

## Project Details – February 2021 – Speeding

This month’s message focuses on speeding, and more specifically, the message that most drivers respect speed limits. We’ll be creating social media posts by taking local data from the WSDOT Speed Report and integrating it into the Speed Limit Sample Posts. The WSDOT Speed Report may be new to you, so we’ll start by covering how to find your data in a speed report.

*Note the language of “respect speed limits” rather than “obey speed limits.” We’re concerned about drivers who disregard speed limits, without using a hard-line approach for drivers within a few mph of the posted speed limit. This approach is consistent with the enforcement of our speed laws.*

### Using the WSDOT Speed Report:

The Washington Department of Transportation tracks vehicle speeds on many state highways in Washington. They publish a speed report every quarter that shows a breakdown of vehicle speeds on monitored routes. We’ll use the fourth quarter 2019 report to identify example routes for our PCN message. If you’re interested in seeing speed reports for other quarters, you can find them all at:

<https://www.wsdot.wa.gov/mapsdata/travel/speedreport.htm>

Once you’ve opened up the speed report Excel file (Speed-Report-Q4-2019), begin by selecting the “Site Index” tab. Here you’ll see all of the monitored state routes. Identify the route and site location you’d like to use. If you’d prefer to see all the routes sorted by county, click on the top of column I (labeled “County”), click “Sort & Filter” in the toolbar, select “Sort A to Z”, and on the warning that comes up confirm that “Expand the selection” is checked before clicking sort.

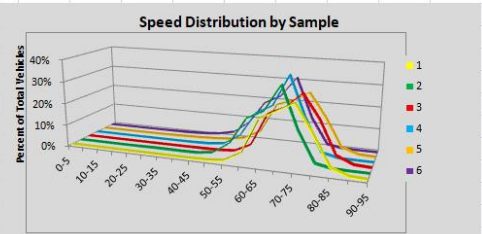
I’ve looked a sizeable sample of speed reports, and most of them show positive driver norms. However, there were a few locations where the positive behavior of respecting the speed limit was not strong. If you encounter a location in your region with weak positive norms, I’d recommend selecting a different location.

When you’ve chosen your location, find the “Site ID” in column C.

	A	B	C	D	E	F	G	H	I
	State Route	Mile Post	Site ID	Site Name	Speed Limit	Lanes by Direction Inc/Dec	WSDOT Region	Rural Urban	County
1	002	80.20	R058	Nason Creek	60	1/1	NC	R	Chelan
2	002	103.92	R047W	Peshastin	50	1/1	NC	R	Chelan
3	002	104.84	R047E	Dryden	60	2/2	NC	R	Chelan
4	002	113.10	P01	Cashmere	60	2/2	NC	R	Chelan
5	002	119.77	R053	Wenatchee	50	2/2	NC	U	Chelan
6	002	179.10	P02	Coulee City	65	1/1	NC	R	Douglas
7	002	50.12	R038	Skykomish	60	1/1	NW	R	King
8	002	250.50	R064	Davenport	60	1/1	EA	R	Lincoln
9	002	0.26	R052	Everett	60	4/3	NW	U	Snohomish

Scroll through the tabs at the bottom of the page and select the tab with your site ID. You'll see a page that looks similar to this:

