



WELCOME TO THE

SLOW ROADS SAVE LIVES WEBINAR



Nov 7, 2023 • 3pm ET / 12pm PT



FROM MARGINS TO MAINSTREAM

REFRAMING ROAD DESIGN

Designing for people is not optional.
We create stronger communities and
safer roads when people come first.



1

TRADITIONAL
CAR CENTRIC AWARENESS



2

REFORMED
WORKING TOWARDS SAFETY



3

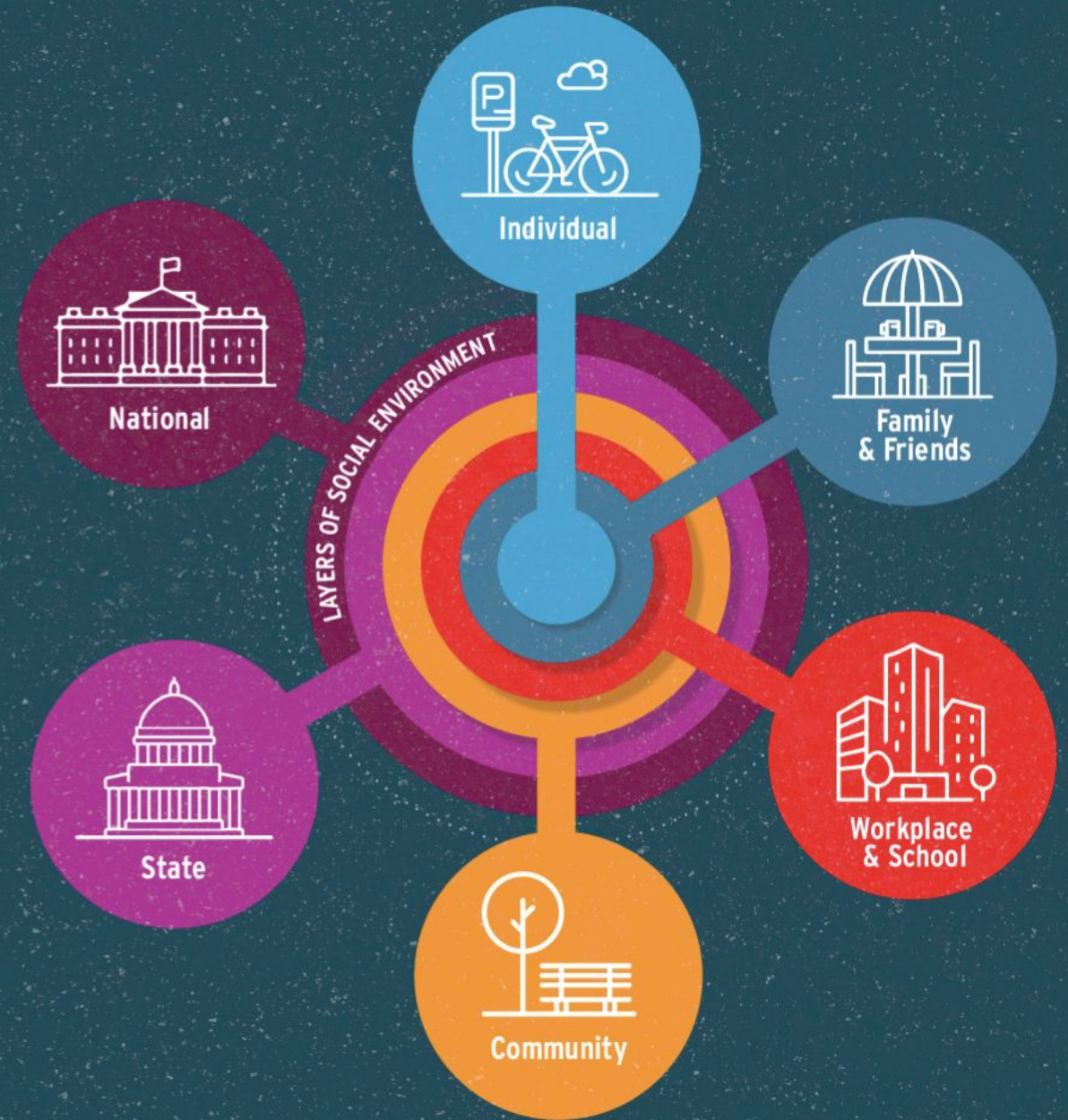
REFRAMED
PEOPLE-FIRST, SAFETY-FIRST





WE HAVE THE POWER TO BUILD A CULTURE FOR SAFER STREETS

Changing our culture towards safer streets requires action at every level aligning policy, programs, and people.





STATES CAN CHOOSE TO SAVE LIVES

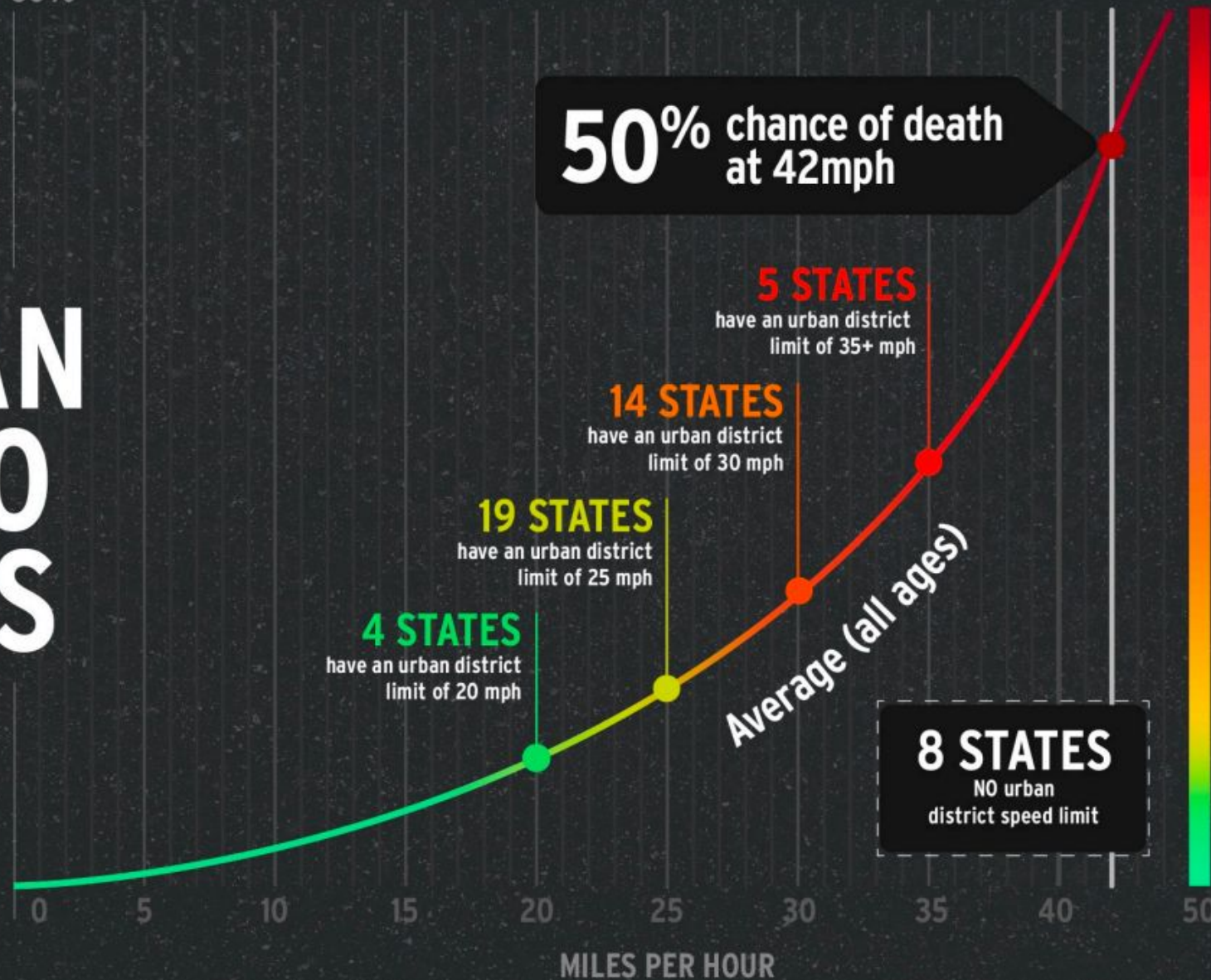
Making 90% of crashes survivable, by choosing (or not) to set smarter, more appropriate speed limits.



