

# Reducing Road Injuries through Speed Control

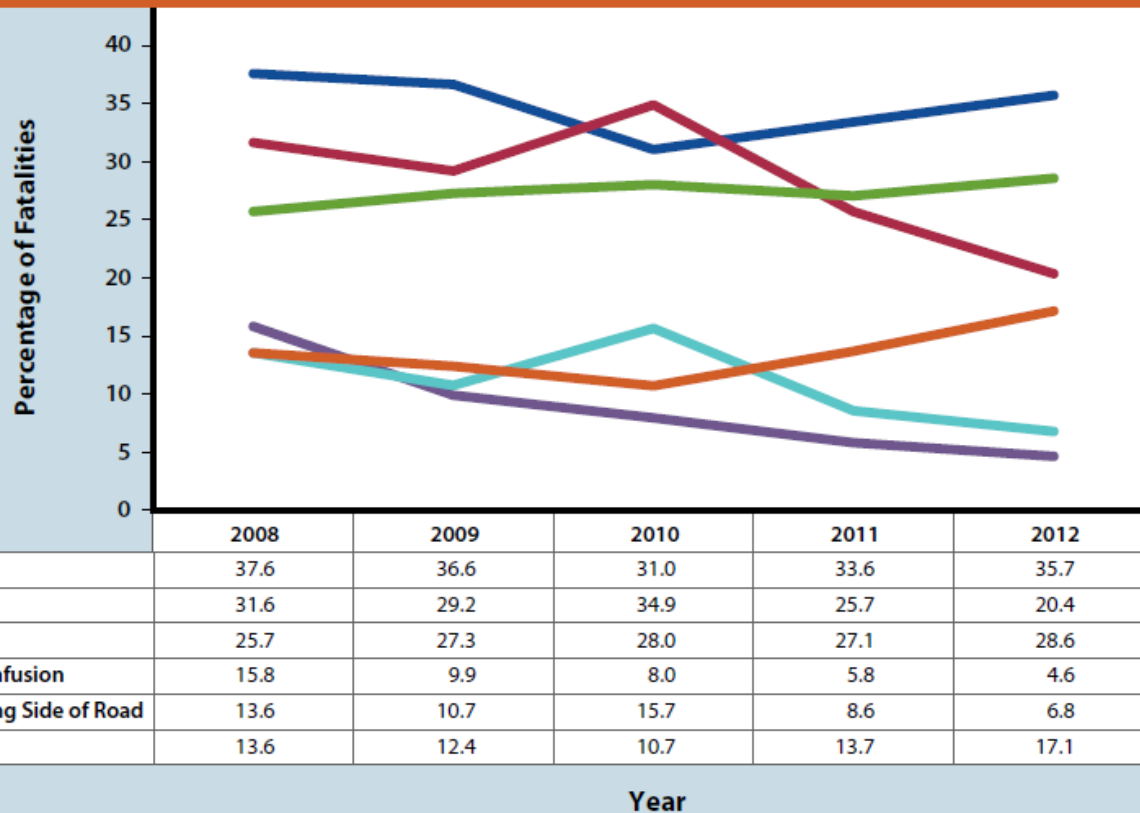
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**Figure  
2.13**

**Proportion of Motor Vehicle Crash Fatalities,  
by Top Contributing Factor, BC, 2008 to 2012**



**Notes:** "Impairment" includes alcohol involvement, ability impaired by alcohol, alcohol suspected, drugs illegal, ability impaired by drugs, drugs suspected, and ability impaired by medication. "Distraction" includes use of communication/video equipment, driver inattention, and driver internal/external distraction. "Driver error/confusion" includes gas/brake pedal confusion. "Road condition" includes ice, snow, slush, and/or water on the road. Data are based on police reports from police-attended motor vehicle crashes; therefore, contributing factors reported emphasize human error rather than other systemic factors (e.g., vehicle design, roadway design). See Appendix B for more information about this data source.

**Source:** Police Traffic Accident System, Business Information Warehouse, Insurance Corporation of British Columbia, 2008-2012. Prepared by BC Injury Research and Prevention Unit, 2014; and Population Health Surveillance, Engagement and Operations, Ministry of Health, 2015.