Site B04 Cle Elum: SR 90 MP 82.70																								
Volumes by Speed Bin																								
Number of Sample	Direction	Posted Speed	Month	Days of Data	Observed Vehicles	0-5 MPH	5-10 MPH	10-15 MPH	15-20 MPH	20-25 MPH	25-30 MPH	30-35 MPH	35-40 MPH	40-45 MPH	45-50 MPH	50-55 MPH	55-60 MPH	60-65 MPH	65-70 MPH	70-75 MPH	75-80 MPH	80-85 MPH	85-90 MPH	90-95 MPH
1	EB	70	Oct	31	502,325	64	90	40	54	20	52	129	169	406	1,017	4,468	24,866	102,714	122,753	142,212	83,877	16,324	2,555	635
2	WB	70	Oct	31	505,830	132	393	221	279	727	1,365	1,419	1,176	1,804	6,759	32,006	91,639	110,574	171,088	76,312	8,596	994	246	100
3	EB	70	Nov	29	431,177	54	92	52	58	51	137	169	387	699	1,090	3,399	18,708	82,719	97,323	126,458	81,009	15,968	2,329	435
4	WB	70	Nov	29	434,135	82	123	23	10	38	87	287	682	1,507	5,183	24,738	74,209	90,596	153,734	73,106	8,638	947	201	64
5	EB	70	Dec	31	405,106	49	54	14	23	207	504	1,187	1,857	3,103	5,158	10,466	28,205	79,592	90,167	107,380	64,781	12,230	1,812	327
6	WB	70	Dec	30	397,848	82	82	24	18	110	385	904	2,082	4,775	11,010	32,820	73,156	88,297	124,967	62,661	5,785	625	117	58
All Samples:					2,676,421	463	834	414	442	1,153	2,530	6,343	12,294	30,197	107,897	308,773	554,492	760,012	578,029	252,586	47,088	7,280	1,519	
Percentage of Total by Speed Bin																								
Number of Sample	Direction	Posted Speed	Month	Days of Data	Observed Vehicles	0-5 MPH	5-10 MPH	10-15 MPH	15-20 MPH	20-25 MPH	25-30 MPH	30-35 MPH	35-40 MPH	40-45 MPH	45-50 MPH	50-55 MPH	55-60 MPH	60-65 MPH	65-70 MPH	70-75 MPH	75-80 MPH	80-85 MPH	85-90 MPH	90-95 MPH
1	EB	70	Oct	31	502,325	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.9%	4.9%	20.4%	24.4%	28.3%	16.7%	3.2%	0.5%	0.1%
2	WB	70	Oct	31	505,830	0.0%	0.1%	0.0%	0.1%	0.1%	0.3%	0.3%	0.2%	0.4%	1.3%	6.3%	18.1%	21.9%	33.8%	15.1%	1.7%	0.2%	0.0%	0.0%
3	EB	70	Nov	29	431,177	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.3%	0.8%	4.3%	19.2%	22.6%	29.3%	18.8%	3.7%	0.5%	0.1%
4	WB	70	Nov	29	434,135	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.3%	1.2%	5.7%	17.1%	20.9%	35.4%	16.8%	2.0%	0.2%	0.0%	0.0%
5	EB	70	Dec	31	405,106	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%	0.5%	0.8%	1.3%	2.6%	6.5%	19.6%	22.3%	26.5%	16.0%	3.0%	0.4%	0.1%
6	WB	70	Dec	30	397,848	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.5%	1.2%	2.8%	8.2%	18.4%	22.2%	31.4%	13.2%	1.5%	0.2%	0.0%	0.0%	0.0%
All Samples:					2,676,421	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.2%	0.5%	1.1%	4.0%	11.5%	20.7%	28.4%	21.6%	9.4%	1.8%	0.3%	0.1%	
Number of Sample	Direction	Posted Speed	Month	Days of Data	Average Speed	Percent >= 5 MPH Over Limit	Percent >= 10 MPH Over Limit	>=5 MPH Over Limit Peak Hour	>=10 MPH Over Limit Peak Hour	85th Percentile Speed														
1	EB	70	Oct	31	69	20.0%	3.9%	1600 - 1700	1600 - 1700	77														
2	WB	70	Oct	31	64	2.0%	0.3%	1500 - 1800	1500 - 1600	71														
3	EB	70	Nov	29	70	23.1%	4.3%	1500 - 1600	1400 - 1500	77														
4	WB	70	Nov	29	65	2.2%	0.3%	1400 - 1500	1500 - 1600	71														
5	EB	70	Dec	31	68	19.5%	3.5%	1300 - 1400	1400 - 1500	76														
6	WB	70	Dec	30	63	1.7%	0.2%	1400 - 1500	1200 - 1300	70														
EB Summary:					69	21.1%	3.9%																	
WB Summary:					64	2.0%	0.3%																	



The key information is on:

- Line 23, which has the cumulative results of all the samples sorted as percentage of total by speed, and
- Column C, which shows the posted speed limit.

