

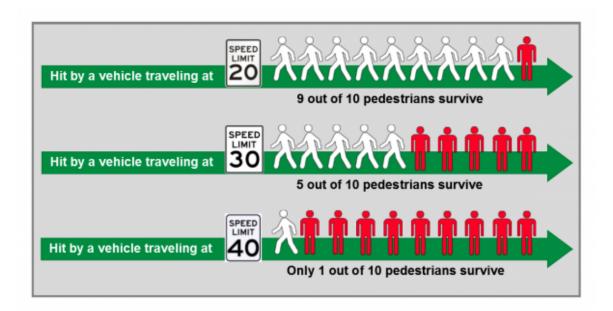
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How Effective Are Radar Speed Signs?

Studies have proven that slowing traffic down will greatly reduce the chances of a fatal accident involving pedestrians and automobiles. A pedestrian hit by a car at 40 mph has a 90% fatality rate; at 20 mph the fatality rate decreases to 10%. As you can see in the graph below, just a small reduction in speed has a dramatic effect on whether those involved live or die.



Radar speed signs are a proven traffic calming solution to raise the speed awareness of oncoming drivers. Studies repeatedly show that when alerted by a radar sign, speeders WILL slow down up to 80% of the time. Typical average speed reductions are 10-20%, and overall compliance with the posted speed limit will increase by 30-60%.

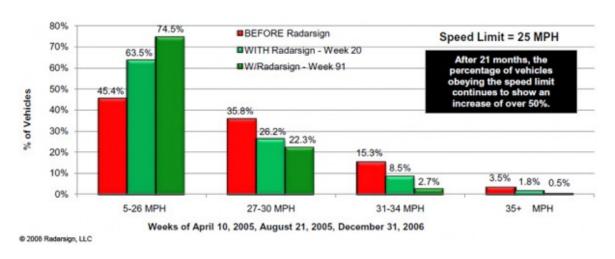
The charts below demonstrate the effectiveness of radar speed signs with historical data and the resulting impact from actual radar sign locations:

- Radar Signs Show Decline in Average Speeds
- Radar Signs Show Shift of Peak Speeds to Lower Speeds
- Radar Signs Show Speed Limit Compliance At Plant Entrance
- Radar Signs Show Long Term Reduction In Speeding Drivers
- Radar Signs Show Long Term Reduction In Average Speeds

Decline in Average Speeds

After 21 months of operation, the radar speed sign continues to be effective in reducing the average speeds in a 25MPH neighborhood cut-through street.

Average Vehicle Speeds: By MPH Segments

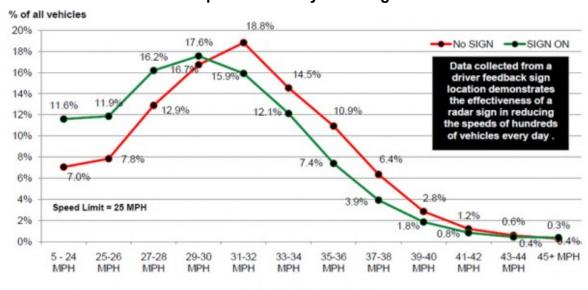


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Shift of Peak Speeds to Lower Speeds

Six months of operation of a radar speed sign on a neighborhood cut through street demonstrates the effectiveness of the sign in lowering peak speeds to lower speeds.

Peak Speed Shifts: By MPH Segments



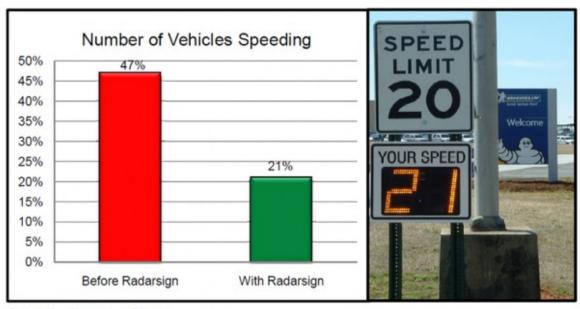
East Park Blvd. Marietta, GA 25 MPH Neighborhood Cut-Through Street

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Speed Limit Compliance At Plant Entrance

1.5 years of radar speed sign operation at a plant entrance shows 55% more vehicles obeying posted speed limit (PSL).

Radar Sign Reduces Speeding At Plant By 55%!



Period of performance: 1.5 years Average vehicle count per day: 1000

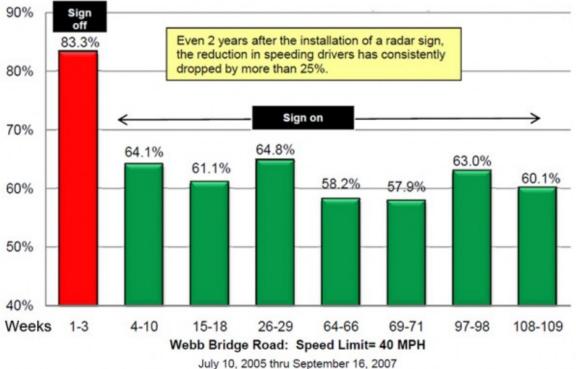
Of remaining speeding vehicles, 95% are in the 21-25 MPH range

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Long Term Reduction In Speeding Drivers

2 years of radar sign operation on a 40 MPH arterial street shows consistent, long-term reduction of speed.

Percent of Vehicles Speeding



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Long Term Reduction In Average Speeds

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2 years of radar sign operation on a 40 MPH arterial street shows average speeds maintain drop of 3.5 MPH.



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