WHAT WILL YOUR STATE CHOOSE?

CHANCE OF DEATH

60%



MORE DEADLY



LESS DEADLY



**SAFE SYSTEM:
SAFE STREETS**



Individual

As an individual, you can slow down and obey the speed limit. On a single lane road, you control the speed



Community

From farmer's markets to street fairs, communities thrive where speeds are slow

Action is needed at each level

TAKE THE PLEDGE

Help the League show the broad support across the country for Slow Roads.

Slow roads are safe roads. And safe roads make life better for everybody.

When roads are slow, our communities and neighborhoods thrive. When roads are safe, there are fewer crashes and those that do occur are less severe. In terms of both livability and survivability, slow roads are the best roads.

Roadway crashes are preventable and our national, state, and local leaders should prioritize efforts to eliminate and mitigate the scourge of traffic violence. Slow roads are critical to that.

A person hit by a vehicle traveling at 20 miles per hour (mph) has a 90 percent chance of survival. The risk of death more than doubles if that person is hit by a driver going 30 mph. Whether the crash occurs due to distraction, intoxication, speeding, or any other bad behavior, the crash speed controls whether the person hit is likely to live or die.

The most common speed limit on a road where a person biking or walking is killed is 45 mph. More than 90 percent of the nearly 43,000 traffic deaths in the United States are on roads with speed limits over 30 mph.

We need safer streets in the United States.

<https://bikeleague.org/take-action/slow-roads-save-lives/take-the-pledge/>

Show Your Support for Slow Roads Save Lives

As an individual driver, I support the "Slow Roads Save Lives" campaign and I pledge to embrace slower speeds by:

- Speaking up for the value of slow speeds, which reduce dangers to everyone by limiting the physical forces of potential crashes.
- Supporting transformational policy and roadway designs, which help make roads slower and safer for everyone.
- Driving 20 mph in my neighborhood, on the blocks where my family and neighbors live, walk, and play.
- Driving with an intention of speed limit compliance at all times and recognizing that I control the speed of my vehicle.