Percentage of Total by Speed Bin																					
Days of Data	Observed Vehicles	0-5 MPH	5-10 MPH	10-15 MPH	15-20 MPH	20-25 MPH	25-30 MPH	30-35 MPH	35-40 MPH	40-45 MPH	45-50 MPH	50-55 MPH	55-60 MPH	60-65 MPH	65-70 MPH	70-75 MPH	75-80 MPH	80-85 MPH	85-90 MPH	90-95 MPH	
31	502,325	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.9%	4.9%	20.4%	24.4%	28.3%	16.7%	3.2%	0.5%	0.1%	
31	505,830	0.0%	0.1%	0.0%	0.1%	0.1%	0.3%	0.3%	0.2%	0.4%	1.3%	6.3%	18.1%	21.9%	33.8%	15.1%	1.7%	0.2%	0.0%	0.0%	
29	431,177	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.3%	0.8%	4.3%	19.2%	22.6%	29.3%	18.8%	3.7%	0.5%	0.1%	
29	434,135	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.3%	1.2%	5.7%	17.1%	20.9%	35.4%	16.8%	2.0%	0.2%	0.0%	0.0%	
31	405,106	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%	0.5%	0.8%	1.3%	2.6%	6.5%	19.6%	22.3%	26.5%	16.0%	3.0%	0.4%	0.1%	
30	397,848	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.5%	1.2%	2.8%	8.2%	18.4%	22.2%	31.4%	13.2%	1.5%	0.2%	0.0%	0.0%	0.0%	
All Samples:		2,676,421	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.2%	0.5%	1.1%	4.0%	11.5%	20.7%	28.4%	21.6%	9.4%	1.8%	0.3%	0.1%	

For our PCN message, we want to identify drivers that are travelling within five mph of the speed limit or slower. In this example that would include all the percentages in row 23, columns G – U. Rather than add them all up, it'll be quicker to add up the percentages in the four columns (V-Y) of drivers exceeding our group and subtract them from 100. Doing so, we get this result (after rounding): 88 percent of drivers travel within five mph of the speed limit or slower.

## Using the Speed Limits Samples Posts:

The “Speed Limits Sample Posts” PowerPoint document has two sample layouts and several sample photos you can use to create your PCN message. I created the templates in PowerPoint so that it will hopefully be easy for you to select a layout and edit the text without needing any further graphic design software. Edit your chosen slide to reflect your local data.

I tried to take photos that are fairly generic; you’re welcome to use them, but ideally you’ll have an opportunity to take your own local photos to replace mine. If you do take your own photos, I’d recommend cropping them to 1080 px by 1080 px, as that’s the size of the slide and also one of Instagram’s preferred sizes. If you choose the layout with the tall narrow photo, crop your image to 540 x 1080. To change the picture in PowerPoint, right click on the existing picture, click on “Change picture” and then select your picture from your files.

Once you’ve edited your post, you can convert it into a JPEG file so it’s ready to share:

- Select the slide you want to convert
- Click “Save as”
- Give your slide a file name
- In the “Save as type:” dropdown box below the file name open the dropdown menu and select “JPEG” (It might be “JPEG file interchange format)
- Click “Save”
- A box will pop up that says “Do you want to export every slide in the presentation or only the current slide?” Click “Current Slide Only”

You now have a JPEG file that’s ready to post on your social media platforms.

## Supporting Text for Posts:

Along with the image you post, include some supporting text. You’re welcome to write your own or use this example:

Here’s some good news: Most Whatcom County drivers respect the speed limit. This is so important, because we know that there is a high risk for the few who choose to speed. In fact, 30 percent of traffic fatalities in Washington involve speed as a factor.

You can view a sample post here: <https://www.instagram.com/p/CKkKN9FrTP0/>