What is a speed feedback sign?
» Uses radar technology to determine the speed of an approaching vehicle and then displays that speed to the person driving via a digital sign.¹

What are its purpose and benefits?
» Curbs unsafe speeding by offering people driving a real-time check on whether they are speeding.
» People driving have been shown to decrease unsafe speed when they see how fast they are going.²
» By encouraging slower driving, speed feedback signs help reduce crashes and crash severity.¹

Where can this safety tool be applied?
» Where unsafe speeding is a problem and/or there is a pattern of crashes along the corridor.¹
» In School Zones.

What else should I know about speed feedback signs?
» Most effective if a speed feedback sign is installed with a speed limit sign.¹ This allows the person driving to compare their speed with the posted speed limit.
» Speed feedback signs are not a substitute for other safety improvements.³ They are best when included as part of a suite of other improvements to address unsafe speeding.

Notes:

Note:
-5 Avg. Speed Reduction
Speed Feedback Signs have been shown to reduce vehicle speeds by an average of five miles per hour.²