SIGN FOR 20, DESIGN FOR 20

ADAPTING SPEED LIMITS & ROAD DESIGN FOR SAFER ROADS





THANKS FOR JOINING US FOR THE

SLOW ROADS SAVE LIVES WEBINAR



Slow Roads Save Lives – setting speed limits for safety

November 7, 2023



David Harkey
President



THE LEAGUE
OF AMERICAN BICYCLISTS
since 1880





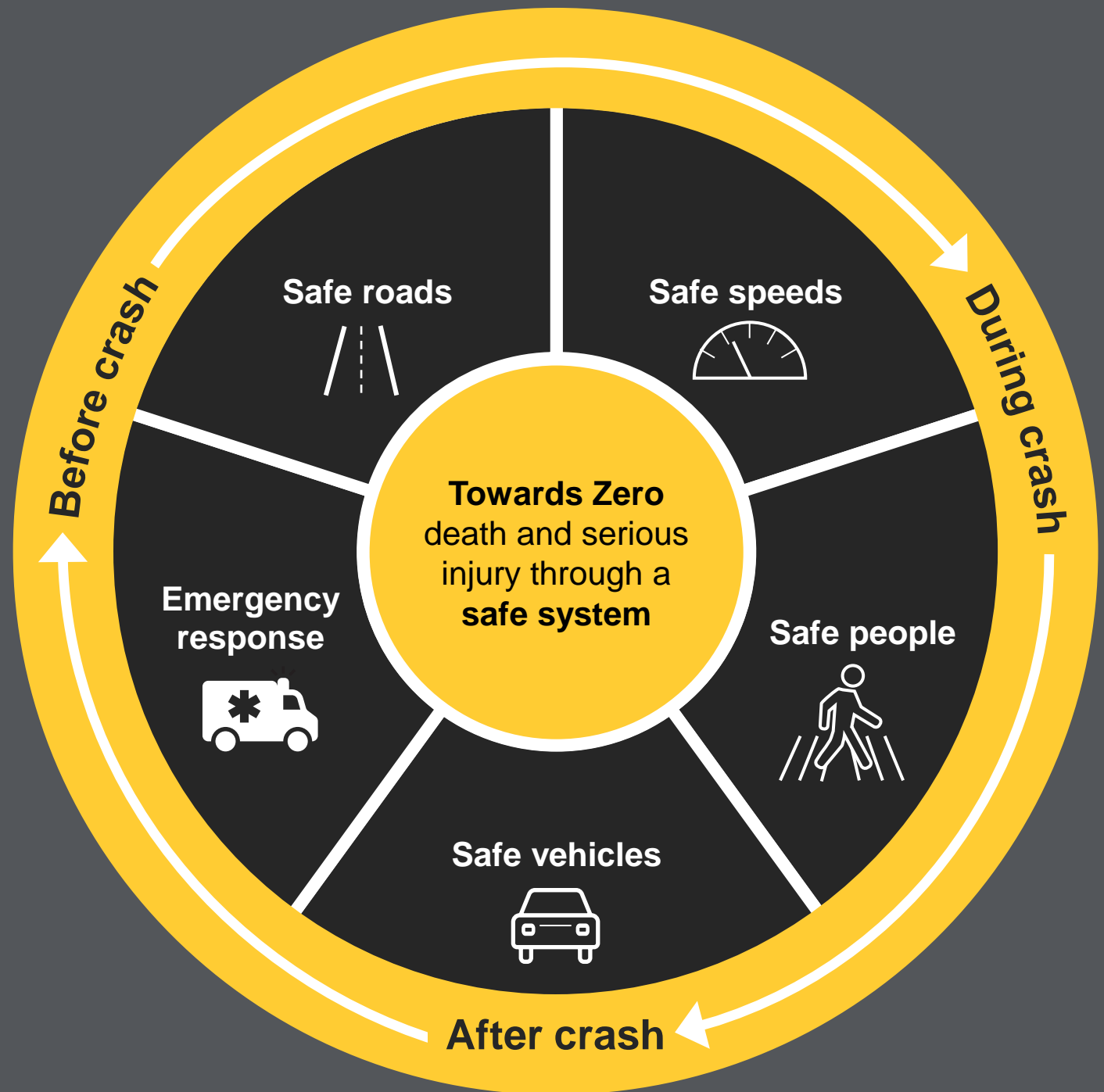
12,330 deaths

29%

of all fatalities in 2021
were speed related

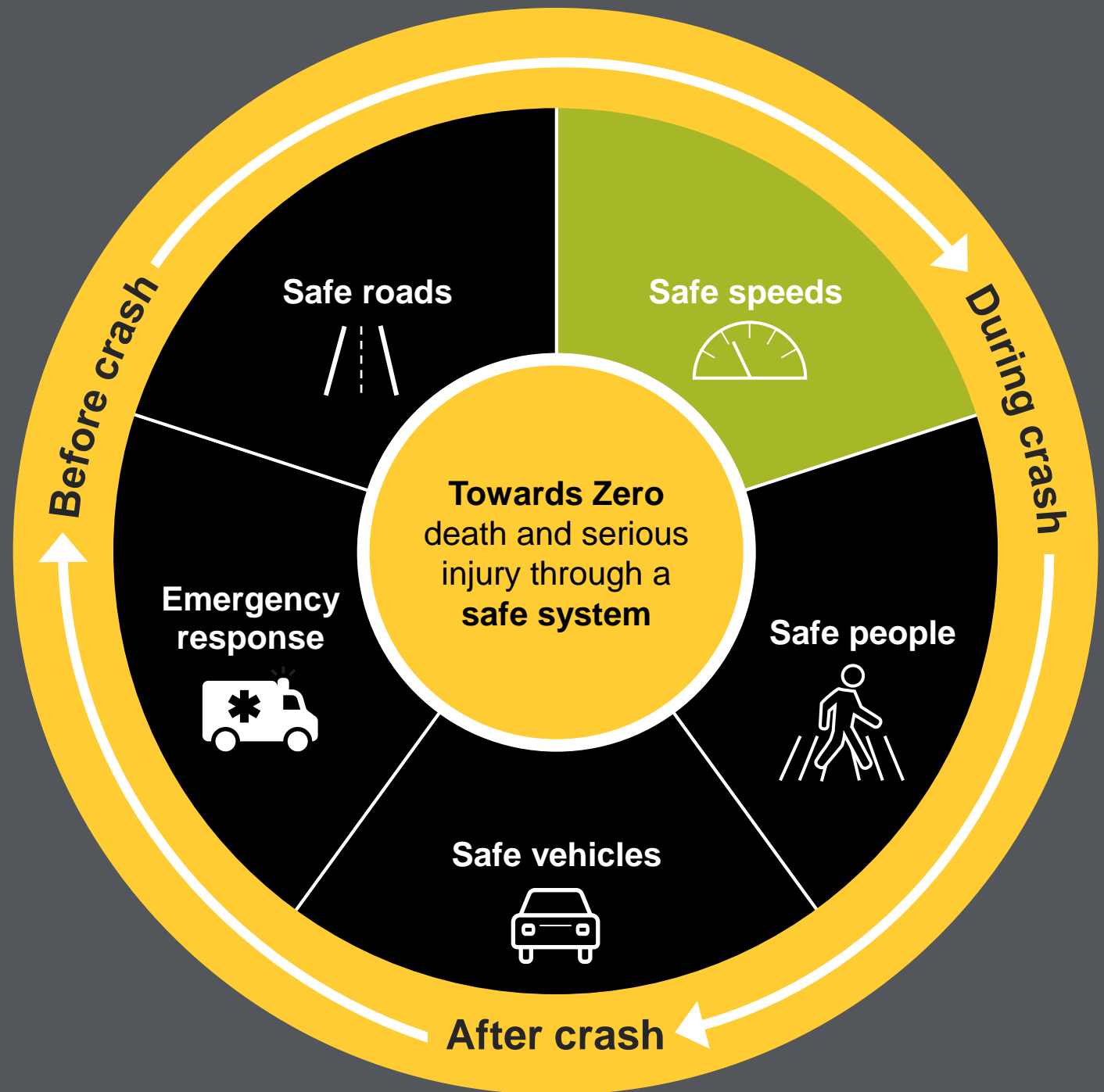
Safe System

- ▶ Globally applied for decades
- ▶ Adopted by IIHS in 2018
- ▶ Guiding paradigm in 2021 USDOT National Roadway Safety Strategy



Safe Speeds

- ▶ Crash probability and severity
- ▶ Context limit setting
- ▶ Policy matters
- ▶ Enforcement required
- ▶ Need automakers to step forward





