

# ROADWAY SAFETY INSTITUTE

Advancing roadway safety with user-centered solutions

UTC Project Information	
Project Title	Identifying and Reconciling Stakeholder Perspectives in Deploying Automated Speed Enforcement
University	University of Minnesota
Principal Investigator	Frank Douma
PI Contact Information	<a href="mailto:Douma002@umn.edu">Douma002@umn.edu</a> 612-626-9946
Funding Source(s) and Amounts Provided (by each agency or organization)	Roadway Safety Institute (USDOT): \$150,000 Roadway Safety Institute-Office of the Dean, Humphrey School of Public Affairs: \$19,307 Roadway Safety Institute-Office of the Vice President for Research: \$23,596
Total Project Cost	\$192,903
Agency ID or Contract Number	UTC Grant Number: DTRT13-G-UTC35 CTS# 2015046
Start and End Dates	8/1/2014 – 5/31/2017
Brief Description of Research Project	<i>Final report abstract:</i> Speeding is a public-health crisis, making up approximately a third of roadway deaths each year in the United States. One countermeasure with clearly documented efficacy to reduce speed is automated speed enforcement (ASE). Public acceptance of ASE, however, has been marginal with many drivers calling into question its need and legality. This project used surveys and interviews to better understand public rejection of ASE and to strategically provide individualized information to determine whether opinions can be shifted toward a more favorable view of ASE. Statistically significant movement on ASE opinion was achieved after respondents engaged with a tailored survey addressing their particular ASE concerns. Those who changed their opinion were more engaged (e.g., considered the opposite of their current stance more fully) and were persuaded by evidence of safety benefits resulting from reduced speeds and effective speed reduction with ASE deployment.
Describe Implementation of Research Outcomes (or why not implemented)	<i>No data to report.</i>
Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	<i>No data to report.</i>

Last updated (5/1/2018)



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Web Links <ul style="list-style-type: none"><li>• Reports</li><li>• Project website</li></ul>	<a href="http://www.roadwaysafety.umn.edu/research/search/projectdetail.html?id=2015046">http://www.roadwaysafety.umn.edu/research/search/projectdetail.html?id=2015046</a> <a href="http://www.roadwaysafety.umn.edu/publications/researchreports/reportdetail.html?id=2586">http://www.roadwaysafety.umn.edu/publications/researchreports/reportdetail.html?id=2586</a>
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