



Developing a Speed Management Action Plan *Piece by Piece*



A plan may include strategies for improving:

- Speeding legislation and stakeholder policies.
- Enforcement and adjudication.
- Speed setting practices and methodology.
- Traffic calming guidance.
- Stakeholder or public education.
- Data analysis to identify problem locations.
- Project selection and countermeasure deployment.

Speeding is one of the most prevalent factors contributing to fatal and serious injury crashes and accounts for approximately one quarter of all traffic fatalities.¹ It is a complex issue that cuts across all areas of transportation safety, from roadway departure, to intersection, to pedestrian and bicycle safety. As such, effective speed management can reduce fatalities and serious injuries in every safety focus area. To realize the vision of zero traffic deaths, stakeholders need to collaboratively plan and work together to implement speed management strategies.

A Speed Management Action Plan (SMAP) is a shared action plan developed among transportation agencies and their partners. It can serve as the platform for stakeholder collaboration and planning as well as tie together speed management strategies and action steps of other safety plans, e.g., Strategic Highway Safety Plans (SHSP), roadway departure plans, intersection plans, pedestrian plans, and bicycle plans.

SMAPs come in all shapes and sizes and should be tailored to the agency's speed management needs. While each agency's SMAP is unique and customized to meet their needs, there are common steps an agency can take to ensure its SMAP best addresses the jurisdiction's speed management challenges and is supported by stakeholders. This document describes basic steps, or pieces, an agency might use to develop a SMAP; these suggestions are not exhaustive and agencies should choose the pieces that best fit their needs.

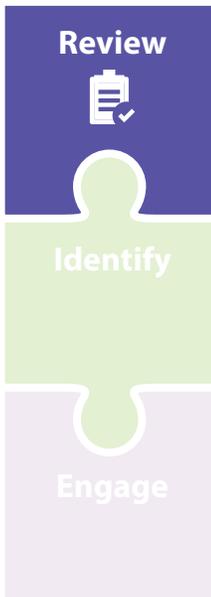
GATHERING THE PIECES

From the start, establish a core SMAP team comprising champions and leaders responsible for collecting necessary information and input. Assign a core team leader who acts as the main point of contact, keeps plan development on track, engages stakeholders, and holds team members accountable as the SMAP is developed.

A kickoff meeting with the core team can serve to introduce the process, discuss overall vision and objectives, gather information, define stakeholder roles, and establish a time frame for completion. After the kickoff, regularly meet to discuss the plan's development and assign responsibilities. The core team should consider initiating and collecting the following elements while developing its plan.

When forming the core team and preparing the schedule for SMAP development, consider existing safety committees and meetings that may have similar goals.

¹ NHTSA. (2017). Traffic Safety Facts: Speeding, DOT HS 812 687, Washington, DC. Available at: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812687>.



Review Existing Policies, Guidance, Safety Plans, Legislation, and Education

Review current speeding-related policies, guidance, and legislation and compare them to similar documents used by neighboring agencies. This can reveal areas of improvement that may drive the SMAP's recommendations and strategies. Also review other safety plans (e.g., roadway departure, intersection, and pedestrian and bicycle plans) to uncover opportunities to collaborate on funding, planning, and implementation of safety projects and strategies. While not exhaustive, the following is a list of suggested resources to review:

- Speeding fines, statutes, and adjudication procedures relating to speed limits and fines.
- Design guidelines.
- Traffic calming guidelines.
- Complete Streets policy.
- Speed limit setting guidelines.
- Work zone or traffic control design guidelines.
- Existing safety plans (e.g., SHSP and safety action plans).
- Documentation of speed management strategies and countermeasures.
- Crash reporting education and guidance.



Identify Focus Crash Types and Locations for Improvement

A SMAP can identify focus crash types and prioritizing locations for countermeasure implementation or enforcement efforts. Data analysis can help jurisdictions identify speeding-related issues and potential risks, determine problematic or high-risk locations, and develop and prioritize projects. Agencies use different approaches to investigate and analyze speeding-related crashes, including hot-spot analysis and the [Systemic Safety Approach](#).² When developing the SMAP, stakeholders should consider a variety of potential data sources, such as:

- Crash records.
- Roadway and roadside inventory (e.g., number of lanes; pavement, shoulder, or clear zone width; signing; lighting; barrier).
- Traffic volumes.
- Horizontal curvature.
- Intersection locations, types, and traffic control used.
- Speed citation data.
- Adjudication data.
- Third-party vehicle speed data.
- Automated speed enforcement data.
- Effectiveness of existing countermeasure or enforcement and education practices.

Even with limited data, agencies can use their staffs' knowledge of the system and stakeholder input to make informed investment decisions.

² FHWA. (2018). Improving Speed Management Using a Systemic Safety Approach, FHWA-SA-18-051, Washington, DC. Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/fhwasa18051/.