IIHS Moderate
Overlap
40 mph
Test No.
CAL 3823

SAE The Auto Club Group
IIHS
SUMMITICS

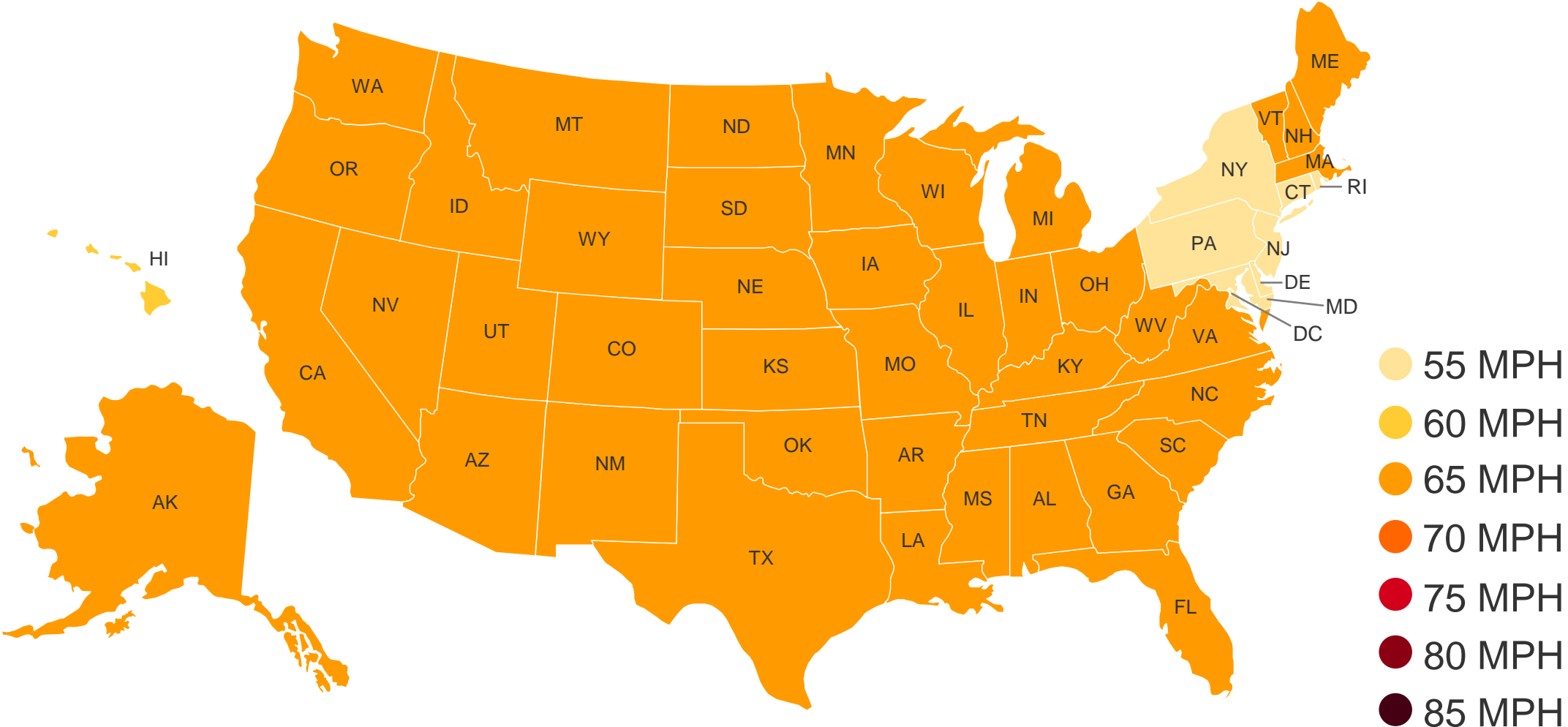
40 mph

Speed Limits matter



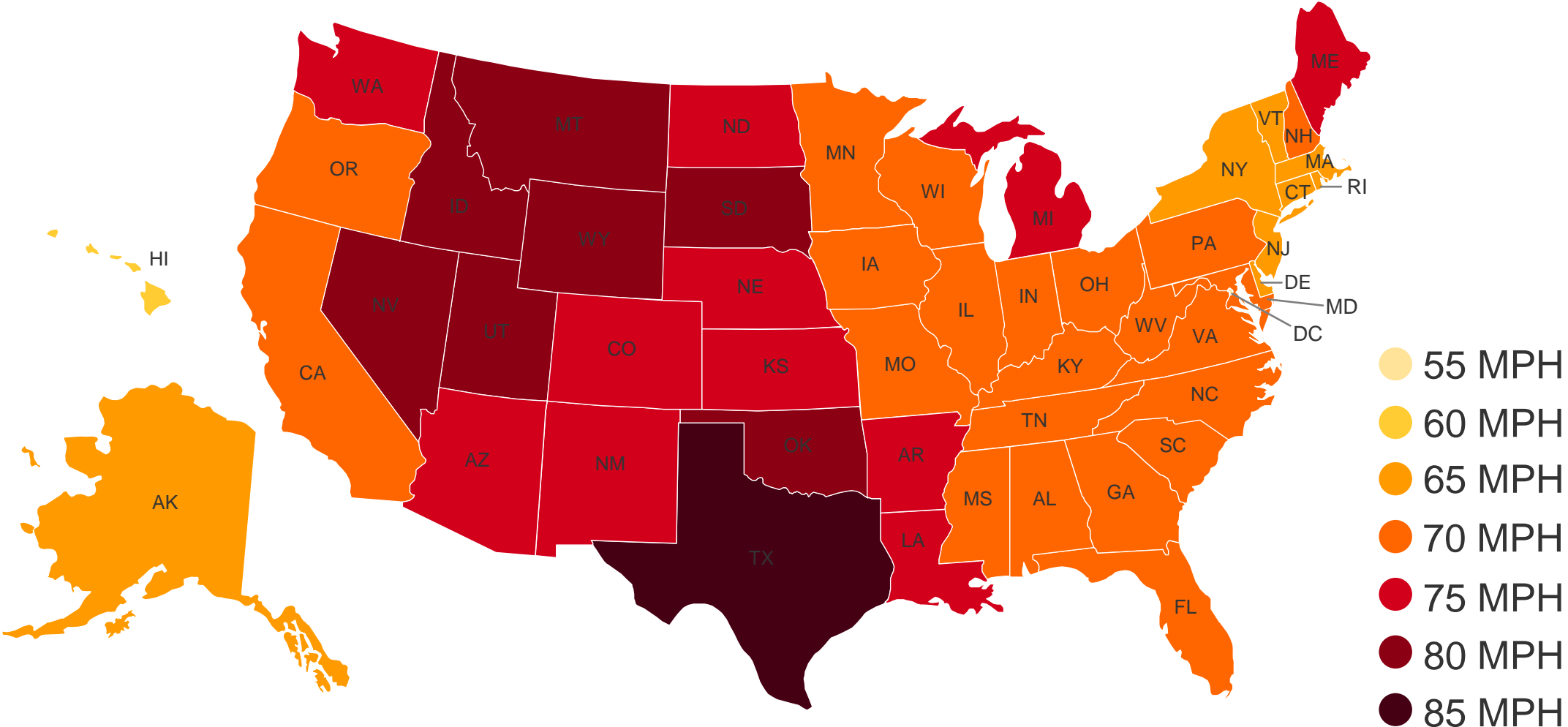
U.S. maximum speed limits

1993



U.S. maximum speed limits

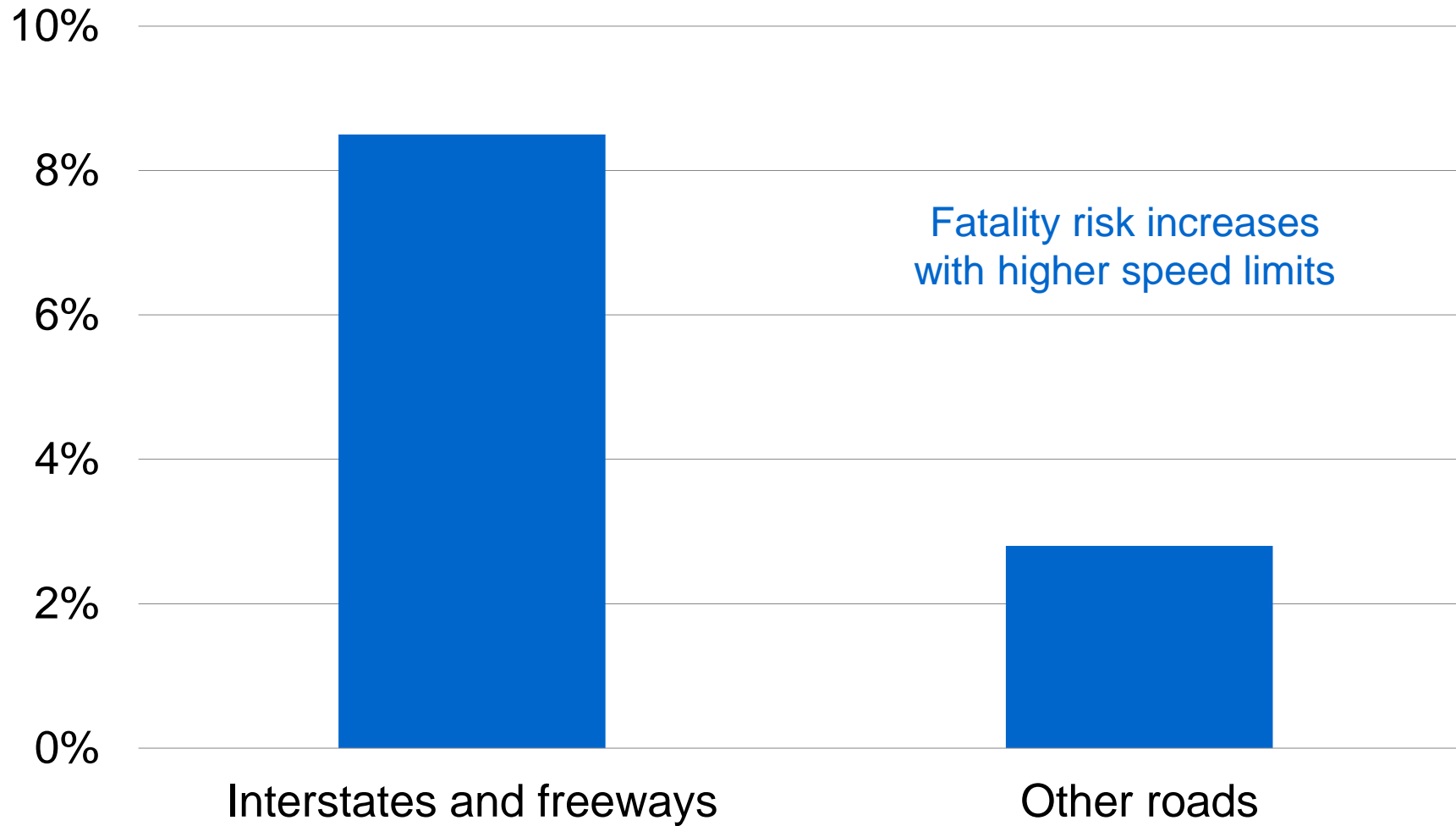
2023





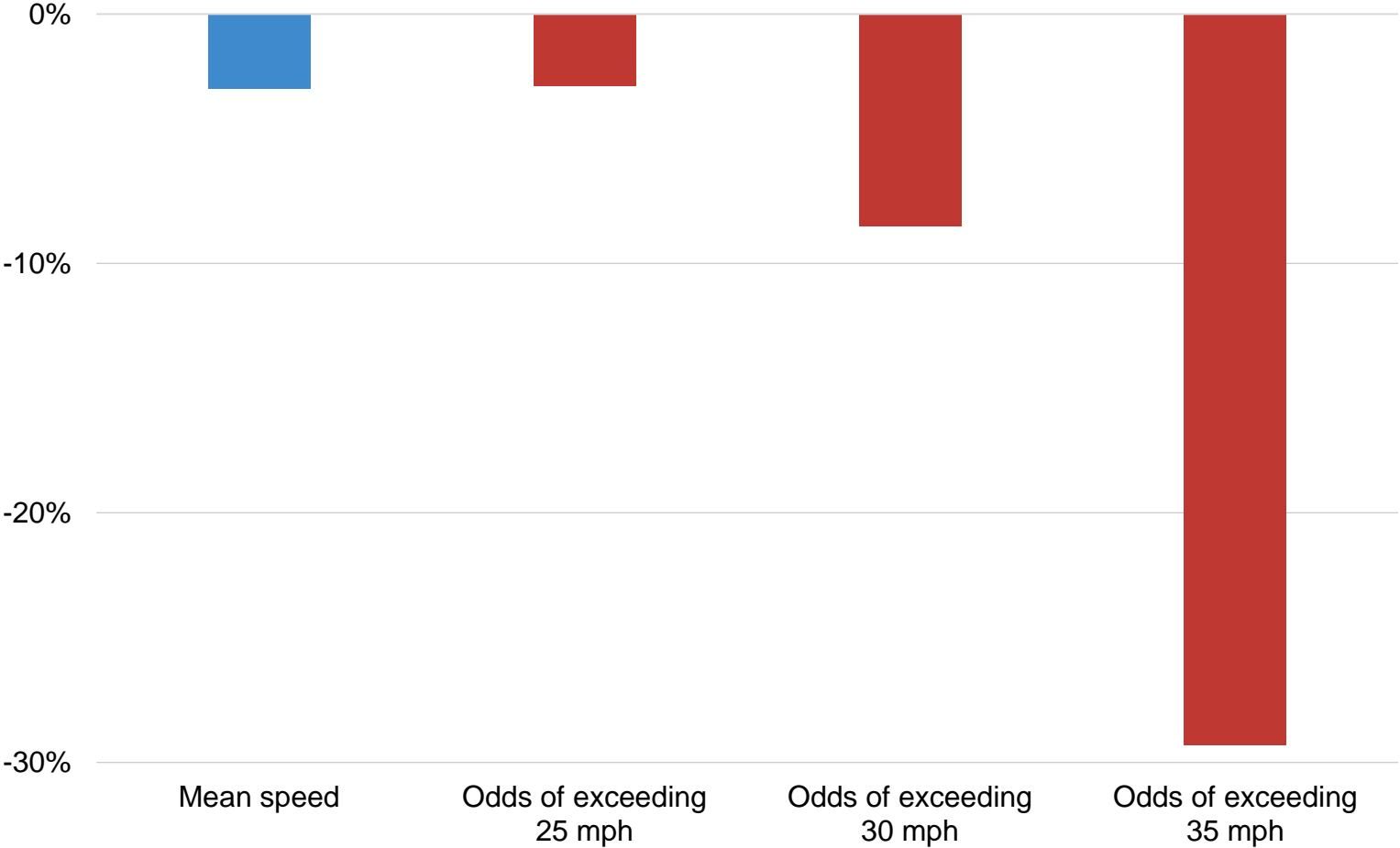
Speed limit increases 1993-2017 resulted in an estimated 37,000 extra deaths that wouldn't have occurred had limits remained unchanged

Increase in fatality rates per 5 mph increase in maximum speed limit, by road type



