

# Positive Community Norms Project - February 2021

## Speeding

**Overview:** Use WSDOT data to support a PCN message about traffic speeds in your region.

**Core Principle:** Be Passionate

**Structure:**

- Identify an example road in your county(s)
- Craft a PCN message using the sample posts
- Share the message in your community

**Supporting Resources:**

Project Details  
WSDOT Speed Report - Excel  
Speed Limits Sample Posts - PowerPoint

## 7 Core Principles

- 1-Be Positive
- 2-Be Present
- 3-Be Perceptive
- 4-Be Purposeful
- 5-Be Perfected
- 6-Be Proactive
- 7-Be Passionate**

## Spirit

•Core Principle: Be Passionate - Many people feel strongly about speeding. Just consider all the requests your local law enforcement agencies receive to enforce speeding violations in their communities. But many people are misinformed about the frequency of speeding; most drivers don't speed excessively. It's the consequence of speeding that should be concerning. By helping our community understand both the frequency and risk of speeding we can guide peoples' passion about the issue and help reduce this high-risk driving behavior.

## Science

- Most Washington drivers respect the speed limits - On many routes in our state, most drivers travel within 5 mph of the speed limit or slower.<sup>1</sup>
- 30 percent of traffic fatalities in Washington involve speed<sup>2</sup>

<sup>1</sup>WSDOT Speed Report 4th Quarter 2019 <sup>2</sup>WTSC Fatalities Dashboard 2015-2019

## Action

- Using the WSDOT Speed report, identify a road or roads in your county/counties that you'd like to use as your example(s).
- Choose a format for your social media post from the Speed Limits Sample Posts PowerPoint document and revise the sample to use your region's data (and include a photo from your region if you'd like).
- Share the post(s) on social media and with your law enforcement partners.

## Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?