



Speed display signs

Definition

An interactive sign, generally constructed of a series of LEDs, that displays vehicle speed as motorists approach. Can be permanently placed or deployed as a temporary, mobile unit. Also known as speed trailers or speed indicator signs, driver feedback signs, etc.

Objective

To reduce vehicular speeds by making drivers aware when they are driving at unsafe or illegal speeds.

Advantage

Relatively low cost.

Portability — i.e. signs can be moved from one location to another.

Good for site specific or problem areas (construction sites, schools, etc.).

No impact on emergency vehicle response times.

Have greatest effect on drivers that are exceeding the posted speed and when speed limit is also posted/indicated.

Challenge

More effective if perception of regular enforcement (and threat of citation) exists at site.

Not effective on multi-lane roadways with significant traffic volumes.

May lose effectiveness when not actually in place (i.e. unless they are permanently installed), and may only be effective for short distances, near the sign.

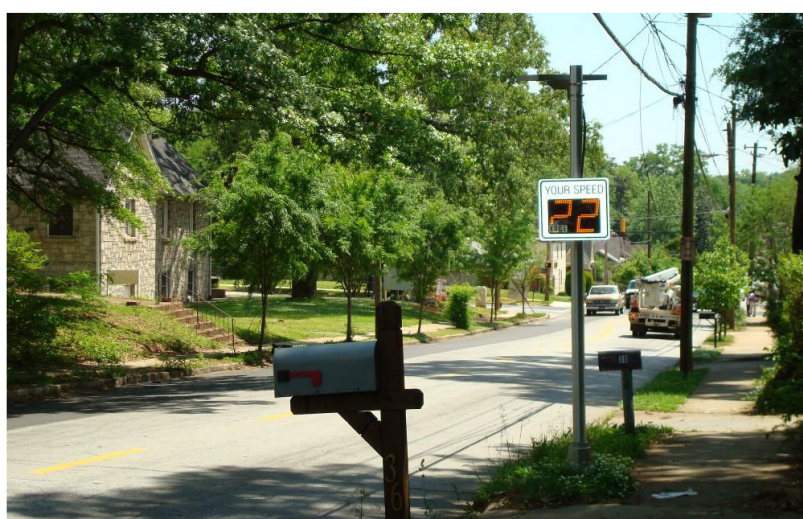
Can cause some drivers to speed up to see how they can get the sign to read. (To avoid this, signs can simply flash “Speeding” message instead of displaying travel speed.)

Resources

Efficacy of Radar Speed Monitoring Displays in Reducing Vehicle Speeds http://solutions.3m.com/3MContentRetrievalAPI/BlobServlet?locale=en_US&lmd=1172092092000&assetId=1171989595608&assetType=MMM_Image&blobAttribute=ImageFile.

Evaluation of Dynamic Speed Display Signs <http://trb.metapress.com/content/3028rr50ou381630/>.

SRTS Guide – Speed Trailers http://guide.saferoutesinfo.org/enforcement/speed_trailer.cfm.



Images (clockwise from main image):

Example of a speed display sign.
Source: Richard Drdul, Flickr.

Additional examples:
Sources: Dan Burden, pedbikeimages.org; Lyubov Zuyeva, pedbikeimages.org; MTSOfan, Flickr.