

RADAR SPEED SIGNS RAPID FACTS

Looking at the Numbers

Speeding drivers put others at risk, especially when pedestrians are present in school zones, on neighborhood streets, or in work zones. Traffic incident statistics show the need for an effective solution to ensure all multi-modal road users stay safe.

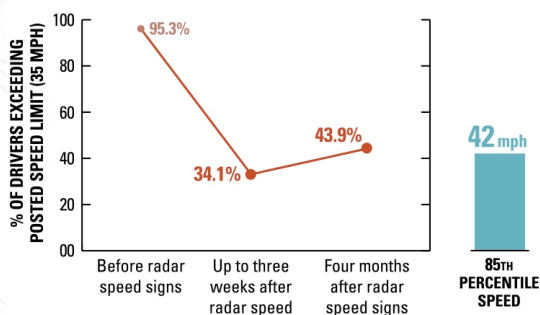
- **5,987**: the number of pedestrians killed in crashes with motor vehicles
- **72%**: the percent of pedestrian fatalities occurring at non-intersections
- **16%**: the percentage of people injured in traffic accidents that were pedestrians

National Highway Traffic Safety Administration, [Traffic Safety Facts](#), 2016

Proof Radar Signs Work

A 2004 study by the Texas Transportation Institute examined a school zone before and after installing radar speed signs.

Radar speed signs in school zones study



Other studies have found similar speed reductions in the range of 5 to 9 mph over the long term. [See more proof.](#)

Where It Fits with Your Initiatives

- [Walkability](#)
- [Complete Streets](#)
- [Vision Zero](#)
- [Traffic Calming](#)
- [Safe Routes](#)
- And more

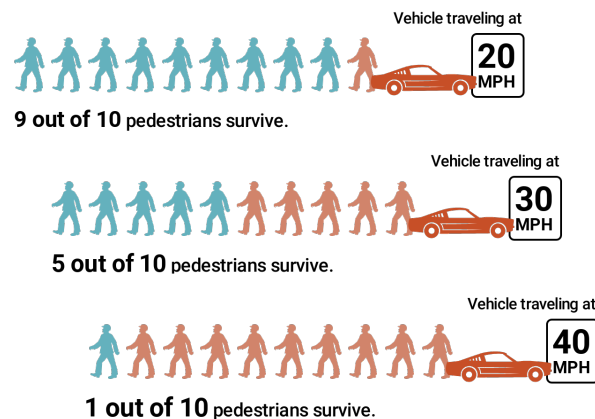
"I wanted to make sure people have ample warning. If people slow down and don't get a ticket, that's a good thing, no matter what prompted them to do it."

— Jeff Weninger, Chandler City Council

Radar speed signs can slow down traffic in school zones by **AS MUCH AS 9 MPH.**

The 5 MPH Difference

While a speed reduction of 5 to 9 mph may sound small, this represents a substantial decrease in the risk of serious injury or death. As this graphic illustrates, even if the accident is not prevented, the risk of death or serious injury is dramatically reduced with a reduction in vehicle speed.



Source: SDoT Road Safety Action Plan 2012.

Crash Modification Factor (CMF): 0.54

A CMF is a measure of the safety effectiveness of a particular treatment/design element. The estimated frequency of crashes without any treatment is calculated first and compared to the frequency of crashes after the treatment is in place. CMFs less than 1.0 mean the treatment can potentially reduce crashes.

"Speed display/feedback device" has a CMF of 0.54. That means it can result in a 46% reduction in crashes.

[CMF Clearinghouse, 2009](#)

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SPEEDCHECK®: A Compliant, High-visibility Solution

SpeedCheck® radar speed signs were one of the first signs to market in 1997. More US cities choose SpeedCheck products than any other radar speed sign. **Our superior visibility, durable design, and high performance ensure we stand out among the rest.**

SPEEDCHECK

We use a high-contrast display.

Safety masking—flat black paint on the polycarbonate window around each LED on the display—provides dramatically better overall viewability even in bright sunlight, with no “88” character ghosting, reflections, or glare.



Our signs have better readability.

Our seven-segment design is easy to read, thanks to its uniform stroke, height, and width. The MUTCD notes digit color should be yellow on a black background, with no characters other than digits and letters.

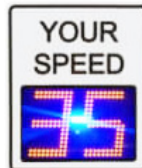
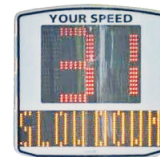
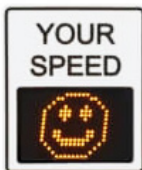


THE OTHER GUYS

Competitors use inferior masking techniques or none at all. Numbers appear faint and often have ghosted “88” characters in behind them, decreasing visibility.



Competitors may use multiple colors, contrary to MUTCD recommendations. Some use an unusual font, creating characters with jagged edges and thin or hollow strokes.



Let's Get Started

Ready to see SpeedCheck radar speed signs for yourself? Sign up on our website to get a [free product trial](#).

Our website also includes more information about everything on this handout, plus additional resources to help ensure your decision-making process is easy.

carmanahtraffic.com

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