

Speed Feedback Signs

What are Speed Feedback Signs?

Speed Feedback Signs, and their corresponding speed limit sign, provide drivers with their vehicle's speed and allows them to self-correct. They're an important tool in your community's speed management program and are very effective in reducing speed. They are NOT cameras and they don't take pictures of license plates.

How do Speed Feedback Signs Make Roads Safer?

Reduction In Speed

A NHTSA report analyzing Speed Feedback Signs found that of the sites studied, more than **90%** of locations showed a reduction in speed. That same report found about **60%** of locations showed slower speeds even after drivers passed the sign's location.

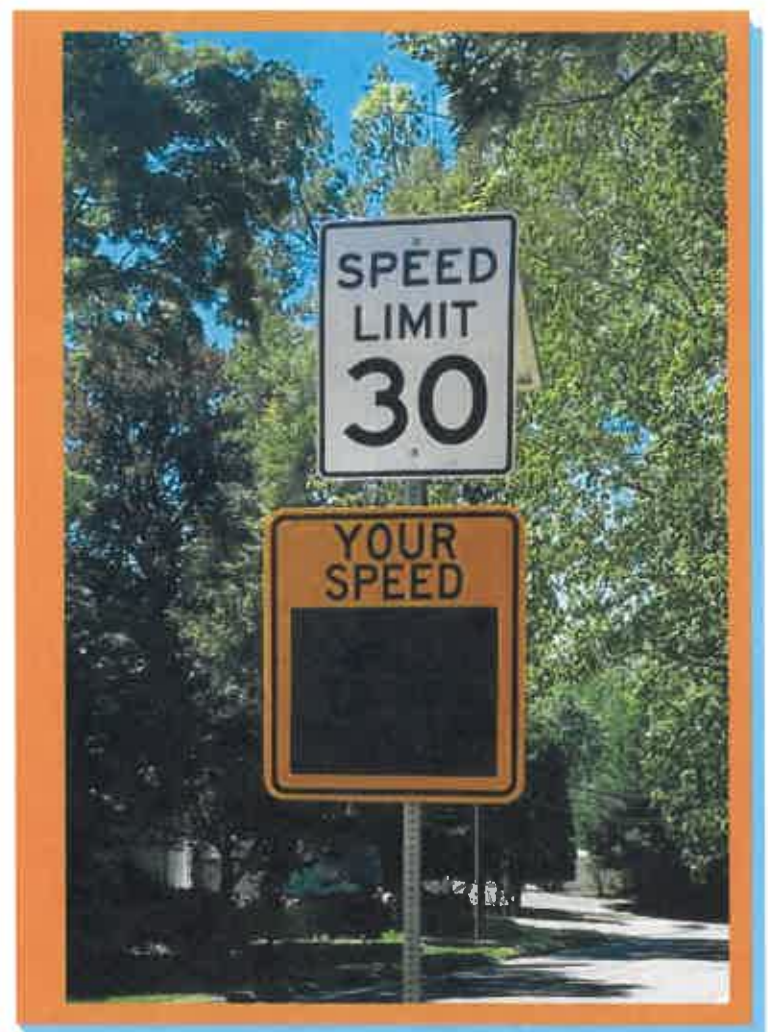
How Small Reductions in Speed Save Lives

According to a 2011 AAA report, researchers found that even small reductions in speed can reduce the likelihood of a severe injury or death. When a car driving **25 mph** strikes a pedestrian, there is a **30%** chance they will get severely injured and a **12%** chance that the crash will be fatal. When a car driving **30 mph**, just 5 mph faster, strikes a pedestrian, the chance of a severe injury rises to **47%** and the chance the crash is fatal increases to **20%**.

Speed Feedback Signs Provide Information about Road Speed

Speed Feedback Signs also collect information about how fast vehicles are travelling in a particular area. This helps municipal officials know how to design the best infrastructure for every roadway.

This Is NOT a speed camera and does not take a picture of your license plate. It uses radar to show your speed.



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