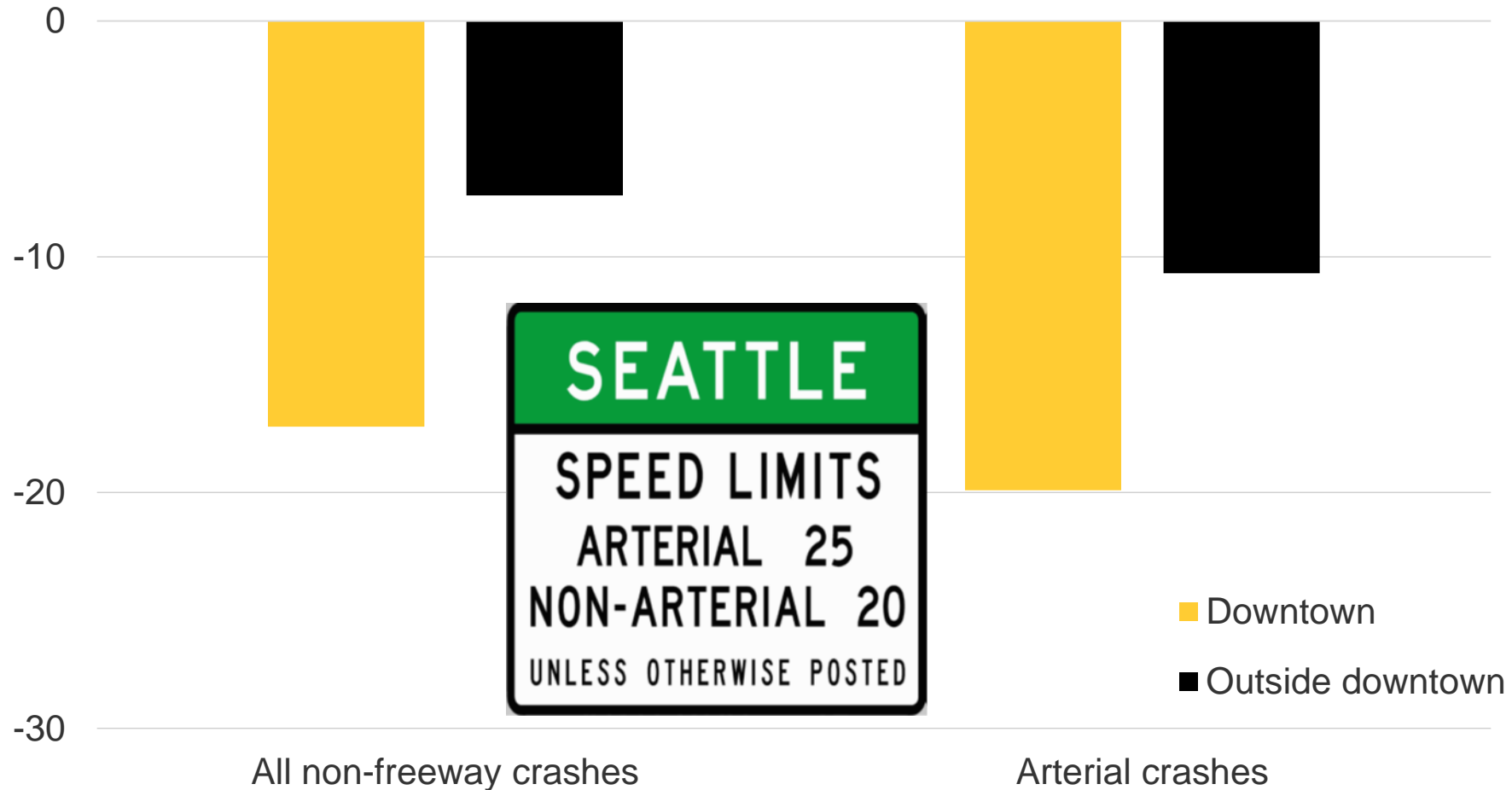
Change in mean speeds and odds of exceeding 25, 30 or 35 mph

Boston, relative to expected without speed limit reduction



Percent change in odds of a crash involving KAB injury

Relative to no speed limit change



USLIMITS2

A Web-Based Tool for Setting Appropriate Speed Limits

- ▶ Credible, consistent, and enforceable limits
- ▶ Local roads to freeways; rural to urban
- ▶ NOT just the 85th percentile
- ▶ Access – intersections, driveways
- ▶ Road character – lanes, divided, roadside hazards
- ▶ Traffic – AADT
- ▶ Pedestrian activity
- ▶ Crash history

