



YEAR IN REVIEW
THE STATE OF SPEEDING
2020-2021



INDIA

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Section 1: The State of Speeding in India

Road Accidents in India 2020

Government of India, Ministry of Road Transport & Highways

During the year 2020, India recorded 3,66,138 road crashes causing the tragic loss of 1,31,714 lives and injuring another 3,48,279 persons. The good news is that while these reflect far too much loss of life and injuries, the numbers in 2020 were much improved over those in 2019.

Parameter	2019	2020	% Change
Number of accidents	4,49,002	3,66,138	-18.5
Number of people killed	1,51,113	1,31,714	-12.8
Number of injury	4,51,361	3,48,279	-22.8

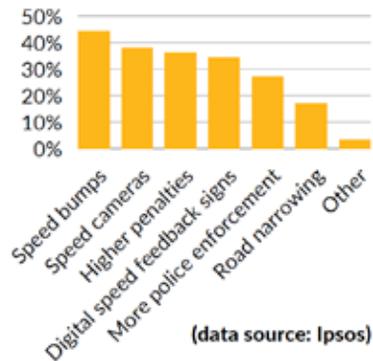
However, the report also shows concerning data in these categories:

- Road accident severity measured by the number of persons killed per 100 accidents saw an increase of 2.3% during 2020;
- In 2020, under the category of Traffic Rule Violations, **overspeeding** is a major killer, accounting for **69.3 %** of the persons killed.

Section 2: Drivers' Impressions of Speeding

Survey Data: What do people in India think about speeding in their neighborhoods?

- **72.5%** of respondents think that speed limits in their neighborhood are not always observed by drivers.
- **60.9%** of respondents say they don't observe posted speed limits while driving.
- When asked about methods to slow speeders down, **speed bumps, digital speed feedback signs, and speed cameras** are the measures considered effective by most respondents.



Section 3: Building an Effective Speed Reduction Plan:

3a - Collecting Your Data:

Can you identify **if, where, and when** speeding is happening?



Speed Tracker



Cloud Data
Collection

There's a simple way to keep track. Speed Tracker is a small, wireless data collector that gives you detailed stats on driver behavior and speeds that you can access online via SafePace Cloud.

If speeding is determined to be a problem on your streets, there are many ways to elicit change in driver behavior. At Traffic Logix, we provide a variety of solution packages to meet your multifaceted traffic calming challenges and concerns.

3b - Single-Layer Solutions: Awareness



Radar Speed
Sign



Cloud Data
Collection

Awareness is a powerful thing. Simply reminding drivers when they're speeding has been shown to change the way they drive, even miles down the road.



Since all of our radar speed signs gather data, let's take a look at how effective the single-layered awareness solution is and if more powerful and versatile solutions could suit your traffic calming needs better.

3c - Does Just One Layer Work?

In 2021, over 400 new radar speed signs were installed on local streets across India.

What difference did we make nationwide 2021 vs. 2020?

	2020	2021	
% of vehicles captured travelling at over 60 km/h on residential streets	26.73%	24.53%	✓✓
% of vehicles captured travelling at over 100 km/h on residential streets	0.79%	0.66%	✓✓

With more Traffic Logix radar speed signs installed, speeding problems on local streets have been mitigated.

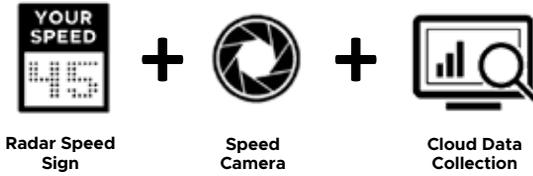
But are radar signs always enough?



While radar signs are often an effective way to slow speeders, there are many instances when they aren't sufficient in protecting local streets. If not installed correctly or when used to address speeding problems that require a more multifaceted approach, they may not be sufficient to reduce top speeds.

Adding **enforcement and/or physical traffic calming elements** can create far better protection against speeding, crashes, and life threatening injuries on your roads.

3d - Two-Layer Solutions: Awareness + Enforcement



Speed cameras discreetly capture images from multiple lanes with pinpoint accuracy. When used with speed awareness signs, this solution package adds the element of warnings that can be issued by police or private communities as well as the ability to further target enforcement.

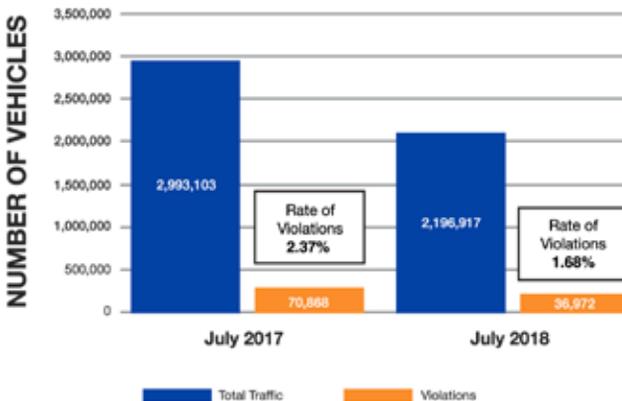
Why Adding Speed Camera to Your Solution?