# When do we blame speed?



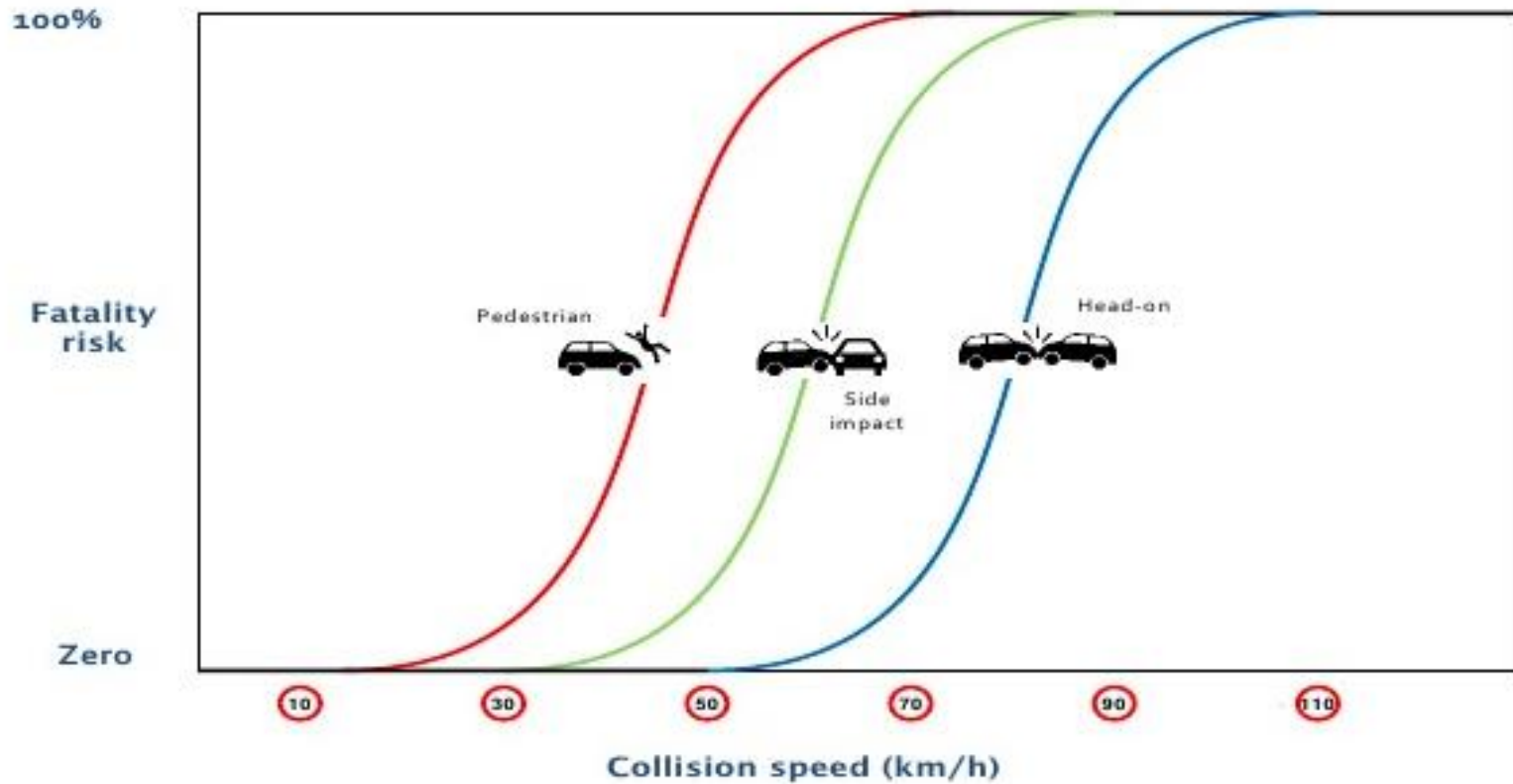
**Exceeding the posted speed limit**



**Driving too fast for conditions**

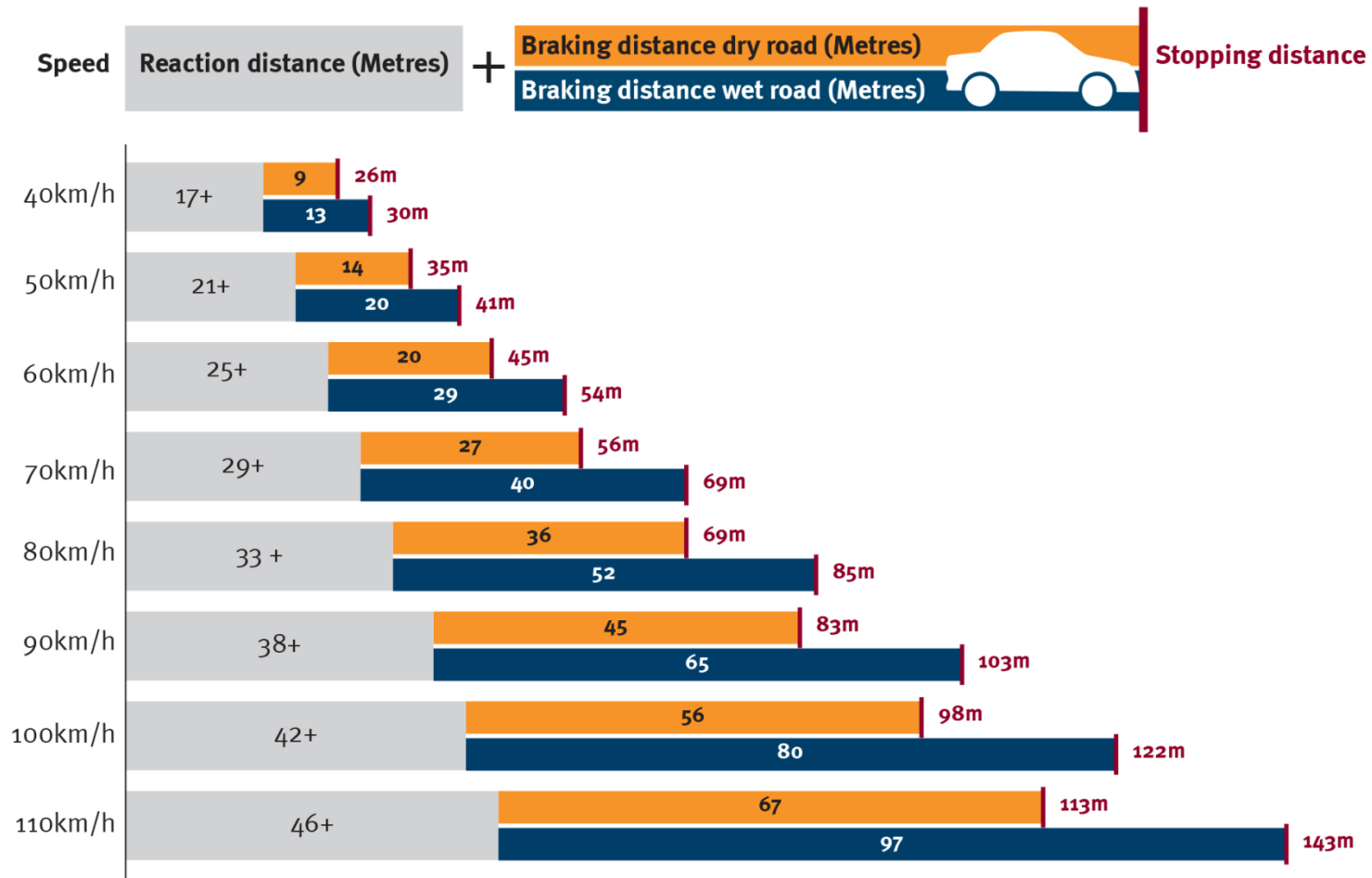
**Speed as a contributor:  
it's always a factor**