- ▶ Used on 3000+ projects

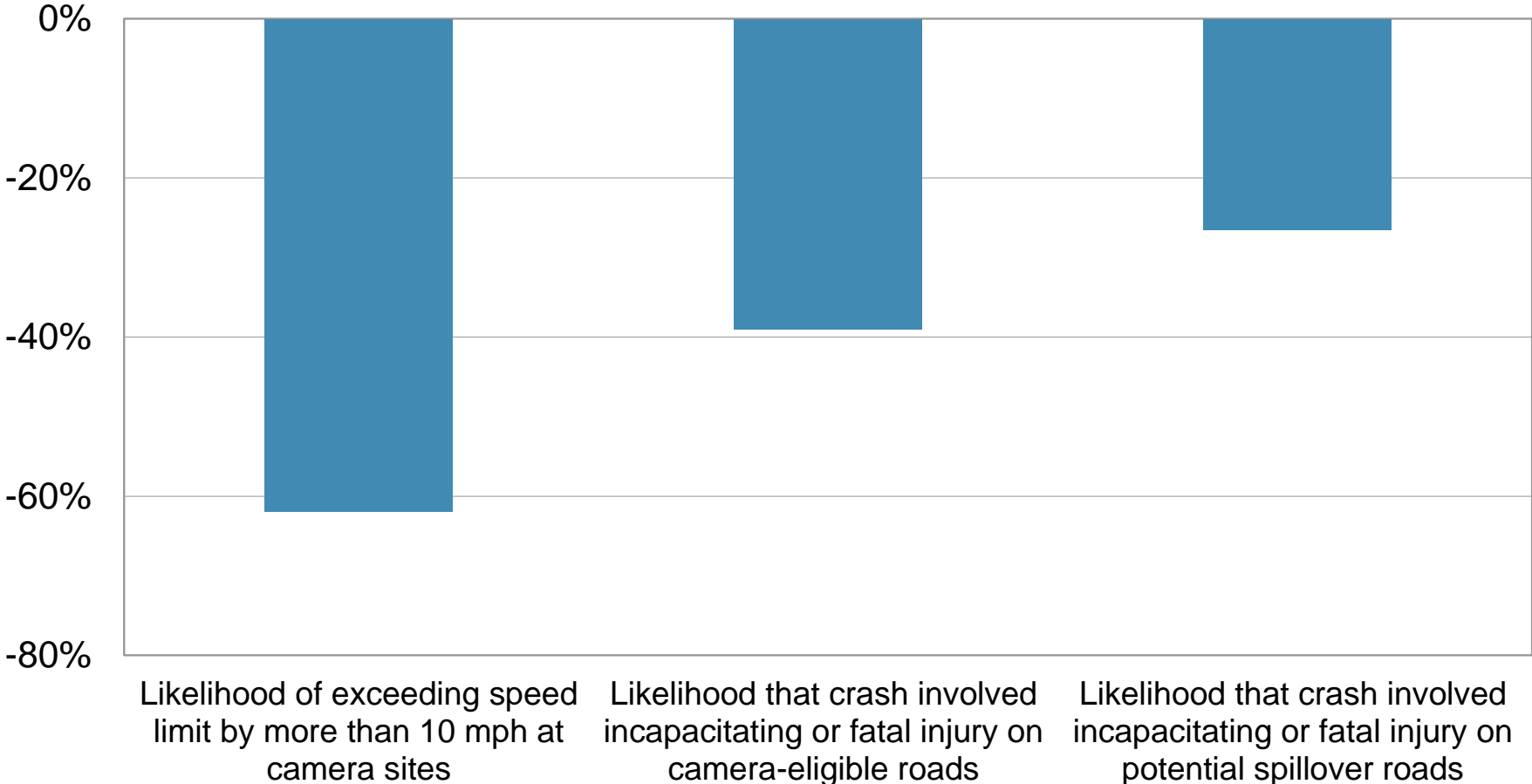
<https://safety.fhwa.dot.gov/uslimits/>

Beyond speed limits



Long-term reductions in vehicle speeds and serious crashes associated with speed safety cameras

Montgomery County, Maryland



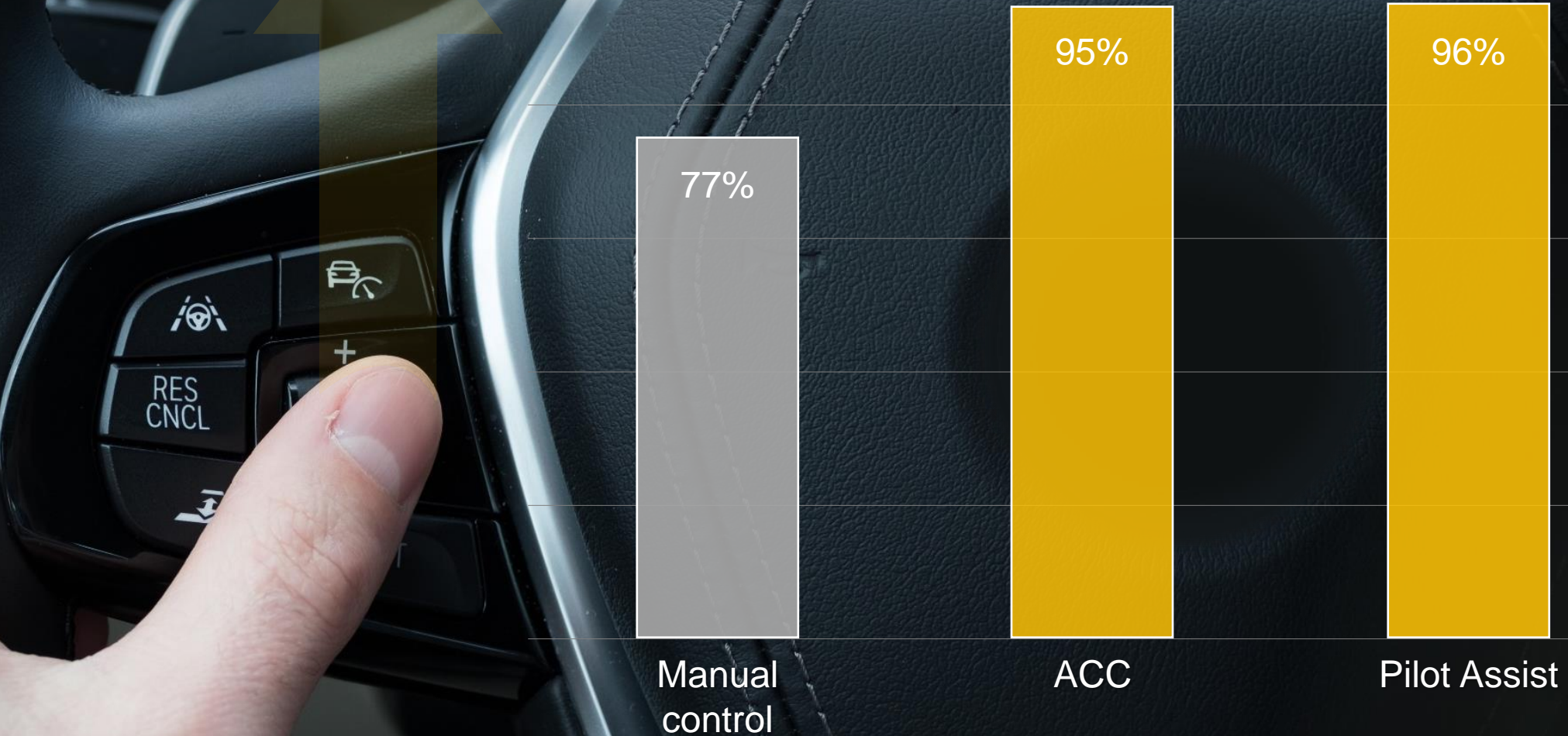
Vehicle technology must be part of the solution

