other vehicle type

National Survey of Speeding Attitudes and Behaviors

- Nationally representative sample of drivers in the United States aged 18 or older
- Survey has been conducted in 1997, 2002, 2011, and 2022-2023 (*report forthcoming*)
- Approximately 6,000 respondents in most recent survey
- NHTSA uses the results of these surveys to guide research and educational efforts

NHTSA Programs and Resources

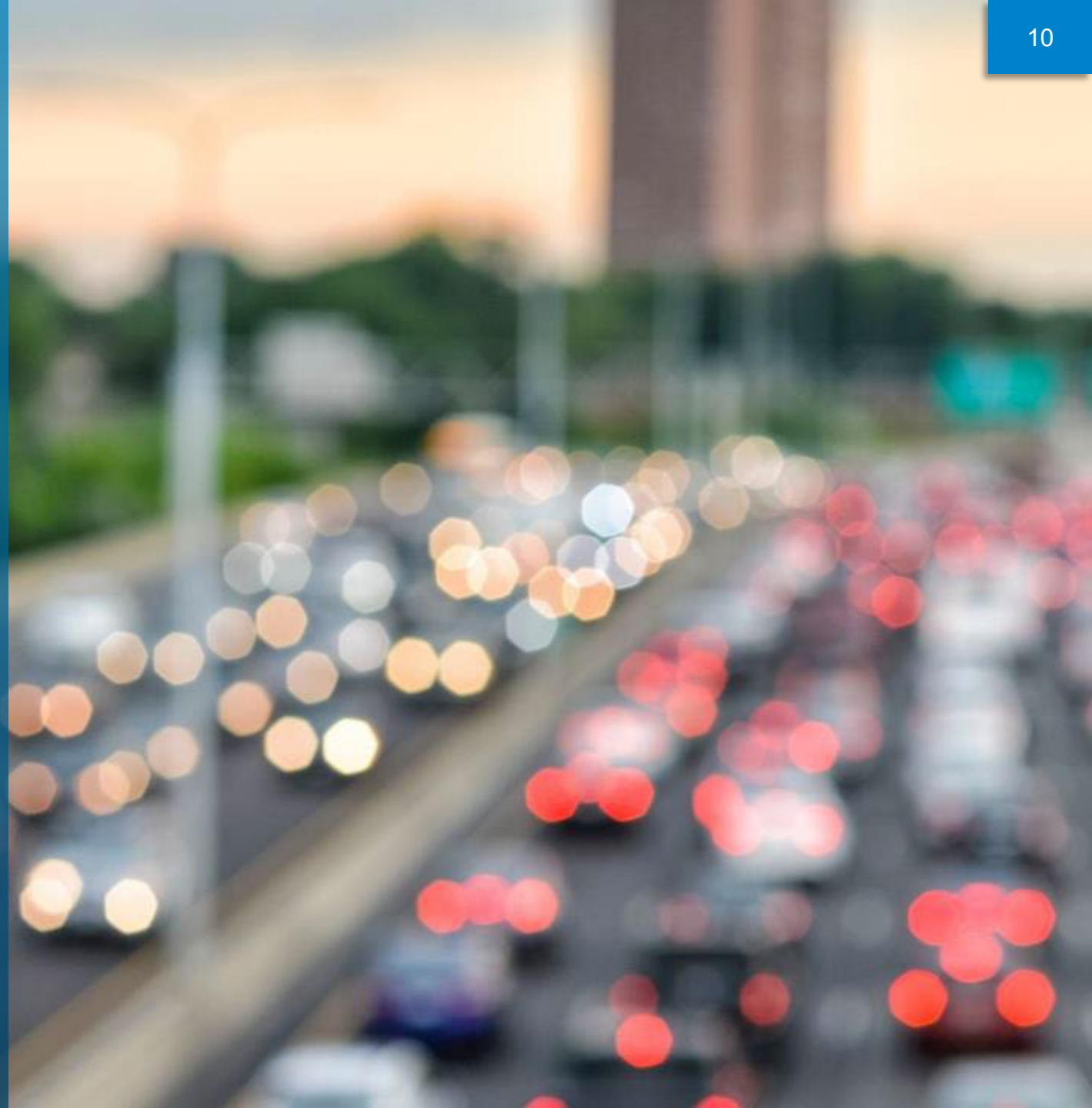
- Countermeasures That Work
- NHTSA Data Analysis and Publications
- Traffic Safety Marketing
 - Ads
 - Fact Sheets & Talking Points
 - Sample News Releases
 - Variable Message Boards