# Speed and risk of injury/death

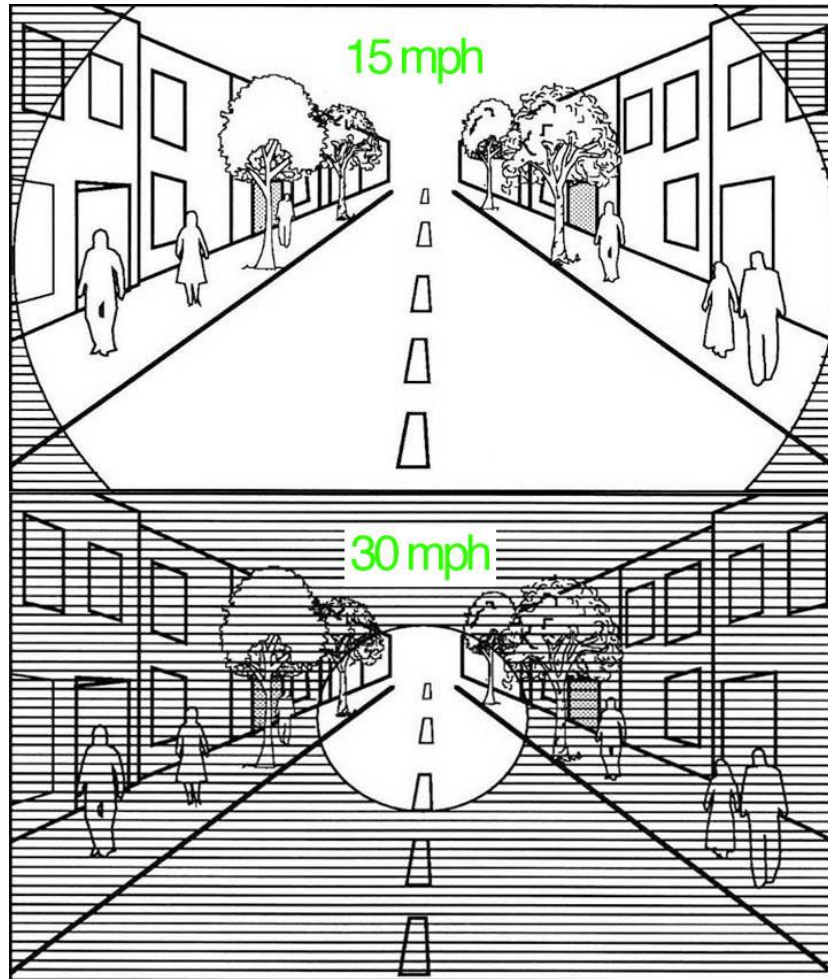


# Speed and stopping distance

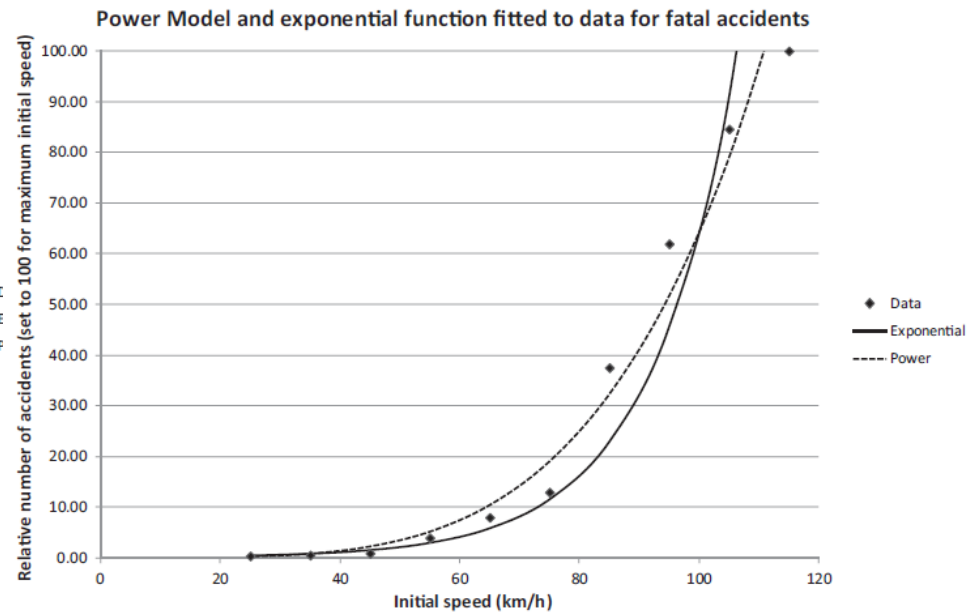
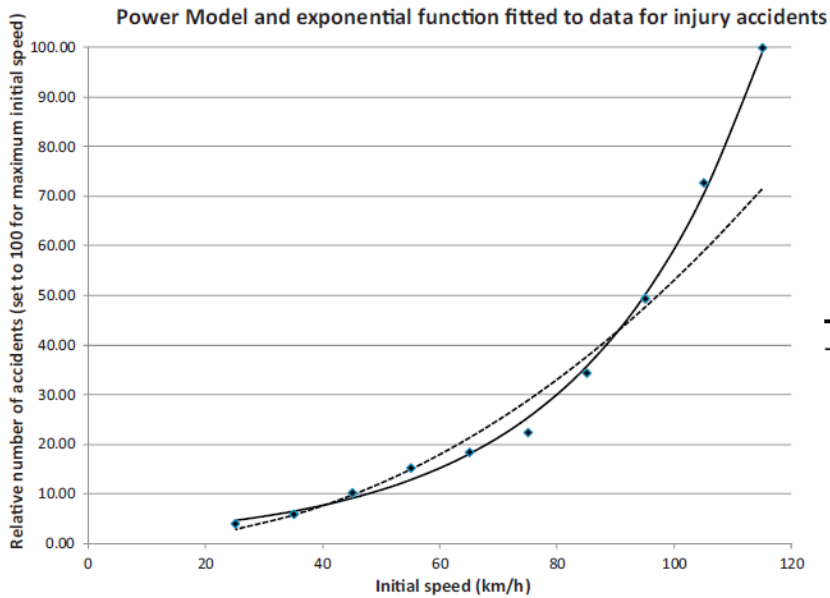
How long it takes to stop (driving an average family car)