- ▶ Apps for teens and all drivers
- ▶ Intelligent speed assistance

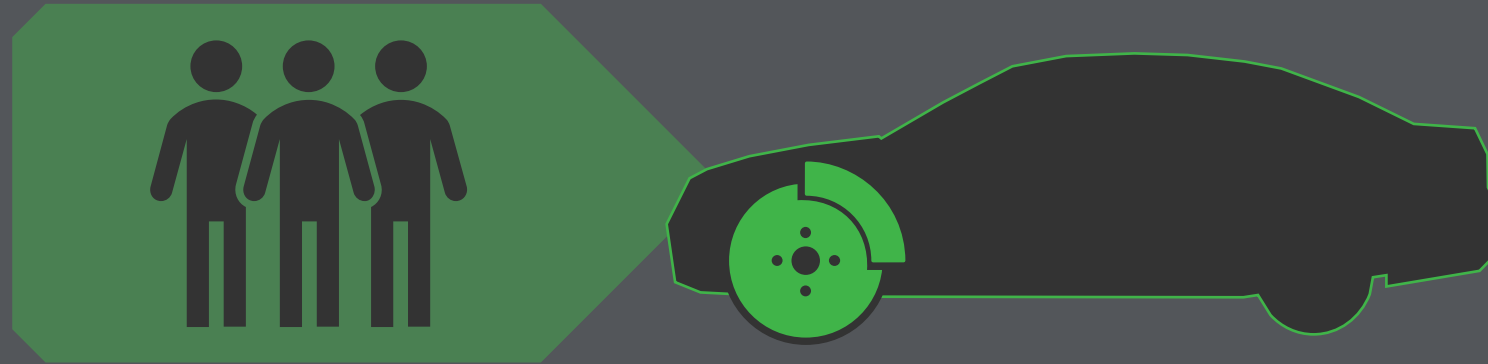


Drivers sped more frequently with ACC and Pilot Assist

Percent of time speeding



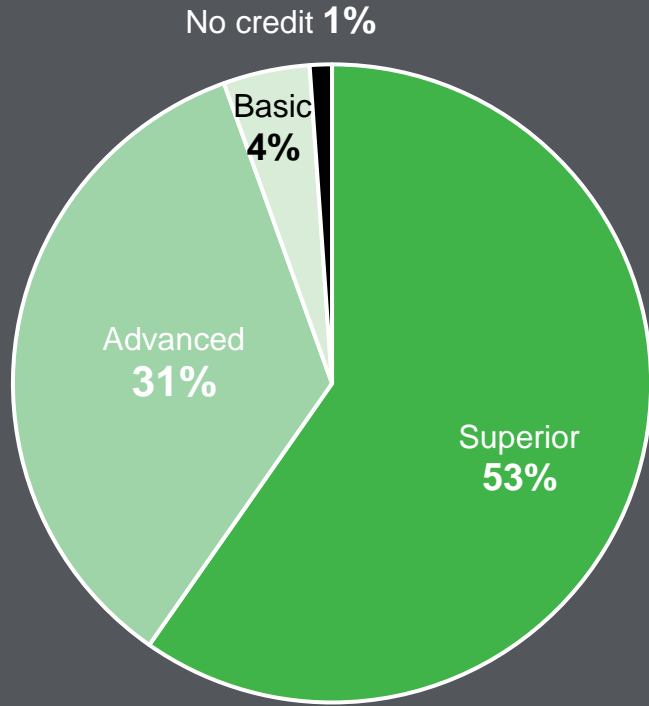
Front autobrake and pedestrian crash reductions



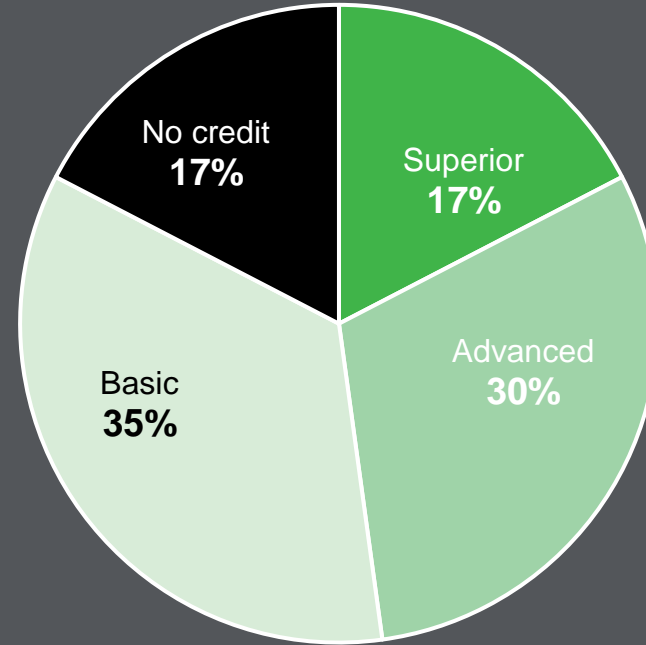
↓ **27%** With systems that recognize pedestrians

