



Speed Management Treatments

Vehicle Speed Feedback Signs

What is a Vehicle Speed Feedback Sign?

Vehicle speed feedback signs, or dynamic speed feedback signs, are automated devices that provide passing drivers with a real-time display of their current operating speed in relation to a posted speed limit. Vehicle speed feedback signs are posted below a regulatory speed limit sign and are commonly used where speed limits transition, or within school zones.

These signs serve as a proactive measure to promote safer driving habits, raise awareness about speed limits, and improve overall road safety.

Key Benefits

- Can lead to moderate speed reductions overall with substantial reduction in excessive speeds
- Cost effective compared to physical speed management treatments

Considerations

- Regular enforcement and maintenance is required to remain effective
- Not suitable for high volume roadways (>20,000 Annual Average Daily Traffic [AADT])
- Portable devices may be implemented temporarily to reduce speeds



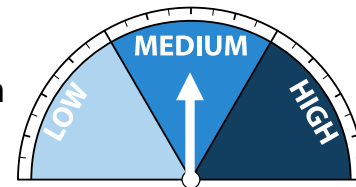
Image Source: [WMUTCD](#)

Potential Speed Reduction



2-7 mph

Source: [FHWA](#)



Cost



Where it Works

- ☒ Rural Highway
- ☒ Rural Community
- ☒ Suburban
- ☒ Urban

Typical Applications

- Can be used in any roadway context but are most effective when used where posted speed limits are 35 mph or lower
- Should only be used where speed management or speed limit visibility is needed such as transition zones, school zones, or work zones

Examples



Unknown Roadway

Iowa



Image Source: IowaDOT



Unknown Roadway

Iowa



Image Source: IowaDOT

Other Resources

[WisDOT Approved Products List](#)
(see Signing and Marking)

[WMUTCD Section 2C.13](#)

[FHWA Self Enforcing Roadways: A Guidance Report](#)



For any speed management treatment, application of the treatment depends on the roadway context and design and must be reinforced by enforcement and education.