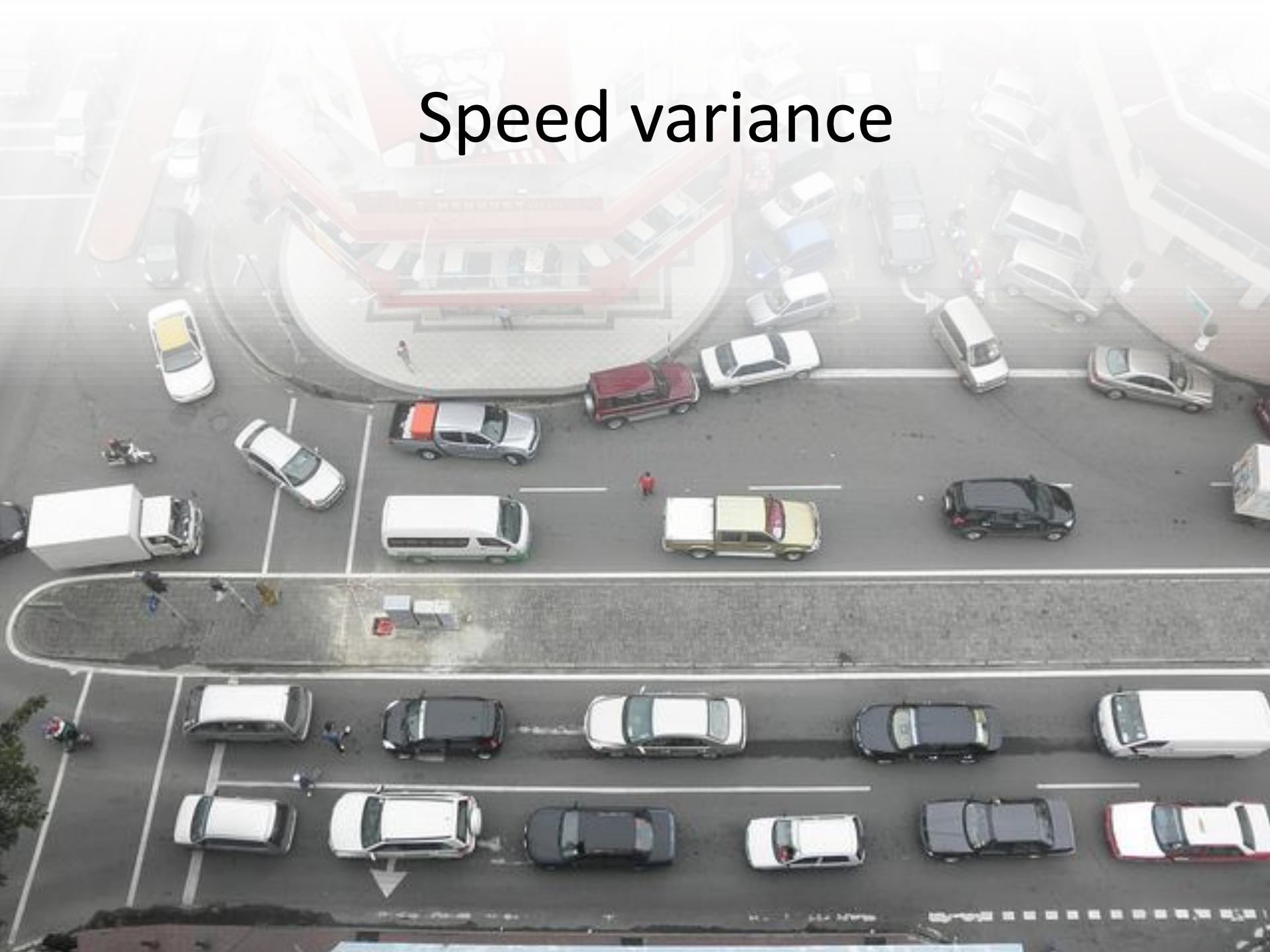
# Speed and human capacity



# Relationship between speeds and crash risks



# Speed variance





**Pace and other complex tasks**

# How should we address speed?



# Education/social marketing



# Design and infrastructure

**Traffic calming, roundabouts, transition zones**



**Self-explaining, self-enforcing roads**



# Speed limit setting

- 85<sup>th</sup> percentile
- Geometric design
- Roadside development
- Minimize travel costs
- Biomechanical energy humans can tolerate  
(Vision Zero)

# “Vision Zero” speed limits

*Table 1. Possible long term maximum travel speeds related to the infrastructure, given best practice in vehicle design and 100% restraint use.*

<b>Type of infrastructure and traffic</b>	<b>Possible travel speed (km/h)</b>
Locations with possible conflicts between pedestrians and cars	30
Intersections with possible side impacts between cars	50
Roads with possible frontal impacts between cars	70
Roads with no possibility of a side impact or frontal impact (only impact with the infrastructure)	100+

# Road safety policies: neighbourhood 30



# Changing speed limits



# Enforcement techniques



# No Surprises



# Revenue transparency

A speed camera lottery sign in Copenhagen, Denmark. The sign is blue and white with a digital display showing '24 KM/H' and a thumbs-up icon. Above the display, it says 'HASTIGHETS LOTTERIET' and 'DU KØR'. Below the sign is a blue circular arrow sign pointing down. The background shows a city street at sunset with cars and buildings.

**Change behaviour**

Can we get more people to observe the speed limit by making it fun to do?

**The speed camera lottery**  
A test in Copenhagen (Denmark) with the speed camera lottery proved that fun really can change behaviour.