Engage and Collaborate with Stakeholders at Key Milestones

To maximize success of SMAP development and implementation, stakeholders representing the four E's (engineering, enforcement, education, and emergency medical services) should be involved to provide input and critiques and to encourage buy-in of the plan. This stakeholder group can share practices related to speed management, such as methods and ideas for setting posted speed limits; policies and guidance; collaboration across agencies and disciplines; speed limit enforcement and adjudication; countermeasure selection, deployment, and maintenance; and data analysis. This stakeholder group can include:

- National Highway Traffic Safety Administration (NHTSA) regional office representative.
- Federal Highway Administration (FHWA) division safety engineer.
- State and local safety, traffic operations, and design engineers.
- State and local data analysts.
- State and local transportation planners.
- State highway safety office representative.
- Local public agency (LPA) representative.
- Strategic highway safety plan coordinator.
- Vision Zero coordinator.
- State and local pedestrian and bicycle coordinators.
- State and local law enforcement.
- Local technical assistance program (LTAP) representative.
- Educators.
- Political representatives and community leaders.
- Emergency medical responders.
- Department of health representative or public health official.

During the workshop, it is important to have a skilled facilitator and a detailed note-taker.

At the end of the workshop, summarize key themes, challenges, and solutions and get stakeholder consensus.

Throughout SMAP development, establish open lines of communication with the stakeholder group and provide updates at key milestones; for example, preliminary literature review findings, data analysis results, or project selection and prioritization. These check-ins can be in-person meetings, conference calls or emails. An effective approach is to use already scheduled committee meetings (e.g., Statewide Transportation Advisory Committee [STAC] meetings and SHSP Committee meetings) to gain stakeholder input on strategy ideas and project prioritization.

In addition, or alternatively, hold an in-person, full-day workshop with the stakeholder group to review research and data analysis findings and discuss speed management challenges. Bringing all stakeholders together enables stakeholders in a shared problem to put heads together, voice and understand each other's biggest challenges, and brainstorm solutions. This collaboration will drive and shape strategies included in the plan.



It may also be helpful to review other agencies' SMAPs for strategy ideas. The following is a list of agencies at each level of government that have developed or are developing SMAPs:

- **State:** [Alabama DOT](#),⁵ [Colorado DOT](#),⁶ [Kansas DOT](#), [Oregon DOT](#),⁷ [Pennsylvania DOT](#), and [South Carolina DOT](#).
- **County:** [Randolph County](#),⁸ [North Carolina](#).
- **City:** [City of Baltimore DOT](#).
- **MPO:** [Delaware Valley Regional Planning Commission \(DVRPC\)](#).

These plans contain strategies that might apply to similar jurisdictions and examples of how other agencies have successfully implemented their plans.

PULLING THE PIECES TOGETHER

Once preliminary research and data analysis are complete and the workshop and meetings have been held, it is time to assemble the SMAP. Depending on the outcome of the workshop and other activities, it may be necessary to perform additional data analysis to reevaluate project selection and prioritization. There may also be a need to conduct additional research to identify potential solutions for challenges identified throughout each phase. The FHWA Speed Management Program developed a [SMAP template](#)³ as well as other [resources](#)⁴ for agencies to consider while developing their SMAPs.

Track Implementation Progress, Evaluate, and Update

Once the SMAP is finalized, implementation begins. The core team is responsible for disseminating the plan to relevant stakeholders and implementers, assigning strategy leaders, and checking in with strategy leads to ensure actions are completed. Like most safety plans, jurisdictions should view the SMAP as a living document to be updated as strategies are implemented and new issues or challenges arise. FHWA developed a [flyer](#)⁹ that helps agencies “put their speed management plan into action.”

FOR MORE INFORMATION

To learn more or receive speed management technical assistance, visit the Federal Highway Administration's [webpage](#)¹⁰ or contact:

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3 FHWA. (2017). Speed Management Action Plan Template, FHWA-SA-15-017, Washington, DC. Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/docs/fhwa_speedmanagactionplantemplate_final.pdf.

4 FHWA. (n.d.). Speed Management, Reference Materials webpage. Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/. Access date: September 2019.

5 FHWA. (2015). Alabama Speed Management Action Plan, FHWA-SA-15-017, Washington, DC. Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/docs/alabama_pilotplan_final.pdf.

6 FHWA. (2017). Colorado Speed Management Action Plan, Washington, DC. Available at: <https://www.codot.gov/library/traffic/hsip/speed>.

7 FHWA, (2016). Speed Management Action Plan - Oregon Department of Transportation, FHWA-SA-15-017, Washington, DC: FHWA, Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/docs/oregon_speedmgt_plan.pdf.

8 FHWA. (2015). Speed Management Action Plan for Randolph County, FHWA-SA-15-017, Washington, DC. Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/docs/randolphco-smap_final.pdf.

9 FHWA. (2018). Speed Management Action Plan-Implementation Steps, FHWA-SA-18-050. Available at: https://safety.fhwa.dot.gov/speedmgt/ref_mats/fhwasa18050/.

10 FHWA. (n.d.). Speed Management Safety webpage. Available at: <https://safety.fhwa.dot.gov/speedmgt/>. Access date: September 2019.

