



RPCGB Regional Safety Coalition
 Speed-Related Emphasis Area Action Plan
 Team Leader:

Goal: The goal of the RPCGB Regional Safety Action Plan is to reduce speed-related fatal and serious injury crashes by at least XX% by 20XX.

Objective 1: Increase high visibility enforcement to reduce the frequency of crashes associated with speeding.

Strategy 1.1: Target and coordinate enforcement.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
Ex.	John Doe/ ADECA	Increase the number of counties and sheriff's offices conducting traffic stops in the region.	Percent increase in number of agencies conducting traffic stops.	Next 3 years	In progress. John Doe on agenda for next meeting to report to the group.
1.1.1		Establish well-identified highway safety corridors with increased enforcement.			
1.1.2		Promote safety aspects associated with more officers conducting safety patrols.			
1.1.3		Promote the costs of speeding tickets in the region to inform drivers who may not otherwise know.			

Objective 2: Increase awareness of speeding issues and community outreach.

Strategy 2.1: Target messages and campaigns to drivers age 18-24 and college students.

Action	Action Step	Description	Output Measure	Timeline	Status
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Step #	Leader				
2.1.1		Coordinate speed-related safety messages with other emphasis area communications.			
2.1.2		Develop public awareness campaigns to address speeding and aggressive driving.			
2.1.3		Promote anti-speeding campaign materials through social media geared towards younger drivers.			

Objective 3*: Implement engineering solutions to alert drivers and curb speeding.

Strategy 3.1*: Evaluate and/or implement road safety design elements and infrastructure to reduce speeding and speed-related crashes

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
3.1.1*		Implement traffic-calming features in select high-risk areas.			
3.1.2*		Inspect and replace speed limit signing and marking to alert drivers of posted speed limits.			
3.1.3					

* Strategies or action steps suggested by project team for consideration.

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Timeline

- 3 to 6 months
- 6 months to a year
- 1 year
- 2 years
- 3 years +
- Ongoing