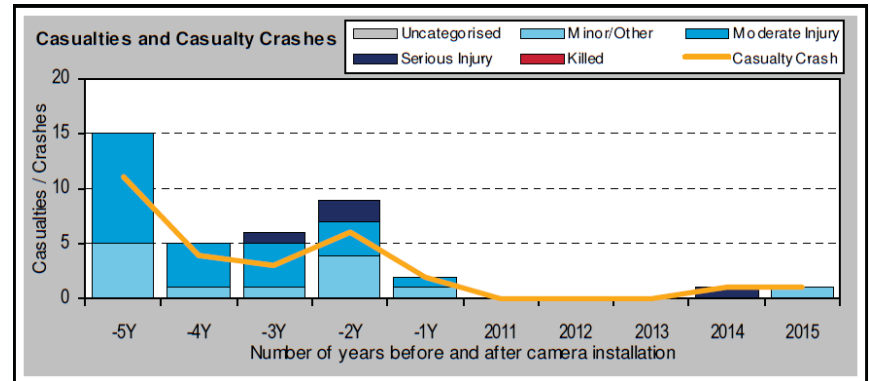
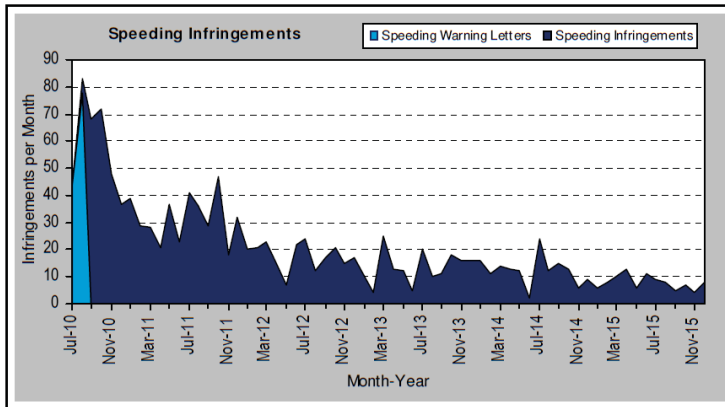
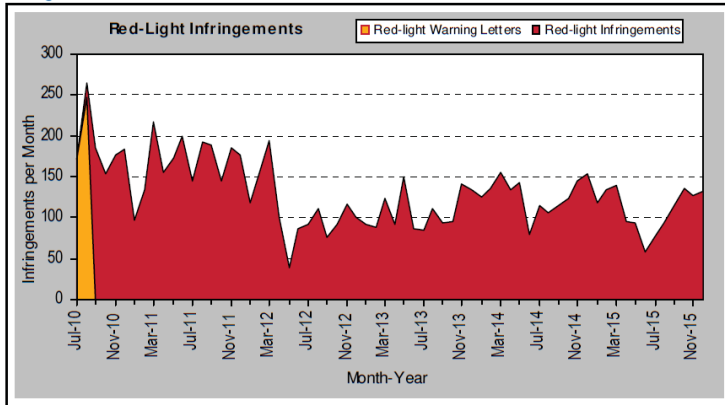
What they did was simple: on a selected route in the city — all drivers got their speed measured and photographed. The people speeding got a fine and the people who kept to the speed limit were entered into a lottery for the collective money paid by the people who had been caught speeding.

This resulted in a 22% drop of the average speed. A great result! The initiative that collects these ideas is called The Fun Theory — powered by Volkswagen.

