Credibility of Speed Limits

...and what paint’s got to do with it.

Bridget Burdett
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NZRF/RIAAR/RSMA Conference, 21 August 2013
Wake Up Demonstration....

The Stroop Test

Read aloud the **colour** of the font....
Red
Red
Speed
Purple
Purple
Purple
Yellow
Blue
End
Presentation Outline

• Speed variability and self explaining roads
• What does credibility of speed limits have to do with paint?
• International research
• Speed variability and self explaining roads
“When developing the “road of the future” one should start with a few easy recognizable and distinguishable road categories...

Theeuwes & Godthelp, 1995
Pre-treatment
Local roads

Collector roads
What does credibility of speed limits have to do with paint?
Setting of Speed Limits

Schedule 1

Speed Limits New Zealand

Guidelines for setting speed limits and procedures for calculating speed limits
Woman drives from Hamilton to the Mount - asleep

8:19 AM Wednesday Aug 14, 2013
1.1 Speed limits policy

The objective of speed limits policy is to balance the interests of mobility and safety by ensuring speed limits are safe, appropriate and credible for the level of roadside development and the category of road for which they are set. They must also be nationally consistent.

Road users are more likely to comply with a speed limit if it is consistent with limits on other roads in the network with similar characteristics, and if limits in general reflect the factors that most influence speed choice. The level of roadside development and the function of a road are the primary determinants of the appropriate speed limit. Consistency is an important aspect of road users’ perceptions of a reasonable speed limit and will influence their willingness to comply.
• International research
The credibility of speed limits on 80 km/h rural roads: The effects of road and person(ality) characteristics

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Thank you

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