Behavioral and Enforcement Countermeasures

- **Legislative and Licensing**
 - Lower Speed Limits
 - Variable Speed Limits
 - Increasing Penalties
- **Enforcement**
 - Speed Safety Cameras
 - High-visibility Enforcement
- **Other Strategies**
 - Dynamic Speed Display/Feedback Signs
 - Intelligent Speed Assistance
- **Approaches That Are Unproven or Need Further Evaluation**
 - Aggressive Driving and Other Laws
 - Diversion and Plea Agreements/Traffic Violator School

Intelligent Speed Assistance (ISA)



Intelligent Speed Assistance¹ (ISA)

- **May use various in-vehicle technologies to determine the speed limit:**
 - Digital maps of speed limits + GPS localization
 - Camera-based recognition of street signs
- **May use various approaches to help driver maintain appropriate speed**
 - Display current speed limit to driver at all times
 - Visual and/or audible warnings
 - Haptic warnings (e.g., accelerator pedal resistance / feedback)
 - Active intervention (e.g., slow vehicle, limit speed)
- **May allow system deactivation by driver (e.g., false warnings, conflicting / defective road signs)**

Data Analysis & Publications

- NHTSA's National Center for Statistical Analysis for data analysis and reports.

- <https://cdan.dot.gov/>



Speeding

Filter Publication in Current Topic

DOT HS #	Year Published	Title	Topics
813527	2023	Traffic Safety Facts 2021 A Compilation of Motor Vehicle Traffic Crash Data Download	Speeding Age Motorcycles Belt Use Bicyclists/Pedalcyclists Occupant Protection Occupants Older Population Children Crash Type/Crash Information Pedestrians Rates Restraints/Safety Belts Rollover School Bus State Fatality and Fatal Crash Information Traffic Safety Facts Publications
813473	2023	Speeding Traffic Safety Facts 2021 Data Download	Speeding Traffic Safety Facts Publications
813320	2022	2020 SPEEDING Traffic Safety Fact Sheet Download	Speeding Traffic Safety Facts Publications
813168	2021	SCI Report On-Site Rollover Crash Investigation; Vehicle: 2016 Nissan Frontier; Location: Georgia; Crash Date: February 2018 Download	Rollover Ejection Speeding Special Crash Investigation Reports

Traffic Safety Marketing

- Website with free materials addressing a dozen or more traffic safety issues.
- Sign up for updates via email



Communication Resources

For States, Partner Organizations and Highway Safety Professionals

I want communication material for

Campaigns Happening Now & Upcoming

More than 100 people die each day in traffic crashes. Join the National Highway Traffic Safety Administration in helping to communicate important traffic safety information.

HAPPENING NOW



Buckle YOURSELF In
So THEY Don't Have To

CLICK IT. DON'T RISK IT.

HAPPENING NOW



You say you'd never forget them, but never happens.

Prevent Infant Car Deaths
STOP. LOOK. LOCK.

NHTSA

Speed Prevention Campaigns July 10-31

Enforcement



Social Norming



Education



SPEEDING KILLS
SLOW DOWN OR
PAY THE FINE

SPEEDING
SLOWS
YOU DOWN

NHTSA's Communication Calendar

NHTSA 2024 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 1
Happy New Year!

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

February 11
Super Bowl LVIII
IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk

JULY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Vehicle Theft Prevention Month

July 4
Fourth of July
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
Drive Sober or Get Pulled Over
Ride Sober or Get Pulled Over
If You Feel Different, You Drive Different
If You Feel Different, You Drive Different.
Drive High, Get a DUI

July 10 – 31
SPEED CAMPAIGN





AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 14 – September 2
AUGUST/LABOR DAY IMPAIRED DRIVING
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Drive Sober or Get Pulled Over
Ride Sober or Get Pulled Over
If You Feel Different, You Drive Different.
Drive High, Get a DUI
Paid Media





Speed Management Research & Programmatic Efforts

- NHTSA's Office of Research and Program Development (HQ) works to provide the latest research and guidance to State Highway Safety Offices and other traffic safety partners. Examples of ongoing efforts include:
 - *Studying the effects of education on speeding behavior*
 - *Speed safety camera efficacy & equity*
 - *Speeding-related data analysis*
 - *Driver surveys*



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