© 2010 Volkswagen

# Site selection and evaluation

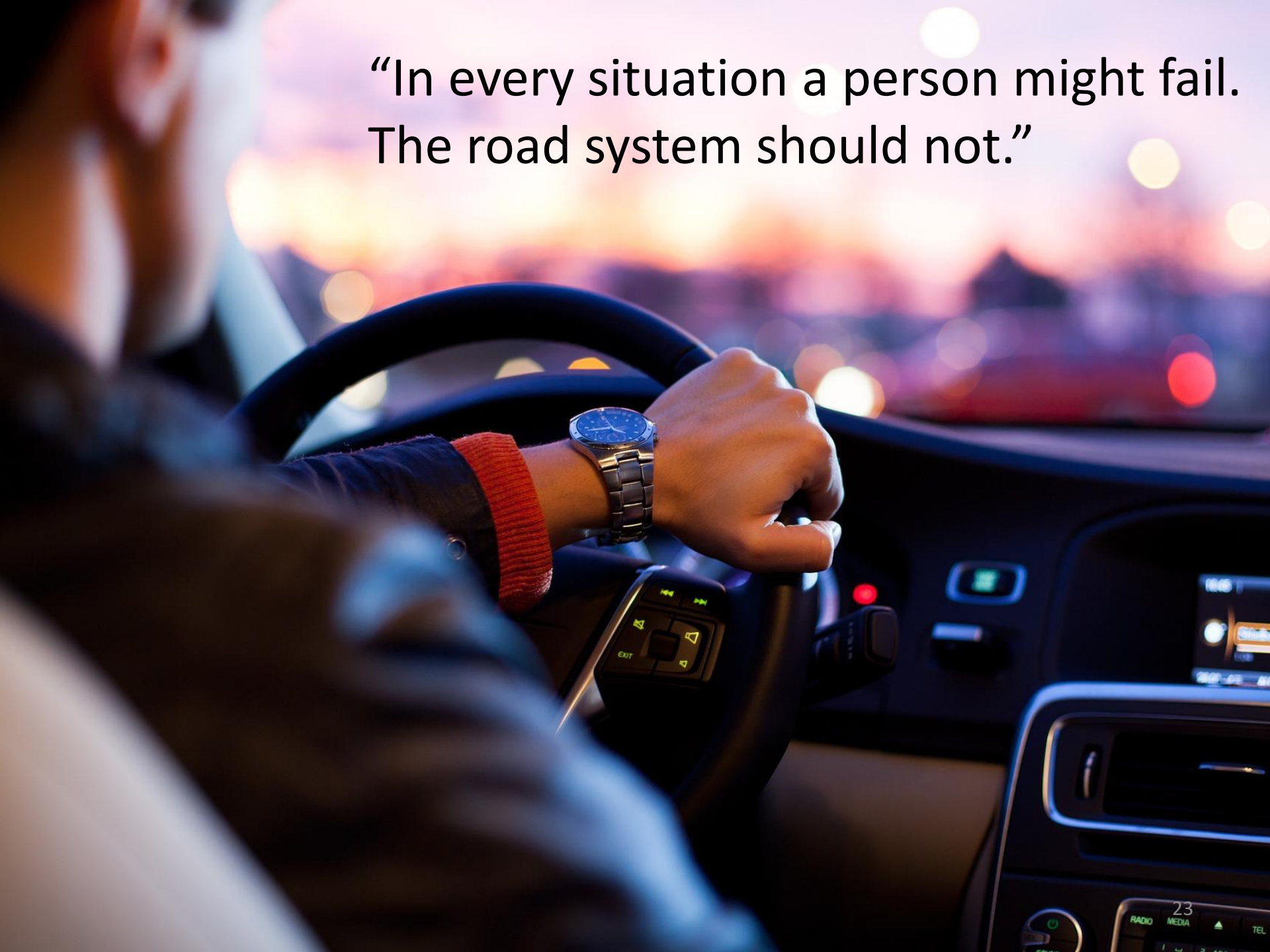
Infringements at enforced intersection



# Community Engagement



“In every situation a person might fail.  
The road system should not.”