Pedestrian AEB ratings

2022 models



Daytime



Nighttime

Vehicle fleet is changing

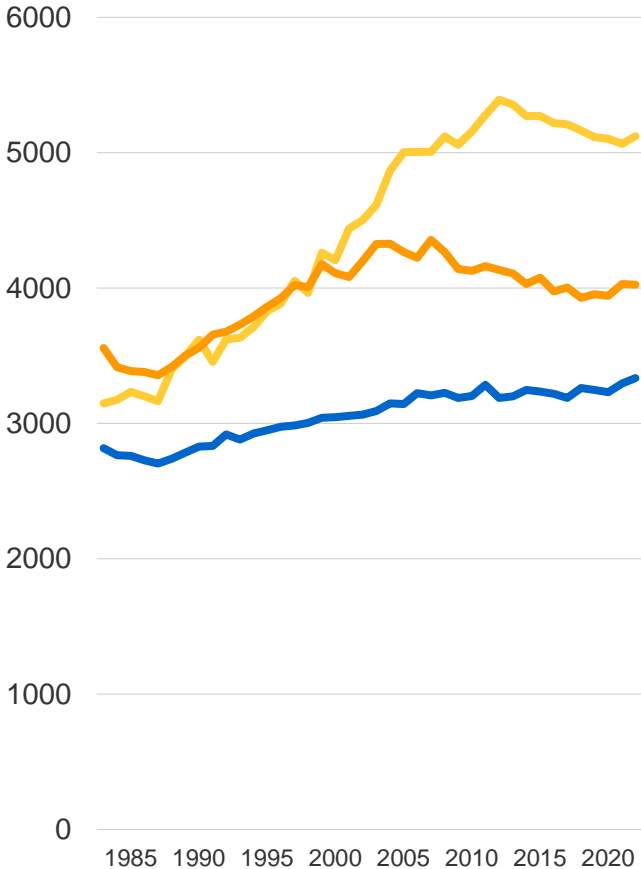


Changes in vehicle specs

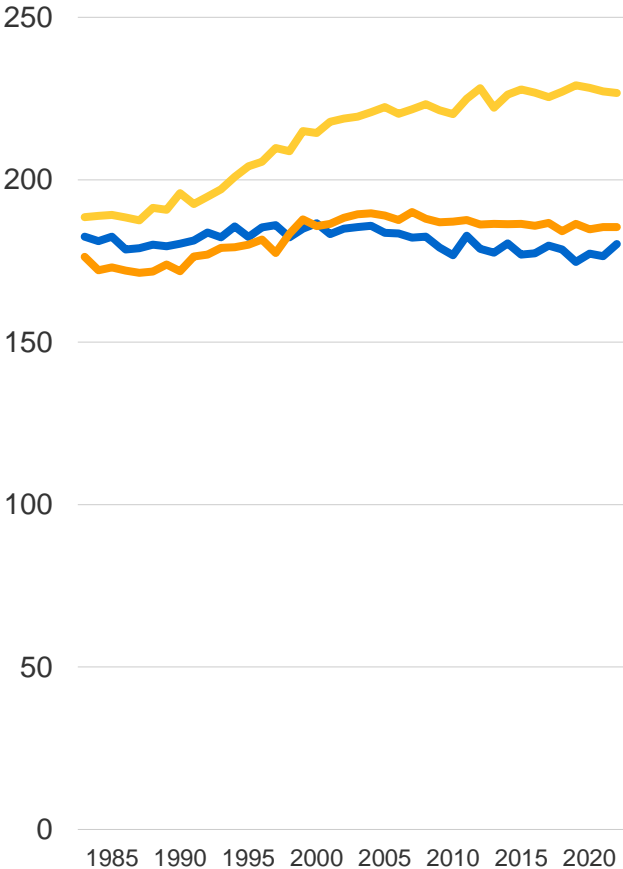
1983-2022 model years

Cars SUVs Pickups

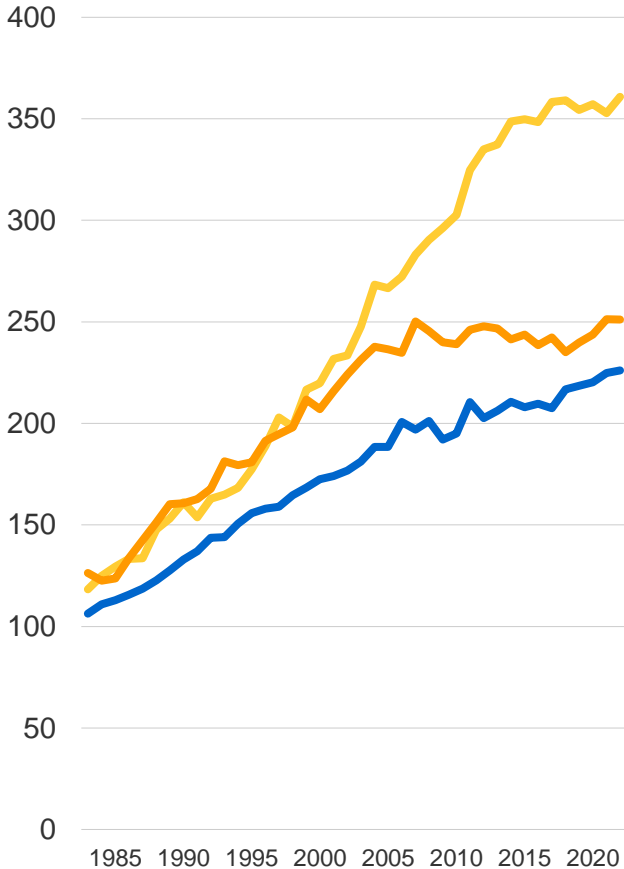
Average curb weight in pounds



Average length in inches

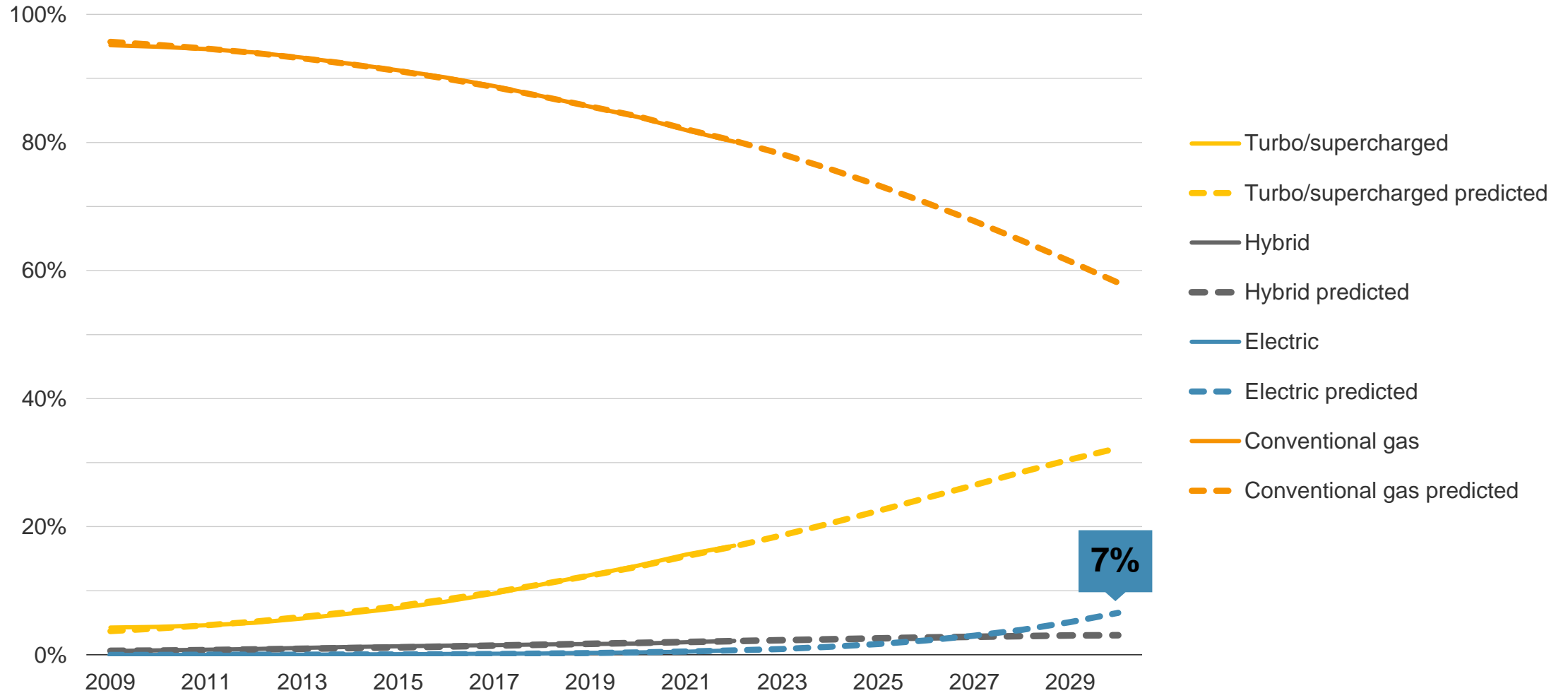


Average horsepower



Actual vs. predicted proportion of registered vehicles

By engine type and calendar year



Money for something!

DODGE// POWER DOLLARS

WITH \$10 PER HORSEPOWER

2019 CHALLENGER SRT® HELLCAT REDEYE

\$7,970 CASH ALLOWANCE

LABOR DAY

★ SALES EVENT ★

\$4,850 CASH ALLOWANCE



\$3,750 CASH ALLOWANCE

R/T

\$7,170 CASH ALLOWANCE



\$3,050 CASH ALLOWANCE

GT

\$7,970 CASH ALLOWANCE



VIEW INCENTIVES

ON PURCHASES ONLY. SEE DEALER FOR DETAILS. TAKE RETAIL DELIVERY FROM DEALER STOCK BY 9/3/19. DODGE AND SRT ARE REGISTERED TRADEMARKS OF FCA US LLC.

In contrast...



Volvo Vision 2020
Top speed of **112 mph**

“And while a speed limitation is not a cure-all,
it’s worth doing if we can even save one life.”

Håkan Samuelsson, President & CEO — March 4, 2019

Insurance Institute for Highway Safety
Highway Loss Data Institute

iihs.org



[/iihs.org](https://www.facebook.com/iihs.org)



[@IIHS_autosafety](https://twitter.com/IIHS_autosafety)



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[IIHS](https://www.youtube.com/IIHS)



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THANK YOU



David Harkey
President

