



SPEEDING EMPHASIS AREA

STRATEGIES	
1	Enact legislation enabling counties to implement a photo enforcement program
2	Re-examine existing reckless driving and speeding laws to improve conviction rates and effectiveness of penalties
3	Develop aggressive driving/speed management programs
4	Develop and implement media campaigns, public service announcements, and public education initiatives that address speeding and aggressive driving
5	Evaluate and/or implement road safety design elements and infrastructure to reduce speeding and speed-related crashes (e.g., speed limits, speed feedback signs, intelligent transportation system technologies, etc.)
6	Conduct studies to identify ways to address speeding
7	Use timely crash data to identify high-risk locations in order to direct resources in enforcement, education and engineering

STRATEGY #1: Enact legislation enabling counties to implement a photo enforcement program	
1a	Enact legislation that earmarks traffic citation fines to the counties specifically for traffic enforcement
1b	Work with county Vision Zero coalitions on passing county ordinances allowing photo enforcement and implementing the programs
1c	Look to other states to research best practices and lessons learned, especially what actions contributed to ending their automated photo enforcement programs
1d	Address any privacy concerns
1e	Use school areas and crash data to support and implement automated photo enforcement program

STRATEGY #2: Re-examine existing reckless driving and speeding laws to improve conviction rates and effectiveness of penalties	
2a	Increase conviction rate by improving witness attendance for speeding cases
2b	Research whether or not existing penalties (fines, incarceration, community service, etc.) are making a difference
2c	Improve collection of related data and public perception of reckless driving/speeding habits, laws, penalties, dangers, etc.
2d	Propose legislative changes and find policy makers who can be champions for these

STRATEGY #3: Develop aggressive driving/speed management programs	
3a	Identify ways to engage young drivers on developing socially responsible driving habits (e.g. through the Graduated Driver License program and youth-crafted messaging or community involvement after tragedies occur)
3b	Define "aggressive driving"
3c	Develop new pilot programs to educate speeding drivers

STRATEGY #4: Develop and implement media campaigns, public service announcements, and public education initiatives that address speeding and aggressive driving	
4a	Explore options and opportunities to fund these initiatives
4b	Research other states' speed campaigns
4c	Develop a communications plan for speed enforcement or incorporate into an existing communications plan

STRATEGY #5: Evaluate and/or implement road safety design elements and infrastructure to reduce speeding and speed-related crashes (e.g., speed limits, speed feedback signs, intelligent transportation system technologies, etc.)	
5a	Ensure county and state engineers are part of all speed-related discussions and planning processes

STRATEGY #6: Conduct studies to identify ways to address speeding	
6a	Define what types of studies
6b	Plan appropriate studies, collect existing data, procure funding
6c	Collect roadway data
6d	Collect citation data

STRATEGY #7: Use timely crash data to identify high-risk locations in order to direct resources in enforcement, education and engineering	
7a	Use HDOT crash reporting data and look to HDOT's small scale projects

7b	Use neighborhood boards to help with progress in these initiatives
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