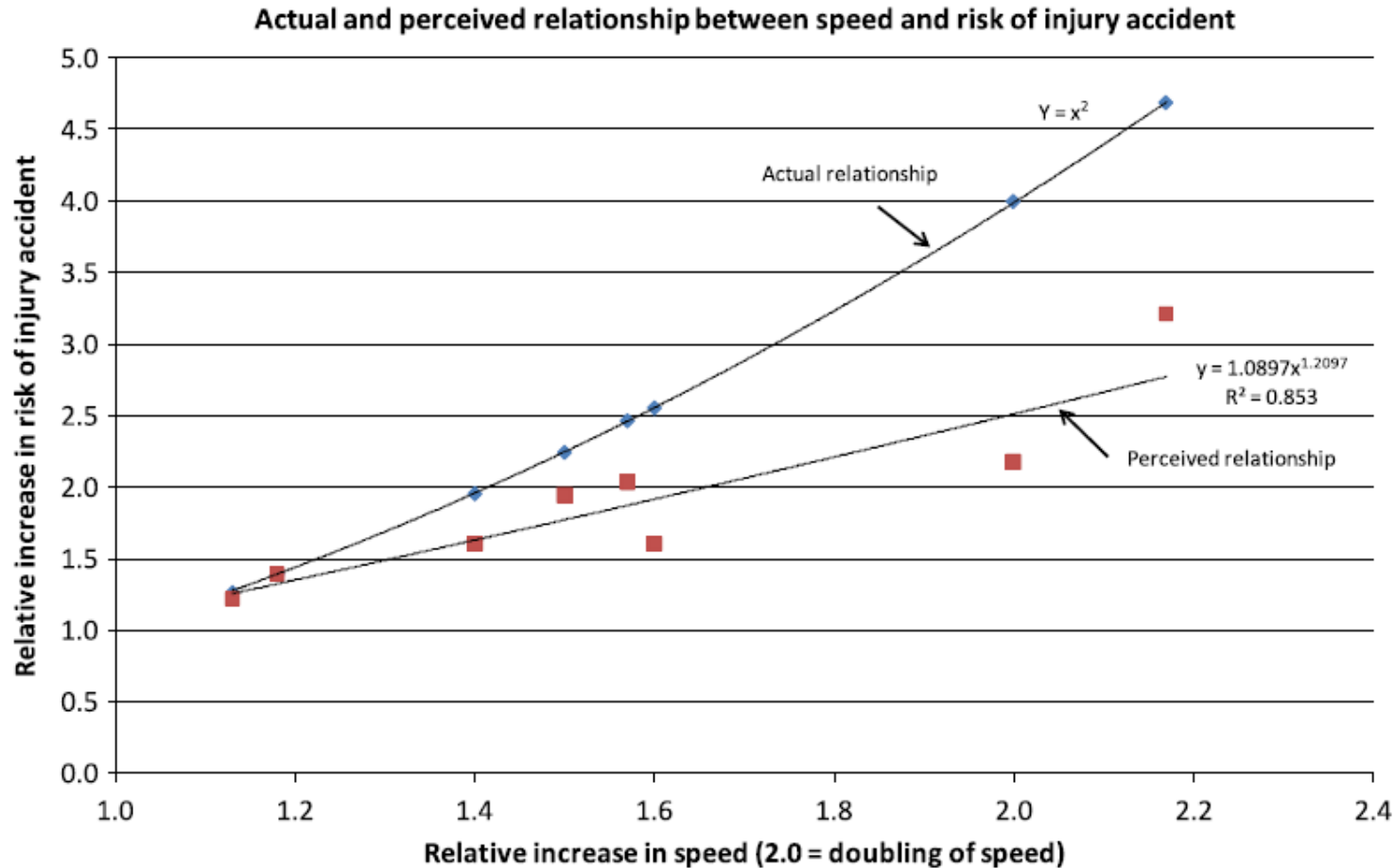
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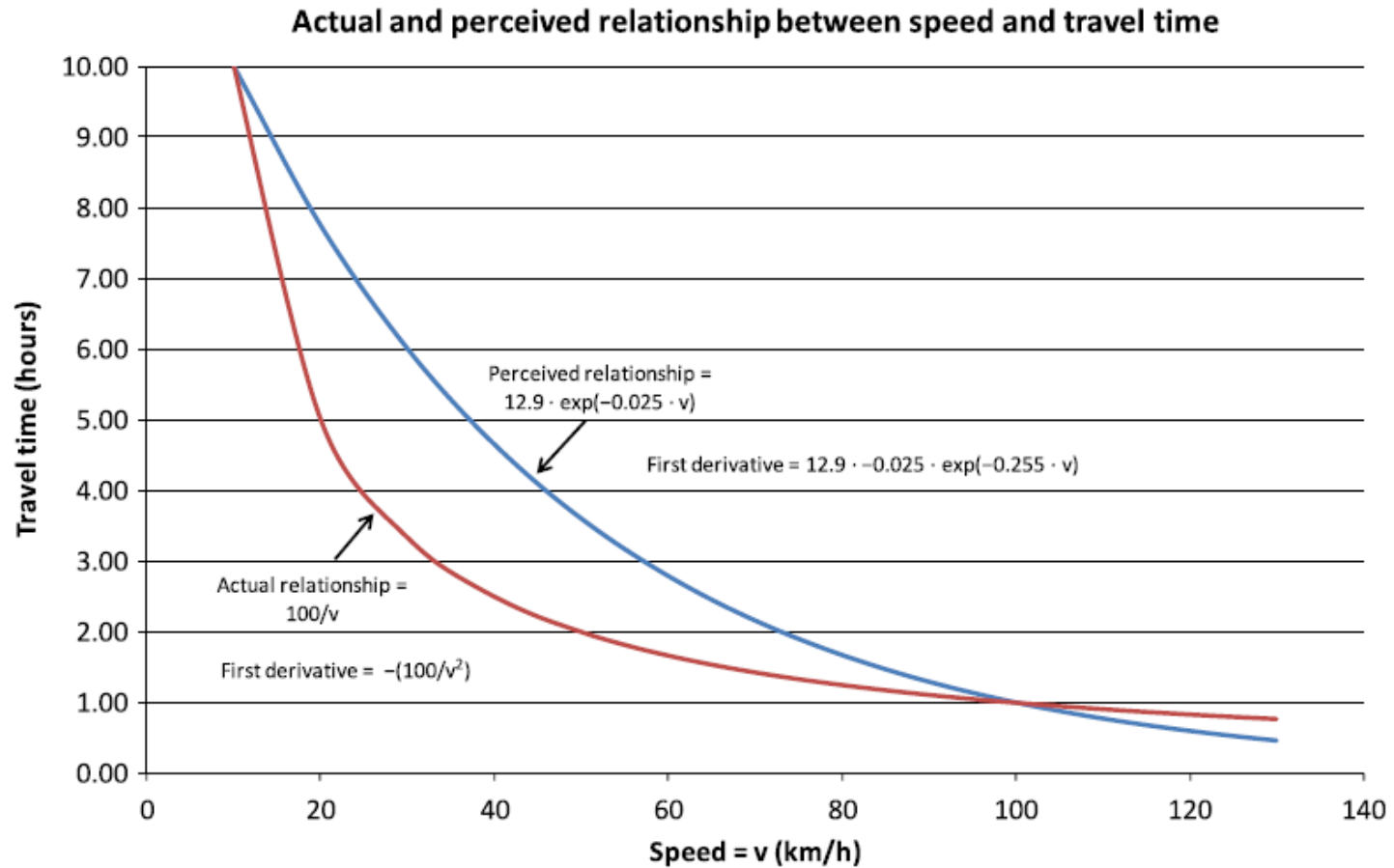
# Photo citations

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# Speed misperceptions



# More speed misperceptions



# Variable speed limits



# Types of automated enforcement

- Red light cameras and “speed-on-green”
- Single point stationary speed cameras
- Mobile cameras
- Point-to-point or “section control”
- Range of settings
- Can be passively or manually operated



# Large source of mortality and morbidity

- Burden of disease in Canada:
  - 3% of YLLs
  - 2% of DALYs
  - #1 cause of YLLs for ages 1-44