At a diverse Indian business, speeding issues are finally under control thanks to Guardian cameras from Traffic Logix.

Since the Guardian systems have been installed, speeding has already been reduced to one violation every 60 minutes instead of every 20, an improvement of over 200%.

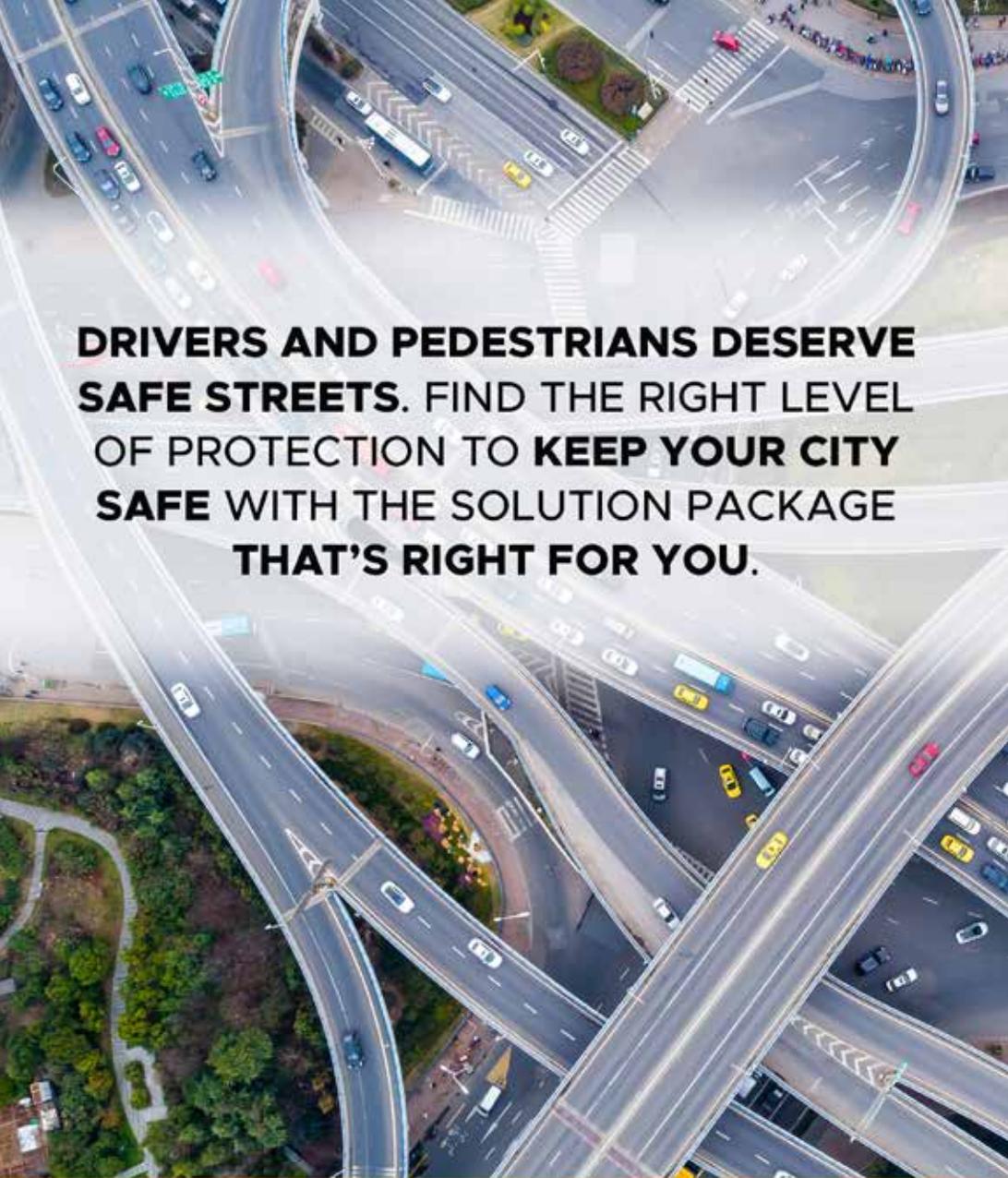
PERCENTAGE OF VIOLATIONS OUT OF TOTAL TRAFFIC Cumulative data, three locations



The City of Kolkata reduces rate of speed violations by over 28% with speed cameras and radar speed signs.



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**DRIVERS AND PEDESTRIANS DESERVE
SAFE STREETS. FIND THE RIGHT LEVEL
OF PROTECTION TO KEEP YOUR CITY
SAFE WITH THE SOLUTION PACKAGE
THAT'S RIGHT FOR YOU.**

LET'S GET IN TOUCH



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